

# MICHIGAN TRADESMAN

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EST. 1883

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, MARCH 13, 1935

Number 2686



## GRIGSBY'S STATION

Pap's got his patten-right, and rich as all creation;  
But where's the peace and comfort that we all had before?  
Le's go a-visitin' back to Grigsby's Station—  
Back where we ust to be so happy and so pore!

The likes of us a-livin' here! It's jest a mortal pity  
To see us in this great big house with cyarpets on the stairs,  
And the pump right in the kitchen! And the city! City! City!—  
And nothin' but the city all around us ever'wheres!

Climb clean above the roof and look from the steeple,  
And never see a robin, nor a beech or ellum tree!  
And right here in ear-shot of at least a thousan' people,  
And none that neighbors with us or we want to go and see!

Le's go a-visitin' back to Grigsby's Station—  
Back to where the latch-string's a hangin' from the door,  
And ever' neighbor round the place is dear as a relation—  
Back where we ust to be so happy and so pore!

I want to see the Wigginses, the whole kit-and-bilin',  
A-drivin' up from Shallor Ford to stay the Sunday through;  
And I want to see 'em hitchin' at their son-in-law's and pilin'  
Out there at 'Lizy Ellen's like they ust to do!

I want to see the piece-quilts the Jones girls is makin';  
And I want to pester Laury 'bout their freckled hired hand,  
And joke her 'bout the widower she come purt' nigh a-takin',  
Till her pap got his pension 'lowed in time to save the land.

Le's go a-visitin' back to Grigsby's Station—  
Back where they's nothin' aggervatin' any more,  
Shet away safe in the woods around the old location—  
Back where we ust to be so happy and so pore!

I want to see Marindy and he'p her with her sewin',  
And hear her talk so lovin' of her man that's dead and gone,  
And stand up with Emanuel to show me how he's growin',  
And smile as I have saw her 'fore she putt her mournin' on.

And I want to see the Samples, on the lower eighty,  
Where John, our oldest boy, he was tuk and burried—for  
His sake and Katy's—and I want to cry with Katy  
As she reads all his letters over, writ from the war.

What's in all this grand life and high situation,  
And nary pink nor hollyhock a-bloomin' at the door?  
Le's go a-visitin' back to Grigsby's Station—  
Back where we ust to be so happy and so pore!

JAMES WHITCOMB RILEY.

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## LEE & CADY

# MICHIGAN TRADESMAN

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## 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.

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### Two Days at the Colorado Grand Canyons

It was my pleasure some years ago to make an extended tour of the Western states, and among the many points of interest was a stop of two days at the Grand Canyons of the Colorado river. This incident was recently recalled to my mind by the press announcement that the bulkheads of Boulder dam were closed February 1 and the waters of this boisterous stream were now being impounded and will form the largest reservoir yet built by man. This caused me to speculate upon the water level at the point reached by the railway, 150 miles above the boulder dam. This is the point where hotels and camps are provided for tourists. In my zeal while there, I decided to see the whole show, so purchased passage for a trip to Bright Angel camp, located on a creek of the same name on the opposite side of the river and at the bottom of the canyon. Transportation was by saddle mule only and down a narrow path cut in the nearly perpendicular wall of rock, in places over 2,000 feet high. Here I had an experience never to be forgotten. There were but three in our party aside from the guide. We were well mounted on sure-footed mules. After viewing the canyons from the top, which you can do by using the sight-seeing buses, very few tourists care to venture farther, as it is rather a breath taking experience to stand on the brink of a canyon and look down a mile to the waters of the river. Our ride to the bottom of the canyon was a day's journey, staying over night at Bright Angel camp, returning the next day. Our start was from the Alcazar hotel, a large rustic hotel built of logs. Here we mounted our mules, it being the first time the writer had been in a saddle since boyhood, and just before starting down the trail we were halted by the local photographer, who had a finished

picture for us upon our return. The downward descent gradually increased, and soon it was necessary to lean well back in the saddle to retain equilibrium. The trail led down a short distance, then angled sharply back in zigzag route. Soon we were out on the brink of almost perpendicular walls. One in the saddle could look downward over 1,000 feet and to the uninitiated the sensation is one of fear and trembling. What if the mule should make a misstep and fall over the brink? While we were given reins for his guidance, the writer was inclined to let the mule take his time and do his own guiding. After getting accustomed to the sensation of the high and airy location, we began to admire the massive grandeur of the scene and the wonderful color effect of the gigantic cliffs. In the distance we were shown a large flat table rock, part way down the canyon, on which an aeroplane had recently landed and later taken off in safety. Part way down there is a rocky tableland, where water seeps out from the rocks, bushes have grown, also a cactus thrives at certain times of the year. Here we saw wild burros in small droves, which are said to be descendants of a few brought into the canyon many years ago by mine prospectors. Every few years the government rangers shoot many of these burros as the forage will support only a limited number. We passed by several tunnels driven into the cliffs by prospectors seeking valuable minerals years ago, but none were located here. I do not believe a more rocky and uneven trail could be found than this one. One was either leaning forward or backward in order to keep in the saddle. There seems to be not a rod of level travel. We were given a lunch at the hotel for the noonday meal and when we reached the half-way house, we were all thankful to dismount and get a much needed rest. There is no hostess at the half-way house. It is a small frame building furnished with a single bunk and a small table and benches, being provided as a refuge in case of storms, which are often severe at certain seasons. Our guide was a typical young ranger, bedecked with a 'ten gallon' felt cowboy hat with an artistic leather band. Naturally he was right at home in the saddle, and being at the head of our cavalcade, frequently turned in his saddle facing us, with his entertaining descriptions of travel in the southwestern states and Mexico. I envied him for the ease in which he sat as comfortably as one in an easy rocking chair, while I and my fellow travelers were beginning to feel the discomforts of the saddle, to which we were not accustomed. Besides, the sun beat down without mercy and we became covered with dust raised by the tramp of our steeds. We were in the midst of a most desolate environment,

even if it possessed awe-inspiring views. Nothing but the dull colors of the rocks confronted us, as the few small oases had no effect upon the general landscape. There was no bird life or small ground animals. Occasionally the guide would call a halt and permit us to dismount and to walk and lead our mule, but the trail was so rough and steep, we were soon ready to remount. In places the trail was difficult to follow and I wondered why more effort was not used to improve it. It had been traveled many years, and the building material for the camps and the half-way house and furnishings were all brought in lashed to the back of mules and burros. Our trail led to the only suspension bridge over the river at that time, the material for the same being also delivered to the site by the one and only transport system. Steel cables were fastened to the cliffs on each side of the gorge, from which were suspended the wire network and plank floor. Only one mule at a time was permitted to cross over. The bridge appeared somewhat like a great spiderweb and swung in the breeze as we crossed on foot some three hundred feet above the water of the muddy river. It was a rare view up and down the canyon and the roar of the rushing waters below increased the thrill and stamped it indelibly upon the memory. Our mules were well trained, for when we arrived across the bridge our mounts were awaiting us and we were soon on our way up Bright Angel canyon. A rapid stream of this name emptied here into the river and at the junction of the two the federal government maintains a branch station of the weather bureau. Besides reporting the weather, the attendant also reports the water-level, the river being subject to high and rapid rises, caused by storms farther up in the Rockies. Our trail now followed the nearly level valley to Bright Angel Camp about a mile from the outlet. On our way we passed a small field of alfalfa, also a garden, cared for by the keepers of the camp. Here we found three or four frame buildings, a dining hall and kitchen, bunkhouse and barn. We were told by the keeper we were fortunate to have so cool a day for our journey, as the thermometer often hits 112 in the shade at the middle of the day. As we had already started a coat of tan and sunburn in the extreme midday heat, we were thankful the temperature was below normal for this time of year. Our genial host and hostess had for guests many of the comforts of home. Their greatest difficulty was to keep foods from spoiling. Bread and other baked products would mould easily. Fresh meat was kept in an ingenious cooler set in the yard about a rod from the kitchen, size about six feet square and eight feet high. It was a frame made of

two-by-fours, lined outside and inside with burlaps, also over the top. Cold water was pumped from up the stream and carried on nearly a level to the top of the cooler, which kept the burlap walls and top wet at all times. This lowered the temperature within to a surprising extent. This water system also supplied all needs for drinking and cooking, and at the bunkhouse was a cold shower bath, which was most acceptable. After the strenuous day in the saddle sound sleep soon came to our relief. In turning out the next morning we found our discomfort in the saddle had increased instead of diminished. After an eight o'clock breakfast we found the mules outside awaiting us for the return journey. It was a real punishment to get into the saddle, and this affliction was more or less present throughout the long, long trail back to the top of the canyon. In fact it was some ten days or more before real comfort was restored.

The Colorado river is about 1650 miles long and drains seven states. The rapid descent of the waters has carved deeply into the rocky plateaus of its course, carrying with it sand and silt, which has changed much of the area at its mouth where it empties into the gulf of Lower California. This mighty excavation of the Grand Canyons is the work of these waters where it cut into the soft sandstone rock, of variegated colors. The building of Boulder dam will probably back the waters up so it will cover the site of Bright Angel camp and the weather station near it. It will create a deep lake of 227 square miles. It is to the credit of modern engineers that this dam was completed two and one-half years ahead of schedule. The dam is 1200 feet long and nearly as high and will provide the largest hydro-electric development ever built, 1,835,000 h.p., besides providing for large additional irrigating projects. It will also remove a great menace from those who have developed the Imperial valley, which was often flooded when the boisterous waters of the mad river broke through the dikes and destroyed crops and endangered lives.

E. B. Stebbins.

### Glass Output Gains Continue

The composite index of production for the glass manufacturing industry is nearing its most favorable level since August, 1934, when the figure stood at 87.6 per cent. of normal. Heavy demand for certain plate-glass products, a gathering momentum in the glass container division and a continuation of helpful factors in the stemware and tableware section are the prime forces extending the improvement. The demand for window glass has undergone no marked change.

Who hangs himself in the chimney should not complain of smoke.



## DOWN WITH THE CHAINS

### Novel Plan Proposed By Local Shoe Dealer

What damage the chains have wrought in the ranks of the independent merchants, and what wrecks they have made of cities and communities, is only too well known to the intelligent merchant.

Although in various parts of the Nation sporadic attacks have been made on this menace to our economic life, only in the last few months have we received any record of results achieved on a state wide scale. That these results were not of earlier record, we retail merchants have no one to blame but ourselves.

Indeed it has been with ever increasing amazement and astonishment that I have watched with what apathy and imbecile indifference and unconcern the independent merchants have taken the licking that the chains have given them.

Time after time I have asked myself these questions: Are these merchants really the sons of Americans? Can these people really be the descendants of an ancestry who subdued the savages, conquered the wilderness and founded a mighty Nation? Are these really the offspring of the same men who gave their all to bring forth a free nation, and shed their blood to keep it a united one? If so, has the blood of their children turned to water, in that they dare not stand up and contend for that which is their birthright, but instead stand dumbly by, and without a shadow of any resistance, permitted the dark shadows of gigantic corporate ownership to overwhelm the land and crush the individual and his posterity into the bondage of chain slavery?

But, thanks to Providence, there are still free men, there are still sons of America, and there is an increasing evidence of the awakening of the American spirit as evidenced by an ever growing number of those men who have raised their voices to cry out against the raping of their cities and the impoverishing of their countrysides — men who doggedly and silently fought for the survival and maintenance of their business, against these invaders who have drained the resources of our people, and who have spread misery and unemployment unparalleled in the history of our Nation.

It is to these men that I come through the Michigan Tradesman and respectfully suggest a plan of action—a plan which I feel contains the basic elements to drive the chains out of Michigan and to keep them out. It involves, as its first principle, a banding together of all merchants, the establishment of a united front, a first and fun-

damental prerequisite to any plan of action, whatsoever.

To all those merchants who are in agreement with me on this basic principle, I suggest that we have abundant ground to rally, and organize what I suggest to call

The Michigan Merchant Council. I propose that we shall organize the Michigan Merchant Council in the following manner, subject to such changes, amendments etc., as a representative group later may deem advisable.

Each county in the state shall be organized into a county council, composed of all independent merchants in each and every county.

ing every part of the state, men who enjoy the absolute confidence of their communities to direct our organization.

May I ask you to stop and consider what a power and influence such an organization would command? State officials from the Governor down to the lowest county official would listen attentively when such an organization speaks.

My reason for having county councils, finally operating through the state Council, which shall direct our activities, is as follows:

I maintain that the correction and ultimate removal of the chain store menace is through the legis-

support and approve any legislation the all state Council may sponsor, or present to the legislature. Our real power lies at home in our respective communities, with our local lawmakers. The power of our influence will find its expression at Lansing.

Thus through our close attention to our lawmakers at home by the county Council, and a close contact through our all state Council at Lansing, we may be reasonably certain that our cause will be victorious.

It should be clearly understood at this point that my proposed Michigan Merchant Council does not aim to supplant any local or state organization in any field. However, we expect, and are certain to receive the support of all these organizations, the members of which we confidently expect will be leaders and organizers of this one, unified state organization for the common good. Be that as it may, the Michigan Merchant Council shall be organized for one big purpose—to drive the chains from Michigan, and we will maintain our organization to keep them out. Finally, let me say that my plan proposes to do away with unnecessary meetings which have been the cause of so many failures. All we shall need to begin a county organization will be a dozen or more men to arrange one big meeting to perfect an organization at a later meeting, of as many merchants as can attend; elect an executive committee, and put on a short drive to pledge all independent merchants in their respective counties. And let me emphasize right here that it is pledged members that count, down to the smallest merchant on the county crossroads. Your lawmakers know only too well the power the country merchant wields, oftentimes greater than his big city brother. Furthermore, away with dues and membership fees. If any stationery is needed by a council, just pass a hat.

It may be necessary after organization is an accomplished fact, that every merchant lend his aid to influence the buying public. To many merchants this may seem an impossibility, considering that so many efforts along this line have failed. The intelligent merchant already knows that the newspapers are decidedly unfriendly toward any anti-chain movement. Why shouldn't they be? The chains are heavy advertisers and money talks. The only friends the independent merchant has are the trade journals. I feel safe in saying that in all our efforts we shall have the full support of the Michigan Tradesman and its veteran editor. In addition to this there remains open to us, in my opinion, a method of influencing public opinion, more powerful, more compelling, than what any newspaper would do, even were they so willing—a method which has



Leonard VanderJagt

From each county shall be elected an executive committee which shall represent all the merchants in the county, and which shall appoint delegates to an all state Council.

The all state Council then shall be composed of delegates of county councils, and in the final stage shall speak for all independent merchants in the entire state.

I believe that each county organization will elect to its executive committee its most capable men and the various executive committees will delegate to the all state Council again, in turn, their most able men. This would finally result in the most able independent merchants, equally represent-

lature of the state and our remedy must come from Lansing. Indeed, the decision of the United States Supreme Court in the famous West Virginia case brings this out so clearly a child can understand. That being the case, it becomes our first concern who the men are at the state capitol.

The state legislature is constituted of men from your own county or district, whom you have put there to represent your interests. It is a certainty that a county council composed of all independent merchants in such a county or district, will, through its executive committee, be able to induce or exact a promise from their state representative or state senator to



never been fully explored nor fully appreciated. I suggest a leaflet enclosed with every purchase at any independent store, carrying a dignified appeal to the public by way of a striking illustration and a message of a few words, written by a master. It will be read because it will enter every home. It will carry a dignified, stirring message, appealing to the public, as it will focus the attention to what is nearest to them, the future of their children. No need of any chain store controversy with your customers. With each sale a leaflet is quietly wrapped up, bringing home the message sure to be read—a new one every month. Talk about newspapers! Why, we have a better thing right in our own possession and at practically no cost. Enquiries made by me show that they can be printed for such an organization as we aspire to, at about 50c per thousand. Here is the one and only thing that should cost a member anything that the smallest 2 x 4 store can pass them out freely with each purchase.

The manner of dispossessing the chains, as I mentioned before, is a legislative one. A multiple tax graduated upward as heavy as the traffic can bear, and be within the bonds of constitutional law, with a possible tax (if legal) on volume as well.

Here is the crux of the whole plan or any plan and one that deserves the most careful preparation of merchants and legal counsel before being presented to a legislature, as well as careful scrutiny as to changes or amendments that body may attach to it. Time and again bills have been passed which left legal loopholes large enough for the biggest chain to pass through. Rest assured that any bill which actually threatens to put the chains on a limb will be fought by them, tooth and nail, and only the combination of a united front of merchants, with the pressure and influence these would exert on our lawmakers, is in my humble opinion, the certain and sure way to the achievement of our goal.

This, then, friends, is my plan. It will need possibly modification, amendment, perfecting, but in principle I hold it is a plan that cannot fail. Under it we may rally and meet on common ground. If there are any organizations which have initiated any anti-chain steps, fine!—lead the way in organizing your county. And together with other merchants from every part of the state we shall take hold of your proposition and, if satisfactory, covering all the premises of anti-chain store legislation, we shall unitedly carry it to a victorious conclusion.

Now is the time. The hour has come that this menace shall be put to death. The United States Supreme Court in the famous West Virginia case has sounded the death knell of the chains. No

newspaper less than the Chicago Daily Tribune has conceded this in an editorial a few days following the famous decision.

Come friends, merchants everywhere in Michigan, let us join together to be in at the death of this octopus which would enthrall us. Before us lies the dawning of a new day, radiant with the promise of equal rights to all in the pursuit of happiness for ourselves and posterity.

Leonard VanderJagt.

#### Proceedings of the Grand Rapids Bankruptcy Court

In the matter of William F. Dawson, individually and doing business as Dawson's Market, bankrupt No. 6114. The first meeting of creditors has been called for March 19.

In the matter of Thomas P. O'Toole, bankrupt No. 6097. The first meeting of creditors has been called for March 19.

In the matter of Arthur A. Lamberton, bankrupt No. 5932. The first meeting of creditors has been called for March 22.

In the matter of Francis S. Fowler, bankrupt No. 5921. The first meeting of creditors has been called for March 21.

In the matter of Peter and Katherine Demlar, bankrupt No. 5943. The first meeting of creditors has been called for March 20.

March 4. On this day the schedules, reference, and adjudication in the matter of Burkhardt & Son Packing Co., a corporation, bankrupt No. 6129, were received. The bankrupt is located in Grand Rapids. The schedules show total assets of \$19,555.45, and total liabilities of \$14,915.51, listing the following creditors:

City Treasurer, G. R.	\$843.32
Frances A. Kristie, G. R.	17.50
Donald E. Miller, G. R.	25.00
Jack Frost, G. R.	16.00
Frank H. Burkhardt, G. R.	17.50
Hugh J. Burkhardt, G. R.	16.00
Kent Storage Co., G. R.	23,111.47
Acme Chemical Co., Milwaukee	37.25
Chas. S. Allen, Traverse City	18.00
American Bbl. & Bag Co., Detroit	201.57
Bunn & Humphreys, Inc., Springfield	112.80
Builders Material & Supply Co., Traverse City	3.89
Biddle Purchasing Co., Chicago	42.75
Bixby Office Supply Co., G. R.	26.05
Frank H. Burkhardt, G. R.	2.37
Coopers Nephews Co., Chicago	9,217.45
City of Traverse City, Traverse City	10.35
City Book Store, Traverse City	53.94
A. B. Crossman, Toledo	8.60
Cargill Printing Co., G. R.	12.36
David Day Co., Glen Haven	105.00
H. A. Dreyes Co., Duluth	124.99
R. G. Dun & Co., G. R.	120.65
Department of State, Lansing	42.50
H. F. Drobisch & Co., Peoria	2.89

East Jordan Canning Co., East Jordan	78.12
Ebner Brothers, Traverse City	90.00
Eldridge Brokerage Co., Omaha	10.01
First National Bank of Detroit	1,670.23
Hubert Grishaw, Tipton, Ind.	10.85
Grand Traverse Auto Co., Traverse City	6.20
Grand Rapids Label Co.	27.76
Globe Printing Co., G. R.	9.27
Hoskins Coal Co., Traverse City	5.36
Heekin Can Co., Cincinnati	1,099.93
Hancock Brokerage Co., Cedar Rapids	104.70
Independent Grocers' Alliance, Chicago	.72
Johanson Brothers, Inc., Ferrysburg	80.00
Jobbers Service, Inc., Coldwater	1.75
Lamme Brokerage Co., Indianapolis	25.12
J. C. Lukens Brokerage Co., Milwaukee	231.18
Lincoln McCallum Co., Minneapolis	29.45
Leelanau Auto Co., Traverse City	15.00
Ludington Fruit Exchange, Ludington	228.03
Mich. Bell Telephone Co., Traverse City	38.52
S. A. Murawski, Menominee	1.35
Aubrey O. Maxwell, Nashville	1.13
Meador & Barnett, Inc., Mobile	2.82
Murche's, Traverse City	5.25
Mapleton Garage, Traverse City	31.90
Menasha Woodware Co., Menasha	1,000.00
Michigan Lithographing Co., G. R.	446.58
Burt Mullen, Traverse City	2.00
Moore's Drug Store, Traverse City	5.43
Mich. Public Service, Traverse City	56.23
Messcher Brokerage Co., Chicago	24.52
H. H. Matthews & Co., Chicago	10.42
Michie Bell Telephone Co., G. R.	7.25
Northern Auto Parts Co., Traverse City	2.03
Nelson & Carmody, G. R.	52.69
Onekama Packing Co., Onekama	25.00
Fred W. Pepler, Detroit	11.42
Pavey & Co., Springfield, Ill.	3.18
Rennie Oil Co., Traverse City	312.63
Richvein Coal Co., Cincinnati	32.00
Bokos Brothers, Traverse City	19.05
Torren Printing Co., G. R.	3.86
Fred Boeginger, Cincinnati	3.74
Industrial Laboratories, G. R.	2.50
Smith Benner Implement Co., Traverse City	11.48
Super Brake Service, Traverse City	6.75
State Accident Fund, Lansing	25.06
Traverse City Battery Co.	122.58
Traverse City Iron Works	1,337.47
Traverse City Lumber Co.	100.00
Trudes Hardware, Traverse City	180.72
Tisch Fine Office Supply Co., G. R.	5.52
United Buyers Corp., Chicago	11.56
United States Dept. of Agr.	10.00
Western Union Telegraph Co., G. R.	1.70
Walters & Hemming, Traverse City	31.70
Erville T. Watson, Traverse City	12.25
Whiting Implement Co., Traverse City	50.15
Willamette Valley Prune Assoc., Salem, Oregon	16.90
L. F. Wyson, Traverse City	57.45
White Cap Co., Chicago	38.66
S. S. Kreske Co., Detroit	3.45
McCann & Co., Pittsburgh	16.73
Taylor Lowenstein & Co., Mobile, Ala.	11.82
H. O. Wooten Grocery Co., Abilene, Tex.	4.12
Due various farmers for cherries	2,363.98
Frances Kristie, G. R.	3.50
Donald Miller, G. R.	2.05
Dorothy Miller, G. R.	8.00
A. C. Bernges, Traverse City	391.69
Albert Hoeftin, Traverse City	4.60
Ruth Haverkamp, G. R.	7.49
Helen Miller, Traverse City	2.39
Gertrude Merris	7.50
Leta Fixley, G. R.	10.47
Theral Smith, Northport	13.59
Ann Wolosecky, G. R.	9.23
Ann Wolose, G. R.	8.97
Beatrice Buys, G. R.	6.62

March 5. On this day the schedules, and order of reference, in the matter of Thomas S. Baird, doing business as T. S. Baird, debtor No. 6125, in bankruptcy, were received. The bankrupt is located in Hastings. The schedules show total assets of \$13,630.33, (of which \$850 is claimed exempt), and total liabilities of \$11,101.31, listing the following creditors:

State of Michigan	unknown
Berne Mfg. Co., Berne	40.00
Buffalo Hirt Co., Buffalo	320.83
Cooper-Wells Co., St. Joseph	30.98
Columbia Panama Hat Co., Cleveland	30.00
Capson Hat Co., Falls River, Mass.	17.00
Campbell Paper Box Co., South Bend	15.00
Mrs. Carrie Colgrove, Hastings	50.00
Ed-Lee Headwear, Cleveland	30.00
Edson-Moore, Detroit	39.57
C. J. Farley Co., G. R.	100.00
Glaser Bros., St. Louis	123.70
Hillers, Ionia	17.70
Hart, Schaffner & Marx, Chicago	244.00
Hansen Corp., Milwaukee	60.00
Jersfield Knitting Co., Chicago	20.00
Krolik Corp., Detroit	60.00
Levine Bros., Cincinnati	585.00
Lamb Knit Goods Co., Neenah, Wis.	44.87
Layman, Beckwith & Scott, Newburgh, N. Y.	515.25
Lee & Cady, Bay City	60.00
Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind.	40.00
Nu-way Stretch Co., Adrian	10.92
Nunn, Bush & Weldon Shoe Co., Milwaukee, Wis.	60.00
Oshkosh Overall Co., Oshkosh, Wis.	16.28
Rice-Friedman, Milwaukee	365.00
Julius Schwartz & Son, N. Y. City	205.00
Stephenson Underwear Corp., South Bend	28.66
Symons Bros., Saginaw	140.33
Sweet-Orr Distributors, Joliet, Ill.	47.04
Stylepark Hats, Philadelphia	105.63
Schaefer Tailoring Co., Cincinnati	43.98
W. Shanhouse Sons, Rockford, Ill.	15.00
Superior Underwear Co., Piqua, O.	55.97
L. Taitel & Sons, Knox, Ind.	50.00
Toledo Cap Co., Toledo, O.	40.50
Improved Mfg. Co., Ashland, O.	60.00
Watterson & Denio, Rochester, N. Y.	168.03
Weiner Cap Co., G. R.	31.20
Wilson Bros., Chicago	93.87

March 6. On this day the schedules, reference, and adjudication in the matter of Arthur H. Dass, formerly doing business as Arthur H. Dass Nurseries, bankrupt No. 6127, were received. The bankrupt is a laborer and musician of Bridgman. The schedules show total assets of \$6,080 (of which \$150 is claimed exempt), and total liabilities of \$16,167.85, listing the following creditors:

County Treasurer, St. Joseph	\$ 882.97
George Graham, Berrien Springs	7,301.24

(Continued on page 18)

## Michigan Bumper Corporation

GRAND RAPIDS, MICHIGAN

(Successor to Wolverine Bumper & Specialty Company)

Takes this opportunity to thank the following who have so ably assisted in retaining this important industry for Grand Rapids:

GRAND RAPIDS ASSOCIATION OF COMMERCE  
GRAND RAPIDS CREDIT MEN'S ASSOCIATION  
DUN & BRADSTREET, INCORPORATED  
FRED P. TIMMER

MICHIGAN BUMPER CORPORATION,

A. P. Crell, President and General Manager.

## MOVEMENTS OF MERCHANTS.

Romeo—The Romeo Creamery, Inc., has changed its name to Nott's, Inc.  
 Detroit—Sam Goldstein & Co. succeeds Scheffman & Goldstein at 7201 West Fort street.

Detroit—The Camelia Knitting Co., 130 West Jefferson avenue, is capitalized at \$20,000, \$1,000 being paid in.

Howard City—The National Wood Products Co. has re-opened its plant calling at least 30 men back to work.

Detroit—The Detroit Air-Conditioning Service Co., 1476 Holden avenue, has a capital stock of \$3,000, all paid in.

Plymouth—The Plymouth Stamping Co. has increased its capital stock from \$25,000 to \$25,000 and 250 shares at \$1 each.

Holland—John Jousma and R. Michmershuizen have engaged in the automobile supplies business at 60 East Eighth street.

Detroit—The Detroit Surgical Appliance Co., 2548 Park avenue, has changed its name to the Kaufman Surgical Appliances, Inc.

Detroit—The Marion Coffee Co., 2487 Lamonthe avenue, has been incorporated with a capital stock of \$15,000, \$1,000 being paid in.

Lansing—The Gauss Baking Company of Lansing has been incorporated with a capital stock of 10,000 shares at \$1 each, \$1,000 being paid in.

Detroit—The Bronson Music & Sales Corporation, 3785 Gratiot avenue, musical instruments, etc., has a capital stock of \$1,000, all paid in.

Lowell—A. L. Coons, dealer in clothing for men, shoes, etc., has remodeled his store building, installed modern lighting fixtures and redecorated it.

Battle Creek—Acme Health Laboratories, Inc., 89 Garfield avenue, has a capital stock of \$10,000 common and \$10,000 preferred, \$4,500 being paid in.

Detroit—The Homestead Furnace & Roofing Co., 15556 Linwood avenue, organized to repair and install furnaces, has a capital stock of \$1,000, all paid in.

Harbor Springs—The Palace Cigar Store has reopened for business after being closed several weeks adjusting a fire loss and redecorating and adding new stock.

Detroit—Red Cap, Inc., 950 Michigan Theatre Bldg., sales agency for various goods, has a capital stock of 5,000 shares at \$1 a share, \$2,500 being paid in.

Kipling—The Kipling Service & Supply Dock Co., with business offices at Iron Mountain, has been incorporated with a capital stock of \$10,000, \$3,600 being paid in.

Detroit—The Robert Lewis Co., Inc., 1051 Woodward avenue, dealer in wearing apparel for women and dress accessories, has a capital stock of \$10,000, \$8,000 being paid in.

Lansing—The Mohawk Oil Development Co., Inc., 122½ North Washington avenue, has increased its capital stock from 5,000 shares no par value to 25,000 shares no par value.

Grand Rapids—Beecher-Jordan, Inc., 154 East Fulton street, has been incorporated to deal in millinery, clothing and haberdashery, with a capital stock of \$10,000, \$1,000 being paid in.

Holland—John Schuiling and Gerrit Brink have engaged in the grocery business at 36 West Eighth street under the style of the Economy Food Market. Lee & Cady furnished the stock.

Kalamazoo—Edward L. Goodale, 69 years old, undertaker, died at his home, 431 West Michigan avenue, following a stroke of apoplexy. Mr. Goodale was born in this city and lived his entire life here.

Iron Mountain—Pines Caviani has opened a music and musical instrument store at 521 Stephenson avenue. Included in the stock will be radios and radio service. L. R. Mroz, jeweler and engraver will have quarters in the store.

Otsego—D. Huisman, who has conducted a meat market here for more than five years, has sold the stock and equipment to Bert Clemens, who has been connected with Armintrout, of Kalamazoo for many years. Mr. Clemens has taken possession and will retain Albert Knoblock in his service.

Union City—W. J. Danser & Co., who conduct a general store at Stockbridge, have leased the store building here formerly occupied by Snider & Turner, dry goods dealers, and will install a complete stock of dry goods, wearing apparel for women, shoes, etc., and will open the store for business April 1.

Jackson—Daly & Rutherford, 116 Cooper street, tinsmith, etc. has merged the business into a stock company under the style of Daly-Rutherford-Bengel and in addition to its other business it will distribute and install air conditioning products with a capital stock of \$25,000, \$1,500 of which has been paid in.

Newaygo—Swan Nelson, who has conducted a hardware store and plumbing business here for a number of years, has sold the hardware stock to the Hemily Lumber Co. The stock will be removed to the store building owned by the Hemily Lumber Co. and the business continued. Mr. Nelson will devote his attention to the plumbing business which he reserved.

Lansing—Christ Ruhland, traveling salesman for the Loose-Wiles Biscuit Co. for the past five years, has been promoted to manager of its Lansing branch. He succeeds Lawrence Inman who has been manager of the plant for the past two years. Mr. Inman has been promoted to the company's Detroit branch as general and sales manager. The Detroit branch is the largest of its branches. It travels 32 salesmen.

Grand Rapids—The Beecher-Jordan Inc., 154 Fulton, East, has engaged in the exclusive millinery business. Lula E. Beecher, president, Philip Jordan Vice-president and treasurer and Margaret Jordan secretary. Mrs. Beecher has been connected with department stores and women's ready-to-wear shoppes for the past twenty-five years. Mrs. Jordan has been connected with San Francisco and Detroit undertakings of a similar character.

Hart—Alfred Stevens, 49, proprietor and manager of the Stevens hotel, is dead after an illness of two years.

Coming here three years ago from Boyne City, Mr. and Mrs. Stevens took over the Wigton hotel which had been closed. They remodeled the Wigton and refurbished it, making the hotel popular with citizens and traveling public. Mr. Stevens was a native of Bad Axe and lived there many years. Surviving are the widow, three children and his mother, Mrs. Salina Stevens of Harbor Beach. Funeral services were held Monday under the auspices of the Ludington Elks. Burial took place Tuesday at Bad Axe.

Detroit—Harry Alexander Wright, widely known Detroit business man, died in West Palm Beach last Wednesday. Mr. Wright had been in failing health since suffering a stroke two years ago. Born in Toronto 72 years ago, he had made his home in Detroit since he was a few weeks old. He lived at 1611 Cadillac avenue. For years he had been in the wholesale business. He was a member of the old firm of G. H. Gates & Co., wholesalers of men's furnishings, and continued his interest in the business when it became the Wright-Pike Co. He visited his office every day until he went to Florida five weeks ago. He was a life member of Oriental Lodge, F. & A. M.; Detroit Consistory and Moslem Temple of the Shrine.

Traverse City—The sympathy of the building trade goes out to John Ames, traveling representative for the Petoskey Portland Cement Co., over the death of his wife, who was formerly Miss Rosemond Burley. She was born in the Province of Ontario, Canada, January 13, 1878, and at an early age came with her parents to Antrim county. In 1901 she was united in marriage to John Ames at Torch Lake village and for a number of years resided there and at Central Lake. In October, 1910, the family moved to this city, which has since been their home with the exception of the time they spent in the South on account of Mrs. Ames' health. The funeral was held here Monday. Interment was made in the family lot in the Central Lake cemetery.

## Manufacturing Matters

Detroit—The Petroleum Export Co., 18010 Fairway Drive, manufacturer of oils and greases and exporter of petroleum, has a capital stock of \$100,000, \$1,000 being paid in.

Detroit—The Crest Products Corporation, 14000 Sussex avenue, organized to manufacture and sell chemical products, with a capital stock of \$50,000, \$8,200 being paid in.

Detroit—Reproductions, Inc., 5203 Martin avenue, manufacturer and dealer in articles of steel, wood, fibre, etc., has a capital stock of 50,000 shares at \$1 each, \$3,000 being paid in.

Grand Rapids—The B & G Recovery Corporation, has been organized to acquire furniture plants, manufacture and deal in furniture, with a capital stock of \$500,000, \$10,000 of which has been paid in.

Allegan—The Allegan Furniture Manufacturing Co., has been incorporated to manufacture and sell furniture and wood products with a capital

stock of 100 shares at \$100 each, \$7,000 being paid in.

Albion—The Service Caster & Truck Co., manufacturer and dealer in casters, truck and material handling equipment, has merged its business into a stock company under the same style with a capital stock of \$150,000, all paid in.

## Favoring Mail Order Houses

Publishers and local business houses in various parts of the country are reported about to enter upon a regular campaign against the encouragement by the Post Office Department of the practice to mail order firms, among others, sending circular matter in bulk to various communities unaddressed but delivered to individuals by letter carriers.

When this practice was confined to rural communities alone, returns to the Post Office Department were from \$50,000,000 to \$60,000,000 a year. Last September it was extended to cover city deliveries and thus the general plan has evoked the criticism and complaint of local interests who find the competition of goods advertised in this manner hurting their own business. This is known as the "simplified addressing" system and fostered by Postmaster-General Farley to increase postal revenues.

## NRA Dispute

NRA was held responsible for increase in pay rolls and reductions in hours since March, 1933, by Donald Richberg as he again appeared at the Senate Finance Committee's hearing on the recovery organization. His claim was disputed by Virginia's Harry Flood Byrd. "I don't think those figures are accurate," countered the Senator. "Day by day we're adding to unemployment, despite the fact that NRA is still operating." Answering a question from Senator Black, father of the 30-hour week proposal, Mr. Richberg said: "You cannot devise any inflexible rule for industry that does not do a multiplicity of injuries and hardships."

## New Gold Suit

In an action involving only \$1.07 another gold claim suit was filed in the United States Court of Claims by Robert A. Taft, son of the late President and Chief Justice, on behalf of the Dixie Terminal Co. of Cincinnati. The amount represented the gold equivalent of the interest on a \$50 Fourth Liberty 4¼ per cent. bond, called for redemption on April 15. It was contended that the Government had no right to call the bond before maturity unless it was willing to pay face value and interest in predevaluation dollars.

A new, simple automatic lock nut has a locking pin built integrally with it, requires no lock washers or cotter pins. It is put on, taken off the same as an ordinary nut, can be used repeatedly, fits any standard thread.



### Essential Features of the Grocery Staples

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

Canned Fruits—California cling peaches have been showing a somewhat easier tendency of late and standards are said to be offered at \$1.45 and choice at \$1.50, Coast, for shipment. However, pie grades are very scarce on the Coast, with a good inquiry reported for shipment from this and other distributing centers.

Canned Vegetables—There has been little activity in canned vegetables this week and few developments of consequence not previously noted. Prices on spot goods are being very well maintained and there are not so many bargains to be had, even among the clean-up lots. Down in the tri-states tomatoes are showing renewed strength on reports of frost damage in Florida and prospects of a much shorter pack there than last year. Indiana spot tomatoes are likewise very strong, with some grades and sizes hard to find. New spring spinach packing is expected to start generally in a few days, some packers already having begun operations. There has been little change in the market.

Canned Fish—There has been some talk of advancing Alaska red salmon above \$1.75 but it failed to materialize last week. Probably sellers do not want to do anything just at this time to curb the movement of reds, and are satisfied to take whatever profit there is in the present price, relying on increased volume of the Lenten season to increase earnings. National Salmon Week closed Saturday, but it is still too soon to find out what degree of success attended it.

Dried Fruits—The dried fruit market is beginning to show some pickup in activity in view of the coming Jewish holidays. Jobbers and wholesalers reported a fairly active business during the closing days of last week with both the local and interior trades taking goods in increased volume. The local market had been rather quiet of late and the first evidences of its revival are hailed as a happy augury of spring recovery. Stocks here are not large; in fact, some shortages exist and this is likely to spur shipments from the Coast. Among the items which seem to be in better demand is apricots of the top grades. Retail outlets had let their supplies of top grade apricots get down to a pretty low level and are now taking supplies. In spite of price differentials, too, the top grades are moving comparatively better than the lower grades. Oregon prunes also are feeling the impulse of the coming holidays and, while the New York market on Oregons has been consistently lower than the relative Coast prices, the supply here has not been large and a fairly well sustained demand would soon stiffen the price structure. Raisins are generally unchanged. The Coast market reports a fair business for shipment and first hands seem to be pretty well satisfied with the signs of a better spring movement. Packers have held their prices firm in the face of a dull market for shipment but they have

built up a feeling of confidence in distributing centers.

Confectionery Sales—Sales of confectionery and competitive chocolate products during January, 1935, were valued at \$16,697,185, compared with \$11,726,374 during the corresponding month last year, according to reports from 317 manufacturers made public by the Commerce Department. The volume of sales transacted during January, 1934, was "unusually large," it was stated, thereby making this year's increase doubly impressive.

Nuts—The market is expected to show a little more activity in view of the forthcoming Jewish holidays. Buyers, however, are cautious in anticipating the demand and as usual there probably will be a lot of last minute orders. Prices are being fairly well maintained and stocks of most varieties are either short or moderate. Shelled nut business is fair, but continues to develop in spurts. Prices show little change.

Olive Oil—The olive oil markets abroad are showing a somewhat stronger undertone, but on account of the uncertainty in foreign exchange there is much hesitancy about buying for shipment. Of course stocks here are generally light and must be replaced, but importers are not buying very much for later shipment. Prices on the spot continue steady for oil under the better established brands.

Rice—The rice market continues very active here, with spot stocks moving out rapidly and the price structure changing as higher priced rice comes in from the South. There has been a good volume of business booked by the grocery trade and yet the large buyers, such as some of the chains and cereal manufacturers have not as yet covered their requirements very far ahead. Passage of the present rice bill in the Senate would undoubtedly bring about this desired result, and as it had been proposed to make the amendments effective around March 15, there is certainly not much time to lose, if the full effect is to be gained. The imposition of a processing tax, a compensating tax on imports, and a modification of restrictions on exports in order that they may meet world competition, should provide a basis for covering requirements for the rest of the present season.

### Review of the Produce Market

Apples—Jonathans, \$1.50; No. 1 Spys, \$1.50 and \$2; Baldwins, \$1.50.  
Artichokes—90c per doz.  
Bananas—5c per lb.  
Brussels' Sprouts—20c per qt.  
Butter—Creamery, 32c for cartons, 31½c for prints, 31½c for extra in tubs.  
Cabbage—\$1 per bu. for white, or red; new, 80 lb. crate, \$3.50.  
Calavos—\$2.25 per case from Calif.  
Carrots—Calif., 55c per doz. bunches or \$3.10 per crate of 6 doz.  
Cauliflower—\$1.85 per crate for Calif.  
Celery—Florida, \$3 per crate; 12 stalks to bunch, 45c.  
Cranberries—\$4.50 per 25 lb. box.  
Cucumbers—Missouri extra fancy, \$1.35 per doz.  
Dried Beans—Michigan jobbers pay

as follows for hand picked at shipping stations:

C. H. P. from farmer.....\$2.75  
Light Red Kidney from farmer... 4.75  
Dark Red Kidney from farmer... 5.75  
Light Cranberry ..... 5.10  
Dark Cranberry ..... 4.10

Eggs—Jobbers pay 13c per lb. for all clean receipts. They sell as follows:  
Large white, extra fancy.....25½c  
Standard fancy select, cartons...23½c  
Current receipts .....22½c  
Medium .....22½c  
Checks .....21½c

Garlic—15c per lb.

Grape Fruit—Florida, \$3 for all sizes; Texas, \$3.25.

Green Beans — \$2.50 per hamper for Florida.

Green Onions—Chalots, 45c per doz.

Green Peas — \$2.75 per hamper for California and Texas.

Green Peppers—50c per dozen for Florida.

Honey Dew Melons—\$2.50 per case.

Kumquats—18c per qt.

Limes—21c per dozen.

Lemons—The price is as follows:

360 Sunkist.....\$4.00  
300 Sunkist..... 4.00  
360 Red Ball..... 3.50  
300 Red Ball..... 3.50

Lettuce — In good demand on the following basis:

California, 4s and 5s, crate.....\$2.75

Leaf, hot house..... 6c

Mushrooms—33c per box.

Onions—Home grown, \$2.15 for yellow or white.

Oranges—Fancy Sunkist California

Navels are now sold as follows:

126 .....\$3.25  
150 ..... 3.50  
176 ..... 3.75  
200 ..... 4.50  
216 ..... 4.50  
252 ..... 4.50  
288 ..... 4.50  
324 ..... 4.50

Red Ball, 50c per box less.

Florida oranges in half box sacks are sold as follows:

200 .....\$1.75  
216 ..... 1.75  
250 ..... 1.75  
288 ..... 1.75

Parsley—30c per doz. for hot house.

Potatoes—Home grown, 35c per bu.; Idaho, \$2.50 per 100 lb. sack.

Poultry—Wilson & Company pay as follows:

Heavy Springs .....19c  
Heavy Fowls .....18c  
Light Fowls .....15c

Turkeys .....17c

Geese .....11c

Radishes—Hot house, 25c per dozen bunches.

Rhubarb—45c for 5 lb. box.

Spinach—\$1.75 per bu. for Texas.

Squash—2½c per lb. for Red or Green Hubbard.

Strawberries—16c per pint for Florida.

Sweet Potatoes — \$1.75 per bushel for Jerseys.

Tomatoes—Hot house, \$1.50 for 8 lb. basket; Florida repacked, \$1.60 per 10 lb. boxes.

Veal Calves — Wilson & Company pay as follows:

Fancy .....12½c  
Good .....09c

Wax Beans—Florida, \$2.65 per hamper.

### Glassware Discount Dropped

Prices on stemware were advanced approximately 10 per cent this week through the elimination by the industry of the so-called quantity discount allowed by producers to volume distributors. The quantity discount, according to manufacturers, had degenerated in the last two years to a general discount to all buyers regardless of the quantities ordered. Elimination of the concession, in effect, raises the prices of all types of stemware to all buyers. Glassware producers explained the regulation applied alike to chains, jobbers and individual retailers.

### Dressy Suit Trend Gaining

While the swagger and man-tailored types of suits are meeting with some favor, current reports indicate that the dressy versions are making a broadening appeal. Merchandisers say that the man-tailored styles are most popular in the large cities. With respect to swagger suits, it was pointed out that many women bought these styles last year and are now showing preference for the dressy variety. In suits retailing up to \$29.50, coat lengths ranging from 34 to 38 and even up to 40 inches are selling at retail. In the higher grade suits the tendency appears toward the short jacket version. Navy is by far in the lead.

We cannot build a great civilization by lavish expenditures on even the most desirable public works unless concurrently we solve the problem of clothing the bodies, feeding the stomachs, and freeing from fear the hearts of the masses in and through the nation's business, industry, and agriculture. The place to solve the economic problem is at the source where policies respecting wages, hours, prices and profits are formulated. It is no answer to permit an economic system to play havoc with the lives of millions and then step into the picture with stringent taxes to take care of these millions with the munificence of a political Santa Claus. In the end, such procedure will wreck the system that must produce the wealth and sap the self-respect of the millions who learn to lean on the bounty of government. —Glenn Frank.

Another new piece of kitchen equipment provides an electric washing machine with automatic timer, a damp dryer, ironer, clothes hamper, work table, food mixer, extra electric outlet and wiring for radio, all in one compact cabinet.

A new motor-driven ice cream freezer operates in the ice-cube compartment of the automatic refrigerator, shuts itself off when freezing's finished. It's connected to an outside electrical outlet by a thin flat cord passing under the door.

A new electric stove has an oven built on the same principle as and opening like a filing-cabinet drawer. A slight pull opens the open and contents can be viewed without stooping.

## MUTUAL INSURANCE (Fire and Life)

### Place of Loss Prevention in Mutual Insurance

There is an old story about a colored preacher who won a distinguished local reputation for his ability to make erring souls see the light. One day he was asked by a visitor for the secret of his success.

"Well," said the old dorky, "first I tells them what I'm going to tell 'em, then I tells them, then I tells them what I done told 'em."

The value of repetition is bringing a definite realization of the fundamental purposes of mutual insurance was well illustrated at the Savannah convention. Starting with the slogan, "The Policyholder First," speaker after speaker drove home truths that, although never lost sight of or entirely forgotten do become somewhat submerged in details of daily routine. Perhaps the most impressive to this magazine was the constant reiteration of the fact that a mutual insurance company has two great objectives, first, to provide indemnity for loss at the lowest possible cost, and second, to prevent loss by every means within its power.

The emphasis placed on fire prevention by the mutual companies needs to be placed in the spotlight at frequent intervals. The work of the associated factory mutuals in attacking the problem of fire loss in the large industrial establishments is well known to the public. Equally fine work in the fields in which they specialize has been done by the mill and elevator and lumber mutuals, but not enough is heard about it. The success of the mutual companies in curbing losses in two of the most hazardous classifications is a tribute to the sound engineering and inspection work which they inaugurated and maintain. The dramatic story of their early days, when co-operation of the policyholders in carrying through an intelligent program of fire prevention was the difference between life and death, was graphically told.

The importance of engineering and inspection work in this modern day, when the mutual companies are not writing all lines of fire insurance, has not been forgotten. The class mutuals have carried into their general business the same determination to make a mutual risk a better risk, which was the cornerstone of their early success. The farm mutuals showed in all their deliberations a very concrete appreciation of the need for thorough inspection of all insured property and an iron determination to see that serious hazards are removed by their policyholders. The general writing mutuals have in all their operations displayed their zeal in living up to one of the major tenets of the mutual plan.

The place of loss prevention work in the program of a mutual company found clear and forceful expression at the Automotive breakfast. The rising

tide of losses in the automobile liability field is of real concern to all company executives. Mr. S. Bruce Black in his address pointed out that the situation cannot be remedied by repeated increases in rate but only through co-operatives efforts between the company and its policyholders to reduce accidents. The fine results already achieved in lowering the loss experience of fleets, where drivers and mechanical equipment are subject to close supervision, proves beyond the shadow of a doubt that automobile accidents are preventable by safety work. The problem of how to reach the individual driver and impress upon him his responsibility is a difficult one. The mutual companies, with the experience and technic gained in curbing other hazards, have both the qualifications and the determination necessary to do the job.

Insurance was defined by one speaker as "a practical device of civilized man for protection of himself against the exigencies of life." This definition is more exact than those usually used because it is broad enough to include the dual purpose of insurance, the payment for loss sustained on one hand, the prevention of loss on the other. All too often, insuring organizations have devoted themselves entirely to the first, on the erroneous principle that they are merely financial organizations for the purpose of collecting premiums and paying losses and that they are not concerned with the amount of loss, so long as the premium collected is adequate. Indeed, some stock executives have gone so far as to say that losses are a good thing for the business, since they lead to a larger volume of premium.

The mutual theory, as was clearly pointed out at the annual convention is directly opposed to such an attitude. The mutual companies feel that it is far better to spend a dollar or a million dollars for loss prevention work than to pay the same amount in indemnity for loss. Since they do not hope to make a profit out of the business, they are not anxious to keep rates high or sacrifice safety for volume. It is the proudest boast of the mutual companies that their activities have reduced rates in those classifications in which they have been most active, because there has been a decline in loss due to their efforts. It was on the firm foundation of these principles that mutual insurance was established and on them it has won success.

### Hardware Market Again Active

Buying continued active in the hardware market this week as retailers placed final orders for early Spring merchandise. Many of the local stores and those in near-by cities will open seasonal promotions of garden tools and accessories Monday and buyers are busy completing purchases for the events. In builders' hardware and tools demand was good, but was confined to goods for immediate shipment. There was a slight pick-up this week in orders for marine hardware, but demand in that line is not expected to open up until late this month.

## CHAIN STORE LICENSE LAW

### It is Upheld by Michigan Supreme Court

Michigan's chain store license fee, imposing taxes estimated at \$1,000,000 annually on branch stores, was upheld last Wednesday by the State Supreme Court.

Under the decision, approximately \$700,000 in taxes held in escrow, will become available immediately to State uses. In addition, the cloud is removed from taxes collected from non-litigants amounting to \$26,940 in 1933 and \$144,469 in 1934.

Gov. Fitzgerald, in his message to the Legislature, recommended that the chain store license fee be dedicated as a substitute for the ill-starred head tax as a source of old age pension revenue. He reiterated this purpose recently.

"While the amount may be inadequate to do everything we would like to do in old age pensions, the total amount, \$750,000 or more annually, is just about fourteen or fifteen times as much as the \$40,000 produced by the head tax, after costs of collection were deducted," Gov. Fitzgerald said. "The chain store license fee is tangible revenue and much more certain than the head tax, with its huge delinquency."

Lawyers who have studied the Supreme Court's opinion, written by Chief Justice W. W. Potter and concurred in by Justices Nelson Sharpe, George E. Bushnell, Edward M. Sharpe, Louis H. Fead, Howard Wiest and Walter H. North, believe that it may have far-reaching effect in establishing specific tax precedents in Michigan and in interpreting the rule of uniformity as applied to such proposals as a graduated income tax.

Legislators have felt restrained from enactment of a graduated income tax in the belief that such a measure would violate the constitutional mandate that specific taxes must be uniform upon the classes on which they operate. The Court in this instance has approved a graduated chain store license fee and the steps of graduation.

The license fee, which undoubtedly will be passed on to the consumer in addition to the sales tax, fixes \$10 as the minimum cost for each of not more than three branch stores, with a maximum levy of \$250 annually for each store in excess of 25. Among the liti-

gants whose injunction held up collection of the tax are the C. F. Smith Co., with 620 stores; Kroger company, with 857 branches, and A. & P. company, with 817 branches in Michigan. Chain drug stores, clothing stores, general stores, etc., extend the exaction to many other lines.

Although gasoline filling stations are exempt, some question exists as to whether the tax does not affect automobile sale agencies, used car lots, etc., which are closely linked in distributing chains with varying degrees of independent ownership.

The Court found no conflict between the sales tax and chain store license fee, holding that the first is a privilege tax measured by the amount of business done and the latter a license tax upon the right to do business in more than one store.

As to the merits of the measure, the Court pointed out that public policy is a matter for legislative determination.

On the question of whether it was intended as a punitive measure, the Court held:

"We may not enquire into the motives which actuated the Legislature in the exercise of its taxing power."

The tax has been fought energetically by National chain stores because the maximum is about the highest levied by any state.

An appeal to the United States Supreme Court was foreseen Wednesday after the Michigan Supreme Court announced a decision upholding the State tax on chain stores.

A number of point involving the constitutionality of the law from a Federal standpoint were raised in the local courts, and these would furnish grounds for seeking a writ of error, it was said.

At the offices of Butzel, Levin & Winston, attorneys for several chain store organizations, it was said the "likelihood" of an appeal existed, but that no definite announcement could be made.

An appeal, if taken, probably would continue to tie up the \$750,000 a year receipts from the tax law, which are now being impounded by the Secretary of State.

It isn't the business you get. It's the business you hold, that counts.

## 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



# STATUS OF CHAIN STORE LICENSE PAYMENT

The following table shows the income Michigan has received from chain stores under the law of 1933, chains of twenty and more stores; also increase in case of the enactment of House Bill No. 53, introduced by Rep. Diehl, of Monroe.

Company	No. of stores	Present law 1933	Proposed law 1935	Added Tax
Kroger .....	858	\$210,820.00	\$414,330.00	\$203,510.00
A. & P. ....	817	200,570.00	393,830.00	193,260.00
C. F. Smith Co. ....	620	151,320.00	295,330.00	144,010.00
F. W. Woolworth Co. ....	77	15,570.00	23,830.00	8,260.00
S. S. Kresge Co. ....	75	15,070.00	22,830.00	7,760.00
Cunningham Drug Co. ....	64	12,320.00	17,330.00	5,010.00
Detroit Edison Co. ....	56	10,320.00	13,330.00	3,010.00
J. C. Penny Co. ....	46	7,820.00	8,930.00	1,110.00
Consumers Power Co. ....	45	7,570.00	8,580.00	1,010.00
J. A. Byerly Co. ....	39	6,070.00	6,480.00	410.00
H. A. Smith Stores ....	30	3,820.00	3,830.00	10.00
Schiff Co. ....	29	3,570.00	3,580.00	10.00
Louis K. Liggett ....	29	3,570.00	3,580.00	10.00
Singer Sewing Machine ....	26	2,820.00	2,830.00	10.00
Montgomery Ward & Co. ....	22	1,970.00	1,980.00	10.00
Holland Furnace Co. ....	21	1,770.00	1,780.00	10.00
Neisner Bros. ....	21	1,770.00	1,780.00	10.00
Sears, Roebuck & Co. ....	20	1,570.00	1,580.00	10.00
Father & Son Shoe Co. ....	20	1,570.00	1,580.00	10.00
		<u>\$659,880.00</u>	<u>\$1,227,320.00</u>	<u>\$567,440.00</u>

## AIR-CONDITIONING GAINS

What is recognized as the strongest trend toward store modernization since 1929 is now getting under way in the retail field.

With the outlook brightened by the probability of favorable action by Congress on the measure now before it, which raises the total from \$2,000 to \$25,000 or \$50,000 which the merchant may borrow under the Federal Housing Act for modernization, the indications are that expenditures ranging into many millions of dollars will be made during the next six months for equipment ranging from air-conditioning apparatus to new store fronts, lighting fixtures, escalators, flooring and interior selling fixtures.

A survey during the week indicated that the large as well as the smaller stores are actively interested in modernization at this time. The movement has gained such headway that George Plant, manager of the store managers' division of the National Retail Dry Goods Association, reported the division will send out questionnaires shortly to be used as the basis for estimating the total expenditures involved.

Because of their numerical importance, the smaller stores are being encouraged to modernize their premises and the Federal Housing Administration is particularly concerned with the stimulation of this type of modernization. A report to it made by the National Retail Dry Goods Association indicates that about 75 per cent. of the smaller stores throughout the country need modernization. The administration is urging a nation-wide campaign to "Modernize Main Street," and is urging the dramatization of its efforts to stimulate business housing repair and improvement by local committees in the various parts of the country. The latest retail census indicated a total of 1,500,000 stores in operation.

Many merchants are disposed toward making improvements at this time. Capital investments have been deferred by many establishments since 1932, but now both the profits and the sales outlook are brighter. Some of the larger stores find they can use their surpluses to advantage and others encounter no obstacle in arranging necessary financing. Smaller merchants, according to present indications, will be offered government aid through loans on a five year payment basis.

The fact that modernization costs are still on an attractive basis also enters into the combination of factors underlying the trend. Labor costs are regarded as not unfavorable, and, while building supplies show an advance, they are not at the recent peak.

Air-conditioning stands at the top of the list of large-scale expenditures which many stores plan to make. The trend is illustrated by the fact that the entire store of William Filene's Sons Co., Boston, will be air-conditioned this Summer, being the first large department store to be air-conditioned throughout. A number of leading stores will air-condition their main and one or two other floors, as will other leading establishments throughout the country. Chain and variety stores will continue to increase the number of their air-conditioned units, executives said.

Officials of the air-conditioning department of the General Electric Co. believe that commercial air-conditioning installations this year will at least triple those of last year if the present rate of inquiries continues. They estimate that the bulk of this year's demand will come from specialty and dry goods shops, restaurants, chain stores, drug stores and funeral parlors. Officials of the Carrier Engineering Corporation voiced similar views.

H. S. Wherett, President of the Pittsburgh Plate Glass Co., estimated a potential business of well over a billion dollars exists in the field of modernization. He declared there will be at least a 50 per cent. increase in the number of small stores and shops which will install new store fronts this year. He said the demand so far has come principally from the smaller shops, such as meat and grocery stores, beauty and apparel shops, restaurants and drug stores.

He pointed out that aside from improved business conditions, competition is forcing this type of improvement, as it is the modernized shops which attract neighborhood trade, and when one merchant makes improvements his competitors are literally forced to do so.

A number of the larger department stores throughout the country are giving increased attention to the problem of handling store traffic adequately. Installation of escalators and their use for an increased number of floors in order to facilitate customer attendance and traffic on upper floors is gaining headway, and reports indicate that plans for numerous installations in the near future are being developed.

A particularly heavy call is expected for new lighting equipment, especially for main floors of stores. Establishments which recently have installed such equipment have found direct, tangible benefits in improved merchandise turnover, comment of executives indicated.

## CLASH OF OPINION

More than the usual disturbance was offered business sentiment last week by the Johnson and Long radio speeches, the Roosevelt gesture toward inflation and the Senate enquiry into the NRA. Speculative markets jumped on the President's declaration that prices are still too low and slumped when he quickly denied any hint of further dollar devaluation.

General Johnson's call for the spirited co-operation which followed the bank holiday and enactment of the Recovery Act probably failed to arouse much enthusiasm among business interests, who do not fool themselves over the reasons for the sharp upturn in the Summer of 1933, when operations were rushed to avoid higher costs under the codes. Accomplishments under the NRA except in a few cases, have not been sufficient to impress practical business men, and impartial observers blame vacillating policies of the early administration.

In the attack upon the "lunatic" fringes, therefore, the Johnson speech lost some of its force against the economic absurdities preached by Senator Long and Father Coughlin by rea-

son of the fact that marked concessions were accorded the Old Guard coterie during his regime as NRA administrator. Artificial controls of many kinds were approved at the instance of those "who believe that property and profits come first" and humanities nowhere.

These artificial controls are now what the NRA is likely to abandon for the most part. The plan outlined by Mr. Richberg calls for dropping numerous codes which do not cover interstate commerce. Possibly the original NRA program, which looked only to the regulation of a few basic industries, may prove to be the outcome of present considerations.

## TRADE GROUP REVIVAL

As a logical step in the event that many codes are dropped and others greatly modified, the revival of trade associations is receiving attention in business quarters. Some industries were farsighted enough to continue their group activities apart from the NRA set-up, but many dropped them.

Under any new course in business organization, perhaps the trade association might become a more vital agency than in the past. The government, for instance, might plot the scope of its action more definitely. Certainly, the experience with artificial controls of one kind or another should point to the usefulness of association work along such lines.

The new organizations, it is pointed out, could devote themselves with most profit to market research and development and to education in costs and pricing. This educational work should be extended to the entire industry regardless of membership, so that competition, even though it were ruthless, might at least understand what it was doing. The board of such an association should include customer, labor, raw material and public representatives in order that opinions might readily be had on the product from the start until its final purchase.

Before the depression there were a few trade associations working along such lines and paying high returns to members. With all the experience that has been gained in the meanwhile, their number should grow to significant proportions with the least encouragement.

## STORES AND NRA

Under the strict interpretations of interstate commerce which have recently been handed down by Federal courts, it is extremely doubtful that retail stores would fall in that category. Their business is distribution within a very limited area, as a rule, and the merchandise shipped to them over State lines would correspond to the raw materials gathered by an industrial plant.

The question is, therefore, whether they would continue to operate under NRA codes in the event that the latter are confined entirely to those engaged in interstate commerce. Whether the vote at present would be for or against such regulation is another question.

The larger retail establishments probably find definite benefits under the NRA, since it restrains in some measure at least those trade evils which

previously could not be controlled. Smaller concerns are no doubt divided in their views. Those who fear monopolistic competition see advantages in the code, while a great many others desire to continue or to get back to sub-standard working and operating conditions which yield them, they think, their only chance of survival.

An influence of prime importance in the attitude of retailers toward the NRA is the labor organization movement in the field. The stores have escaped unionizing until recently, but the tactics employed in these instances may turn them away from the codes despite other advantages.

## DRY GOODS CONDITIONS

Weather conditions again restricted retail trade. Earlier in the week Spring apparel responded to promotional efforts, but the storms nipped off this demand and sales dragged. Main-floor features and home furnishings attracted the principal business.

Thus far the month's trade in this area has been running about 7 per cent. under that of a year ago. This loss will grow as the month goes on, because of the comparison with the pre-Easter business of last year and also because of the fact that there is one less business day this year.

The first mail-order-chain system to report on February recorded a gain of 16 per cent., which was somewhat less than the January increase. Scattered chain store figures appeared and indicated that the month's results were under those in the previous period.

In addition to other influences which have been previously described, such as the rise in food costs and larger sales of automobiles, retail conditions are undoubtedly affected by the uncertainty which has lately crept into the business outlook.

Wholesale merchandise markets report somewhat better activity. In the apparel lines this is traced to the opening of new lines for late Spring and Summer. The few warm days brought re-orders on seasonal goods. Dry goods jobbers, however, have practically deserted their markets due to enlarged mill stocks and softening prices.

## FEAR LOWER SHOE SALES

Seriously concerned over the inroads the sharply rising food prices are making into family budgets, leather and shoe executives revised their estimates last week of shoe production for this year. While as yet it is impossible to measure the actual effect of the increased food costs, executives felt they might cut some 5 per cent. from shoe sales, which would amount to about 17,000,000 pairs.

The Tanners Council of America, which has a statistical bureau closely watching developments in the field, has followed the higher trend in foods since the first of the year and warns tanners to keep constant check on their operations, because of the distinct possibility that shoe output will not come up to expectations. The February decline in production of some 10 per cent. might not be an actual reflection of the higher food expenses, it was thought, but nevertheless, retail sales will have to be watched very closely.



## OUT AROUND

## Things Seen and Heard on a Week End Trip

I certainly have every reason to be gratified over the hearty response I have received to the appeal I have made to National and state associations in behalf of the amendment to the Clayton law which is championed in the House of Representatives by Congressman Mapes of Grand Rapids. Among the National organizations which have notified me that they are already at work on the matter through their legislative committees at Washington and are in close touch with Representative Mapes are the following:

National Retail Hardware Association  
National Retail Dry Goods Association  
National Retail Druggists Association  
National Implement Dealers Association  
National Retail Grocers Association  
National Retail Shoe Retailers Association.

Many state associations are also up in arms and are doing much effective work.

If the retail merchants of America as individuals do their full duty it would seem as though we could not fail to accomplish what we had undertaken to bring about for a dozen years. This would be even more effective in putting the chains out of existence than the sweeping decisions we are securing in higher tribunals of the land in the license taxing line. No matter how drastic the actions of the legislatures are the state supreme courts invariably place the stamp of legality on the enactments and when chains take appeals to the Supreme Court of the United States they stand no show whatever. We have certainly gotten the chains on the run.

With the chain store in the scrap heap, the question naturally arises, "What will come up to take the place of the chains?" Some think that the so-called canners supply stores will undertake to occupy the field of the discarded and discredited chains. They may undertake to supplant the chains but they will have less advantages than the chains had when they started out to capture the trade of the independent merchants and run them out of business. They will face the drastic decisions and legislation the independents have accomplished during the past twenty years, largely through the assistance and encouragement of the independent food trade journals. Fifteen years ago we had fifty such periodicals. The actions of many food manufacturers in catering to the chains and gradually undermining the independent merchants have reduced the number of food publications worthy the name to nine.

I have great respect for a man who stays on his job long enough to know what he is at, what can be done and what cannot be done. On the contrary, I take little stock in the editor whose experience is limited and whose judgment is quite likely to be warped by an unfortunate mental condition. One of the most valuable representatives in

the former class is Elton J. Buckley, who has directed the editorial department of the Modern Merchant and Grocery World, of Philadelphia, for many years. Whenever he writes anything about a topic he illuminates it by his wonderful grasp of the subject, supplemented by his superb descriptive ability. I never read anything he writes about a topic in which I am interested that I do not feel thankful to him for pointing the way, because when he discusses a subject he does it with such breadth and comprehension that I feel I have received all I am entitled to know about it. As a case in point, I am pleased to be able to reproduce the following paragraphs describing his opinion of House Bill No. 5062, which is being championed in the House of Representatives at this session of Congress by Congressman Mapes, of Grand Rapids, and which should be promptly and heartily supported by every independent merchant in America.

If I correctly interpret the new law which the Federal Trade Commission is asking for, as a follow-up of its recent investigation of chain store practice, I am in favor of it and the entire retail grocery trade ought to be in favor of it.

My understanding of the new law is this: The Clayton anti-monopoly act now allows a seller to sell different customers at different prices, to cover differences in quality, grade or quantity, any one of which of course may reasonably account for a difference in price. The Commission wants this provision eliminated, and as a substitute for it, it proposed merely a prohibition against "unfairly or unjustly" discriminating between different buyers. This would leave every such transaction open for investigation.

The point is this: With their greed for all sorts of secret and preferential advantages, the chain stores and certain manufacturers have been carrying on deals by which a chain would be given a highly preferential price. If the individual grocery trade found that out, and complained, the manufacturer would say "But the chain bought a specially large quantity." Plausible enough on its face, but it has been found that in many of these deals the extra quantity that the chain bought was nowhere near large enough to justify the discount. In other words, it was just another piece of illegal preference exacted by the greedy chains, with the dishonest excuse of "quantity price." The Federal Trade Commission turned this up on its chain store investigation and now asks a way of stopping it. I hope it gets it.

East Jordan, March 11—I am satisfied with the amount of business I am doing, as I have had an increasing business for the past four years. While I am satisfied with my business (and do not care for any more) I do not see why I would have to close my trap completely, about conditions in the outside world. I know several merchants in this town who are not receiving their

share of business and if anyone should take it up with Lansing or their own respective county FERA officials it would be up to them and not me. I feel that I am white, 21 and an American and have a right to talk or write about conditions if I like. Again, Mr. Stowe, I read about chain stores in your paper. I would like to state that personally I enjoy this kind of competition. I hope the chains are never put out of commission. They make better merchants than ever of us all. Who wants to go back to the old sawdust box and cracker barrel which every grocer used to have to keep handy for his customers' use. Who wants to go back when you would have to stop in the place and open the door to see if the place was open for business, as the windows could not be seen through? Who wants to go back to the flower pot days when people thought the place was a greenhouse instead of a grocery? Who wants to go back to the days when everyone called you by your first name, instead of Mr. and when he wanted money would come to you for help? Who wants to go back to the high boot days when you would have to wear boots to go into the store on account of the corruption on the floor?

Chain stores have made merchants of a lot of men. I hope they are here to stay. If a man goes out of business it is not on account of the chain stores, for the chains only get a portion. There is still lots of business to get and go after if you only know how. Mr. Stowe, I have made a bet that you will not print this letter, and if you want to bet I still will bet with you, and dare you to put this in your paper. Regardless of what you say, I would like to know which one of the two men you recently mentioned in your Out Around department is a lifter and which one is a leaner. To me they are both good men. One with the idea and the other with the determination to get it through and they work together. One did not wait for the other, but they worked together for an end. Of course, I did not have a right to have an idea, for someone else to go ahead with, I should handle everything myself, for the good of everyone but myself.

Remember, now I bet with you if you like and you hold the censor that you will not print this, I will bet a good black cigar and we can buy the cigar some other place, too, for I am not looking for business.

R. K. Gunther.

Regarding the person I had in mind in writing about lifters and leaners in a recent paragraph in Out Around I beg leave to state I had in mind types instead of particular individuals.

I devoted much time to secure a memorandum of the amount of license tax now in the hands of the state, without result. Evidently Manager Hammond, of the Michigan Retail Dry Goods Association, noted my predicament, because he kindly sent me the very comprehensive compilation which appears on page 7 of the Tradesman. Thanks to Mr. Hammond.

Mr. Gunther was evidently not on earth when the A. & P. started their first stores. They were filthy, gloomy and very uninviting. They ultimately learned something from the independent stores which were conducted along sanitary lines. In doing this they went to the other extreme, so far as apparently cleanly stores are concerned; but they continued the maintenance of dishonest practices which have made the name of chain stores a byword and sham.

By the way, Manager Hammond writes me that some of the leading members of the House Committee on Taxation are favorable to the Diehl bill which practically doubles the tax on all chain stores in excess of thirty. The names of those friendly to the bill are as follows:

Vernon J. Brown, Mason  
Fred C. Holbeck, East Tawas  
James W. Helme, Adrian  
James K. Jamison, Ontonagon  
Joseph A. Long, Milford  
Albert J. Wagner, Mt. Clemens  
Chas. P. Adams, Howell  
Joseph V. Coumans, Bay City  
1607 Second St.  
Casper J. Lingeman, Detroit,  
Grosse Pointe Shores.

They may be addressed at Lansing, care of House of Representatives. Get in touch with the members from your own district and address other communications to any members of the Committee on Taxation with whom you are acquainted and especially to Hon. Vernon J. Brown, chairman.

The world saluted Mr. Justice Holmes as the first jurist and first gentleman of his time, but the world a century hence may well honor him best as a great philosopher, whose creative thought chanced to be channeled into law. At once creed, autobiography and epitaph is a passage from a speech he made to Harvard students years ago: "No man has earned the right to intellectual ambition until he has learned to lay his course by a star which he has never seen—to dig by the divining rod for springs which he may never reach . . . To think great thoughts you must be heroes as well as idealists. Only when you have worked alone—when you have felt around you a black gulf of solitude more isolating than that which surrounds the dying man, and in hope and in despair have trusted to your own unshaken will—then only will you have achieved. Thus only can you gain the secret isolated joy of the thinker, who knows that, a hundred years after he is dead and forgotten, men who never heard of him will be moving to the measure of his thought—the subtle rapture of a postponed power, which the world knows not because it has no external trappings, but which to his prophetic vision is more real than that which commands an army."

Dr. Preston Bradley, the greatest preacher in the entire West, recently warned the business men of Chicago, represented by the Chicago Association of Commerce, that the United States is facing communism, and that it is up to them to halt the "red" government.

Dr. Bradley declared that the people of the Nation are ready to listen to the Huey Longs and their philosophy, and warned that they can outvote the business men two to one. The answer, he added, is for those "who have the power, the control, the money, the press and the radio," to stop doing the things that make communism possible in America."

(Continued on page 23)

## FINANCIAL

### The Valley of Indecision

It is getting harder every day to tell the friends of the NRA from its foes. Senator Hastings challenges "anybody" in the Senate to defend the NRA and there is silence. Is this because the NRA has no friends, or is it because Senators can no longer make up their minds about it? A popular compromise in the last few months has been to be for the "good features" and against the "bad features." But now fewer and fewer of those who have to make the decision seem to be sure which are which, or how to get rid of the second without losing the first. Meanwhile the weekly downpour of court decisions declaring this or that part of the NRA unconstitutional must be making both Senators and administrators wonder in their secret hearts whether it is worth while going to a great deal of intellectual and physical pains to construct a new 1935 model NRA which may only have its wheels kicked from under it by the Supreme Court.

This attitude seems to account for much of the vagueness in the current official discussion of NRA revision. Senator George, ignoring the decisions of the judges, would require all industry to agree to minimum wages, maximum hours and the abolition of child labor, but holds that otherwise all codes should be "voluntary," as there is not enough sentiment in Congress to have a law compelling industries to enact codes. But this fails to answer some of the main questions about NRA. Will or will not industries under "voluntary" codes be permitted to continue price-fixing and production control? Suppose two-thirds of an industry wants a code and the other third does not. If the dissenting third held out, the code would probably break down. A "voluntary" code for two-thirds of the industry could not be established unless the remaining third were subjected to a "compulsory" code.

The same type of vagueness appears in the testimony of the NRA's supposed best friends. In his list of Seventeen Point, which he presented to the Senate Finance Committee yesterday, Mr. Donald Richberg also recommends the continuance of compulsory labor regulations on hours and wages. In Point Two he recommends that "the act should be extended substantially in the present form for two years." This at least seems clear enough, but its meaning is thrown into doubt as soon as one has reached Point Four, which holds that codification should be limited to those trades and industries actually engaged in interstate commerce, or affecting it so substantially that the establishment and enforcement of standards of fair competition therein are necessary for the protection of interstate commerce." This might be taken to mean almost every trade and industry or only a few. If such language as this were written into the law, it would obviously lead to endless disputes in the courts concerning which manufacturers were actually engaged in interstate commerce and which were not.

The friends of the NRA are half-hearted. They act like peo-

ple who have a tired bear by the tail and are not sure whether it is safe to let go or not.—New York Times.

### Putting on the Brakes

The past week has brought further reports of slackening enforcement of food and grocery distributing codes in several sections. This continued let-down thus far has been caused principally by the delay in providing operating funds for 1935 due to the prolonged holding back of final approval of the national authority's budget for the current year.

The week's developments with regard to the future of the NRA program, however, were far from reassuring and were not conducive to heightened enthusiasm for code observance.

The definite indication that the only condition upon which Congress will approve continuation of the NRA program will be placing of trade codes on a voluntary basis was regarded by some in the trade as sounding the death knell for many of the fair trade practice provisions of the wholesale and retail grocery distributing codes, although further clarification expected from Washington to-day may change this viewpoint.

The suggestion by Donald Richberg that Congress in providing for the setting up of voluntary industry codes should set standards that include clear and practical definitions and prohibitions of monopolies and monopolistic practices, however, indicated the probability that some of the basic prohibitions of grocery industry codes would be continued.

Equally promising, from the standpoint of the trade, was the recommendation that the present exemption from the provisions of the anti-trust laws should be restricted and defined so as to provide "that co-operative activities, legalized by code provisions, shall be lawful only when the codes themselves have been written in compliance with the anti-monopoly requirements of the act."

This latter recommendation, if adopted, would provide a clear guide for the industry in formulating any co-operative measures it might desire to undertake for the preservation of legal fair trade practice provisions in a voluntary code under the proposed revamped NRA set-up.

### Chain Tax Development

The week's news held little consolation for the corporate chains in the way of favorable developments in the anti-chain tax drive.

Michigan's Supreme Court added to the general gloom of the chains over the tax outlook by upholding the constitutionality of that State's steep chain tax law.

From Iowa came the news that retail grocers, in co-operation with their jobbers and wholesaler and retail merchants in other lines,

were lining up solidly behind the Herrington - Burlington substitute chain store tax bill, which is a double-barreled affair, providing for both a sales tax based on volume of sales and a graduated store tax levy based on the number of units operated under one ownership.

Independent grocery trade interests in a number of other Western and Southern States, notably Kansas, Texas, Missouri, Mississippi and Oklahoma, were pushing their drives for multiple store tax laws in their respective States.

### World Stabilization Prospect

The declaration by Finance Minister Germain-Martin of France that an international monetary conference should be called brings into prospect an early stabilization of the pound and other leading currencies that have abandoned the gold standard.

If Great Britain and France can agree, there is good reason to believe that the world at large can resume, where it left off in London in the summer of 1933, the effort to abate economic nationalism and bring about a revival of the flow of goods and capital between nations.

However, disappointment along these lines has been so frequent that a great deal of skepticism prevails. Bankers feel that the skill and deftness of the preliminary negotiations will be the crucial factor in determining the likely success of the French invitation to stabilize currencies and revive business through international co-operation.

### Dislike Transfer to Trade Commission

Code officials generally feel that the proposal to transfer administration of NRA codes to the Federal Trade Commission would entail a period of confusion comparable to that which prevailed when NRA was first organized.

The transfer of code administration to the commission, it is felt, would compel various trade representatives to appear before a new set of officials who will probably be unacquainted with many of their specific problems. Thus,

the experience gained by the present NRA administrators would be largely sacrificed.

Also, the powers of the Federal Trade Commission would have to be expanded appreciably, if the work is to be done effectively. Experience with the rules of fair practice promulgated by the commission before the adoption of NRA demonstrated that they were of little value without effective enforcement.

While some feel it may prove desirable eventually to combine the activities of the two regulatory bodies to avoid conflict, more experience is held desirable before this is attempted.

### May Pack Frog Meat

Minnesota as the home of a new food industry, the raising and canning of giant bullfrog meat, was pictured for members of the Minnesota House Monday. The utilization of northern swamp lands for the production of the giant frogs, weighing approximately two pounds, is proposed, says the St. Paul Pioneer-Press.


Speaker George W. Johnson of Duluth is author of the bill required for the new industry because the present law prohibits the shipping from the State of either frogs or frog meat. Preservation of frogs for bait is assured as that type would not be exported.

### Death

I do not feel that Death  
Is mere a calvary  
Amidst the conjugality of man  
But that it truly hath—  
Afar from wizzened fate—  
Full fitness in the plan  
That contemplates the goal  
For every living soul.

And so I cannot dread  
In life the avenue  
Wherein I may be led  
For there doth follow through  
A summum bonum—the which  
Doth circumscribe each hour  
With an on-going power;  
And Death makes victory won  
In man's great Marathon.  
Charles A. Heath.

Knowledge in order to be fully valued should be kept in the back room occasionally and not constantly displayed on the front porch.

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## SUCCESSFUL SALESMEN

Arthur N. Borden, Representing  
United Hardware Mutuals

Arthur N. Borden was born in Oswego, N. Y., Feb. 1, 1877. His antecedents were English on his father's side and French and German on his mother's side. When he was 3 years of age the family removed to Cleveland, where Arthur resided for about nineteen years. He attended the public schools as far as the eighth grade, when he completed a business course at the Spencerian Business College. He then entered the employ of Wm. Taylor, Son & Co., wholesale hardware dealers, with whom he remained about a year. He then engaged in the show business, becoming one of the North Brothers, comedians who covered many states from Ohio to the Pacific coast, including Winnipeg and the Canadian Northwest. He continued to pursue this profession for six years, when he decided to leave it for a business career. His first employment after retiring from the show business



Arthur N. Borden

was with John W. S. Pierson & Co., hardware dealers at Stanton. After three years behind the counter, he went on the road for D. M. Osborne & Co., who are now a constituent of the International Harvester Co. He remained with this house three years, covering Central Michigan in the meantime. During this period he was a member of the Carson City Distributing Co. Liking the hardware trade better than the implement business, he resigned his position with the Osborne Co. to take a position with John W. Hallet & Son, hardware dealers of Carson City. At the end of two years he conceived the idea of entering the profession of traveling salesman and secured employment with the Fletcher Hardware Co., of Detroit. He represented this house in Western Michigan for three and one-half years, when he changed over to the Shapleigh Hardware Co., of St. Louis, with whom he remained about five years. He then engaged to cover Texas for the National Brass Co. His territory was subsequently changed to the Chicago and Wisconsin trade. He then formed an alliance with Foster, Stevens & Co., with whom he remained a year. He then went with the Grand Rapids Hardware Co. for two and a

half years. Ill health then compelled him to confine his services to commission houses for three years. He then returned to Foster, Stevens & Co., where he remained until May 1, 1934, when he accepted an offer from the United Hardware and Implement Mutuals to represent them in twenty-five counties in Western Michigan.

Mr. Borden was married July 1, 1896, to Miss Cloe May Chapin, of Stanton. They have three sons, aged 36, 31 and 29 respectively, and one daughter 27 years old. All are married and live in this city. Four grandchildren have been added to the family circle. The senior Bordens reside in their own home at 518 Fuller avenue. Mr. Borden attends the Plymouth Congregational church and formerly sang tenor in the church choir. He is a charter member of Malta Lodge F. & A. M., and is affiliated with Columbia Chapter. He has no hobby except his liking for base ball. He has never played a game in his life but is one of the most enthusiastic fans in the city. He attributes his success to hard work but those who know his methods of work insist that a delightful personality and a charming conversational capacity are quite as much to be credited with his success as persistent effort.

Mr. Borden has never held any public office except that of constable at Stanton, to which he was unanimously elected. He joined the U. C. T. in 1910 and was elected Page the second year he was a member. He subsequently filled all the officers up to that of Senior Counselor, to which he was elected in the spring of 1916. His administration was marked by a brilliancy of achievement which is still a happy tradition of the order.

As a story teller Mr. Borden is one of the best in the ranks of the fraternity. His varied experience on the stage gave him a vocabulary, a clear enunciation and a self possession which enable him to put over any clean story in such a way that it appeals to the hearer with telling force. On account of his ability to "think on his feet," his services are in constant demand, especially on the occasion of impromptu gatherings where it is necessary to assemble and present ideas quickly and effectively. It would be as easy to catch a weasel asleep as it would be to catch Mr. Borden at a time when he could not say something worth hearing in an exceedingly pleasing manner.

## Rest and Recreation in Bermuda

Comptailor gets more and more rested the longer he stays in Bermuda. More and more he begins to feel like a new man. The peace of the isles of rest pervades his mind. He wonders what other people from Michigan think of Bermuda. Comptailor talks to H. J. Dawson, of Dawson & Long, from Detroit. Mr. Dawson says: "This is my first trip to Bermuda, but you can rest assured it will not be my last. It is the greatest place East of the Mississippi for an honest to goodness vacation and real rest. The sea voyage is wonderful, the hotels are grand, and everybody is so kind that you certainly want to come again." Comptailor is so pleased with this expression that he talks to Mr.

and Mrs. Paul L. Proud, of Ann Arbor. Mrs. Proud said: "This is the first vacation Mr. Proud has had where he really looks rested. We are coming back and bring our friends. More people from Michigan should come to Bermuda."

One bright morning Comptailor starts to explore. He is imbued with the cleanness of the atmosphere. Riding his bicycle is a certain zest. There is a great feeling that life has a new reality. The world seems to be before him in a new form. He feels bird-like as he spins along. Free is he from the tired worn cares of life. Truly a great sport and such a nice way to get around. These hard stone roads are easy to ride and the little hills not too hard to ascend. And what sport to coast down! Around the bend in the road Comptailor goes with the great sea lashing at the mighty rocks just to his left. For Comptailor is now at Somerset. Yes, Somerset with its beauty so smothered among the islands that the ripple of the water adds to its grandeur. He talks with a native fisherman who shows him the big hooks without an eye used in deep sea fishing. He hears great fishing tales and longs the day when he shall have the opportunity to go deep sea fishing. This is promised him.

Comptailor is fortunate to be a member of a sailing party. Such a day with clear blue sky and just enough sea to make sailing a delight. Every Bermudian is a born sailor if there ever was one. And such a close-up panoramic view did he get as they sailed over the Great Sound. He remembered his first impressions again as he stood on board the deck of the Monarch of Bermuda as she bore him to these isles of rest and peace. And with all the good things to eat that go with a sailing party, to say nothing of such fine company Comptailor marks this down as just another great day in this fortunate experience.

To the Frith home Newstead in Page he is invited for a tea. Comptailor hears a lovely poem, part of which he copies down:

If you are so weary,  
And life has lost its glow,  
I know a fairy island,  
And it's there you should go.  
Have you seen its purple blossoms,  
Its white houses set in green?  
The azure of its waters  
Is like some mad artists dream.

And as Mrs. Alexander H. Mossman sits down to the piano to accompany Mrs. Heywood Lee, everybody gives breathless attention. They know that Mrs. Mossman is an accompanist who would attract the critical music lovers and delight the hearts of any audience. Mrs. Lee with her Bermudian blue eyes, winning smile and song bird voice has won the hearts of every one who has heard her on the islands. Deeply does Comptailor, as do all the rest, enjoy these Spanish and Russian folk songs which Mrs. Lee knows how to sing in a manner so expressive that they seem to live with you for days after. It is indeed an enjoyable affair. And such tea and cakes and goodies!

Next day the great Queen of Bermuda sails. Comptailor is there, the guest of friends at a good-bye party.

Should he go with them? Oh, no, for there is much left yet to see and hear about in Bermuda. As the giant leaves her pier a shout goes up from the crowd, followed by a lot of very good-natured laughter as "Chubby," the popular clerk of Gosling Brothers, is being lowered over the side by a long rope to the waiting speed boat below. Apparently he was so interested in bidding good bye to a lot of people on the top deck to whom he had sold many cases of good Scotch, wines and liquors at such low prices that he did not hear the last call of "all ashore." At any rate, everybody says that this is the only time a man was ever hung and came out alive and "Chubby" adds that though every sailor has nine lives, he is not going to try it again.

Comptailor decides to move up to the Northeast end of the island. T. S. Tuzo runs the Harrington House on Harrington Sound. She was born on the island and knows very well how to direct one in this very interesting locality. For we now come to a section which is totally different from all the rest. And so he becomes a guest of Harrington House and will have much to tell you from that station.

R. C. Wigstaff.

## Canners Withdraw Some Lines

With enough orders already booked to assure them of a satisfactory volume of business during the early part of the season, several large packers in various sections of the country have temporarily withdrawn offerings of new packs of canned vegetables, according to word received in the primary market. They are expected to keep their books closed on certain types of packs until they are in a better position to judge crop possibilities later in the season. In an attempt to maintain volume, some of the small canners have made price concessions on supplies for the new season, while a softening of spot prices has also developed, due to a desire of canners to dispose of old stocks and force demand.

## Old Age Plan Exemption

Exemption of 7,000,000 laborers, domestics and transient workers from the contributory old age pension section of the economic security measure was voted by the House Ways and Means Committee. Change was recommended by the Treasury due to high cost of collecting contributions from these groups. It was also decided to start the compulsory old age annuity tax at 2 per cent. instead of 1 and to graduate it to 6 per cent. at the end of twelve years. Employers and employees would divide the tax equally.

One in eight people die of heart disease, one in seven of cancer and one in six of apoplexy. Every one of these is preventable and a curable disease if reached early enough. If we had a General Gorgas or some one of that type who would say we must have annual examinations, 50 per cent. of those diseases would be caught in their incipient stages. General Gorgas succeeded because he had autocratic power to do what he wanted to do in his fight against yellow fever.

## 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.

### Some Fair Samples of Governmental "Help"

San Francisco Grocers Association meeting, February 25, was devoted largely to discussion of various proposed tax measures; and State Secretary Haderl indicated pointedly that if such measures were not killed grocers will be kept busy collecting taxes and will not have opportunity to sell groceries; which might be extended to include: and will pay so many new taxes that few can make any profit from their business.

We frequently see politicians who pose as the "grocers' friend." They are strong for the little fellow and the independent. But whenever said "friendship" seems liable to endanger their own positions, it evaporates more rapidly than 87 deg. gasoline ever did.

Example: The California Sales Tax, set at 2½ per cent., but with administration so badly bungled that the impost ranges up to 6½ per cent. Originally it was almost mandatory that this tax should be passed on—the "almost" coming in through the prohibition against advertising that any merchant would absorb the tax.

Now comes the new administration, under Governor Merriam, badly in need of more funds, and first proposal is that the tax be advanced to 3 per cent.; second, that it be absorbed altogether by the retailer.

Now no grocers' friends remain to guard their interests, big-brother fashion or otherwise; because those boys fear voters' sensitiveness to direct imposts—and their soft jobs depend on votes. Hence—well, you figure it out for yourself.

Now, I have always regarded a sales tax mandatorily passed on to the consumer in plain figures so he can see it as the one ideal tax in our present circumstances; provided only that it apply to everything. This because it brings home to everybody that Government costs money and that all must contribute to that cost.

No lesson could be more salutary and none is more cryingly needed right now, because one way to curtail bond issuing and other reckless spending of public money is to put the thumb screws of direct cost on every citizen—and keep them there, pinching directly so the realization may be daily and hourly that nobody gets something for nothing and that no government ever is a Santa Claus.

If politicians were sincere in their asseveration that they seek economy in governments, they would see this point and refuse to camouflage any tax; but, as I say, those boys want to keep their nice jobs, regardless of any other interest, cost or danger.

Now, therefore, California grocers are faced with liability—and strong liability—that not only will permission to pass this tax on be taken from them, but that they be debarred from so doing. And for the grocer of high ability to absorb 3 or even 2½ per cent. will be difficult, while for the average, so appealingly referred to as the little fellow, with his fantastic accounting methods and nebulous ideas of costs, margins and expenses, the new impost will spell simple disaster.

A speaker at the last convention of the National Association told how the sales tax has come to stay. I have not read his talk. I do not need to read it to know that the tax has come to stay. Taxes are the most effective stayers we have—most persistent stayers any people have ever had—have carried peoples and governments to ruin all down the ages—have been swept away and reconstructed by revolutions that have subverted civic institutions before the over-taxed peoples have gained relief. Taxes never do themselves away!

There is another vital angle to this sales-tax question. That is that it serves to lessen realty taxes, which of late have become unbearably burdensome; and that means that the sales tax is a direct aid to every owner of real property, whether business or residence, manufacturing or otherwise. This is of immediate pocket-interest to every home owner, whether his home is clear or mortgaged—only more vital to him who owes on his home than to him whose property is clear, because the man who is debt-free is in a stronger position than the man who owes.

Grocers who have homes, clear or burdened, can think of this angle along with others; but of this they may be sure: That it is the most dangerous folly to monkey with any scheme that has for its object the imposition of any new taxes whatever!

Here's a little tale. Dairymen—1 mean producers of butter fat—in the San Francisco district were getting 59c per pound for butter fat. They wanted 61c, and AAA granted that figure. Wasn't that nice! Yes, it wasn't! Why?

Because then AAA, or those who have charge of such things for Uncle Sam hereabouts, required 6c per pound for supervision, control, regulation, or what have you. So the net to the farmer was neither 61c nor yet 50c. It was cut down to 55c—4c less than he had been enjoying.

That's bad enough, maybe, but that does not end it. There never is any real end once you start governing bodies on a new job. For now you have a new set of inspectors being paid out of the 6c per pound, and those boys will surely like their job. There is no danger that they will be so over-worked that they will have no time to think how they can keep said jobs cinched. If, when and as anything happens that seems to indicate that perhaps butter fat won't need much inspection, control or supervision, leave it to them to devise ways and means to be "useful" in some other capacity

or direction—to find new, important "work"—anything at all to make certain their continuance on the public payroll.

Farmers long since awakened to the deceptiveness of governmental "aids"—that is, the efficient farmers did. Grocers can well do likewise: for in truth there is no other effective aid.

A most hopeful sign is the waning faith of the trade in all this NRA stuff. The present picture recalls Old Man Henderson of recent unregretted memory. His special grocers' association, to sow primroses by the path of every grocer, cost only \$12 per year; but he was plumb shocked to find that a year between \$12 payments seemed so short to most grocers that they did not kick in enough to pay for his broadcasts.

Now NRA seems due for similar experience, assessments coming in so tardily that the "Authorities" are getting lean around the jowls and shutting up shop, despite vociferous cries from Washington.

Is it possible that the light may break in here? Can it be that grocers may pioneer in the work of actually stopping a governmental activity that has already become fairly well entrenched? If our trade accomplishes that, we shall all have lived to some good purpose. That were indeed a work of which we might be proud.

Let's go to it, brother grocers. Drop the chimera of taxes on anything for any ostensible or plausible purpose—dig down into our own business—revert to self-help. Therein, believe me, lies the only true, reliable and permanent salvation. Paul Findlay.

### Frog Farms Not Money-Makers

Think twice before you try frog-farming. It may not pay. The cow-puncher who sought to make the Virginian's life miserable in Owen Wister's novel long ago found out that to his cost. Circulars have been distributed lately urging New Yorkers to go into the business of raising frogs for the market, securing brood stock from semi-tropical Southern States where frogs are frogs. The Conservation

Commission warns investors to be on their guard.

Commissioner Osborne has collected the latest information from various parts of the country. Wisconsin reports that the frog ranches in that state have not been very successful in producing frogs by artificial propagation. Even Louisiana confirms the failure of artificial efforts along this line. The United States Bureau of Fisheries is content to announce that "while there may be considerable benefits in the marketing of frogs, success in artificial propagation on a commercial scale still awaits realization." Captive frogs, on the dole as it were, are apparently not inclined to submit to the rigors of domestic life. —N. Y. Tribune.

The fellow who makes his environment his excuse for remaining little lacks one of the very essentials that make a man big in any position.

Tough going strengthens.

### LET US WORK FOR YOU. LESSONS IN ADVERTISING each \$1.00

Our School of Grocery Advertising is ready to serve the grocers and their clerks in the great Michigan Tradesman territory. We believe that ours is America's outstanding advertising school for independent retail grocers. Our March-April lesson in grocery advertising is now ready for the mails. We believe that ninety-five per cent of our subscribers believe that our services are worth fifty times the cost of one dollar per lesson. In the March-April lesson, we specialize in advertising your favorite brand of coffee, although six other features are included in this one lesson. Our charges are only one dollar each lesson and the money will be cheerfully refunded for the asking. Send us a one dollar bill or your check for one dollar and let our March-April lesson help you solve your advertising problem immediately. Clerks are especially invited to become our students.

**FRED F. KOPKE SCHOOL OF ADVERTISING**  
Specialists in Grocery Advertising  
**HUTCHINSON KANSAS**

## Women like RED STAR YEAST

GROWN FROM GRAIN

● Because it is Extra Rich in Vitamin B—therefore better for health. Because it is a pure cereal product—therefore the

ONLY yeast for Facial Packs.

The growing Demand and Rapid Turnover of Red Star Yeast makes it profitable for you to sell.



Listen to YOUR program, the GALAXY OF STARS Each Tuesday—Thursday and Saturday morning on the N. B. C. Red Network.



**RED STAR YEAST & PRODUCTS CO. • MILWAUKEE, WIS.**

STRICTLY INDEPENDENT SINCE 1882



## MEAT DEALER

### High Prices Offer Challenge to Meat Dealers

The rapid Nation-wide rise in meat prices is a gigantic challenge to the merchandising ability of the retail meat dealer. It is he who must bear the burden of the first "price conflict" with the public. He must call into play all the diplomacy, ingenuity, salesmanship and tact at his command.

Through no fault of the retail dealer, the meat business is in jeopardy. Yet it is up to him to save the situation to the satisfaction of all concerned—a big job—but it must be done.

Secretary Wallace of the Department of Agriculture states that meat prices will probably increase by 22 per cent. during the first half of this year as compared with the last half of 1934. Other foods will increase also, he stated, the average being 11 per cent., but meats would show the greatest advance. He based his estimate on a study just completed by an economic adviser to the AAA, Louis H. Bean. The increase for the last half of this year will be only 1 per cent. over the first half, it was estimated.

It is during the next three months that the retail meat dealer must exercise his greatest efforts in keeping his neighborhood on a meat diet of some kind.

While experiences of meat dealers generally are in accord to the effect that the public is buying less meat than formerly, they further agree that indications do not point to the existence of a buyers' strike. Although consumers undoubtedly do naturally resent the sharp advances in meat prices, the curtailment of buying seems principally to be due to lack of cash. Incomes simply will not stretch beyond a certain point.

Recent high consumption records show that the public has learned to enjoy good meat and the trade may feel confident that the change to cheaper foods will be of only temporary duration and that even though high prices continue, they will be back on a meat diet at the earliest opportunity.

Perhaps some good may come out of the situation. If housewives discover that the cheaper cuts are actually as good when properly prepared as the more expensive cuts, dealers will be better able in the future to balance the carcass. That should result in their getting a better profit from their meats.

"The wholesale market has gone crazy," was the comment of George Steindl, proprietor of the Devon-Western Food Mart. "With the prices changing every few minutes during a single day—each time upward—a buyer just can't get straightened out. And the advances are out of reason—calves, for instance, shot up 3 cents to-day. Because beef loins are not moving and are a drug on the market, the packers are holding up the prices on beef ribs. They demand 23 cents and let you walk away if you protest. The worst of it is the public cannot pay the high prices and do not buy."

"If prices keep going up, employed people will begin demanding more pay;

employers won't be able to comply, and the situation will be worse instead of better," Mr. Steindl predicted.

A different picture was drawn by John Moninger, of the public relations department of the Institute of Meat Packers, who stated that reports had been received early in the week of supplies backing up in the coolers, but that the heavy snow and cold snap had started stocks moving again. Visiting the Yards later to make a survey for his monthly report on conditions, he had found that the demand for meat was picking up and that a more cheerful sentiment among the packers prevailed, even though it was certain that the cold spell would be of only short duration.

According to Sidney Westerfeld, Chicago wholesale meat dealer, high meat prices are exerting a definite influence on the consumption of meat in hotel, restaurants, clubs and large boarding houses.

He reports that many of his customers are using macaroni and other non-meat products. In fact, meat dishes are disappearing from menus. Patrons will not pay the prices quoted. In order to avoid discontent, restaurants and hotels feature other dishes.

Mr. Westerfeld stated that the retail meat dealer is forced to sell at higher prices but that the increase of revenue does not offset the loss of profits resulting from greater volume of meat sold formerly at lower prices.

The drought and voluntary slaughtering of cattle is blamed by Mr. Westerfeld for the present condition. Customers set aside so much each week for meat. That amount is definitely limited. When prices go up they are reluctantly forced to buy substitutes.

"We are doing our best," said William G. Arndt, general manager of Jewel Food Stores' meat markets, "to satisfy our customers and keep them on a meat diet. We want to keep alive the habit of including meat on their menus. We are featuring less expensive cuts of the highest quality. In that way we are providing good meat at a price within their buying range."

"All of us should strive for volume sales. More poundage means more employment all along the line. Cutting down volume means that thousands will be thrown out of work. There is no boycott. It's just a case of prices rising much faster than incomes. Our big job now is to keep up poundage."

The manager of a large voluntary group of independent meat markets operating in several cities in the Middle West condemned the bad publicity in daily newspapers.

He said, "They keep talking about meat boycotts and meat strikes. There is no such thing as a boycott anywhere. But if the daily papers keep talking about a 'meat boycott,' they will be successful in creating one. Meat dealers throughout the nation should make it a point to call on their newspapers and discourage 'boycott stories.'"

"Prices have gone up fast, while incomes of our customers have remained stationary. We have the same number of customers come to our markets but after seeing what they can buy for

the amount they usually spend with us, most of them go elsewhere for a substitute food.

"Our sales have fallen off. Prices for choice cuts are prohibitive. As less desirable cuts are advancing in price, it begins to look like it will be impossible to satisfy our customers. We can't operate much longer without customers."

"We are taking it on the chin," wrote one dealer from Pennsylvania, "but what burns me up is that the public thinks that us local dealers are to blame for the condition. Our associations should start a consumers' educational campaign now so that if another situation like the present one comes along we won't lose a lot of business and be held responsible for the condition."

### Questions and Answers for Grocers and Clerks

Question: What is a "grass" egg?

Answer: A "grass" egg, according to the U. S. Department of Agriculture, is an unusual, edible egg with an olive-colored yolk giving a greenish cast to the whole egg which deepens in the region of the yolk. It may be caused by the hens eating Shepherd's purse and other weeds of the same family.

Question: How can celery spoilage be cut down?

Answer: Sprinkle celery often to cut down spoilage. Overnight keep it in cracked ice or stand it upright in ice water.

Question: Why is it advisable to furnish each clerk with written instructions covering his particular duties?

Answer: When the store personnel is properly organized and each clerk has specific written instructions covering his duties, the store operates more smoothly, and the men are better satisfied because they know what they must do and when they must do it. There is less lost motion. If, on the other hand, duties are vague, if no arrangements are made for odd jobs like window dressing, cleaning floors, restocking shelves, daily "want list," these tasks are likely to be neglected, and the appearance of the store suffers.

Question: How should apples which have become frozen be treated?

Answer: The frost can be drawn out of frozen apples by placing them in a temperature a little above freezing and covering them with paper or canvas.

Question: Do Persian dates or Fard dates have the softer flesh?

Answer: Persian dates have the softer flesh, and are lighter in color than Fard dates.

Question: How many grains strong must vinegar be that is used for pickling?

Answer: For pickling purposes, vinegar must be 45-grain strong. To say that a vinegar must be "45-grain" means that it must have 4½ per cent. acetic acid strength.

Question: Do the scars or blemishes which frequently appear on the skin of the banana, in addition to the familiar brown flecks, affect the eating quality of the fruit in any way?

Answer: The eating quality of the banana is not impaired, because such scars or blemishes rarely go all the way through the skin into the pulp.

Question: Why should peanut butter be kept covered?

Answer: Peanut butter will absorb the odors of other foods unless care is taken to keep it covered or removed from those foods that have strong odors.

Question: Why should fancy borders on ads be avoided?

Answer: Fancy borders draw attention to themselves, and detract from the effectiveness of the advertisement within. A simple, neat border often improves an add without drawing the reader's attention away from the copy.

Question: Is it a good idea to have store uniforms?

Answer: Trim, spotless uniforms on store sales people make the store look more efficient, more inviting. Two attractive store uniforms are white or tan jackets, or smocks in a pastel shade.—Kentucky Grocer.

### Food Investigation

An investigation of the cost of producing and distributing foods was voted by the Senate at the instigation of Senator Wheeler. It provided \$150,000 for the inquiry by the Federal Trade Commission. That body is directed to look into charges that monopoly and unfair competition have caused a dent in farmers' incomes. The resolution, which must be adopted by the House, has the support of the AAA and of Brain Trustee Tugwell.

I think that I shall never see

A billboard lovely as a tree.

Perhaps unless the billboards fall,  
I'll never see a tree at all.

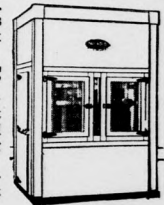
## INVESTIGATE and you'll choose

### "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—A. D. Vandervoort.

Vice-President — W. C. Judson, Big Rapids.

Secretary—Harold W. Bervig, Lansing.

Treasurer—William Moore, Detroit.

### Suggestions for the Hardware Dealer in March

In March the hardware dealer should find time for a little outside canvassing. It pays any merchant to get outside the store now and then and meet customers and prospects on their own ground.

In this connection, go over your prospect lists. Pick out the names of people you should interview. Perhaps your salespeople, individually, can reach prospects that you yourself can't reach so conveniently. Plan to get in touch, personally or through your staff, with as many prospects as possible.

For instance, farmers can be canvassed regarding wire fencing, spraying materials, fertilizer, paint and similar lines. In town there are paint prospects, builders and athletic organizations. In fact, right now a lot of useful missionary work can be done outside the store.

This work should be done with a minimum expenditure of time. You should aim to hit the happy medium. Don't be afraid to linger for a little gossip where it will help, but don't waste time on these calls.

Outside canvassing may not produce immediate results; but you should get some orders now, and the work should help to develop business in the spring months.

Watch the newspapers for items regarding new buildings, changes in ownership, prospective renovations, etc. They will give you a lot of helpful hints as to prospects who should be interviewed.

It may pay to spend some time canvassing local factories. There are paint, glass and repair items needed, in some cases you can sell tools, belting and similar equipment.

The sporting goods department is important in late March and April. With spring time, the thoughts of a lot of people turn to outdoor sports. Baseball, shooting, tennis, angling, golf, are all popular.

Play up the sporting goods department in March. Bring the goods to the front, put on some live window displays, and do a bit of advertising. See that your stock is up to the mark, too; for the purchaser in this line is usually impatient and as a rule will go to another store rather than wait till you order for him. Remember, too, that the goods should be displayed and offered a little in advance of the opening of the season.

Toward the end of March, if not earlier, spring housecleaning will get under way. The housecleaning season in fact covers four or five months, depending on whether the housewife is of the aggressive type or the dilatory type.

Determine in advance the lines along which you will appeal to your feminine

customers. Is a special sale worth while or really necessary? Look over your stock of household lines, and work out some new ideas for featuring them. A lot of articles tie in with your spring housecleaning campaign. There are step ladders, curtain stretchers, vacuum cleaners, carpet sweepers, mops, scrubbing brushes, pails, washing machines, wringers, paints, polishes and varnishes—and a host of other articles.

To start things moving, put on a good window display. A demonstration or two will also help. Put your demonstration in the window if your space permits. Remember, you don't need a professional demonstrator; one of your salespeople or even a local housewife can be trained for the work if necessary.

One dealer has a demonstration week about the middle of March. He demonstrates six or seven different lines at once—vacuum cleaners, ranges, washing machines, paints and varnishes, and a number of other items. Invitations are sent by mail or even telephoned to selected prospects, and the affair is liberally advertised. The radio is tuned in to furnish music, and tea or coffee is served. The salespeople handle the work of demonstration, and take good care to secure the addresses of all interested prospects.

Of course the paint trade is a big item in spring business. Just when the demand will start depends on weather conditions; and how keen the demand will be depends on business conditions. Undoubtedly, a great many buildings urgently require paint. The business is there, if only you can persuade owners that they are losing money by not painting.

Your paint campaign should be under way in March. Mail matter and newspaper advertising should be arranged in advance, and window trims can be outlined. Your prospect lists should be carefully revised; and key prospects personally interviewed early in the campaign. It helps a lot to clinch a few good paint sales right at the start, and this has to be done as a rule by personal work.

It's a good stunt to spend a little time training your salespeople to meet all the stock objections raised by paint prospects. Time and again I have seen a junior flounder helplessly in dealing with difficult prospects, and end by calling in an older salesman. This isn't good for the paint business, nor is it good for the junior.

One merchant has a pretty good plan of dealing with this condition. He gets his salespeople together, personates the paint objector, and puts it up to his helpers to evolve the arguments that will overcome his sales resistance. A few such practical sessions and the salespeople are in a far better position to meet selling emergencies.

Later in the season will come the demand for seeds and garden tools. It is usually worth while to show these lines in advance of the season. If you want any boxes of little green shoots to help out your gardening displays, start them about three weeks before you need them.

Sit down now and lay out your plans for the coming money. You may not be able to carry out your plans to the letter; but they will give you something definite to work from.

Victor Lauriston.



### Lines of Interest to Grand Rapids Council

A great many radio sets have been ineffective of late because of chatter which seems to hamper their style. The chatter may be explained because of the fact that the air has been quite heavily charged with it of late. We are surprised that some of the sets are not burned out entirely from the fireworks that has been prevalent in the air for the past week or so. The private war between some of our National figures has been moved out into the public arena so that all may witness just how the big shots get big. We surmise that when Hooie Long, Grouch Johnson and Windy Robinson get through their skunk fight they will all smell alike. We are wondering just how far the freedom of the air should be allotted for the assured serenity of National issues.

Kind Lady: And how would you like a nice chop?

Weary Tramp: Dat all depends, lady—is it lamb, pork or wood?

The runners-up in the primaries of last week have had their post mortems and have diagnosed their failures to the lack of interest at the polls. If we carefully diagnosed all our political ills we would find that failures of thousands to exercise their franchise is the chief cause. Usually the loudest yells come from those who failed to vote. The average voter who makes his guess, win or lose, says the least because he did his duty. It may be necessary to enact a law making it mandatory for every citizen of legal age to cast a ballot before we are able to clean out the undesirable who insists on getting his feet into the public pay trough.

A mother's love is greater than a wife's. His mother believes his lies.

An intensive state wide membership drive has been launched by the United Commercial Travelers. The movement is backed by the Grand Executive Committee and will be in charge of Grand Secretary Bradfield and State Director Guimond. This drive is in memory of the late Maurice Heuman, who served as Grand Secretary for seventeen years. Every application will bear the likeness of the late Secretary. This drive will continue through March and April. Twenty-five dollars will be distributed in first and second prizes to the winning councils. The council that scores the greatest numerical gain will be credited with one point for each and every council that trails it and the council that makes the greatest gain in percentage will be credited one point for each and every council it beats. The judges of the contest will be Grand Counselor A. F. Rockwell, Grand Secretary H. R. Bradfield and State Di-

rector A. G. Guimond. A lively contest is assured as a great amount of rivalry exists among the larger councils and between the Upper and Lower Peninsula councils. Every member is urged to get a member for the April meeting which will be held Saturday evening, April 6.

"John, I bought some sheets, pillow cases and blankets to-day. Shall I put them down in my budget as cover charge or overhead?"

It is rumored that the ladies will serve another supper at the next UCT meeting, April 6. The ladies have been so successful with their suppers in the past that they are anxious to tackle the mountain of work again. The April meeting will probably close the social activities until the September meeting so one more fine feed for the council will give the members something to think about during vacation. Every member should start inviting friends to this dinner as we understand an exceptional feed will be served for the small price of 35c per plate. This supper is not for members alone but anyone who is hungry and has 35c is welcome to come and stick his feet under an honest-to-goodness meal.

Councilor A. J. Feldhaus is now located in Detroit and his present address is the Lenex Hotel. He will be glad to hear from the boys and will extend a glad hand of fellowship to those who may have the opportunity to call on him.

Past Counselor B. C. Saxton has returned from Van Wert, Ohio, where he attended a sales meeting of his firm, the Universal Uniform Co. Salesmen from all over the country attended and reported a satisfactory business.

If you're there it's a party; if not, it's an orgy.

Mrs. Harry Nash, who has been confined to Butterworth hospital for several weeks, is reported as improving.

Mrs. John Millar has returned home after being confined to Butterworth hospital for several weeks. She is slowly recovering and expects to regain her normal health in the near future.

Mrs. A. F. Rockwell was called to Lansing last week because of the death of a cousin, Mrs. Chas. Holmes.

A little girl offered the following composition on anatomy: "Anatomy is the human body. It is divided into three separate parts, the head, the chest and the stummick. The head holds the skull and the brains if there is any; the chest holds the liver and the stummick holds the vowels, which are a, e, i, o, and u, and sometimes w and y."

Notgniklip.

### Spend and Be Spent

Ups and downs  
Downs and ups  
Merry-go-rounds  
Drinking cups  
Boards to punch  
Never win  
Sandwich lunch;  
Starting in  
More a slave  
Day by day  
Cut and shave,  
Every way  
What ado to get the dough  
Which we keep a-spendin' so.  
Charles A. Heath.

The manufacturer who recognizes that the customer is buying and that he is not selling has solved the enigma of merchandising.



## DRY GOODS

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

### Lamp Sales Up in Campaign

Manufacturers of medium and better price lamps have increased sales volume so far this year by 10 to 18 per cent, as a result of the current campaign for scientific lighting. Re-orders for lamps to fit specifications drawn up by electric bulb and lamp companies sponsoring the better lighting movement show that retail lamp promotions of the last two months were more successful than any similar events in three to four years. In addition to those directly connected with the campaign, companies producing glass, lamp hardware and wiring report improvements in sales volume traceable to the wider demand for better price lamps.

### Jobbers Curb Textile Orders

Further unsettlement in the primary dry goods market during the week again kept jobbers from placing any sizable volume of business. They re-ordered a few of the fast-moving wash fabrics, on which prices have held fairly steady and took some small quantities of staples for filling purposes. On other Spring lines, however, little business developed and the continued chaotic conditions in the Fall goods markets, such as underwear and blankets, prevented any contracts of importance from coming through. Retailers continued to take a fair amount of merchandise from jobbers but the volume was not as large as they would have liked to see.

### Handbag Volume is Gaining

Handbag volume is now increasing at retail, with the result that re-orders reaching the trade have been of good volume. Promotions have stressed styles for the unit vogue, with emphasis on navy strong and with much attention given red as a novelty color. Early promotions have given much attention to the higher price brackets, with bags retailing up to \$15 being featured. Volume promotions have been staged at levels from \$1.98 to \$4.98. The discount issue is still being fought, with manufacturers standing pat and retailers declaring they will push for revision of the code provision which put the discount at 2 per cent.

### Japanese Ship Hooked Rugs

Complaints that Japanese rug producers have shifted to the manufacture of another type of rug in order to circumvent the check placed upon rag imports by an NRA agreement made by domestic interests. They complain that hooked rugs made to undersell American products by margins of 20 to 40 per cent, and more are being shipped here in volume at present. Plans for future shipments, they hold, embrace a volume of exports which will undermine the market for domestic hooked rugs and affect other lines of domestic floor coverings as well. So far no formal complaint has been made

at Washington but such action is under consideration, manufacturers said.

### Blouses and Neckwear Do Well

Despite adverse weather conditions, the demand for blouses and neckwear has maintained a brisk pace. Blouse volume is running well ahead of a year ago at this time, with all indications being that sales during the next few weeks will set a pre-Easter record. The lines being shown are highly diversified, with tailored shirts and feminine silk types both selling. The ranges up to \$4.95 are in the volume classifications. Gilets at \$2.95 are also selling well in silks at the moment, with linen and cotton types coming in later. In neckwear, between-season sales have been aided by the tendency of women to freshen up their current dresses.

### Spring Writing Paper Call Off

A limited demand for Easter merchandise provides the only activity in the wholesale stationery market. Orders for regular goods and for sales merchandise for Spring promotions started to decline in volume about ten days ago and have been shrinking steadily in quantity ever since. Selling agents are unable to account for the present inactivity, pointing out that at this season of the year there is usually a strong call from all retailers for writing paper specialties. Manufacturers of greeting cards report that orders for Easter cards are running about even with last year's volume.

### Stores Try Red in Kitchen Tools

Seeking to arouse additional consumer interest in kitchenwares lines, large chain organizations are promoting articles decorated in red for current Spring demand. The promotions, which include every variety of kitchen utensil, are being tried out locally, and if successful, will be repeated in units all over the country. Every few years both chains and producers succeed in a drive for additional volume by popularizing some new shade or type of decoration for kitchenwares. Up to the present time cream, blue and light shades of green have been leading sellers.

### Color Trend Aids Accessories

Consumer demand for Spring accessories has continued to increase steadily. Earlier indications that colorful items would find favor have been amply confirmed, a conditions which always spells increased business in this type of merchandise. The trend is strongly away from blacks and browns to the light shades, a movement strongly emphasized by the continued popularity for chamois items. Blouses, neckwear, scarfs, gloves and hosiery are all active. While kid gloves will meet an active pre-Easter call, the outlook for fabric types is bright. Lighter weight two-thread hosiery is gaining.

### February Shoe Output Lower

In contrast to last year's trend, shoe production slumped in February, according to preliminary estimates. Output was figured at about 27,000,000 pairs, as against an estimated 30,000,000 pairs in the preceding month. The two months' total is slightly above that of last year. In January, 1934, actual pro-

duction amounted to 26,042,000 pairs and in February to 30,533,000 pairs, a total of 56,575,000 pairs. The actual figures for the last two months will range between that of the corresponding period for 1934 and 57,000,000 pairs, it was thought yesterday.

### To Push Perfume for Easter

Manufacturers of perfume will make a greater play for volume during the Easter season this year than ever before. Through packaging their merchandise in special holiday containers and making up gift assortments with three to six odors to sell at a unit price, manufacturers here stated yesterday that they expect to popularize perfume to a greater extent as an Easter gift. The plans for promotions are being worked out by producers, in co-operation with retailers and wholesalers in various sections of the country.

### Coats Continue Ratio Gain

Coats are continuing to creep up in percentage relation to suits and, unless there is a sharp gain in suits shortly, the ratio of coat to suit sales may become equal earlier than was expected. New styles in coat lines are being added that are stimulating interest in this merchandise. Particular attention at present centers on new swagger styles in both sports and dress types and in lengths of 42 to 45 inches. Re-orders have reached manufacturers on more formal coats, particularly those featuring the so-called blouse back.

### Chinaware Buyers Again Active

Retailers re-ordered freely in the low-end chinaware market last week, replacing stocks sold in current promotions. Demand was confined largely

to dinner sets providing a service for four to six people. Merchandise in prices ranging from \$8.75 to \$15 was favored. Calls for regular goods for sale in April and May were smaller in volume than in previous weeks, but there was a noticeable trend to better grade sets. Both imported and domestic chinaware sets to sell at \$60 to \$70 were ordered for later delivery.

### Grace's Bonuses

Bonuses amounting to \$12,283,238 were paid to Eugene Grace, president of the Bethlehem Steel and Shipbuilding Corporation from 1917 to 1931, figures introduced at the Senate munitions inquiry showed. For the war years his bonuses amounted to \$3,669,756. Witness Grace opposed taking over of industry by the Government in war time. "The Government is not and cannot be an efficient manufacturer," he said. He believed stockholders would be willing to take a nominal return in time of war but opposed a 100 per cent. tax on companies making ships and munitions.

If we are to avoid the evils of serious inflation, America must wake up. Government expenditures must be drastically reduced, taxes increased, and vigorous measures must be taken looking toward an early balancing of our national budget. We are drifting in an inflation current. There are rapids below us. Every day we drift the current becomes stronger. Nothing but a right-about face and a powerful pulling on the oars of rigid economy and increasing taxes can take us out of the current and save us from the inflation rapids.

## WHOLESALE LENOLEUM, CARPETS AND RUGS

Distributors of  
**ARMSTRONG'S LINOLEUM**  
Same Day Shippers Instant Service  
**YEAKEY-SCRIPPS, Inc.**  
160 LOUIS STREET GRAND RAPIDS, MICH.

For PROMPT service and ECONOMY'S Sake  
Against FIRE and WINDSTORM Hazards

Insure with

The GRAND RAPIDS Merchants Mutual Fire Insurance Co.

Affiliated with

THE MICHIGAN RETAIL DRY GOODS ASSOCIATION

320 HOUSEMAN BLDG.

GRAND RAPIDS, MICH.

## GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

## HOTEL DEPARTMENT

### Interesting Points From Land of Setting Sun

Los Angeles, March 9—Earl Thornton, well-known to the Michigan craft on account of his management of the LaSalle and Great Northern Hotels, Chicago, for many years, and who retired from the Great Northern several weeks ago, is to be the head of a large operating company, under his own name, in that city, operating several units of importance.

Priscilla Inn, Detroit's first hotel exclusively for women, celebrated its coming of age last month with a dinner and entertainment on the twenty-first anniversary of its founding. The two managers who opened the hotel, Mrs. E. Lyle Hoeger and Miss Alice B. Hanchett, are the managers to-day.

The exemption of food stuffs from the 3 per cent. retail tax of Michigan is in a fair way of being accomplished by an administration measure introduced in the Legislature recently, with the approval of Governor Fitzgerald. If the measure is adopted, the fight of hotel interests against having to pay the tax on employees' meals even when counted as a part of their compensation will be automatically settled.

Russell O'Conke, manager of the Michigan Hotel, Toledo, who enjoys an extensive acquaintance with the actual Michigan fraternity, has gone to Akron, Ohio, and will henceforth be the manager of Hotel Portage, one of the pretentious hotels of the latter city. He is a former secretary-treasurer of the Toledo Hotel Association. Also Smith Welsh, Toledo, whom we all know, former operator of Hotel Boody, in that city, is now at the executive head of the Smith Welsh Hotels, Inc., which has taken over operation of the Waldorf property, with its 1,000 rooms, on a 15 year lease.

President Thomas D. Green, of the American Hotel Association, at a recent meeting of the organization in New York, gave an outline of his work in the adjustment of the NRA problem: "In view of President Roosevelt's message leaving to Congress the task of determining the future form and policy of NRA without himself 'furnishing anything like a precise draft of legislation,' I respectfully urge for the sake of the orderly and unrestrained reconstruction of the hotel business, which has been severely hampered by NRA as well as by other natural causes that peculiarly affect this business, that the functions of so-called compliance boards, with their wide latitude for possible intimidation, be suspended by executive order pending the final determination of Congress, which it is announced will follow a thorough study of the situation as recommended by the President. It will probably be arranged to allow our association representatives to appear before the Congressional committee to present facts in the situation as they apply to hotels, which as repeatedly advanced by us are not an industry but a domestic service doing a strictly intra-state business and therefore not now or at any time ever eligible for application of NRA regulations governing manufacturing industries. We welcome the opportunity offered by our President to present the facts before a fair and unbiased-tribunal."

Walter L. Jeffrey, for the past five years a member of the sales promotion department of Kelvinator Corporation, who had much to do with the introduction of refrigeration in Michigan hotels and catering establishments, has been named manager of a newly formed operations division of the company's

advertising and sales promotion department.

President Stead, head of the Hotel Greeters of America stresses the fact that in the communities where Greeterism is strongest he has found greater courtesy and co-operation on the part of the staff. He points out that with the spirit of unrest abroad in the land, the fine co-operative spirit of Greeterism should be recognized in the appointment and promotion of Greeters wherever possible. He also urges that the operators of hotels not only favor affiliation of their front office men with the Greeters' organization, but insist upon it.

The Greeters of America have a wonderful home, at Denver, and are constantly on the qui vive to secure funds for the maintenance of same. Michigan, with two of the strongest charters in the organization—Detroit and Grand Rapids—is always active in doing its bit toward this worthy enterprise. My knowledge of conditions in Michigan warrants me in predicting that her part will be accomplished.

Some hotel operators contend that the average hotel guest does not want a home atmosphere when he is traveling—that he has a surfeit of same when he is off the road. Experience, however, develops the fact that the hotel which offers the maximum in this direction carries off the sweepstakes. It may be that the guest's home environment is not the real blown-in-the-bottle variety which his ancestry enjoyed.

One of the very newest of New York hotels announced at its opening that "tipping" of employees would not be countenanced, but after two months abandoned the scheme as impractical. Beyond a certain point it is pretty difficult to tell the American traveler (the European variety is already inured to it) just what he should do in the premises. The opinion is becoming prevalent that the matter will have to rest largely with the guest who is really responsible for the custom.

Figures have been produced which indicate that \$350,000,000 were disbursed at drug store lunch counters during 1934. I have before stated that while figures may not actually be guilty of absolute falsehood, they sometimes get out of alignment. If, however, the statement is true, there ought to be some satisfaction in the knowledge that general health conditions, which make it possible for high-stoolers to consume all that grub, are preferable to spending all that sum for physic. Rapidity in the consumption of food is in keeping with almost every other modernized condition. People nowadays seem to be eating to live, rather than hanging around to participate in social amenities. If they will not patronize your dining room, why not give them quick lunches. The final solution of the whole problem will be the perfection of the food tablet, and then we can all partake of nourishment without missing a stroke.

It would help some to have the income tax reduced; but it would be of still greater help if the meek and humble taxpayer were not always put in the light of a criminal caught in the act of crawling into a bank vault. Of all the pestiferous, annoying and objectionable duties that fall to the lot of a citizen, the payment of income taxes is the worst. Any other kind of a bill is actually presented; you pay and get a receipt, and that is the end of it. An income tax hangs over your head like a bad conscience.

A local newspaper asserts that there are an average of two bank hold-ups a day in the City of the Angels and wonders why. Just so long as bank funds

are protected by insurance, just so long will these institutions continue the practice of placing all their available cash on exhibition in paying tellers' cages. Hence hold-ups. In Texas the bankers pay less attention to insurance and more to exterminating this type of malefactors. They pay \$5,000 for the robber alive or on presentation of his scalp at the box-office. Here they don't even agitate the notion of indemnity for the families of deceased paying tells and other officials bumped off in the line of duty.

A growing maple tree is said by expert to throw off more moisture than a forty-acre lake. Seven-eighths is pumped up by the roots from the depths and discharged into the atmosphere. I have never looked at it in this light, supposing that an old theory of timber retarding the running off of moisture was correct. However, it is not so difficult to understand why trees and rainfall go together. The Gobi Desert was once heavily wooded and supported a mighty people. Mesopotamia is credited with a like history, but the land was denuded of trees and today weird sand and dunes shift in the desert winds. It is claimed that when the Pilgrims landed in America, we had 822,000,000 acres of virgin forest. Whether this was true or not may be a matter of conjecture, but a lot of us remember when Michigan, Wisconsin and several other of the so-called Middle States were covered with a dense growth of heavy timber. In Michigan we were told that it was sufficient to keep the lumber industry going for 500 years. Reforestation may be carried on successfully in Michigan and it should

### Store, Office and Restaurant Equipment

**G.R.STORE FIXTURE CO.**  
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### WESTERN HOTEL

BIG RAPIDS, MICH.

Modern Rooms Now Well Heated  
WILL F. JENKINS, Owner and Operator  
"Back on the Job"

### CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

ALL GOOD ROADS LEAD TO IONIA AND

### THE REED INN

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

### New Hotel Elliott

STURGIS, MICH.

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

### Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

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

### Hotel and Restaurant Equipment

Glassware, China, Silverware

### H. LEONARD & SONS

38-44 Fulton St., W.  
GRAND RAPIDS - MICHIGAN

### Warm Friend Tavern

Holland, Mich.

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

W. H. LILLARD, Manager

### The MORTON

400 ROOMS EACH  
WITH BATH

\$1.50 up

Grand Rapids' Friendly Hotel  
Phil Jordan, Manager

### THE ROWE

GRAND RAPIDS

The Most Popular Hotel  
in Western Michigan

300 ROOMS — SHOWERS  
SERVIDOR

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

### An Entire City Block of Hospitality



### Have You Seen Our New

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

### Pantlind

GRAND RAPIDS

750 ROOMS \$2 UP



be made compulsory, the same as it is in Germany where one-third of the entire domain is kept in forests, and no single tree is allowed to be removed without governmental authority. This thought comes to me through the announcement that the harbor of San Pedro (Los Angeles) alone imports more lumber than any port on earth and at the same time we are told of enormous payments made to Canada each year for print paper used in this Nation, all the product of timber. California, but a short time ago, accredited with enormous timber resources, has very little left—not much more than Michigan. But in the face of possible disaster in the near future, millions of young timber producing trees are each year destroyed for Christmas decorations. The Sahara is bordered by three oceans and yet is the greatest desert on earth. It takes something besides adjacent bodies of water to create rainfall, as the people of California fully realize at the present writing.

An electrical broiler with exceptional new features, making it especially adapted to hotel, restaurant and lunch counter service, is on exhibition here at a hotel supply house, and I presume it is being introduced in other parts of the country. It has two vertical heating elements by means of which both sides of the steaks or chops are broiled at once, thus reducing the time required for such operation by one-half. All smoke and odor are eliminated by a simple contrivance, and in use of space it is also economical, being but twenty-one inches high and occupying a space of eleven by thirteen inches. Also it is quite economical in the use of electric current. The processes of broiling are invoked for the main purpose of preserving the juices of steaks and I can easily understand how the broiling of both sides of the steak simultaneously will add to the attainment of such a result.

The Hotel Red Book, the official directory of the craft, for many years invoked nothing but trouble for its publishers. It was always a losing game. Several years ago the American Hotel Association had a chance to make a gamble and took it over. It is said to be landing a very handsome profit each year to the Association. Shows what may be done with proper organization. Now if this same organization can do something to regulate the overbuilding of hotel projects they might easily be rated in the magician class.

A hotel operator of my acquaintance told me once that the rules of failure are very well defined; hence one should profit by the mistakes of the other fellow. But how is he going to reconcile the facts that what may mean success in one man's hands turns to failure in another's? The old rule of unwillingness to profit by the experience of others holds just as good in hotel affairs as it does in any other line of business. Frank S. Verbeck.

#### Cheaper Shirred Sweaters Out

In an effort to bring the popular shirred-back sweaters into a lower-price line, mills have introduced numbers which contain the shirring but lack the slide fasteners and patch pockets of the more expensive ranges. While previously the best that could be done on these styles included numbers to retail at \$3.95, the new offerings will sell at \$2.95 and are expected to have a wide vogue, it was said.

Any radio can be converted into a radio-phonograph with a new adaptor, consisting of an electric turntable and pick-up. Housed in a compact chest, it is linked to the radio by two wires, can be operated at a distance from it.

#### MEN OF MARK

##### R. J. Hogan, Manager of Sherwood Hall & Co.

Romaine G. Hogan was born in Elk Rapids, Sept. 17, 1905. His father, Thos. J. Hogan, has been in the grocery business at Elk Rapids for the past thirty-five years.

Romaine attended the public schools of Elk Rapids, graduating from the high school on the literary course. He then spent four years at Alma, where he graduated on the literary course with the class of 1928. The following year he entered the employ of the Grand Rapids Store Equipment Co., traveling from coast to coast in handling constructive work for the next six years. He recently retired from that employment to take the management of Sherwood Hall & Co., which has been in existence in this market for the past seventy years.

Mr. Hogan was married Dec. 26, 1932, to Miss Helen Kempf, daughter of the late Emil Kempf, of Fremont. They reside in Morris Manor.

Mr. Hogan joined the Presbyterian church while he was at Alma and contemplates a transfer to one of the Presbyterian churches in Grand Rapids in the near future. He has no fraternal relations. He owns up to a liking for trout fishing and golf playing.

Mr. Hogan is a man of pleasant address who evidently finds it easy to make and retain friends. He is a hard worker and a good planner and insists on increasing the volume of any business he espouses. He enters the service of the Sherwood Hall Co. at a time when his energy and vision should result in a large increase in the volume and a corresponding increase in the profits.

##### Strong Plea for the Greenville Plan

The recent decision of the state Supreme Court should bring hope and encouragement to every independent merchant in this state. After several years of struggle against the depression and inroads of chain store and mail-order corporations, the highest state court has rendered a decision upholding the rights of the people to regulate their own affairs and impose such a tax as their legislature desires upon local as well as outside corporations, which are obsessed with greed and a desire to hog the business of the community, state and Nation. The Supreme Court certainly took its time to arrive at this decision and nearly everyone lost hope of it sustaining the law. The big chain corporations were almost certain the decision would favor them, so they never paid any of the tax imposed by the law, so now they will have to settle with the state treasurer to the tune of about one and a half millions of dollars, which will certainly help our financial situation. This will be no more than the smaller merchants have been doing who have two or more places of business.

This decision is a victory for the independent merchants, for they spent both time and money to get this law enacted, which can in no way be construed as class legislation, as it is a benefit to every citizen in the state. There is no drain or loss to the people

of this state equal to that imposed by the greedy chain store and mail-order corporations. This great robber system blights every village, town and city where it locates. We have but to investigate this charge with a business survey over the state and we find it is true. Many towns and cities have lost over one-half of the profits on trade, which are removed and benefit only distant stockholders. The profit on trade is the life blood of business and always will be, and no community can expect to again see prosperity as long as this condition continues.

The drainage of money by the big chain corporations will go on, even if they pay the special tax now imposed. What they will pay into the state treasury will be but a trifle compared with the profit on the trade they receive. Now is the time to take the next step forward and push through the legislature an amendment to the present chain store tax law, raising the rates as suggested in the proposed Van Wormer-Clark bill. If the people are going to stand by Michigan business interests, why not be one hundred per cent. loyal and outlaw the big corporations which have done so much to impoverish the state? There will never come good times until business can earn a profit, and the earlier this is understood the better it will be for all of us. When business can only earn a living, there is no money to spend for many other needed things. One thing is certain. We cannot have prosperity on low prices, the bait thrown out by the big corporations to fool the people and destroy small business, so monopolies can get it all.

There are many indications that show the people are beginning to awaken. They begin to realize that the claims of big business have not brought them prosperity, nor can they expect it unless they are willing to fight for it. That is absolutely the only way out and it is an honorable battle to protect human liberty and justice. Every chamber of commerce, board of trade and business organization throughout the state should become active in supporting an amendment to the present chain store tax law. There should be no half way measures adopted. They should demand a clean sweep, and if they are not already familiar with the chain store tax bill adopted by the independent business

men and women of Greenville, they should write the secretary of that active organization.

E. B. Stebbins.

#### International Factors Unsettle Wheat

Unsettled conditions are expected in the domestic wheat markets during the next few weeks, owing chiefly to international factors. Although the actual volume of wheat imports has been relatively small as compared to total requirements, the shipments are likely to influence buyers psychologically.

Indifference of European buyers to lower wheat offerings during the past few weeks has been a matter of concern to traders.

With ample supplies offered by France and the Argentine at prices much lower than those ruling at Winnipeg, fears over the Canadian surplus grow. Reassurance from the manager of the wheat pool in Canada that this surplus would be reduced sharply has not sounded convincing, especially since Liverpool prices are now at the lowest levels of the season.

The increased movement of Australian grain to Oriental countries has provided some hope for enlarged Canadian exports. However, it is felt that a substantial reduction in the spread between the Winnipeg and the world price must be affected to insure a sufficient movement of Canadian grain to reduce the carryover in the Dominion to more manageable proportions.

#### The Day of Man

The day is done  
And passed on to oblivion;  
It came at dawn  
A very fawn  
Of timid light  
Against the darkness of the night;  
Yet fear was strength  
To prove at length  
That sunbeams store  
The glory of a conqueror.—  
Nor less is man  
Since dawn began  
He slowly rises from his birth  
To subjugate his Mother Earth.  
Charles A. Heath.

A recently developed, automatic device for show windows, animated displays, etc., mechanically controls one to 20 electrical circuits, provides phonographic voice and sound effects synchronized with the lights and movements which the circuits actuate.

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

**Finnish Mutual Fire Insurance Company**  
CALUMET . . . . . MICHIGAN

## DRUGS

### Michigan Board of Pharmacy

President—M. N. Henry, Lowell.  
Vice-President—Norman A. Weess, Ewart.

Other members of the Board—Frank T. Gillespie, St. Joseph; Victor C. Piaskowski, Detroit; Earl Durham, Corunna.

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, Pennville.

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, Pennville.

### Trade Board Head Assails Drug Bill

Strong opposition to transferring control of food, drug and cosmetic advertising to the Department of Agriculture was voiced March 8 by Edwin L. Davis, Federal Trade Commission chairman, appearing before a Senate Commerce subcommittee's hearing on the Copeland bill.

He advocated a measure to let the commission proceed with "greater efficiency and economy" and added that to pass the Copeland bill would deprive the commission of part of its present jurisdiction and make it necessary for the Department of Agriculture to set up a duplicate agency in the Food and Drug Administration.

For nearly twenty years the Trade Commission has been handling questions of false and misleading advertising in thousands of cases, Mr. Davis stated. Its jurisdiction covers all forms of advertising and commodities, he explained.

He said that 70 per cent. of the unfair competition cases coming before the body involved some form of false and misleading advertisement and that 20 per cent. of these concerned foods and drugs.

Senator Copeland, who was present although not a committee member, complimented the commission and said that his measure did not seek to interfere with normal operation of that agency.

Mr. Davis, however, insisted that the proposal would merely duplicate Trade Commission work. The courts had held, he said, that false and misleading advertising was an unfair method of competition and therefore it was under the commission's wing.

Senator Clark, subcommittee chairman, pointed to assertions by witnesses that the commission lacked an adequate technical staff to cope with the problems involved. Mr. Davis answered that Food and Drug Administration experts could be called in, as they now are, to aid the Trade Commission.

Objection to the bill was voiced by Elisha Hanson, attorney for the American Newspaper Publishers Association.

"Assuming, for the purpose of argument, that the present Federal Food and Drugs Act should be strengthened," Mr. Hanson said "then the question before you is: How best to strengthen it?"

"If it be your purpose to permit the manufacture and sale of foods, drugs and cosmetics which are not injurious to the public health, and which are of benefit to the public generally, then in my opinion if you should approve of this measure you will defeat your own purpose."

Mr. Hanson declared that one section of the bill was "most offensive."

"It provides an extreme penalty for the refusal by a publisher of information requested by an officer or an employee of an administrative department of the government," he said.

"There is nothing like it that I have been able to find in any particular law, and when read in consideration with the provisions of another section, it would make it practically impossible for any publisher in the United States to accept any food, drug or cosmetic advertising without facing squarely into the doors of a jail."

"There is already ample law on the statutes to take care of any offense which relates to false advertising. The Federal Trade Commission Act makes false advertising, injurious to a competitor, illegal, and the commission is empowered under the act creating it to prevent the dissemination of such false and fraudulent advertising."

Dr. William C. Woodward, of the American Medical Association, said he hoped that the matter of advertising would be with the Department of Agriculture, although, he went on, the Trade Commission had "done a magnificent job until its hands were tied by the courts."

### Proceedings of the Grand Rapids Bankruptcy Court.

(Continued from page 3)

A. B. Morse & Co., St. Joseph.	1,933.33
Frank L. Engel, Chicago.	1,537.78
Wisconsin Box Co., Wausau.	887.46
L. J. Rambo, Bridgman.	285.00
Benjamin Chase Co., Derry, N. H.	96.96
Zachman's Pear Nursery, Rogers, Minn.	100.00
Chase Bag Co., Goshen, Ind.	153.44
Roy H. Liskey, St. Joseph.	125.00
Brigman Supply Co., Bridgman.	340.00
Wisconsin Moss Co., Wisconsin Rapids, Wis.	188.00
Twin City Business College, Benton Harbor.	100.00
F. C. Stahelin & Son Nurseries, Bridgman.	110.00
General Motors Accept. Corp., South Bend.	135.45
Brown Paper Goods Co., Chicago.	100.00
John Woods & Son, New Troy.	75.00
Adolf Spitzer, Bridgman.	50.00
Theisen Clemens Co., St. Joseph.	35.00
Baroda Coal & Lumber Co., Baroda.	20.20
Citizens Telephone Co., New Troy.	21.00
Charles P. Smith, Glendora.	20.00
Attorney R. E. Barr, St. Joseph.	30.00
W. R. Payne, Receiver, Benton Harbor.	1,000.00
Heko Envelope Co., Chicago.	500.00
Mrs. Helen B. Dass, Bridgman.	140.00

March 6. On this day the schedules, reference, and adjudication in the matter of Garrett Stoutmeyer, bankrupt No. 6128, were received. The bankrupt is located in Kalamazoo. The schedules show total assets of \$50 (all of which is claimed exempt), and total liabilities of \$3,030.39, listing the following creditors: Ferris Coffee & Nut Co., G. R., \$1,300.00; American Cereal Coffee Co., Chicago, 12.00; Ambrosia Chocolate Co., Milwaukee, 28.00; Sherman Brothers, Chicago, 90.00; Star Paper Co., Kalamazoo, 13.00; Fisher Bag Co., Port Wayne, 20.00; Doubleday Bros. & Co., Kalamazoo, 6.00; Mich. Bell Tel. Co., Kalamazoo, 15.00; Consumers Power Co., Kalamazoo, 15.00; F. N. Cooper, Kalamazoo, 250.00; James M. Wilson Agency, Inc., Kalamazoo, 40.00; Dr. E. Nibelink, Kalamazoo, 39.00; Ruster & Sons Grocery, Kalamazoo, 5.06; The Bell Jewelry, Kalamazoo, 8.00; Newonder Battery Service, Kalamazoo, 2.50; Kool-Knapper Co., Kalamazoo, 3.90.

Home Savings Bank, Kalamazoo	400.00
First Nat. Bank & Trust Co., Kalamazoo	300.00
Kalamazoo Industrial Bank	122.93
Marinus Clement, Kalamazoo	90.00
Mable Kloosterman, Kalamazoo	280.00

March 8. On this day the schedules, reference, and adjudication in the matter of Richard H. Loppentien, bankrupt No. 6130, were received. The bankrupt is a dry goods merchant of Hastings. The schedules show total assets of \$10,030.32, and total liabilities of \$4,497.56, listing the following creditors:	
City Treasurer, Hastings	\$ 307.61
Hendershott Estate, Hastings	295.00
Hastings City Bank	1,000.00
Hastings National Bank	2,170.00
Newton Annis Furs, Detroit	22.06
Abel, Bach, Inc., Milwaukee	17.79
Banner Office, Hastings	32.25
Betty Brown Co., Peoria, Ill.	29.60
Abraham Bartwick, N. Y. City	67.50
Collingbourne Mills, Inc., Elgin, Ill.	4.91
Consumers Power Co., Hastings	17.42
C. J. Farley Co., G. R.	72.91
Hood Rubber Co., Chicago	15.63
J. K. Fammernan & Son, Chicago	18.80
Hospital Specialty Co., Cleveland	33.81
Hillier Bros., New York City	150.00
Middleton Mfg. Co., Milwaukee	18.00
McCall Co., N. Y. City	32.13
John O. Loughlin, Boston	49.73
Van Wagener Sager, Syracuse, N. Y.	33.81
C. H. Osborn Co., Kalamazoo	119.84
J. W. Hoefgen, Hawthorne, N. J.	5.25
Lorraine Mfg. Co., Grand Haven	2.98
Marvel Products Co., Owosso	3.00
The New York Pattern Co., N. Y. City	2.71

Mar. 8.—On this day first meeting of creditors in the matter of Anderson Manufacturing Co., Inc., bankrupt No. 6100, was held. The bankrupt was present by John H. Klok, president, and D. H. Fitzsimmons, secretary, and represented by Travis, Merrick, Johnson & McCobb, attorneys. Certain creditors were present in person and Hilding & Baker, attorneys, were present on behalf of Barton Furniture Co., reclamation petitioner. Fred G. Timmer, of Grand Rapids was elected trustee, with bond of \$500. John H. Klok and D. H. Fitzsimmons were each sworn and examined before a reporter. The meeting then adjourned without date.

In the matter of William H. Fredericks, doing business as Fredericks Pharmacy, bankrupt No. 6069, first meeting of creditors was held March 8, at which time the bankrupt was present and represented by Warner, Norcross & Judd, attorneys. Fred G. Timmer, receiver, was present in person. Certain creditors were present in person and George B. Kingston and H. W. Pearman were present on behalf of creditors. William H. Fredericks was sworn and examined before a reporter. Fred G. Timmer, of Grand Rapids, was elected trustee and his bond fixed at \$1,000. The meeting then adjourned without date.

When I don't know whether to fight or not, I always fight.

Pluck brings luck.

## Business Reaction and Commodity Prices

A reactionary trend in business activity threatens to cause some weakness in commodity prices for the near future. Earlier predictions of firm to higher prices for both manufactured goods and raw materials may thus prove unfounded.

Renewed weakness in sterling will have a depressing effect on commodities with an international market. Prevalence of "hand-to-mouth" buying policies has softened prices in several industries, particularly wholesale textile markets. Weakening of codes is another factor making for lower prices.

On the other hand, cost advances such as that contemplated in the Guffey coal bill and inflationary measures like the cash bonus, may cause increases in particular prices outside the food field, where short supplies seem to assure higher prices regardless of other factors.

### Beauty Lotion Made of Turtle Oil

One cosmetic manufacturer, in its claims for turtle oil face cream became too enthusiastic to suit the Federal Trade Commission. Turtle oil is used alone or in combination as a skin treatment.

The Commission thought it was smearing it on a little too thick to claim for a cream made with the oil that it would do such things as "penetrate and nourish the skin, remove or reduce lines or wrinkles, build up sagging muscles or underlying flesh and rejuvenate the skin." Not even oil from a contented turtle could do that much.

As a result, an order to desist was handed down.

## SEASONABLE ITEMS

### SEED DISINFECTANTS

CERESAN DuBAY No. 738 SEMESAN BELL NU-GREEN

### INSECTICIDES

PARIS GREEN LIME and SULPHUR ARSENATE of LEAD  
ARSENATE of CALCIUM BORDEAUX MIXTURE  
COPERCARB OXO BORDEAUX  
SPONGES CHAMOIS SKINS POLISHES  
PICNIC SUPPLIES WAXES CLEANERS

### PAINT BRUSHES—VARNISH BRUSHES

BATHING CAPS BATHING SUITS and SHOES  
SODA FOUNTAINS and SUPPLIES  
PAINTS ENAMELS LACQUERS VARNISHES OILS  
TURPENTINE MOTH DESTROYER  
RUBBER BALLS BASE BALLS MARBLES  
GOLF SUPPLIES CAMERAS and FILMS PLAY GROUND  
and INDOOR BALLS and CLUBS  
ANT ROACH BEDBUG RAT MICE MOSQUITO  
LICE FLEE TICK KILLERS, ETC.

Our prices are right and stock 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			No. 1, lb.			17 @ 25			
Acetic, No. 8, lb.	06 @	10	Arnica, lb.	50 @	55	NAPHTHALINE			Powd., lb.			19 @ 27
Boric, Powd., or Xtal., lb.	07 1/2 @	20	Chamomile	60 @	70	Balls, lb.	08 1/2 @	15	Gran., lb.	32 @	40	
Carbolic, Xtal., lb.	36 @	43	German, lb.	60 @	70	Flake, lb.	08 1/2 @	15	Iodide, lb.	1 38 @	2 04	
Citric, lb.	33 @	45	Roman, lb.	@ 1	40	NUTMEG			Pernanganate, lb.	30 @	50	
Muriatic, Com'l., lb.	02 1/2 @	10	Saffron	@ 75		Pound			Prussiate			
Nitric, lb.	10 @	15	American, lb.	@ 1 23		Powdered, lb.	@	40	Red, lb.	90 @	1 00	
Oxalic, lb.	15 @	26	Spanish, ozs.	@ 1 23		QUASSIA CHIPS			Yellow, lb.	50 @	60	
Sulphuric, lb.	03 1/2 @	10	FORMALDEHYDE, BULK			NUX VOMICA			Pound			25 @ 30
Tartaric, lb.	33 @	40	Pound	09 @	20	Powdered, lb.	15 @	25	Powd., lb.	35 @	40	
ALCOHOL			FULLER'S EARTH			OIL ESSENTIAL			5 oz. cans, ozs.			@ 77
Denatured, No. 5, gal.	38 @	50	Powder, lb.	05 @	10	Almond			ROBIN			04 @ 15
Wood, gal.	50 @	60	GELATIN			Bit., true, ozs.	@	50	ROOT			
ALUM-POTASH, USP			Pound	55 @	65	Bit., art. ozs.	@	20	Aconite, Powd., lb.	@	90	
Lump, lb.	05 @	15	GLUE			Sweet, true, lbs.	1 40 @	2 00	Alkanet, lb.	35 @	40	
Powd. or Gra., lb.	05 1/2 @	16	Brok., Bro., lb.	20 @	30	Sweet, art., lbs.	75 @	1 20	Alkanet, Powd., lb.	@	50	
AMMONIA			Whit. Flake, lb.	15 @	25	Amber, crude, lb.	71 @	1 40	Belladonna, Powd., lb.	@	75	
Concentrated, lb.	06 @	18	White G'd., lb.	25 1/2 @	35	Amber, rect., lb.	1 30 @	2 00	Blood, Powd., lb.	35 @	45	
3-F, lb.	05 1/2 @	13	White AX light, lb.	25 @	40	Anise, lb.	1 10 @	1 60	Burdock, Powd., lb.	@	60	
Carbonate, lb.	23 @	30	Ribbon	42 1/2 @	50	Bergamot, lb.	4 00 @	4 25	Calamus, Bleached, Split and			
Muriate, Lp., lb.	18 @	30	GLYCERINE			Cajuput, lb.	1 50 @	2 00	Feel, lb.	@	75	
Muriate, Gra., lb.	07 1/2 @	15	Pound	19 @	45	Caraway S'd, lb.	3 50 @	4 00	Calamus, Ordinary, lb.	@	25	
Muriate, Po., lb.	22 @	35	GUM			Cassia, USP, lb.	2 15 @	2 20	Calamus, Powd., lb.	@	50	
ARSENIC			Aloes, Barbadoes,			Cedar Leaf, lb.	1 70 @	2 20	Elecampane, lb.	25 @	30	
Pound	07 @	20	so called, lb. gours.	35 @	45	Citronella, lb.	1 00 @	1 25	Gentian, Powd., lb.	17 1/2 @	30	
BALSAMS			Aloes, Socotrine, lb.	@ 75		Croton, lbs.	4 00 @	4 60	Ginger, African, Powd., lb.	16 @	25	
Copaiba, lb.	60 @	1 20	Powd., lb.	@ 75		Cubeb, lb.	4 25 @	4 80	Ginger, Jamaica, Lined, lb.	38 @	55	
Fir, Cana., lb.	2 00 @	2 40	Arabic, first, lb.	@ 75		Erigeron, lb.	2 70 @	3 35	Ginger, Jamaica, Powd., lb.	30 @	40	
Fir, Oreg., lb.	50 @	1 00	Arabic, sorts, lb.	17 @	25	Eucalytus, lb.	35 @	1 20	Goldenseal, Powd., lb.	1 75 @	2 00	
Peru, lb.	4 00 @	4 60	Arabic, Gran., lb.	25 @	35	Fennel	2 25 @	2 60	Helebre, White, Powd., lb.	20 @	30	
Tolu, lb.	1 50 @	1 80	Arabic, P'd, lb.	25 @	35	Hemlock, Pu., lb.	1 70 @	2 20	Indian Turnip, Powd., lb.	@	50	
BARKS			Asafoetida, lb.	47 @	50	Hemlock, Com., lb.	1 00 @	1 25	Ipecac, Powd., lb.	3 00 @	3 60	
Cassia			Asafoetida, Po., lb.	@ 70		Juniper Ber., lb.	3 00 @	3 20	Licorice, lb.	30 @	35	
Ordinary, lb.	@	20	Guaiac, lb.	@ 60		Juniper W'd, lb.	1 50 @	1 75	Licorice, Powd., lb.	15 @	25	
Ordinary, Po., lb.	20 @	30	Guaiac, powd.	@ 65		Lav. Flow., lb.	6 00 @	6 40	Mandrake, Powd., lb.	@	40	
Saigon, lb.	40 @	45	Kino, lb.	@ 1 00		Lav. Gard., lb.	1 25 @	1 50	Marshmallow, Cut, lb.	@	50	
Saigon, Po., lb.	50 @	60	Kino, powd., lb.	@ 1 25		Lemon, lb.	2 15 @	2 60	Marshmallow, Powd., lb.	@	60	
Elm., lb.	40 @	45	Myrrh, lb.	@ 60		Mustard, true, ozs.	@	1 25	Orris, lb.	@	35	
Elm, Powd., lb.	38 @	45	Myrrh, Pow., lb.	@ 75		Mustard, art. ozs.	@	1 25	Orris, Powd., lb.	40 @	45	
Elm, G'd, lb.	38 @	45	Shellac, Orange, lb.	42 @	50	Orange, Sw., lb.	3 00 @	3 25	Orris, Fingers, lb.	@	1 75	
Sassafras (P'd lb. 50)	@	45	Shellac, white (bone dr'd) lb.	45 @	56	Origanum, art. lb.	1 00 @	1 20	Pink, Powd., lb.	1 50 @	2 25	
Sassafras, cut, lb.	20 @	30	Tragacanth			Pennyroyal, lb.	2 75 @	3 20	Poke, Powd., lb.	@	30	
Scaptree, Po., lb.	35 @	40	No. 1, bbls.	1 75 @	2 00	Peppermint, lb.	5 50 @	6 00	Rhubarb, lb.	@	30	
BERRIES			No. 2, lbs.	1 50 @	1 75	Rose, dr.	2 50 @	2 50	Rhubarb, Powd., lb.	@	60	
Cubeb, lb.	@	75	Pow., lb.	1 00 @	1 25	Rose, Geran., ozs.	1 00 @	1 50	Sarsaparilla (Honduras, cut)	1 20 @	1 20	
Cubeb, Po., lb.	@	80	HONEY			Rosemary Flowers, lb.	1 00 @	1 50	Sarsaparilla, Med., Cut, lb.	@	50	
Juniper, lb.	10 @	20	Pound	25 @	40	Sandalwood			Squills, Powd., lb.	42 @	30	
BLUE VITRIOL			1/2s Loose, Pressed, lb.	@	75	E. I., lb.	8 00 @	8 50	Tumeric, Powd., lb.	15 @	25	
Pound	06 @	15	HYDROGEN PEROXIDE			W. I., lb.	4 50 @	4 75	Valerian, Powd., lb.	@	50	
BORAX			Pound, gross	27 00 @	29 00	Sassafras			SAL			
P'd or Xtal, lb.	06 @	13	1/2 lb., gross	17 00 @	18 00	True, lb.	1 90 @	2 40	Epsom, lb.	03 1/2 @	10	
BRIMSTONE			1/2 lb., gross	11 00 @	11 50	Syn., lb.	1 00 @	1 40	Glaubers			
Pound	04 @	10	INDIGO			Spearmint, lb.	3 50 @	4 00	Lump, lb.	03 @	10	
CAMPHOR			Madras, lb.	2 00 @	2 25	Tansy, lb.	3 50 @	4 00	Gran., lb.	03 1/2 @	10	
Pound	72 @	85	INSECT POWDER			Thyme, Red, lb.	1 75 @	2 40	Nitre			
CANTHARIDES			Pure, lb.	31 @	41	Thyme, Whi., lb.	2 00 @	2 60	Xtal. or Powd.	10 @	20	
Russian, Powd.	@	4 50	LEAD ACETATE			Wintergreen			Gran., lb.	09 @	20	
Chinese, Powd.	@	2 00	Xtal, lb.	17 @	25	Leaf, true, lb.	5 60 @	6 00	Rochelle, lb.	17 @	30	
CHALK			Powd. and Gran.	25 @	35	Birch, lb.	4 00 @	4 60	Soda, lb.	02 1/2 @	08	
Crayons			LICORICE			Syn.	75 @	1 20	SEED			
White, dozen	@	2 60	Extracts, sticks, per box.	1 50 @	2 00	Wormseed, lb.	3 50 @	4 00	Anise, lb.	40 @	45	
Dustless, dozen	@	6 00	Lozenges, lb.	40 @	50	Wormwood, lb.	5 50 @	6 00	Canary, Recleaned, lb.	10 @	16	
French Powder, Coml., lb.	03 1/2 @	10	Wafers, (24s) box	@	1 50	OILS HEAVY			Cardamon, Bleached, lb.	@	2 00	
Precipitated, lb.	12 @	15	LEAVES			Castor, gal.	1 45 @	1 60	Caraway, Dutch, lb.	25 @	30	
Prepared, lb.	14 @	16	Buchu, lb., short	@	70	Cocanut, lb.	22 1/2 @	35	Celery, lb.	@	1 10	
White, lump, lb.	03 @	10	Buchu, P'd, lb.	@	75	Cod Liver, Norwegian, gal.	1 20 @	1 50	Colchicum, Powd., lb.	@	2 00	
CAPSICUM			Buchu, bulk, lb.	25 @	30	Cot. Seed, gal.	1 55 @	1 65	Coriander, lb.	15 @	25	
Pods, lb.	60 @	70	Sage, bulk, lb.	@	40	Lard, ex., gal.	1 55 @	1 65	Fennel, lb.	30 @	40	
Powder, lb.	62 @	75	Sage, loose pressed, 1/4s, lb.	@	40	Lard, No. 1, gal.	1 25 @	1 40	Flax, Whole, lb.	06 1/2 @	15	
CLOVES			Sage, ounces	@	85	Linseed, raw, gal.	77 @	92	Flax, Ground, lb.	06 1/2 @	15	
Whole, lb.	30 @	40	Sage, P'd and Grd.	@	35	Linseed, boil., gal.	80 @	95	Hemp, Recleaned, lb.	08 @	15	
Powdered, lb.	35 @	45	Senna			Neatsfoot, extra, gal.	80 @	1 00	Lobelia, Powd., lb.	@	85	
COCAINE			Alexandria, lb.	35 @	40	Olive			Mustard, Black, lb.	17 1/2 @	25	
Ounce	13 75 @	15 40	Tinnevelia, lb.	25 @	40	Malaga, gal.	2 00 @	2 50	Mustard, White, lb.	15 @	25	
COPPERAS			Powd., lb.	25 @	35	Pure, gal.	3 00 @	5 00	Poppy, Blue, lb.	20 @	25	
Xtal, lb.	03 1/2 @	10	Uva Ursi, lb.	@	31	Sperm, gal.	1 25 @	1 50	Quince, lb.	1 00 @	1 25	
Powdered, lb.	04 @	15	Uva Ursi, P'd, lb.	@	45	Tanner, gal.	75 @	90	Rape, lb.	@	15	
CREAM TARTAR			LIME			Tar, gal.	50 @	65	Sabadilla, Powd., lb.	45 @	55	
Pound	25 @	38	Chloride, med., dz.	@	85	Whale, gal.	@	2 00	Sunflower, lb.	11 @	20	
CUTTLEBONE			Chloride, large, dz.	@	1 45	OPIUM			Worm, Levant, lb.	@	5 50	
Pound	40 @	50	LYCOPodium			Gum, ozs.	1 20		Worm, Levant, Powd.	@	5 75	
DEXTRINE			Pound	45 @	60	Gran., ozs.	1 30		SOAP			
Yellow Corn, lb.	06 1/2 @	15	MAGNESIA			PARAFFINE			Castile, Conti, White			
White Corn, lb.	07 @	15	Carb., 1/2s, lb.	@	30	Pound	06 1/2 @	15	Box			
EXTRACT			Carb., 1/4s, lb.	@	32	Black, grd., lb.	25 @	35	Bar	@	15 75	
Witch Hazel, Yellow Lab., gal.	95 @	1 65	Carb., Powd., lb.	15 @	25	Red, grd., lb.	45 @	55	Powd.	50 @	55	
Licorice, P'd, lb.	50 @	60	Oxide, Hea., lb.	@	70	White, grd., lb.	40 @	55	SODA			
MERCURY			Oxide, light, lb.	@	75	PITCH BURGUNDY			Ash	03 @	10	
Pound	1 75 @	2 00	MENTHOL			Pound	20 @	25	Bicarbonate, lb.	03 1/2 @	10	
POTASSA			Pound	4 93 @	5 24	PETROLATUM			Caustic, Co'l., lb.	05 @	15	
Caustic, st'ks, lb.	69 @	1 04	MAGNESIA			Amber, Plain, lb.	12 @	17	Hyposulphite, lb.	05 @	10	
Liquor, lb.	@	40	Carb., 1/2s, lb.	@	30	Amber, Carb., lb.	17 @	22	Phosphate, lb.	23 @	28	
TURPENTINE			Carb., Powd., lb.	15 @	25	Cream Whi., lb.	17 @	22	Sulphite			
Gallons	66 @	81	Oxide, Hea., lb.	@	70	Lily White, lb.	20 @	25	Xtal., lb.	15 @	25	
TURPENTINE			Oxide, light, lb.	@	75	Snow White, lb.	22 @	27	Dry, Powd., lb.	12 1/2 @	20	
TURPENTINE			MENTHOL			PLASTER PARIS DENTAL			Silicate, Sol., gal.	40 @	60	
TURPENTINE			Pound	4 93 @	5 24	Barrels	@	5 75	SULPHUR			
TURPENTINE			Pound	1 75 @	2 00	Less, lb.	03 1/2 @	5 75	Light, lb.	04 1/2 @	10	
TURPENTINE			MERCURY			PEPPER			SYRUP			
TURPENTINE			Pound	1 75 @	2 00	Black, grd., lb.	25 @	35	Rock Candy, Gals.	70 @	85	
TURPENTINE			MERCURY			Red, grd., lb.	45 @	55	TAR			
TURPENTINE			MERCURY			White, grd., lb.	40 @	55	1/2 Pints, dozen	@	1 00	
TURPENTINE			MERCURY			PITCH BURGUNDY			Pints, dozen	@	1 50	
TURPENTINE			MERCURY			PETROLATUM			Quarts, dozen	@	2 75	
TURPENTINE			MERCURY			Amber, Plain, lb.	12 @	17	TURPENTINE			
TURPENTINE			MERCURY			Amber, Carb., lb.	17 @	22	Gallons	66 @	81	
TURPENTINE			MERCURY			Cream Whi., lb.	17 @	22	TURPENTINE			
TURPENTINE			MERCURY			Lily White, lb.	20 @	25	TURPENTINE			
TURPENTINE			MERCURY			Snow White, lb.	22 @	27	TURPENTINE			
TURPENTINE			MERCURY			PLASTER PARIS DENTAL			TURPENTINE			
TURPENTINE			MERCURY			Barrels	@	5 75	TURPENTINE			
TURPENTINE			MERCURY			Less, lb.	03 1/2 @	5 75	TURPENTINE			
TURPENTINE			MERCURY			PEPPER			TURPENTINE			
TURPENTINE			MERCURY			Black, grd., lb.	25 @	35	TURPENTINE			
TURPENTINE			MERCURY			Red, grd., lb.	45 @	55	TURPENTINE			
TURPENTINE			MERCURY			White, grd., lb.	40 @	55	TURPENTINE			
TURPENTINE			MERCURY			PITCH BURGUNDY			TURPENTINE			
TURPENTINE			MERCURY			Pound	20 @	25	TURPENTINE			
TURPENTINE			MERCURY			PETROLATUM			TURPENTINE			
TURPENTINE			MERCURY			Amber, Plain, lb.	12 @	17	TURPENTINE			
TURPENTINE			MERCURY			Amber, Carb., lb.	17 @	22	TURPENTINE			
TURPENTINE			MERCURY			Cream Whi., lb.	17 @	22	TURPENTINE			
TURPENTINE			MERCURY			Lily White, lb.	20 @	25	TURPENTINE			
TURPENTINE			MERCURY			Snow White, lb.	22 @	27	TURPENTINE			
TURPENTINE			MERCURY			PLASTER PARIS DENTAL			TURPENTINE			
TURPENTINE			MERCURY			Barrels	@	5 75	TURPENTINE			
TURPENTINE			MERCURY			Less, lb.	03 1/2 @	5 75	TURPENTINE			
TURPENTINE			MERCURY			PEPPER			TURPENTINE			
TURPENTINE			MERCURY			Black, grd., lb.	25 @	35	TURPENTINE			
TURPENTINE			MERCURY			Red, grd., lb.	45 @	55	TURPENTINE			
TURPENTINE			MERCURY			White, grd., lb.	40 @	55	TURPENTINE			
TURPENTINE			MERCURY			PITCH BURGUNDY			TURPENTINE			
TURPENTINE			MERCURY			Pound	20 @	25	TURPENTINE			
TURPENTINE			MERCURY			PETROLATUM			TURPENTINE			
TURPENTINE			MERCURY			Amber, Plain, lb.	12 @	17	TURPENTINE			
TURPENTINE			MERCURY			Amber, Carb., lb.	17 @	22	TURPENTINE			
TURPENTINE			MERCURY			Cream Whi., lb.	17 @	22	TURPENTINE			
TURPENTINE			MERCURY			Lily White, lb.	20 @	25	TURPENTINE			
TURPENTINE			MERCURY			Snow White, lb.	22 @	27	TURPENTINE			
TURPENTINE			MERCURY			PLASTER PARIS DENTAL			TURPENTINE			
TURPENTINE			MERCURY			Barrels	@	5 75	TURPENTINE			
TURPENTINE			MERCURY			Less, lb.	03 1/2 @	5 75	TURPENTINE			
TURPENTINE			MERCURY									

## 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

Pork Butts—1c	Silk Tissue Toilet
Pork Shoulders—1½c	Paper—12c
Pork Trimmings—2c	Star Ammonia—5c
Argo Starch—20c	Wheat Krispies—25c
Cooking Oil—30c	Imperial Pineapple—40c

## DECLINED

Whole Wheat Flour—10c

## AMMONIA

Little Bo Peep, med.	1 35
Little Bo Peep, lge.	2 25
Quaker, 32 oz.	2 10
Star, 12-oz.	80

## APPLE BUTTER

Quaker, 12-28 oz.	
Doz.	1 60

## BAKING POWDERS

Clabber Girl	
10-oz., 4 doz. case	3 50
2 lb., 1 doz. case	2 30
Royal, 2 oz., doz.	80
Royal, 6 oz., doz.	2 00
Royal, 12 oz., doz.	3 85
Royal, 5 lbs., doz.	20 00

## Rumford's

10c, per dozen	91
8-oz., per dozen	1 77
12-oz., per dozen	2 25
5-lb., per dozen	12 25

## Calumet

4-oz., 3 doz. case	2 17
8-oz., 2 doz.	2 79
16-oz., 2 doz.	4 85
5-lb., ½ doz.	6 00

## K C

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

## BLEACHER CLEANSER

Lizelle, 16 oz., 12s.	2 15
Lincoc Wash, 32 oz. 12s	2 00

## BLUING

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

## BEANS and PEAS

Dry Lima Beans, 25 lb.	2 20
White H'd P. Beans, 40	5
Split Peas, yell., 60 lb.	3 75
Split Peas, gr'n, 60 lb.	4 35
Scotch Peas, 100 lb.	6 65

## BURNERS

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

## BOTTLE CAPS

Single Lacquer, 24 gross	
case, per case	4 10

## BREAKFAST FOODS

Kellogg's Brands	
Corn Flakes, No. 138	2 65
Corn Flakes, No. 124	2 65
Pep, No. 224	2 37
Pep No. 250	1 05
Krumbles, No. 412	1 55
Brain Flakes, No. 624	2 37
Brain Flakes, No. 650	1 00
Rice Krispies, 6 oz.	2 40
Rice Krispies, 1 oz.	1 10
All Bran, 16 oz.	3 30
All Bran, 10 oz.	2 75
All Bran, ½ oz.	1 14
Whole Wheat Fls., 24s	2 00
Whole Wheat Bis., 24s	2 31
Wheat Krispies, 24s	2 65

## Post Brands

Grapenut Flakes, 24s. 2 10

Grape-Nuts, 24s. 3 30

Instant Postum, No. 3 5 45

Instant Postum, No. 10 4 70

Postum Cereal, No. 0. 2 33

Post Toasties, 36s. 2 65

Post Toasties, 24s. 2 65

Post Bran, PBF, 12 1 74

Post Bran, PBF, 24 2 36

## Amsterdam Brands

Gold Bond Par., No. 5½ 7 50

Prize, Parlor, No. 6. 3 00

White Swan Par., No. 6 8 50

## BROOMS

Quaker, 5 sewed	7 50
Warehouse	7 75
Winner, 5 sewed	5 75
Eagle	4 25

## BRUSHES

Scrub

New Deal, dozen 85

Shaker, dozen 90

Shoe

Topcon, dozen 90

## BUTTER COLOR

Hansen's, 4 oz. bottles 2 40

Hansen's, 2 oz. bottles 1 60

## CANDLES

Electric Light, 40 lbs. 12.1

Plumber, 40 lbs. 12.8

Paraffine, 6s 14½

Paraffine, 12s 14½

Wicking 40

Tudor, 6s, per box 30

## CANNED FRUITS

## Apples

Imperial, No. 10	5 00
------------------	------

## Apple Sauce

Hart, No. 2 1 20

Hart, No. 10 5 75

## Apricots

Forest, No. 10 9 00

Quaker, No. 10 9 75

Gibraltar, No. 10 9 25

Gibraltar, No. 2½ 2 40

Superior, No. 2½ 3 10

Supreme, No. 2½ 2 35

Supreme, No. 2 2 10

Quaker, No. 2½ 2 85

## Blackberries

Premio, No. 10 6 25

Quaker, No. 2 1 70

## Blue Berries

Eagle, No. 10 8 50

## Cherries

Hart, No. 10 5 70

Hart, No. 2 in syrup 2 25

Hart Special, 2 1 25

## Cherries—Royal Ann

Supreme, No. 2½ 3 20

Supreme, No. 2 2 30

Gibraltar, No. 10 9 25

Gibraltar, No. 2½ 2 75

## Figs

Beckwith Breakfast, No. 10 12 00

Carpenter Preserved, 5 oz. glass 1 35

Supreme Kodota, No. 1 1 90

## Fruit Salad

Supreme, No. 10 12 00

Quaker, No. 10 11 75

Supreme, No. 2½ 3 60

Supreme, No. 2 2 70

Supreme, No. 1 2 10

Quaker, No. 2½ 3 15

## Gooseberries

Michigan, No. 10 5 35

## Grape Fruit

Zenada No. 2 1 35

## Grape Fruit Juice

Florida Gold, No. 1 87½

Quaker, No. 2 1 35

Florida Gold, No. 5 4 35

## Loganberries

Premio, No. 10 6 75

## Peaches

Forest, solid pack, No. 10 7 30

Nile, solid, No. 10 6 50

Premio, halves, No. 10 6 50

Quaker, sliced or halves, No. 10 3 20

Gibraltar, No. 2½ 2 00

Supreme, sliced No. 2½ 2 15

No. 2½ 2 25

Quaker, sliced or halves, No. 2½ 2 15

Quaker sliced or halves, No. 2 1 70

## Pineapple Juice

Dols, Diamond Head, No. 2 1 45

Dols, Honey Dew, No. 10 6 75

## Pineapple, Crushed

Imperial, No. 10 7 90

Honey Dew, No. 2½ 2 40

Honey Dew, No. 2 1 90

Quaker, No. 2½ 2 35

Quaker, No. 2 1 80

Quaker, No. 1 1 10

## Pineapple, Sliced

Honey Dew, sliced, No. 10 9 00

Honey Dew, tid bits, No. 10 9 00

Honey Dew, No. 2½ 2 45

Honey Dew, No. 2 2 00

Honey Dew, No. 1 1 10

Ukelele Broken, No. 10 7 90

Ukelele Broken, 2½ 2 25

Ukelele Broken, No. 2 1 85

Quaker, Tid Bits, No. 10 8 25

Quaker, No. 10 8 25

Quaker, No. 2½ 2 35

Quaker, No. 1 1 90

Quaker, No. 1 1 05

## Plums

Ulkit, No. 10, 30% syrup 6 50

Supreme Eggs, No. 2½ 2 30

Supreme Eggs, No. 2 1 70

Primo, No. 2, 40% syrup 1 00

## Prepared Prunes

Supreme, No. 2½ 2 45

Supreme, No. 10, Italian 6 50

## Raspberries, Black

Imperial, No. 10 7 00

Premio, No. 10 8 50

Hart, 8-ounce 80

## Raspberries, Red

Premio, No. 10 8 75

## Strawberries

Jordan, No. 2 2 50

Daggett, No. 2 2 25

Quaker, No. 2 2 35

## CANNED FISH

Clam Ch'der, 10½ oz. 1 35

Clam Chowder, No. 2 2 75

Clams, Steamed No. 1 2 75

Clams, Minced, No. ½ 2 40

Finnan Haddie, 10 oz. 3 30

Clam Bouillon, 7 oz. 2 50

Chicken Haddie, No. 1 2 75

Fish Flakes, small, 1 25

Cod Fish Cake, 10 oz. 1 55

Cove Oysters, 5 oz. 1 35

Lobster, No. ¼ 2 25

Shrimp, 1, wet, 1 45

Sard's, ¼ Oil, k'less, 3 97

Salmon, Red, Alaska, 2 20

Salmon, Med. Alaska, 1 75

Salmon, Pink, Alaska 1 38

Sardines, Im. ¼, ea. 6@13½

Sardines, Cal. 1 00

Tuna, ½ Vah Camps, doz. 1 75

Tuna, ¼s, Van Camps, doz. 1 15

Tuna, 1s, Van Camps, doz. 3 45

Tuna, ¼s, Chicken Sea, doz. 1 70

Tuna, ¼ Bonita, 1 25

## CANNED MEAT

Bacon, med. Beechnut 2 50

Bacon, lge. Beechnut 3 75

Beef, lge., Beechnut 3 25

Beef, med., Beechnut 1 85

Beef, No. 1, Corned 1 90

Beef, No. 1, Roast 1 95

Beef, 2½ oz. Qu. 1 90

Corn Beef Hash, doz. 1 70

Beefsteak &amp; Onions, 2 70

Chili Con Car., 1s 1 05

Deviled Ham, ¼s 1 25

Deviled Ham, ½s 2 20

Potted Meat, ¼ Libby 75

Potted Meat, ½ Libby 65

Potted Ham, Gen. ¼ 1 35

Vienna Saus. No. ¼ 90

## Baked Beans

Campbell's 48s 2 35

## CANNED VEGETABLES

## Hart Brand

Asparagus

Quaker, No. 2 2 20

Hunt Picnic 1 80

Hunt No. 1, Med. Green 3 00

Hunt No. 1 Med. White 3 15

Hunt No. 1 Small 2 80

Green

1 lb. Sacs, 36s, cs. 1 80

No. 2½ Size, doz. 1 10

No. 10 Sauce 4 00

## Lima Beans

Baby No. 2 1 60

Marcellus, No. 2 1 25

Scott Co. Soaked 90

Marcellus, No. 10 6 90

## Red Kidney Beans

No. 10 4 75

No. 2 1 00

## String Beans

Choice, Whole, No. 2 1 70

Cut, No. 10 7 25

Cut, No. 2 1 35

Marcellus Cut No. 10 6 00

Quaker Cut No. 2 1 20

## Wax Beans

Choice, Whole, No. 2 1 70

Cut, No. 10 7 25

Cut, No. 2 1 35

Marcellus Cut No. 10 5 50

Quaker Cut No. 2 1 20

## Beets

Extra Small, No. 2 1 75

Hart Cut, No. 10 4 50

Hart Cut, No. 2 95

Hart Diced, No. 2 1 00

Quaker Cut No. 2½ 1 20

## Carrots

Diced, No. 2 95

Diced, No. 10 4 20

## Corn

Golden Ban., No. 2 1 55

Marcellus, No. 2 1 25&lt;/



CURRENTS		JUNKET GOODS		FRESH MEATS		HERRING		SOAP		TEA	
Packages, 11 oz.----- 13		Junket Powder----- 1 30		Top Steers & Heif.----- 19		Mixed, kegs----- 85		Am. Family, 100 box 5 20		Medium----- 19	
<b>Dates</b>		<b>MARGARINE</b>		Good Steers & Heif.----- 16		Milkers, kegs----- 95		Fels Naphtha, 100 box----- 4 35		Choice----- 22 30	
Quaker, 12s, pitted----- 1 40		Wilson & Co.'s Brands		Med. Steers & Heif.----- 13		Boneless Herring, 10 lb. 15		Flake White, 10 box----- 3 20		Fancy----- 30 35	
Quaker, 12s, regular----- 1 10		<b>Oleo</b>		Com. Steers & Heif.----- 10		Cut Lunch, 8 lb. pails 1 25		Ivory, 100 box----- 5 05		No. 1 Nibbs----- 32	
Quaker, 12s, 1 1/2 lb.----- 2 30		Nut----- 13 1/2		<b>Veal</b>		<b>Mackerel</b>		Lava, 50 box----- 2 55		Choice----- 34	
Quaker, 12s, 1 lb.----- 1 45		<b>MATCHES</b>		Top----- 13		Tubs, 60 Count, fy. fat 6 00		Camay, 72 box----- 3 95		<b>Ceylon</b>	
<b>Figs</b>		Diamond, No. 5, 144----- 5 80		Good----- 12		Pails, 10 lb. Fancy fat 1 50		P & G Nap Soap, 100 box 3 20		Pekoe, medium----- 63	
Calif., 24-3 oz. case----- 1 80		Searchlight, 144 box----- 5 80		Medium----- 11		<b>White Fish</b>		Sweetheart, 100 box----- 5 70		<b>English Breakfast</b>	
<b>Peaches</b>		Swan, 144----- 5 25		<b>Lamb</b>		Med. Fancy, 100 lb.----- 13 00		Grandpa Tar, 50 sm.----- 2 10		Congou, medium----- 23	
Evap. Choice----- 15		Diamond, No. 0----- 5 00		Spring Lamb----- 18		Milkers, bbls.----- 18 50		Williams Barber Bar, 9s----- 50		Congou, choice----- 35 35	
Eva. Fancy----- 14 1/2		<b>Safety Matches</b>		Good----- 17		K K K Norway----- 19 50		Williams Mug, per doz.----- 48		Congou, fancy----- 42 43	
<b>Peel</b>		Red Top, 5 gross case 4 80		Medium----- 14		8 lb. pails----- 1 40		Lux Toilet, 50----- 3 95		<b>SPICES</b>	
Lemon, Torelli,----- 90		Congress, 5 gro. case----- 5 25		Poor----- 09		Cut Lunch----- 1 50		Whole Spices----- 24		Allspice Jamaica----- 24	
Orange, Torelli,----- 90		Standard, 5 gro. case----- 4 00		<b>Mutton</b>		Boned, 10 lb. boxes----- 16		Cloves, Zanzibar----- 24		Cassia, Canton----- 24	
Citron, Torelli,----- 90		<b>MUELLER'S PRODUCTS</b>		Good----- 08		<b>SHOE BLACKENING</b>		Cassia, 5c pkg., doz.----- 40		Ginger, Africa----- 19	
4 oz., dozen----- 90		Macaroni, 9 oz.----- 2 10		Medium----- 07		2 in 1, Paste, doz.----- 1 30		Mustard, No. 1----- 30		Mixed, 10c pkgs., doz.----- 65	
<b>Raisins</b>		Spaghetti, 9 oz.----- 2 10		Poor----- 07		E. Z. Combination, dz. 1 20		Nutmegs, 70/90----- 50		Nutmegs, 105-110----- 43	
Seeded, bulk----- 7 1/2		Elbow Macaroni, 9 oz.----- 2 10		<b>Pork</b>		Dri-Foot, doz.----- 2 00		Pepper, Black----- 23		<b>WINEGAR</b>	
Thompson's S'dless blk.----- 7 1/2		Egg Noodles, 6 oz.----- 2 10		Loins----- 22		Bixbys, doz.----- 1 30		Paprika, Spanish----- 36		F. O. B. Grand Rapids	
Quaker s'dless blk.----- 8		Egg Vermicelli, 6 oz.----- 2 10		Butts----- 22		Shinola, doz.----- 90		Chili Power, 1 1/2 oz.----- 65		Cider, 40 grain----- 25	
15 oz.----- 8		Egg Alphabets, 6 oz.----- 2 10		Shoulders----- 18 1/2		<b>STOVE POLISH</b>		Celery Salt, 1 1/2 oz.----- 80		White Wine, 40 grain 19 1/2	
Quaker Seeded, 15 oz.----- 8		Cooked Spaghetti, 24c, 17 oz.----- 2 20		Spareribs----- 16		Black, per doz.----- 1 30		Sage, 2 oz.----- 80		White Wine, 80 grain 24 1/2	
<b>California Prunes</b>		<b>NUTS</b>		Neck Bones----- 07		Quaker, 24, 2 lb.----- 1 05		Onion Salt----- 1 35		<b>WICKING</b>	
80@100, 25 lb. boxes----- 9 1/2		Almonds, Whole----- 15 1/2		Trimmings----- 18		Quaker, 36-1 1/2----- 1 20		Garlic----- 1 35		No. 9, per gross----- 80	
70@80, 25 lb. boxes----- 9 1/2		Brazil, large----- 13 1/2		<b>PROVISIONS</b>		Med. No. 1, bbls.----- 3 15		Ponety, 3 1/2 oz.----- 3 25		No. 1, per gross----- 1 25	
60@70, 25 lb. boxes----- 9 1/2		Fancy Mixed----- 16		Barreled Pork		Med. No. 1, 100 lb. bbl. 1 07		Kitchen Bouquet----- 4 25		No. 2, per gross----- 1 50	
50@60, 25 lb. boxes----- 9 1/2		Filiberts----- 13 1/2		Clear Back----- 28 00@34 00		Chippewa Flake, 70 lb. 0 00		Laurel Leaves----- 26		No. 3, per gross----- 2 30	
40@50, 25 lb. boxes----- 9 1/2		Peanuts, vir. Roasted 11 1/2		Short Cut, Clear----- 30 00		Packers Meat, 50 lb.----- 70		Marjoram, 1 oz.----- 90		Peerless Rolls, per doz. 90	
30@40, 25 lb. boxes----- 11		Pecans, 3, star----- 25		Dry Salt Meats		Crushed Rock for ice, cream, 100 lb., each----- 95		Savory, 1 oz.----- 65		Rochester, No. 2, doz. 50	
20@30, 25 lb. boxes----- 13		Pecans, Jumbo----- 40		D S Bellies----- 20-25 19		Butter Salt, 280 lb. bbl. 4 00		Thyme, 1 oz.----- 90		Rochester, No. 3, doz. 50	
18@24, 25 lb. boxes----- 14		Pecans, Mammoth----- 50		<b>Lard</b>		Block, 50 lb.----- 40		Tumeric, 1 1/2 oz.----- 35		Rayo, per doz.----- 75	
<b>Hominy</b>		Walnuts, Cal.----- 17 1/2 to 22		Pure in tierces----- 15 1/2		Baker Salt, 280 lb. bbl. 3 80		<b>STARCH</b>		<b>WOODENWARE</b>	
Pearl, 100 lb. sacks----- 3 50		<b>Salted Peanuts</b>		60 lb. tubs----- advance 1/4		6, 10 lb., per bale----- 1 03		Kingsford, 24/1----- 2 35		Baskets	
<b>Bulk Goods</b>		Fancy, No. 1----- 14 1/2		50 lb. tubs----- advance 1/4		20, 3 lb., per bale----- 1 03		Powd., bags, per lb.----- 4 1/2		Bushels, Wide Band, wood handles----- 2 00	
Elb. Macaroni, 20 lb. bx. 1 35		12-1 lb. Cellophane case----- 1 50		20 lb. pails----- advance 1/4		25 lb. bags, table----- 45		Argo, 24, 1 lb. pkgs.----- 1 80		Market, drop handle----- 90	
Egg Noodle, 10 lb. box 1 25		<b>Shelled</b>		10 lb. pails----- advance 1/4		<b>WORTH'S IODIZED SALT IT POURS</b>		Argo, 12, 3 lb. pkgs.----- 2 25		Market, single handle----- 95	
<b>Pearl Barley</b>		Almonds----- 39		5 lb. pails----- advance 1		Kingsford, 24/1----- 2 35		Argo, 8, 5 lb. pkgs.----- 2 46		Splint, extra----- 1 60	
Chester----- 6 00		Peanuts, Spanish, 125 lb. bags----- 9 1/2		3 lb. pails----- advance 1 13 1/2		Argo, 24, 1 lb. pkgs.----- 1 80		Silver Gloss, 48, 1s----- 11 1/2		Splint, large----- 8 50	
<b>Lentils</b>		Pecans, salted----- 65		Compound, tierces----- 13 1/2		Argo, 12, 3 lb. pkgs.----- 2 25		Elastic, 16 pkgs.----- 1 38		Splint, medium----- 7 50	
Chili----- 10		Walnut, California----- 65		Compound, tubs----- 14		Argo, 8, 5 lb. pkgs.----- 2 46		Staley 24-1 lb.----- 1 70		Splint, small----- 6 50	
<b>Tapioca</b>		<b>MINCE MEAT</b>		<b>Sausages</b>		Argo, 24, 1 lb. pkgs.----- 1 80		<b>SYRUP</b>		<b>Churns</b>	
Pearl, 100 lb. sacks----- 7 1/2		None Such, 4 doz.----- 6 20		Bologna----- 15		Argo, 12, 3 lb. pkgs.----- 2 25		<b>Corn</b>		Barrel, 5 gal., each----- 2 40	
Minute, 8 oz., 3 doz.----- 4 05		Quaker, 1 doz. case----- 95		Liver----- 23		Argo, 8, 5 lb. pkgs.----- 2 46		Kingsford, 24/1----- 2 35		Barrel, 10 gal., each----- 2 55	
Dromedary Instant----- 3 50		Yo Ho, Kegs, wet, lb.----- 16 1/2		Pork----- 20		Argo, 24, 1 lb. pkgs.----- 1 80		Powd., bags, per lb.----- 4 1/2		3 to 6 gal., per gal.----- 16	
<b>Jiffy Punch</b>		<b>OLIVES—Plain</b>		Tongue, Jerried----- 35		Argo, 12, 3 lb. pkgs.----- 2 25		Argo, 24, 1 lb. pkgs.----- 1 80		<b>Pails</b>	
3 doz. Carton----- 2 25		Quaker, 24 3/4 oz. cs. 1 87		Headcheese----- 18		Argo, 8, 5 lb. pkgs.----- 2 46		Argo, 12, 3 lb. pkgs.----- 2 25		10 qt. Galvanized----- 2 60	
Assorted flavors-----		Quaker, 24 1/2 oz. cs. 1 87		<b>Smoked Meats</b>		Argo, 24, 1 lb. pkgs.----- 1 80		Argo, 8, 5 lb. pkgs.----- 2 46		12 qt. Galvanized----- 2 85	
<b>EVAPORATED MILK</b>		Quaker, 24 3/8 oz. cs. 1 87		Hams, Cert., 14-16 lb.----- 22		Argo, 12, 3 lb. pkgs.----- 2 25		Argo, 8, 5 lb. pkgs.----- 2 46		14 qt. Galvanized----- 3 10	
Quaker, Tall, 10 1/2 oz.----- 3 10		Quaker, 24 1/4 oz. cs. 1 87		Hams, Cert., Skinned----- 22		Argo, 24, 1 lb. pkgs.----- 1 80		Argo, 12, 3 lb. pkgs.----- 2 25		12 qt. Flaring Gal. Jr.----- 5 00	
Quaker, Baby, 4 doz.----- 1 55		Quaker, 24 3/8 oz. cs. 1 87		16-18 lb.----- 22		Argo, 8, 5 lb. pkgs.----- 2 46		Argo, 24, 1 lb. pkgs.----- 1 80		10 qt. Tin Dairy----- 4 00	
Quaker, Gallon, 1/2 dz.----- 3 25		Quaker, 24 1/2 oz. cs. 1 87		Ham, dried beef----- 22		Argo, 12, 3 lb. pkgs.----- 2 25		Argo, 8, 5 lb. pkgs.----- 2 46		<b>Traps</b>	
Carnation, Tall, 4 doz.----- 3 22		Quaker, 24 3/8 oz. cs. 1 87		Knuckles----- 22		Argo, 24, 1 lb. pkgs.----- 1 80		Argo, 12, 3 lb. pkgs.----- 2 25		Mouse, wood, 4 holes----- 60	
Carnation, Baby, 4 doz.----- 3 22		Quaker, 24 1/4 oz. cs. 1 87		California Hams----- 24		Argo, 12, 3 lb. pkgs.----- 2 25		Argo, 8, 5 lb. pkgs.----- 2 46		Mouse, wood, 6 holes----- 70	
Oatman's D'dee, Tall----- 1 61		Quaker, 24 3/8 oz. cs. 1 87		Picnic Balled Hams----- 218		Argo, 24, 1 lb. pkgs.----- 1 80		Argo, 12, 3 lb. pkgs.----- 2 25		Mouse, tin, 5 holes----- 65	
Oatman's D'dee, Baby----- 1 61		Quaker, 24 1/2 oz. cs. 1 87		Boned Hams----- 234		Argo, 8, 5 lb. pkgs.----- 2 46		Argo, 24, 1 lb. pkgs.----- 1 80		Rat, wood----- 1 00	
Pet, Tall----- 3 22		Quaker, 24 3/8 oz. cs. 1 87		Minced Hams----- 215		Argo, 12, 3 lb. pkgs.----- 2 25		Argo, 8, 5 lb. pkgs.----- 2 46		Rat, spring----- 1 00	
Pet, Baby, 4 dozen----- 1 61		Quaker, 24 1/4 oz. cs. 1 87		Bacon 4/6 Cert.----- 227		Argo, 24, 1 lb. pkgs.----- 1 80		Argo, 12, 3 lb. pkgs.----- 2 25		Mouse, spring----- 20	
Borden's, Tall, 4 doz.----- 3 22		Quaker, 24 3/8 oz. cs. 1 87		<b>Beef</b>		Argo, 8, 5 lb. pkgs.----- 2 46		Argo, 24, 1 lb. pkgs.----- 1 80		<b>Tubs</b>	
Borden's, Baby, 4 doz.----- 1 61		Quaker, 24 1/2 oz. cs. 1 87		Calf----- 35		Argo, 12, 3 lb. pkgs.----- 2 25		Argo, 8, 5 lb. pkgs.----- 2 46		Large Galvanized----- 8 75	
<b>FRUIT CANS</b>		Quaker, 24 3/8 oz. cs. 1 87		Pork----- 11		Argo, 24, 1 lb. pkgs.----- 1 80		Argo, 12, 3 lb. pkgs.----- 2 25		Medium Galvanized----- 7 75	
Ball Mason		1 Gallon glass, each----- 2 10		<b>RICE</b>		Argo, 8, 5 lb. pkgs.----- 2 46		Argo, 24, 1 lb. pkgs.----- 1 80		Small Galvanized----- 6 75	
F. O. B. Grand Rapids		<b>PARIS GREEN</b>		Fancy Blue Rose----- 4 75		Argo, 12, 3 lb. pkgs.----- 2 25		Argo, 8, 5 lb. pkgs.----- 2 46		<b>Washboards</b>	
One pint----- 7 75		1/2s----- 34		Fancy Head----- 6 00		Argo, 24, 1 lb. pkgs.----- 1 80		Argo, 12, 3 lb. pkgs.----- 2 25		Banner, Globe----- 5 50	
One quart----- 9 00		1s----- 32		<b>WASHING POWDERS</b>		Argo, 8, 5 lb. pkgs.----- 2 46		Argo, 24, 1 lb. pkgs.----- 1 80		Brass, single----- 6 25	
Half gallon----- 12 00		2s and 5s----- 30		Bon Ami Pd., 18s, box. 1 90		Argo, 12, 3 lb. pkgs.----- 2 25		Argo, 8, 5 lb. pkgs.----- 2 46		Glass, single----- 4 00	
Mason Can Tops, gro. 2 55		<b>PICKLES</b>		Bon Ami Cake, 18s----- 1 65		Argo, 24, 1 lb. pkgs.----- 1 80		Argo, 12, 3 lb. pkgs.----- 2 25		Double Peerless----- 8 50	
<b>FRUIT CAN RUBBERS</b>		Sweet Small		Britto----- 1 95		Argo, 8, 5 lb. pkgs.----- 2 46		Argo, 24, 1 lb. pkgs.----- 1 80		Single Peerless----- 7 50	
Quaker Red Lip, 2 gro. carton----- 85		L and C, 7 oz., doz.----- 92 1/2		Big 4 Soap Chips 8 1/2----- 2 40		Argo, 12, 3 lb. pkgs.----- 2 25		Argo, 8, 5 lb. pkgs.----- 2 46		Northern Queen----- 5 50	
<b>GELATINE</b>		Paw Paw, quarts, doz. 2 80		Chips, large----- 4 30		Argo, 24, 1 lb. pkgs.----- 1 80		Argo, 12, 3 lb. pkgs.----- 2 25		Universal----- 7 25	
Jell-o, 3 doz.----- 2 10		<b>Dill Pickles</b>		Chimaline, 4 doz.----- 3 60		Argo, 8, 5 lb. pkgs.----- 2 46		Argo, 24, 1 lb. pkgs.----- 1 80		<b>Paper Food Dishes</b>	
Minute, 3 doz.----- 4 05		Gal., 40 to Tin, doz.----- 8 20		Grandma, 100, 5c----- 3 50		Argo, 12, 3 lb. pkgs.----- 2 25		Argo, 8, 5 lb. pkgs.----- 2 46		1/2 lb. size, per M----- 2 70	
Knox's, 1 dozen----- 2 25		32 oz. Glass Thrown----- 1 50		Grandma, 24 large----- 3 50		Argo, 24, 1 lb. pkgs.----- 1 80		Argo, 12, 3 lb. pkgs.----- 2 25		1 lb. size, per M----- 2 90	
Jelsert, 3 doz.----- 1 40		<b>PIPPLES</b>		Gold Dust, 12 large----- 1 95		Argo, 8, 5 lb. pkgs.----- 2 46		Argo, 24, 1 lb. pkgs.----- 1 80		2 lb. size, per M----- 3 40	
<b>HONEY</b>		Gal., 40 to Tin, doz.----- 8 20		Le France Lard, 4 dz.----- 3 65		Argo, 12, 3 lb. pkgs.----- 2 25		Argo, 8, 5 lb. pkgs.----- 2 46		3 lb. size, per M----- 4 15	
Lake Shore 1 lb. doz.----- 1 80		32 oz. Glass Thrown----- 1 50		Lux Flakes, 50 small----- 4 55		Argo, 24, 1 lb. pkgs.----- 1 80		Argo, 12, 3 lb. pkgs.----- 2 25		5 lb. size, per M----- 5 60	
<b>JELLY AND PRESERVES</b>		<b>PIPES</b>		Lux Flakes, 20 large----- 4 33		Argo, 8, 5 lb. pkgs.----- 2 46		Argo, 24, 1 lb. pkgs.----- 1 80		<b>WRAPPING PAPER</b>	
Pure, 30 lb. pails----- 2 35		Cob, 3 doz. in bx. 1 00@1 20		Old Dutch Clean, 4 dz. 4 30		Argo, 12, 3 lb. pkgs.----- 2 25		Argo, 8, 5 lb. pkgs.----- 2 46		Butchers D F----- 66	
Imitation, 30 lb. pails----- 1 80		<b>PLAYING CARDS</b>		Rinso, 24s----- 4 65		Argo, 24, 1 lb. pkgs.----- 1 80		Argo, 12, 3 lb. pkgs.----- 2 25		Kraft----- 06 1/2	
Pure Pres., 16 oz., dz.----- 2 00		Blue Ribbon, per doz. 4 50		Rinso, 40s----- 2 89		Argo, 8, 5 lb. pkgs.----- 2 46		Argo, 24, 1 lb. pkgs.----- 1 80		<b>TOILET PAPER</b>	
12 oz. Apple Jelly, dz.----- 95		Bicycle, per doz.----- 4 70		Spotless Cleanser, 48, 20 oz.----- 3 85		Argo, 12, 3 lb. pkgs.----- 2 25		Argo, 8, 5 lb. pkgs.----- 2 46		Quaker, 100 Rolls----- 4 50	
13 oz. Mint Jelly, dz.----- 1 60		Caravan, per doz.----- 2 25		Sani Flush, 1 doz.----- 2 25		Argo, 24, 1 lb. pkgs.----- 1 80		Argo, 12, 3 lb. pkgs.----- 2 25		Silk Tissue, 100 rolls----- 3 59	
1 oz. Cranberry Jelly, dz. 90		<b>POP CORN</b>		Sapolio, 3 doz.----- 3 15		Argo, 8, 5 lb. pkgs.----- 2 46		Argo, 24, 1 lb. pkgs.----- 1 80		<b>YEAST CAKE</b>	
<b>JELLY GLASSES</b>		Sure Pop, 25 lb. bags 2 55		Super Suds, 48----- 3 90		Argo, 12, 3 lb. pkgs.----- 2 25		Argo, 8, 5 lb. pkgs.----- 2 46		Magic, 3 doz.----- 2 70	
1/2 Pint Tall per doz.----- 25		Yellow, 24 1 lb. bags----- 2 50		Sunbrite, 50s----- 2 03		Argo, 24, 1 lb. pkgs.----- 1 80		Argo, 12, 3 lb. pkgs.----- 2 25		Sunlight, 3 doz.----- 2 70	
<b>JELLY GLASSES</b>		<b>COD FISH</b>		Wyandott, Cleaner, 24s 1 50		Argo, 8, 5 lb. pkgs.----- 2 46		Argo, 24, 1 lb. pkgs.----- 1 80		Sunlight, 1 1/2 doz.----- 2 70	
1/2 Pint Tall per doz.----- 25		Barb White, 1 lb. pure 25		<b>WASHING POWDERS</b>		Argo, 12, 3 lb. pkgs.----- 2 25		Argo, 8, 5 lb. pkgs.----- 2 46		Yeast Foam, 3 doz.----- 2 70	
<b>JELLY GLASSES</b>		Paragon, 1 lb.----- 19		Bon Ami Pd., 18s, box. 1 90		Argo, 24, 1 lb. pkgs.----- 1 80		Argo, 12, 3 lb. pkgs.----- 2 25		Yeast Foam, 1 1/2 doz. 1 35	
1/2 Pint Tall per doz.----- 25		<b>SAL SODA</b>		Bon Ami Cake, 18s----- 1 65		Argo, 8, 5 lb. pkgs.----- 2 46		Argo, 24, 1 lb. pkgs.----- 1 80		<b>YEAST—COMPRESSED</b>	
<b>JELLY GLASSES</b>		Granulated, 60 lbs. cs. 1 35		Britto----- 1 95		Argo, 12, 3 lb. pkgs.----- 2 25		Argo, 8, 5 lb. pkgs.----- 2 46		Fleischmann, per doz.----- 30	
1/2 Pint Tall per doz.----- 25		Granulated, 18-2 1/2 lb. packages----- 1 10		Big 4 Soap Chips 8 1/2----- 2 40		Argo, 24, 1 lb. pkgs.----- 1 80		Argo, 12, 3 lb. pkgs.----- 2 25		Red Star, per doz.----- 24	

## SHOE MARKET

Michigan Retail Shoe Dealers Association.  
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 Haryman, 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.

Michigan Shoe Exhibition Association.  
Annual meetings held once a year at Pantlind Hotel, Grand Rapids.  
Address all communications to Rodney I. Schopps, Secretary, Pantlind Hotel.

### Large Plans For Michigan Retail Shoe Dealers Association

Charlotte, March 7—Enclosed please find check for "Dad's" subscription. (Albert Murray.) You are welcome to it and we appreciate your paper and your policy.

I would like to say a few words in regard to our Shoe Dealers Association. As you know, the job of Secretary-Treasurer was wished on me and I agreed to accept it only with the idea in mind of doing all that I could to help build it up and see that it becomes a help to shoe retailers and all retailing in general.

I know how vitally concerned you are with anything that affects retailing in this state and I want you to know that I will endeavor to keep you informed of anything of interest which may be to the interests of our Association. With that in mind I am enclosing a copy of a bulletin sent out by M. A. Mittelman, President of the National Association. This letter has been mailed to our entire membership. Also please note an invitation from the Detroit Association, which is self-explanatory.

Personally, I have always admired your policy and I desire to assure you that I consider you an able ally for all that is for the good of legitimate retailing in this state. At all times you may find me ready to co-operate with anyone ready to champion the retailers' cause.

As an added thought, don't you believe that it is about time for the home merchant to begin to educate the buyer that he is highly competitive with the mail order house? Study the increase in business of the two big ones in Chicago, over last year's sales. In a number of communities this is a bigger threat than the "chain." Thirteen hundred mail order catalogues went into homes out of this local postoffice last month. Ask some friend in a post-office and if he will tell, you will be surprised at the orders which go to Chicago. Also granting that \$10,000,000 is an average yearly business to Chicago mail order houses from Michigan, bear in mind that a sales tax of 2 per cent, is paid to the state of Illinois. It is good of us Michigan residents to support their schools and government, but who is going to support our institutions and schools? Not the Illinois people, nor the mail order houses. No, we can just increase our sales tax or have it back on property again.

It makes me wonder to think that some retailers wonder why we should have an organization. Well, this is just one reason—and there are others.

Robert D. Murray,  
Sec.-Treas., Michigan Retail Shoe Dealers Association.

Detroit, Feb. 20—Advertisements have been appearing in the New York dailies, reading as follows:

"McCreery's and the makers of Arch-Preserve Shoes make you a thirty day trial offer February 15 to March 1. You are invited to purchase arch preserver shoes from our smart new spring stocks. Wear them, walk in them, shop in them, and if, within thirty days from the day you buy them, you don't find them absolutely comfortable, bring them back to us! That's just how confident we are in the marvelous fitting qualities of these popular fashion-right comfort shoes. Choose from fifty new styles."

As President of the National Shoe Retailer Association, I challenge this advertisement under Article 8, Section 5, of the code of fair competition for the Boot and Shoe Manufacturing industry, which says:

"Unjustifiable returns, excessive claims and unfair cancellation. The methods of co-operatively exchanging information regarding such practices through the National Boot and Shoe Association may be recommended to be continued subject to approval of the administrator."

If the manufacturer is party to the above advertisement, then he should be called to account by his own code authority.

It is my opinion, that shoe retailers the country over have been too liberal with the consumer in allowing adjustments on shoes.

Retailers have been taking unnecessary losses and manufacturers have, in many instances, been forced to assume a far higher proportion than is their just due.

Our Association has been consistently endeavoring to eliminate as much of this evil as possible. No other industry that supplies wearing apparel is obligated to accept returns in such quantities as is burdened on the shoe industry.

Consequently, it is my opinion, that the policy as outlined in the above quoted advertisement, is detrimental to both the manufacturing and retail branches of the shoe industry.

I fully recognize that the manufacturer and the retailer concerned are within their just rights, but I do believe that this policy is an unethical one, and if not immediately discouraged, will work unnecessary hardships on a much harassed retailing and manufacturing group.

Therefore, may I ask that if you are in agreement that you immediately write a protest to both parties concerned. Also please write to all local, state and National associations, asking them in turn to take action along these same lines.

It is requested that all city, state and regional shoe associations immediately take up with their entire membership and request that they follow a similar procedure in order that we may discourage as far as possible any development of this objectionable plan.

Yours in a spirit of co-operation in what I think is in the best interests of the industry in its entirety.

M. A. Mittelman,  
President National Shoe Retailers Association.

Detroit, March 1—The Detroit Retail Shoe Dealers Association cordially invite the members of the Michigan Retail Shoe Dealers Association to attend their annual meeting for the election of officers and their entertainment to be held at the Hotel Fort Shelby on Tuesday, March 19, at 6:30 p.m.

Enclosed please note a copy of a letter sent out to all shoe organizations by M. A. Mittelman, President of the National Association. In the interests and for the protection of the trade, all retailers are urged to act on President Mittelman's suggestions.

I trust that a good number of our members will be able to accept the invi-

tation of the Detroit Shoe Retailers Association. Clyde K. Taylor,  
President Michigan Retail Shoe Dealers Association.

I made the best kind of a fight I knew how on the mail order houses when they began business thirty or forty years ago, but I did not accomplish as much as I expected to because of the apathy of the regular merchants. The latter did not then realize or appreciate how much the mail order houses could do to unsettle prices. We soon found that Ward handled mostly good stuff and Sears the poorest stuff which could be obtained. E. G. Studley, who was then engaged in the manufacture of rubber shoes and boots here under the name of the Grand Rapids Rubber Co., once remarked that he could not make anything too good for Ward or too poor for Sears.

I am now disturbed over our President drafting two master men from the Sears establishment for the management of the NRA, which I think is the most unfortunate feature our Government ever undertook to fasten on a deluded people.

I am now devoting every minute I can spare from the Tradesman to the enactment of the amendment to the Clayton law now in the hands of Congress and the new license bill on chain stores in our Legislature. Now that the Michigan Supreme Court has given our 1933 law its endorsement, I think we would be safe in increasing the license fee along the lines proposed by the Greenville merchants which I have played up pretty strong in the Tradesman. The Greenville plan does not make any change from the present law up to thirty stores, but above that number the increase is nearly double.

I see you are on the Legislative Committee of your organization. What have you done on the amendment to the Clayton law? I hope you have requested every member of your Association to write his Congressman requesting prompt action in the premises.

E. A. Stowe.

Christ had something to say about economics. He said, "Lay not up your treasures on earth, but lay them up in heaven." To-day, because we have laid up no treasure in heaven, we are in danger of losing what we have laid up on earth. Unless we rebuild God in our hearts we will never rebuild and reconstruct the world.

### Equal Elements of Uncertainty in Other Countries

Considering all factors, business continues at an encouraging pace, although further expansion will likely await clarification of the political outlook. The recent recessions in power and steel production were halted last week. There is no definite indication of a let down in retail demand for automobiles. Car loadings are showing a tendency to recover. Although a spring improvement of normal proportion is not likely, the fact that many of the legislative proposals which would mean additional restrictions, etc., will likely not pass so that the longer term outlook may be visualized with some degree of encouragement. The slower pace of business might continue through the summer as a result of the possibility of resumption of "cut throat" competition after the expiration of the present NRA in June, even though it may be partially extended.

The political situation remains chaotic with little actual legislation being effected. Until the present time the administration has held a "middle of the road" course, but now a division is becoming more clear. Although the administration seems to be turning definitely more conservative, Congress is more conservative than the administration in most cases, a particular exception being the subject of inflation which is sponsored by the radical group that has also definitely consolidated. The net result points to the necessity of the administration abandoning much of the reform proposals. Protests from voters, court decision and pending cases in the court have caused Congress to view with greater skepticism such reform measures as the NRA, AAA and social security program.

The present confusion which will tend to influence adversely temporarily, could easily be encouraged over the long-term if it should mean less regimentation. Moreover, there is no need to expect the disappearance of the huge amount of funds seeking investment unless capital should leave the country. This is hardly likely inasmuch as any country to which it might be shifted also contains at least equal elements of uncertainty as to political and investment outlook.

Jay H. Petter.

A man may be ungrateful, but the human race is not so.

# WIND

## DAMAGE CAN'T BE PREVENTED

YOUR BEST PROTECTION IS

## WINDSTORM INSURANCE

# MICHIGANSHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

MUTUAL BUILDING, LANSING, MICHIGAN  
DETROIT GRAND RAPIDS SAGINAW

## 25% PRESENT PREMIUM SAVINGS



# OUT AROUND

(Continued from page 9)

He said that these are days of experimentation, that "the Magna Charta and Bill of Rights have been shoved into the background," and that "business is acting only under compulsion of governmental interference," with the result that "politics is attempting that for which it has no training."

He further stated that there can be no continuation of "old abuses of the minorities," but added that many had been eradicated and more will be. He referred particularly to the fact that there are ten million unemployed in the United States.

His conclusion was that business should act, declaring that he favored deportation, registration and finger printing of every alien, and stopping entrance of the agents of fascism, nazism and communism, who are entering this country to foment revolt.

A mutual friend of Dr. Wynand Wichers, President of Hope College, sends me the following memorandum concerning him and his candidacy for member of the State Board of Education:

Holland, March 5—Knowing of your great interest in all civic affairs, I am coming to you with the hope that you may see fit to support the candidacy of Wynand Wichers for member of the State Board of Education for which office he was recently nominated on the Republican ticket. He has the backing of the public school men, of the private colleges and also of the teachers' colleges of the state. He did nothing to seek the nomination, but it was thrust upon him, so to speak, with the idea that his character and experience might be useful in serving the needs of the education of Michigan youth. He has not only had a long experience in education, but also in business, as he was with the First State Bank of this city for five years between 1925 and 1930, the institution of which our mutual friend, G. J. Diekema, was President. I think you knew his father, William Wichers, in Zeeland, and the standing which he had in the business world. I hope that you may for these reasons support his candidacy, and, if you would like to have me come in and talk with you, please drop me a line and I shall come over.

I submit a few facts about his life and experience which you may use if you so desire.

Born—Zeeland, Michigan, Feb. 15, 1886.

Married. Two children.  
A. B. Hope College, 1909  
A. M. University of Michigan, 1918  
Honorary LL.D. Hope College, 1931  
Taught history Hope College 1909-1917; 1918-1925

Instructor in history, U. of M. 1917-1918.

Studied two summers at Chicago University, one summer at Madison, one summer at Columbia; the year 1917-1918 at Michigan.

Taught two summers at Western State Teachers College.

Was twice offered positions at Western State.

President Hope College 1930—present.

Is an elder in the Third Reformed church of this city.

Five years in business, 1925-1930.

Six years a member of the local Board of Education.

Several times president of the Chamber of Commerce.

At present, chairman of the Industrial Commission of the city.

Was chairman of the Zoning Com-

mission which wrote our local zoning ordinance.

Spent the last summer in Europe studying educational systems, etc.

Is in constant demand as a speaker. His standing at Western State Teachers College should be sufficient evidence of his attitude toward the teachers' colleges.

It gives me much pleasure to present the above reasons why Mr. Wichers should receive the recognition he craves at the hands of the people of Michigan who are interested in the cause of public education.

I have several requests for a report on the Crusaders, a Nation wide organization composed of Genuine Americans who feel that by working together as a unit they can contribute to the greatness and glory of our common country. The pledge exacted for membership is as follows:

In Recognition of My Responsibilities as an American Citizen, Believing in My Country and in My Countrymen, in a Spirit of Faith and not Fear, I Pledge my Best Efforts.

I. In Furthering Social, Political and Economic Liberalism in the American Tradition.

II. In Furthering Progressive Reform of Politics and Business and the Advancement of Human Welfare.

III. In Furthering Through Reason, Not Emotion, Public Enlightenment on Public Affairs.

IV. In Furthering Through Constructive Means Peace, Security and Prosperity for All.

From all I can learn the organization is composed of men and women who are patriots to the nth degree and who have no selfish motives in view. I commend the crusaders to the readers of the Tradesman as worthy of their co-operation and support. The headquarters of the organization for the Middle West is 332 South Michigan avenue, Chicago.

I do not know how far the Crusaders propose to go in cleaning up the wretched conditions in Washington, but there certainly is much to be done in curtailing the wicked and criminal operations of trade unionists, communists, socialists, monarchists, grafters, blackmailers and other conspirators against the Government in our National capital. There is plenty of opportunity for patriots to show their hands in the present deplorable emergency.

The present administration espoused the cause of the "forgotten men," so-called. It was stated that the poor man would be placed on the same basis as the rich, so far as business and living conditions are concerned. How has this promise worked out? One feature alone tells the story. The poor man and the person of moderate means can now borrow money at the banks at 6 and 7 per cent., providing he can turn over collateral security amounting to twice the amount of the loan and also providing the collateral is rated by the New York stock exchange. The rich man or corporation can borrow money at 1 per cent. per

annum, and he does not have to bother with giving any collateral.

At the election of village officers at Cedar Springs and with only one ticket in the field the present incumbent officers were elected with the exception of the treasurer. James A. Skinner, the druggist, was elected President for the nineteenth time and John M. Rau, the hardware dealer, was elected clerk for the thirteenth time.

Much as he tries to conceal it, Huey has brains. And he is now sober. He has passed from the clown to the menace, and is conducting himself accordingly. He has overthrown free government in a State, and he has twice recently dislocated the governmental processes of the nation. He is now taking himself seriously, and is beginning to be taken seriously by others. The harlequin who outraged good taste has now become the enemy who threatens free government and is, more than any other man, rendering large numbers of the electorate unfit to participate safely in free government.

"Under the old order," said the President in August, 1933, "the social, the economic or the political life of the unit was drifting down hill through lack of action or because of adherence to old rules which had been promulgated to fit conditions of a bygone age." Unless care is taken, unfriendly critics will have a case to say that the same is true under the New Deal. For there planned economy has not displaced adherence to the old rules of patronage, and there also the downhill drift in social, economic and political life is becoming all too apparent to even casual observers.

The sound ideas of a President and his Cabinet would be no safeguard against inflation if the country should go inflation mad. There is only one real preventive of the evil. That is a prudential policy which looks to the earliest possible balancing of the budget, the squaring up of income and outgo. The National Economy League has been preaching this sound doctrine to the people for two years, and it cannot be dinned into their ears too often.

E. A. Stowe.

## Unsettlement Looms in Tire Prices

The long period of price stability that has been maintained in the rubber tire industry under the NRA codes appears jeopardized as a leading Akron manufacturer is reported reducing prices.

Recently the tire price structure had been threatened by large discounts, ranging up to 50 per cent. below list prices, to buyers who ordered in large quantities. Since this has now been followed by a reduction of 5 per cent. in prices on first line tires, it is feared that the entire price structure may be reduced.

Rim inspections for the first two months of 1935 were reported 70 per cent. greater than for the corresponding period of last year. Hence, the tire industry anti-

pates a profitable year. A price reduction would curtail profits, however, especially if it leads to a protracted price war among manufacturers.

## Dissolution of NRA

If Congress should put through legislation dissolving NRA and dividing its present authority between the Federal Trade Commission or the departments of Commerce and Labor, special treatment of natural resources industries will be demanded by the administration.

A special problem exists, for instance, in the case of oil with respect to production control. Further recognition that the natural resource industry problem is recognized in the pending Guffey coal bill. Lapse of NRA would practically assure enactment of legislation incorporating laces plan for Federal control of the oil industry which he unsuccessfully sought last session.

Present control of the oil industry was only achieved after great effort and the administration fears that any breakdown of the present structure would return industry to the chaos which existed prior to adoption of its code.

## Stores Order Easter Notions

Easter merchandise is more active than any other type of goods in the wholesale notion market this week. Buyers placed orders for a wide variety of dress accessories, sewing equipment and other apparel items for shipment late this month. Notion novelties made especially for the holiday also sell well. Outstanding in that class of goods were sewing and knitting bags decorated with Easter figures, shoe trees, and dress hangers similarly adorned and novelty glove and handkerchief boxes. Items retailing at \$1 or less were wanted in all cases.

Phone 89574  
**John P. Lynch Sales Co.**  
SPECIAL SALE EXPERTS  
Expert Advertising  
Expert Merchandising  
209-210-211 Murray Bldg.  
Grand Rapids, Michigan

Cash paid for stocks of merchandise of every description including machinery, plants and equipment. Write or wire  
**M. GOLDSMITH**  
935 Gratiot Ave. Cadillac 8738  
DETROIT, MICHIGAN

Complete modern Drug Store fixtures for sale at a great sacrifice, consisting of plate glass sliding door wall case, show cases, cash registers, counters, back bar soda fountain and utensils, etc.  
**ABE DEMBINSKY, Liquidator**  
171 Ottawa Ave., N. W.  
Grand Rapids Michigan

## BUSINESS WANTS DEPARTMENT

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

## IN THE REALM OF RASCALITY

### Questionable Schemes Which Are Under Suspicion

Battle Creek Appliance Co., Ltd., Battle Creek, on January 11 filed with the Sixth Circuit (Cincinnati) a petition to review and set aside the Commission's order to cease and desist, entered Nov. 19, 1934, in this case. The order in question against what the Commission found to be false, misleading and deceptive statements and representations concerning respondent's treatment for goitre. Among other things, it directed respondent to cease and desist from representing in any manner — testimonials, endorsements, newspaper and magazine advertising, radio broadcasts, etc.:

1. That goitre can be or has been correctly diagnosed by said respondent from answers made by the laity to questions propounded by respondent through the mails;

2. That the presence of goitre can be determined or the type of goitre can be diagnosed without personal examination of a patient by a skilled physician;

3. That said respondent can or has successfully treated goitre by mail;

4. That said respondent can or has successfully treated goitre patients in their homes without the personal supervision and services of a skilled physician in such treatment.

Fairyfoot Products, Chicago on Jan. 14 petitioned the Seventh Circuit (Chicago) to set aside the Commission's order in this proceeding. The order was entered Dec. 18, 1934, and concerns the sale and distribution of a medicated pad under the name of "Fairyfoot" as a treatment for bunions. The Commission found that respondent's representations had the "capacity and tendency" to and did, in fact, deceive retail merchants and the using public, and diverted business from competitors honestly representing their products and preparations. The order of the Commission directed respondent, and its officers, agents, and employees, to cease and desist from misrepresenting in advertising, circular letters, radio broadcasts, or otherwise, in connection with the interstate sale of its product.

Complaints docketed and disposed of by order to cease and desist, are as follows:

Puritan Stationery Co., Philadelphia, engaged in the manufacture of stationery.

Meade Johnson & Co., Evansville, Ind., engaged in the manufacture of infant diet and nutrition products designated "Dextri-Maltose" and "Vias-trol."

Norwood Pharmaceutical Laboratories, Philadelphia, engaged in the sale of creams and cosmetics.

The following respondents are held to be engaged in the manufacture of candy and the sale thereof in assortments designed to suggest and make feasible its sale by means of a lottery scheme.

Sifers Confectionery Co., Kansas City, Mo.

Queen Anne Candy Co., Hammond, Ind.

Magic City Candy Co., Birmingham. Hollywood Candy Co., Minneapolis. Diamond Paper and Box Co., Philadelphia, engaged in the sale of corrugated paper and fibre boxes, is directed to discontinue placing on boxes manufactured by others, by stencils, labels, or stamps, the certificate prescribed by Rule 41 of the Official Classification Committee, or placing thereon such certificate in their names or business names, or representing in any other manner that they are manufacturers of the boxes.

Preferred Toiletries, Inc., New York City, and others, engaged in the sale of perfumery and toilet preparations, is directed to discontinue quoting prices in excess of the price at which their products are usually sold, as the regular prices, and representing that products for sale in combination sets have been previously sold separately at prices greatly in excess of those at which they are sold in the set.

Scientific Products, Inc., St. Louis, engaged in the manufacture of a can opener designated "Nu-Day Magnetic Can Opener," is directed to discontinue exaggerating the danger of metal slivers in food from opening cans with other can openers, using pictorial representations designed to emphasize this danger, and to discontinue representing that respondent's product is a new invention making all other can openers obsolete.

Weiss Shirt Co., New York City, engaged in the manufacture of shirts, is directed to discontinue labeling or designating shirts in a manner to misrepresent the ply and count of the material from which the shirts are manufactured.

Creomulsion Co., Inc., Atlanta, engaged in the manufacture and sale of a cough medicine designated "Creomulsion," is directed to discontinue misrepresenting the therapeutic value of the product.

### Fickle Weather a Problem to Industry

What an immense factor changes in weather constitute in the life of the Nation is demonstrated by the effect of a forecast of an approaching cold wave in starting up precautionary measures in business and private activities. The Special Committee of the President's Science Advisory Board calls attention to the phenomena.

With the notice of an approaching cold wave greenhouses are closed and boilers fired. Preparation is made at once by heating and lighting plants, whether gas, electric, steam, or hot water, to meet the increased demands that will follow. Fire hydrants, exposed mains, and general plumbing are protected.

Small householders as well as large stockyards drain their mains. Gasoline engines are drained and automobile water-cooling systems are protected by the use of antifreeze solutions. Work in concrete is stopped. Street-railway companies arrange for more heat in their cars.

Natural-gas companies turn a larger amount of gas into their mains to provide for increased consumption. Merchants direct their advertising and attention largely to cold weather articles.

Oyster dealers increase their reserve stocks.

Coal dealers supply partial orders to all customers needing fuel, instead of furnishing full orders to a few, and thus serve all of their patrons. Ice factories reduce their output.

### Low-Cost Emergency Diet

How much food and what kind of food should a person consume who has to live on a minimum expenditure?

Conclusions answering this question as well as a similar question for three other classifications of individuals — those wishing an adequate diet at minimum cost, adequate diet at moderate cost, and a liberal diet — have been made by the United States Bureau of Home Economics in a study which it has recently completed.

An individual on an emergency diet should consume 240 pounds of flour and cereal a year; on an adequate diet, 224 pounds; on a moderate diet, 160 pounds, and on a liberal diet, 100 pounds.

The liberal diet has the smallest proportion of flour and cereals and the largest of vegetables and fruits.

On the emergency diet for a year, as planned by the Bureau, an individual would consume 8 dozen eggs, while for the adequate-minimum cost and the moderate cost diets 15 dozen are suggested. For the liberal diet 30 dozen per individual are recommended.

In the emergency diet 43 per cent. of the calories would come from bread or cereals, while in the moderate cost and liberal diet milk would supply 19 per cent. and lean meat or fish 21 per cent.

The emergency diet would include 2,746 units of vitamin A, while the units are increased in the other classifications up to 6,495 for the liberal diet.

What is described as the liberal diet, explains the Bureau, corresponds with the amounts spent by families of skilled wage earners, business and professional workers.

### Reduction in Coffee Prices

The Federal Food and Grocery Authority has issued the following on retail coffee prices:

The nominal minimum legal selling price for coffee of 19 cents per pound as quoted in Bulletin Volume II, No. 16, in the face of declines in the market on Santos coffees should now be 18 cents per pound.

You are advised that any retail selling price of below 18 cents a pound is not necessarily conclusive evidence of violation of either the coffee code or the wholesale and retail food and grocery codes; but under all normal circumstances, such a price is so low that the coffee code authority feels that they are in a position to prove that the cost finding requirements issued pursuant to their code have been violated if the required grocery mark-up or mark-ups have been included.

Your splendid co-operation with the coffee code authorities since the issuance of the original bulletin on the subject has done much to stabilize coffee prices and we request your continued co-operation in the same manner on the new suggested price.

Hope, and reserve yourself for better times.

### Jumbo Lobsters Off Bill of Fare

Oversized lobsters get a break from the New Deal.

The big red ones that hang over both ends of the platter no longer will grace the table when the bell tinkles for dinner at eight, because their Uncle Sam is preparing to act in their behalf.

With the supply of lobsters dwindling, the oversize crustaceans are to be left at their inclinations, inasmuch as 85 per cent. of the seed lobsters are more than 13½ inches in length. Elmer Higgins, of the United States Bureau of Fisheries, told the NRA at a recent code hearing for lobster wholesalers that the annual take of lobsters is only a third of the 1889 figure.

Recognizing that the supply of their raw material is becoming scant, lobster wholesalers suggested that they handle only those lobsters which are more than 9 or less than 13½ inches long.

### Do Not Lift Lumber Gloom

Although lumber shipments have hit a peak rate for the year, producers have become even more pessimistic on the outlook.

Current heavy shipments are ascribed principally to the necessity for adjusting badly assorted inventories of both manufacturers and dealers. Opening of the big floating and navigation season earlier than usual was a contributing factor. Actual sales of lumber by dealers during February were disappointing, however, particularly on the Atlantic Coast and in New England.

The restricted prospective demand is the basic discouraging factor in the lumber situation. With building and public works prospects poor, and the housing act widely regarded as an ineffective stimulus to new construction, the trade does not see how sales can be large.

### Declining Shoe Production

Shoe production is expected to register a further decline, as compared with the output of a year ago, during the balance of the spring season by trade observers, unless a late Easter season should provide a substantial impetus to buying by consumers not now felt.

Manufacturers of shoes profess to be greatly concerned over the prevailing high levels of food prices. Since food consumption is generally inelastic, it is feared that purchases of clothing and shoes are being reduced this year by the drastic advances in food costs.

Also, the confusion in the boot and shoe industry occasioned by the agitation to reopen its code of fair competition has resulted in some curtailment in output by producers likely to be most affected by code changes. Buying by distributors is also discouraged by these code uncertainties.

A new floor maintenance system dry-cleans and finishes wood floors subject to heavy traffic. It's said to clean and finish the dirtiest floors without soap, water or sanding.



# WHAT IS THE WORLD COMING TO?



RECENTLY, according to a newspaper report, the world collapsed in the hands of a government official.

The circumstances may be of interest. This official asked for bids on certain items. He opened the bids. He found the bids to be identical. He was amazed, concerned, and confounded.

"What," he asked, "is the world coming to? How can purchasers purchase to advantage when there are no price differentials? Is this the end of sound business practice?"

It is true that during the past two years the price horizon has lost some of its familiar contours.

In many instances it is startlingly level. It has few peaks. It has few valleys.

So certain questions arise:

If any reasonable degree of price parity persists, what happens?

Will purchasing agents toss nickels to see who gets the orders?

Will salesmen become robots?

What becomes of the purchasing agent who used to take the gold fillings out of the teeth of salesmen?

What is the fate of the salesman who used to be able to sell ice to Eskimos?

Is the fun all over?

Or, will there be a new order of selling?

There are some direction indicators. The following is one.

Step into the shipping department of a large organization. Pick out a man who obviously is a little chesty regarding his skill with a hammer and a nail. Lay three or four hammers before him. Tell him they are all priced the same. Then watch him pick one. He'll test them for weight, for balance, and for grip with all the care and finesse that a good golfer puts into the selection of a driver. He'll examine the wood for flaws and for grain. And he'll study particularly the grinding of the faces.

This skilled workman demonstrates to us a fact that has been largely lost sight of in a period of wide disparity of price.

It is a fact that assumes a new importance. It assumes this new importance because it will enter largely into the new order of buying and selling—provided any close relationship in prices persists.

This fact is that in every implement or machine from a barber's razor all the way up or down to a steam shovel there are measurable qualities which determine their value.

Two hammers may look alike to us. In the hands of a skilled workman, one does ten hours' work in eight, bends no nails, chips no wood. The other does eight hours' work in ten, bends a lot of nails, chips a lot of wood.

It is with similar differences in all tools and machines that purchasing departments will concern themselves if prices parallel.

They will dip deeper into shop practices and shop efficiencies. They will be in close consultation with superintendents and foremen.

As a result, salesmen will meet with more exact and specific questioning regarding speed, precision and other qualities.

Here is a second indicator.

Perhaps you know or have known an expert whittler. The expert whittler can shave a stock with the precision of a milling machine. Part of this is an adeptness with hand and knife. But not all of it. The contributing factor will be clear if you watch an expert whittler select a stick for the exercise of his skill. He knows through experience which woods pare evenly and smoothly. He avoids knots and partial cross grain. He picks a wood that he knows will respond properly to the deft strokes of his knife.

So every material which is shaped into merchandise has measurable qualities which affect the character of the work and the speed with which it can be done.

This is true of silk, rayon or linen. It is true of wood or paper. It is true of clay or steel, and of the many materials which are woven or shaped or fashioned into merchandise.

These things have not been ignored by purchasing departments. But they will be brought into sharper focus if price parity persist in any degree. And buying will be done with a greater attention to such matters.

There is a third indicator.

Listen in some afternoon at a luncheon or at the session of the weekly bridge club. Out of the chatter you will pick something along these lines: A soap chip did this or that. A cleansing fluid left a stain here or there. A certain stove is too quick or too slow; it can or can't be controlled. There will be price comparisons, also. But you will find that women go deeply into the merits of materials and appliances.

So in home buying also, qualities which can be defined and measured enter largely into sales. And in this field the proper explanation of quality and efficiency will be an essential part of selling, especially if prices parallel to any degree.

There is evidence of a new and finer craftsmanship in buying, of the coming of a keen expertness in purchasing on the basis of the fitness of merchandise or machines to do a definite job.

The new order of selling must match the new order of buying.

Salesmen must have complete information.

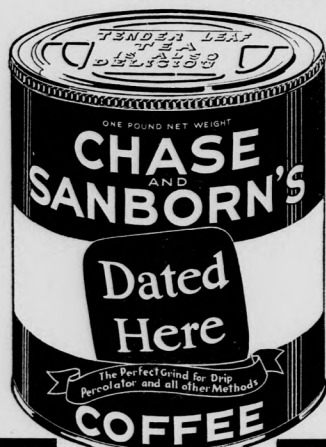
They must know exactly what tools, machinery or merchandise will do and why.

They must have their information in such shape that it can be used for reference when talking with buyers or left with buyers for them to refer to, or to use when consulting others about purchases.

Booklets and bulletins of information must flow freely to and through sales forces, sales agencies, wholesalers and retailers.

# Backed by nation-wide ADVERTISING . . .

A great campaign. Reaches millions. Magazines. Newspapers.



Radio. Tie-up material. Effective. Outstanding. Sales stimulating.

Cash in on this advertising. Feature Dated Coffee now. It's a profit-building item.



A Product of STANDARD BRANDS INCORPORATED

## 7 GOOD REASONS WHY YOU SHOULD STOCK

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

*The brand  
you know*



*by* **HART!**

A complete line of canned vegetables and fruits.

## Rademaker-Dooge Grocer Co.

Distributors for

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



## NEW CHANCE FOR SALES AWAITS YOU

Heinz Baby Foods are Champion Repeaters

Grocers everywhere are displaying them on their counters. They have opened up a brand new avenue to substantial profits.

Here's why. When mothers and doctors learned that Heinz made Strained Foods they were quick to accept them. Many women in your trade area are wondering where they can buy them. Let them know **you** have them and you'll get their trade. Make a display on your counter. See how fast it works for you.

H. J. Heinz Company

**HEINZ STRAINED FOODS**

A Group of the 57 Varieties