

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, JANUARY 23, 1935

Number 2679



TO-DAY

With every rising of the sun
Think of your life as just begun.

The Past has cancelled and buried deep
All yesterdays. There let them sleep.

Concern yourself with but To-day—
Grasp it, and teach it to obey

Your will and plan. Since time began
To-day has been the friend of man.

You and To-day! A soul sublime
And the great heritage of time.

With God himself to bind the twain,
Go forth, brave heart! Attain! Attain!



AFTERWHILE

Afterwhile we have in view
The old home to journey to;
Where the mother is, and where
Her sweet welcome waits us there;
How we'll click the latch that locks
In the pinks and hollyhocks,
And leap up the path once more
Where she waits us at the door;
How we'll greet the dear old smile
And the warm tears, afterwhile.

JAMES WHITCOMB RILEY.



Rademaker-Dooge Grocer Co.

Distributors for

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LANSING MICHIGAN
DETROIT SAGINAW
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NE for each member of YOUR STORE FAMILY

Your people are ambitious to make more sales. So are you. See that they—and you—have every opportunity. See to it that each member of your staff gets and reads the TRADESMAN. Every one of them will enjoy and profit by it. So will you. Because they'll be kept abreast of everything that is new in merchandising, selling, advertising and display. And the cost is trifling — \$3 a year, for 52 weekly issues. In more and more progressive stores you will find that every man in the place has his own copy of the TRADESMAN. Sometimes the store pays for the individual subscriptions. Sometimes the individual pays. Sometimes it's 50-50. But at all times everybody is happy. Write us. TRADESMAN COMPANY, Grand Rapids.

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GRAND RAPIDS, WEDNESDAY, JANUARY 23, 1935

Number 2679

MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING
Detroit Representative
611 Kerr Bldg.

Printed by the Tradesman Company, Under
NRA Conditions

SOME TRENDS IN TRADE

Sidelights on the General Business Situation

President Roosevelt's budget message made it clear that the country is embarking on a course which calls for the use of the power of the Government to preserve private enterprise by regulating its abuses and balancing its deficiencies. It is a form of social control which is neither laissez-faire nor collectivism, neither rugged individualism nor a regimented economy.

A basic principle may be found in the President's budget statement, "I am submitting to the the Congress a budget which balances, except for expenditures to give work to the unemployed. Such deficit as occurs will be due solely to this cause, and it may be expected to decline as rapidly as private industry is able to re-employ those who are now out of work."

He went on to explain, in substance, that the Government income next year will be a little higher because business will be a little better and more taxes will be coming in. He expects the national expenses to be about the same because what little economies he can make in unemployment relief must go to improve the national defense and other things. Careful students of Government finance believe that he deliberately underestimated the probable government income and overestimated the outgo. Radicals think that his opening day message to Congress and the budget message were conservative, while the conservatives think they were radical.

The attendance and sales of the January and February automobile shows in previous years have proved to be a fairly reliable index to the coming year's automobile market. The New York show had a record opening day crowd and both attendance and sales in succeeding days gained substantially over 1934.

The early reports from retail organizations substantiate the rosy estimates made in December of holiday business. Sales of Montgomery, Ward & Company in December were the largest for any month in the firm's history—gaining 39.5 per cent over the preceding year and topping the 1929 month fractionally. Spiegel-May-Stern's December sales were 61.9 per cent better than in 1933, and both December business and the full year's business were the biggest ever registered since the founding of the company.

Jules Backman and A. L. Jackson, editors of Economics Statistics, Inc., and regular contributors to Sales Management, say that "An analysis of the underlying conditions now existing in the business situation indicates that the outlook for future business activity is the brightest that has been evinced since the early part of 1929."

Production of passenger cars and trucks in the United States and Canada for 1934 shows a gain of 45 per cent. over the preceding year. The wholesale value of the 2,885,000 units was \$1,453,800,000. The total value of motor vehicles, accessories, service equipment, and replacement of parts and tires, plus estimated gasoline consumption, is approximately five billion dollars.

Commercial travel as measured by hotel sales is now back to nearly 70 per cent. of 1929, with Washington and Detroit more nearly normal than any other of the large cities.

The Supreme Court decision which nullified the oil production control provisions of the National Industrial Recovery Act is not considered as an upset of the NRA plan as a whole. The Court held Section 9 defective in that it failed to state any standard or policy to indicate the legislative intent for the guidance of the President in his exercise of the delegated authority. Administration leaders claim that the rest of the New Deal key legislation does not contain the defect found in the Oil Section. Terrific oil price slashes and a tremendous increase in production are likely to follow the Supreme Court ruling.

Despite a slowing down in the last half of the year, corporate net incomes for 1934 will show a marked increase over the preceding year. Net incomes of most industries show gains in profits or a replacement of deficits with profits.

Recently several editors and members of the staff of McCall's Magazine went down to the Tennessee Valley to make a survey of the Government's project, with particular reference to electrical appliance sales developments. Some high spots from their investigation are: (1) Appliance sales are reaching hitherto unheard of totals. In Tupelo, Mississippi, the first city to be given TVA power, electrical appliance

sales last year set a new national record on a per capita basis; (2) Norris, Tennessee, a new city well on its way to completion, will be the first American community in which every house is wired for electricity; (3) Refrigerator, range and water heater manufacturers have made these appliances available at greatly reduced prices; (4) A full campaign of consumers' education, taking in newspapers, demonstrations, travel kitchens, radio, etc., is stimulating current and appliance sales; (5) Privately owned utilities have reduced their rates and seen spectacular appliance sales increase; (6) Over 250 communities have applied for TVA electricity; (7) Electricity consumption in TVA communities is showing heavy increases.

Carroll B. Merritt, general manager of the magazine Architecture, just returned from a five weeks' business trip to the Pacific Coast and finds that "Eastern business men, by comparison with their Western brothers, seem to have settled down to the 'enjoyment' of poor business health. There is a marked contrast to that of the East, and I venture the opinion that the Eastern business man has too much of his business eye cocked in the direction of Wall Street, assuming that 'as Wall Street goes, so goes the nation.' If one would lose some of his provincial New York business viewpoint and conceit, he ought to pack his bag and find out for himself that the 'repression' is about at an end east of Chicago. The business men of Los Angeles, Portland, San Francisco, Seattle, Omaha and Kansas City, have forgotten the figures of the years 1914 to 1929, and are building practically from scratch and showing remarkable results."

Both specially shops and department stores report that not only was Christmas buying better in most cases than any year since 1930 or 1929, but that there was a marked demand for goods of better quality. As George W. Young, vice-president of Marshall Field & Company, Chicago, puts it. "A distinct trend toward the buying of quality merchandise has been noted in recent months . . . an indication of growing confidence . . . and willingness to spend more freely." . . . An official of Sears, Roebuck & Company says, "Greater buying of better grade goods than heretofore . . . sales of semi-luxury lines are relatively good compared with the past few years."

Montgomery, Ward & Co. started a new type selling last November when they offered a 5,000-item catalogue of Christmas merchandise to city dwellers by phone and guaranteed delivery of items chosen from the catalogue on a twenty-four-hour basis. In Chicago alone they put out 100,000 catalogues and report very satisfactory results

from the campaign to convert city dwellers into catalogue buyers.

The AAA has been more violently assailed than any other agency of recovery and the lurid stories of large sums paid to non-hog raisers who are not raising hogs have blinded people to the greatest achievements of the AAA in reducing the surpluses of wheat, corn, hogs, cotton and other basic farm crops.

Farm income has increased by more than one billion dollars in the last twelve months, and this has greatly benefited the manufacturing industries which cater to farmers—agricultural machinery, automobiles, textiles and many other industries. In former depressions farmers and workers have suffered much from low prices and low wages. The restoration of farm income, even though that income is paid in part as a Federal subsidy, has started the farming industry back toward recovery, and with it many manufacturing industries.

There seems to be good reason to believe that Government estimates of farm income are too low, rather than too high. For example, Frank H. Bell, advertising manager of the Pacific Rural Press, has discovered that the Government estimate of \$351,000,000 for California's farm income covers sixty-four crops only, whereas the state has 181 different cash crops, and if these were included the California crop estimate would be considerably over \$400,000,000 for 1934. These figures, he points out, do not include the Government benefit payments, nor livestock and livestock products.

Steel Concerns Move Into Black

The steady and sharp expansion in steel operations, expected in trade circles to continue over the next few weeks, will probably enable the majority of concerns in the industry to operate profitably during the first quarter.

Automobile makers' demands for steel are exceeding expectations and are resulting in the accumulation of unfilled orders by several makers. Likewise, automobile accessory manufacturers are active bidders for steel. Certain of the projected work relief projects, such as grade crossing eliminations, highway building and rural electrification, will soon stimulate demand for steel.

Recent modernization of steel plants will serve to increase profit margins. These new facilities largely replace obsolete, high-cost plants. Lower costs due to more efficient operations will tend to offset depreciation charges on that proportion of capacity which remains idle.

MEN OF MARK

Edward Frick, Forty-six Years with One House

Edward Frick was born on a farm near New Holland, Aug. 26, 1858. His father and mother were both of Holland birth, having emigrated to this country from Groningen in 1848. Edward was the youngest of eleven children and is now the youngest of two living children. Both his parents have passed away. In 1866 the family sold the farm and moved to Kalamazoo, and a year later they returned to New Holland and purchased another farm near the home they had previously sold. Edward attended district school three winters—fifty-six days the first winter, fifty-two days the second winter and fifty-nine days the third winter—and this practically comprised all the education he obtained except in the school of business and experience. In 1875 he went to Holland and secured employment in the general store of Kruisenga & Son. He remained there eight months, when he left to take a clerkship in the general store or A. Wagenaar, of New Holland, where he remained four years. During the closing weeks of his connection with this establishment, an incident occurred which we will permit him to tell in his own words:

"John Shields was then covering the colony trade for Graff, Shields & Co. He asked Mr. Kruisenga one day where he could find a man familiar with the Holland language to cover the colony and contiguous territory, and Mr. Kruisenga immediately suggested that he communicate with 'Fred,' as he always called me. The next day, he called on me at the store in New Holland and enquired how I would like to travel on the road selling goods at wholesale. I told him I had a good home in the Wagenaar family; that I was practically in charge of the store on account of Mr. Wagenaar's illness and that I saw no reason why I should make a change. In his next trip to New Holland, two weeks later, he renewed the offer, but I did not feel as though I ought to leave an employer who had treated me so well and placed so much confidence in me. Two weeks later he again undertook to negotiate with me, when I told him I would not leave Mr. Wagenaar without his consent, whereupon Mr. Shields asked if I would be willing to have him call on Mr. Wagenaar and go over the ground with him personally. I reluctantly gave my consent and, during this interview, he convinced Mr. Wagenaar that it would be to my permanent advantage to make a new alliance. On his next trip to New Holland he took me with him for three days through the colony, at the end of which time he told me to report for duty at Grand Rapids the next Tuesday morning. I was assigned the territory Mr. Shields had previously covered, comprising the available trade between Hartford and Pentwater. I followed the fortunes of the house through the changes to Shields, Bulkey & Co., and Shields, Bulkey & Lemon, and, on the organization of the new house of Olney, Shields & Co. in 1886, I transferred

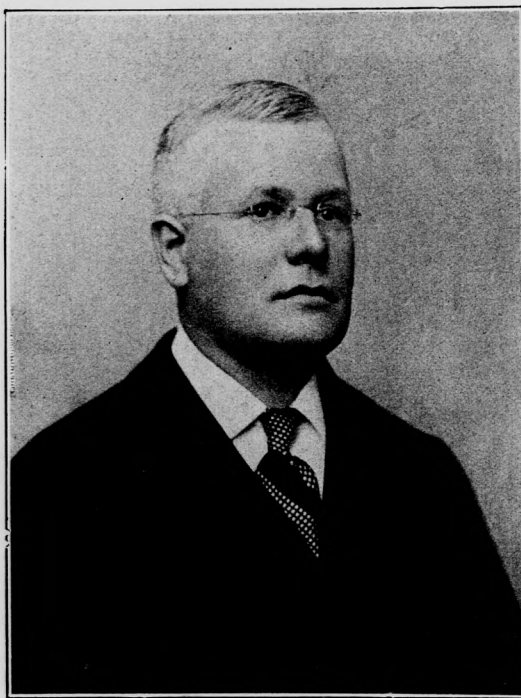
my services to that firm. In April, 1889, Mr. Shields was suddenly compelled to leave for Florida with his wife and he wired me at Kalamazoo, where I was attending the funeral of my sister-in-law, to report for duty that evening in Grand Rapids and assume his position as buyer and manager of the four other salesmen then employed by the house. I knew nothing about my new work, but I called the boys together the next Saturday—James A. and Samuel B. Morrison, James N. Bradford and Scott Swigart, all now dead—and told them it was up to us to hold the business up to its former proportions. I traveled three days each week and did the buying the best I knew how the remaining three days, making sales amounting to \$72,000 the

mile or so South of Douglass, where he and his wife have since resided. The home fronts on Lake Michigan, about 75 feet above the level of the water, with beautiful trees in all directions. Last winter Mr. and Mrs. Frick spent the cold months in Grand Rapids so as to be near Mrs. Frick's oculist. They are doing the same thing this winter.

Mr. Frick was an original stockholder of the Northwestern Yeast Co. when it was organized about forty years ago. He still retains his connection with the corporation.

Mr. Frick joined York Lodge, F. & A. M., in 1905, and still keeps up his membership.

Mr. Frick attributes his success to hard work, patiently and conscientiously undertaken and carried forward. He



Edward Frick As He Looked Thirty-three Years Ago

following year and increasing the trade of the house \$150,000, which was quite as much of a surprise to Mr. Shields on his return as it was to us. But for the hearty support of the other traveling men and the cordial co-operation of my associates in the house, I could never have achieved this result."

On the retirement of Mr. Shields and the organization of the Olney & Judson Grocer Co. in November, 1889, Mr. Frick was made a director and Vice-President of the corporation. He continued in the same position when the name of the house was changed to the Judson Grocer Co. Altogether he was 46 years with the house established by Mr. Olney and his associates.

On his retirement from active business, when Lee & Cady took over the Judson house, Mr. Frick erected a beautiful home on the shore drive, a

probably put in the longest hours of any wholesale groceryman who ever functioned in this market, having been the first to arrive in the morning and the last to leave at night. Some of his fraters in the trade who tried to keep pace with him gave up in despair, believing that he was made of iron while they were only common clay. Despite the long hours he put in at his desk and the exacting manner in which he insisted on personally attending to every detail connected with his department, he was charitably inclined toward those of his associates who could not keep his pace, and everyone who has ever worked with him or under his is ready at all times to take off his hat to Edward Frick and to insist that he is one of the best fellows on earth and that his worst fault was his disposition to be too faithful to his

business and too negligent of his own comfort and health in his earnest effort to treat his customers right and to see that they received what they ordered in the quantity and qualities best adapted to their requirements.



Lines of Interest to Grand Rapids Council

It seems that about every so often a smart fellow sticks his head up above the rank and file and is noticed for some unusual thing he does or for some unheard of thought which he has allowed to become noisy enough for others to ear. The other day a member of the solonic body of the state had nerve enough to voice his opinion that the state senate should be obliterated as a law making body and the representatives be the sole factors in regulating the state. There may be many good reasons why such a move should be made but we are of the opinion that simplifying the present procedure would be one of the best reasons. If the various districts of our Commonwealth would select their representatives with the utmost care as to their honesty and competence, there would be a greater likelihood of fewer, but more intelligent, laws. We fail to see any real reason why there should be a double check system in our law making bodies if the proper representatives are selected to look after the interests of their constituents. This unusual idea may be a good thing for the state in general as it will help to break up blocs which are formed to connive against some good legislation and will also eliminate a great many feet that are now in the political feed trough.

Late in the afternoon of the Sixth Day, when the Creator had made all good things, there was still some dirty work to do, so He made the beasts and reptiles and poisonous insects. When He had finished, He had some scraps that were too bad to put into the rattle-snake, the hyena, the scorpion and the skunk. So He put all these together, covered it with meanness, wrapped it in selfishness, marked it with a yellow streak, and so produced the chuckling sap who darts into a parking place while the car ahead is preparing to back in.

Keeper: "You think you're sane, eh? Well, if we give you your liberty will you keep away from liquor and women?"

Inmate: "I certainly will!"

Keeper: "Then you stay in. You're still crazy!"

Man is the queer critter who lies ten miles when bragging about the speed of his old crate, lies ten miles the other way when explaining to a traffic cop, and then sneers about the unreliability of the modern speedometer.

The information has come to us that the Ladies' Auxiliary will serve a Chinese dinner to the membership at our next regular meeting, which will be on Saturday evening, Feb. 2. They

will serve the dinner from 5:30 to 7 o'clock and the charge will be 35c per plate, the same as they charged at the December meeting. The council and the Auxiliary will hold their meetings at the conclusion of the dinner. Reservations may be made by calling Mrs. Nash, who has charge of the dinner, at 95085; Mrs. Colegrove, 80682; Mrs. Westfeldt, 96460; Mrs. Lozier, 54998; or Mrs. Groom at 35019. It is expected that there will be a larger crowd in attendance than at the December meeting.

Counselor C. O. Cascadden, who is manager of the Hastings Printing Co., reports that business is improving with them to the extent that it has been necessary for them to install new automatic machinery in order to take care of their increased business.

And there was the canny Scot who bought the car because the clutch was thrown in.

Grand Counselor A. F. Rockwell and wife attended the January meeting of Battle Creek Council Saturday evening. The Grand Counselor reports that Battle Creek Council is progressing and that they have a very proficient degree team. It is planned to have an intersectional meeting there in April. Muskegon, Grand Rapids and Kalamazoo Councils will be invited to participate in the meeting. On Feb. 9, Kalamazoo Council will hold such a meeting and Muskegon, Grand Rapids and Battle Creek Councils will be invited. The Grand Counselor believes that these meetings will be of great benefit to the Councils and urges every member to attend, if possible. The Battle Creek degree team will confer the work at Kalamazoo and we understand they are very good. Members of Grand Rapids Council should arrange to attend this meeting and should start panning now so that there will be a large delegation from our local council. Do not forget the date, Saturday evening, Feb. 9.

Cop: "How did you knock this man down?"

Motorist: "I didn't. I pulled up to let him go across—and he fainted."

Tom Fishleigh, chairman of the entertainment committee for the annual meeting, held his first committee meeting at his home Sunday afternoon. Officers of the committee were selected and preliminary plans made for the dancing party which will be the big feature in the evening. Details of the program will be given in these columns from time to time.

Counselor A. J. Feldhaus who represented the Axton-Fisher Tobacco Co. in this territory, has accepted a position with the tobacco workers union to act as their spokesman at all important meetings and assist in organization work. He will leave at once for the West coast, where he and Mrs. Feldhaus will locate for the time being. Counselor Feldhaus has had a broad experience in this type of work and will be a valuable asset in organization work. Grand Rapids Council is sorry to lose him, as he has been quite active in Council affairs since becoming a member and gave promise of very desirable material for executive work.

The best wishes of the Council go with Mr. Feldhaus to their new home.

Counselor Robert Jones, who has represented the Proctor & Gamble Co. in Western Michigan, has accepted a connection with the Bo-Peep line of household cleansers and will make his future headquarters in Detroit.

Counselor Frank Holman, of Detroit, has been in the city for several days, breaking in a new salesman for the Atlantis Sales Corp.

The Ladies' Auxiliary gave a pot luck luncheon and bridge party at the home of Mrs. Darcey Wilcox, 220 Charles avenue, Thursday afternoon, Jan. 17. There were four tables of bridge. Mrs. Harley Lovall took first prize and Mrs. R. E. Groom captured second.

Ann Arbor salesmen have petitioned Grand Counselor Rockwell for a U. C. T. Council in their city. Ann Arbor supported a Council at one time, but surrendered their charter in 1916. Grand Counselor Rockwell has advised them as to the necessary steps to be taken and plans are rapidly being formulated for the organization. It is expected the Grand Counselor will be called there in the near future to install the new Council. This addition to the number of councils in the state will be very commendable to the record already set by our hustling Grand Counselor, who is a member of our local council.

Friend: "It's not the cost of the car that worries the owner, but the upkeep."

Man: "And sometimes the turnover."

The following are reported on the sick list over the week end: Mr. and Mrs. R. E. Groom, Mrs. Gil Ohlman and Mrs. L. L. Lozier.

Another veteran from our ranks has been called to the Supreme Council on High. Fred J. Gray, one of the oldest wholesale hardware salesmen in Michigan, in point of service, died suddenly Monday afternoon, Jan. 14, from a heart attack. He had accompanied his son, Robert, to a barber shop and died while in a barber chair. Past Counselor Gray had been in the wholesale hardware department of Foster, Stevens & Co., for over thirty years and was widely and favorably known among the trade. He joined the United Commercial Travelers in Hillsdale in 1902. He leaves a widow and a son, Robert, to mourn his loss. His funeral was held Thursday morning and interment made at Hillsdale. The Council extends their sympathy to the widow and son in the loss of their companion and father.

Dan G. Fox, salesman for Lee & Cady, died Tuesday in St. Mary's hospital. His body was taken to Benton Harbor for burial. Mr. Fox was well known among grocers and was well liked by those he came in contact with. He was a member of the United Commercial Travelers for several years.

Grand Rapids Council No. 131 lost another old-time member when Bro. Nicholas C. Vandebelt of 1244 Powers Ave., N. W. answered the final Call of the Supreme Ruler on Jan. 19th last. Bro. Vandebelt had been in poor health for some time, but the call came

suddenly without any warning. He joined the Council on March 5, 1904, but ceased being active a few years ago on account of poor health. He was also a member of the Benefit Association. The funeral services were held at The Van Hoff funeral parlors on Monday, Jan. 21 at eleven A. M.—Interment at Muskegon.

Notgniklip.



What Detroit Council No. 9 Is Doing

Business leaders in Detroit and throughout the entire Nation are beginning to secure window decorations for National buyers week the first two weeks in March. These decorations consist of two banners, one foot wide by three feet long, and twelve pennants, making fourteen pieces in all. These beautiful decorations will make a very attractive display in approximately two million retail stores throughout the country. Lithographed in our National colors—red, white and blue—they make an attractive appeal to the eye. The story of Buy Merchandise and Give Men Work is told by the industrial wheel found on each decoration. The spokes of the wheel are the essence of industry—manufacturing, distribution, finance, agriculture, mining, transportation, professional, communication. The great special appeal is in the rim itself: help turn the wheel through the co-operation of the American people. Thus the story of the entire campaign is told. So simple and so direct is the entire idea that it strikes deep into the very heart of merchandising. How long would an automobile run without a rim on the wheel? Thus goes the great appeal to the great American public.

The big salient feature about the whole idea is that there are no contributions. None are allowed. All the material is sold at a price to cover production, distribution, sales commissions and other forms of expense. And just think, \$3 covers it all. Telegrams, long distance telephone calls, and letters are pouring into the Detroit-Leland Hotel—the National headquarters of the American Industrial Parade Association.

Al Guimond spoke this week on National buyers week before the North End Lions Club. He was enthusiastically received.

Two of our members, Floyd Burch and Joe Mellon, are driving 1935 fords, with which they are very well pleased. And guess where they bought them? Al Drouillard is sales representative for A. O. Kemp, on Fenkel ave., Detroit, and he is right on the job. It is no wonder that he got the business.

The safety committee of the Grand

Council is now ready to go forward on its definite program. It has a simple task laid out for the safety committee of every council. The working of all together for a well defined end should bring untold results. Every council will shortly receive its portion of the work.

The Ladies Auxiliary safety committee of Detroit Council, No. 9, has another safety suggestion. Do this if your car turns over. Grip the steering wheel with a steel-like undergrip, forearm slanted toward the body and elbows tight to the body. Brace your feet. Push the buttocks of your body hard into the back of the seat. Duck your head forward, chin close to body and lean your body forward. This should hold your body in a rigid position and in the case of one of our members was the cause of saving his life.

Dave Mercier and Mrs. Mercier went up to Petoskey for the last week end. Of course, Northern Michigan is popular as a summer resort and we think if the Merciers take many more of their friends up there during these months Northern Michigan may become a popular winter resort.

This month's meeting promises to be very interesting. A social hour for the men and ladies at five o'clock at the Detroit-Leland Hotel will be followed by a dinner. Each member of the council will pay only 25c and the balance will come out of our entertainment fund. Our regular business meeting will follow. And we'll all be there on Saturday night of this week.

The memory of the late Helen Bullis Allard (Mrs. William Allard) was honored by a Christmas party for poor children in Detroit. This was given by Detroit Council, No. 9, and their Ladies' Auxiliary on Saturday afternoon, Dec. 22.

There were about fifty poor children entertained, of which many were the pupils of the late Mrs. Allard. The affair was held in the spacious home of Mr. and Mrs. Stanley P. Ecclestone. Each child was brought to the party by the transportation committee and likewise returned by automobile. Upon his arrival he was received and made welcome by Wm. C. Allard, who at once turned the youngster over to some member of the Ladies Auxiliary.

A real Santa Claus was ready to delight them and he came right down the chimney. It is a wonder he didn't get burned, as the fire snapped and cracked. Straight to the tree he went from which he took a present for every child. Then he enjoyed a dish of ice cream and cake with the little folks. To each Mr. Allard then gave an animal cookie. Mr. and Mrs. Harry Carrien, professional magicians, delighted all. And their entertainment was so good that Santa Claus asked them to come with him to the next stopping place that they might do much good among the other United Commercial Travelers throughout the entire state. Before leaving he gave each child a stocking filled with goodies. Wigstaff.

We might have been—these are but common words, and yet they make the sum of life's bewailing.

MOVEMENTS OF MERCHANTS.

Croswell—The Vita Milling Co. has changed its name to the Vita Milling Corporation.

Mt. Pleasant—The Isabella Sugar Co. has increased its capital stock from \$150,000 to \$300,000.

Birmingham—The Frazer-Couzens Co. has decreased its capitalization from \$150,000 to \$2,000.

Harbor Beach—The Huron County State Bank has decreased its capital stock from \$30,000 to \$25,000.

Muskegon—The Powder Box, Inc., 340 West Clay avenue, beauty parlor, has a capital stock of \$1,500, all paid in.

Detroit—The Cadillac Brewing Co., 3520 Mitchell avenue, has increased its capital stock from \$150,000 to \$300,000.

Detroit—The Breault Management Co., 442 Buhl Bldg., has changed its name to Breault Bros. & Bradley, Inc.

Detroit—The Standard Steel Products Co., 8636 Oakland street, has increased its capital stock from \$1,000 to \$10,000.

Wyandotte—The Standard Gray Iron Foundry, Inc., 850 Grove avenue, is capitalized at \$10,000, with \$9,500 paid in.

Traverse City—Charles A. Gardner, grocer, has added a meat department. The electric fixtures were furnished by Boot & Co.

Coldwater—C. A. Sherwood, 72 years old, who has conducted a shoe store here for 52 years, died suddenly at his home, Jan. 19.

Detroit—The Cunningham Coal & Coke Co., 9320 Hubbell avenue, has a capital stock of \$5,000, \$2,000 of which has been paid in.

Detroit—The Supreme Knitwear Co., 218 West Jefferson avenue, has been incorporated with a capital stock of \$5,000, all paid in.

Lansing—The W. K. Gearen Bean Co., 1208 Olds Tower, has been incorporated with a capital stock of \$25,000, \$1,000 being paid in.

Bay City—L. E. Oppenheim & Co., dealer in men's furnishings and clothing, has decreased its capital stock from \$170,000 to \$100,000.

Detroit—The Paper House of Michigan, 301 East Hancock avenue, has decreased its capital stock from \$60,000 to 600 shares no par value.

Kalamazoo—The Monger Linen Supply Service, Inc., 119 West Kalamazoo avenue, has a capital stock of \$10,000, \$6,000 being paid in.

Detroit—The Ice Cream Vending Machine Co., 1040 West Baltimore avenue, has been incorporated with a capital stock of \$1,000, all paid in.

Detroit—The Englander Modern Furniture Co., 2320 Vermont avenue, has a capital stock of 100 shares at \$10 a share, \$1,000 being paid in.

Detroit—The McLeod Steel Corporation, 8747 Brandt street, dealer in scrap iron and steel, salvage, etc., has a capital stock of \$1,000, all paid in.

Detroit—Viviano & Mondello, Inc., 7201 West Fort street, dealer in fruit and produce on consignment, has a capital stock of \$10,000, \$1,200 being paid in.

Grosse Pointe—Bandemer Brothers, Inc., 1251 Lakepointe avenue, general

construction and contracting, has been incorporated with a capital stock of \$5,000, all paid in.

Hamtramck—The Nu-Enamel Company of Hamtramck, Inc., 735 Penobscot Bldg., dealer in paints and painters' supplies, is capitalized at \$5,000, \$1,000 being paid in.

Grosse Pointe Park—Judy, Inc., retail dealer in apparel for women and notions at 17933 Kercheval avenue, has a capital stock of \$10,000, \$4,500 of which has been paid in.

Detroit—Dominique, Inc., 2103 Third avenue, has been organized to advertise and market merchandise with a capital stock of 20,000 shares at \$1 a share, \$3,000 being paid in.

Lansing—Frederick H. Stirling has sold his interest in the Penfil-Stirling Drug Co., 517 West Ionia street to his partner, Harry Penfil who will continue the business under his own name.

Petoskey—Bathke Bros., grocers at 301 East Mitchell street, celebrated its tenth business anniversary this week. A huge three-deck cake was cut on Jan. 19 and distributed to their customers.

Harbor Springs—Henry Stewart has taken a lease on Lon's Cafe, Bay and State streets and will conduct the business under the style of The Pub. Laun C. Hughes, former owner, will locate in Detroit.

Detroit—The Slatkin Co., 11412 East Jefferson avenue, dealer in jewelry, clocks, etc., has merged the business into a stock company under the same style with a capital stock of \$20,000, \$13,480 of which has been paid in.

Iron Mountain—Norman La Faive and Wally Ostrand have opened a grocery and meat market at 509 Stephenson avenue. Mr. Ostrand will have charge of the meat department and Mr. La Faive is managing the grocery department.

Lansing—Ray E. Baxter, formerly manager for A. & P. stores, has remodeled the basement of his home on the main corners, U.S.-27 and Briggs road, Valley Farms and will open a cash grocery store on the chain store plan, Jan. 28.

Otsego—A. L. Wakefield, recently of Augusta, has leased the store formerly occupied by Clyde Berry's grocery, purchased the Berry store fixtures and will engage in the grocery business as soon as the store has been remodeled and redecored.

Dearborn—Leo Slipson, former owner of Leo's Hardware Co., for many years on E. Jefferson avenue, Detroit, is now manager of the new store, also known as Leo's Hardware, opened by Miss Lillian Gordon at 13724 Michigan avenue in Dearborn.

Evart—George N. Bruce, 83, veteran druggist and local resident 48 years, died at his home Jan. 19, just three weeks after his wife had passed away. Mr. Bruce engaged in the drug business at Lapeer when but 17 years of age, later moving to Evart where he remained.

Nashville—E. C. Kraft has sold the remainder of his stock of general merchandise to Charles Dahlhouser, who will consolidate it with his stock of clothing, etc. Mr. Kraft sold the gro-

cery and shoe stock in Oct. and will now be able to devote his entire attention to the postoffice, having been appointed postmaster under the democratic rule.

Detroit—Isadore Wexler, owner of an East side shoe store at 11423 Mack avenue, is in Detroit Receiving Hospital, following a fight with a bandit who held up his store on Dec. 31. He was opening his store in the morning when the man entered and ordered him to the back room. While the bandit was getting the money, Wexler reached for a gun and was injured in a hand-to-hand battle.

Detroit—Jack Bayne, manager of the men's department of Stuart J. Rackham, Inc., has resigned from the organization to take a position with the men's department of Ernst Kern Company, large Detroit department store. Bayne was with Rackham for over a year. His position has been taken by Merle Gregg, who was formerly with the women's department of the Rackham company.

Hastings—John W. Goodyear, 76, director of the old National bank here 47 years and at one time its president, and owner of the only remaining pioneer business in the city, died at his home, 307 South Washington avenue. He was the proprietor of the Goodyear Bros. hardware store opened by his father, H. A. Goodyear, in 1859 and conducted by members of the family for three quarters of a century.

Detroit—The Detroit Retail Shoe Merchants' Association will be represented officially in the Detroit and Michigan Exposition to be held at Convention Hall, March 9 to 17. The exposition will be billed as the "Little World's Fair," and will be the largest indoor event ever held in this city. Displays of special shoe items will be featured, and several shoe merchants will have individual booths in addition.

Iron Mountain—Four business establishments were wiped out and damage estimated between \$90,000 and \$95,000, including building, stock and fixtures resulted when fire destroyed the Iron Mountain Mercantile Company's building, West B street. Besides the Mercantile company's grocery and meat departments, the George Allyn Apparel Shop, The Walter Platt jewelry stock and the Business College owned by R. F. Dundon were destroyed.

Detroit—Stuart J. Rackham, Inc., is featuring a sale of "Taylor-Made" shoes this week. Window displays tie in the name well with Clyde K. Taylor, well known shoe stylist, who is a partner in the store, and runs the children's department. Taylor reports that business is much better than a year ago, and January sales have shown a tremendous increase in all departments. No outstanding features are indicated, but a wholesome increase all along the line is evident.

Detroit—Henry Irwin Armstrong, formerly in the leather business in Detroit for many years, died recently at his home in Detroit. He was born eighty-five years ago and had lived all his life in Detroit. He has been a member of the Detroit Club, Huron Mountain Club, Scarab Club, Grosse Pointe

Club, and Williams Alumni Association of Michigan. He is survived by two sons, Henry Irwin Armstrong, Jr., of Detroit, and Aikman Armstrong, of California, and three grandchildren. He founded the Armstrong-Brown Company, harness manufacturers, and Armstrong Tanning Company, both now out of business.

Detroit—A temporary restraining order preventing August Froehlich, president and general manager of the Eastern Market Sausage Co., from expending any money above what is needed to operate his business was signed Saturday by Circuit Judge Thomas J. Murphy. The injunction was granted at the request of his wife Liesel, whom Froehlich is suing for divorce. Mrs. Froehlich stated that she was a stockholder in the sausage company, and that her husband is dissipating the assets. Mrs. Froehlich, who was granted \$225 a month alimony recently by Judge Vincent M. Brennan, lives at 4712 Burns avenue.

Belding—The Jolly Kids Garment Co. has concluded arrangements to move from South Haven to this city. This company was organized in 1926 and manufactures a number of children's garments, such as snow suits, play suits, overalls and such types of goods. It has been very successful and has never ceased operation at any time, except during the Christmas holidays. The general manager of the company, Mr. B. Miller, who is general production manager and designs the goods, etc., will be located at Belding. The other stockholders are J. K. Hammerman, M. Hammerman and S. Hammerman, of Chicago, who have been very successful in the distribution of this type of goods. The company has offices in New York, Chicago, Buffalo and Los Angeles. The company is moving from South Haven for the reason its plant was too small and even though it owned the property believe it will be to its advantage to move to Belding, where it will have a great deal more floor space and room for expansion. The third floor of the Belding Hosiery Mills has been leased for a term of years. The company will employ about 100 people by next summer. Of course, it will have to break new people in, but will start with about half of this number and gradually work up to the peak as the new machinery is installed. The city is moving this company and also has worked out an arrangement for some new equipment which will be paid for on the basis of payroll. This deal was sponsored by the Belding Board of Commerce and the city officials. The industry is a sure success, as it has ample finances and is backed by considerable experience. In other words, the company is not a promotional affair.

Grand Rapids—Fred R. May, President of the Grand Rapids Belting Co., who has been in a hospital since the last week of December—part of the time in a very dangerous condition—as the result of pneumonia, is convalescent. He is not permitted to see any one but nearest relations.

Japan persists in riding for a fall.

Essential Features of the Grocery Staples

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

Tea—The first hands tea market in this country has marked time during the week. Business is doing every day and shows a fair volume, but no more. Prices are just about what they have been for some time.

Coffee—The market for future Rio and Santos, green and in a large way, showed several declines during the past week, in fact these declines were not relieved by any advances to speak of. The reason was the fact that other modities declined and the speculative situation in coffee futures also slumped somewhat. Surplus stocks in Brazil also figured and so did the gold case before the United States Supreme Court. Actual Rio and Santos, green and in a large way, also showed declines for the week in sympathy with futures. Another factor in Brazil coffees is the reduction in Brazilian freight rates. Milds have shown some tendency to decline during the week, but not in any radical way. The jobbing market on roasted coffee will show the effect of this week's slump if it is not recovered from. So far there has been no material readjustment of prices. Consumptive demand for coffee is about as usual.

Canned Fruits—Control of the peach pack, which has been successful in the past two years, is probable. Whether under Federal auspices or state it is hard to say, but packers will undoubtedly be guided by the experience gained during the depression. The matter of fixed prices under the AAA is something else again. The AAA will see to it that growers in California as well as elsewhere will get a certain minimum, but the tendency after this is to let manufacturers establish their own prices. Evaporated milk is the latest in which this will be done.

Canned Vegetables—Reports coming from Chicago indicate that there was not much business done there. The futures market is still pretty obscure. Nobody knows just how new regulations and costs are going to affect production. Acreage plans appear to be pretty liberal. It is possible, in the view of some, that prices on new pack peas will be made in a few weeks. Already one price has come out of the South but none have been heard here from the Middle West. It is much too early to expect new pack prices on other vegetables.

Canned Fish—Canned salmon continues steady. Prices are being well maintained in the Northwest and there seems little disposition to sell below prevailing posted schedules.

Dried Fruits—The dried fruit market held pretty much unchanged last week. Increased activity is expected to develop here this week now that the Chicago conventions are over and undivided attention can be given to business. Stocks on the spot are light and prices here continue below a parity with the Coast. With the late winter and early spring months at hand, jobbers and other distributors look for a pronounced pickup in business. Stocks in the hands of the trade are light and

retail outlets are giving a greater display to them, as they are still pretty cheap in comparison with other foods. The Coast reports a fairly good movement of fruits to various distributing districts. First hands are satisfied with the way things are shaping up and feel that when real replacement demand makes itself felt, which they believe will be soon, that prices for shipment will rise to profitable levels on such items as prunes and raisins, which they say are still below what they should be.

Beans and Peas—The market for dried beans has been well maintained during the week, especially on pea beans. The country markets are steady to firm. Dried peas dull without change.

Nuts—The shelled nut market has been somewhat more active in the past week. Manufacturers are in the market in more substantial way, and there has been better volume to the imported nut line. Prices are more closely adjusted to domestic nut prices which has encouraged increased use, but sellers of domestic nuts find that their own volume is holding up well.

Olive Oil—The olive oil market showed continued strength abroad this week. Prices in Italy, Tunis and Greece were very firm, with a stronger undertone, and Spain, while it has not kept pace in the forward push of other producing countries, has shown a steadier tendency of late. There has been considerable buying for import to replace stocks here. Prices on the spot are firm.

Rice—A fairly active replacement demand is seen for rice here and in the South. The meetings in Washington on the marketing agreement and the conversion change are scheduled to open to-day and the milling industry will be well represented. Aside from this, there is little going on of interest in the South. Prices are generally firm, except for some little easier undertone which has prevailed in Blue Rose. This is balanced by an exceptionally firm market on other grades, particularly top grades of the long grains.

Salt Fish—The expected improvement in the demand for mackerel and other salt fish has begun to appear. The past week has witnessed a fair business. As has previously been stated the statistical position is good and the supplies are light.

Syrup and Molasses—Sugar syrup unchanged, production limited, prices firm, demand satisfactory. Compound syrup selling fairly well for actual needs only. Prices firm. Better grades of molasses in fair demand; unchanged prices.

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, 34c for cartons, and 33½c for extra in tubs and 32½c for choice in tubs.

Cabbage—40c per bu. for white, 60c for red; new, 80 lb. crate, \$2.50.

Calavos—\$2.25 per case from Calif.

Carrots—Calif. 65c per doz. bunches or \$3.50 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.....\$2.50

Light Red Kidney from farmer... 4.40

Dark Red Kidney from farmer... 5.50

Light Cranberry 4.65

Dark Cranberry 3.65

Eggs—Jobbers pay 17c per lb. for all clean receipts. They sell as follows:

Large white, extra fancy.....33c

Standard fancy select, cartons...29c

Medium28c

Candled, Large pullets.....26c

Crecks25c

Storage eggs are all exhausted in the market except XX April, which are held at 27c.

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—\$4.25 per hamper for California and Texas.

Green Peppers—60c per dozen for Florida.

Honey Dew Melons—\$2.50 per case.

Kumquats, 50c per st.

Lemons—The price is as follows:

360 Sunkist.....\$4.75

300 Sunkist 5.25

360 Red Ball..... 4.50

300 Red Ball..... 4.00

Lettuce—In good demand on the following basis:

California, 4s and 5s, crate.....\$3.50

Leaf, hot house..... 7½c

Limes—19c per dozen.

Mushrooms—32c per box.

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

Oranges—Fancy Sunkist California

Navels are now sold as follows:

126\$3.50

150 3.50

176 3.75

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 Fowls15c

Light Fowls12c

Turkeys17c

Geese11c

Radishes—Hot house, 35c per dozen bunches.

Spinach—\$1 per bushel for Texas grown.

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

Sweet Potatoes—\$1.40 per hamper.

Tomatoes—Hot house, \$1.40 for 3 lb. basket; Florida repacked, \$1.40 per 10 lb. boxes.

Veal Calves—Wilson & Company pay as follows:

Fancy10c

Good 8c

BEWARE OF SUGAR CROOKS

A rather pleasant appearing man has been calling on the merchants and restaurants of Grand Rapids distributing a circular letter reading as follows:

The World's Largest Wholesale And Retail Sugar House Since 1890.

Illinois Refining Company, Inc.

Wholesale and Retail

Cane and Beet Sugar

1034-36 W. Division Street

Chicago, Ill.

We are introducing our factory representative, Mr. Roy Taylor. This is the first time in history that sugar has been sold at this low price (as quoted below). One day is all that this sale will be on. Our representative will call only once and one-half must be paid in advance, the balance to be paid on delivery, exactly one week from date that the order was taken.

Mr. Roy Taylor will explain everything very clearly how you can buy sugar at only two cents per pound. For your saving and our advertising.

Don't miss this Sale.

Illinois Refining Co., Inc.

J. C. Millard, President.

Of course the proposition to sell sugar at 2 cents per pound is fraudulent on its face.

If the man named puts in an appearance anywhere the person who is "favored" with a call should get word to the nearest police station, keeping him in conversation for a time long enough to enable the police officers to get to the place of business.

The man is described as well dressed, black hair, black eyes, about 35 years old.

It is reported that he has been very active in distributing his circulars among farmers in the vicinity of Grand Rapids. Such cases should be reported at once to the sheriff, who will send an officer out to pick him up.

He is shrewd enough not to use the U. S. mails in the distribution of his 2 cent per pound offer.

China and Glassware Orders Up

Returning to New York with the largest volume of orders they have booked at any trade show since 1931, selling agents for glass and chinaware were unprepared for the additional business they found waiting for them. Buyers who failed to attend the Pittsburgh trade event, or who left before placing orders, visited the showrooms in New York to buy low-end merchandise for March delivery. Selling agents estimated that this month's business will exceed last January's by more than 40 per cent. and will show an advance of 60 to 70 per cent., compared with the corresponding month in 1932.

A scientist says there is no such thing as an accident. What about when the bank's figures agree with your check stubs?

MUTUAL INSURANCE

(Fire and Life)

How the Lansing Disaster Looks To Experts

The whole country was shocked last month by the burning of the Kerns hotel in Lansing, resulting in the death of at least thirty-two persons, and injury to many others. The establishment was very popular with state legislators, and since a special session of the Legislature was to be held the following day, the hotel was well filled with men prominent in Michigan affairs, and a number were victims.

The fire broke out from an undetermined cause in the early morning hours. Starting on a lower floor, the fire soon cut off exits. The building was of poor construction, brick with wooden framework, and poorly designed exits. First firemen to arrive fanned the fire out of control, and all of the Lansing apparatus was summoned to rescue the occupants and try to check the flames.

Lack of manpower made it necessary to use civilian volunteers to help man the life nets placed in service, and even so six-man net crews were necessary because of the shortage. Eight men are considered an adequate net crew. Many of those dead and injured jumped from windows, either to the ground or into the river which flowed at the rear of the building. Zero weather added to suffering and to the difficulties of the firemen.

The Lansing fire department is headed by Chief Hugo Delfs, one of the most prominent chiefs in the country. He is past president of the International Association of Fire Chiefs, and also of state fire department organizations. At the inquest, he stated that the lack of manpower in his department was undoubtedly one of the contributing factors to the large death toll, although his department probably compared well both in equipment and personnel with those in other cities of similar size.

Fire apparatus was called from Jackson, Battle Creek and Owosso, nearby cities, and the outside apparatus moved into Lansing stations as reserve equipment. The Lansing department, after rescuing as many persons as possible, confined its efforts to preventing spread of the fire to other buildings. The construction of the hotel and the rapid headway of the flames, together with the necessity for rescue work in the early stages of the fire, made it impossible to save the building.

The Kerns hotel fire served as a tragic lesson to all communities that fire departments must be adequately maintained in strength and equipment if they are to cope with such emergencies. It also started a wave of public and official sentiment to prevent the occurrence of any similar tragedies. It is expected that the Michigan legislators will prepare state laws regarding protection of hotels not of the so-called fireproof construction. Some tentative features are: Sprinklers; establishment of supervised watchman service; better

training of hotel employes for emergencies; condemnation of buildings of great hazard.

It is likely that conditions in the Kerns hotel were no worse than those that prevail in hundreds of similar establishments throughout the country. The management points out that not long before the fire, fire department inspectors had spoken well of the cleanliness maintained in the basement and throughout the building.

The property loss from the fire also ran high. The building was valued at \$380,000, and equipment at least \$100,000 more. Loss to the personal property of guests and employes has been estimated at more than \$50,000. Insurance on the building amounted to \$192,000, with an additional coverage of \$25,000 in rents.—Fire Protection.

The same paper discusses the affair editorially as follows:

A hotel burns in Michigan in the early morning hours. Nearly two score men and women die horrible deaths, and many more live to suffer from injury and burns.

An official investigation reveals that the fire department was hampered by bitter cold—but even more by a shortage of firemen; it reveals that from a fire safety standpoint, the hotel was in poor condition; it reveals that the hotel employes had never properly been instructed in their duties in a fire emergency.

Like a ripple caused by a stone tossed into a pond, horror spreads across the country, and in its wake a desire to remedy similar conditions. And like the ripple on the water, the ripple of horror and the ripple of desire for reform get weaker in direct proportion to the distance from the scene of the fire.

How many states, we wonder, and how many communities, will pass legislation to make a recurrence of the recent hotel disaster impossible within their limits?

Less than a month after the Lansing disaster, a home for old people burned in a Southern state, and five aged inmates died. Unless 1935 is different from every other year, it will see the deaths of many more persons who awake to find themselves trapped by fire.

It would be hard even to estimate the numbers of hotels, hospitals, dormitories, prisons and other institutions where fire in the night will mean a death toll. In all of the cases, some improvement could be made at small expense.

Such buildings should have adequate exits, sprinklers, alarm systems, watchmen, trained units to assist in removing occupants, first aid fire equipment and other equipment. They should be kept as free from fire hazards as possible.

While it is obviously wrong to expect that all of the evils can be removed at once, it is ridiculous to take the stand that because perfect safety from fire is impossible at present, it is best to wait until it is possible before doing anything at all.

Our state and local laws on fire safety should be brought up to date,

and they should be enforced. In this way, a great many of our annual fire deaths can be eliminated. When an individual is killed by a fire that is the result of his own carelessness, he has no one to blame. But when a number of persons die in a fire because those who have the power to protect them have failed, where does the responsibility lie?

Investigations of fire tragedies are very important. Through one of them came our present rigid standards for theatres. But there is something grimly humorous in the fact that we must have charred bodies and smoking ash heaps over which the powers that be must ponder before they can take action—or resolve to take any action—to eliminate the previously obvious conditions that caused the tragedies.

Social Insurance Costs Moderate

Business men generally were favorably impressed with the social insurance program announced by the President. It is said that costs of the various measures included are not as heavy as many business men had feared.

Instead of the 5 per cent. tax on pay rolls for unemployment reserves required under the Wagner-Lewis bill, the measure introduced yesterday levies a tax of 1 per cent. payable Jan. 1, 1936. This tax is gradually increased to 3 per cent. by 1938. Contributions by employers for the old age retirement system will not begin until January 1, 1937 the charge at that time amounting to 1/2 per cent. of pay rolls. This contribution is gradually increased to 2 1/2 per cent. over a period of twenty years. Contributions from employes for old age pensions are similarly scaled.

Thus, no additions to costs will be required during the current year, and the additions in future years should be offset in part by the anticipated expansion in business activity. It is pointed out that if demand for goods continues to increase, prices may be raised sufficiently to absorb these costs.

Detroit—The Sack-Hesse Co., 9332 Grand River avenue, dealer in clothing for men, has a capital stock of \$10,000, \$2,000 being paid in.

Corporations Would Up

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

Central Supply Co., Lansing.
Damman-Haggins Funeral Home, Inc., Detroit.
Detroit Tap & Tool Co., Detroit.
Koppers Products Co., Detroit.
Marshall Field Mills Corp., Manistee.
Merchandise Distributors Corp., Pontiac.
Michigan Tool Co., Detroit.
W. S. Shaw Co., Petoskey.
Story Parchment Co., Trenton.
Tungsten Carbide Tool Co., Detroit.
Turner-Kitching Hardware Co., Snover.
United Engineers & Constructors, Inc., Detroit.
Western Gas Construction Co., Detroit.
White Co., Detroit.
Simmons Co., Detroit.
Meyers & Watters Co., Detroit.
Addison Heights Land Co., Detroit.
Chicago Investment Corp., Detroit.
Clark-Kehoe Chevrolet, Inc., Jackson.
F. W. Clawson Land Co., Detroit.
Co-operative Union Market, Inc., Ann Arbor.
Gast Motor Sales Co., Grand Rapids.
Gates Mortgage Corp., Detroit.
McLaren Amusement Co., Jackson.
Stuart Construction Co., Detroit.
Eastern Gratiot Market Co., Detroit.
Portable Gravel, Inc., Lansing.
Campbell Lamp Shade Co., Detroit.
Nardin Supply Co., Detroit.
Presque Isle Brewing Co., Detroit.
Receivador Sales Co., Grand Rapids.
Stuart Construction Co., Detroit.
Valley Beverage Co., Grand Rapids.
W. F. Williamson Adv. Service of Michigan, Inc., Detroit.
The Lafayette Glass Co., Detroit.
RKO Distributing Corp., Detroit.
Arrand Motor Sales, Inc., Flint.
Eastern Michigan Motor Sales Co., Saginaw.
M. R. Huliberger Co., Jackson.
Smith Lunch, Inc., Detroit.
Desanco Manufacturing Co., Detroit.
Oppenheim's Basement Stores, Bay City.
Protective Survey Co., Kalamazoo.
Merchants Land Co., Detroit.
Constructors, Inc., Detroit.
Oakland & Wayne Land Co., Detroit.

DON'T INSURE

for
FIRE OR WIND

UNTIL YOU HAVE CONSULTED US
SOUND PROTECTION AT A SAVING

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

Formal complaints charging corporations, partnerships and person engaged in commerce with violations of the law over which the Federal Trade Commission has jurisdiction, were made public in twenty-eight cases during December. These cases are listed as follows:

G. A. Goebel Co., Inc., Chicago, engaged in the sale of military uniforms and other military clothing and accessories, guarantees devices, made by the plating of gilt or gold upon a baser metal, not to tarnish, and they are advertised as "thoro gilt," "acid test," and "rolled gold;" and marksmanship and tarnishable gunnery medals are advertised as silver plated, and non-tarnishable.

Maiden-Form Brassiere Co., Inc., New York City, engaged in the manufacture of women's knit undergarments, advertises brassieres not full-fashioned or manufactured in accordance with the process used in the manufacture of "full-fashion" hosiery, as "Full-fashion with no seams to mar its smoothness through the breast sections; *** Full-fashion is exclusively Maiden-Form."

Briarwood Corporation, Cleveland, engaged in the manufacture of tobacco pipes, represents pipes made from briar root dust and a vegetable binder are "made from genuine imported briar root, briar kobs."

DeWan Laboratories, Inc., Chicago, manufacturer of a depilatory designated "DeWans Perm-nent Hair Remover," "DeWans Permanent Hair Remover," and "DeWans Special Facial Hair Remover," represents that the product will safely and permanently remove hair and devitalize the hair roots.

Marshall Field & Co., Chicago, engaged in the manufacture of yarn, advertises and labels as mothproof a yarn designated "Sunlight," which is subject to damage by moths.

Oakland Shingle Co., Edmonds, Wash., engaged in the manufacture of red cedar shingles, uses the words "Extra Clear" to advertise and designate shingles that contain many defects and imperfections not tolerated in shingles of the first or highest grade.

Linen Supply Association of the District of Columbia, Washington, D. C., and others, engaged in the business of supplying for a consideration linen coats, trousers, aprons, towels, and supplying a fresh supply in lieu thereof at intervals.

Hibbard, Spencer, Bartlett & Co., Chicago, engaged in the sale of a preparation designated "Neats Foot Compound" and "Hibbard Neats Foot Compound."

American Shell Products Co., Muscatine, Ia., represents crushed mussel shell as crushed oyster shell.

York Radio Co., New York City, engaged in the manufacturing or assembling of radio sets.

Hair-Tex Corporation, Cleveland, engaged in the manufacture of upholstery fillings designated "Hair-Tex."

Real Products Corporation, Brooklyn, N. Y., manufacturer of automotive

specialties, including spark plug cable sets, uses the word "Champion" to advertise and brand sets that are not "Champion" sets manufactured by the Champion Spark Plug Co.

Bristol-Myers Co., New York City, engaged in the manufacture and sale of various proprietary remedies and drug sundries.

H. Gordon, New York City, engaged in the sale of shoes.

Globe Automatic Sprinkler Co. of Penna., New York City, engaged in the sale of automatic sprinkler apparatus and devices, directed to discontinue maliciously interfering with the contractual relationship between its competitors and their "licensees" by selling or offering to sell at cut prices.

Kaumagraph Co., New York City, and others, manufacturer of transfers, stamps, trade marks, and seals to be used on fabrics, garments, leather goods, etc., directed to discontinue practices that will unreasonably restrain trade or injure competition.

Carlton Mills Co., Inc., New York City, manufacturer of knitted and various other fabrics, directed to discontinue use of the words "Persian," "Persian Lamb," "Persian Kurl," "Genuine Carlton Persian Kurl," "Carlton Persian Kurl," "Genuine," and other similar words in advertising matter or on labels to be given customers to designate fabrics and garments not made of the fur of the young Persian lamb.

Nacto Cleaner Corporation, New York City, engaged in the compounding of cleaning fluids, directed to discontinue using on labels or in advertising in periodicals or by radio that "Nacto Fabric Cleaner" will not injure color or fabric, unless and until the cleaner can be used on any fabric of any color without injury.

American Merchandise Co., Inc., New York City, directed to discontinue selling as a single article a measuring tape made in a foreign country and fastened in a coiling case marked "Made in the U. S. A.," unless the place of manufacture of the tape is stamped in a place where it may readily be seen by the prospective purchaser; and to discontinue representing that certain cuticle scissors sold are hardened, tempered, and heavily nickel-plated, when such is not the fact.

Fairyfoot Products Co., Chicago, engaged in the distribution of a medicated pad designated "Fairyfoot," directed to discontinue misrepresenting the therapeutic value of the product.

Wolfson Trading Co., New York City, directed to discontinue representing that the cut or design of military uniforms or equipment has been produced by leading designers of military uniforms, when such is not the fact, and to discontinue representing that the tailoring in any uniform or equipment has been done by hand, unless the garment has been done by hand in all parts except the sewing of the seams and edges.

M. E. Moss Manufacturing Co., et al, Hartford, Conn., directed to discontinue representing that they are the originators of "Run-Stop," "New Type," "Run-Stop Insured Full-Fash-

ioned Silk Hosiery," or that the hosiery sold by them is not sold in stores, when such are not the facts; to discontinue misrepresenting the quality of the hosiery and representing that it is being sold at a reduced price; and to discontinue representing that certain premiums and replacements will be made, when such promises or guarantees are not carried out.

Stempel Brothers, Inc., New York City, engaged in the sale of women's garments, directed to discontinue using in advertisements illustrations of competitors' products with the representation that respondent is the manufacturer thereof, and to discontinue representing that respondent is the manufacturer of any garment until and unless such is the fact.

Hugh Wallace Co., Detroit, directed to discontinue use of the words "Persian Laine," "Persianlaine," "Wallace Persian Lamb," or "Persian Lamb," in connection with the sale of a knitted fabric containing a pile in simulation of Persian lamb fur, or in connection with the sale of any other fabric or cloth simulating the fur of young Persian lamb.

Geographical Publishing Co., Chicago, directed to discontinue representing that its salesmen are with the National Geographic Society, Washington, or are or ever have been selling any of their products, and to discontinue representing that a certain atlas sold by respondent company was published by the National Geographical Society.

First National Nurseries, Inc., Rochester, N. Y., directed to discontinue use of the words "Nurseries" or "Nurery," or any words of like import as a trade name, in a corporate name, or in any other manner that would imply the ownership or operation of a nursery or farm, when such is not the fact.

Thinshell Candies, Inc., Chicago, directed to discontinue furnishing to jobbers and wholesale dealers candy and/or merchandise assembled in a manner designed to suggest and make feasible its sale by means of a lottery scheme, and to discontinue furnishing such dealers punch boards with or without candy, bearing legends to the effect that candy will be obtained by the purchaser of a punch bearing a certain number designated on the board.

Chain Stores Can Be Taxed Out of Existence

[Below appears a verbatim extract from the opinion of Justice Brandeis of the United States Supreme Court, in the Florida chain store case.]

"Against the owners of these multiple (chain) stores, the individual retailers of Florida are engaged in a struggle to preserve their independence. The citizens of the State, considering themselves vitally interested in this unequal struggle, have undertaken to aid the individual retailers by

subjecting the owners of multiple stores to higher license fees.

"They may have done so merely in order to preserve competition. But their purpose may have been a broader and deeper one. They may have believed that the chain store, by furthering the concentration of wealth and power, and by promoting absentee ownership, is thwarting American ideals; that it is converting independent tradesmen into clerks, and that it is sapping the resources, the vigor and the hope of the smaller cities and towns.

"A State may prohibit a business found to be noxious. Business may become harmful to the community by excessive size. If the State concludes that bigness in retail merchandising, as manifested in corporate chain stores, menaces the public welfare, it might prohibit the excessive size or extent of that business as it prohibits excessive size and weight of motor trucks, or excessive height of buildings.

"There is a widespread belief that existing unemployment is the result, in large part, of the gross inequality in the distribution of wealth and income which giant corporations have fostered; that by the control which the few have exerted through giant corporations, individual effort and initiative are being paralyzed, creative power impaired and human happiness lessened; that the true prosperity of our age came not from big business, but through the courage, the energy and the resourcefulness of small men.

"That only by releasing from corporate control the faculties of the unknown many, only by reopening to them the opportunities for leadership, can confidence in our future be restored and the existing misery be overcome; and that only through participation by the many in the responsibilities and determinations of business can Americans secure the moral and intellectual development which is essential to the maintenance of liberty.

"If the citizens of Florida share that belief, I know of nothing in the Federal Constitution which precludes the State from endeavoring to give it effect and prevent domination in intrastate commerce by subjecting corporate chains to discriminatory license fees. To that extent the citizens of each State are still masters of their destiny."

Detroit — Breitmeyer's, Inc., 106 Witherell street, retail florist, has merged the business into a stock company under the same style with a capital stock of \$4,000, all paid in.

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS MICHIGAN

APPROVE COURSE CHARTED

While girding themselves for major battles on code price fixing, discounts, quantity rebates and major trade practice provisions that are still to be fought, large and small retailers voiced satisfaction with the charting of the definite course on National issues which featured the convention of the National Retail Dry Goods Association last week.

Less emphasis than usual was placed on the technical problems of retailing at the convention, but in this field as well the consensus was that outstanding contributions to retail thought were made. Included were a new appreciation of the consumer in distribution; closer alliance, bordering closely on centralization, between store management, sales promotion and merchandising functions, and a more intensive analysis of the factors making for a better net profit.

As the week closed there was an increase in the favorable reaction of merchants to both the economic security program sponsored by the association and the reassurance given by S. Clay Williams, chairman of the National Industrial Recovery Board, on the score of radical changes or legislation, in his advocacy of a continuance of the NRA, essentially in its present form, for a further trial period of one or two years.

Leading merchants pointed out that the retailers' economic security program, in addition "to being the broadest social approach to the question ever made by a business group," closely paralleled the plan offered Congress by President Roosevelt toward the end of the week. All of the essential features of the President's program were covered in the basic recommendations of the retailers. Merchants were especially pleased at the "moderation" of the President's suggestions and its low cost during its early years of operation.

The course of the retail policy on the NRA for the months directly ahead was clearly forecast by the resolutions adopted at the convention. It went on record as favoring continuance of the general principles of Title 1 of the National Industrial Recovery Act. Reflecting the division of opinion noted on the Retail Code itself, the convention decided to make no recommendations on changes in the Retail Code, with proposals for changes to be considered when Congress takes up new NIRA legislation.

All indications were that the biggest fight the retailers will make as code revision and simplification comes up will be on price fixing. A broad category of factors entering into price fixing was drawn up and covered price listing, fixing of resale prices, limitation of production, provisions preventing quantity and volume discounts, mandatory classification of customers, regulation of delivery charges and standardization of cash discounts. As against its attitude on price-fixing, the convention endorsed the principle of loss-limitation rules in all codes in order to forestall price cutting which would endanger fair wage payments.

It was also significant that retailers petitioned that the word "inaccurately" be stricken from the clause in the fair trade practice rule governing general underselling claims in retail advertising. Elimination of this term, regarded as the "weasel word" which sucked the meaning from the clause, restores it to the form originally approved by proponents of the code.

Turning to the conclusions suggested by the leading addresses made at the convention, merchants agreed that this year will see an increasing trend toward consideration of the consumer from almost every standpoint of store operation. While it was recognized as by no means the first time it has been broached, the view was emphasized by many that the time is here for more effective co-ordination of buying, promotion and selling, with the consumer always the guiding factor.

BUYERS REGAIN CONTROL

Somewhat overlooked in the current discussions of price-fixing and price-control is the fact, steadily becoming apparent, that buyers are rapidly regaining the control over quotations they exercised prior to the NRA. The Blue Eagle threw them out of the saddle temporarily, but they are climbing back speedily.

The result has been both beneficial and what some people consider harmful. From the standpoint of shaking out code-watered prices, where lowered without any serious effects on the normal profits of an industry, the buyers have performed good service. In other instances, however, manufacturers are complaining, and with justification, that their quotations are too low, but that they find it impossible to move them up because of buyers' resistance. At the same time, these manufacturers concede that they are moving good quantities of merchandise at the low levels and that an upward revision might cut the flow. Under such circumstances, many are willing to continue on this basis as long as their factories are kept running and workers employed.

Some producers have been forced into this situation, while others are stepping into it deliberately. These latter, in an intelligent and commendable effort to keep buy, are deliberately pricing their lines at levels lower than their commodity and other costs would seem to warrant and are attracting an excellent volume of business from buyers who realize that they are getting bargains. These manufacturers are covering the early requirements of their customers, assuring themselves of keeping active for several months, and when the time comes for them to advance quotations they will not meet bitter opposition. Under some rigid price provisions they probably would not be able to achieve these results, with the result that they would be more harmed than benefited.

DEMAND SAFEGUARDS

With announcement of newly completed reciprocal trade treaties expected daily from Washington, foreign traders are speculating as to whether or not the agreements will contain clauses giving American shippers protection

against protracted delays in getting payment for goods sent to nations where exchange regulations are in force. Pressure has been brought to bear to persuade negotiators handling the agreements for this country to include exchange guarantees, but no definite assurance of results has been forthcoming.

This is due, according to Washington reports, to the unfavorable reaction obtained from foreign countries when the subject of exchange was brought up. Several of the nations insisted, through their representatives, that exchange agreements are not properly within the scope of the type of trade treaties this country seeks to conclude. In one instance a threat to break off negotiations completely if this country attempted to insert an exchange clause was reported by one nation.

Because of the vital part which exchange regulations play in getting remittances from abroad, the exporters have been insistent in urging the point. Although they conceded that regulation of exchange was necessary to protect the monetary reserves of many of the Latin-American countries in recent years, they hold that European shippers were given preference in withdrawing funds. They want assurance that in the future American producers will be protected against discrimination and will be guaranteed against the imposition of regulations which in the past have tied up remittances for periods of one to three years.

SECURITY PROGRAM

What business can do in approaching the solution of social problems was aptly indicated last week in the unanimous adoption of a comprehensive economic security program by the National Retail Dry Goods Association at its convention at New York City. Sharply contrasting with the negative, obstructionist tactics which have characterized the policies of many business groups, the retailers' committee, headed by Percy S. Straus, president of R. H. Macy & Co., Inc., submitted a program that sets an impressive precedent.

Dr. Paul H. Douglas, official advisor to the Committee on Social and Economic Security appointed by President Roosevelt, took occasion to describe the program as "the most statesmanlike document of its kind ever submitted by a business group."

The program, it might be added, possesses a significance extending beyond its "statesmanlike" scope. It places before the retail trade a concept of social responsibilities and implications that combines courage and enlightened self-interest in a progressive advance few foresaw, but which will be of major future importance.

The action of the retailers is also noteworthy for its reluctance to postpone the inauguration of steps to attain "at least a fair minimum standard of life continuously for all the people." While recognizing that the building up of reserves for economic security, in its initial stages, may affect purchasing power, the program declares:

"This, however, should not cause us to delay the development of programs

nor should it prevent us from taking the initial steps, and of progressively increasing a general program of economic security."

GOLD UNCERTAINTY ABATES

Business recovered from its worry over the gold clause during the week in time to be able to give interested attention to President Roosevelt's social insurance program. Some uneasiness was created by the magnitude of the sums to be collected, but the aims of the projects were approved heartily.

Despite the unsettlement in commodity and semi-finished goods markets, productive and distributive activity in merchandise lines was unaffected. Industrial output, as represented by automobiles, steel, machinery, lumber and other goods, continued to move ahead with assurance. Textile output was stepped up, some women's wear mills, for instance, going on a second shift for the first time in many months. The easing in commodity prices was arrested temporarily, the government crop report on cotton giving a fillip to that market.

As the year gets under way, definite evidence appears that business sentiment is steadily gaining ground. The Spring buying season is progressing favorably, farmers' buying power is holding up and employment is on the uptrend. For the first three months of the year, at any rate, activity will measure up well in comparison with the 1934 first quarter.

The weekly business index for the previous week slipped back slightly, chiefly because of the severe drop in the cotton cloth series. The automobile figure is at the highest mark in four years and the industry is courageously going ahead with enhanced production schedules, providing a bright example for other lines. The steel industry is getting its fill of orders and operating rates are moving up steadily.

DRY GOODS CONDITIONS

Retail trade in the local area was somewhat sluggish last week. Few stores here were able to achieve sales increases over a year ago. Revised estimates indicate doubt that the Federal Reserve report to be issued early this week will show more than a 2 per cent. gain in sales for the first half of this month in comparison with the same period last year.

Large numbers of buyers continued to arrive in the wholesale markets in the East to place both immediate and Spring business. While the deflationary possibilities of an adverse ruling on the gold clause by the Supreme Court were somewhat of a factor in delaying textile orders for future delivery, buyers of finished merchandise were not particularly influenced.

It is now apparent that buyers will be more insistent than for many years past on quality standards of merchandise this season, reflecting both the desire to trade up and the necessity of protecting both consumers and themselves against a larger variety of materials which may cause customer dissatisfaction.

Push others ahead, but not aside.

Pluck brings luck.

OUT AROUND

Things Seen and Heard on a Week End Trip

The death of George M. Ames, which took place last Wednesday, was the cause of great sorrow to all who knew him or who touched his life at any angle.

Mr. Ames was deeply interested in all that concerned the community and he promoted its welfare with intelligence and devotion. He was a true lover of mankind and preserved until his death a keen interest in the developments of science and the growth of humanitarianism in all that promoted human welfare and progress. In his personal life he was distinguished by a sympathetic tolerance and a spirit of good will and charity. He loved to see the good in his friends and acquaintances and always refused to enlarge upon the evil or to repeat idle rumors and invidious gossip. He inspired the warmest affection of his friends by his courtesy and gentleness and loyalty and won the devoted love of his family. He passed away peacefully, in possession of all his faculties and serene in the calm faith of the Unitarian religion, which he cherished with affection and loyalty.

It is my firm conviction that beyond this vale of tears there is a realm we may call our home, where, after the cleansing to be found in this crucible of life, we may be better able to take a higher plane of existence, embodying greater understanding, greater joys and lesser sorrows; shorn of the ills of the flesh—living in closer companionship with the source of all things.

The poet Burns, in his reference to the immortality of the soul, sought in vain to place definite touch upon that intangible something. "We know nothing or next to nothing of the substance or constructure of our souls; so we cannot account for those seeming caprices in them; that one should be particularly pleased with this thing or struck with that, which on minds of a different cast, makes no impression. I have some favorite flowers in spring, among which are the mountain daisy, the hair-bell, the foxglove, the wild briar rose, the budding birch and the hoary hawthorne, that I view and hang over with particular delight. I never hear the loud, solitary whistle of the curlew in a summer noon, or the wild mixing cadence of a troop of gray plover in an autumnal morning, without feeling an elevation of soul like the enthusiasm of a sweet devotion. Tell me, my dear friend, to what can this be owing? Are we a piece of machinery, which, like the Aeolian harp—passive—takes the impression of a passing accident; or do these workings argue something within us above the trodden clod? I own myself partial to such proofs of those awful and important realities—the God that made all things, man's immaterial and immortal nature, and a world of weal or woe beyond death and the grave."

In the appointment of Joseph G. Armstrong, as Commissioner of the Pardon and Parole Division, Governor Fitzgerald has given us a sturdy character, who will, so far as he is able, put into execution his sane and sensible ideas of how criminals should be handled in such a manner as to effect reformation, if such an outcome is possible. No person will be able to secure his signature to a parole or pardon document because he carried favor with the officials at the prison, because he has influential friends in public office or who may happen to have friends who have a handful of illy gotten funds to hand out clandestinely to the Commissioner. The appointment of Mr. Armstrong marks the dawning of a new day in much needed penal reforms.

The above appointment appears to be in keeping with all of the appointments thus far made by our new Governor, who is giving every office he has at his disposal the most careful consideration, with a view to securing most capable and experienced occupants possible for every appointive office. With a wide acquaintance among the public men of Michigan and a thorough knowledge of what is required to fill every office in an acceptable manner, Governor Fitzgerald will probably go down in the history of Michigan governors as one of the best executives we have ever had.

Washington, Jan. 21—Thank you for the clipping from your issue of December 26, regarding direct sales from furniture manufacturers to consumers. I would like to offer this slight correction, that the proposals accompanying the circular letters being sent out by retailers have nothing to do with the amendment to be offered by the Furniture Code Authority to the manufacturer's code.

This reads as follows, and we believe it would be more practical and that it will prove more satisfactory to the retailers than the one which they have drafted:

"Re-number Section 10 of Article VIII to be Section 11, and insert the following as Section 10: 'Sales to ultimate consumer. The sale to an ultimate consumer, for use in private homes, other than to a manufacturer's own employees, stockholders, or courtesy sales between manufacturers for their own personal use, and with the expressed or implied intention of circumventing the retailer, is an unfair trade practice; provided, however, that a manufacturer operating a retail establishment, clearly presented to the public as such, shall not be in violation of this provision because of such sales by his establishment.'"

Walter Mitchell, Jr.,
Secretary Furniture Code Authority.

During the past week I have had occasion to write the following letter to the Diamond Match Co.:

My dear Mr. Peters—The same day I received your letter, stating you had 'cut out' all trade paper advertising. I received a call from a former employee (Roy Randall) who was with us 25½ years.

He brought in samples of Diamond matches, which are about the worse excuse for matches I have ever seen.

The wood was "dozy" to the point of being rotten. One had to take hold of the match very near the head in order to keep it from breaking in two when lighted.

Mr. Randall struck several matches while here and in each case the end

cap detached itself from the match, setting fire to anything inflammable it happened to light on.

I think I now understand why you discontinued using trade journals, because certainly no self respecting publisher could afford to advertise a match product as poorly made from inferior wood as this brand is.

If you have any explanation to offer in the premises I shall be glad to hear from you.

I asked Mr. Randall to write me a letter, confirming what I send you in this letter. I send you the letter for perusal and comment. E. A. Stowe.

Grand Rapids, Jan. 16 — A good many years ago when I first began to work with you on the Michigan Tradesman, because of the fact that the Diamond Match Company continuously carried an advertisement in the Michigan Tradesman, I insisted upon having Diamond matches every time I had occasion to purchase matches.

For a great many years Diamond matches were consistently good matches and I have continued to use them exclusively during the last forty years.

I recently purchased a carton of Diamond matches and I think I have used four of the boxes out of the carton—and they are not so good. Every box contains quite a number of broken matches, but, worse than this, the impregnated head of a great many of the matches in each box seems to be so loosely fastened on to the rest of the match that in scratching the matches, either on the box or on the soles of your shoes, or most any place, the head is very liable to fly off and there is a big liability of setting fire to something. In fact, just a few days ago I scratched one of these matches and the head flew off and lighted on a newspaper and immediately set fire to the newspaper.

This last bunch of matches which I purchased has been a great disappointment to me because I had it so thoroughly fixed in my mind that Diamond matches were the best matches made.

I couldn't help but notice the printing on the top of one of the boxes, which I am sending you, which states that a medal was presented to the Diamond Match Company in 1915, the only medal ever awarded a match manufacturer in recognition of a service to human health safety. From a safety standpoint, the last lot of matches I purchased do not deserve a medal for safety.

I have looked through the columns of the Michigan Tradesman several times since I purchased these last matches and I find that you do not carry an advertisement for them and I wonder if the Diamond Match Company has changed its tactics and given up advertising in good reliable trade papers like the Michigan Tradesman.

I don't know where the headquarters of the Diamond Match Company are, but presume they are in New York. There is nothing on the box to signify where their headquarters are.

I thought you would be interested in knowing about these matches and perhaps you may know why the Diamond Match Company is now producing an inferior match. Roy H. Randall.

I received a call last week from a most successful merchant who conducts a general store near Grand Rapids. During his call he remarked:

"You know how much I think of the Tradesman and how greatly I appreciate the service you have rendered us merchants for more than fifty years. I have been in competition with chain stores for many years, but I have never seen a time when I could not undersell them if I cared to do so. If independent merchants would keep their stores clean and wholesome, buy their

supplies right, display their goods attractively, treat their customers courteously and hold their overhead down to the lowest possible figure, they could lick chain store competitors to a finish. Right now I can see the chains in retreat, due to the extra taxes they are having to pay in order to do business and the increasing exactions of the trade unions, which show no mercy when they decide to ruin a man or institution. I am surprised every time I note a decision by the court of last resort sustaining the taxing laws which are being enacted in practically every state, aimed exclusively at the chain stores. The chains do not appear to have a leg to stand on when they appeal to the Supreme Court of the United States.

"The articles you publish on the display of merchandise, the buying of special articles which are going to advance, and, above all, the many words of advice to clerks are especially helpful. One of the great assets of any store is intelligent clerks who have vision and can be depended upon to always treat the customer courteously and care for his wants promptly and accurately.

"If the independent merchant would copy the good features of the chains, cut their overhead to the lowest possible notch, buy right, discount every bill, never stand off a collector, and mark their merchandise properly, they would have little to fear from the competition of the chains because there will never be a time when the service store will not be in demand."

Duluth, Jan. 20—Winter is upon us with a vengeance that I have never witnessed before. More than sixty inches of snow has fallen here, since winter set in and because of the fact that it is consistently cold, the snow remains with us until spring. It is a most interesting sight to us as newcomers. Snow is piled up on each side of driveways higher than a person's head and one resident told me that after a heavy snow fall recently he could not find his garage. In the local paper published to-day citizens are requested to uncover the fire hydrants in front of their homes. Streets have become very narrow because of the snow piled on either side, making driving quite hazardous. You can readily imagine the expense in connection with heating here. Our records for 1934 indicate that steam was used for heating purposes during each month. Our steam is purchased from a central heating plant and we have been fortunate in getting a flat rate on steam which is not excessive.

A. A. Frost.

A life-long friend who asks that his name be withheld sends me the following personal tribute. It nearly makes me cringe to give place to so exalted an estimate of my career, but here goes:

"Your life and your work have been an inspiration and stimulus to us, and have been no small contribution toward making the Tradesman the respected and influential paper it has been contemporaneous with your connection with it.

"You have given all that it is possible for a loyal, conscientious and industrious man to contribute to an organization that employs his time and

(Continued on page 23)

FINANCIAL

Exact Status of the Grand Rapids Furniture Trade

Phil Johnson, of the Grand Rapids Furniture Market Association, delivered the following address at the noon-day luncheon of the Commandery Luncheon Club last Friday:

If I had only been gifted with the oratorical and gesticulatory ability of my namesake, A. P. Johnson, I feel sure my remarks might be more impressive and interesting. When Mr. La Bour asked me to tell you something about the furniture market situation in Grand Rapids, I accepted, because Mr. La Bour is a good fellow and a good friend, yet fully realizing that I could not put it over like some chap more fully practised in the art of debate.

The Grand Rapids Furniture Market, contrary to the belief of many of our poorly informed citizens, has lost principally to Old Man Depression and not to the competition that has developed during the past several years in our sister city across the lake. In connection with the work which I have done during the past three years in attempting to interest furniture manufacturers and manufacturers of kindred lines to display their merchandise in our market, I have kept very accurate statistical reports of the trends in market selection as well as buyer attendance.

Without burdening you with uninteresting statistical detail, I should like to emphasize a few facts concerning the situation as it was in 1929 and as it is to-day.

In 1929, there were in the United States about 3300 factories, producing household furniture of all types, including springs, bedding, pillows, baby carriages, etc. To-day that list has dropped below 1800.

In 1929 there were 15,000 financially responsible retail furniture outlets. To-day there are less than 9,000. These figures tell the story of the shrinkage in exhibition space demand and reduced attendance of buyers. The fact that Grand Rapids has from its inception as a furniture manufacturing and marketing center produced better character and higher priced merchandise has not helped its position in the last five years when demand has been almost entirely for price, and quality has meant but little.

With lower priced merchandise being produced in Grand Rapids, the market just closing has attracted nearly a 30 per cent. increase in buyer attendance over the January market, one year ago. This tendency on the part of many of our local manufacturers to bring out well styled and well made furniture at prices meeting the pocket book of the consumer of to-day means, I believe, a trend back to Grand Rapids, which will prove profitable to the entire community. In the old days of the big markets, buyers, manufacturers and salesmen used to spend over one million dollars per year in Grand Rapids outside of furniture purchases. With increased buying power, more favorable price conditions and general economic

improvement those days may come again.

During the three years of effort in promoting new lines in the market which ended August 1, 1934, 158 new and returned lines were brought in. About sixty per cent. of this number are still showing their merchandise here, while the other forty per cent. found it impractical and are either showing in other markets or not showing at all.

It is interesting to note that in our total loss of exhibitors during the past five years over 70 per cent. were the victims of the depression and closed up either through liquidation, receivership or bankruptcy, while less than 30 per cent. went to competitive markets. Our good citizens who have made the welkin ring with their statements that our market has been transferred to Chicago should keep better informed. With improved buyer attendance in the market just closed, with better priced merchandise being produced locally the prospects for increased exhibits are excellent.

Grand Rapids will probably never attract the volume of buyers that attend the Chicago market, as this market is not soliciting the cheap bora lines that make up the bulk of the displays over there. It seems to be the consensus of opinion of those in authority over our Association that in the future this market will solicit only lines of reasonable character and quality and let Chicago have the lower end of the business. This does not indicate a tendency to be "choosy," but seems a logical solution of the market's future. The markets in both Grand Rapids and Chicago will continue to function in the future and it seems pertinent that there should ultimately be a balancing of grade effected between the two centers.

One encouraging note is the tendency to a more co-operative spirit between the managers of the markets everywhere and a less tendency towards unethical competition.

One of the greatest stimulants to the Grand Rapids Exposition would be the opening of the Berkey & Gay Furniture Co. under competent management and producing a line of furniture similar to that produced by that company in the pre-Simmons days. This would do more to center attention on Grand Rapids as a furniture manufacturing and marketing center than anything else in the offing. Although nothing definite has been done in this direction there are several groups considering the Berkey & Gay operation and it appears quite probable that this plant may be producing furniture again before the end of the present year.

Manufacturers of furniture in all parts of the country have expressed the opinion that since the Berkey & Gay operations ceased there has been no real standard of comparison of style and value in the industry. Buyers coming to Grand Rapids in the Berkey & Gay period would invariably visit their showrooms first, not with the idea of buying the line, necessarily, but to get an idea of what the correct style and price was going to be. Since this op-

eration was closed there has never been any line to set such standards. Anything that any of you gentlemen can do to assist in getting Berkey & Gay back in the field should be done, as it will mean increased employment as well as decidedly increased market prestige.

The Grand Rapids Furniture Exposition Association which directs the activities of the markets is doing a splendid job, considering the limited finances with which it is forced to operate. I can make this statement sincerely and without patting myself on the back, as I am no longer connected with it. If more generous impulses could prompt our citizenry to give it a more loyal financial support, I believe improvement would come more certainly and more rapidly. F. Stuart Foote, who is serving his second term as president of the Association, has done a splendid job with the able assistance of the secretary, Charles F. Campbell. Mr. Foote is an enthusiast and a good promoter and devotes a large amount of time to association affairs.

The Association has been criticised for some possible exaggerations in its reports of market affairs, but I believe that, generally speaking, the full truth has been told. In any real promotion the story must be told as graphically as possible and the promoter who does not paint a rosy picture seldom gets the most desirable results. This reminds me of the story about Rexford Tugwell, assistant secretary of agriculture and brain trust adviser to the

President. Mr. Tugwell, as you are aware, is a highly educated individual with many degrees. As the story goes, he has three degrees, B. S., M. S., and P. H. D. Everyone, of course, is familiar with what B. S. means. M. S. means more of the same and P. H. D. means piled higher and deeper.

Unless the promoter piles it higher and deeper he stands to lose on a competitive basis in these strenuous times, so we must be charitable in our judgments of his operations.

Mr. La Bour warned me that brevity was the rule in your organization, so in closing I should like to make one strong appeal to each of you to be loyal to your community and all that it fosters. Grand Rapids is a good place in which to live and if we are all enthusiasts for our home town and constantly singing its praises wherever we travel its future success is assured. I have traveled in thirty-two states for the past three years and visited many very wonderful cities, but I am still touting Grand Rapids as the ideal city in which to live and work, maintain a home and bring up a family. Let's be boosters for Grand Rapids, the best city in these United States.

There's no higher patriotism than doing one's duty.

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GRAND RAPIDS
Phone 9-4417

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MUSKEGON
Phone 2-3496

Pressure Toward Lower Interest Rates Continues

Developments in the political and economic spheres contained both elements of encouragement, as well as disturbing factors. The soldiers' bonus bloc continues strong. NRA legislation will apparently be postponed. Although the social insurance program outlined by the President, which includes unemployment insurance, old age benefits, Federal aid to dependent children and Federal aid for public health administration, was not out of line with that expected, and was conservative as compared with many of the plans suggested, nevertheless it represents an additional cost to business.

Business reports are definitely encouraging. Steel operations are reported at 47½ per cent. capacity, which is the best level since June, 1934. Motor output is expanding rapidly with motor shows reported as a success from a selling point of view. Electric power output is now at the best level in any January over the past five years. Also, some developments in the political side of the picture are definitely encouraging. There is evidence of the President's realization that business cooperation is necessary, as shown in Secretary Roper's Business Advisory & Planning Council, through which business may have its views presented at Washington. Registration requirements under the Securities Act have been simplified so as to encourage refinancing of over three billion callable bonds.

Possible public utility legislation now seems likely to be less disturbing as reflected in the substantial improvement in second grade utility bonds last week. With it now being generally conceded that some legislative action would be taken to offset an adverse Supreme Court decision on the gold clause cases, the main disturbing factor pertaining to the bond market has lost most of its significance. With the demand from private industry not absorbing the huge supply of loanable funds, pressure towards lower interest rates continues. J. H. Petter.

Proceedings of the Grand Rapids Bankruptcy Court

Jan. 14. On this day the schedules, reference, and adjudication, in the matter of Kline Mitre Lock & Art Co., Inc., bankrupt No. 6096, were received. The bankrupt is located in Grand Rapids. The schedules show total assets of \$921, and total liabilities of \$3,329.96, listing the following creditors:

State of Michigan	\$ 131.54
City Treasurer, Grand Rapids	16.93
Mrs. Arville Kline, G. R.	71.40
Herbert D. Walsh, Cedar Springs	255.50
Mrs. C. M. Rozema, Wyoming Park	39.70
Mrs. Ida Yahnke, G. R.	32.95
Agfa Ansco Corp., Binghamton, N.Y.	55.75
Bausch & Lomb Optical Co., Rochester, N. Y.	4.53
M. M. Berman Co., G. R.	113.80
Camera Shop, G. R.	4.00
Central Trade Plant, G. R.	15.45
Central Mich. Paper Co., G. R.	6.40
Central Engraving Co., G. R.	2.00
L. M. Gastner Co., Inc., Williamsport, Pa.	10.00
Consumers Power Co., G. R.	51.35
Eastman Kodak Stores Co., Chicago	1.84
The Goveart Co., Chicago	4.30
The Gross Photo Supply Co., Toledo	1,115.83
J. R. Window Cleaning Co., G. R.	122.00
Lawndale Art Craft Co., Chicago	20.00
Meyering Electric Co., G. R.	14.10
Mich. Bell Tel. Co., G. R.	45.06
B. Oshrin Co., New York	155.00
Photo Service Shop, G. R.	6.90
J. A. Skinner, Cedar Springs	188.66
S. C. S. Box Co., Palmer, Mass.	5.00
Shopping News, G. R.	4.00
Old Kent Bank, G. R.	675.00
M. M. Berman, G. R.	75.00
J. A. Skinner, Cedar Springs	94.00

In the matter of Gottlieb Bruder and

Amelia Bruder, also known as Mary Bruder, his wife, bankrupt No. 5883. The first meeting of creditors has been called for Jan. 31.

In the matter of Kenneth Suits, as administrator of the estate of C. Berlin Suits, deceased, bankrupt No. 5873. The first meeting of creditors has been called for Jan. 31.

In the matter of William E. Bjork and Anna Lisa Bjork, bankrupt No. 5816. The first meeting of creditors has been called for Jan. 31.

In the matter of Henry Deles and Mary Deles, bankrupt No. 5893. The first meeting of creditors has been called for Jan. 30.

Jan. 14. On this day the schedules, in the matter of Merkle Dairy Co., bankrupt No. 6029, were received. The bankrupt is located in Kalamazoo. The schedules show total assets of \$105,102.80, and total liabilities of \$11,556.02, listing the following creditors:

Collector Internal Revenue, Detroit	\$11.26
State of Michigan	474.16
City Treasurer, Kalamazoo	2,537.81
County Treasurer, Kalamazoo	330.47
W. Gillman, Kalamazoo	15.44
Loyal Wight, Kalamazoo	9.72
Gerald Van de Bunte, Kalamazoo	35.28
L. Obermeyer, Kalamazoo	19.37
Cliff Thomas, Kalamazoo	14.37
Fred Weller, Kalamazoo	18.77
Wm. Rosewarne, Kalamazoo	10.00
H. Turner, Kalamazoo	7.00
E. L. Merrill, Kalamazoo	15.39
Margaret L. Paul, Kalamazoo	10.00
A. H. Arnold Co., Chicago	3,900.06
Elgin Water Softener Corp., Elgin, Ill.	392.06
Frank P. Merkle, Kalamazoo	29,444.00
John Bos., Kalamazoo	243.07
Martin Anderson, Martin	85.38
C. Brignall, Kalamazoo	457.32
W. O. Burt, Martin	188.24
Orlo J. DeLano, Cooper	332.65
E. Henningson, Martin	103.08
G. Ingham, Martin	194.29
Kalamazoo Milk Producers Assn., Kalamazoo	249.85
Milk Marketing Administration, Lansing	3.60
J. W. Moore, Martin	32.72
R. Morgenstern, Kalamazoo	505.44
Mrs. G. McVean, Kalamazoo	12.15
F. S. Nichols, Kalamazoo	205.06
Oliver Brothers, Martin	31.22
H. M. Pennock, Hickory Corners	148.03
W. Perrin, Hickory Corners	598.50
C. C. Pettengill, Hickory Corners	190.93
M. Parmelee, Hopkins	999.20
Andrew Schau, Kalamazoo	114.02
M. Schwartz, Martin	20.00
Harley Schwartz, Martin	224.75
Vincent Snell, Hopkins	235.81
Mary and John Wisnaski, Martin	174.47
C. Wilcox, Hopkins	174.47
Braun Brush Co., Woodhaven, N. Y.	2.96
Cooper-Hoekstra Roofing Co., Kalamazoo	6.95
Consumers Power Co., Kalamazoo	625.31
Chase & Woodruff Coal Co., Kalamazoo	92.22
Cream Top Bottle Corp., Albany, New York	902.92
Dunkley Co., Kalamazoo	7.30
Dieterman Bros., Kalamazoo	43.29
Dairy Chemical Co., Fort Dodge, Ia.	7.00
Enders Garage, Kalamazoo	110.76
Economy Fuel Co., Kalamazoo	30.90
Independent Boiler Co., Kalamazoo	13.75
Kalamazoo Foundry Co.	149.06
Kalamazoo Gazette	143.81
S. Ward Kennedy, Kalamazoo	120.99
Krim-Ko Co., Chicago	412.20
A. L. Lakey Co., Kalamazoo	7.98
Michigan Bell Telephone Co., Kal.	52.78
Mossman-Yarnale Co., Ft. Wayne	31.00
Mich. Mutual Ins. Co., Detroit	14.01
Mitchell & Smith Co., Detroit	114.51
Prima Co., Chicago	360.00
Pearl Creamery, Pullman	63.13
Neil W. Peters, Kalamazoo	8.26
Howard Pore, Inc.	4.19
J. Chas. Ross, Kalamazoo	34.56
Harry Parker, Kalamazoo	150.00
Dr. Wm. E. Shackleton, Kalamazoo	2.00
Dr. H. H. Stryker, Kalamazoo	7.50
Sealright Co., Fulton, N. Y.	161.00
John G. Smith, Kalamazoo	2.65
Superior Co., Sturgis	34.41
E. M. Sergeant Co., Kalamazoo	70.53
Frank P. Merkle, Kalamazoo	15,900.00
H. E. Stearns Agency, Kalamazoo	16.32
Toledo Scale Co., Toledo	4.85
Good Gulf Service, Kalamazoo	4.85
Vitality Mills, Chicago	97.50
Wessel Co., Chicago	321.70
C. J. Taglabue Mfg. Co., Kalamazoo	30.90
J. A. Moore, Martin	75.00
H. C. Woodruff, Kalamazoo	33.90
Arthur Sowles, Kalamazoo	1.34
H. Sonnevill, Kalamazoo	2.70
B. Stevens	3.99
McKinney	1.95
H. J. Higgs	4.56
J. Cern	1.76
Combs	2.77
Frank Barton	2.16
Borland	1.32
Associates Investment Co., Kalamazoo	420.80
Elgin Water Softener, Elgin, Ill.	392.06
International Harvester Co., Kal.	112.00
Geo. J. Meyer Co., Cudahy, Wis.	3,900.00

Jan. 15. On this day the reference and adjudication in the matter of Ernest W. Ruchs, bankrupt No. 5867, were received. The schedules have been ordered filed. Upon receipt of same the assets and liabilities will be made known.

In the matter of Young-Johnson Furniture Co., bankrupt No. 5253, final meeting of creditors was held Dec. 29. C. F. E. Luce, trustee, was present and repre-

sented by Cleland & Snyder, attorneys. The bankrupt was represented by Roger I. Wykes, attorney. Certain creditors were present by Dilley & Dilley, attorneys, and bidders on accounts were present. The trustee's final report and account were approved and allowed. Bills of attorneys for the bankrupt and for the trustee were approved and allowed. Final report and account of C. F. E. Luce, receiver, was approved and allowed. Balance of the bills, notes and accounts receivable were sold at auction to the highest bidder. An order was made for the payment of expense of administration and for the declaration and payment of a fourth and final dividend of 5 per cent. No objection to bankrupt's discharge. The meeting adjourned without date and the files will be returned to the U. S. District Court.

Why not be more concerned about how we act than about factories and industries?

I do not know how wicked American millionaires are, but as I travel about and see the results of their generosity in the form of hospitals, churches, public libraries, universities, parks, recreation grounds, art museums and theatres I wonder what our earth we should do without them.—William Lyon Phelps.



Revival of Railroad Purchases is Necessary to National Recovery

The railroads are not only sellers of transportation; they are billion-dollar buyers of equipment and supplies. In 1929, their purchases meant jobs for 2,000,000 workers.

Today the railroads are not buying. Their revenues have been so curtailed by unfair, unregulated competition that their buying power is sharply restricted.

The railroads want to buy. They will buy when and if their purchasing power is restored.

To increase railway purchases railway earnings must be increased.

Legislative fair play for the railways will mean railway recovery.

Railway recovery will mean increased railway buying and jobs, again, for millions.

Our State Legislature and National Congress, now convened, should eliminate the unfairness in the competition between the railways and other agencies of transportation.

Michigan Railroads' Association

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.

Credit and Cash and Carry Trade

A jobber friend is interested in two problems:

"1. Increasing the cash intake of his credit-service dealers.

"2. Can a cash-carry department be operated profitably in a credit-service store? If so, what method of pricing and advertising is used for credit service merchandise; and how are credit-service customers offended least by the obvious difference in the two sets of prices in the same store?

"3. Is it your belief that competition is forcing credit-service grocers to attempt performance of credit-service on cash-carry prices?"

These enquiries from a recent letter are but repetitions of which have come to me frequently, indicative of two things: The search for some ready made plan which can be applied without hard thinking, and the characteristic recurrence of the belief that cash trade is the cure all for slow business.

Answer must be in general terms because the factors differ in each grocer's business. On that plan, I shall do what I can.

First: It is the business of every merchant to increase his cash intake and the best credit grocers do this every day they operate, but there is nothing specially spectacular about it—no new departure is needful.

The means employed are various as the entire range of sales effort. Whatever is done to increase sales to anyone will increase cash trade if the plan is worth anything. It may be advertising in any form; or display; or being up to date; or becoming known as the vendor of special items, or a great variety. One may be known as the giver of extremely personal attention, and he will have a following. He may be known as the most impersonal among merchants in whose store one accepts the service of the first clerk and cannot see the boss at all—and he will gain a following if what he sells makes good.

This means that men of character will impress themselves on their community accordingly. They will attract folks who like their ways. Each will attract different people. Here we see a vital reason why men who buy lowest and sell cheapest do not monopolize the business anywhere. Price is not everything—never has been.

This jobber friend must therefore realize that no ready made plan will fit his needs. He must take counsel with his salesforce on the plan that each study to ascertain the strong points of each merchant and strengthen those points. That is a continuing job which involves the best talent anyone can have. There is no short cut. He works with individuals, each with individual character, and he must apply himself accordingly. Need I add that

this is a selective task? It is: he will find most of his merchants poor material for any suggestion, but his best ones distribute by far the most of his products. Let him concentrate on those first and add to their number as more promising material is developed. There is no other way that I can think of.

For Point No. 2: Few merchants can run more than one kind of business and the exceptional ones usually take good care of themselves. Grocers would average vastly better results if they would concentrate on doing a better job of the line in which they are engaged than to seek new departures in unfamiliar paths. Those who make a go of two kinds of business in one room are so few as to be rare exceptions—so rare that really no general rule of action can be predicated on them.

Far more grocers succeed in the conduct of cash-carry and full service in separate rooms. Friedrich Brothers, Lincoln, inaugurated cash-carry in the basement of their long-established service store some fifteen years ago, the two stock being completely separated. They have made a great success, but also they are men of clear-eyed character. They knew what they wanted to do and they have done it. They are typical of the right material for this dual business.

Enough other grocers have run two kinds of trade in two or more separate stores, but it all harks back to character, and it should be noted that grocers who fear that any plan they adopt will "offend" certain customers have already confessed the lack of personality and strength to succeed very markedly in either cash-carry or service. They are misfits without whom business everywhere would be better off.

The only plan on which dual business can be run in one room is either complete separation of space and stock or to have prices all on the full-service basis with percentage concessions for service not taken. This because it is against human nature to submit to penalties, such as a supercharge for service put on non-service prices.

This may be becoming modified of late by growing familiarity of consumers with the expense-facts of business; but I'd not advise anybody to work other than the concession-for-non-service plan. Then experience seems pretty general that the business—if it be not wrecked—gradually works back to full-service, and the reason is fairly obvious; that the correct difference between cost of operating cash-carry and full-service is far less than the vast majority of grocers realize.

The actual difference in any well managed, skilfully handled store is so slight as to be non-existent in many cases and in the rest so completely offset by other factors that any chain man will frankly tell you that no worthwhile grocer—whether service or non-service—need lose sleep over chain competition. This has been increasingly true during the last three or four years because chains have done more over-selling of individuals than under-selling—and they are doing that now. Chains are merchandising now and will

continue to merchandise. Let individual grocers follow suit and the bogey of price-competition will be permanently laid.

And that pretty much covers Point No. 3; for rightly understood the service grocer operates so closely to cash-carry expense-ratios that the difference is negligible—but of course the "rightly understood" part of it is crucial.

What this jobber-friend can do now and always is:

1. Ground his force from top to bottom in the principles of correct margin-competition. Then continue to ground them. This is fundamental because in this we have to work against all our schools, all our governments, all brain-trusters regardless.

2. Having accomplished this, school grocers to price their goods right: Not too high—not too low—but exactly right for each classification.

Those two jobs will keep the force occupied for an indefinite time, but as it progresses it will pay and pay big for all concerned; and one item of vast importance it will bring out is the ability to figure precisely the difference in expense, as indicated above, and to realize that the figure is so small—in well managed stores—as to be negligible.

Paul Findlay.

Brazil Hit by Coffee Deal

Brazilian coffee exchanged for manufactured goods in barter deals with Germany is being shipped to this country from Hamburg and sold at prices below the Brazilian exporters, according to complaints voiced by foreign traders. The quantities of coffee sent here to date by the Germans have been comparatively small, it was said, but because of the prices quoted the stability of the local market has been upset. Importers who opposed the suggested barter of 500,000 bales of American cotton for German goods are seizing upon the coffee incident as proof that American interests would lose more than they gained by engaging in barter transactions with Germany.

Grocery Jobbers Expect Gains

While buying in the wholesale grocery market this week has been restricted to merchandise for immediate requirements, jobbers are confident that sales will show a sharp advance immediately after retailers conclude their special promotion events this month. As the chain-store organizations are carrying unusually large stocks, independent retailers supplied the jobbers with most of the orders this week. Retailers will concentrate on promotions of canned goods during

the balance of this month. Although stocks of canned foods in the hands of distributors are estimated at 25 per cent. higher than at this time last year, unsold stocks carried by packers are the lowest in years.

Monetary Factors Rule Price Level

New monetary uncertainties are as likely to influence the trend of commodity prices in the next few weeks as fundamental demand and supply conditions. Agricultural prices in particular, after recent advances, have become extremely susceptible to monetary developments.

Fears that the Supreme Court may uphold the gold clause in contracts tends to offset the activities of the inflation bloc in Congress, as such a decision would bring deflationary repercussions.

On the other hand, supply conditions still point to higher quotations for many commodities. Despite indication that the Administration is no longer pressing for wage increases, legislation increasing industrial costs seems certain of enactment. Unemployment insurance in particular would add to costs. Any measure to raise costs will, it is held, advance prices, especially if purchasing power expands pari passu.

A Passing Dream

There is a dream so old and fair
No other dreams with it compare
It is the one my mother bred
Long in her heart and nourish-ed,
That "life and liberty combine
With happiness would you define
A state or happy home."
But fondest dreams are out of date
At least such custom rules of late
That now indeed it's almost rare
To find a household anywhere
With atmospheres which will express
Ideals of old loveliness
Which should pervade the home.
Shall dreams of yore become a joke
To vanish with tobacco's smoke?
In homes or palaces of queens
Breathe we the breath of nicotines.
While "ashes, ashes, dust to dust"
Before the grave we get and must
Within our dear old home.

That place should be more like the rose
Which still in mother's garden grows
Repaying there the sun, the shower
With fragrance, beauty for their dower;
A hearth-stone dream pray grant to me
And sweet as mother's used to be
In childhood's happy home.
Charles A. Heath.

No man works harder against his own interests than the man who works for them exclusively.

Unbalanced lawmakers don't make for a balanced budget.

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

MEAT DEALER

Main Points of the New Meat Code

In substance, the main provisions of the Code which is to regulate the operation of retail meat markets in the United States which deal in meat to the extent of more than 50 per cent. of their dollar volume, are as follows:

Work Hours

All working hours shall be consecutive. Lunch hour time not considered as working hours.

No employee may work more than 10 hours in any twenty-four nor more than 48 in one week nor more than six days of any seven with the following exceptions:

Managers	Salaries	Population
Northern States	\$38	500,000 up
Northern States	33	Under 500,000
Southern States	35	500,000 up
Southern States	30	Under 500,000

Employees may be permitted to work fifty-six hours a week during the weeks preceding Thanksgiving, Christmas and New Year's, but must be paid time-and-a-third for overtime excepting managers earning \$38 a week (or less in small cities) and in the South.

Non-operating employees may work as follows:

Watchmen, fifty-six hours.
Outside service men, forty-eight hours, 1½ hourly rate for overtime.

Emergency repair men, forty-eight hours, 1½ hourly rate for overtime.

Combination salesmen with at least three consecutive hours daily behind counter, rest outside, the minimum wage.

Store Hours

Upon agreement of 75 per cent of retail establishments in an area uniform hours of opening and closing may be adopted and shall be binding on all retail meat establishments in the area and not to exceed one year. Operating hours shall be posted in a conspicuous place. Operating hours shall not be less than sixty-three during any week.

No employer shall knowingly permit any employee to work for any time which when added to the time spent at work in this or any other trade or industry exceeds the maximum permitted herein.

Wages

Minimum weekly wage for full time employees is \$15 in cities of 500,000 and over; \$14 in cities from 100,000 to 500,000; \$13 in cities from 25,000 to 100,000. Part time employees shall be paid not less than the hourly rate pro-rata to the rate specified above.

General Labor Provisions

No person under 16 shall be employed and no person under 18 shall be employed in any hazardous operation dangerous to health or body. A list of such operations will be published by Code Authority.

Employees shall have the right to organize and bargain collectively through representatives of their own choosing.

No employee nor anyone seeking employment shall be required to join any company union nor to refrain from joining, organizing or assisting any organization of his own choosing.

Organization of Code Authority

The Code Authority is to consist of eleven industry members, seven to be selected by the board of directors of the National Association of Retail Meat Dealers, Inc., one by the Federation of Kosher Butchers of Greater New York, Inc., one by the National Association of Meat, Poultry and Game Purveyors, and two by the National Industrial Recovery Board to represent members of the trade not affiliated with those organizations. If any memberships remain unfilled after thirty days, the Board may appoint representatives.

The regulations for the Kosher trade will be administered by an eleven-member code authority, seven selected by the board of directors of the Federation and four by members of associations affiliated with the Federation.

Other associations besides those named, if recognized as representing an important branch of the industry, are entitled to at least one member on the Code Authority. There may also be from one to three members without vote to be known as administration members to be appointed by NRA.

Associations are not to impose inequitable restrictions on membership.

If the Administration finds at any time that the Code Authority is not truly representative of the industry or fails to comply with the provisions of the Act, it may require modification of the Authority.

Powers and duties of the Code Authority are outlined.

Trade Practice Rules

As unfair methods of competition, the following are prohibited:

Misleading or inaccurate advertising in any form regarding merchandise, services, values or policies.

Representing that any meat is Government graded when it is not, or falsely representing meats, which fail to conform to U. S. standards.

Selling as other than cold storage meats, any that have been kept below freezing temperature longer than thirty days.

Branding, marking or packing goods in a manner to deceive purchasers. Using stamps or marks on meats that are deceptive.

Defaming a competitor or falsely disparaging his goods.

Commercial bribery.

Attempting to induce a competitor's employees to leave his service in order to secure the competitor's trade.

Selling meats by other than net weight.

The code also contains the standard destructive price cutting provisions and permission for the National Industrial Recovery Board to establish minimum prices during any emergency found to exist. These rules, however, were stayed by the President's order of approval until the same provisions can be incorporated in codes governing the retailing of meat not covered by this code.

Labor Disputes

Establishment of an Industrial Relations Committee for the trade, to consist of an equal number of representa-

tives of employers and employees and an impartial chairman, is provided.

Modifications

The code and its provisions are subject to cancellation or modification by the President at any time.

Monopolies

No provision of the code may be so applied as to permit monopolies or monopolistic practices, or to eliminate, oppress, or discriminate against small enterprises.

Is Business Overproducing?

The question is being asked in a number of more conservative quarters as to whether the recent increased rate of business activity is likely to continue without a material setback within the near future, such as occurred last summer and in the fall of 1933.

The new year has begun with an impressive expansion of production volume in a number of industries. If consumption does not keep pace, however, an early curtailment of productive schedules is certain. Industry in general is not yet in a mood to build up inventories materially.

Retail interests and spokesmen for such industries as automobile manufacturing generally say that the current level of consumption buying is adequate to justify the present, and even a moderately higher level of productive activity, during the next few months. In banking quarters, however, considerable skepticism is currently expressed as to the correctness of this view.

Radical Change Proposed on Rail Rates

Authority for the lowering of rail freight rates to meet water competition, upon the initiation of rail carriers, with veto powers vested in the Interstate Commerce Commission, will be sought in legislation sponsored by Western and Mid-Western Congressmen.

Modification of the long and short haul provisions will be sought in a move designed not only to maintain for these areas their own home markets, but to restore to them their share of West Coast markets lost because of more favorable rail and water rates.

They would reverse the present system which requires the roads to file with the commission applications for authority to lower rates to meet water competition, which applications may not be acted upon for a long period, during which the situation complained of may no longer exist. In the meantime, it is averred, the business then available to the areas in question will have been lost to them.

The Cure for Discontent

To be deeply absorbed with one's own comfort and pleasure is to be oblivious to enchanting vistas of human experience. Long ago it was observed that the individual who concentrates on the pursuit of personal gain forfeits the richest values, while the man who ignores self in a ministry of mercy discovers life indeed. Earth's highways

are crowded with individuals who are disgruntled and unhappy because they have no worthier objective than the gratifying of their own appetites. The truest self-expression may be found only in the act of pouring out self for another. It is not only the mother who must bury herself in the life of her child if she is to discover the joys of motherhood, it is equally true that every individual must discover an external object of affection and compassion if the abiding satisfactions are to be experienced. Many a man could find the cure for his discontent and despondency by loyal devotion to a center of life outside himself.

Kirby Page.

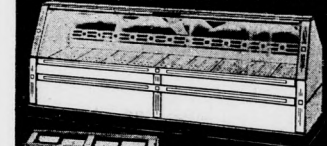
Wanted: A man for hard work and rapid promotion; a man who can find things to be done without the help of a manager and three assistants. A man who gets to work on time and does not imperil the lives of others in an attempt to be first out of the office at night. A man who moves quickly and makes as little noise as possible about it. A man who looks you straight in the eye and tells the truth every time. A man who is cheerful, courteous to everyone and determined to "make good."

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.

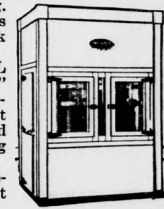
INVESTIGATE and you'll choose

"DRY-KOLD"
REFRIGERATORS



because only
**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.

Programme for the Second Day's Convention

Last week President Schantz told you about the Tuesday program. If you didn't return the "Ask your Questions" request sent last week, do it now. The questions to be answered by speakers will be based on those returned by hardware retailers. For Wednesday you will have another real program. Here it is:

Taxation and Business: One of the most capable speakers in the State, a responsible and competent legislator, will tell about the tax structure of the state; what is needed to run the government; what economies can and should be made, and what business may expect. It will be a sane, practical and convincing talk on the problems of taxation. H. C. Meyer, of Boyne Falls, will "ask the questions."

The Business Man and NRA. Abner E. Larned, State NRA Director, will tell you about NRA, and particularly of NRA as it affects the retailer. Larned is a business man himself and has the business man's independent outlook on governmental functions. Chas. H. Sutton, of Howell, will "ask the questions."

Conservation and the License Fee. The Director of Conservation, P. J. Hoffmaster, will tell you about the Department of Conservation; what it is doing for the pleasure seeker in and out of the state; for the sportsman; for the conservation of game and game refuges; for the man who supplied the needs of the pleasure seeker and sportsman. Chas. Taepke, of Detroit, will "ask the questions."

The Michigan Federation of Retail Merchants. A. J. Hager, President of the Federation, will tell you about the organization, sponsored by the Michigan Retail Hardware Association, what it has accomplished, and what it expects to do. J. Chas. Ross, of Kalamazoo, will "ask the questions."

Retail Salesmen Night. Wednesday, 7:45 p.m., is "Retail Salesmen Night." For them only, as owners will be busy on the exhibit floor. Chas. I. Crawford, of Joliet, Ill. (a Michigan boy who has made good), will tell about selling stunts for dull months; selling store service; how and when to use "best" sellers; how to get sales prospects; hardware advertising and display.

Harold W. Bervig,
Sec'y Mich. Retail Hdwe. Ass'n.

As Washington declared in his farewell address, "Reason and experience forbid us to believe that national morality can long prevail where religious principles are excluded." These principles rightly understood by both capital and labor and diligently applied to the social and industrial structure are the only effective answer to the communist.

True courtesy is of the heart not the lips.

WE CAN DIE BUT ONCE

One Way About as Good as Another

I hesitate to start on the subject of earthquakes, brought up in yours of December 31, lest I run on for volumes. There are so many aspects and angles to this question of how Mother Earth stretches, yawns and readjusts herself for renewed repose from epoch to epoch that the theme is endless. I'll try, therefore, to confine myself to a few incidents in my experience, what I have met up with in my travels and certain rather unfamiliar records in our own "new" continent which may indicate that the granite rock which underlies Manhattan may any day drop below the Hudson River.

What you say about your San Francisco correspondent is highly pleasing. He is as happy in his job as you can possibly be to have him there; but you have a wrong slant on Judge Verbeck, who, being a mere youngster of "near 80," has reasonable expectation of many years of further usefulness to the Tradesman. He lives, nota bene, in a region of enchantment where whoso goes forgets his birthdays, for whom passing years have scant significance, for therein nobody ever dies. After many days and a fulness of years unequalled elsewhere, they are translated to Isles of the Blest.

If that be "boosting," make the most of it!

Now, I don't take so much stock in "distinguished scientists"—not more, anyway, than in braintrusters, and that is not so much, believe me. So I'm not scared about what your friend "predicted." He cannot be very wise any way, else he'd know better than to prophecy until after the event. But Mrs. Stowe will know what I mean when I say that the Puget Sound region and the Sound itself seems to be made up of a range of mountains that long ages ago literally walked off our continent out into the Pacific. For there are the magnificent Olympics, running ten to twelve thousand feet up into the perpetual snows, which lie on both shores of the Sound. Then the Sound itself is the one great harbor in the world that I know of which never has needed dredging in any part of it; for its depths run from the comparative shallows of Elliott Bay, which is a mere matter of 300 to 600 feet deep, I believe, to depths of 5000 feet. There are entire bays, inlets and estuaries in the Sound where no anchor can grip bottom. Thus something great must have happened hereabouts sometime; and it is wonderful to stand and think about it as one views those grand snowcaps.

But right here, my wife chimes in with the question: How far back does Father Stowe think we should go? And should we take our real estate with us, or leave that to its fate regardless? And before I get through you may see that those questions are not so far fetched as may appear at first sight, but I shall introduce this with a little anecdote.

A lady of 70 lived in Omaha. California intrigued her but she hesitated to venture on two counts: earthquakes

and fleas. Could you think of—well, you recall that "The animals came in seven by seven; said the flea to the elephant: 'Who are you shovin'?" and will need no further elucidation of the lady's two apprehensions. Finally, she took the plunge. She slept peacefully her first California night. At breakfast next morning our daughter brought the newspaper from our curb as usual and exclaimed: "Why Dad, we had a perfectly good earthquake last night—and nobody knew it!" To our Omaha lady we then said: "Well, you've had your first earthquake. How did you like it?" Being a good sport, she smiled. That was eighteen years ago and she abides still in our Pasadena district, a survivor of California's two handicaps, in her 89th year.

Now, get no impression from all this light talk that we are disrespectful of earthquakes. We are not. No convulsion of Nature is to be taken lightly—anywhere, as may appear below more fully. But if you had not mentioned our recent temblors, as the Spaniards call them, we should have been unconscious of them. I have experienced rockings which swayed pictures eight and ten inches from the walls; and the fact that our concrete and steel framed buildings here in San Francisco, withstood the 1906 shake is not to warrant me in saying or predicting that they will stand up under the next one—for nobody knows. The region in which we reside is covered block after block with wooden buildings, which were undamaged in any essential by the 1906 quake, back of the limits reached by the fire. Wooden structures, properly sway-braced, are about as good as anything, though adobe is on a par with those.

But now,, on this question of how far back we should go, shall we set Grand Rapids as a fairly safe limit? Let's see.

In 1819, or thereabouts, the town of New Madrid, Missouri, was utterly wiped out by an earthquake. Near the spot where that town stood is Hannibal, Mark Twain's town; and that town is built on what was a farm until the administration of President Monroe, when the land was bought for, I think, \$1075—not much more than that—to be paid in three annual instalments. Money was worth more then than under the present 59c dollar departures. I do not know that any shake has occurred in that region since; but what of it? What is a century in geologic parlance?

But now in the Chronicles of the Pilgrim Fathers, I find this, under date of 1638: "This year, about the second of June, there was a great and fearful earthquake" and this is written of what was then called New Plimouth. "It was heard before it came with a rumbling noise, like unto remote thunder. The earth began to quake; and it came at length with that violence as caused platters, dishes and such like things which stood upon shelves to clatter and fall down; yea, people were afraid in their houses; and it was so, as to some, being without doors, could not stand, but were fain to catch hold of posts and pales to prevent them from falling. So powerful is the mighty

hand of the Lord as to cause both the earth and sea to shake and the mountains to tremble before him. Who can stand before his indignation? and who can abide the fierceness of his anger? Nahum i.3-6." There is much more and a note ends: "This year there was a very great earthquake in New England." Then again in 1662: "This year, on the 26th of January, at the shutting in of the evening there was a very great earthquake, in New England, and the same night another, although something less than the former. And again on the 28th of the same month there was another about nine of the clock in the morning."

Then follow several paragraphs, recording disturbances severe enough to be worthy of record—1638, 1658, 1663, 1727 and 1755—with discussions of how God, Who to the Pilgrims was concerned entirely with our one planet, was wroth about sundry misbehaviors, and took the medium of such signs and portents to manifest His wrath.

Let us recall that the Santa Fe Railroad crosses portions of New Mexico along the bed of an extinct river, the banks of which are beds of seashells, yet the railbed is now 7000 feet above the Pacific level; and that Salt Lake, even now equal in area to the state of Delaware, is but a puddle drying rapidly, according to geologic reckoning, which remains from a prehistoric body known to us as Lake Bonneville, the shores of which mark the Wasatch Mountains far above Salt Lake City—maybe 2,000 feet above the present valley.

All whereof may indicate that, because Michigan has had nothing like this within historic times may be precisely the "sign" that you'll wake up some morning to the news that Saginaw Bay is gone and Bay City's harbor ain't just of no use no moah! Then if we had gone to Gran' Rapheed, how much safer would we feel? Maybe you have heard that some believe that San Francisco Bay was not found by Drake because it wasn't there when he passed by—and of course you know that the Mediterranean was born in some age 'way back, whose story is the basis of the tradition of Noah and his family.

No, friend Stowe, to seek complete security is idle. Then, too, we can die but once, and one way seems about as good as another to pass into what Carlyle calls Blessed Oblivion.

I refrain from detailed reminders of the cyclones which have twice cut a swath right through Omaha and once through St. Louis—or vice versa—but I have seen devastation in the Dakotas, results of a few minutes of tornado, as appalling as any aftermath of Florida tidal waves or other natural convulsions.

So you may look forward yet a while to regular contributions from this scribbler on the plan that

When you and I behind the 'Veil are past,

Oh, but the long, long while the world shall last,

Which of our coming and departure heeds

As the sea's shelf should heed a pebble cast!

Paul Findlay.

San Francisco, January 12, 1935.

DRY GOODS

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

Conquest of the Chain Store

While it may be rather premature to announce the victory, still it now appears that the days of the chain stores are numbered. For them no ivied wreath of age—fate stalks them even now in the zenith of their power and distant bells are tolling.

Their troubles seem to multiply and it seems that they will soon be so beset by codes, laws, licenses, ordinances and regulations that their conquest of America will end as dubiously as the invasions of Germanic realms by Varus and his Roman legions, which were completely wiped out, foot, horse and impedimenta, in the Teutoburger forest.

As the whole world now knows, the chain stores had calamitous characteristics and their onrush brooked no interference from the established customs of trade. They were tidal—tornado—cataclysmic—but it was these very characteristics which carried the germs of their own destruction. They were too far out of line. Whenever anything extraordinary happens someone is certain to predict the end of civilization, yet despite these morbid carpings, the institution lingers. Wall street hasn't got the world licked yet. The Huns under Chengis, Tamarlane and Attila threatened civilization. Those beady eyed Mongolians, believed by some to be the spawn of witches and demons, could harry a continent but could not establish a permanent kingdom. They were too much at variance with advanced position of enlightenment so these leaders and their dusky, desert-demons passed like whirlwinds.

If dawns the day when the chain stores depart forever from America, it would be a fitting gesture of pleasure and satisfaction to organize little frock coated and silk hatted committees in every town and hamlet to ceremoniously bid them good-bye—sort of a well-groomed horse-laugh.

Fancy might picture their great lumbering trucks as they take up the last retreat, turning, chameleon like, from garish colors to somber shades and emanating from the smoldering funeral torches, clinging vampire-like to them, might be seen long, writhing, sulphurous streamers, wrapping these departing catafalques in their serpentine embraces.

I believe it was in Mark Twain's "Beyond the Mississippi" where he described the departure for the East of the disgusted pioneers from the rattlesnake infested plains. On the side of one of the

prairie schooners were inscribed these lines:

Kansas and Nebraska

We bid you a last adieu,

We may emigrate to hell some day,

But we'll never come back to you.

C. L. Clark.

Greenville, Jan. 21.

Fabric Tests Show Defects

Only six types of silk and rayon fabrics, out of a total of sixty-five, for the Spring dress season, were found free some form of defect, according to a series of tests made for ten retail groups. While many of the defects were found to be of a minor nature, it was indicated that all might affect the wearing qualities of garments. Some of the fabrics were found to have too much "stretch," while others were not color fast. The tests were made of fabrics to be used in dresses to retail at \$3.95 to \$49.59. Reports of the defects in some of the fabrics are being taken up with dress producers, so that difficulties in manufacturing may be overcome.

Elastic Top Socks Active

A broad expansion in the demand for men's slack socks with elastic top was predicted this week, following the receipt of unusually heavy orders. Quite a few mills have entered production on these styles for the Spring season and the year's output will be substantially ahead of the 1934 total. The socks are offered in white and pastel shades and also in dark grounds. The popular selling ranges are the 25, 35 and 50 cents numbers, with the 35 cent bracelet expected to lead. Some cheaper numbers were said to be on the market and are also expected to attract quite a bit of business.

Dry Goods Jobbers Cautious

Dry goods wholesalers placed a fairly good volume of business in the primary markets last week, although the softening of gray cloth prices and the gold clause uncertainty made them somewhat cautious. They spent some time in looking over new Fall lines, which, while not officially opened, are on display for interested buyers. These included blankets, heavy cotton ribbed underwear and outing flannels. Jobbers indicated, however, that they would not be in too great a hurry to operate on these lines. They placed some repeat business on wash goods, which have been quite active.

Appliance Orders Light Here

Regular Spring merchandise came into prominence in the wholesale appliance market last week as demand for sales goods began to wane. Selling agents for small socket appliances complained that the early call for Spring goods is much smaller in this market than was expected. With the merchandise showings in Chicago this year, it was said, buyers visited that city and placed initial orders. The local sales representatives are hoping that re-orders from the stores will be heavy enough to make up for the current setback.

Cone Renames Flannel Prices

Re-instating the same prices as prevailed last year, the Cone Export and

Commission Co., largest sellers of outing flannels in the industry, has sent out 1935 lists to their accounts. Among the lines priced were Appleton and Revolution bleached and solid

color styles, the Florence and Mincola fancy woven numbers, the Revolution cantons and the Eureka printed flannels. The company refused to give specific prices for publication.

LONG DISTANCE RATES ARE SURPRISINGLY LOW

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(between 8:30 p.m. and 4:30 a.m.) you can call the following points and talk for three minutes for the rates shown. Rates to other points are proportionately low.

From GRAND RAPIDS to:	Night Station-to-Station Rates
BEAVER DAM, WIS.	55c
BARRINGTON, ILL.	50c
DETROIT	50c
MOUNT CLEMENS	50c
CHICAGO, ILL.	45c
BAY CITY	40c

The rates quoted above are Night Station-to-Station rates, effective from 8:30 p. m. to 4:30 a. m. In most cases, Night Station-to-Station rates are approximately 40% less than Day Station-to-Station rates.



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Grand Rapids, Mich.

HOTEL DEPARTMENT

Snow Only Three Hours' Ride From Los Angeles

Los Angeles, Jan. 19—Detroit hotels, which have not heretofore installed fire drills among their employees, are now organizing for fire protection through this method. It is a very creditable undertaking, and should be rigidly enforced everywhere. On all ocean-going steamers and, in fact, among all water passenger carriers, this is a service that is compulsory. While not always effective it is certainly a step in the direction of safety.

Hotel Olds, Lansing, it has been definitely decided, will add 130 rooms to its equipment. The plans for the reconstruction of Hotel Kerns, if any there are, have not been announced.

Harold V. Warmington, veteran Detroit hotel executive, has become manager of the Wilshire apartment hotel, an institution containing 133 rooms in suites of one to five rooms each. Mr. Warmington was associated with the late James R. Hayes in the Park Hotel, at Sault Ste. Marie, for many years and later was with Hotel Griswold, Detroit. Prior to accepting the management of the Wilshire, he was associated with the Jefferson Hall Hotel, also in Detroit.

With a pageant suggesting the contrast between social life a third of a century ago and that of to-day, Hotel Oliver, of South Bend, celebrated its thirty-fifth anniversary a short time ago. It is reported that a considerable number of those who attended the original opening were present—with their grandchildren. This is the Indiana hotel operated by our good friend Andy Weisberg.

The Northland Hotel, Marquette, conducted by the Roberts-Degelman chain, now has a new manager, Edward F. Sholtz, who recently came from Hotel Duluth, Duluth, where he has been connected as assistant manager for the past fifty years. Leon A. Degelman and his son, Cleotus, have taken over a new \$100,000 hotel at Tomahawk, Wis., but the former will look after the Michigan affairs of the chain in an advisory capacity.

Mary Pickford has finally been granted a divorce. It is impossible to describe the repercussions of this story. Hollywood has always been notorious for the marital discord of motion picture actors and actresses. Yet through it all the marriage of Doug and Mary, as they were affectionately termed by admiring millions, stood like a rock. Their prominence in the industry served as living proof of the fact that matrimony was no bar to motion picture success. What is the public to think now? The most publicized successful marriage in Hollywood has ended in the divorce court. When the history of our times is written, it will show that Hollywood completely changed the attitude of Americans towards marriage and divorce. It cannot be otherwise. The stars in Hollywood's firmament are the most thoroughly imitated group of people in the country. They set the styles in many other respects and, naturally, they influence the fashion in morality. Already the dizzy pace of divorce in the motion picture colony has had its effects on the habits of millions. But this divorce is by way of being the last straw. Mary and Doug were always regarded as exceptions to the rule in Hollywood. Now it appears the exceptions merely proved the rule, that the cynics were right—matrimony and a career do not fit.

Now the news comes to me that the Parker House, at Hastings, presided over by Fred Parker until his death, a year ago, has been closed, and Hastings is without a hotel for the first time in eighty-six years. The Hastings House, that city's first hotel, was constructed eighty-six years ago. The Parker House was built thirty-one years later, in 1879, and has been conducted ever since by some member of the Parker family. It was first managed by N. T. Parker and was well known as a stopping place for sportsmen who gathered in Hastings for horse racing, a popular sport here in the nineteenth century. Mr. Parker was a racing enthusiast and had much to do with placing Hastings on the map. It was handed down to the late Frederick Parker, well known among Michigan landlords, having been a member of the Michigan Hotel Association since its organization. Stage coaches operating between Grand Rapids and Battle Creek used the hotel lobby as their waiting room.

It is reported from France that in one section of that country the poverty is so great that thousands of families are living on potatoes and champagne. There are, undoubtedly, many millions in this country who would be glad to take this job off the hands of the Frenchmen and even eliminate part of the food offering—the potatoes.

One of the great chain hotel organizations of the country recently tried the experiment of operation without the tipping evil. They made a service charge of a nominal sum which was to offset the hold-up feature of the gratuity game. But it wouldn't work. The waiters were dissatisfied, but the guests were even more resentful than the employees. It seems the average guest is willing to reward service. What is objected to is the hold-up for service not performed.

An interesting history of Detroit's hotel activities for the past fifty years has developed the fact that while in the '80s, she had accommodations for less than 1,000 guests, she to-day has a capacity of 250,000 rooms, counting first-class, transient and residential hotels. No phase of Detroit's commercial life has recorded any greater progress than in the hotel field. The city's only first class hotels in 1880 were the Biddle House, accommodating 400, the Michigan Exchange with rooms for 350 and the Russell House with a complement of 235 rooms.

Out of the argument over the commercialization of college football comes a suggestion that the players be paid salaries. This seems fair enough in view of the fact that most of them play for nothing at present, take all the injuries and get none of the profits. It is, of course, shameful that college athletics, designed to build up boys morally and physically, should be turned into a vaudeville spectacle. But apparently nothing can or will be done about it, although I might suggest that considering what education costs, the profits from college athletics might well be turned into the public treasury. They might offset, in some degree, the huge sum of money that now go into schools and universities.

A lot of my acquaintances who come to California, and a considerable number who are considering such a visit, ask me a lot of questions on the subject of irrigation, consequently I have been making occasional visits to meetings of organizations interested in this feature of farming. It has seemed to be a bugbear for a majority of Eastern farmers who know nothing about it. Of course, the Government has published many books dealing with the topic, but somehow they appear too technical for the ordinary reader, and many false impressions have been en-

gendered through them. There seems also to be a settled impression among them that the necessity for irrigation is a draw back. This however, is a great mistake. It is not necessary to tell anyone who has lived in California any great length of time of the benefits of irrigation. They are plainly manifested. Land that was originally not worth fifty cents an acre has, by the expenditure of \$10 to \$20 per acre in the construction of irrigation works, become worth \$250 per acre and even more. The fact is that the artificial application of water in an arid region is a wondrous advantage. The water supply can be regulated to the requirement of each variety of cultivated plant, which cannot be done in regions where the water supply comes directly in the form of rain. We all know that where hay and the smaller grains require a greater quantity of rain, that corn, for instance, does not. One of the greatest proofs of the value of irrigation lies in the fact that no farmer who has once practiced it would

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willingly go to farming in any district where he would have to depend on the natural rainfall. He knows that the labors of half a year will not be rendered fruitless because of a week's drought. The farmer in an irrigated district does not have to wait for rain in order to cultivate his land. He has the elements and seasons practically under his control. He can deliver to market, through a system of planting at stated periods, such vegetables as peas, string beans, head lettuce, which are found plentifully every day in the year in the markets of Los Angeles, grown at quite satisfactory profits. There are also some of the fruits—strawberries, for instance—that are to be seen on sale here eleven months in the year. In most cases the water is sold outright with the land, when the settler pays only a nominal price to keep the ditches in repair. In other instances where the water is not purchased with the land, a prevailing charge of \$5 per acre, per season, is made for it. Ten acres is about all one person can care for, especially with a rotation of crops which is universally practiced out here. Of course, there is a lot of land out here which would not raise white beans under intensified irrigation, but this may be said of many Eastern commonwealths.

In the eight years I have lived in Los Angeles, I have never discovered any snowy precipitation within the city limits proper, nor heard of any frost in the same locality, but any day in the year from certain vantage points one will discover evidences of snow in certain mountain tops. But within a radius of eighty miles have occurred snowfalls of considerable depth. The San Bernardino and Arrowhead areas supply giddy Angeles people with skating and skiing, and just now the grand trek is on for those particular localities, where the swish of the speeding toboggan and kindred sports add zest to living without the necessity of forced desires in that direction. Here lies the good fortune for those who live in this favored spot—the happy combination of balmy days for customary work or play, with all the tang and revitalizing atmosphere of the higher altitudes, freezing weather and glorious fun of every variety of winter sports, but a few miles distant, to be taken or left alone as the spirit and the mood suggest. Dr. Moore, my official chauffeur, decided last Sunday that in order to inspire a feeling of homesickness for dear old Michigan, a trip to Arrowhead and such was just what I needed and when the worthy sawbones decides on something he believes the writer ought to do, it is a matter of finality from which there is no appeal. Leaving Los Angeles he chose Foothill boulevard, through Pasadena, Claremont and Uplands as the best route to San Bernardino. In the valley the auto traveled through orange groves and flower-lined highways, but soon after leaving San Bernardino the Waterman Canyon road led into the snow country, with fresh snow heavy on the pine branches. The Rib-of-the-World highway, cleared of snow by the state highway department, brought to our attention scenic beauty of almost unbelievable grandeur. Stately pine trees, completely incrusting in ice and snow; picturesque drifts and a panorama of whiteness around the Rim—and then Lake Arrowhead. Now that a mantle of snow blankets the crest of the San Bernardino mountains, Lake Arrowhead automatically becomes the center of an extensive program of winter recreational contests. Each day there are many events scheduled; many prizes are offered and the hotels which are open the year round are busy as the proverbial cranberry merchant. And all this interesting diversion is only a three hours ride from "sunshine and roses."

Frank S. Verbeck.

Pick a Policy for 1935—and Stick to It

The general trend of business will be definitely upward in 1935, but the rate of improvements in other lines will not be paralleled in the distribution of shoes. The answer is, the shoe—as an item of public necessity—in bad times never falls below 80 per cent. of normal demand. In times of abundant prosperity, shoe demand—measured in units—never rises above 105 per cent. of normal demand. Therefore, the shoe industry never goes into the very depths of despair nor does it rise to the heights of prosperity. In other words, shoes are not speculative to consumer or to merchant. It doesn't profit a merchant to fill his shelves with them, to hold them for a possible flat rise of 25c a pair, as he might do with less perishable merchandise.

So, in facing the new year realistically, the prospects are that we can have all the prosperity which we are willing to make. We have got to manufacture a shoe trade prosperity, whereas in other industries they simply wait for a surge of general recovery to lift them higher. Other industries can organize their selling from raw stock to final consumer on an even streamline but shoes cannot be sold that way. It is comparatively simple to manufacture 250,000,000 of them, but an immense plus-effort must be made to sell more of them. We will go right on selling at least two pair per woman per year; but we have got to work heroically and collectively to increase the sale of men's shoes one-half pair per man per year and women's shoes one-tenth of a pair per woman per year.

Therefore, we open the year 1935 knowing that the capacity for consumption in terms of numbers of pairs will not be greatly increased. Then what? If the shoe industry just makes a living by selling shoes, standard pair by pair, how can it make a profit and put away a dollar in reserve against rainy days to come? That can only be done by increasing shoe store service and in the sale of better goods at better prices. Therein lies the promise of the next year—an encouragement of people who are at work—men who have wages and who have some financial independence—to again develop a pride of possession, a pride of fashion, and a desire for those comforts that good shoes are supposed to give. Give the public a "chance for a choice."

We have got to satisfy the curiosities of people for new and better things in footwear. We have got to make shoe stores more venturesome in the sale of related articles. One of the miracles of the holiday season was the sale of men's hose in men's shoe stores throughout the country. Instantly, and almost overnight, the shoe merchant became a footwear merchant and thought in terms of increasing the traffic of customers with other articles than shoes.

Making the shoe store a service center of everything pertaining to feet is a possibility of the future. A foot-care department with pedicure, nail polish and the like is something still to be tried in thousands of stores in this country. A profit through service is something that a merchant must begin

to think about, for if we are to continue offering shoes at low price bases, we are to get merely a shoe living and not much more.

Many a department store to-day makes more money on its beauty shop than it does in any division of the store, and foot-beauty is still to come.

Before long we are going to say something about the necessity for a change in shoe store thinking—a clear revolution from the cobbler philosophy in the past. We intend to ask the merchant to post this sign: "Be sure your shoes fit before you wear them. Under no circumstances can worn shoes be returned." The policy of accepting returned shoes with from one week to six months wear is a joke to other trades. There isn't a trade in America that has as sloppy a policy of returned goods. The entire program of public relations of the shoe industry needs revision in the light of modern merchandising, tested in other trades. If the public wants to buy shoes by the year, it should pay for shoes and service by the year and not resort to free wear on a cunning alibi. We look to see the correction of many of the practices now prevailing at retail in the light of their wastefulness, and the need for their realistic revision.

In the year 1935 we expect to see a better definition of the services of the shoe merchant, for many stores are treading so close to the professional and medical line that there is a possibility of legislative interference.

Betterment of service is inevitable; but a large part of it will be developed by increased stocks of shoes carried on hand in sizes and widths—for many of the errors and foot discomforts come through forcing a fit to make a sale. The fitter knows better—but says "I've got to make a sale."

Now is a pretty good time, when shoe store inventories are comparatively low, for merchants to make pretty firm selections of the right lines for the long pull. The period of "pick a line, test it out and toss it away if it doesn't click," has given way to the very serious consideration of every line that has within it sales and fitting promotions, not for a season but for many seasons and years to come.

With national security come the restoration of confidence and a feeling that progress is in the making. "Pick a good line and stick to it" was never a better motto, providing the line has kept pace with the times. Picking a policy of store operation and sticking to it is the key to the future.

Build anew on the foundation of workable ideas and ideals—spend less time courting customers with words and tricks and more time service and selling with common sense.—Boot and Shoe Recorder.

Four New Readers of the Tradesman

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

N. E. Towne, DeWitt
E. J. Drouillard, Detroit
L. E. Nykamp, Zeeland
Franklyn Pierce, Hollywood, Calif.

Religion inspires courage.

Manufacturing Matters

Detroit—The Gold Lov Rubber Corporation, 957 Nat'l Bank Bldg., manufacturer and dealer in rubber products, has a capital stock of \$15,000, all paid in.

Holland—The Charles R. Sligh Co., furniture manufacturer, has outgrown its plant and leased a building of the Bolhuis Lumber & Manufacturing Co. for expansion.

Sturgis—John Luttman and Elwin T. Correll have engaged in the manufacturing business, specializing in signal lights for police cars and ambulances, fire chiefs' cars and taxicabs.

Detroit—The National Utoma Co., 630 Insurance Exchange, has been incorporated to manufacture and sell drugs and chemicals, cosmetics, etc., with a capital stock of \$20,000, \$9,000 of which has been paid in.

Lansing—The W. T. Grant Co. has opened a new department in its basement. It is a key manufacturing department, making keys for practically all types of locks, including automobile, on a modern machine which requires less than a minute to make a key.

Detroit—John M. Dwyer, member of a family that pioneered in stove manufacturing here, died last Wednesday in the Charles Godwin Jennings Hospital. Mr. Dwyer was born here Sept. 19, 1864, the son of the late Jeremiah Dwyer who, with his brother James, founded the J. Dwyer and Bros. Co., which later became known as the Detroit Stove Works. Jeremiah Dwyer later founded The Michigan Stove Co., of which Mr. Dwyer was president for a number of years. Mr. Dwyer was a director of The Detroit Trust Co. and chairman of the executive board of The Detroit Savings Bank. He was a member of the Detroit Club, Grosse Pointe Club, the Country Club and the Yoncotega Club. Mr. Dwyer lived at 372 Lakeland avenue, Grosse Pointe Village. His wife, Anna Denison Dwyer, died in May, 1930.

A Stable Price Trend

Although demand and supply conditions point to early price advances for many commodities, uncertainty over the decision in the gold clause case dominates the markets and makes for irregularity and erratic movements.

Commodity traders emphasize the strength of the inflation bloc in Congress as a factor that would tend to offset an unfavorable gold clause decision. They also feel that widespread discussion of the profoundly disturbing effects of a decision upholding the gold clause in full may have some influence upon the Supreme Court, especially in relation to the general welfare clause of the Constitution.

Limited supplies of agricultural commodities, and increased demand for other products occasioned by expanding industrial activity, point to moderate price advances.

Grand Rapids—Joseph Mathews succeeds Ralph E. De Vries in the drug business at 1232 West Bridge street.

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. Piskowski, 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 Malts, Sault Ste. Marie.
 Treasurer—Henry Hadley, Benton Harbor.
 Secretary—Clare F. Allan, Wyandotte.
 Executive Committee—M. N. Henry (chairman), Lowell; Benjamin S. Peck, Kalamazoo; A. A. Sprague, Ithaca; Leo J. Lacroix, Detroit; James W. Lyons, Detroit; Ray Jensen, Grand Rapids; Duncan Weaver, Fennville.

The Consolidation of Pharmacal Forces

Recent developments in American pharmacy have again emphasized the necessity for unifying the forces which contribute to the welfare of the profession and the drug industry. A specific proposal upon which attention has been centered for a number of years is the proposed consolidation of the American Pharmaceutical Association with the National Association of Retail Druggists. Emphasis was given to this proposal by the experiences of those engaged in the retail drug industry when they endeavored to obtain from the National Industrial Recovery Administration a Code of Fair Competition which would eliminate some of the undesirable features now hampering recovery. The government demanded that those who claim to represent retail pharmacy should really represent it as far as numbers of units are concerned. As long as no one questioned the authority of the representatives of retail pharmacy to speak for the industry as a whole, the question of membership statistics did not come to the foreground. With the attempt to curb some of the practices resorted to by minority groups in the industry there came the challenge as to adequacy of representation by the spokesmen of the retail drug industry.

It has been assumed that the National Association of Retail Druggists speaks for retail pharmacy from a business standpoint. It appears proper, therefore, to urge every owner of a retail pharmacy to join the National Association of Retail Druggists in order to obtain proper representation along economic lines.

The American Pharmaceutical Association although representative of all phases of pharmacy including manufacturing, wholesaling, retailing, teaching, law enforcement, research and economics, took part in the formulation of the National Retail Drug Code and is listed among the sponsors of this Code. It did not take such a part in the sponsorship of any other code within the drug industry. It was natural, therefore, to assume the American Pharmaceutical Association to be predominantly interested in retail pharmacy, although such is not necessarily the case.

It was argued further, that there is no need for two national associations to look after the business interests of the retailer.

More recently a proposal has been made to merge the interests of the various State Pharmaceutical Associations into a National Federation which would at once exceed in its total membership both the National Association of Retail Druggists and the American Pharmaceutical Association, because the sum total of members of State Pharmaceutical Association is greater than the total membership of both national association. District conferences of State Associations recently formed appear to be the first step toward federating State Pharmaceutical Associations.

With the foregoing facts as a background it is easy to understand why many retail pharmacists are advocating a physical merger of the American Pharmaceutical Association and the National Association of Retail Druggists. Dr. James H. Beal, a former President of the American Pharmaceutical Association and a member of its Council, has argued eloquently against a physical merger of the two associations on the basis that their scheme of organization is different, that their objectives are dissimilar and that both are needed in their respective fields of service and influence for the development of pharmacy as a whole. Many another past-president of the Association has been convinced after careful study that consolidation would be both desirable and possible if human factors could be controlled.

The National Association of Retail Druggists, at its New Orleans convention, passed a resolution disapproving consolidation of the two national associations. However, it agreed to appoint a committee to meet with a similar committee from the American Pharmaceutical Association to discuss methods of co-ordinating the activities of the two associations and bringing about closer co-operation between the National and State Associations.

It seems necessary under the circumstances to clarify the position of the American Pharmaceutical Association on the subject of consolidation. The writer of this editorial in his contacts with State Pharmaceutical Associations and in a communication to the National Association of Retail Druggists, expressed the view that physical consolidation and merger of the tangible assets of the two Associations is not necessary for a consolidation of pharmacal forces at this time. It is the latter consolidation which pharmacists in the United States desire. They are relatively uninterested in the method but they are very much interested in results. It is conceivable, of course, that if methods are devised for unifying pharmacal forces and obtaining the results which pharmacists in all lines of activity so greatly desire, some form of merger of all associations now in the field may result in the future. It is clear, however, from a careful examination of the political, financial and general situation within State and National associations that physical con-

solidation is not the first step in the process of consolidating existing pharmacal forces.

It must likewise be clear to the keen observer that the American Pharmaceutical Association, with its all-inclusive membership, constitutes the starting point for united effort in all directions. Its interests are general. It is the oldest national Pharmaceutical Association and is commonly referred to as the Mother of Pharmaceutical Associations in the United States. Its offspring may be found in every specialized field of pharmacy and the difficulty seems to be that the family has not had a real reunion for many years. It seems as though the time for such a reunion is at hand and it is the hope of the present administration of the American Pharmaceutical Association that when its representatives meet with representatives of the National Association of Retail Druggists at the special committee meeting early in December and with the representatives of the National Drug Trade Conference at an-

other meeting in December, the Mother Association be looked upon as the leader in constructive effort for the good of the profession and that the specialized units within the industry, while pursuing their individual tasks and carrying out their specific functions, will nevertheless support a renewed consolidation of pharmacal forces for the benefit of all concerned.

Robert P. Fischelis.

No man can come into any permanent success except by fighting the weaknesses of his own character—laziness, indifference, selfishness and the preference for a "good time" over the harder discipline of business. That is what makes the battle worth fighting and the goal worth while!

Kalamazoo—The Central Furniture Co. announces the consolidation of the Eastman's White Sewing Machine Agency with its electric appliance department and the appointment of E. D. Sanderson as manager of the new department.

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

MORPHINE			POTASSIUM		
Ounces	@12	75	Bicarbonate, lb.	30 @	35
1/2s	@14	40	Acetate, lb.	69 @	1 04
MUSTARD			Bichromate, lb.	16 @	25
Bulk, Powd.	45 @	50	Bromide, lb.	64 @	84
Select, lb.	17 @	25	Carbonate, lb.	48 @	72
No. 1, lb.			Chlorate		
NAPHTHALINE			Xtal., lb.	20 @	29
Bals, lb.	08 1/2 @	15	Powd., lb.	19 @	27
Flake, lb.	08 1/2 @	15	Gran., lb.	32 @	40
NUTMEG			Iodide, lb.	1 88 @	2 04
Pound		40	Pernanganate, lb.	30 @	50
Powdered, lb.		50	Prussiate		
NUX VOMICA			Red, lb.	90 @	1 00
Pound	15 @	25	Yellow, lb.	50 @	60
Powdered, lb.		25	QUASSIA CHIPS		
OIL ESSENTIAL			Pound	25 @	30
Almond			Powd., lb.	35 @	40
Bit., true, ozs.		50	QUININE		
Bit., art., ozs.		30	5 oz. cans, ozs.		77
Sweet, true, lb.	1 40 @	2 00	ROSIN		
Sweet, art., lbs.	75 @	1 20	Pound	04 @	15
Amber, crude, lb.	71 @	1 40	ROOT		
Amber, rect., lb.	1 30 @	2 00	Aconite, Powd., lb.		90
Anise, lb.	1 10 @	1 60	Alkanet, lb.	35 @	40
Bay, lb.	4 00 @	4 25	Alkanet, Powd., lb.		50
Bergamot, lb.	3 20 @	3 50	Belladonna, Powd., lb.		75
Cajeput, lb.	1 50 @	2 00	Blood, Powd., lb.	35 @	45
Caraway S'd, lb.	3 50 @	4 00	Burdock, Powd., lb.		60
Cassia, U.S.P., lb.	2 15 @	2 50	Calamus, Bleached, Split and		
Cedar Leaf, lb.	1 70 @	2 20	Peel, lb.		75
Cedar Leaf, Com'l., lb.	1 00 @	1 25	Calamus, Ordinary, lb.		25
Citronella, lb.	1 00 @	1 40	Calamus, Powd., lb.		50
Cloves, lb.	1 85 @	2 25	Elecampene, lb.	25 @	30
Croton, lbs.	4 00 @	4 50	Gentian, Powd., lb.	17 1/2 @	30
Cubeb, lb.	4 25 @	4 80	Ginger, African, Powd., lb.	16 @	25
Erigeron, lb.	2 70 @	3 35	Ginger, Jamaica, Lined, lb.	38 @	55
Eucalyptus, lb.	85 @	1 20	Ginger, Jamaica, Powd., lb.	30 @	40
Fennel	2 25 @	2 60	Goldenseal, Powd., lb.	1 75 @	2 00
Hemlock, Pu., lb.	1 70 @	2 20	Indian Turnip, Powd., lb.	20 @	30
Hemlock, Com'l., lb.	1 00 @	1 25	Ipecac, Powd., lb.	3 00 @	3 60
Juniper Ber., lb.	3 00 @	3 20	Licorice, lb.	30 @	35
Juniper W'd, lb.	4 50 @	5 00	Licorice, Powd., lb.	15 @	25
Lav. Flow., lb.	1 25 @	1 50	Mandrake, Powd., lb.		40
Lav. Gard., lb.	2 15 @	2 50	Marshmallow, Cut, lb.		50
Lemon, lb.	2 15 @	2 50	Marshmallow, Powd., lb.		60
Mustard, true, ozs.		35	Orris, lb.	40 @	45
Mustard, art., ozs.		35	Orris, Fingers, lb.	1 50 @	2 25
Orange, Sw., lb.	3 00 @	3 25	Pink, Powd., lb.		30
Origanum, art., lb.	1 00 @	1 20	Poke, Powd., lb.		80
Pennyroyal, lb.	2 75 @	3 20	Rhubarb, lb.		60
Peppermint, lb.	5 50 @	6 00	Rhubarb, Powd., lb.		60
Rose, dr.		2 50	Sarsaparilla (Honduras, cut)	1 20 @	1 20
Rose, Geran., ozs.		1 00	Sarsaparilla, Med., Cut, lb.		50
Rosemary Flowers, lb.	1 00 @	1 50	Squills, Powd., lb.	42 @	50
Sandalwood			Turmeric, Powd., lb.	15 @	25
E. I., lb.	3 00 @	3 50	Valerian, Powd., lb.		50
W. I., lb.	4 50 @	4 75	SAL		
Sassafras			Epsom, lb.	03 1/2 @	10
True, lb.	1 90 @	2 40	Glaubers		
Syn., lb.	1 00 @	1 40	Lump, lb.	03 @	10
Spearment, lb.	3 50 @	4 00	Gran., lb.	03 1/2 @	10
Tansy, lb.	3 50 @	4 00	Nitre		
Thyme, Red, lb.	1 75 @	2 40	Xtal. or Powd.	10 @	20
Thyme, Whi., lb.	2 00 @	2 50	Grain, lb.	09 @	20
Wintergreen			Rochelle, lb.	17 @	30
Leaf, true, lb.	5 60 @	6 00	Soda, lb.	02 1/2 @	08
Birch, lb.	4 00 @	4 50	SEED		
Syn.	75 @	1 20	Anise, lb.	40 @	45
Wormseed, lb.	3 50 @	4 00	Canary, Recleaned, lb.	10 @	15
Wormwood, lb.	5 50 @	6 00	Cardamon, Bleached, lb.		2 00
OILS HEAVY			Caraway, Dutch, lb.	25 @	30
Castor, gal.	1 45 @	1 60	Celery, lb.		1 10
Cocanut, lb.	22 1/2 @	25	Colchicum, Powd., lb.		2 00
Cod Liver, Norwegian, gal.	1 20 @	1 50	Coriander, lb.	15 @	25
Cot. Seed, gal.	1 20 @	1 30	Fennel, lb.	30 @	40
Lard, ex., gal.	1 55 @	1 65	Flax, Whole, lb.	06 1/2 @	15
Lard, No. 1, gal.	1 25 @	1 40	Flax, Ground, lb.	06 1/2 @	15
Linseed, raw, gal.	74 @	89	Hemp, Recleaned, lb.	08 @	15
Linseed, bott., gal.	77 @	92	Lobelia, Powd., lb.	17 1/2 @	25
Neatsfoot, extra, gal.	80 @	1 00	Mustard, Black, lb.	15 @	25
Olive			Mustard, White, lb.	15 @	25
Malaga, gal.	2 00 @	2 50	Poppy, Blue, lb.	20 @	25
Pure, gal.	3 00 @	5 00	Quince, lb.	1 00 @	1 25
Sperm, gal.	1 25 @	1 50	Rape, lb.	10 @	15
Tanner, gal.	75 @	90	Sabadilla, Powd., lb.	45 @	55
Tar, gal.	50 @	65	Sunflower, lb.	11 @	20
Whale, gal.		2 00	Worm, Levant, lb.		4 50
OPIUM			Worm, Levant, Powd.		4 75
Gum, ozs.		1 20	SOAP		
Powder, ozs.		1 30	Castile, Conti, White		
Gran., ozs.		1 30	Box		15 75
PARAFFINE			Bar		1 60
Pound	06 1/2 @	15	Powd.		50
PEPPER			SODA		
Black, grd., lb.	25 @	35	Ash	03 @	10
Red, grd., lb.	45 @	55	Bicarbonate, lb.	03 1/2 @	10
White, grd., lb.	40 @	55	Caustic, Co'l., lb.	08 @	15
PITCH BURGUNDY			Hyposulphite, lb.	05 @	10
Pound	20 @	25	Phosphate, lb.	23 @	28
PETROLATUM			Sulphite		
Amber, Plain, lb.	12 @	17	Xtal., lb.	15 @	25
Amber, Carb., lb.	14 @	19	Dry, Powd., lb.	12 1/2 @	20
Cream Whi., lb.	17 @	22	Silicate, Sol., gal.	40 @	50
Lily White, lb.	20 @	25	SULPHUR		
Snow White, lb.	22 @	27	Light, lb.	04 1/2 @	10
PLASTER PARIS DENTAL			SYRUP		
Barrels	@ 5	75	Rock Candy, Gals.	70 @	85
Less, lb.	03 1/2 @	08	TAR		
POTASSA			1/2 Pints, dozen.		1 00
Caustic, st'ks, lb.	69 @	1 04	Pints, dozen		1 50
Liquor, lb.		40	Quarts, dozen		2 75
TURPENTINE			TURPENTINE		
Gallons		66 @			

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

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

ADVANCED	DECLINED
Golden Bantam Corn—5c	Scotch Pears—25c
Salted Peanuts—1c	
White Pepper—5c	
Cider Vinegar—1c	
Pure Jelly—35c	
Pork Shoulders—1/2c	
Spareribs—1c	
Smoked Hams—1c	
Heavy Fowls—1c	
Light Fowls—1c	

AMMONIA	BREAKFAST FOODS	Blackberries
Little Bo Peep, med. 1 35	Kellogg's Brands	Premio, No. 10..... 6 25
Little Bo Peep, lge. 2 25	Corn Flakes, No. 136..... 2 65	Quaker, No. 2..... 1 70
Quaker, 32 oz. 2 10	Corn Flakes, No. 124..... 2 65	
	Pep, No. 224..... 2 37	
	Pep No. 250..... 1 05	
	Krumbles, 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 76	
	Whole Wheat Fla., 24s 2 40	
	Whole Wheat Fla., 24s 2 31	
	Wheat Krispies, 24s 2 40	
	Post Brands	
	Grapenut Flakes, 24s 2 10	
	Grape-Nuts, 24s 3 90	
	Instant Postum, No. 8 46	
	Instant Postum, No. 10 4 70	
	Postum Cereal, No. 0 2 38	
	Post Toasties, 36s 2 65	
	Post Toasties, 24s 2 65	
	Post Bran, PBF 24s 3 48	
	Post Bran, PBF 36s 3 48	

APPLE BUTTER	Blue Berries	Cherries
Quaker, 12-28 oz., 1 60	Eagle, No. 10..... 8 50	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

BAKING POWDERS	Cherries—Royal Ann	Canned Fish
Royal, 2 oz., doz. 80	Supreme, No. 2 3 20	Clam Ch'der, 10 1/2 oz. 1 35
Royal, 6 oz., doz. 2 00	Supreme, No. 2 2 30	Clam Chowder, No. 2 2 75
Royal, 12 oz., doz. 3 85	Gibraltar, No. 10 9 25	Clams, Minced, No. 1/2 2 40
Royal, 5 lbs., doz. 20 00	Gibraltar, No. 2 1/2 2 75	Clams, Steamed, No. 1 2 75
		Clams, Bouillon, 7 oz. 3 30
		Chicken Haddie, No. 1 2 75
		Fish Flakes, small 1 25
		Cod Fish Cakes, 10 oz. 5 50
		Cove Oysters, 5 oz. 1 35
		Lobster, No. 1/2 2 25
		Shrimp, 1, wet 1 45
		Sard's, 1/2 Oil, k'less 3 75
		Sardines, 1/2 Oil, k'less 3 35
		Salmon, Red Alaska 2 20
		Salmon, Med. Alaska 1 75
		Salmon, Pink, Alaska 1 33
		Sardines, Im. 1/2, ea. 6@13 1/2
		Sardines, Cal. 1 00
		Tuna, 1/2 Van Camps, 1 75
		Tuna, 1/2 Van Camps, 1 15
		Tuna, 1/2 Van Camps, 1 45
		Tuna, 1/2 Chicken Sea, 1 70
		Tuna, 1/2 Bonita 1 25



AMSTERDAM BRANDS	Figs	Fruit Salad
Gold Bond Par., No. 5 1/2 7 50	Beckwith Breakfast, No. 10 12 00	Supreme, No. 10 12 00
Prize, Parlor, No. 6 8 00	Carpetner Preserved, 5 oz. glass 1 35	Quaker, No. 10 11 75
White Swan Par., No. 6 8 50	Supreme Kodota, No. 1 1 90	Supreme, No. 2 3 60
		Supreme, No. 2 2 70
		Supreme, No. 1 2 10
		Quaker, No. 2 3 15

BLEACHER CLEANSER	Gooseberries	Grape Fruit
Lizzie, 16 oz., 12s 2 15	Michigan, No. 10 5 35	Zeneda No. 2 1 35
Lanco Wash, 32 oz. 12s 2 00		

BLUING	Grapsberries	Grape Fruit Juice
Am. Ball, 36-1 oz., cart. 1 00	Michigan, No. 10 5 35	Florida Gold, No. 1 87 1/2
Boy Blue, 18s, per ca. 1 35		Quaker, No. 2 1 35
		Florida Gold, No. 5 4 35

BEANS and PEAS	Loganberries	Peaches
Dry Lima Beans, 25 lb. 2 20	Premio, No. 10 6 75	Forest, solid pack, No. 10 7 30
White H'd P. Beans 4 05		Nile, sliced, No. 10 6 50
Split Peas, yell., 60 lb. 2 35		Potted, halves, No. 10 6 50
Split Peas, gr'n, 60 lb. 4 75		Quaker, sliced or halves, No. 10 8 20
Scotch Peas, 100 lb. 6 65		Gibraltar, No. 2 1/2 2 00
		Supreme, sliced No. 2 1/2 2 15
		Supreme, halves, 2 1/2 2 15
		Quaker, sliced or halves, No. 2 1 70

BURNERS	CANDLES	CANNED FRUITS
Queen Ann, No. 1 1 15	Electric Light, 40 lbs. 12 1	Apples
Queen Ann, No. 2 1 25	Plumber, 40 lbs. 12 8	Hart, No. 2 1 20
White Flame, No. 1 and 2, doz. 2 25	Paraffine, 6s 14 1/2	Hart, No. 10 5 75
	Wicking, 40 40	
	Tudor, 6s, per box 30	

BOTTLE CAPS	Apricots	Pineapple Juice
Single Lacquer, 24 gross case, per case 4 10	Forest, No. 10 9 00	Doles, Diamond Head, No. 2 1 45
	Quaker, No. 10 9 75	Doles, Honey Dew, No. 10 6 75
	Gibraltar, No. 10 9 25	
	Imperial, No. 10 9 25	
	Superior, No. 2 1/2 2 30	
	Supreme, No. 2 1/2 3 10	
	Supreme, No. 2 2 25	
	Quaker, No. 2 2 10	
	Quaker, No. 2 1/2 2 85	

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

Plums	Beets	CHOCOLATE
Ullkit, No. 10, 30% syrup 6 50	Extra Small, No. 2 1 75	Baker, Prem., 6 lb. 1/2 2 45
Supreme Egg, No. 2 1/2 8 30	Hart Cut, No. 10 4 50	Baker, Pre., 6 lb. 3 oz. 2 60
Supreme Egg, No. 2 1 70	Hart Cut, No. 2 95	German Sweet, 6 lb. 1/4s 1 86
Primo, No. 2, 40% syrup 1 00	Hart Diced, No. 2 90	Little Dot Sweet 6 lb. 1/4s 2 60
	Quaker Cut, No. 2 1 20	

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

Raspberries, Black	Corn	Cocoanut
Imperial, No. 10 7 00	Golden Ban., No. 2 1 55	Banner, 25 lb. tins. 20 1/2
Premio, No. 10 8 50	Marcellus, No. 2 1 25	Snowdrift, 20 lb. tins. 20 1/2
Hart, 8-ounce 80	Fancy Crosby, No. 2 1 40	
	Whole grain, 6 Ban-tam, No. 2 1 65	
	Quaker No. 10 8 00	

Raspberries, Red	Peas	CLOTHES LINE
Premio, No. 10 8 75	Little Dot, No. 2 2 35	Household, 50 ft. 1 75
	Sifted E. June, No. 10 9 50	Cupples Cord 2 90
	Sifted E. June, No. 2 2 00	
	Marcel, S.W. W. No. 2 1 55	
	Marcel, E. June, No. 2 1 45	
	Quaker, E. Ju., No. 10 8 00	

CANNED FISH	Pumpkin	COFFEE ROASTED
Clam Ch'der, 10 1/2 oz. 1 35	No. 10 4 75	Lee & Cady
Clam Chowder, No. 2 2 75	No. 2 1/2 1 20	1 lb. Package
Clams, Steamed, No. 1 2 75	No. 2 92 1/2	Ryco 23
Clams, Minced, No. 1/2 2 40		Boston Breakfast 20
Finnian Haddie, 10 oz. 3 30		Breakfast Cup 19 1/2
Clam Bouillon, 7 oz. 2 50		Competition 17 1/2
Chicken Haddie, No. 1 2 75		J. V. 22 1/2
Fish Flakes, small 1 25		Majestic 30
Cod Fish Cakes, 10 oz. 5 50		Morton House 32
Cove Oysters, 5 oz. 1 35		Nedrow 27
Lobster, No. 1/2 2 25		Quaker, in cartons 24 1/2
Shrimp, 1, wet 1 45		Quaker, in glass jars 29
Sard's, 1/2 Oil, k'less 3 75		
Sardines, 1/2 Oil, k'less 3 35		
Salmon, Red Alaska 2 20		
Salmon, Med. Alaska 1 75		
Salmon, Pink, Alaska 1 33		
Sardines, Im. 1/2, ea. 6@13 1/2		
Sardines, Cal. 1 00		
Tuna, 1/2 Van Camps, 1 75		
Tuna, 1/2 Van Camps, 1 15		
Tuna, 1/2 Van Camps, 1 45		
Tuna, 1/2 Chicken Sea, 1 70		
Tuna, 1/2 Bonita 1 25		

CANNED MEAT	Sauerkraut	Coffee Extracts
Bacon, med. Beechnut 2 50	No. 10 5 25	M. Y., per 100 12
Bacon, lge. Beechnut 3 75	No. 2 1/2 Quaker 1 10	Frank's 50 pkgs. 4 25
Beef, lge. Beechnut 3 25	No. 2 Quaker 95	Hummel's 50, 1 lb. 10 1/2
Beef, med. Beechnut 1 90		
Beef, No. 1, Corned 1 90		
Beef, No. 1, Roast 1 95		
Beef, 2 1/2 oz. Quia, Sll 1 30		
Corn Beef Hash, doz. 85		
Beefsteak & Onions, s. 2 70		
Chili Con Car., 1s. 1 05		
Deviled Ham, 1/2s 1 35		
Deviled Ham, 1/2s 2 20		
Potted Meat, 1/2 Libby 75		
Potted Meat, 1/2 Qua. 65		
Potted Ham, Gen. 1/2 1 35		
Vienna Saus. No. 1/2 90		

CANNED VEGETABLES	Soinach	CONDENSED MILK
Baked Beans	Supreme No. 2 1 75	Eagle, 2 oz., per case 4 60
Campbell's 48s 2 35	Supreme No. 2 1 37 1/2	
	Quality, No. 2 1 10	
	Quality, No. 2 1/2 1 50	

CANNED MEAT	Succotash	Cough Drops
Bacon, med. Beechnut 2 50	Golden Bantam, No. 2 1 75	Bxa
Bacon, lge. Beechnut 3 75	Hart, No. 2 1 55	Smith Bros. 1 45
Beef, lge. Beechnut 3 25	Pride of Michigan 1 25	Luden's 1 45
Beef, med. Beechnut 1 90		Vick's, 40/10c. 2 40
Beef, No. 1, Corned 1 90		
Beef, No. 1, Roast 1 95		
Beef, 2 1/2 oz. Quia, Sll 1 30		
Corn Beef Hash, doz. 85		
Beefsteak & Onions, s. 2 70		
Chili Con Car., 1s. 1 05		
Deviled Ham, 1/2s 1 35		
Deviled Ham, 1/2s 2 20		
Potted Meat, 1/2 Libby 75		
Potted Meat, 1/2 Qua. 65		
Potted Ham, Gen. 1/2 1 35		
Vienna Saus. No. 1/2 90		

CANNED MEAT	Tomatoes	COUPON BOOKS
Bacon, med. Beechnut 2 50	No. 10 5 50	50 Economic grade 2 50
Bacon, lge. Beechnut 3 75	No. 2 1/2 1 85	100 Economic grade 4 50
Beef, lge. Beechnut 3 25	No. 2 1 40	500 Economic grade 20 00
Beef, med. Beechnut 1 90	Quaker, No. 2 1 10	1000 Economic grade 37 50
Beef, No. 1, Corned 1 90		
Beef, No. 1, Roast 1 95		
Beef, 2 1/2 oz. Quia, Sll 1 30		
Corn Beef Hash, doz. 85		
Beefsteak & Onions, s. 2 70		
Chili Con Car., 1s. 1 05		
Deviled Ham, 1/2s 1 35		
Deviled Ham, 1/2s 2 20		
Potted Meat, 1/2 Libby 75		
Potted Meat, 1/2 Qua. 65		
Potted Ham, Gen. 1/2 1 35		
Vienna Saus. No. 1/2 90		

CANNED MEAT	CATSUP	CRACKERS
Bacon, med. Beechnut 2 50	Quaker, 10 oz. doz. 1 10	Hekman Biscuit Company
Bacon, lge. Beechnut 3 75	Quaker, 14 oz. doz. 1 40	Saltine Soda Crackers, bulk 11 1/2
Beef, lge. Beechnut 3 25	Quaker gallon glass, dozen 10 25	Saltine Soda Crackers, 1 lb. pkgs. 1 40
Beef, med. Beechnut 1 90		Saltine Soda Crackers, 2 lb. pkgs. 2 68
Beef, No. 1, Corned 1 90		Saltine Soda Crackers, 8 1/2 oz. pkgs. 93
Beef, No. 1, Roast 1 95		Butter Crackers, bulk 13
Beef, 2 1/2 oz. Quia, Sll 1 30		Butter Crackers, 2 lb. 1 60
Corn Beef Hash, doz. 85		Butter Crackers, bulk 13
Beefsteak & Onions, s. 2 70		Graham Crackers, bulk 13
Chili Con Car., 1s. 1 05		Graham C's, 1 lb. 2 49
Deviled Ham, 1/2s 1 35		Graham C's, 2 lb. 2 77
Deviled Ham, 1/2s 2 20		Graham C's, 6 1/2 oz. 93
Potted Meat, 1/2 Libby 75		Junior Oyster C's, blk. 13
Potted Meat, 1/2 Qua. 65		Oyster C's, shell, 1 lb. 1 71
Potted Ham, Gen. 1/2 1 35		Club Crackers 1 76
Vienna Saus. No. 1/2 90		

CANNED MEAT	CHILI SAUCE	CREAM OF TARTAR
Bacon, med. Beechnut 2 50	Sniders, 3oz. 1 65	6 lb. boxes 35
Bacon, lge. Beechnut 3 75	Sniders, 14 oz. 2 25	
Beef, lge. Beechnut 3 25		
Beef, med. Beechnut 1 90		
Beef, No. 1, Corned 1 90		
Beef, No. 1, Roast 1 95		
Beef, 2 1/2 oz. Quia, Sll 1 30		
Corn Beef Hash, doz. 85		
Beefsteak & Onions, s. 2 70		
Chili Con Car., 1s. 1 05		
Deviled Ham, 1/2s 1 35		
Deviled Ham, 1/2s 2 20		
Potted Meat, 1/2 Libby 75		
Potted Meat, 1/2 Qua. 65		
Potted Ham, Gen. 1/2 1 35		
Vienna Saus. No. 1/2 90		

CANNED MEAT	OYSTER COCKTAIL	DRIED FRUITS
Bacon, med. Beechnut 2 50	Spiders, 11 oz. 2 00	Apricots
Bacon, lge. Beechnut 3 75		Choice 22 1/2
Beef, lge. Beechnut 3 25		Standard 21
Beef, med. Beechnut 1 90		
Beef, No. 1, Corned 1 90		
Beef, No. 1, Roast 1 95		
Beef, 2 1/2 oz. Quia, Sll 1 30		
Corn Beef Hash, doz. 85		
Beefsteak & Onions, s. 2 70		
Chili Con Car., 1s. 1 05		
Deviled Ham, 1/2s 1 35		
Deviled Ham, 1/2s 2 20		
Potted Meat, 1/2 Libby 75		
Potted Meat, 1/2 Qua. 65		
Potted Ham, Gen. 1/2 1 35		
Vienna Saus. No. 1/2 90		

No. 10 Sauce-----	4 00	Wisconsin Longhorn-----	17	CREAM OF TARTAR	
		Imported Leyten-----	27	6 lb. boxes-----	35
		1 lb. Limberger-----	19		
		Imported Swiss-----	56		
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CURRENANTS		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	13
Dates		MARGARINE		Good Steers & Heif.	14	Milkers, kegs	95	Fale Nappa, 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		Veal		Mackerel		Fairy, 100 box	3 00	Gunpowder	
Quaker, 12s, 1 lb.	1 45	13		Top	13	Tubs, 60 Count, fy. fat	6 00	Palm Olive, 144 box	6 20	Choice	34
Figs		MATCHES		Good	12	Pails, 10 lb. Fancy fat	1 50	Lava, 50 box	2 55	Ceylon	
Calif., 24-8 oz. case	1 80	Diamond, No. 5, 144		Medium	11	White Fish		Camry, 72 box	3 05	Pekoe, medium	63
Peaches		Searchlight, 144 box		Lamb		Med. Fancy, 100 lb.	13 00	P & G Nap Soap, 100@3	10	English Breakfast	
Evap. Choice	14%	Swan, 144		Spring Lamb	19	Milkers, bbls.	18 50	Sweetheart, 100 box	5 10	Congou, medium	28
Evap. Fancy	16%	Diamond, No. 0		Good	17	K K K K Norway	19 50	Grandpa Tar, 50 sm.	2 10	Congou, choice	35@36
Peel		Safety Matches		Medium	14	8 lb. pails	1 40	Williams Barber Bar, 9s	50	Congou, fancy	42@43
Lemon, Torelli		Red Top, 5 gross case		Mutton		Cut Lunch	1 50	Lux Toilet, 50	3 05	Oolong	
4 oz., dozen	90	Congress, 5 gro. cs.		Good	08	Boned, 10 lb. boxes	1 16	SPICES		Medium	39
Orange, Torelli		Standard, 5 gro. cs.		Medium	07	SHOE BLACKENING		Whole Spices		Choice	45
4 oz., dozen	90	Macaroni, 9 oz.		Poor	05	2 in 1, Paste, doz.	30	Allspice, Jamaica	@24	Fancy	50
Citron, Torelli		Spaghetti, 9 oz.		Pork		E. Z. Combination, dz.	1 40	Cloves, Zanzibar	@36	TWINE	
4 oz., dozen	90	Elbow Macaroni, 9 oz.		Loins	19	Bixby, doz.	1 30	Cassia, Canton	@24	Cotton, 3 ply cone	40
Raisins		Egg Noodles, 6 oz.		Butts	18	Shinola, doz.	90	Cassia, 5c pkg.	@40	Cotton, 3 ply balls	40
Seeded, bulk	7 1/2	Egg Vermicelli, 6 oz.		Shoulders	14	STOVE POLISH		Ginger, Africa	@30	VINEGAR	
Thompson's S'dless blk.	7 1/2	Egg Alphabets, 6 oz.		Spareribs	13	Blackne, per doz.	1 30	Mixed, No.	@30	F. O. B. Grand Rapids	
Quaker s'dless blk.		Cooked Spaghetti, 24c,		Neck Bones	05	Rising Sun, per doz.	1 30	Mixed, 10c pkgs.	@65	Cider, 40 grain	25
15 oz.	8	17 oz.		Trimnings	15	Vulcanol, No. 10, doz.	1 30	Nutmegs, 70@90	@50	White Wine, 40 grain	19 1/2
Quaker Seeded, 15 oz.	8	2 20		PROVISIONS		Stovoll, per doz.	3 00	Pepper, Black	@23	White Wine, 80 grain	24 1/2
California Prunes		NUTS		Barreled Pork		SALT		Pepper, White	@24	WICKING	
90@100, 25 lb. boxes	@6 1/2	Whole		Clear Back	23 00@34 00	F. O. B. Grand Rapids		Pepper, Cayenne	@25	No. 9, per gross	80
80@90, 25 lb. boxes	@7	Almonds Peerless		Short Cut, Clear	30 00	Quaker, 24 lb.	95	Paprika, Spanish	@36	No. 1, per gross	1 25
70@80, 25 lb. boxes	@7 1/2	Brazil, large		Dry Salt Meats		Quaker, 36-1 1/2	1 20	Chili Powder, 1 1/2 oz.	63	No. 2, per gross	1 50
60@70, 25 lb. boxes	@8	Peanut Mixed		Lard		Med. No. 1, 100 lb. bbl.	3 00	Sage, 2 oz.	80	No. 3, per gross	2 30
50@60, 25 lb. boxes	@8 1/2	Filberts, Naples		Pure in tierces	14 1/2	Med. No. 1, 100 lb. bk.	1 00	Onion Salt	1 35	Peerless Rolls, per doz.	90
40@50, 25 lb. boxes	@9 1/2	Peanuts, vir. Roasted		50 lb. tubs	advance 1/4	Farmer Spec., 70 lb.	1 00	Garlic	1 35	Rochester, No. 2, doz.	50
30@40, 25 lb. boxes	@11	Pecans, 3 star		50 lb. pails	advance 1/4	Packers Meat, 50 lb.	65	Ponely, 3 1/2 oz.	3 25	Rochester, No. 3, doz.	2 00
20@30, 25 lb. boxes	@13	Pecans, Jumbo		10 lb. pails	advance 1/4	Crusher Book for ice	89	Kitchen Bouquet	4 25	Rayo, per doz.	75
18@24, 25 lb. boxes	@14	Pecans, Mammoth		5 lb. pails	advance 1/4	cream, 100 lb. each	89	Laurel Leaves	26	WOODENWARE	
Hominy		Walnuts, Cal., 17 1/2 to		Compound, tierces	13	Butter Salt, 280 lb. bbl.	4 00	Savory, 1 oz.	65	Baskets	
Pearl, 100 lb. sacks	3 50	22		Compound, tubs	13 1/2	Block, 50 lb.	40	Thyme, 1 oz.	50	Bushels, Wide Band,	
Bulk Goods		Salted Peanuts		Sausages		Baker Salt, 280 lb. bbl.	3 80	Tumeric, 1 1/2 oz.	35	wood handles	2 00
Elb. Macaroni, 20 lb. bx.	1 35	Fancy No. 1		Bologna	12	20, 3 lb. per bale	1 02	STARCH		Market, drop handle	90
Egg Noodle, 10 lb. box	1 25	12-1 lb. Cellophane case		Liver	18	25 lb. bogs, table	45	Corn		Market, single handle	95
Pearl Barley		Shelled		Frankfort	18	Seasoning		Kingsford, 24/1	2 35	Spint, extra	1 80
Chester	5 80	Almonds		Pork	20	Chili Powder, 1 1/2 oz.	63	Powd., bags, per lb.	4 1/2	Spint, large	8 50
Lentils		Peanuts, Spanish, 125		Tongue, Jellied	35	Celery Salt, 1 1/2 oz.	80	Argo, 24, 1 lb. pkgs.	1 66	Spint, medium	7 50
Chili	10	lb. bags		Headcheese	16	Sage, 2 oz.	80	Cream, 24-1	2 20	Spint, small	6 50
Tapioca		Walnut, California		Smoked Meats		Onion Salt	1 35	Gloss		Churns	
Pearl, 100 lb. sacks	7 1/2	MINCE MEAT		Hams, Cert., 14-16 lb.	21	Med. No. 1, 100 lb. bk.	1 00	Argo, 12, 3 lb. pkgs.	2 26	Barrel, 5 gal., each	2 40
Minute, 8 oz., 3 doz.	4 05	None Such, 4 doz.		Hams, Cert., Skinned	@21	Med. No. 1, 100 lb. bk.	1 00	Argo, 8, 5 lb. pkgs.	2 46	Barrel, 10 gal., each	2 55
Dromedary Instant	3 50	Quaker, 1 doz. case		16-18 lb.	@21	Med. No. 1, 100 lb. bk.	1 00	Argo, 4, 1 lb. pkgs.	1 66	3 to 6 gal., per gal.	16
Jiffy Punch		Yo Ho, Kegs, wet, lb.		Hams, dried beef	@21	Med. No. 1, 100 lb. bk.	1 00	Argo, 24, 1 lb. pkgs.	1 66	Pails	
Assorted flavors.	2 25	16%		Knuckles	@22	Med. No. 1, 100 lb. bk.	1 00	Argo, 12, 3 lb. pkgs.	2 26	10 qt. Galvanized	2 60
FRUIT CANS		OLIVES—Plain		California Hams	@14	Med. No. 1, 100 lb. bk.	1 00	Argo, 8, 5 lb. pkgs.	2 46	12 qt. Galvanized	2 85
Ball Mason		Quaker, 24 3/4 oz. cs.		Picnic Boiled Hams	@18	Med. No. 1, 100 lb. bk.	1 00	Argo, 4, 1 lb. pkgs.	1 66	14 qt. Galvanized	3 10
F. O. B. Grand Rapids		Quaker, 24 1/2 oz. cs.		Boiled Hams	@24	Med. No. 1, 100 lb. bk.	1 00	Argo, 24, 1 lb. pkgs.	1 66	12 qt. Flaring Gal. Jr.	5 00
One pint	7 75	Quaker, 24 1/4 oz. cs.		Minc'd Hams	@13	Med. No. 1, 100 lb. bk.	1 00	Argo, 12, 3 lb. pkgs.	2 26	10 qt. Tin Dairy	4 00
One quart	9 00	Quaker, 24 1/2 oz. cs.		Bacon 4/6 Cert.	@27	Med. No. 1, 100 lb. bk.	1 00	Argo, 8, 5 lb. pkgs.	2 46	Traps	
Half gallon	12 00	Quaker, 24 1/4 oz. cs.		Beef		Med. No. 1, 100 lb. bk.	1 00	Argo, 4, 1 lb. pkgs.	1 66	Mouse, wood, 4 holes	60
Mason Can Tops, gro.	2 55	Quaker, 24 1/2 oz. cs.		Boneless, rump	@25 00	Med. No. 1, 100 lb. bk.	1 00	Argo, 24, 1 lb. pkgs.	1 66	Mouse, wood, 6 holes	70
FRUIT CAN RUBBERS		Quaker, 24 1/4 oz. cs.		Liver		Med. No. 1, 100 lb. bk.	1 00	Argo, 12, 3 lb. pkgs.	2 26	Mouse, tin, 5 holes	65
Quaker Red Lip, 2 gro.		Quaker, 24 1/2 oz. cs.		Beef	9	Med. No. 1, 100 lb. bk.	1 00	Argo, 8, 5 lb. pkgs.	2 46	Rat, wood	1 00
carton	85	Quaker, 24 1/4 oz. cs.		Calf	35	Med. No. 1, 100 lb. bk.	1 00	Argo, 4, 1 lb. pkgs.	1 66	Rat, spring	1 00
GELATINE		Quaker, 24 1/2 oz. cs.		Pork	08	Med. No. 1, 100 lb. bk.	1 00	Argo, 24, 1 lb. pkgs.	1 66	Mouse, spring	20
Jell-o, 3 doz.	2 10	Quaker, 24 1/4 oz. cs.		RICE		Med. No. 1, 100 lb. bk.	1 00	Argo, 12, 3 lb. pkgs.	2 26	Tubs	
Minute, 3 doz.	4 05	Quaker, 24 1/2 oz. cs.		Fancy Blue Rose	5 00	Med. No. 1, 100 lb. bk.	1 00	Argo, 8, 5 lb. pkgs.	2 46	Large Galvanized	8 75
Knox's, 1 dozen	2 25	Quaker, 24 1/4 oz. cs.		Fancy Head	6 10	Med. No. 1, 100 lb. bk.	1 00	Argo, 4, 1 lb. pkgs.	1 66	Medium Galvanized	7 75
Jelsert, 3 doz.	1 40	Quaker, 24 1/2 oz. cs.		RUSKS		Med. No. 1, 100 lb. bk.	1 00	Argo, 24, 1 lb. pkgs.	1 66	Small Galvanized	6 75
HONEY		Quaker, 24 1/4 oz. cs.		Postma Biscuit Co.		Med. No. 1, 100 lb. bk.	1 00	Argo, 12, 3 lb. pkgs.	2 26	Washboards	
Lake Shore 1 lb. doz.	1 90	Quaker, 24 1/2 oz. cs.		18 rolls, per case	2 10	Med. No. 1, 100 lb. bk.	1 00	Argo, 8, 5 lb. pkgs.	2 46	Banner, Globe	5 50
JELLY AND PRESERVES		Quaker, 24 1/4 oz. cs.		12 rolls, per case	1 39	Med. No. 1, 100 lb. bk.	1 00	Argo, 4, 1 lb. pkgs.	1 66	Brass, single	6 25
Pure, 30 lb. pails	2 35	Quaker, 24 1/2 oz. cs.		18 cartons, per case	2 35	Med. No. 1, 100 lb. bk.	1 00	Argo, 24, 1 lb. pkgs.	1 66	Glass, single	6 00
Imitation, 30 lb. pails	1 80	Quaker, 24 1/4 oz. cs.		12 cartons, per case	1 57	Med. No. 1, 100 lb. bk.	1 00	Argo, 12, 3 lb. pkgs.	2 26	Double Peerless	8 50
Pure Pres., 16 oz., dz.	2 00	Quaker, 24 1/2 oz. cs.		SALERATUS		Med. No. 1, 100 lb. bk.	1 00	Argo, 8, 5 lb. pkgs.	2 46	Single Peerless	7 50
12 oz. Apple Jelly, dz.	95	Quaker, 24 1/4 oz. cs.		Arm and Hammer 24s.	1 50	Med. No. 1, 100 lb. bk.	1 00	Argo, 4, 1 lb. pkgs.	1 66	Northern Queen	5 50
13 oz. Mint Jelly, dz.	1 60	Quaker, 24 1/2 oz. cs.		SAL SODA		Med. No. 1, 100 lb. bk.	1 00	Argo, 24, 1 lb. pkgs.	1 66	Universal Queen	7 25
7 oz. Cranberry Jelly, dz.	90	Quaker, 24 1/4 oz. cs.		Granulated, 60 lbs. cs.	1 35	Med. No. 1, 100 lb. bk.	1 00	Argo, 12, 3 lb. pkgs.	2 26	Paper Food Dishes	
JELLY GLASSES		Quaker, 24 1/2 oz. cs.		Granulated, 18-2 1/2 lb.	1 10	Med. No. 1, 100 lb. bk.	1 00	Argo, 8, 5 lb. pkgs.	2 46	1/2 lb. size, per M.	2 70
1/2 Pint Tall, per doz.	85	Quaker, 24 1/4 oz. cs.		COD FISH		Med. No. 1, 100 lb. bk.	1 00	Argo, 4, 1 lb. pkgs.	1 66	1 lb. size, per M.	2 90
POP CORN		Quaker, 24 1/2 oz. cs.		Bob White, 1 lb. pure	25	Med. No. 1, 100 lb. bk.	1 00	Argo, 24, 1 lb. pkgs.	1 66	2 lb. size, per M.	3 40
Sure Pop, 25 lb. bags	2 55	Quaker, 24 1/4 oz. cs.		WRAPPING PAPER		Med. No. 1, 100 lb. bk.	1 00	Argo, 12, 3 lb. pkgs.	2 26	3 lb. size, per M.	4 15
Yellow, 24 1-lb. bags	2 50	Quaker, 24 1/2 oz. cs.		Butchers D F	05%	Med. No. 1, 100 lb. bk.	1 00	Argo, 8, 5 lb. pkgs.	2 46	5 lb. size, per M.	5 60
PLAYING CARDS		Quaker, 24 1/4 oz. cs.		Kraft	05%	Med. No. 1, 100 lb. bk.	1 00	Argo, 4, 1 lb. pkgs.	1 66	YEAST CAKE	
Blue Ribbon, per doz.	4 50	Quaker, 24 1/2 oz. cs.		YEAST COMPRESSED		Med. No. 1, 100 lb. bk.	1 00	Argo, 24, 1 lb. pkgs.	1 66	Magic, 3 doz.	2 70
Bicycle, per doz.	4 70	Quaker, 24 1/4 oz. cs.		Fleischmann, per doz.	80	Med. No. 1, 100 lb. bk.	1 00	Argo, 12, 3 lb. pkgs.	2 26	Sunlight, 3 doz.	2 70
Caravan, per doz.	2 25	Quaker, 24 1/2 oz. cs.		Red Star, per doz.	24	Med. No. 1, 100 lb. bk.	1 00	Argo, 8, 5 lb. pkgs.	2 46	Yeast Foam, 3 doz.	2 70



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.

Learn to Walk for Health and Beauty

That National and state conventions are gaining more and more favor with shoemen is proved by the fact that nearly 3,500 dealers attended the shoe manufacturers show at St. Louis, and more than ten thousand came to listen, Retailers convention in New York learn and buy at the National Shoe earlier this month. Our own state convention, here in Grand Rapids, is practically twice as large as it was last year, in attendance and in exhibits. This goes to show that we shoemen, who represent a four billion dollar industry, realize the importance of frequent meetings on a large scale.

Attending a convention is like taking a post graduate course. Those who take post graduate courses are the ones who admit that they don't know it all and, therefore, are willing to learn.

As a matter of fact, none of us know it all. You may know certain things about which I know little; there are some things about which I know more than you. That's why we are all here, to profit by one another's experience. But the fellow who "knows it all" stays home to worry about his business. He would rather worry than learn how to avoid worry.

That the shoe business has complicated problems we all know. But we also know that there is not a business enterprise on earth which has no difficult problems to solve.

Now then, since those who are engaged in other fields of endeavor have problems, why not see how they solve their complicated problems and perhaps, learn by their experiences?

Our own particular problem is that of increasing the consumption of shoes at a legitimate return to retail distributors. By this I mean to educate people to buy and wear more shoes.

One solution frequently offered is increased advertising appropriations. To this I could answer—while I am a firm believer in advertising—I do not believe that this alone is sufficient to encourage the sale of more pairs. It would only mean robbing Peter to pay Paul. Those of us who increased our advertising appropriation would simply increase our own sales at the expense of the firms who failed to increase theirs accordingly. While such procedure is absolutely honest, fair and ethical, nevertheless it will not actually increase the normal shoe consumption and, after all, it is more consumption in which we are interested: for this will,

of a necessity, speed up production and retail distribution for the benefit of the entire industry.

The ideal working out of this solution would be business enough for all of us and more.

You will ask, "But how are we going to do it?" The answer is: Let us see how other industries solve their increased sales problems, and then go them one better. The cosmetic industry, which caters to members of the so-called weaker sex from the ages of fifteen to one hundred, relieves our sisters, wives and mothers-in-law of about two billion dollars annually. Think of it, two billion dollars a year to make the American girl more beautiful!

In their publicity campaigns they appeal to the vanity of their prospective customers, promising them "school girl complexions" at all ages, and, from a financial standpoint, they certainly do a marvelous job of it.

We shoemen have a much more powerful publicity weapon if we will only use it effectively. That is of combining shoes with health and beauty. There is not a greater slogan on earth. There is not a more convincing and truer argument in the English language than these five words, "Walk for health and beauty."

Proper shoes in which to walk for health not only would make the American girl more beautiful, but much, much healthier. By proper shoes I mean good shoes, correctly fitted.

This argument not only holds good for the American mother and daughter, but for her husband and sons alike. Genuine beauty is not just skin deep; genuine beauty can not be purchased in the drug store. True beauty leaves its stamp of approval upon every move and turn. Every step is a happy expression of rhythm. The charming facial features delight you with their naturally healthy, rosy cheeks and lips. Their eyes bewitch you with their youthful, healthy innocence. One delights to converse with their owner. You are kept smitten by their magic personalities.

Proper shoes encourage walking, and walking is the greatest free, health-insurance policy known to medical science. Walking creates the graceful lines of a perfect figure and reduces surplus fat.

Walking improves the respiration; the deep breathing it causes is good for the lungs and the heart, it provides exercise for almost every muscle in the body, thereby improving the tone of the muscles, it turns surplus fat into muscle, it improves the posture and stimulates the intestinal tract and, in fact, the entire body benefits from walking. Walking is a veritable panacea for nervousness. Finally, and very importantly, the walking habit makes people get out-of-doors into the healthy fresh air and natural sunlight.

I honestly believe that if a well-planned campaign is outlined and executed to encourage walking in good shoes for health and beauty, half of the cosmetic and patent medicine companies would be forced to quit business, and the druggist who derives a fair

income from the sale of cosmetics and patent medicines would have to supplement these lines by running a shoe-shining parlor and a hat-cleaning department in connection with his lunch counter.

"Copy" on walking for health and beauty could be dramatized in thousands of truthful word pictures and most convincing powerful statements for it contains so much genuine material that it would overshadow all other beauty appeals.

We all know that every woman wants to be beautiful. That's her in-born trait. But everyone also wants to be healthy, thus giving us the proper material with which to accomplish our task and perform a real service to our fellow man and to his family.

Some might interpret my desire to have people walk more as arising from a hope to see people wear out shoes more quickly. Well, maybe that's partly it, and that certainly is one way to increase shoe consumption. But there is another, more important aspect of this—our duty to the public, our customers and ourselves. That rests in the fact that walking, as such, has become a lot art. With it, has gone the consumption of walking shoes. For most people, shoes nowadays are divided into two types; shoes for work and shoes for dress. Let us add a third, walking shoes.

When the early cosmetic firms found business slack, they added new beauty aids to their lines and, lo and behold, there was business enough for all engaged in that field.

We all know that business is and has been getting better by leaps and bounds, but here is our opportunity to accelerate this improvement, by increasing the demand for our product. Make more shoes necessary and we will all profit—the retailer, whether he runs a corrective, style or family shoe store—and the general public at large.

I therefore suggest a Nation-wide campaign with the slogan "Walk for health and beauty." Nathan Hack.
Detroit, Mich.

Buchanan—The Larson Products Corporation has been organized to deal in produce stampings, with a capital stock of 1,000 shares at \$50 a share, \$1.100 being paid in.

Annual Convention Michigan Shoe Dealers Association

The annual convention of the Michigan Retail Shoe Dealers Association was held at the Pantlind Hotel, Sunday, Monday and Tuesday. The first business session immediately followed the Monday luncheon, when President Clyde K. Taylor delivered his annual address, as follows:

As president of the Michigan Retail Shoe Dealers Association, I am happy to state that our young association has taken root and now is recognized, looked upon and rates with the best state shoe retail associations, and is recognized by our National Shoe Retailers Association as such.

One of the important acts of our association was to join with the Michigan Federation of Retail Merchants, which body we find very able, properly organized and properly represented, which means that we have linked our association and joined hands with various businesses in our state and which ultimately will make all of these associations much stronger, by being united; in fact sufficiently strong and influential to be heard as a vote in the State of Michigan as far as legislation and other state matters, affecting every business man, are concerned.

Up to this point some of you retailers perhaps felt that the state association has not functioned sufficiently to impress you, but let me assure you, as president of your association, that associations which are first formed must also be first organized to be made to function, and now that we have learned a great deal, I honestly believe that many important matters, involving the shoe retail business in this state, will be taken care of by your state association, especially so since our affiliation with the Michigan Federation of Retail Merchants.

I attended the National Shoe Retailers Association convention the week before last in New York City, the Isle of Inspiration, and, gentlemen, when we say inspiration we are putting it mildly, because I have not seen since 1929 the spirit, the enthusiasm and the confidence displayed, proved by the actual orders placed. In fact the quality shoe manufacturers of New York and elsewhere have not booked so many orders for a long, long time. The National Shoe Retailers Association Convention, from every possible angle, was most successful, and I sincerely trust that in the very near future, by my recommendation, we will become a direct affiliate and I shall, as a Michigander, with your permission represent you on the Board of Directors of the National Shoe Retailers Association, for I have just been informed by President Mittleman that such is my honor.

I want to thank our convention committee for their efforts and hard work.



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I also want to thank the hotel management for their co-operation, and last but not least, I want to thank the firms and traveling salesmen who have helped us to make this convention a huge success.

I want to thank the officers, the board members, committees and all other members for their whole-hearted co-operation. It has been a pleasure and a privilege to have served you and I sincerely trust and hope that our association, which started so small and became so large and important, will continue on to heights comparable with the strongest state association throughout the country.

E. W. Bradshaw, of J. L. Hudson Co., spoke on Shoe Styles—From the Large City's Viewpoint, as follows:

Gentlemen, it is my privilege as a merchant to address you on style for Spring and Summer of 1935. The reason I am confident in what I am about to explain to you is because I have just returned from the National Shoe Retailers Association Convention in New York City, where I did a great deal of order placing, and while my position in the shoe world may be somewhat different from you independent retailers, for I, as you know, am a department store merchandiser, nevertheless our problem as a whole are more or less of a similar nature, and while you may not buy as many highlight shoes or as large a quantity as we do in the department stores, nevertheless you will have to round out your general set-up fundamentally with the same fashion adoptions as the department store.

First, I want to pass along the enthusiasm and confidence displayed, not alone in New York City but in the City of Detroit as well, in placing orders. Most everyone feels that increase for the first six months should run up to 20 per cent., if properly planned and merchandised. In planning, you must bear in mind that you must buy more often and that you must keep abreast of your stock controls. In so doing, you will be sizing up your fast moving numbers weekly and you will bear in mind that you must have your peak stocks of dark shoes, including navies, quite early, and that by April your dark colors should be at a low ebb and at that time you will be ready for your huge white season, which at present looms up as the largest white season we retailers have ever known.

Present indications, by actual orders placed, place Navy as number 1 and in large cities Brown as number 2 and Black as number 3. However, in the smaller communities, you will have to decide for yourselves just where you want to rank your Blacks.

For those of you independent retailers who would want to stand in line of march with the many high-styled national unit shoe stores throughout the country, you would have to give a great deal of attention to detailing of your shoes. You would read not alone your shoe periodicals but also such periodicals as Women's Wear, Harpers and Vogue, which will keep you abreast of style trends in the women's apparel world. Proper detailing of shoes to-day means the difference between having just a line of shoes that might sell and a well-detailed line of shoes that will sell. Underlays of white and contrasting stitchings on dark shoes is most important. Contrasting of overlays in the proper harmonizing materials is something else you should be thoroughly familiar with. Without this detail you are just another shoe store.

Many changes have also been made in lasts. The short back and rounder toe lasts are playing an important part in the women's shoe world to-day, and likewise in some cities the very low heel, especially in the sandal type has become very prominent.

A trip to the larger cities by the average merchants is most important.

Visit shoe retailers and department store buyers there, as it is most important to you. Do not crawl into a shell and confine yourselves to your own thoughts and opinions, because the fashion world is moving too fast for any of us to be self-contained.

Shoe Output Stepped Up

As a result of the orders received at the Spring shoe exhibition in New York last week, plants started to step up production this week, many of them having booked enough business to keep going until the end of March. The running rate at the end of this month will be about equal to or slightly above that of last January, according to comment by executives here. Producers of women's styles and of work shoes have more orders on their books than a year ago, while those making men's and other lines report the total to be about the same. Current prices are holding very steady.

Kind of Clerks A. & P. Employs

Persons interested in pointing out the disadvantages under which chain stores labor, as compared with individual stores, have often referred to the fact that the clerks seldom acquire much real acquaintance with customers. They are often brought in from outside the town, they come and go, and the friendliness which the clerks of the individual store usually assume with customers—and which is valuable to the business—is missing.

It is also true that the chain stores, who hire their clerks as absentee employers, so to speak, and through a central employment department, are at the mercy of the material they get.

For instance, take the following incident, disclosed by a case in Georgia: The A. & P. hired, for one of its stores in Georgia, a man named Sanford. He worked at first as a clerk and was paid \$12 to \$15 a week—that's a fair sample of chain store wages before the code. Next he was promoted to manager and made \$22.50 to \$27 per week, with a bonus which raised his income to \$30-\$35 per week.

During his employment with the A. & P. Sanford was almost continuously ailing, often unable to work because of weakness, and finally became unable to work at all except on Saturdays. In the end he became totally incapacitated and his employment with the A. & P. ceased entirely.

Subsequently it became known that during the whole time the A. & P. was using him Sanford was rotten with syphilis, a highly communicable disease. Not communicable in one way only, but in many ways.

Nothing can be more nauseatingly dreadful than the thought of a syphilitic clerk working in a food store. Whether the A. & P. was to blame in any way or not, the point is that such a thing could almost certainly not have happened in the average individual store, for the owner of that type of store usually knows whom he hires.

The case also inspires me to repeat an observation I have made before, viz., that a physical examination of all food store clerks wouldn't be a bad idea.—Elton J. Buckley in Grocery World.

No one wins a price war.

OUT AROUND

(Continued from page 9)

faculties, and it is by such contributions that your great publication has been created and has prospered.

"Your noble qualities of mind and heart; your lofty patriotism; your great storehouse of knowledge, acquired by diligent research and study; your marvelous and delightful facility of expression and your untiring energy and industry; your courage and good nature; your contempt for falsehood and sham; your wise, unfailing judgment in relation to economic, political and social questions in the affairs of the country; your uncanny discernment of false theories and bad practices of business and government; your keen analytical mind, and, withal, your sense of justice and fair play and broad sympathies have all been given ungrudgingly to the Tradesman and have been woven into its fabric, giving it tensile strength, warmth and beauty—a fiber that is strong and of the key color."

E. A. Stowe.

Disagree on Residential Building Outlook

Serious disagreement is noted among forecasts of the volume of residential building to be expected this year. One important building statistician has forecast that the volume would be at least four times that contracted for in 1934.

Executives of a very large building material company are pessimistic, however. They hold that, as it is still cheaper to rent than to build, no residential building in large volume can be expected.

Some builders maintain that the mortgage provisions of the Federal Housing Act have proved disappointing, and are even responsible for retarding residential construction. Most authorities agree that very little new mortgage financing will be accomplished under the terms of the act during 1935, though some stimulus to new construction is expected to result in the following years.

Those who anticipate a large increase in building depend upon two factors to support their hopes. First, there is a cumulative deficit of certain types of housing due to the absence of construction activities during the depression. In the second place, it is claimed that the activities of the Federal Housing Administration will stimulate some demand for home ownership by its publicity efforts alone.

NRA at Odds Over Cigarette Code

Intervention by the President in the controversy over the cigarette code, in which the various interests in the National Recovery Administration are said to be involved, may become necessary.

The report is that, not satisfied with the minimum wage and maximum hours proposals coming from the cigarette industry, Divisional Administrator Armin W.

Riley has drawn up provisions of his own, upon which he is said to be demanding the acceptance of the industry.

It is added that representatives of the industry sought to prevail upon Riley to desist from his determination to send to the President a pact calling for a thirty-six-hour work week, with a 35c minimum hourly wage. He has rejected the "average minimum" which had been proposed as a basis for the hourly wage. This code may go to the White House soon.

Cement Industry Optimistic

While cement sales estimates are difficult to make until the reports on building contracts awarded for the first quarter are available, the industry is expecting a volume this year about 10 to 15 per cent. larger than in 1934.

It is estimated that sales for 1934, when finally compiled, will show an increase of from 20 to 25 per cent. over 1933. Expectations for the current year are moderated by the belief that private construction, which is the largest user of cement, is not likely to show any great gain in 1935.

On the other hand, it is felt that the substitution of work relief for the dole will stimulate cement sales. In particular, the industry is hopeful of the projected erection of many low cost concrete houses. Some members of the building trades maintain that these can be erected more cheaply than pre-fabricated houses. Only climatic conditions and individual prejudices restrain wider resort to concrete dwellings, they assert.

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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.

Items From the Cloverland of Michigan

Sault Ste. Marie, Jan. 14.—The proposed new lock at the Sault, to cost in the neighborhood of \$3,000,000, will be built only if the St. Lawrence waterway project is carried through. Isaac De Young, the general superintendent at the St. Mary's Falls canal, states that plans for the new canal will probably be sent to the division office and from there to Washington, D.C. The blue prints are still in the preliminary stage, however, and there is nothing definite about anything, so that more prosperity may be just around the corner for us. When the treaty with Canada on the St. Lawrence waterway is submitted to the Senate, the chances of the project being enacted will still depend on changes in the votes of those senators who have been opposed in the past. In the November election thirteen senators were not re-elected. In that group eight had voted against the treaty and five for it. How the new senators will vote is not known, except that five are from the East, which opposed the treaty in the last session. Thus there may be a gain of three votes for ratification. Of the twenty-two Senators who were returned to office, thirteen were for the treaty and seven against it, with two not recorded. It is hoped that some of the other Senators who first opposed the treaty will be induced by the projected changes in the new measure to support it now. Delay is an added danger because sentiment against the treaty is growing in Canada.

The firm of France & Paquin, shoe dealers, 532 Ashmun street, has dissolved, Mr. Paquin retiring. Business will be continued as France & Co. Mr. Horacé France, son of Mr. John France, will be the new manager.

If some folks would practice all they preach, they wouldn't have any time left to preach.

Fred Hartman, who for the past twenty years has been one of Swift & Co.'s auditors, has been promoted to district manager, with headquarters at Chicago. Mr. Hartman has been calling on the branch house here for many years and made many friends who were pleased to hear of his success.

Alphonse Leo Levere, proprietor of the Gilbert House, on East Portage avenue, announced last week that he expected to sell the business this week to local parties and retire from the hotel business and engage in some other line.

It is okeh to have a good opinion of yourself, but be sure and keep it to yourself.

The new Northland ice rink on the South side of the old street car barn

is one of the finest rinks in the city, all under cover, fitted up with rest rooms for the ladies and men's check rooms, refreshment booths and a dance floor which opens after 10 p.m. The rink is enjoying a good patronage and bids fair as a good investment.

Having a breach of promise suit pressed never helps one's appearance. William Robertson, the well known shoe man, left last week for California, where he and his wife expect to spend the remainder of the winter.

William G. Tapert.

Another Ten Strike From Cadillac

Cadillac, Jan. 20.—I have your letter stating that you are always glad to do whatever you can for the small retail merchant. Of course, we understand that, so I am going to ask you to send marked copies of last week's Tradesman to Mr. Regan, West Branch, one to our state welfare headquarters at Lansing and also one to the National headquarters. Kindly write each of them a letter asking that the home town merchant be given this business which belongs to the merchants of each community, thereby killing two birds with one stone.

If business was protected as banks are we would be much better off. A bank must go to the banking department of the state of Michigan and from it receive a charter before it is permitted to open for business. Unfortunately, anybody is permitted to undermine a business where a bank loans its money and thereby do the bank and the people of the community great harm. I could cite you three such bankruptcies here in the last six months, involving large sums, as published in your columns.

In the last year there have been vast sums of money sent into and spent in this state for welfare. Had this been rightly spent we could boast of much more wealth than we have to-day.

I don't believe that a person who will take a pencil and write an order direct to a large chain store has a charitable hair in his head and yet he calls himself a welfare worker. It makes me laugh.

George E. Lutzinger.

Grand Rapids.—Albert Terakoski, former partner in the Standard Food Shop, 614 Stocking avenue, has opened a new grocery store at 662 Stocking avenue.

Bellaire—C. E. Steffens succeeds William Marshall in the grocery business.

Closing Day of the Shoe Convention

Nathan Hack, of Detroit, read a paper on "Corrective Footwear," which is published verbatim elsewhere in this week's paper.

R. H. Hainstock, of Niles, was slated to read a paper on "Shoe Styles from the Smaller Town Viewpoint," but was prevented from doing so by illness.

Business problems dealing with volume, turnover, profit and methods of doing business were the topics of Allen M. Towne, director of Economics and head of the Educational and Promotional department of the Brown Shoe Co., St. Louis, Mo. In addition to public discussions, confidential and private counsel were given by Mr. Towne to all of those making appointments in advance.

Election of officers resulted as follows:

President—Clyde K. Taylor

Executive Vice-President—M. A. Mittelman.

Vice-Presidents—J. A. Burton, Lansing; A. Allen, Grand Rapids; Edward Dittmann, Mt. Pleasant; R. H. Hainstock, Niles; E. T. Nunneley, Mt. Clemens; Fred Nentwig, Saginaw; E. C. Masters, Alpena; A. G. Pone, Jackson.

Secretary-Treasurer—Robert Murray, Charlotte.

Field Secretary—O. R. Jenkins, Portland.

Membership Committee—R. H. Hainstock, chairman; entire board to act as committee.

Board of Directors—E. T. Nunneley, Mt. Clemens; M. A. Mittelman, Detroit; Edw. Dittmann, Mt. Pleasant; Steven J. Jay, Detroit; Clyde K. Taylor, Detroit; John Mann, Port Huron; Max Harryman, Lansing; Wm. Van Dis, Kalamazoo; Richard Schmidt, Hillsdale; Arthur Jochen, Saginaw; B. C. Olsee, Grand Rapids; Fred Elliott, Flint; P. B. Appeldoorn, Kalamazoo; Fred Murray, Charlotte; Ralph Meanwell, Ann Arbor; John Och, Cheboygan.

James Wilson, of Detroit, was elected a life member.

There were about 140 exhibitors.

The Style Show Monday evening was greatly enjoyed. It was followed later in the evening by a cabaret entertainment.

The usual resolutions of thanks were adopted.

Democratic Code Administration

The National Recovery Administration, it is reported, is determined to eliminate from code administration "cliques" who are charged with resort to high-handed methods. Efforts will be made to assure "democracy" in code administration, in the readjustment of code authority personnel.

It has been intimated that where such cliques have secured control over code administration, as was asserted to be the case in the cotton garment industry, they would be broken up and new members would be added to the control group.

On the other hand, it is asserted by some industrialists that even where governing bodies of codes do tend to take an aggressive stand, it must be remembered that they have been elected by members of the industry who provided support for the codes. Appointment of new members to code authorities by the Administration at Washington, while it might tend to break up the clique to which objection has been taken, would be just as dictatorial as the practices complained of.

Resistance to such direct appointment of code members by the NRA has already been carried to the courts. Lawyers believe that the right of code members to select their own governing body will be upheld in the cotton garment case to be tried in the District of Columbia Supreme Court next week.

But if a man builds a better mouse trap now, he is so busy making speeches that he never has time to make any more.



View of Grand Rapids in 1886

The Children's Hour

Between the dark and the daylight,
When the night is beginning to lower,
Comes a pause in the day's occupations,
That is known as the Children's Hour.

I hear in the chamber above me
The patter of little feet,
The sound of a door that is opened,
And voices soft and sweet.

From my study I see in the lamplight,
Descending the broad hall stair,
Grave Alice, and laughing Allegra,
And Edith with golden hair.

A whisper, and then a silence:
Yet I know by their merry eyes
They are plotting and planning together
To take me by surprise.

A sudden rush from the stairway,
A sudden raid from the hall!
By three doors left unguarded
They enter my castle wall!

They climb up into my turret
O'er the arms and back of my chair;
If I try to escape, they surround me;
They seem to be everywhere.

They almost devour me with kisses,
Their arms about me entwine,
Till I think of the Bishop of Bingen
In his mouse-tower on the Rhine!

Do you think, O blue-eyed banditti,
Because you have scaled the wall,
Such an old mustache as I am
Is not a match for you all!

I have you fast in my fortress,
And will not let you depart,
But put you down into the dungeon
In the round-tower of my heart.

And there I will keep you forever,
Yes, forever and a day,
Till the walls shall crumble to ruin,
And moulder in dust away!

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