

# MICHIGAN TRADESMAN

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EST. 1883

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, MARCH 27, 1935

Number 2688

## SUCCESS

It isn't the book that is written,  
It isn't the picture that's drawn,  
It isn't the field that is planted  
And it isn't the log that is sawn—

It isn't the rock that is chiseled,  
It isn't the tower that is raised,  
It isn't the work of imposing mien  
That should be especially praised—

It's the use a man makes of the tools at his hand  
And if they be many or few,  
And if a job gets the best that he has  
When less than the best would do;

For some have advantage of training,  
And some even start with a name,  
While others must plod along on the sod  
Forever unfavored of fame.

How else can true merit be rated,  
Or the weak with the strong compare,  
Except allowance is somehow made  
When the tortoise races the hare?

And so, at the last great Audit,  
When the records of Life are scanned,  
It won't be the size of the job that counts,—  
But the **JOB WITH THE TOOLS AT HAND.**

JAMES G. MORAN.

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## LEE & CADY

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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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JAMES M. GOLDING

Detroit Representative  
611 Kerr Bldg.

Printed by the Tradesman Company, Under  
NRA Conditions

### After Fourteen Years' Absence in the United States

Time runs slowly in the villages which are stretched along the marshy coast—some built in the shadow of the great dike that keeps the angry waters of the North Sea at bay.

Those born there, who live and die to that slow time, are unaware of the odd tempo of their lives, but I have been away and just come back. It is a little over fourteen years since I sailed aboard the good ship Ems across the ocean to the land of hope and promise—America—and I made good. I went back to visit the old folks, sisters and brothers.

I stepped across the threshold of the door and felt a strangeness in the plain, low-ceilinged rooms. The white paint on the woodwork, put there before my birth, gleamed with a luster that no city soot or factory smoke had dulled.

The shining panes of glass gaze on the meadows across the bridge over the canal, cattle are grazing, sheep here and there feeding along the edges of the ditches. Nothing had changed; the querulous voice of the kitchen pump that turned to music when the water gushed out freely from its throat, the cool, smooth feeling of the soapstone sink, the queer rightness of the pieces on the parlor whatnot, the blue china, the white and gold cups and saucers in the little closet by the chimney, all in their proper place just as though they had never been used since I left. I wondered whether I had ever been away.

At the side door leading to the barn I raised the latch and wondered how I found it in the dark. The tall elm stretched its huge branches over the old homestead, now used to shelter the chickens, the cattle and the sheep—weatherbeaten, but its oak beams and sills defying the elements. I stepped slowly across the stone flagging of

the yard. Everything so quiet in the early June twilight, no noise of any kind except, the squeaking of the vane atop the barn, a bedraggled fighting cock. But suddenly my eyes fell upon the old Saxon inscription, hewn into the massive stone that formed a part of the foundation of the old homes'ead—“Lever dod as sclav”—translated “rather dead than slave” 1495. There was the spirit of the forebears hewn into rock—Independence, liberty or death, in an older language.

The old stone church bells rang the hour of eight in the same old clear tones across the fields. From the loft of the barn, the hands of its massive clock were visible, built in 1789 on the site of an older church built in the year 1240. The various gold altar cups, still in use, bear the inscription 1456.

In the legendary records of the church one reads of the Saxons' departure for England in 450 and of the invasions by the Swedes in 1204 and 1269. It was a fighting people who lived here. Hessians were shipped from these shores to fight Indians in America and in 1813 Napoleon's forces were defeated at the bridge here. A burial ground is called Franzosen Karkhof to this day. November 7, 1871, an explosion of a powder magazine took place at the time I was born.

On land and sea, the Friesian-Saxons of the Unterweser or Wesermuende have given a good account of themselves.

I walked up the narrow cobble stone street and thought of all the life inside of every house I passed or how they endured in houses where so little life was.

When I reached the turn of the road, the friendly gasthof hove in sight—the same old wooden benches in front of the gast stube windows. I walked in, old Mother Tonjes came in the side door with an apron full of wood shavings and nearly dropped these on the floor when she recognized me. “Bodenstab's John” she gasped and shook hands, looking me over, and trotted out of the room to notify her daughter-in-law the Wirts frau, a widow whose husband had paid the price of devotion to his duty as member of the life saving crew in 1898, one stormy night when a Norwegian sailing vessel's crew were rescued, all but the captain and second mate and the life savers being lost.

Seated at a table near the window, the only patron of the place, I was served with a grode lage, a cognac and a beer—an old custom in that part of Germany. But the price of (cognac) brandy is too high for most of the plain folks and they drink schnapps and beer instead—een luetje lage. However, anyone who can afford it or wants to

put on a little dog, asks for a grode lage (brandy and beer).

Another favorite beverage is hot grog. In Winter and Summer, the fishermen and sailors and some of the farmers of the vicinity drink hot grog (een glass warmes). Time had not changed anything here either.

I hope to go back once more in 1936, if possible, after an absence of fifty years and will most likely find everything just as usual, the dike, the North Sea, the storms. The cattle and the sheep will look alike and the gasthof will serve the usual grode lage or grog or luetje lage and the legend in the solid rock will read the same—“Lever dod as sclav.” John Bodenstab.

### Roosevelt Gives Ship Experts Impossible Task

President Roosevelt has assigned an “impossible” task to administration officials as well as legislators in charge of new shipping legislation to provide for the transition from indirect to direct subsidies in connection with his determination that no Government money shall be loaned for building commercial vessels, experts say.

While the President proposes to place American shipowners on a parity with foreign competitors in vessel construction costs through direct subsidy to shipyards, it is pointed out that no shipping company can finance its own construction.

This means, it is explained, that if replacements are to be made in the American merchant marine the \$250,000,000 construction loan fund authorized by existing law must be retained, otherwise the Government will have to assume the replacement program.

This Government, with its high living costs, cannot go on the basis of private costs, it is agreed. Before and after the World War shipping in this country has showed such meager earnings that the business is not a private risk. In other words, there is no inducement for private companies to go into the shipping business.

### Added Taxation Lurking in Background

Observers here are inclined to view lightly “assurances” given in legislative and executive circles that beyond the probable extension of the so-called nuisance taxes and possibly a further slight tightening up of administrative provisions, there probably will be no increase in Federal taxation.

It had been said that there would be no general banking leg-

islation advanced, but Congress now is engaged in studying an Administration bill nevertheless.

The belief is current in some quarters that the Treasury has very definitely in mind what will be proposed later on and, in fact, New Dealers have said the United States “has not yet begun to know taxation.”

To make a definite announcement of tax policy now would deprive the administration of one of its strongest weapons against the enactment of other measures with which it is not in sympathy. Every time a bill is passed that it does not like and which involves expenditures the Administration can demand that Congress provide new tax revenues to meet them. Since new taxes are not popular, the threat would be very effective. When the Administration wants to raise taxes it will be upon the ground that recovery requires and merits it.

### Advance Buying Heartens Woolen Mills

Woolen goods manufacturers are encouraged by current buying activity, especially since it consists largely of advance orders from clothing manufacturers.

“Hand-to-mouth” buying policies have caused clothing manufacturers so much trouble that it appears they may resume the practice of contracting for their requirements well in advance. Code restrictions upon woolen goods makers so delayed them in filling quantity orders, that clothing manufacturers have latterly had to seek permission of the NRA to increase their hours of operation to catch up with demand. Since the pay for overtime work increases costs, and the increase in hours of work aroused bitter opposition from the unions, manufacturers are now contracting for future woolen requirements to avoid a repetition of this season's difficulties with slow deliveries of goods to them.

Changes in style also discourage continued “hand-to-mouth” buying. Consumers are demanding specially styled goods to an increasing extent. To supply such demands, advance purchases are necessary, as generally only staple suitings are carried in stock by mills.

Styled in the modern manner, a new line of electric clocks displays simple forms, gleaming surfaces, sweeping lines. Numerals are absent from the faces, dots serving instead.





### Lines of Interest to Grand Rapids Council

Was down around the state house last week and while there dropped into the much talked about museum where they keep the hash-grinder that turns out the laws and lawlets of our commonwealth. The thing that impressed me the most was that the setting reminded one of the open forum of the Herald or the arena where Nero fiddled around while the Christians toasted and Rome burned. The legislature was in action trying to argue among themselves whether it was and was to be or wasn't and should not be. They were ably assisted by groups who had gathered around the rail of the arena by cheers, laughter and other emotional demonstrations. As one looked down through the great opening and into the pit of action he might have become awed at the august body of solons had they not looked like ordinary individuals in a friendly argument. We happened along about noon-time and when the gong tapped at high noon, we found that the fleshy appetite predominated over the minds that were assembled to make or break the status of Michigan because there did not seem to be enough exits to accommodate those who desired to get away to the feed bag. It is so with every hired man we suppose—they just watch the clock so someone else won't remove it from the wall. Visited one of the state department offices and waited for service until the young (?) lady got through visiting with an old acquaintance. Guess that was all right too because one must have a little diversion from the routine or one might break from the strain of overwork. We understand that break-downs are quite prevalent among the state employees. Maybe we misunderstood—perhaps it is shake-downs instead. Anyhow, we got some satisfaction by riding up and down in the elevator two or three times without having to donate. That seems to be one convenience on which they don't collect.

Now that we have seen the old meat grinder we wouldn't be surprised if we might not find a hair in the hash most any time.

Maid: "Please, Mrs. Whaite, will you come up to the bathroom at once? I can't make out whether Mr. Whaite is scalding to death or singing."

In talking with salesmen who contact manufacturers all over the country, we find that there is an unusual amount of activity of which we hear little. Furniture manufacturers of the South are quite busy and the stove factories are working full time and are behind with deliveries. This condition bespeaks for increased activity in other sections and the first thing we know we are going to be back in the money again. All we have to do is to keep perked up and keep on pushing because we are through the mud and

upon the edge of dry footing. One more heave and we are on our way.

Traffic problems and safety measures to prevent accidents are taking up much time of those who are working on safety councils. The toll of injured is mounting daily and the traffic is getting heavier and heavier. It is now predicted that of four children born to-day, one will meet with an automobile accident before he reaches the average span of life. Whether pedestrians are getting more careless or whether automobile operators are failing to use a little common sense is a question to be settled by the investigators. We believe a reasonable amount of care on the part of all concerned would be a major help in solving the problem. If some of the following rules were heeded by motorists we would have little need for anything but doctors, hospitals and undertakers. If the speed limit is 20 miles, slow down to 35; courtesy makes safety. Whenever you see a safety zone, drive boldly through it. Pedestrians should stay upon the sidewalk. Be independent. Never stop to allow people to get on or off street cars. This is a foolish waste of time. Hit the women and children first. Remember the golden rule: Always get someone else before they get you. Safety means nothing to you. It is better to have hit and smashed than never to have hit at all, then sneak away. Drive like hell on all occasions. Never mind, you may not get killed; if you should the undertaker needs the business.

A magazine writer states that, in Washington, 92,000 new job holders are "working" for the Government. Perhaps she meant 92,000 are being paid by the Government.

E. G. Olson, formerly a hardware and implement dealer of Custer, has purchased the hardware stock of councilor Chas. H. Dunakin, at Freeport. Charlie Dunakin has been traveling for the Flint & Walling Co., of Kendallville, Indiana, since they dug the hole for Lake Michigan. From the fruits of his labor he collected for himself a large farm and the prosperous hardware store which he has just sold. With one thing less to manage, he will, no doubt, be looking around for some other line of endeavor in addition to those he already manages so ably. Mr. Olson is an experienced hardware and implement man and will, no doubt, be successful in his new location. It was reported some weeks ago that he had purchased the stock of W. H. Braden, at Scotts, but the information was incorrect.

The memorial drive for members in memory of the late Grand Secretary M. Heuman is on and it is hoped that a very substantial addition will be made in new members and reinstatements. The new applications which have just been mailed to every member in the state bear the likeness of the late secretary. This drive will end on April 30. Many new members have been pledged and sponsors of this drive believe that the pledges will come through by the time the drive closes. Grand Secretary Bradfield and State Director

Guimond are working hard to make this drive the biggest thing that the Grand council ever attempted.

Do not forget the meeting on April 6 and the big feed that the ladies are going to serve that evening before the meeting. We cannot get any dope on the menu but we hear that hunger will not be when one gets away from the table. The charge of 35c seems little for such a meal, but the ladies say it is 35c, so why argue with the women. Members, their families and friends are invited.

Notgniklip.

### Washington and Lincoln Nod in Approval

The chain store system is the most efficient system yet devised for the transportation of money from Main street to Wall street. The chain stores dip their hands into most every pocket in America and while the victim is partly hypnotized by their skillful advertising extract therefrom the cash contents for the chains own use. Young and old; rich or poor; they are all alike to the chains, so long as they have money and an inclination to spend it. How many millions of Americans deposit their money with the chain stores is problematical, but every one who does is speeding it on its way to Wall street, never to return except via the high interest route.

Very little of the money taken in by the chains stays at home. None goes to charity (What do you think the chains are anyway? Let local people keep up the local hospitals, etc.) Very, very little goes for taxes (what do they have experts for but to keep from paying taxes). Some of it goes for rent (sure they pay rent—but all the vacant stores they cause to be vacant pay no rent). They pay wages to local people (yes, we have to admit they do—but how much? One former chain store employe answered with a smile, "Well, boy take it from me, you earn all you get").

The chain store manager (serf would be better) sends his receipts in every day to the district manager, who, in turn, sends it in to Wall street. There it is amassed for the happiness and edification of a board of directors.

The faces of Washington, Lincoln, Hamilton and Jackson look out from these stacks of hoarded profits, but the greedy Wall street profiteers give no heed.

Washington, the man of Valley Forge: Washington, who fought the dominance of English kings; Washington, who led an army and his country through almost certain defeat to a glorious victory. Washington, whose benign countenance adorns our dollar bill; does he nod his head in approval of our ready submission to the tyranny of Wall street? No. Would he approve the removal of our God-given rights into the hands of Wall street dictators? Again the answer is no.

Lincoln! Lincoln, who carried the burden of the civil war. Lincoln, who carried the burden of hundreds of thousands of deaths for the principal that man might be freed from slavery to his fellow man. Lincoln, who fought for the preservation of our Union and the continuance of our undeniable rights as American citizens. Does he nod his head in approval of the Chain Store Slavery System? No! Does he approve our easy relinquishment of our rights as American Citizens? No!

Did Jackson fight oppression that we might easily be moulded into whatever form or fancy Wall street dictates?

Did Hamilton establish our Nation's financial structure for Wall street alone? Did he see only a vast accumulation of wealth in Wall street and decay and starvation of our smaller communities?

Our forefathers fought for the right. They submitted to no tyrants, foreign or domestic. They held that "each and every man was created free and equal" and that the Government was "of the people, by the people and for the people."

It is our turn to fight. The battle is upon us. It is not an easy victory before us, for the chain store gang will hold on to the last ditch, until every hope of victory is gone. We must use every means we have at hand. Not only our knowledge of our particular trade or profession, but our rights as citizens. We have in our State Legislature a bill introduced by Rep. Diehl, of Monroe. An explanation or a summary of its effect in case of enactment was published in a recent issue of the Tradesman. We should all get behind and work for the enactment of this bill. It is the best one of our weapons to use at present in our fight against chain store domination.

Mr. Clark, of Greenville, informs us that the Van Wormer plan has been temporarily shelved in favor of the Diehl measure. Let us watch the Tradesman and should a call be made for action, be ready and willing to do whatever is necessary for the passage of the Diehl measure.

Washington and Lincoln, those immortal American, nod in approval.

Sam Sugarsax.

Jones, a fireman in one of the country's biggest cities, sent his boy to the country last summer. When he came home, he couldn't wait to tell the folks about all the strange things he had seen. Among them was a big pig. "It was in a pen," he said, "and it was afraid of the little pigs. They would chase the big pig around the pen until it was so tired it fell down. Then they jumped on him and ate the buttons off his vest."

The losses—the costs—are beginning to frighten thoughtful citizens.



### Stebbins' Impressions of Some Towns Round About

Lowell is a good town in which to live. It is located in the beautiful valley of Grand river at its junction with Flat river. On the latter stream it has a valuable hydro-electric plant, which provides a low rate for service, also a revenue for the treasury of the municipality. Lowell has produced a number of prominent citizens, who have made their mark in the business world and helped to shape the early history of Kent county. It was near Lowell that Rix Robinson, early trader with the Indians, set up his trading post, over a hundred years ago. The King Milling Co. and the Sprayer factory here are operating steadily. Like most other towns, Lowell has seen better days. Business would be much better than it is if local citizens and the farmers would be loyal to the home merchants and not hand their money to the greedy chain stores, which have no interest here but to exploit the community. If prosperity is ever to return, local people must help bring it about. Lowell merchants are worthy of loyal treatment and if they could have the trade which naturally centers here, as they had in former years for a long period, Lowell would be in a more prosperous situation. It would help restore values to local and farm property and every citizen would profit by it.

Belding merchants report trade better than a year ago. The Jolly Kid Garment Co., which recently moved here from South Haven, is now operating in a part of the factory building formerly occupied by the Richardson Silk Co. About seventy-five people are now employed, and when workmen complete the installation of more machines, two floors of the plant will be occupied and it is expected the working force will be more than doubled. The knitting company, which also occupies a part of the main building, is operating with a good force. Belding is much in need of better banking facilities, and present conditions are that a branch of an Ionia bank will be opened here. If the banking and money situation of this country ever get untangled, so it is possible to finance industry, this city presents more favorable opportunities for industries desiring a good location. The idle plants here would provide modern space for several small enterprises, as well as facilities for large manufacturers. The local Chamber of Commerce has certainly got many inducements to offer and is to be congratulated for what it has done to bring back the busy hum of industry to the city. In registering for the night at Hotel Belding, it was filled to capacity, partly due to caring for the force now installing machines for the garment company. Local business men and women are much pleased with the recent decision of the state supreme court, in sustaining the chain store tax law. There was a time when about all important cases, affecting the interests of local business and monopolies, were decided in the interest of big business. It was given pretty much its own way, and the chain system it built up impoverished towns and cities.

The strong public sentiment which is now awakening to this injustice, is bringing more consideration from courts and judges. The Diehl bill, now before the legislature, to raise the tax still higher on chain stores, will be watched with keen interest by local merchants everywhere.

The new garment company now going into production here is seriously handicapped by arbitrary and unreasonable rulings of the NRA. Orders are piling up for their product and they are anxious to fill them and they are breaking in new machine operators as fast as permitted. At present only sixteen new operators can enter apprenticeship, while the manager would gladly increase the number to fifty, which would add many more jobs for local people who are anxious to get work. Several dollars have been spent in sending telegrams to the head office of the NRA, to permit the employment of more help, but thus far no response has been received.

Dutton is an excellent trading center on M 37 in the midst of a splendid farming country. Two elevators and two general stores do a good business, one of the stores being of the Red & White selling plan, owned by John Wierenga.

Caledonia is a lively farming town on M 37 and the M. C. Ry. Among its wide-awake merchants are Harry D. Clemens who has a large and complete store stocked with hardware and farm implements. Tape & Schultz, also in the same line, have a modern well stocked store. George O. Stockhill owns a large stock of general merchandise. Peter Beukema, groceries and meats, J. R. Smith, general merchandise, Charles Neuman, grocer and restaurant, Caledonia Farmers Elevator and the State Bank of Caledonia, which are but a part of the business people who are all working together for the good of the village. There is also located here a consolidated public school which serves the township, the pupils being brought in by motor busses. The merchants here are much pleased with the recent decision of the state supreme court. All are ready to help getting the Diehl tax bill passed this session of the legislature. A local merchant gave the writer a few walnuts, grown on a famous tree located a few miles out, on the farm of Glenn Allen. The tree is tall and nearly three feet through. Each year it bears a good crop of nuts, appearing much the same as the ordinary walnut from the outside, but the meat is formed much like the English walnut. The M. S. C. and the U. S. Department of Agriculture have for several years been trying to reproduce this type of walnut, but thus far have not been successful. When the nut from this famous tree is planted, it always produces a tree, bearing the old type of nut meats. These new special nuts always revert back to the original type and the plant experts are still experimenting by grafting and other methods to make the new type walnut available through nurseries. This noted tree was saved from the virgin forest and no one knows how it came to produce such an improved type of nuts. Recently the Department

of Agriculture sent 700 pounds of special fertilizer here to the owner of this walnut tree, which he is to use to enrich the soil about the tree.

Middleville merchants find trade some better than last year and many recall the busy days when the people all traded at home; when money was plenty and everyone was happy. They feel that the old method and the so-called New Deal with greedy chain stores scattered everywhere presents an example that should be convincing to every citizen, as to which kind of times are best. L. M. Johnson & Son recently acquired the grocery stock of the Gardener estate. The senior member was with the store for several years and during this time his son acquired training with a chain store, so both father and son are well qualified. E. J. Talbot is having a closing out sale and will retire from business. Merchants here are watching the business sky carefully. All are aware there is a strong surging sentiment sweeping over the nation, which is having its favorable effect upon judges, courts, Congress and legislatures. Many things indicate a weakening of the grip that greedy wealth has so long held upon the business and financial interests. Unless this grip is broken, there is no hope for better times. However, many things indicate better times ahead.

Hastings is the county seat of Barry county, located on M 37-43. It is one of the best of the smaller cities of the state, and besides having several important factories, it is the center of a rich farming territory. Like other cities, it has seen better times, and business is reported a little better than last year. If local merchants could have the trade which comes here, as they did in former prosperous years, times now would be much better, but the invasion of the outside chain store corporations has cut local trade profits 50 per cent. or more, which is a big drain on any community. What this city needs is a local organization of home business interests only. Like some other cities, the chamber of commerce made a mistake of admitting chain store corporations to membership. The chain corporations are always seeking membership in local business organizations, so as to make them impotent in taking any action that will interfere with their exploitation of the community. Just now every

organization of local business should be active in seeing that the Diehl bill, now before the legislature, amending the chain store license law, should be on the alert to see that it is enacted into law at this session. This bill raises the license fee to more fully protect business and community welfare from the blighting effect of the greedy chains which take away every dollar of the profits on the trade they receive. The chain corporations are enemies to local business and should not be permitted to enter their organization. No one has anything against those employed by the chain organizations, it is the organizations they represent. If local business could have the trade of the community, they would give jobs to every chain store employee. Some cities have seen the error of letting the chains get into bed with them, and they have organized to fight the chains and not hobnob with them. Hastings is a city of substantial business blocks, fine homes, schools and churches. It is a city worth fighting for and when the people get their eyes open to the facts, they will not continue their support of outside interests, which bring only impoverishment, but will drive out the invaders by refusing to buy from them.

Woodland is a live country village on M 43. It is the center of as fine farming territory as can be found in the state. There are two elevators, which provide a good market, also several good stores, among them that of the druggist, who has an excellent store well stocked, which also applies to other merchants here.

E. B. Stebbins.

### Hanes Offers New Fall Line

A new line of knitted cotton shirts and shorts for Fall and Winter wear to retail around 50 cents has been brought out by the P. H. Hanes Knitting Co. Aimed to provide lighter-weight garments for city wear during the cold weather, the new range, of the combed yarn, spring needle type, is expected to broaden the Hanes distribution in urban centres. While these styles are not absolutely new, they have in the past been usually confined to higher price brackets. The company also reported yesterday that its new line of abbreviated French shorts and shirts has attracted orders far in excess of current capacity.



# Harry C. White

Candidate

**COMMISSIONER  
THIRD WARD**

Platform

Observance of the Spirit  
of Tax Limitation

A Square Deal to City Employees

## MOVEMENTS OF MERCHANTS.

St. Charles—The Hodd Coal Co., has a capital stock of \$100,000, \$4,000 being paid in.

Shiloh—W. H. Draper has enlarged his stock of groceries and joined the Red & White group.

Auburn—The Peoples State Savings Bank has increased its capital stock from \$20,000 to \$25,000.

Detroit—Arnold's Inc., 1051 Woodward avenue, has changed its name to Silverman Enterprises, Inc.

Detroit—Max's Furniture Co., 2055 Gratiot avenue, retail dealer, has a capital stock of \$10,000, all paid in.

Bay City—The Peoples Commercial & Savings Bank has decreased its capital stock from \$500,000 to \$200,000.

St. Ignace—The L. Winkelman Department Store, Inc., has increased its capital stock from \$15,000 to \$17,000.

St. Joseph—Bradford & Co., manufacturer of novelties, has decreased its capital stock from \$75,000 to \$10,000.

Port Huron—The Fred W. Dole Tire Co., 956 Sixth street, has decreased its capital stock from \$25,000 to \$15,000.

Detroit—The McCloskey Grilling Co., 908 Lafayette Bldg., has increased its capital stock from \$100,000 to \$200,000.

Port Huron—The Port Huron Bread Co., 1301 Eleventh street, has changed its name to the Aikman Port Huron Bread Co.

Detroit—The Fassler Welding Machine Co., 424 Stormfeltz-Lovely Bldg., has a capital stock of \$125,000, \$80,000 being paid in.

Belding—Kenneth Howley, formerly of Williamston, has opened a beauty shop here under the style of Pat's Beauty Shoppe.

Grand Rapids—Ray Powers has opened a grocery store at 135 National avenue, N.W. The stock was furnished by Lee & Cady.

Lowell—Stanley Beach and Perry Outman, both of Belding, have opened a shoe store here under the style of Beach & Outman.

Whitehall—Charles A. Johnson, grocer and a resident of this town since 1882, died at his home March 19, following a brief illness.

Ithaca—The Robuett Co., manufacturer and dealer in fluid control valves, has a capital stock of \$10,000, \$3,000 of which has been paid in.

Detroit—Carter's Inc., 1043 Woodward avenue, dealer in wearing apparel for women and children, has a capital stock of \$6,000, all paid in.

Detroit—The Universal Radiator Co., Transportation Bldg., has a capital stock of 100,000 shares at \$1 a share, \$1,000 being paid in.

Detroit—The Gillespie Lumber & Supply Co., 11779 Cloverdale avenue, has changed its name to the Gillespie-Beck Lumber & Roofing Co.

Bridgman—Bridgman Farmers Exchange, Inc., organized to deal in farm produce, farm supplies, etc., has a capital stock of \$3,000, all paid in.

Crystal Falls—The Crystal Falls Co-operative Society has filed involuntary bankruptcy proceedings listing liabilities at \$41,773.35 and assets at \$71,580.26.

Marquette—The Getz Department Store, Front street, has installed new modern lighting fixtures, remodeled and redecorated its entire store.

Detroit—Henry Richard, Inc., 4903 Joy Road, dealer in household appliances and equipment, has a capital stock of \$5,000, \$1,000 being paid in.

Detroit—The Titusville Burial Casket Co., Inc., with business offices in the Transportation Bldg., has a capital stock of 100,000 shares at \$1 a share, \$1,000 being paid in.

Detroit—The Keystone Merchandising Corporation, Transportation Bldg., also of Donora, Pa., has a capital stock of 50,000 shares at \$1 each, of which \$1,000 has been paid in.

Detroit—The Gregory Boat Co., 488 Parkview avenue, has been incorporated to sell boats, motors and accessories with a capital stock of \$10,000, \$2,000 being paid in.

Detroit—Arnold's Inc., 1141 Farmer street, has been incorporated to deal in ready-to-wear apparel at retail for women and children with a capital stock of \$25,000, all paid in.

Saginaw—The Esther Shop, Inc., 422 Genesee avenue, wearing apparel for women, has increased its capital stock from 4,500 shares no par value to 5,000 shares at \$1 a share.

Muskegon—Budd's Bootery, B. M. Salisbury proprietor, will remove the stock from its present location in the Elks Temple to the recently improved Hardy building on Western avenue, April 1.

Detroit—The Gernt Company, 409 Griswold street, distributor and sales representative for various products and specialties, has a capital stock of 100 shares at \$10 each, \$1,000 being paid in.

Battle Creek—The Lakeview Fruit Market of Battle Creek, Inc., 1609 Security National Bank Bldg., dealer in fruits, vegetables and dairy products, has a capital stock of \$5,000, \$1,000 being paid in.

Pontiac—The Connolly Jewelry Co., succeeds Connolly's, Inc., 16 West Huron street in the retail jewelry and optical business with a capital stock of 100 shares at \$100 a share, \$1,000 being paid in.

Muskegon—Owing to the death of James A. Smith the paint store of James A. Smith & Son, 924 Second street, will be conducted by the son and the business continued under his own name, George J. Smith.

Lansing—The Norge Sales & Service store opened at 2009 East Michigan avenue by George E. Knight and P. R. Gram. In addition to a complete line of Norge appliances, a stock of radios and radio accessories will be handled.

Stanton—Miss Margaret Montgomery has leased a store in the Stevenson building and will occupy it about April 1 with a stock of ready-to-wear apparel for women. The business will be conducted under the style of the Smart Tog Shoppe.

Traverse City—William T. Roxburgh, 72, died suddenly March 21, of a heart attack following a slight illness. Mr. Roxburgh had conducted a drug store here since 1904. In recent years his son, Donald, has been associated with him in the drug business.

Muskegon—Louis E. Peterson, painting contractor in this community for the past 30 years, has removed his wholesale paint stock from 603 Ottawa street to 1222 Pack street where he will expand the business by opening a retail paint and wall paper store in connection with his other business.

Brookfield—The Brookfield store building owned by the late W. A. Spicer will be sold directly and Kenneth Bailey, a local man, who has been conducting a general store in the location expects to retire and return to Charlotte, Bailey was with the late A. A. Houghtaling for many years.

Marquette—The stock and store fixtures of the J. W. Bennett clothing and men's furnishings store, 114 West Washington street, was sold at auction, March 21. The store was closed by W. J. Weber, who as trustee for a number of creditors, took possession after foreclosing a chattel mortgage.

Freeport—C. H. Dunakin, 441 Ethel avenue, S. E., Grand Rapids, owner of the hardware stock and store building under the management of J. E. Babbitt, has sold it to E. J. Olson, formerly of the hardware and implement firm of Olson & Smedberg, Custer, who will take immediate possession. William Roche, also of Custer, has been employed by Mr. Olson.

Marquette—Lou Persitz has opened a women's apparel store adjoining his shoe store on Washington street. In addition to spacious show cases and counters there are four large dressing booths and six stock booths with a complete alteration department in the rear. The new store is connected with the shoe store by an archway, and will be known as "Lou's, Stylist for Women."

Stanton—Maurice Yodido, Inc., who conducts department stores at Edmore and Carson City, has leased the store formerly occupied by Mr. McIntosh with a dry goods stock and will open a store as soon as the building can be remodeled and redecorated. By reason of buying in quantities for three stores Mr. Yodido will be able to conduct a modern department store in every respect.

Detroit—Joseph Schiller, who died at his home Friday, was born in Lithuania seventy years ago and had lived in this country fifty years. He was a retired business man, at one time owning a department store on St. Aubin avenue. Prior to that he had owned the Schiller Toy & Novelty Co. and the Schiller Candy Co. He had been a member of Congregation Shaarey Zedek for 30 years.

Ionia—Arthur L. Stevenson, 70, local department store owner, died Tuesday from a heart illness. He had been ill for some time. He was prominent in fraternal and business circles and was an elder in the Presbyterian church. The store will be closed from 2:30 to 3:30 Wednesday afternoon for the funeral, which will be held at the Presbyterian church. Burial will be in Highland park cemetery.

Battle Creek—Horace H. Brockett, 35, died at a local hospital following a two weeks illness of pneumonia. Mr. Brockett was wholesale and retail distributor of Donald F. Duncan Model

Airplane Co., of Chicago and conducted the business at 58 West State street. The business was progressing here so well that in January of this year Mr. Brockett opened a branch store on Midland avenue in Detroit.

Detroit—Owing to the demand for Van Armen corn cereal products which has already manifested itself, according to William A. Van Arman, president of the Van Arman Cereal Co., initial production at the new plant on Cabot avenue, will be at the rate of 600 baskets of cob corn per day instead of 100 baskets as originally planned. The company expects to be in production about the middle of next month.

Owosso—Waldo McIntyre died suddenly Sunday night. The funeral was held Wednesday. Deceased was one of the founders of the Michigan Hardware Co., Grand Rapids, twenty-three years ago. He subsequently engaged in the retail hardware business under the style of Dignan & McIntyre. For the past half dozen years he has been engaged in the insurance business. The funeral was attended by H. W. Spindler, President of the Michigan Hardware Co.

Greenville—Gates Brothers are getting squared away after doing business for a few weeks, under the handicap of remodeling their food store. When the job is finished they will have one of the most modern and sanitary stores in the county. The store front is in black enamelite glass, with plate glass windows set in metal. Large display space is provided and the lighting effect, both outside and inside, will add greatly to the attraction of shoppers. Well lighted stores get more trade.

Battle Creek—Possibility of an early return of Battle Creeks famous sanitarium to operation under private management is foreseen in the appointment by Federal Judge Arthur Tuttle of an advisory committee of six to make an examination of the situation. Members of the committee are J. Sanford Otis, Chicago, and H. F. Conklin, Battle Creek, of the Bondholders' Committee; Charles C. Green, Battle Creek, and H. M. Turner, New York City, representing the creditors, and Drs. Almer L. Eggleston and M. A. Mortensen, representing the Board of Trustees. The State Public Trust Commission has granted a new license to the Bondholders' Committee and appointed Representatives James G. Frey, Battle Creek, and George C. Watson, Capac, to its membership to serve with Otis, Conklin and Paul M. Eenzil, of Milwaukee.

## Manufacturing Matters

Detroit—The Meado Products Co., 2532 24th street, manufacturer and dealer in specialties, has a capital stock of \$10,000, \$2,000 being paid in.

Detroit—Pronto, Inc., 3380 Penobscot Bldg., manufacturer and dealer in extracts and syrups, has a capital stock of 100 shares at \$10 each, \$1,000 being paid in.

A recently developed liquid hand soap is said to dissolve and make water-soluble lacquer, paint, varnish, enamel and grease, to leave the hands soft and smooth.



### Essential Features of the Grocery Staples

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

Tea—The general feeling in the first hands tea market during the week was weak and prices sagged a little. Exceptions to this are Formosas on spot and Congous, which are scarce. The weakness of the general commodity market as to many items is the main reason. Common tea is also feeling weak. Primary markets on Javas and India have also shown some weakness during the week. This apparently did not extend to Ceylons. Consumptive demand for tea is about as usual.

Coffee—For the most part the market for future Rio and Santos coffee has been weak since the last report. About the middle of the week there was a little recovery, but the undertone is certainly soft. Financial conditions in Brazil appear to be the reason for the present slump which has continued now for several weeks. Spot Rio and Santos green and in a large way has shared in this weakness and the market for the standard grades No. 7 Rio and No. 4 Santos is now lower than it has been for a long while. Demand for coffee in a large way is poor. Milds show no change since the last report. Jobbing market for roasted coffee is feeling the effects of the slump in green. Consumptive demand good.

Canned Fruits—Canned fruits are steady, except for some occasional offerings of cling peaches.

Canned Vegetables—At this particular time attention is focused particularly on asparagus, and no definite prices have arrived. Some business has been done and much more solicited on the basis of last year's opening, less certain discounts. The delay in prices has been caused, of course, by the uncertainty over the marketing agreement. Opposition to the tentative plans thus far considered has arisen and at the present time the only thing that appears probable is that growers will get at least what they got last year, or a little more. Packing of new California spring spinach is under way, but recent indications of a considerably larger crop than last year have been somewhat altered by reports of frost, which is said to have cut the yield in some parts as much as 40 per cent. Although some low prices have been heard here, there seems to be a stronger undertone to the market on the Coast, and if the frost damage results in so much curtailment as indicated, prices would very likely work higher.

Canned Fish—Mackerel is still firm with sizes spotty and small in many cases. As to tinned fish, sales of salmon have been very good since the first of the year, especially fancy grades. The present demand is fair to good, with prices firm but without any particular change this week. Further advances are expected in Alaska pinks and chums. Other tinned fish unchanged, quiet demand.

Dried Fruits—Prices on dried fruits are generally steady here, and there is in the aggregate enough demand to keep the market on an even keel. Stocks held here are light and so there is no evidence of pressure to sell. There has been a noticeable pickup in the

demand for imported figs and dates which are now controlled by a few hands and prices naturally are showing a stronger undertone. Some Easter business is making itself felt in this connection. Domestic dried fruits are moving out in a routine way, with Santa Clara prunes and raisins showing some difficulty in getting into large volume. New pack prunes are being quoted generally now and the recent cleanup of old goods has taken the incentive out of buying for anything but immediate needs. However, prices here compare very favorable with Coast prices and New York should get its full share of any business which develops in reasonable proximity to it.

Beans and Peas—Dried beans have continued dull since the last report with prices about unchanged, but an easy undertone. The same applies to dried peas.

Nuts—The demand for shelled nuts here continues pretty much along its hand-to-mouth basis. Strength has been reflected particularly in a few varieties like California shelled almonds and to some extent Cashews. Spanish almonds are holding firm, but not being sought in any considerable volume. Shelled walnuts are generally routine. The demand for unshelled nuts also is still pretty thin, although there are hopes the coming of the Jewish holidays will result in a reasonably good business.

Pecan Pact in Effect—A marketing agreement designed to improve returns to growers of paper shell pecans became effective March 13 and will expire September 30 unless amended. The agreement includes provisions for minimum prices to producers, compulsory grading of pecans destined for distribution, and the collection of basic statistics by the agreement control board. The agreement applies only to the 1934 crop, most of which has moved to market. The primary reason for putting it into operation at this time is to give the control board an opportunity to organize as an official body, so that it can compile necessary statistical data on the industry and prepare an amended agreement which will apply to the 1935 crop.

Pickles—Raw stocks of pickles are the lowest in five years, according to C. J. Sutphen, of C. J. Sutphen & Co., brokers at Chicago, and in addition the crop is short in cucumber growing districts. In reviewing the situation Mr. Sutphen said:

"The sale of sweet pickles is heaviest; dills come next. Pickles in bulk show some improvement but nothing in comparison with twenty years ago. At that time 90 per cent. of all pickles were in barrels, to-day the situation is reversed, approximately 10 per cent. are in bulk and the remainder in glass.

"This change has been principally brought about by the chains that sell packaged goods exclusively. There is a considerable volume sold in bulk in delicatessen stores, also at meat markets. Another factor that is of interest is that consumers are purchasing smaller quantities, in many cases, just enough for a meal rather than a pint or quart bottle. This clearly shows there is less money in the hands of the great consuming public, especially the working classes.

"The market has been stationary since fall. It has been found that where prices have been advanced sales have fallen off, therefore manufacturers have held prices on an even keel.

"The firm market also seems to reassure buyers that there will not be much, if any, advance, throughout the coming season," concluded Mr. Sutphen.

Rice—The rice market has taken on somewhat more volume here and particularly in the South. The export rebate is making it possible to attract foreign buying, and since the withdrawal of Italy as a rice exporter, American rice is finding wider markets. Domestic demand continues very satisfactory with the trade taking Blue Rose and Prolifics more readily, and prices on them working up from the South. Lady Wrights continue to be a feature of the long grains, since Fortunas seem to be well cleaned up and Ediths are also hard to find.

Salt Fish—The Lenten demand for mackerel and other salt fish continues active. A lull is expected within a week or so, when the trade will be fairly well supplied. From that time on the wholesale business in salt fish will probably decrease.

Syrup and Molasses—The output of sugar syrup continues limited and controlled, consequently the market is firm. The demand is active. Compound syrup is easy on account of an easy corn market. Prices are unchanged for the week. The better grades of molasses are selling fairly well at unchanged prices.

### Review of the Produce Market

Apples — Jonathans, \$1.50; No. 1 Spys, \$1.50 and \$2; Baldwins, \$1.50.  
Artichokes—\$1 per doz.  
Asparagus—65c per bunch.  
Bananas—5c per lb.  
Butter—Creamery, 33c for cartons, 32½c for prints, 32c for extra in tubs.  
Cabbage—\$1 per bu. for white, or red; new, 80 lb. crate, \$4.50.  
Calavos—\$2.25 per case from Calif.  
Carrots—Calif., 55c per doz. bunches or \$3 per crate of 6 doz.  
Cauliflower—\$2.25 per crate from Calif.  
Celery — Florida, \$3.25 per crate; 12 stalks to bunch, 45c.  
Cucumbers — Missouri extra fancy, \$1.50 per doz.

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

C. H. P. from farmer.....\$2.80  
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 18c per doz. for all clean receipts. They sell as follows:  
Large white, extra fancy.....24c  
Standard fancy select, cartons.....23c  
Current receipts .....22c  
Medium .....22c  
Checks .....21c

Garlic—15c per lb.  
Grape Fruit — Florida, \$3 for all sizes; Texas, \$3.25.

Green Beans — \$3.25 per hamper for Florida.

Green Onions—Chalots, 45c per doz.  
Green Peas — \$3.25 per hamper for California.

Green Peppers — 45c 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.....\$4.25

Leaf, hot house..... 7c

Mushrooms—28c per box.

Onions—Home grown, \$2 for yellow or white.

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

126 .....\$3.50  
150 ..... 4.00  
176 ..... 4.25  
200 ..... 4.75  
216 ..... 4.75  
252 ..... 4.75  
288 ..... 4.75  
324 ..... 4.75

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, 30c per bu. Idaho, \$2.50 per 100 lb. sack.

Poultry—Wilson & Company pay as follows:

Heavy Springs .....19c  
Heavy Fowls .....18c  
Light Fowls .....16c  
Turkeys .....20c  
Geese .....11c

Radishes—Hot house, 30c per dozen bunches.

Rhubarb—55c for 5 lb. box.

Spinach—\$1.50 per bu. for Texas.

Strawberries—23c per pint for Florida. The quality is very poor.

Sweet Potatoes—\$1.75 per bushel for Jerseys.

Tomatoes — Florida repacked, \$1.35 per 10 lb. boxes.

Veal Calves — Wilson & Company pay as follows:

Fancy .....12½c  
Good .....09c

Wax Beans—Florida, \$3.25 per hamper.

Fremont—Fremont's "anti-peddler" ordinance had a chance to work last Thursday when the local police took in two Grand Rapids men on the charge of peddling without a license. The men, Clyde Brown and Clay Gardner, were unloading a quantity of Ben Davis apples here to various homes, calling them "dandy eating apples" but during their campaign happened to stop at the home of Police Officer Albert Luchies. Luchies was not so sure about their being "dandy apples" so he told the men to take their apples back and warned them to stop their work in town. Later in the day he found the men had been at other homes and decided it was best the law look into the matter. Arrested, they were taken before Justice Milo A. White, and pleaded guilty. Brown was fined \$2.50 and costs of \$3 and Gardner \$5 fine and costs of \$3.

## MUTUAL INSURANCE (Fire and Life)

### Selling Protection Beyond the Corporate Limits

Providing fire protection to communities and areas beyond the corporate limits of the town or city has always presented a vexing problem to fire chiefs and community officials. Viewed from the humanitarian angle, it seems to be selfish to withhold protection from persons not residents of a community when no payment is made. Whenever a home in an unprotected area burns after the refusal of a nearby fire department to respond, newspapers and public opinion are aroused to attack the fire chief—even though in most cases his superiors have issued orders that he shall not respond.

In the final analysis, fire protection is a community service. It is maintained by the citizens of a certain community, and paid for with their money, usually in the form of taxes. If the persons outside the community who do not pay any of the taxes desire fire protection, they should be willing to pay for it. If they are not sufficiently numerous to maintain a separate fire department, they should at least be willing to pay a fair price for the services of a department already established.

This would seem fair enough, and a reasonable solution of the problem. Records show, however, that in many cases bills for fire protection are allowed to go unpaid, unless there were iron-clad agreements made in advance and collections were pursued vigorously.

No one enjoys standing back while fire apparatus while property is being destroyed just outside the limits of his operations. The natural inclination is to pitch in, put out the fire, and then try to get some measure of payment to defray the expenses. There are other points that must be taken into consideration, however, before such action is taken. One is that sending apparatus outside the municipal limits is taking some of the protection away from the citizens who are paying for it. Another is the question of liability—should the apparatus wreck property or kill or maim someone outside the city limits, it is extremely likely that the city could be forced to pay damages if the truck operator were found to be negligent, in spite of the fact that it is really doing work for another person.

Many efforts have been made to work out this problem of outside fire protection. A state legislator recently advanced a plan something like this: if a building were to burn, the owner could summon the nearest fire department to extinguish the fire, even though he was not a citizen of the community supporting that department. Under the plan, the charge for the run would be paid by the citizen or owner of the building or his township. If the fire department refused to respond to his appeal, the city operating the department could be held liable for the full extent of the damage done by the fire. No provision was made to pro-

tect the city from suits for damages in case of accidents while responding to alarms.

Such legislation was undoubtedly ill-considered, and it was quickly killed. It does show that there is a feeling that some action is needed, and that it is necessary for fire chiefs and city officials to protect their interests in the matter of outside protection.

One good solution might be legislation providing that cities and towns able to furnish outside protection to surrounding areas do so—with a definite basis for charges and collection of charges. There are several ways of computing charges—a flat rate per year, a sliding rate according to time consumed and the amount of equipment and men necessary, a flat rate per run, an annual charge based on the taxable property to be protected, and so on.

Each of these methods has its adherents. What method is to be used is not as important as that some way be worked out to provide protection for people who cannot support a separate department—without penalizing the taxpayers supporting the regular fire department. In most cases where fire apparatus is sent from one community to another having a fire department when such action is made necessary by a very serious fire, no charge at all is made. This is logical, because the agreement works both ways. The necessity for charges lies only in the territories having no fire protection at all.

The average paid fire department is a rather expensive organization to maintain. Heavy payrolls are the chief expense, while equipment and apparatus represent fairly heavy investments. An analysis of municipal expenditures shows the fire department using a substantial portion of the total taxes paid. For that reason, it is only fair that a city collect something when its apparatus is used for the benefit of a non-taxpayer.

Once the non-taxpayers are given a full explanation of the actual cost of each fire run, there should be no difficulty in getting them to pay a reasonable charge for such runs, either as individuals or through their township or village officials. Such charges are just, and should be collected in fairness to the taxpayers who pay to support fire departments.

Hon. John C. Ketcham, Commissioner of Insurance

Mutual Insurance, as well as Insurance in general, should be well pleased with the appointment by Governor Fitzgerald of John C. Ketcham to the office of Commissioner of Insurance.

Mr. Ketcham was born on a farm in Maple Grove Township, Barry County, where he lived until he was twenty years of age. During this time he attended high school in Nashville and Hastings, graduating from high school in Hastings in 1892. Following that he was a teacher and principal in each of these schools. Sometime later he was elected Commissioner of Schools for Barry County which position he held for eight years. He was also Postmaster at Hastings from 1907 to 1913. He served eight years as Master of the State Grange, during which time he

also served four years as Lecturer for the National Grange. In 1920 he was elected to Congress from the Fourth District of Michigan. In 1933 he helped reorganize and became the President of the National Bank at Hastings. He still holds that position. In Jan. 1, 1935, following his appointment to the office of Commissioner of Insurance by Governor Fitzgerald, he was sworn into office on his 62nd birthday by his boyhood friend, Chief Justice Potter.

His wide and varied experience well fits him for the office of Insurance Commissioner. His appointment assures an honest and efficient administration of this office as well as a square deal to the insurance business in Michigan. We wish to assure him of our hearty co-operation in every way possible and wish him a long and successful term of office.

### How to Get a Loan for Modernizing Purposes

Does your home need repairs, alterations or improvements?

Does your store need a new front, repairs, modernization?

Then you may be interested in the many valuable aids extended to you under this law.

The United States Government is interested in stimulating business, especially the so-called "durable goods" industry, that is, the building trades. It has therefore adopted the National Housing Act, which enables owners of property (homes as well as business properties) to secure necessary funds for repairs, modernization, alterations and improvements at a relatively rea-

sonable cost. A little courage, a little spending, repayable over a period of time, and you may be well repaid in more comfortable living and in better business.

These are the facts:

1. Any property owner (in some cases, a tenant) who has a regular income is eligible.

2. You may apply at any National bank, as well as many State banks, or see your building contractor.

3. You may borrow from \$100 to \$2,000.

4. The loan is repayable from one to five years in monthly installments.

5. No security or co-signers are necessary.

6. No down payment is necessary.

7. If you borrow \$300, for example, for one year, you get \$285, repayable in 12 equal monthly installments. No interest is charged since the 5 per cent. discount is taken when loan is made. There are no other charges.

8. Delinquency in repayment is liberally treated.

A modernized business means more business. For those who may take advantage of this law, an unusual opportunity is extended.

A new floor lamp has a night light contained in its base, concealed and softened by an enclosing cylinder of translucent material and an overlay of perforated metal ornament.

A title is all right if a man doesn't take it too seriously.

Taxes will tax recovery.

## FIRE is not "Choosey"

Fire, like Death, is feared chiefly because it can descend so suddenly, without regard for persons or plans. Your house may escape even a scorched shingle for twenty-five years—and then, without warning, be burned to the ground in a couple hours. Your only protection is insurance—and don't neglect it! Our records show a pitiable number of cases where fires have been reported a few days after a lapse of insurance—too late to benefit from past years' payments. The only sure protection is constant protection!

FINNISH MUTUAL FIRE INSURANCE CO.  
444 PINE ST. CALUMET

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



# JUDGMENT BEFORE TRIAL

## An Answer to President Roosevelt's Statement on the Public Utility Bill

In order to offset the rising tide of protest which is coming from hundreds of thousands of investors in public utilities from all over the country, and before we have had an opportunity to offer any defense or objections to this bill, the President sends a message to Congress which seeks to prejudge the case.

The issues are simple: Shall all public utility holding companies be ruthlessly destroyed without trial or hearing? Shall innocent investors everywhere throughout the country have their investments destroyed to further an untried and Utopian scheme of economic reform? Shall we go many steps beyond fair and adequate governmental regulation and put the utility industry of the country completely in the hands of a new bureaucracy at Washington? Shall utility operating companies and service required by consumers throughout the country be crippled and demoralized by virtually taking the industry out of the hands of local regulation and of the managers who have been installed by and who are responsible to the investing public which owns the properties?

The holding company has developed in the public utility field for the same reasons that it developed in other industries, and presumably for the same reasons which made it useful to the Government in establishing the Tennessee Valley Authority.

The President has stated that "if we could remake our financial history in the light of experience, certainly we would have none of this holding company business."

That statement apparently eliminates from any further consideration the great achievements made possible by the holding company in every major American industry. Most of the basic products which the American public buys come from holding companies. The corporate names best known to the public and most representative of high standards are those of holding companies. The destruction of the holding company, as provided in the proposed bill, is no longer a concern for the public utilities alone, but for all industry.

Moreover, the bill goes further than destruction of the holding company. It is not merely a holding company bill; it is also a bill directed against the operating companies, which so completely limits their powers as to make Federal agencies virtually the managers of the industry.

The public utilities have opposed this bill because they believe it to be unsound and harmful to both investor and consumer, and contrary to the public interest.

The right to express opinion, even when it is opposed to an administration measure, has not yet been abrogated. The utilities have endeavored honestly to inform investors and the general public as to the disastrous effects of this legislation. According to newspaper reports and the statements of Congressmen, thousands of individuals have written in protest against the bill. We shall continue to urge them to so express their opinions frankly and fully.

The President states that he is as "unimpressed" by these protests as he was by the similar effort against the Securities Exchange Bill last Spring, and that "the Securities Exchange Act is now generally accepted as a constructive measure." We would respectfully point out that what made that Act workable was the opposition that developed against the original bill, which forced the adoption of drastic changes in the legislation as finally enacted.

That is all that we are seeking to do in our presentation of the facts before the House Interstate and Foreign Commerce Committee. We do not object to a fair and constructive bill. But we will not be deterred from our purpose in submitting to the Congressional committees the true facts of the situation, convinced in the belief that in due time the justice of our position will prevail.

## Grand Rapids Gas Light Company

## PLAN HAS STRONG BACKING

Considerable controversy promises to mark the path of the novel "contribution or reservoir" plan for evaluating a merchandising department, suggested last week to the board of the National Retail Dry Goods Association by a committee of controllers headed by Archibald MacLeish, of Carson, Pirie, Scott & Co.

Retail executives at the week-end displayed a mixed attitude with regard to the proposed plan. Some opposed it on the ground that the method would be inferior to the present distribution manual basis of the Controllers Congress. The proposal for change, however, has the strong backing of such leaders in the retail control field as C. B. Clark, of the J. L. Mudson Co., and it is predicted that a considerable sentiment in its favor will be developed by the time the committee makes its final report to the midyear convention of the association in Chicago next June.

Basically, the new plan proposes to charge only direct expenses to a department, expenses of the type that would disappear if the department were discontinued. All other expenses would be placed in general bracket and the department would be judged on its performance after the direct expenses are charged. The controllers' committee does not feel that the contribution plan should at this time displace entirely the present Controllers Congress expense distribution method, but should be supplementary to it until enough time has elapsed to obtain adequate comparative data.

Between now and June, it was learned, the committee will seek to set up those detailed expenses which may be directly chargeable to the individual departments.

Those sponsoring the plan see in it an internal accounting analysis that will throw a strong spotlight on management expenses or management inefficiency and will afford a more direct means of appraising the individual buyer's worth.

The contributory plan, it was explained, springs from a philosophy centering on the issue of whether or not the department manager has control over such expenses as those involving rent and management functions. Sharp divisions of opinion on this question are noted, but for the most part the belief is that the department itself has little to say on these expenses. There has always been a difference of opinion as to whether it is possible to measure the net profit of a department, because of the fact that certain expenses must be distributed or allocated to departments on bases that contain at least some arbitrary elements.

At best, the department's rent valuation charge, for example, represents only the opinion of a few individuals in the store. A certain department, for instance, may be charged an amount to cover rent which may be as much as 10 per cent of sales, with the charge made on the basis of the value of the space and not according to the volume of sales.

A change in the executive personnel, or other changes in conditions, may bring a revaluation of the space used

which would conceivably result in a space charge of only half that amount. Yet the difference in this case, 5 per cent., may actually result in placing this department on a profit basis, whereas before it might have been regarded as a losing department.

Some controllers were unenthusiastic about the plan, declaring its reputed advantages were questionable. One said that "we are in business to make a profit and not to make 'contributions' by departments." The number of retail departments, he declared, ranges from 130 to 170, and the fact that the plan would show which of them can make contributions to general expense would be no safeguard that the contributions in total would be large enough to meet all store expenses or show a profit.

"I can't see how a profit for the whole store can be obtained," this controller added, "unless the individual departments show a net profit. Of course, some arbitrary element must enter into this calculation, but in the final analysis it is not the arbitrary factor which is all important; but the determination of the mark-up required to cover all expenses and leave a net profit."

"It is, of course, no secret that, due to competitive and other factors, some departments are losing money. The question to be decided with them is whether they should be continued or not. Under the contribution plan this situation would not be changed."

"Moreover, it is probable that not more than 50 per cent. of the expenses now charged to a department are 'escapable' expenses or expenses that could be charged to the store generally. The new plan does not give enough information to determine whether the department is covering 'inescapable' or direct expenses or not."

"In other words, if departments fail to cover the remaining 'inescapable' or general expenses and there is a net loss for the store, store executives will not be able to tell which departments are to blame and will not be able to determine in what departments this could have been avoided. I believe the basis of the present expense manual offers a much more specific tool to work with."

## DRY GOODS CONDITIONS

Retail trade showed substantial improvement last week under the influence of more favorable weather. Apparel and dress accessory volume expanded and the call for home furnishings was quite fair. Reports from other cities were equally cheerful.

The week, of course, had to be compared with the peak period of Easter shopping last year. For that reason it was estimated that retail sales in this area probably ran about 15 per cent. under a year ago. The decline for the month, counting in one less business day this year, would come to about the same percentage, according to present indications.

For the first half of the month department store sales in this district were 10.3 per cent. under last year's, the Federal Reserve Bank reported. Stores in New York and Brooklyn were 11.2 per cent. lower, while those

in Northern New Jersey suffered a drop of only 5 per cent. This may represent the effect of the city sales tax, although lower relief expenditures are also cited.

Despite the wide margin by which March will drop under the same month last year in retail sales, the comparison from this point on should prove satisfactory. The peak of Easter buying lies ahead and the combined figures for March and April should show a gain over last year.

Improved retail trade led to more numerous mail and telegraph orders in the wholesale merchandise markets. In the jobbing lines, however, the stalemate continued with volume at very low ebb.

## TEXTILE CONTRASTS

In conditions that prevail among the various textiles there appears to be a lesson on effects of government control. The wool industry is thriving but the cotton market is in the doldrums. One line finds so brisk a demand for goods that deliveries are slow, while the other has accumulated large stocks and is striving to obtain approval for another curtailment program.

Originally the wool-control steps of the government created a very slack market. Under the pressure of independent supplies, however, prices were reduced 10 per cent. on two occasions. The Farm Credit Administration announced in the week that its plan for the 1935 clip would be similar to those in effect, but with some changes designed to promote flexibility in marketing.

Of course, wool and cotton cannot be compared too strictly. Imports of the former are equal to about one-quarter of the consumption. Nevertheless, the introduction of more flexible marketing proved the salvation of the industry even as price-pegging and the processing tax have played havoc with the cotton-textile industry.

Even private restraints have not fared so well in the textile industry. Recently the rayon field has experienced difficulties. Stocks in the hands of converters are burdensome and lower prices are indicated.

## NRA SUPPORT APPEARS

Friends of the NRA finally bestirred themselves last week toward obtaining an extension of that legislation. Code authorities and officials met in N. York and announced that a committee would be formed to get expressions of business leaders before Congress. Retailers moved in the same direction to defend the act in principle at least.

At Washington, as well, a different attitude seemed to be developing in place of the defeatist weakness of recent weeks. President Roosevelt let it be known that the administration was strongly behind the program, following reorganization of the National Industrial Recovery Board which put Mr. Richberg at its head and gave to labor the equal representation for which it has strived.

In addition, support of the administration has been thrown to the Wagner labor disputes bill. It appears, therefore, that the labor provisions of the new act will be emphasized, even as

there are grounds for believing that some of the artificial controls and regulations making for a "scarcity" economy will be deleted.

Most of these moves give a more definite character to the proposed program and to this extent relieve the anxieties which were based on the fear that the whole act would be scrapped.

## HOME AIR UNITS PLANNED

Manufacturers of air-conditioning equipment look for a rapid increase in sales to domestic users this year and next as a result of the decision of many architects designing one-family houses to plan the homes with air-conditioning installations in mind. According to producers, homes which are built with a view to the possible installation of equipment provide promising outlets for manufacturers. The cost of installations in such structures, it was explained, is less than half that in homes built before the possibilities of air-conditioning were seriously considered.

So far, producers admit, volume sales of air-treating equipment are still made largely in the commercial field. The Federal housing campaign is expected to expand the home market considerably this year. Theaters, formerly the best outlet for air-conditioning equipment, have dropped back to third or fourth place as outlets for commercial installations, it was said. At present the most active demand is found among department stores, restaurants, bars and beauty shops.

Foreign sales of air-conditioning continue an important factor in the industry, with South America doing the heaviest buying. Other outlets of substantial size are found abroad among theater owners in China, Australia, India, and Japan.

## RETAIL ADVERTISING CODE

In the fair practice code for retail advertising which was introduced last week by the National Association of Better Business Bureaus there is the merit of simplicity combined with effectiveness. The seven rules cover all important phases of ethical advertising practice and are not burdened with the cumbersome detail which might jeopardize proper application.

Actually, as Major Benjamin Namm indicted, there are two chief sources of advertising dishonesty—deception of customers and attacks upon competitors. These are the forms dealt with by the new rules.

If there is a waste in advertising it can be invariably traced to practice that is either dishonest or verges on that fault. Temporary results may follow from blatant claims, but in the end more is lost than is gained. Public confidence is undermined or the competitor who is attacked to-day responds in kind on the morrow.

Strengthening of the advertising standards of retailers by agencies apart from the NRA is undoubtedly a wise step at the present time. Should the government program be modified and code machinery become less effective, then this code of the Business Bureaus should fill the gap nicely and prevent any demoralization which might ensue.



## OUT AROUND

## Things Seen and Heard on a Week End Trip

On account of the condition of the country roads so far this year I made no Out Around trips for ten weeks until last week, when I made a visit to Battle Creek with pleasure and safety.

At Augusta I found Mrs. Wakefield recovering from her recent automobile accident. She expected to be able to sit up in bed for the first time the day I called.

I found Battle Creek grocers very enthusiastic over their Independent Food Merchants Association. They appear to be fully convinced that this is the greatest year independent merchants have ever had to secure the legislation to which they are entitled to wipe out the advantages the chains have enjoyed in preferential buying. They have not yet secured this pending legislation and may not secure it this year if they do not do their full duty by getting in touch with their representatives in Congress and the Legislature. I have whanged away on this topic so long and so continuously that no blame can be laid at my door if the independents permit this opportunity to slip through their fingers.

I published last week a seasonal letter from a man who is in authority in the beer industry of Detroit. I herewith present another letter from the same gentleman which I think is replete with good suggestions:

There is a certain fascination in printers ink and I confess a little conceit or pride to see my letter to you in print. I am sending a copy to the United States Brewers Association, New York. It is a step in the right direction. The brewer—I mean the men in charge of a brewery—are not brewers at all. The brewmasters who produce the beer in most cases are not consulted when plans are made to dispose of the output of a brewery, and these brewery owners, managers and officials are to-day confronted with so many problems that they do not always pay proper attention to their advertising matter. Some agency does the thinking for them at so much on the dollar; hence the mess, as I call it.

The brewer is confronted first of all with the purchase of materials, grains, bottles, kegs, rice, corn, grits, pitch, labels, cases, trucks and labor.

I sat with the labor committee of the union and the brewers from ten a.m. to six p.m. yesterday, trying to fix a scale of wages—some 30 per cent. higher—on account of higher cost of production.

Our New Deal administration or Miss Deal administration destroyed pigs and wonders now why pork chops are high. The brewer is governed by state laws, liquor control commission, the United States laws, internal revenue, food and drug departments, F.A.C.R., brewers code, regional board, local ordinances, health department, police department and public opinion. All is not gold that glitters. The Anti-saloon League told the world that all brewers are rich. The rich brewers failed last year to the tune of 131 out of 735, including six in Michigan.

I spoke to John Stroh, of the Stroh Brewing Co., Detroit—the largest in Michigan—about my ideas of advertising beer and will talk to Goebel, Pfeiffer and Tivoli—not to advertise their respective brands, but to sell their beer as a food beverage to the people. You know what I mean.

I secured from the Liquor Control Commission the appointment of one sanitary inspector of retail license places. I am after the dirt, clean beer pumps, clean glasses, clean towels, clean table cloths, clean windows, clean floors and clean surroundings for the sale of good beer. Every man called inspector should first of all receive a little training from me gratis as to what to look for and check the slovenly undesirable licensees out and keep them out.

Washington, D.C., March 22—Your kind letter of March 15 received. I note what you say regarding House bill 5062 and am, of course, supporting the bill. I have always been very much in sympathy with the work you and your paper are doing with regard to these independent merchants, and am willing to play anything from first fiddle to bass drum in helping them. If I cannot do more than just "tum tum" on the drum, I am going to do it.

In trying to buy my groceries and meats here in Washington, it is impossible to find an independent merchant. Everything here is chain stores, and every independent merchant has apparently been eliminated. I might add that groceries and meats here are higher than any place I have ever lived, including Lansing.

I am enclosing herewith copies of three letters which I wrote to the President of the United States, which are self-explanatory. I have not received an answer. Unless I receive an answer within the next ten days, I expect to write a fourth letter in which I am going to use language that will be expressive of the contempt the president apparently has for the correspondence of a Congressman. I then expect to put all these letters in the Record, make a speech on the floor—if I can get the floor.

I would like to have suggestions along this line. Thanking you for your correspondence, I remain,

Albert J. Engel,  
Representative Ninth District.

Greenville, March 23—In regard to confiscatory taxes on chain stores, I will say that I do not know of anyone who wants to confiscate anything they have.

If laws are passed for the purpose of conserving the profits and opportunities on retail business for the people of Michigan and such laws interfere with the growth and expansion of chain stores, that would appear to be what is desired.

Let the chain stores go some place where the grass is longer. While speaking of confiscation, what happened to the nickles, dimes and dollars of America under the operations of Wall street?

If a lot of chain stores moved out of Michigan, I believe employment would increase because it has been one of the points argued in favor of chain distribution that they can handle the tonnage with less employees than the independent dealers can. Thus employment would increase.

In regard to working a hardship on real estate if chain stores moved out, just let me point out that rentals have taken an awful tumble from the peak days of 1929. The same argument regarding real estate was used years ago when they forced the old time saloon, but I remember no calamity which happened due to their passing.

Far be it from me to hold any brief for booze or the old saloon, but in fairness I must say that the profits on the old saloon stayed in the communities and there were many stories told of the generosity of old time saloon men to people in distress.

If the independent business men of Michigan and the population in general believe we would prosper better by breaking what are regarded by many as monopolistic holds on the state, it is now a splendid time to reach a decision. A chain store tax is a compro-

mise and a guarantee by law for them to continue to operate in Michigan. The VanWormer plan of a \$25 retail license for one store and doubling on each additional store to where it amounts to \$12,800 each on ten stores and rapidly goes into enormous figures from there on, would break things down quickly to one store to a man and an equal opportunity for the many.

While the VanWormer plan is now gaining most valued and influential support, there is still a big gap to bridge while people continue to use the word "confiscatory." Let's drop the word and shout for equal opportunity and adopt laws which will guarantee it.

Greenville independent business men are now boosting the Deihl bill, but hope that the independent retailers of the state will be able to put over the VanWormer proposed retail license law during the next session of the state legislature. C. L. Clark.

Among the gentlemen who were not in town on the occasion of my birthday, March 16, was Samuel H. Ranck, head of the Grand Rapids Public Library. On his return to the city, he wrote me as follows:

What marvelous things you have seen and been a part of in these seventy-six years! A world transformed and very much more interesting than it was the year you were born! While you would like to see many things of to-day different—changed—yet I am sure you would not want to scrap all the things we have now to go back to the things your parents and the people generally had when you were born. In short your seventy-six years have been a glorious time in which to be alive, to look on, and to be a part of the changing world.

But in your case you have been much more than just an observer—a passive looker-on. You have been one of the creative impulses to make new things happen. And then your long years, almost if not quite, unique in the whole country, as editor and publisher of the Tradesman! What a marvelous record! Your readers, I am sure, do not always agree with you, but I am also sure that to the last man they have known and felt that in the conduct of that journal you were and are, always "the Captain of your Soul," and that is the sort of thing that makes life significant both to one's self and to the time and community in which he lives.

So, many more joyous years of work to you! Why not make it a hundred?

I thank you, Mr. Ranck.

The following quoted letter (with some identifications removed) came to a Chicago firm in response to a solicitation to sell a North Dakota firm a car-load of seed potatoes. It gives, we think, an intimate view, first hand, of why some congressmen want the relief and other measures increased. The letter:

"Relative to the possibility of using a car of Prince Edward Island seed potatoes here, there is nothing doing.

"We had a meeting of the growers here Monday. We could not interest them in any certified seed, however, in fact, they are not interested in anything except government relief and old age pension.

"They are leaving the farms, moving into town, and living on relief. You can't find a vacant room, but there are certainly plenty of vacant farm buildings.

"The outlook here is pretty discouraging. No one seems to take any interest in the future. They seem to

think that between Father Townsend and Brother Roosevelt they will be taken care of for the rest of their days without work or worry. No one has to pay any debts or do any work, and the stores, picture shows, and beer parlors are doing a rushing business with the weekly pay checks that the people are getting from the relief office."

The Wagner labor disputes bill is a vicious attempt to create union labor dictatorship and promote strife in industry, the Illinois Manufacturers' association charges in a current appeal to its members to express their position. It says the bill is designed to unionize industry, nullify employee contracts, destroy company unions, guarantee the irresponsibility of labor organizers, assure domination of labor boards by organized labor agents, make the labor boards star chamber bodies, provide unlimited investigations by snoopers, making labor board rulings practically final, force the closed shop on employees, make the term 'employee' include strikers and exclude strike breakers, provide a gag rule for industry, and place a premium on strikes.

Former Gov. Chase S. Osborn, of Michigan, spoke at a joint session of the Georgia Legislature last Saturday. Mr. Osborn was invited by resolution. Senator Huey Long, of Louisiana, had spoken to the Legislature some time before.

Mr. Osborn said that he never before had known an instance of a three-cornered duel in which targets were hit. He referred to Jack Easy's affair of honor, when the Bo'sn shot at the carpenter's mate and the carpenter's mate shot at Jack. Two of them were hit and Jack escaped.

"But in the affair of the Cuttlefish Senator, the Tin Soldier and the radio priest," he pointed out, "not one of them escaped, and the hits were more than pinks. Everything they said about one another is true and completely so. All three are parasites and never did a hard day's work in their lives except with their mouths."

Mr. Osborn told the Legislature that most of them were sportsmen, hence they knew about dogs. "The three most dangerous diseases of dogs are barking fits, black tongue and distemper," he said. There seems to have been a good many instances lately of these ailments attacking humans. A newly discovered remedy cures distemper in dogs. What we need is a distemper cure for humanity.

Union labor leaders assume to, but have no right to, speak for labor. The man who works for pay, who is not a member of a union, is entitled to the same rights before the law as a member of a union; nor can there be a government within a government. I am not afraid in this country of communism or of any dictatorship of the "proletariat." I am afraid that

(Continued on page 23)

## FINANCIAL

### Pump Priming Still Seems to Have Support

The business situation is still affected by a number of abnormal conditions and cross currents. In view of all the influences such as prospective new banking legislation, little progress by Congress, fluctuations in international exchange, dust storms, and the war scare in Europe, business has held up well. The underlying trend is now downward in accordance with the usual seasonal influences. The expectation is for the movement to exceed normal seasonal proportions. Factors contributing to this belief are the lag in building and the less favorable inventory position in some of the consumer goods industries. However, the outlook must always be subject to sudden changes inasmuch as business activity has definitely tended to follow the trend of government spending.

The passage by both Houses of the relief bill in the form approximating that proposed by the President, is expected to break the legislative jam to some extent at least. Nevertheless, political factors in some cases resulting from voters response will likely forestall any rapid enactments. This should not be discouraging to business inasmuch as it should mean less drastic restrictive measures. The bonus bill in inflationary form has been passed by the House. There is a general belief that a compromise measure without greenbacks will be the form finally put into effect. The social securities bill remains very uncertain with the likelihood that old age pensions for those on relief will be the only phase to come from this session. Political pressure in the form of the Wagner Labor Bill may furnish some change in the general adverse feeling of Congress toward the NRA so that an extension of the NRA in a abbreviated form is probable. The response of voters to the public utility holding company bill could easily lead to much less drastic legislation along this line. Accordingly, legislation is now more subject to the old method of pressure blocs, etc., even though reform and "pump priming" still seems to have support from the administration. Jay H. Petter.

### 12 Revisions Urged In Bankruptcy Act

Heading the 12-point program of the National Bankruptcy Conference for a revision of the present bankruptcy law is a recommendation to combine the so-called relief provisions, particularly the corporate reorganization act, with an improved composition procedure into one section, it was learned here yesterday.

The program is the combined expression of opinions of committees from the American Bar Association, the Commercial Law League of America, the National Association of Referees and the National Association of Credit Men, which have been working on a new draft since the start of the year and completed it last week. The findings of the conference will be submitted to the judiciary committees of both Congressional houses in the first week

of April and possibly some further revisions will be made in the suggested amendments.

In addition to the proposal for combining the composition and "relief" sections, which is aimed to "facilitate administration and to eliminate cumbersome, overlapping and inconsistent provisions," the other eleven objectives are:

2. To increase efficiency in administration by providing for the extension of the jurisdiction, terms, qualifications and duties of referees and the limitation of their commissions under certain conditions; the appointment of creditors' committees to co-operate with the court; the summary enforcement of liability on bonds to the court; the shortening of administrative periods of time; the regulation of ancillary receiverships, and the co-ordination of receivership proceedings in other courts with bankruptcy proceedings pending adjudication.

3. To curb the abuses of equity receiverships by extending the fifth act of bankruptcy to include the appointment of a receiver for a debtor "while unable to pay his debts as they mature."

4. To make the discharge provisions more effective, from the standpoint of bankrupt, creditor and the general public, by removing the limitation of time on applications, by providing for an examination in every case and, on request of the court, the intervention of the United States attorney in behalf of the public interest.

5. To tighten up the provisions for the enforcement of the criminal provisions of the act.

6. To perfect the sections relative to preference, liens, set-offs and the title of the trustee.

7. To provide a more workable partnership section.

8. To make clearer the provisions relative to the jurisdiction of bankruptcy courts and to amend them to cover additional matters, including suits by receivers, the determination of dower rights, the limitation of ancillary proceedings and the surrender of or accounting for assets by assignees or receivers or trustees appointed in other proceedings in certain cases.

9. To improve the procedural sections of the act.

10. To minimize evasions by bankrupts by providing for the filing of schedules with the petitions in voluntary cases, for examination at discharge hearings and the filing of statements of affairs and to suspend statutes of limitations during the pendency of the bankrupt.

11. To straighten out the statements of the acts of bankruptcy.

12. To clarify certain of the definitions and to add desirable new definitions.

While the proposed combination of the relief provisions with an improved composition procedure includes both individual and agricultural compositions and extensions, in addition to corporate ones, the last named will receive the most attention.

Admitting that the principles of corporate reorganization as embodied in Section 77 (b) are sound, members of

the bankruptcy conference feel that they have not worked out well in actual practice. Too many companies have been admitted to court procedure under the act, regardless of whether or not a definite reason or opportunity for reorganization existed, it was charged.

The conference feels that if its plan is accepted, some provisions will be set up for a definite amortization of debts, whether they include bond issues or money owed to merchandise and other creditors.

Realizing that at present factual data is lacking to back up their charges on the corporate reorganization section, the conference has authorized a comprehensive survey of those cases which have come up under the act. Additional recommendations will be based on the findings of the study.—N. Y. Times.

### Clouds on Business

If the efforts of the administration were having any material effects in the reduction of unemployment, and the relief burden being thereby progressively reduced, there would be less reason for apprehension. But there are approximately as many people out of employment as there were eighteen months ago, there are more on relief, and the costs of government have been tremendously increased. There is but one remedy for that situation. Private employment, and private employment only, can restore the unemployed to jobs and take them off the relief rolls. Remove the political uncertainties that cloud the future of private business and that hold back the business expansion that is long overdue, and we shall have the recovery which alone can solve the fiscal problems of government. The country cannot be restored to normal conditions by lavish spending. That should be clear by now, if it was not clear before.

The most important single factor in human affairs to-day is sensitiveness to changes in the popular will. The supreme task in the whole economic field is to cut down the wastes due to appraising the consumer's will either inaccurately or too late.

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### High Cost of Living

If the value of gold remains where it was in February, 1933, and approximately where it is to-day, in the free gold markets of the world, the cost of living will have to rise by about 50 per cent. above what it is to-day before the "slack" represented by the reduction in the gold content of our dollar has been completely taken up.

If, however, as appears more likely, the value of gold depreciates to its 1926 level after the present crisis-stimulated and world-wide scramble for gold has subsided, then, when once the "slack" has been completely taken up, the cost of living will be about 116 per cent. higher than it is now.

### The People Want No War

One cannot be too optimistic when all the world is arming as never before, and when nationalistic fervors are being whipped to a high pitch in many lands. But every crisis successfully passed, in peace, seems to emphasize the fact more apparent all the time, that regardless of the ambitions of reckless statesmen the common people of Europe don't want war. They realize what its cost would be to them. As long as that realization is keen, as long as popular determination is against conflict, there is hope that men of peace may be able to find a way to make world peace permanently possible.

Zipper-closed and looking much like an over-size brief case, a new flat-folding bag provides a compact means of carrying dresses or suits or hangers, together with a few incidentals.

It is the minute of talk after the hour of thought, the ounce of effort after the hour of preparation, that brings the business into the harbor of success.

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# Proceedings of the Grand Rapids Bankruptcy Court

March 18. On this day the schedules, reference, and adjudication in the matter of John Bolema, bankrupt No. 6143, were received. The bankrupt is a salesman of Muskegon. The schedules show total assets of \$33,251.96 (of which \$11,273.55 is claimed exempt), and total liabilities of \$18,121.78, listing the following creditors:

First State Savings Bank, Muskegon Heights.....\$1,600.00  
Joseph and Martha Kravczyk, Muskegon Heights.....115.00  
Ralph Ploughman, Muskegon.....953.21  
Epha Beagle, Muskegon.....525.00  
Nettie Cunningham, Muskegon Heights.....1,300.00  
Herman Friesma, Muskegon.....174.00  
Sanitary Dairy Co., Muskegon.....113.44  
N. J. Younger & Son, Muskegon.....52.49  
Peoples State Bank, Muskegon.....513.76  
Mercy Hospital, Muskegon.....35.00  
William D. Hardy & Co., Muskegon.....37.29  
Mueller Jewelry Co., Muskegon.....23.63  
Pattersons Market, Muskegon.....350.00  
Dr. John H. Yarevel, Muskegon.....44.00  
Hackley Hospital, Muskegon.....35.00  
Bannunga Plumbing, Muskegon.....5.00  
Dr. H. Pyle, Muskegon.....15.00  
Schutema Electric Co., Muskegon.....5.20  
Kieft Drug Store, Muskegon.....17.00  
Benson Drug Co., Muskegon.....14.00  
Square Clothing Co., Muskegon.....7.50  
The Toggery, Muskegon.....5.50  
Creekland Coal Co., Muskegon.....13.00  
Mueller Heating Service, Muskegon.....60.00  
Pine Street Furniture Co., Muskegon.....80.60  
Leahy's, Muskegon.....1.95  
Goodyear Service, Inc., Muskegon.....40.00  
Studebaker Service, Muskegon.....17.00  
American Metal Weatherstrip Co., G. R.....40.60  
Grossman Bros. Dept. Store, Muskegon.....11.91  
Dr. I. Nordhoff, Muskegon.....6.00  
Bert Chapman, Muskegon.....100.00  
Richard Plumbing Co., Muskegon.....4.50  
Wagner Plumbing, Muskegon.....7.63  
Marion Herrild, Muskegon.....52.00  
Colliers & Son Pub. Co., N. Y.....10.00  
Albert J. Wilhda, Muskegon.....62.25  
Alamo Furnace Co., Muskegon.....60.00  
Automatic Guide Co., Muskegon.....5.00  
Bankers Trust Co., Muskegon.....35.50  
Jacob Bolema, Muskegon.....50.60  
Nick Bolema, Muskegon.....131.29  
Brown & Bigelow, St. Paul, Minn.....452.23  
Chamber of Com., Muskegon.....25.00  
Edna E. Clark and Emens Bakery, Muskegon.....1,243.75  
Clark & Frieberg, Muskegon.....70.70  
Community Chest, Muskegon.....75.00  
Johathan B. Cooke & Co., Muskegon.....50.95  
Henry Dammings, Muskegon.....9.99  
Daniels Co., Muskegon.....9.10  
S. Dennis, Muskegon.....7.22  
M. A. Ellman Co., Detroit.....14.51  
Fredericks Lumber Co., Muskegon.....704.42  
Hawkins Sign Co., Muskegon.....6.00  
Herald & Examiner, Chicago.....22.35  
Illustrated Current News, New Haven, Conn.....78.00  
C. Karl & Son, Muskegon.....102.48  
Keystone Envelope Co., Phila.....19.75  
G. J. Kinkers, Muskegon.....425.88  
Legal Bank Co., G. R.....3.09  
M. E. Church Fund Pledge, Muskegon.....25.00  
Muskegon Chronicle, Muskegon.....1,169.13  
Merchants Service Bureau, Muskegon.....25.00  
Peoples State Bank, Muskegon.....760.00  
R. L. Pok & Co., Detroit.....23.69  
Alexis J. Rogoski, Muskegon.....120.90  
John Seven Company, Muskegon.....31.39  
Stenpho Company, Dayton, O.....52.85  
Tisch Hine Co., Muskegon.....4.62  
N. G. Vanderlinde, Muskegon.....24.46  
West Mich. Sign Co., Muskegon.....7.60  
American Merchant Marine Ins. Co., N. Y.....44.54  
Nick Bolema, Muskegon.....34.15  
National Reserve Ins. Co., Dubuque, Iowa.....111.89  
Philadelphia Natl. Ins. Co.....27.07  
Pittsburgh Underwriters, Chicago.....29.87  
Muskegon Chronicle.....506.72  
Peoples State Bank, Muskegon Heights.....1,640.00  
Nettie Cunningham, Muskegon Heights.....500.00  
H. H. Fredericks, Muskegon.....315.60  
Muskegon Bldg. Materials.....200.29  
Heights Lumber Co., Muskegon Heights.....255.00  
Peoples State Bank for Savings, Muskegon.....455.60  
Jennie Hoff, Muskegon.....63.00  
Irene Lude Verway, Muskegon.....627.80  
Theodore Nolin, Holton, Mich.....5.00  
First State Savings Bank, Muskegon Heights.....392.60  
Peoples State Bank for Savings, Muskegon.....160.00  
First State Savings Bank, Muskegon.....135.00  
Mable Schools, Muskegon.....unknown  
Money Corporation, Muskegon.....350.00

March 15. On this day the schedules, reference, and adjudication in the matter of Frank M. Buzzell, bankrupt No. 6142, were received. The bankrupt is an auditor of Grand Ledge. The schedules show total assets of \$175 (all of which is claimed exempt), and total liabilities of \$31,079.57, listing the following creditors:

United States of America.....\$ 404.92  
Frederick J. Rossm, G. R.....4,600.00  
G. R. National Bank.....7,330.00  
Michigan Trust Co., G. R.....40.00  
Gunn Realty & Investment Co., G. R.....250.00  
Masonic Country Club, G. R.....22.50  
G. J. Ackley, Greenville.....24.05  
Apsey Bros., G. R.....344.42  
American Weatherstrip Co., G. R.....40.00

D. H. Bertran, G. R.....20.00  
Cities Service Oil Co., G. R.....85.35  
Columbian Warehouse Furniture Co., G. R.....117.48  
Consumers Ice Co., G. R.....28.93  
A. Davelaar, G. R.....113.30  
Eberhard Grocery, G. R.....35.03  
Grand Rapids Herald, G. R.....11.18  
Greenville Lumber Co.....111.05  
The Gunn Furniture Co., G. R.....92.13  
Hood-Wright Co., Big Rapids.....22.00  
Jacobs Electric Co., Greenville.....9.28  
James Kool, G. R.....111.75  
Geo. R. Lane, G. R.....66.97  
Harry Lee Miller, G. R.....8.04  
Geo. C. Orden, G. R.....135.50  
Phillips Tailor Shop, G. R.....8.50  
Rason & Dows, G. R.....169.50  
Shoeman Transfer Co., G. R.....11.00  
Steele Bros. Co., G. R.....40.12  
Stegman-Olsee, Inc., G. R.....10.30  
Wurzburger, G. R.....221.58  
East G. R. School Board.....120.00  
F. E. Stark, Ionia.....9.15  
G. R. National Bank.....16,255.00

March 19. On this day the schedules, reference, and adjudication in the matter of Roy Young, bankrupt No. 6148, were received. The bankrupt is a salesman of Holland. The schedules show total assets of \$6,726 (of which \$2,350 is claimed exempt), and total liabilities of \$66,705.99, listing the following creditors:

City county and state taxes.....\$ 88.33  
Home Owners Loan Corp., Holland.....4,872.26  
First State Bank, Holland.....1,725.00  
Holland City State Bank.....40,000.00  
Holland City Depositors Corp.....1,850.00  
Peoples State Bank, Holland.....1,350.00  
F. C. Hahn, Muskegon.....90.00  
C. C. Wood and G. R. Trust.....20.00  
Boven Dry Goods, Inc., Holland.....26.00  
Zoerman Hardware, Holland.....43.13  
P. S. Boter Co., Holland.....17.25  
Donald Gossett, G. R.....55.95  
White's Market, Holland.....50.00  
Kuite's Market, Holland.....9.50  
Brouwers Furn. Co., Holland.....4.50  
DeVries & Dornbos, Holland.....37.00  
Mass Furn. Co., Holland.....36.50  
Charles McBride, Holland.....6.10  
Klinge Coal Co., Holland.....7.50  
Citizens Transfer Co., Holland.....25.00  
Wurzburger's Dry Goods Co., G. R.....24.00  
Herpolsheimers, G. R.....39.00  
Bon Marche, G. R.....29.50  
Rason & Dows, G. R.....33.00  
Dutch Novelty Shop, Holland.....5.06  
Scott Lugers Lumber Co., Holland.....22.60  
Corner Hardware, Holland.....12.05  
Whites Electric Co., Holland.....26.00  
Union Bank of Michigan, G. R.....15,000.00  
R. Candy & Tobacco Co., Holland.....150.90  
Reinder Israels, Holland.....80.00  
Superior Cigar Co., Holland.....7.41  
Service Machine Co., Holland.....15.90  
Holland Crystal Creamery, Holland.....8.30  
Holland Awning Co., Holland.....35.00  
Nick Hoffman Jr., Holland.....2.60  
Essenberg Lumber Co., Holland.....9.15  
Geerds Electric Co., Holland.....90.00  
Wm. Bronkhorst, Holland.....70.60  
Knoll Plumbing Co., Holland.....28.00  
Great Western Oil Co., G. R.....55.00  
Holland Printing Co., Holland.....12.00  
Neis Hardware, Holland.....9.50

March 21. On this day the schedules, reference, and adjudication in the matter of Neal Van Leeuwen and Abraham Grevel, alias Adrian Grevel, individually and as copartners, doing business as Van Leeuwen & Grevel, bankrupt No. 6153, were received. The bankrupts are located in Grand Haven. The schedules show total assets of \$2,321.30 (of which \$897 is claimed exempt), and total liabilities of \$4,831.22, listing the following creditors:

Grand Haven State Bank.....\$ 700.00  
By Partnership  
Hack Product Co., G. R.....700.00  
Van Eerden Co., G. R.....150.00  
Ellis Bros. Co., G. R.....2,777.75  
Nick Wustman, Grand Haven.....13.00  
Carl's Garage, Grand Haven.....47.18  
Thieleman Auto Co., Grand Haven.....16.00  
G. H. Awning Shop, Grand Haven.....13.00  
Peter Van Zylen, Grand Haven.....17.00  
Mart Wustman, Grand Haven.....15.00  
By Neal Van Leeuwen, personal  
N. Robbins, Grand Haven.....50.00  
Dr. W. B. Bloemendahl, Grand Haven.....15.00  
Dr. Wm. A. Hyland, G. R.....150.00  
Dr. DePree, G. R.....15.00  
Miss Sena Pals, Grand Haven.....70.00  
Blodgett Hospital, G. R.....27.00  
VanZanton & Fisher, Grand Haven.....5.00  
By Abraham Grevel, personal  
S. L. Ies & Coal Co., Spring Lake.....15.50  
VanTool's Hardware Co., G. H.....14.00  
Jas. W. Oakes & Co., G. H.....20.79

## Old Time Traveling Salesmen to Meet April 20

The following committee held a meeting at the Association of Commerce building for the purpose of deciding on the date and to make arrangements for the ninth annual reunion and banquet of the Old Time Traveling Salesmen and their ladies:

Geo. E. Abbott  
Wilbur S. Burns  
D. A. Drummond  
Walter S. Lawton  
W. M. Ten Hopen  
Wm. L. Berner  
Leo A. Caro

Oscar Levy  
John H. Millar  
Roy H. Randall

A good program will be arranged and invitations sent out in due time. The meeting and dinner will be held in the Association of Commerce dining room on Saturday, April 20, from 3 to 10 p. m. Dinner at 6:30 p. m.

Geo. W. McKay, Chairman.

Huey Long is "seeing" Roosevelt and raising him several blue chips.

The worst thing you can do with a nation with which you do not agree is to try to suppress it by force. That only drive is underground and makes it dangerous. If a doctrine is sound it ought to be heard freely, so that it can be spread and approved. If it is unsound it ought to be heard so that it can be refuted and discredited.

When you are no longer criticized, you're through, and the world will speedily forget you.

# REPUBLICAN CANDIDATES



**WILLIAM W. POTTER**

Justice, Supreme Court

**NELSON SHARPE**

Justice, Supreme Court

**WILLIS B. PERKINS**

Judge, Circuit Court

**WILLIAM B. BROWN**

Judge, Circuit Court

**LEONARD D. VERDIER**

Judge, Circuit Court

**Able Impartial Experienced Courts**

**MAURICE R. KEYWORTH**

Superintendent, Public Instruction

**LYNN H. CLARK**

Commissioner of Schools

**DAVID H. CROWLEY**

Regent of University

**ESTHER MARSH CRAM**

Regent of University

**WYNAND WICHES**

State Board of Education

**CLARK L. BRODY**

State Board of Agriculture

**WILLIAM H. BERKEY**

State Board of Agriculture

**Equal Educational Opportunity For All**

**DO YOUR DUTY  
VOTE MONDAY, APRIL 1**

## 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.

### "Keep Thy Shop" Remains Soundest Gospel

New eras bear hardly on soft ways, then bring to the fore a new mercantile generation. Grocers who are out front now are often men who entered business in or about the war era. I met one last week who started in 1917.

Now he handles 1100 items of dry groceries in a big market—after several intervening moves, of course—on 10 per cent. gross which leaves him plenty of net, since his sales increase in 1934 over 1933 was over \$100,000, and this January was \$12,000 ahead of last January. His average sale on a cash-carry basis is 65c.

Another grocer in the same general territory handles the widest range of stock one might hope to see, having some 7,000 items. There is nothing cheap about his goods, yet he sells altogether for cash with no delivery. Does this not emphasize the condition that consumers always seek value? But more: This man operates one store that is not in a central location but on a highway. Therefore, people have to go to him as a definite task. Yet his average sale I have never seen equalled. Some days it runs over \$6.00. Quite ordinarily it runs over \$4.00.

What's the answer? Well, for one thing, this man operates on a gross of 18 per cent.; and when you consider that this includes meats, perishables, wines, and every other food and grocery item, you will realize that prices are not set haphazard. Indeed, they are not. Prices in this business are set with scientific exactness; and while this merchant does not work for nothing—nix on that idea—he knows that to be laxly high is as fatal as to be carelessly low—or worse. For if you are too low and lose money, you can readjust things in time, maybe. But if you are laxly high, your trade leaves and seldom can it be regained in time to avoid failure.

Consider carefully. Study factors with exact regard to all constituents. Then you will find that the people are not fooled a bit, not even for a little while. They know values and are not "price conscious" as you are fond of saying offhand, but value conscious and always have been.

Do not fail to note that these are single store merchants. Your first reaction to that will be, "yes, sure; but they are exceptions." And that is true; but do you know of any men who are successes in any line anywhere who are not exceptions? The single factor of ability to select their locations wisely connotes exceptional business capacity. No merchant is compelled to take a bad location, nor is he coerced into any other commercial weakness or lack of good judgment.

Not only are these merchants operators of single stores, but they run them in regions where chain competition is plentiful and keen. Which may enable us to gain a new sense of facts through the statistical knowledge that between 1890 and 1900 grocer failures averaged 23 per cent. annually while in 1929-33 the average was within 21 per cent. Yet there were virtually no chains in 1890-1900.

Nor will it help any of us to look back longingly to "the good old times" because whatever else may eventuate in NRA, this is certain: That bringing business into the limelight and subjecting it to scrutiny is going to emphasize the strong points of good merchants and cast vivid light on the shortcomings of the well known average.

Consumers' bodies are now formed and forming everywhere, and they are coolly, calmly, dispassionately and impersonally examining values. They are not primarily interested in this or that segment of retail distribution. They are seeking with increasing insistence for a full return for their money. And if you ask me, I shall say that no sign of to-day is so sure in its promise of recovery as this one. Betterment always follows on greater efficiency in business, even if that be hard on those who are unable, unwilling or otherwise fail to meet the test.

Another thought is this: That no artificial, arbitrary plan, ruling regulation or "control" will serve to fence about inability or inefficiency. An editorial in the Canadian Grocer recently treated on "Invisible Supplies." That had to do with pepper which British importers had skyrocketed under speculative fervor, which the Grocer had warned would bring disaster. I recall that when sugar reached a wholesale price of around 28c per pound there suddenly appeared in our ports shiploads of sugar from utterly unknown sources. Earl D. Babst, of American Sugar, told me afterwards that sugar appeared that theretofore they "did not know existed."

Grocers everywhere to-day are strong for restrictive taxes on other food retailers. That is preferred pastime for those who would rather wish than think out their own problems and solve them through hard application to the job in hand.

What such men need to know is that all history shows that you can not progress by stopping the other fellow's enterprise. Given the need, a way to meet it will always be found. Owners of Pennsylvania coal mines, long unable to operate profitably and probably hampered by NRA requirements, to-day are submitted, willy-nilly, to miners who individually disregard artificial requirements and NRA as they sink outlaw shafts and mine bootleg coal. They work on average earnings of \$2.50 per day—far below any recognized scale—but on that they eat and their towns keep going. "How much groceries can they buy on that wage?" shouts one grocery secretary. Counter question: "How much could they buy without income?" It will not be amiss in this connection to get back to one common sense realization: That our

various governmental treasuries cannot continue indefinitely to support the workless on an average scale of living higher than great numbers of them ever got through their own efforts.

Next we have Wisconsin trying by means of a veritable Boulder Dam of protection to keep oleomargarine from its citizens. There is here no hint that said consumers do not know they buy oleomargarine. It is just the futile effort I have seen during fifty years to build industry by artificial restrictions. It can't be done. Free consumers will buy bootleg bread-spread regardless.

One result has been somewhat expected from NRA; a revival of Middle Age trade guilds. Some such thing would be good, provided it did what the guilds made part of their activity. That is, test a man's fitness for any business on the basis of apprenticeship and training. I look for some of that to get into grocers associations some time as a far more worthy and effective activity than the present stop-the-other-fellow stuff.

I am satisfied that grocers might well follow the lead of the two merchants I have instanced above and each concentrate on doing a good job in his own store. There is no present trouble about buying "right" and the ability to sell varies only with the seller. Let grocers pay close attention to the job of keeping their own shops. That will take the best that is in any of us. Then, too, the shops will keep the grocers.

Paul Findlay.

### Death of Wm. G. Tefft, Once Rockford Grocer

Grand Rapids, March 21—By request of his family I am sending you information concerning the passing of William G. Tefft, whom you knew many years ago as a grocer in Rockford.

You remember he called at your office some time ago and later you sent to him, by us, your lovely anniversary number and other copies, all of which he enjoyed greatly.

My sister and I attended the funeral and herewith send you the enclosed information to use as you wish for the Tradesman.

Miss Elizabeth Dockeray.

William G. Tefft, 79 years of age, passed away Sunday morning, March 17, at his home, 706 Pearl street, Ypsilanti. He had been in ill health for more than a year. Funeral services were held at his home Wednesday morning, Rev. David Porter officiating. The presence of the many friends at the service bespoke the place Mr. Tefft had made for himself in the community where he and his family have resided for over twenty-five years.

He was born near Rockford and conducted a grocery store there for many years.

He was a member of the Presbyterian church in Ypsilanti and for fifty-four years was a member of the IOOF at Rockford.

He leaves to mourn his loss his wife, Amy, and five children: Evria and Dorris, Ypsilanti; Mrs. E. E. Dell, of Sand Lake; Forrest Tefft, Ypsilanti; and Orren Tefft, Jackson; two brothers, Frank and Bert, of Rockford, and a sister, Mrs. Pearl Myers, Plymouth, California, and five grandchildren.

Interment was in Highland cemetery, Ypsilanti.

### NRA's Future

The President has asked continuation of the NRA for another two-year period. Few observers believe that it can endure that long in the light of present dissatisfaction. Many, or most, will challenge the Richberg assertion that business as well as labor demands continuation, unless the head of the National Emergency Council means purely retail business as distinguished from industry at large.

Orderly liquidation of the recovery plan would require some time under any conditions judiciously provided. Mr. Richberg may not know it, but his proposal to meet Congressional criticism by reducing the codes to 181, covering small industries in groups instead of individually, has a sensible aspect, not for continuing the NRA but for demobilizing it.

It is said that if Noah's ark had had to be built by a company, they would not have laid the keel yet; and it may be so. What is many men's business is nobody's business. The greatest things are accomplished by individual men.

## Valley City Brewing Co.

- Has its plant built.
- Is fully financed by owners.
- Is ready to start brewing.
- Will have beer about June 1.
- It will be fully aged.
- Watch for announcement of Grand Rapids' own quality product.

## Valley City Brewing Co.

260 Leonard St., N. W.

C. B. Pfeiffer



## MEAT DEALER

### Consumer Resistance Checks Soaring Pork Prices

Stiff resistance from the buying public checked the spectacular rise in the hog market, which soared to an average of \$5 per hundred above prices quoted this time last year.

Shortage of supply, ruling 40 per cent. under a year ago, the smallest for winter months on record, is given as an excuse by packers for higher prices. Chicago trade considered this artificial and unhealthy.

Consumer resistance again proved that the old law of supply and demand is still effective and the most important factor in making prices, government price tampering to the contrary. Processors claim that there never was a time when pork was more difficult to sell, which proves that demand is really a more potent factor in the economic picture than the supply.

### Getting the Chuck Pot Roast Story Across

"Over at my neighbor's house the other day she had some wonderful pot-roast, and she said she got it from you," observed Mrs. Brown to her meat dealer, Mr. Andrews.

"Well, how about a nice pot-roast for you," Mr. Andrews suggested.

"I wouldn't mind one like she had," Mrs. Brown replied.

"What kind was it?" the meatman wanted to know.

"It was rolled and tied, and had no bones in it at all—"

"Ill bone a pot-roast for you," the dealer interrupted.

"I just can't figure it out," his customer went on. "That pot-roast was as good as any I've ever tasted, and yet I've always thought that the bones gave meat a good flavor."

"That's just a notion, Mrs. Brown. I know lots of people think the same way."

"They say the meat next to the bone is always better," she argued.

"You can't tell one bit of difference in taste, Mrs. Brown, whether meat is cooked with the bone in or out. However, if you are skeptical about it, take the bones home and cook them in the pan with the meat."

"I suppose I could, but that seems a lot of bother," she replied doubtfully.

"Yes, and I think it's a lot of bother for nothing."

"I'll take your word about the flavor, Mr. Andrews. A boned roast is much easier to serve."

"It sure is. All you have to do is slice off the top—you don't have to worry about cutting around any bones."

"It is such a struggle to get the carving done at our house. Maybe Mr. Brown won't mind doing it so much if I have the bones taken out."

"He'll thank you for it."

"What cut do you use for boned pot-roast?"

"You can bone any cut of meat. I usually take a piece of the chuck and then wrap it in some kind of fat, pounded cod or back fat."

"What is that for?"

"That adds fat and gives the pot-roast a better flavor. Sometimes when the meat is quite lean, I lard it, too. Those which have plenty of marbling don't need it. You see, the fat is already there. See this piece, for instance. Notice the little specks of white in the lean? That white is fat deposited between the lean."

"Oh, I see. You just add fat where nature hasn't already."

"Exactly."

"I'll have a pot-roast—one weighing about 3 pounds or maybe a little more."

"How about this chuck pot-roast, boned and rolled. It weighs—let me see—about 3½ pounds."

"All right."

"I'll wrap the bones for you too. They make splendid broth."

### Crude Sales Letter Clicked — It Was Opportunity

An aggressive retailer recently mailed a letter to 3,000 heads of families in his city. He wrote the letter himself, though he is inexperienced in copy-writing. He got up a mailing list without outside aid. An office employee addressed the envelopes.

It was decidedly a "home-made" advertising attempt. In spots it was crude—a skilled advertising man could have increased effectiveness in a dozen ways. Some ad-copy critics would have rated the letter about 40 per cent.—if they were that liberal.

Still, this was a mighty successful sales letter. It cost the retailer to put it out, not reckoning the girl's time, almost exactly \$100. Immediately it boosted his sales volume 25 per cent. It brought into the store many new faces. Moreover, in the nature of the approach, an unusual percentage of these, it could be hoped, would become regular patrons.

How was it that a mailing which had many flaws, which was "crude," could get such excellent results when very carefully prepared and executed copy, as both you and I know, sometimes gets no results whatever?

The answer is this: The retailer's advertising, crude though it was in spots, had a high opportunity factor. Because it had that, it got results.

What is the "opportunity factor"? you ask.

The experienced advertiser realizes that well and skillfully prepared copy, large or small circulation, and other details of weight and energy are fruitless of themselves unless, underlying, there is an opportunity for the advertising. If there is an opportunity, then the projecting advertising's opportunity factor is high.

Let the retailer get opportunity on his side, and though his copy be not gilt-edged, it is often a wonderfully simple matter to get results.

I believe that careful investigation will show that most retail advertisers who advertise and fail do not fail because there is no opportunity for them, but because they do not find the opportunity and capitalize it. Opportunity knocks advertisingly at most retailers' doors but most do not hear her when she knocks. A study of the things which go to make opportunity in business will sharpen one's hearing—to carry out the figure of speech.

Competition and the market, both as they relate to the advertiser's store, are the two factors of consequence. Before a retailer takes on a new line he considers seriously whether or not there is a real market for it in the class of trade he caters to. The answer we will assume is affirmative. Then he considers how well other retailers are meeting this demand. Maybe the field is already crowded to the point where the possibility of profits in the new line are not at all attractive. So the retailer dismisses the idea. Or, maybe, the line "looks good."

One of the first functions of retail advertising is to materialize trade opportunities. The opportunity which his survey indicates, his advertising turns into reality.

Some of such opportunities the writer has seen capitalized are:

1. This was the opportunity which made the retailer's \$100 mailing so profitable: Credit business in his line, from desirable credit customers, had not been aggressively cultivated in this retailer's city. What he did was to obtain from the retail credit association a list of heads of families rated high, both with respect to ability to meet obligations promptly and a record of having done so. Then, in a letter which outlined the merits of his store in a general way, he told the recipient he would, without formality, grant the privilege of a charge account. The country over, undoubtedly a great many stores, in different trades, would find the opportunity factor of similar advertising very high.

2. An unsatisfied market, either in respect to price lines or quality lines. Thus it happened that another retailer was able to say to me, "The most successful newspaper advertising I run I write myself."

From the copy standpoint, his was poorly written advertising, but it did have a high opportunity factor. Going over his field where, by the way, there were plenty of competing stores, he discovered that in a certain line of active consumption there was intense competition in so called "competitive brands," but little competition in quality brands. He put in a quality brand and advertised it in newspapers heavily, with splendid results.

3. Sometimes an advertising opportunity exists because competitors do not advertise. Paradoxically, nothing will make many retailers advertise more quickly than will two or three competitors advertising. There is always a section of the public keenly responsive to advertising, and if there is little competition for their trade, the enterprising stores which use advertising may get unusually high returns.

The foregoing indicates certain ways in which high opportunity factors come about in store advertising. I wish to make it plain, however, that these only touch certain sides of the major subject. When a retailer starts to advertise with such a factor, sufficing copy is a minor matter and usually easily arranged for.

Clifford B. Burns.

Joe Kennedy is doing his best to make the unsatisfactory Securities law work satisfactorily.

### Helping the Railroads

We must in all fairness either repeal the Interstate Commerce Act and give the railroads complete freedom in meeting competition their own way, or surround highway and water transportation with the same or similar restraints. We know what chaos would result from the removal of railroad regulation, and the railroad people themselves advocate no such thing.

If we remove all restraints upon the railroads we would revert to the conditions which existed fifty years ago, and neither the railroads nor the shipping public wants them. When any one says that the railroads should be relieved of regulation so that they will be on a parity with the trucks, he is merely arguing for truck regulation.

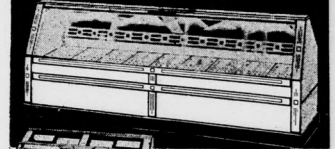
### General Johnson's Mistake

Senator Carter Glass is one of those rare individuals who can demolish a foe so completely that he slinks away and does not risk a retort, and if Huey had been ignored after the Virginian withered him he might have died stewing in his own venomous juice. But others, including General Johnson, had to take him on, revive him and publicize him. And this is exactly the sort of thing which those who appeal to ignorance and class prejudice most desire.

Cigar makers are offering a new inch-long paper tube insert which, pushed flush into the head of a cigar, is said to make the cigar draw as freely and easily as a cigarette.

## INVESTIGATE and you'll choose

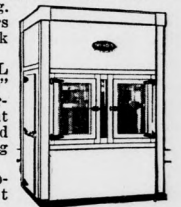
### "DRY-KOLD" REFRIGERATORS



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.

### Busy Month for the Hardware Association

#### President's Message

For the first two months of the year there was a 32 per cent. increase in home building. Hardware men should get behind the "big push" to put over home building. I am not looking for an especially rapid increase in business but I do look for a satisfactory increase for those who are ready to go in and pitch. No by-stander at a football game ever made a touchdown. They're all made by the fellows who aren't afraid to get in the scrimmage and buck the line. The same goes for business.

Bring your "gang" to the group meeting. They'll learn a lot about salesmanship.

A. D. Vandervoort, President.

#### Group Meetings—Spring Series

Fifteen group meetings will be held over the southern part of the lower peninsula beginning March 25. One of the principal speakers will be Major L. H. Buisch, merchants' service division of the National Cash Register Co. Major Buisch's talk is based on shopping expeditions in hardware stores and upon years of practical experience in intensive selling. His suggestions for better selling are not based on theory. They are based on the most practical kind of selling.

Following is a list of the dates, places where held, chairmen, etc. of the group meetings:

Monday, Mar. 25—Kalamazoo, Columbia Hotel; Chairman, Nelson J. waters, Paw Paw. Meal, 75c.  
Tuesday, Mar. 26—Dawagiac, Larkin Inn; Chairman, Doyle Hinckley, Dowagiac. Meal, 75c.  
Wednesday, Mar. 27—Holland, Warm Friend Tavern; Chairman, John C. Verseput, Grand Haven. Meal, 75c.  
Thursday, Mar. 28—Grand Rapids, Browning Hotel; Chairman, O. J. Page, 127 Division, S. Meal, 75c.  
Friday, Mar. 29—Muskegon, YMCA, cor. 2nd and Clay; Chairman, Meno Rozeboom, 936 Pine street. Meal 70c.  
Monday, April 1—Jackson, Otsego Hotel; M. J. Walker, 125 N. Jackson avenue. Meal, 75c.  
Tuesday, April 2—Hillsdale, Keefer Hotel; Karl Katzenmeyer, Hillsdale. Meal, 75c.  
Wednesday, April 3—Monroe, Park Hotel; Dan Valmassei, 1114 E. First street. Meal 75c.  
Thursday, April 4—Detroit, American Legion Hall, cor. Cass and Lafayette; Theo. L. Miller, 9328 Woodward avenue. Meal, 75c.  
Friday, April 5—Ann Arbor, Masonic Temple; Emil Schlenker, Ann Arbor. Meal, 60c.  
Monday, April 8—Lansing, Lansing Athletic Club, 115½ E. Michigan avenue; Fred Wortman, Ionia. Meal, 75c.  
Tuesday, April 9—Flint, Dresden Hotel; Don McGuire, Fenton. Meal 75c.

Wednesday, April 10—Frankenmuth, H. Fischer Hotel; Wm. Dietrich, 718 Genesee, Saginaw. Meal, 75c.

Thursday, April 11—Bad Axe, Irwin Hotel; Warren Slack, Bad Axe. Meal, 60c.

Friday, April 12—Port Huron, Harrington Hotel; M. E. Campbell, 314 Broad street. Meal, 75c.

Dinner at 7 p.m. If unable to come for dinner, come at 8 p.m. for the program.

Price Competition. (Resolution adopted at the Grand Rapids convention.) Underpricing of hardware and kindred products by mass distributors through their widely scattered local outlets and by catalog solicitation of consumers constitutes one of the most serious problems confronting our craft. Code operation has not minimized our difficulties in this respect, nor does it give any promise of doing so.

We are convinced that correction will come only through effort of and within our own industry. We believe it lies within the power of hardware retailers and wholesalers through joint demand for and insistence upon fair play in manufacturers' pricing policies to remove the existing inequalities.

We are impressed that our Association's activities of the past year in compelling competitive prices and distributing such information to members has served a very useful purpose in awakening dealers to the price situation.

To make fully effective this continuing price campaign by the Association, our dealers individually must follow out the suggestions made as to keeping themselves definitely informed on the subject of competitive prices and insisting that suppliers provide buying prices which will enable them to meet competition.

We are in complete accord, and by this resolution we fully endorse the statement of merchandising policy adopted at the recent meeting of the Board of Governors of the National Retail Hardware Association. As strongly as this convention can do so, we urge that our dealers unanimously familiarize themselves with the recommendations contained in that declaration and put them into effect.

The statement mentioned above was sent every member with the February Michigan Merchandiser and was included in the program for our convention, mailed every dealer in the state. Please read that statement in connection with the above resolution.

The Price of Steel. Read again the comment on the price of steel products, in the March Michigan Merchandiser, also the resolution concerning steel products. Almost all of the Michigan congressmen have approved of the stand taken by the Association and have indicated their support in attempting to correct the present schedule of prices which makes profitable selling of steel products almost impossible. Members can rest assured that this matter will be followed up aggressively.

Carl Mapes' Amendment to the Clayton Bill. Again we make mention of U.S. House Bills No. 5062 and 4995, introduced by Michigan's Representa-

tive, Carl Mapes, amending the Clayton law as recommended by the Federal Trade Commission. These bills come closer than anything that has yet been presented to Congress, which offer possibility of favorable enactment, to protect the independent. It should have the unqualified support of every independent merchandiser, whether hardware or otherwise. House Bill No. 4995 (which is also Sec. 2 of the H. B. No. 5062) is as follows: "It shall be unlawful for any person engaged in commerce, in any transaction in/ or affecting such commerce, either directly or indirectly to discriminate unfairly or unjustly in price between different purchasers of commodities, which commodities are sold for use, consumption, or resale within the United States or any territory thereof or the District of Columbia or any insular possession or other place under the jurisdiction of the United States.

Again we ask members to write their Congressman in support of this bill.

Store Modernization. More work is being done in Michigan hardware stores on rearrangement than at any time in the previous five years. Every day requests are received for information on store arrangement and display. In January a complete rearrangement plan was made for Theo. L. Miller, of the Woodward Hardware Co., 9328 Woodward avenue, Detroit. The departments were rearranged, an improved floor plan drawn which has been carried out in complete detail by Mr. Miller. The new plan permits the showing of 50 per cent more merchandise in open display, improves customer circulation and creates the appearance of a much wider as well as a more attractive store. Many customers have asked Mr. Miller if he had taken on additional space. A call at the Woodward Hardware Co. store will prove the effectiveness and efficiency of the new arrangement.

Another store plan made in January, and successfully carried out, is one drawn for W. B. Hayden & Sons, of Cassopolis. New shelving, built according to association design was placed along one side of the store for paint and housewares. The center floor arrangement was changed, office relocated, additional departments brought into the store and the store repainted according to the association suggestions. Dealers in the southwestern part of the state, contemplating changes in their rearrangement can get a good idea of modern arrangement by visiting Cassopolis.

John Bouma, of the Bouma Hardware Co., Grand Rapids, is now working on his rearrangement drawn by the Association service man in February. In March store rearrangement plans were drawn for the following: Charles Ferrin hardware, Mt. Clemens; John Oleszkowicz, 7124 Michigan avenue, Detroit; Baltes hardware, Grand Rapids; Richter & Achterberg, St. Joseph; A. J. Smith hardware, Constantine. Call on your Association service department for assistance in store arrangement, window and interior displays. Ask about this service at the group meeting. Calls will be made as

quickly as can be done at the conclusion of the group meeting series.

Fire and Flood. J. C. Liken & Co., of Sebewaing, suffered a loss of their store, by fire, caused by a short circuit due to flooding of their cellar. Friends of A. A. Martini and his associates regret the loss suffered by his company and look forward to a new and greater store to rise on the ruins of the old.

Cutting Costs in Distribution. "Man does not live to himself alone" said the Biblical sage. Hardware retailing, to remain successful, necessitates closer co-operation in cutting costs between the retailers and their supplies. If the wholesaler buys in small, drop lot shipments he increases the cost to the manufacturer, hence eventually costs of the merchandise he buys. Retailers, following a similar plan, increase cost of distribution and eventually the prices they pay. It will be the object of this association to remove such discussions from the theoretical, placing them on a practical basis through conferences with wholesalers. One way in which retailers can assist in cutting costs of distribution is a rather simple one, merely calling for a sense of fairness on their part. Upon receiving shipments, retailers should check carefully to see that they have received the packages listed in the bill of lading, to examine the packages before opening, for apparent damage and having such damage notated on the way bill at the time. Claims for damages should be made to the transportation company, not the wholesale house. It is not fair to ask the wholesaler to pay for the mistakes of someone else.

Give the Boys a Good Hand. Our friends, the traveling salesmen, helped bring out the big attendance at the Grand Rapids convention. The number of pledges (when five or more) given to the following traveling salesmen, from dealers who registered at the convention are:

A. N. Borden	31
E. J. Cliggett	14
Wm. D. Bosman	14
E. H. Snow	13
W. C. Klein	11
F. J. Bricault	10
S. W. Johnson	10
J. P. O'Connor	9
Henry Van Anrooy	9
H. C. Doorsam	9
E. A. Sytek	8
W. A. Anderson	7
A. L. Novatney	7
C. Van Houten	7
R. A. Smith	7
Wm. A. Comey	6
F. A. Longnecker	6
W. A. Smith	6
W. A. Clark	5
F. C. Clinton	5
F. J. Eddington	5
Frank Groeneveld	5
Maurice Stone	5
C. S. Storrs	5

Gas Range Contest Bonus. Consumers Power Co. announces a special contest on installation of modern gas ranges, contest money to be paid to individual salesmen. Tie up with this range contest and let your boys in on this extra compensation. See local manager for complete information. The

(Continued on page 15)



## DRY GOODS

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

### Cotton Price Drop Seen as Challenge

Involving the fundamental economics as to whether the price of any international commodity can be successfully pegged by any one country, the break in cotton prices last week was regarded in some textile circles as a definite challenge by the big cotton houses to the government's attempt to freeze quotations at the 12 cent level.

The investigation into the collapse, authorized by the Senate, will undoubtedly reveal whether it was engineered or not. Cotton-goods executives who felt that such was the case admitted they could not prove their assertions. Nevertheless, it was their opinion that the commission houses have finally felt the urgency to assert their function and to express in tangible form their opposition to the government's control program.

This conclusion was not held by many, most of the explanations laying the break to a very weak technical market. It was observed, however, that some houses pointed out the vulnerability of a market in which the short speculator is discouraged from playing his normal role, such as the present cotton market. The shorts have been discouraged, chiefly because of the general assumption that prices would not dip below the government's 12 cent loan mark.

The question involved, textile executives declared, is how long can the government maintain a price above that of the world market. The assertion was flatly made that the administration has overvalued cotton in relation to the international market. and that under such circumstances an inflated price cannot be maintained. The government will, according to spokesmen statements, make no change in its plan, despite the fact that a huge supply of ineligible cotton is still available and that exports are falling off at an alarming rate.

It is this loss of the world markets, not merely for raw cotton but also for cotton cloth, that is generating the growing opposition to the control plan. Plans have already been made for American exporters of cotton to finance Brazilian production, and now a start has been made by an American cotton goods house in setting up a mill in Argentina. Spindles and looms from one of its domestic mills have been shipped to a site just outside of Buenos Aires and it is expected that a small finishing unit will have to be added.

Other mills here are watching the experiment and, if it succeeds, most likely there will be a concerted movement to emulate the example, mill executives declared. Not merely will such branch mills be able to regain a good deal of South American business, but they will also be able to ship goods to foreign countries.

Handicapped as American exporters are, when they have to pay 12 cents

for their raw material, it is the only action they can take to hold onto their foreign markets, executives declared. Unless, through removal of the control curb, the price of the American staple is brought into parity with that of other countries whose production is expanding rapidly, this country will lose the major portion of its foreign markets for both cotton and cloth.

A graphic example of the growing importance of other cottons was given late in the week, when a report indicated that the Liverpool Cotton Exchange is perfecting suitable futures contracts for Brazilian, Peruvian, Argentine and African cotton.

Regardless of the international aspect of the situation, the government is not disposed to let the price of cotton drop, it was conceded. The suggestion was advanced that possibly the administration would allow the price to go to around 10 cents and nullify the drop by exercising its right to increase the processing tax 2 cents. In this manner, the Southern farmers would be assured of an unchanged return on their crop and their purchasing power would be maintained. The current unpopularity of the tax, however, makes it unlikely that such action would be taken, it was held in other quarters.

While domestic interests are anxious to see the price they pay for cotton brought down, through removal of the processing impost, they were thrown into confusion by the break last week. Not only did they suffer an inventory loss of \$5 to \$6 a bale on the cotton they owned, but the prices of gray goods were forced down and the finished goods market weakened perceptibly.

This development will tend to hasten the execution of some form of organized curtailment, it was pointed out, which in itself is a definitely bearish factor for cotton. If mills cut operations 25 per cent. during the next few months, cotton usage will decline a corresponding amount. Accordingly, the immediate outlook for the staple is not bright, executives declared.—N. Y. Times.

### Protest Japanese Rug Imports

Formal protests against imports of wool hooked rugs from Japan are due to be made in Washington within ten days by domestic manufacturers, who are becoming alarmed at the rising volume of the Japanese merchandise. Offered to retail around \$60 in the 9x12 size, the rugs are being shown in practically all large cities at the present time in competition with similar domestic floor coverings for which \$100 or more must be charged. The sale of wool rugs, producers here contend, is being promoted by Japan in order to keep up her volume of floor coverings exports following the limitations placed on shipments of rag rugs to this country.

### Coats Forge Ahead of Suits

The current improvement in the demand for coats has placed this merchandise just a trifle ahead of suits in point of reorder, volume, reports indicate. This is said to reflect the increasing retail trade in coats, coupled

with some backwardness in the sale of suits. It is expected, however, that retailers will be successful in moving coat stocks in the four weeks now remaining before Easter. Sports coats, including swagger, plaid and check types, are selling well. In suits, the dressy type is outstanding in most sections. In sports types, the so-called wardrobe suit leads.

### Accessory Call Still Active

Despite the comparative slowness in ready-to-wear at this time, the consumer demand for a variety of costume accessories has been quite good. This has been particularly the case with main floor items, large quantities of which have been moving freely. The range includes neckwear, gilets, blouses, skirts, hosiery and novel jewelry. Handbags have now begun to sell more actively and a large pre-Easter business in this merchandise is anticipated. Piece goods have also met strong consumer response to special offerings, with silks prominent at the moment.

### Good Garment Deliveries Seen

Unless there is a notably sharp spurt in retail trade during the next three weeks, no serious difficulties in getting quick deliveries of ready-to-wear are anticipated during the next three weeks. Most producers will be geared up to make deliveries within a week to ten days. Merchants, moreover, will only add lightly to seasonable stocks for delivery during the anticipated peak weeks of April 8 and 15. From that point on they will want more of the Summer type of merchandise, particularly the lighter weight and sheer

styles in dresses and other outer apparel.

### Premium Demand Widens

Demand for premium goods has shifted in recent weeks from grocery products to the drug, producers' goods, tobacco and publishing fields. With the shift in the source of orders has come a change in the type of goods wanted for premiums. Penknives, fountain pens, pipes, knitting needles and a variety of other utilitarian articles are in demand in place of the kitchen and cooking utensils which led in sales as recently as six weeks ago. The grocery industry is still taking premium goods, but the volume is considerably lower than expected at this time of year.

### Busy Month for the Hardware Association

(Continued from page 14)

contest closes April 30. Bonuses are paid on the following basis:

1 to 9 ranges.....	\$1.00 per range
10 to 14 ranges.....	1.25 per range
15 to 19 ranges.....	1.50 per range
20 to 24 ranges.....	1.75 per range
25 and over .....	2.00 per range

Investigate Before Investing. Write this office if approached by representatives of American Chemical Corporation, 33 North LaSalle street, Chicago. This firm is promoting a plan whereby the retailer is to buy a supply of metal tags to be attached to fire extinguishers, given away to his customers, refills to be supplied by the retailer.

H. W. Bervig,

Sec'y Mich. Retail Hdwe. Ass'n.

The principal Dealers no longer stand ace-high.

## WHOLESALE LINOLEUM, 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

### Union Barbers Drop Their Price To a Quarter

Los Angeles, March 23—According to the padres at San Juan Capistrano Mission, last Tuesday, St. Joseph's Day, marked the return of the swallows to the brown adobe walls of that edifice. For 65 years and probably longer, the swallows have dropped from the sky on St. Joseph's Day, March 19. Each year they leave again on October 23, St. Juan's Day. According to the Holy Fathers this has occurred every year to a day ever since the mission was built. The authority ought to be considered reasonably reliable.

R. H. Weaver has resigned as treasurer and manager of the Imperial Management Co., conducting Hotel Imperial, Detroit. His future plans are unknown. He was formerly manager of the Detroit Belcrest, and for some time was associated with the S. W. Strauss Co., extensive hotel investors and operators.

The Detroit Trust Co. has taken over the operation of Hotel Stevenson, in that city. This hotel was built and operated by Chas. H. Stevenson, a former president of the Michigan Hotel Association, and conducted more recently by the Imperial Hotel Management, headed by John N. Anhut, well known among operators.

Fred Wardell, proprietor of Hotel Wardell, Detroit, with Mrs. Wardell, was guest of honor at a dinner, entertainment and dance given by residents of the hotel last week.

A complete inspection of all hotels and department houses in Detroit by state authorities brought out the information that there are surprisingly few fire hazards there, especially among the transient and residential class. Only a few were ordered corrected.

At the annual meeting of the Ojibway Park Hotel Co., Sault Ste. Marie, operators of the Ojibway and Ojibway Annex, formerly the Park, it was shown that the original bond issue of \$75,000 has been reduced to \$18,200. These hotels are conducted by the Arthur L. Roberts-Degelman corporation, with Leon Degelman as general manager.

Work on the new 120 room addition to Hotel Olds, Lansing, is progressing so rapidly it is promised they will be available by the public late in April. The addition, which is arising over the wisteria rooms of the hotel, will cost approximately \$135,000.

Paul T. Kilbourn, assistant to the manager of the Detroit Statler, acted as general chairman at the annual concert of the Downtown Lions Club, which is conducted for the purpose of raising funds for the benefit of blind children, last week.

Three separate agencies, co-operating closely, are controlling the bad check writer and the skipper in Michigan. The Michigan Hotel Association maintains a bulletin service to its members, in conjunction with the Burns' detective agency, who work with both the state and American associations, in apprehending criminals of this character, keeping them informed of bad check artists, skippers and other undesirable who make a business of defrauding hotels. The greatest difficulty the agency has in tracing these individuals is that the hotel men too often do not give sufficient information, particularly as to the description and method of operation of the allied crooks of this particular class.

The annual short course in hotel operation, at the Michigan State College, Lansing, is dated for April 11-13, at East Lansing. There will also be a joint convention of Detroit and Grand Rapids Greeter Charters at the same time and place. Reminding that I had a visit with Walter J. Lietzen, former owner of Hotel Frontenac, Detroit, but who has become a "native son" out here, and he outlined the program for the annual convention of the National Greeters, which occurs in Los Angeles early in June. The entertainments are the most outstanding ever undertaken at one of these annual meets. In addition to special excursions by land to nearly every available point in Southern California, the delegates will have an opportunity of viewing the San Diego Exposition and will be given a special ocean trip to Catalina Islands, belonging to the Wrigley estate.

An employees' group life insurance program has been adopted by Hotel Hayes, Jackson, for the benefit of eligible workers. Employer and employees share the cost co-operatively. Participating workers will receive life insurance in individual amounts of \$1,000. In conjunction with the group plan, the benefits of a visiting nurse service will be available to insured workers during sickness or injury.

A short time ago a group of twenty-five freshman students in the four-year course on hotel operation given by the Michigan State College, East Lansing, under the auspices of the Michigan Hotel Association, visited Detroit hotels under the guidance of Dean D. R. Proulx and three other faculty members and witnessed the practical side of hotel operation. They were housed at the Book-Cadillac, as guests of General Manager J. B. Frawley, who also provided them with a delightful luncheon. They were then taken over by President Ralph T. Lee, of the M. H. A., who tendered them a dinner at his Lee Plaza. The following night they were entertained by manager J. H. Pichler, of Hotel Statler.

At the recent convention of the Hotel Women, at Chicago, Michigan was represented by Helen M. Jerome, social hostess of Hotel Wardell, Detroit.

E. L. Piper, former operator, and owner of Hotel Manton, at Manton, has again taken over the affairs at that caravansary, and will be found on the job, as of yore. Three years ago he leased the property to Charles L. Wagner.

The question as to whether hotels should place a 50 or more per cent. mark-up on bottled liquids and lose many sales to outsiders or cut the margin in half and compete for this business is being discussed by thinking hotel men. There seems to be no settled opinion on the subject. The problem of retail sales by the glass seems to be pretty well disposed of, and is making a profit while the patron is satisfied.

One of my most interesting trips, and one that is especially interesting just now, was one afforded me by my "guide and trapper," Doc Moore, last week end. It was to Boulder Dam, which was under contract to be completed in 1938, and into which water will be turned shortly—three years ahead of the specified time. We went out by way of Pomona, one of the Southland's busiest cities. The road cleaves through Paradise-like waste lands, scattered with thousands of species of cacti, wild flowers and desert vegetation. It seemed like only a few moments until we had reached Barstow, 180 miles away, where we made a night stop. A panorama of our particular route to Barstow offers every variety of California scenery. Orange groves, vineyards, desert lands, nestled

under nearby snow-capped mountains. The next morning, over a perfect highway, we drove an additional 163 miles to Los Vegas, Nevada, this modern oasis growing in the desert wilds. Thence to the dam site, 40 miles away, where we were kindly supplied with a guide who escorted us thereto, taking us to the top, and the base on both upstream and downstream sides, and through one of the diversion tunnels. This greatest engineering undertaking the world has ever known, is nearing completion, as I said, away ahead of time, and the workers will shortly begin the filling of the largest artificial lake ever built with 33,000,000-acre feet of water, backing up 130 miles. Thirty-one hundred men have been employed in this great work, which required 3,220,000 cubic yards of concrete, including the construction of the highway on the crest of the dam to Kingman, Arizona. The proportions of the dam can be realized only when one knows that it is greater than the largest pyramid of Egypt, and that the concrete used would build a 16-foot highway from Miami, Florida, to Seattle, Washington. Nine hundred miles of one-inch pipe are used to cool the concrete in the dam which in addition to supplying water for domestic purposes and irrigation in Southern California, to three million people, will develop 1,835,000 horsepower of electricity and solve the Colorado River flood problem. Our total mileage to the dam and back, via Barstow, was 865. Just at present visitors are permitted to view the structure from close range, but restrictions will be enforced within the next few weeks. Copious notes taken by the writer, in connection with

### Store, Office and Restaurant Equipment

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

### WESTERN HOTEL

BIG RAPIDS, MICH.  
Modern Rates Reasonable  
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 -- Michigan

### 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



my recentest exploration to the Boulder Dam area, will be used in another article later on.

Again the Michigan picnic; this time at Sycamore Grove, Los Angeles, last Saturday. A perfect day, with Old Sol in plain view the livelong day and a temperature of 78. And were there Michiganders present? Well, I doubt if all of the participants have unparked their cars by this time. I consistently explored until I discovered a bulging basket, accompanied presumably by a relative, in this case an adopted "niece," and allowed my appetite full sway, for the first time in three years, during which time the medics metered my food allowances, but I am right here on the job, notwithstanding. From Oceana county I caught up with Gottlieb Hurtle and Charles Lewis, the former a permanent resident of Los Angeles and the latter a former Pentwater hardware dealer, but now spending his winters here. Then there was G. W. Haight, formerly one of the most extensive fruit growers in Shelby township. Mrs. Margaret Perkins Goodrich, who in conjunction with her husband conducts a very popular and important restaurant in the City of Angeles, but who came into being at Pentwater, was also present, and we proceeded to hold a session in discussing the food problem. Alva Cruzen, formerly of Grand Rapids, and traveling salesman for Hazeltine & Perkins Drug Co. for years, was compelled to send his regrets from Arcadia, where he is now living, his absence being due to a recent auto accident, in which he was severely injured—his wife being so badly hurt that she will be compelled to spend several months in hospital treatment. The slogan of those who have chosen Southern California as a future abiding place is well stated on their badges: "We love you California but, Oh, You, My Michigan." Owing to the perfect weather the attendance was much above average. There was plenty of "eats" for all comers and a special program of speaking, accompanied by good music. These gatherings are held twice each year—March and September—and with the single exception of Iowa, are the most largely attended of any.

It surely is a funny world. A short time ago the union barbers of Los Angeles decided that 35 cents should hereafter be the standard price for a shave in the shops reeking with unionism. Now the Lord High Executioner of the Order of Tonsors declares that the reason they have had to return to the former lower price of a quarter was lack of "patriotism" on the part of the public. Perhaps the standard of one-way conversation on the part of the operator did not measure up to the requirements. One has to indulge in a little hilarity when he remembers that a few years ago the standard price for a shave was ten cents or twelve for a dollar, and the barber took some interest in his performance of the service. Now he only speaks of an anticipated higher standard of living—on your time. Frank S. Verbeck.

#### Optimistic on Underwear Outlook

Basing his prediction on two recent developments, Roy Cheney, managing director of the Underwear Institute says that the immediate outlook for the men's underwear industry is bright. The sudden popularity of the French abbreviated shorts and shirts has brought in a huge volume of business in the last few weeks, he declared, and most mills making this style are unable to fill orders.

Agriculture is doing better than industry.

#### Enthusiasm for NRA Cools

Coolness toward extension of the NRA among industrialists who have until now favored the movement continues to grow.

The reorganization of the NIRA to give equal representation to labor assures added emphasis upon industrial problems. This not only promises more labor unrest, industrialists feel, but will probably make enforcement of fair trade practices more slow and lax than ever. In some cases where over 75 per cent. of an industry were believed ready to petition Congress for an extension of the act, it is doubted now that even a majority could be formed to favor such action.

A conference of industrial leaders arranged by the United States Chamber of Commerce and the National Association of Manufacturers over the week-end is understood to have revealed quite outspoken opposition to an extension of the act.

Some industrialists express the opinion that continuation of the act is certain despite any increased opposition from business, as a matter of political expediency. Code membership will probably be made more attractive in some way yet to be found, so that larger industries might be persuaded to remain within the NRA. The threat that the thirty-hour week and Wagner trade disputes bills might be enacted as alternatives if NRA is to be scrapped now heard from Washington.

#### Price Cuts Jeopardize Liquor Profits

The wave of price cutting on wines and spirits has spread so widely that, unless an early solution to the problem can be found, profits of leading units in the industry may be seriously jeopardized.

While concentrated in metropolitan areas, price cutting has now extended to numerous standard brands of spirits. Also, it appears to be growing more drastic. Retail prices are now far below those published by distillers in several large cities.

The code administration for the industry has so far proved ineffective in curbing such price cutting.

Similarly, co-operation among the large distillers has produced no remedy as yet. Continuation of the present price situation is likely to accentuate the demand, already heard in the industry, for appointment of several "dictators" for the various divisions, similar to the single official established by the amusement interests.

#### Active Business and Strike Fears

Industrial activity may reach a second seasonal peak, higher than that touched in February, during April, if present fears of labor troubles later in the spring continue, industrial observers feel.

The strike threat is regarded as substantial enough by automobile manufacturers and other industrialists in the Middle West to stimulate increased output next month, regardless of the trend of sales. Reports that the administration may support the Wagner bill, and the strengthening of the labor representation in the National Industrial Recovery Board, have hastened such preparatory activity greatly during the past few days.

Regardless of the course of industrial relations over the next few months, increased activity now in preparation for possible strikes will probably intensify the seasonal reaction in business during the summer months.

#### "Political Executives"

The succession of laws and regulations affecting business has been so rapid, and many of them are so intricate, that a number of concerns find it necessary to have at least one executive thoroughly conversant with political matters to keep up with them.

This is noted not only as regards individual enterprises, but also in various organized bodies like exchanges and trade associations. Without such executives having some political background, the developments in Washington affecting these organizations are at times found positively bewildering.

Business men of the old school, who preferred to preoccupy themselves with their own affairs and leave politics to others, are very positive in decrying this trend of affairs.

#### Avoiding Controversial Issues

The administration is using extreme care to avoid having a break with Congress that will have a tendency to lessen its prestige with the country.

This was the reasoning back of efforts made to defeat the McCarran "prevailing wage" proposal in the works relief legislation, even though the compromise effected is much the same thing under another name.

Administration leaders in Senate and House are being exhorted to safeguard administration legislative measures against riders that are not desired by or are embarrassing to the White House. The bonus bill is cited as a case in point. Just now, the question is over the Thomas silver amendment to the works relief bill and how to get rid of it.

#### New Post for Richberg

Donald Richberg, chairman of the National Emergency Council, was selected by President Roosevelt to serve as chairman of the National Industrial Recovery Board. He succeeds S. Clay Williams, who retired, and will serve until Congress settles the fate of the Recovery Administration, due to expire June 16. William P.

Witherow, Pittsburgh, and Philip Murray, vice-president of the United Mine Workers, were named to the board. A White House statement said the president expects NRA to carry on "vigorously and effectively" while legislation is pending and to assist in enactment of measures "urgently needed to retain and to advance the industrial recovery program."

#### Twenty New Readers of the Tradesman

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

Iowa Hardware Mutual Insurance Co., Mason City, Iowa  
Hatch & Baker, Lyons  
Harold Morris, Stanton  
O. A. Peckham, Greenville  
Commercial State Bank, Greenville  
George Wortman, Belding  
Oscar D. Emery, Belding  
Peter Neveril, Belding  
L. A. Weaver, Lowell  
C. J. Rouser Drug Co., Lansing  
H. L. Weekes, Lowell  
Charles Neuman, Caledonia  
State Bank of Caledonia, Caledonia  
L. M. Johnson & Son, Middleville  
Oscar L. Finkbeiner, Middleville  
Walldorff & Son, Hastings  
R. E. Walters, Hastings  
R. E. Walters, Hastings  
Roman Feldspausch, Hastings  
Warren D. Roush, Hastings  
Herald E. Classic, Woodland

#### Detroit U.C.T. to Eat and Talk

A score of Michigan councils of the United Commercial Travelers will be the guests of Detroit Council, No. 9, and Cadillac Council, No. 143, in Detroit-Leland Hotel Saturday night. A. G. Guimond, state director of team work, announces that the Battle Creek degree staff, captained by O. C. Atkinson, will exemplify the degree work.

Allan F. Rockwell, grand counselor, and Homer R. Bradfield, grand secretary of Grand Rapids, will attend the meeting. Charles J. Maloney, grand page, will act as senior counselor. He will be assisted by Floyd D. Burch and M. R. Watson, of the two Detroit councils. The degree work will be preceded by a dinner which will be served at 6. Dancing, bridge and pinochle will also be on the program.

Stanley P. Ecclestone and Larry Rohr will be in charge of entertainment. A large group of the wives of members will act as the greeting party for the Ladies' Auxiliary.

#### Linen Houses Reject Trade Show

After six weeks of debate upon the subject, linen companies went on record in opposition to any future trade shows for the industry. Eighty-six companies, members of the Linen Trade Association, passed on the question with sixty-two expressing opposition, fourteen favoring the trade events and ten refraining from voting. The question was put up to the members in connection with a suggestion that linen houses cooperate in holding a Fall showing of new goods late this Summer. A trade show, at which Spring goods were shown, was held by the industry last month.

## DRUGS

**Michigan Board of Pharmacy**  
 President—M. N. Henry, Lowell.  
 Vice-President—Norman A. Weess, Ely.  
 Other members of the Board—Frank T. Gillespie, St. Joseph; Victor C. Plaskowski, 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, Fennville.  
 First Vice-President—Ben Peck, Kalamazoo.  
 Second Vice-President—Joseph Maltas, Sault Ste. Marie.  
 Treasurer—Henry Hadley, Benton Harbor.  
 Secretary—Clare F. Allan, Wyandotte.  
 Executive Committee—M. N. Henry (chairman), Lowell; Benjamin S. Peck, Kalamazoo; A. A. Sprague, Ithaca; Leo J. Lacroix, Detroit; James W. Lyons, Detroit; Ray Jensen, Grand Rapids; Duncan Weaver, Fennville.

### Some Important Bills Now Before Congress

Wyandotte, March 21—Congratulations on your seventy-sixth birthday. I am very happy to read the article telling of the birthday party given in your honor by your thirty-two Grand Rapids' friends. I am sure if this had been broadcast over the State of Michigan, that there would not have been a hall big enough in Grand Rapids to take care of those who would have attended such a party in your honor.

The editorial which you sent to me covered very thoroughly the esteem that you are held in by thousands of merchants and friends throughout this state. I can only wish you many more years of active service in behalf of independent business in Michigan.

I am enclosing an article for next week's Tradesman. Clare F. Allan, Secretary M.S.P.A.

Although the legislature at Lansing seems to be at a standstill, Congress in Washington is considering many important measures which will affect the merchants of Michigan.

The NRA investigation hearings are attracting considerable attention. With men like Clarence Darrow attacking the codes it will take some support from the merchants, if they believe in their codes, to keep them in effect. I believe that the death of the NRA would result in the greatest price war in history. Although the NRA has, to a certain extent, handicapped independent business, I do believe that it has helped it more than it has handicapped it.

The Black thirty-hour week bill, which would double labor overhead in retail drug stores, must be opposed, for there is hardly a drug store in Michigan that could live up to such a law.

The Eastman transportation plan would raise, drastically, the freight rates. Another thing that will have to be watched is any increase in the special excise taxes which are now a burden to the retail drug trade.

The Mapes bill, HR 5062; the Wheeler bill, S 944; the Bankhead bill, S 2211; the Huddleston bill, HR 6618; and the White bill, HR 6246, would make it unlawful to discriminate in price on any commodity, regardless of quantity purchased and would end price cutting and the use of loss leaders.

The King bill, S 1923 would legalize reasonable written agreements for reg-

ulation of competition despite anti-trust laws. The Copeland bill has not yet been acted on by a full committee. I certainly believe in control of advertising by the Federal Trade Commission with adequate uniform provisions.

The Copeland bill is expected to pass the Senate, but will probably meet with a great deal of opposition in the House. The latest dope from Washington is that it will be amended in both chambers. Enormous pressure against it is now being felt.

The small man in American business is receiving more attention in Washington to-day than ever before. The official eyes and ears of the Nation are giving a great deal of attention to the price proposition. I believe the members of Congress are waking up to the relation of the small man to National recovery. Legislation designed to protect him and better his chance for economic survival are receiving very careful consideration. The voice of the small business man of America is powerful to-day and it is up to him to keep in touch with his Congressman and Senator and follow the problems in which he is interested to have a successful Congress. In other words, at this season of the year it is time to "hit the ball" instead of merely being satisfied with a "strike out."

### Our Stand on Federal Drug Legislation

Last year, due to lack of knowledge of the facts or misinformation, the profession of pharmacy was classified in the minds of many laymen and members of other professions as an opponent of new legislation to strengthen the Federal food and drug law. Out of the maze of propaganda for and against the enactment of more stringent regulations to govern the manufacture, distribution and advertising of food, drug and cosmetic products, we emerged, in the eyes of the public, as weak proponents of obviously necessary reforms and as strong opponents of regulatory measures containing the necessary "teeth" to enforce the reforms which we really favored. It is unfortunate that the American Pharmaceutical Association, which has prided itself since its organization in 1851 upon being a champion of legislation to suppress the distribution of inferior, adulterated and deteriorated drugs, should have been placed in this position. Year after year, the Association has placed itself on record against fraudulent practices in the manufacture, sale and advertising of drugs and cosmetics. It is also on record in favor of at least partial formula disclosure of so-called patent medicines and other secret remedies.

In all of the publicity attending the various hearings on proposed drug and cosmetic legislation last year, the voice of the American Pharmaceutical Association was not heard because it was submerged in the unified opposition offered by the "drug trade" to certain features of the legislation proposed by the Government to stamp out evils which have crept into the food, drug and cosmetic industries and with which the Government is unable to cope under existing law.

We can very well be proud of the efforts made by the American Pharmaceutical Association in its attempt to present pharmacal opinion in unified form through the National Drug Trade Conference which the Association called into being. However, when interests represented in the Conference indulge in the type of propaganda which was used last year to defeat proposed food, drug and cosmetic legislation, we must take steps to make our position clear and let it be understood in no uncertain terms that we are not a party to such a program.

The new Congress will undoubtedly give attention to food, drug and cosmetic legislation. The American Pharmaceutical Association is convinced of the necessity for constructive and, in some respects, drastic revision of existing food and drug laws. As the acknowledged representative of professional pharmacy in the United States, it will endeavor to lend the full weight of its influence toward the enactment of reasonable, effective and enforceable legislation which will protect the consuming public against fraud of all kinds in the drug and cosmetic industry.

It is recognized that laws which do not provide for adequate enforcement machinery had better not be written into the statute books. The law-abiding citizen must put up with many irksome restrictions of his liberties in order to make it possible to apprehend the enemies of society. The food, drug and cosmetic industries cannot expect the Government to protect the public against exploitation by the unscrupulous, with its incident protection of the honest manufacturer and distributor, unless sufficient power is granted to make law enforcement a fact and not a farce.

Robert P. Fischelis,  
 Pres. Amer. Pharmaceutical Ass'n.

### "Stands at the Head"

E. A. Stowe, editor of The Tradesman, at Grand Rapids, celebrated his 76th birthday March 16. The Tradesman, under the editorship of Mr. Stowe, stands at the head of trade publications in the United States, because of his ability as a fearless writer to defend or criticize, as his splendid judgment of conditions dictated was for the best interest and welfare of all. His years of service have brought to him this distinct honor, and may his health and strength continue for many years to permit him to carry on.—Saranac Advertiser.

### Costume Jewelry Orders Gain

Re-orders on novel jewelry have been increasing, with a spurt in pre-Easter volume expected during the period directly ahead. Manufacturers are having considerable success with items in both gold and silver effects, particularly new bracelet styles. The call for earrings and pins and clips has been well maintained. Items featuring either semi-precious or synthetic materials in a variety of colors are also receiving attention. So far, there has been little expansion of interest in necklaces, although this may come with the Fall season. The need for color contrast with apparel is aiding silver items.

### Will Not Submit to Union Demands

Toledo, March 26—Directors of the Overmeyer Co., wholesale grocers here for the past forty years, have voted to close business and offer its stock for sale rather than submit to union demands for closed shop and increased wages. The company has discharged all employees and is proceeding with plans to close the business.

When men speak ill of thee, live so as nobody may believe them.

Building should soon begin to rise.

## 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		Xtal, lb.		20 @ 29		27 @ 27	
Acetic, No. 8, lb.	06 @ 10	Arnica, lb.	50 @ 55	Balls, lb.	NAPHTHALINE	08 1/2 @ 15		Powd., lb.	Gran., lb.	1 35 @ 40			
Boric, Powd., or Xtal, lb.	07 1/2 @ 13	Chamomile		Flake, lb.	08 1/2 @ 15			Iodine, lb.	Permanganate, lb.	30 @ 2 14			
Carbolic, Xtal., lb.	33 @ 45	German, lb.	60 @ 70					Prussiate	Red, lb.	90 @ 1 00			
Citric, lb.	33 @ 45	Roman, lb.	7 @ 1 40					Yellow, lb.		50 @ 60			
Muriatic, Com'l., lb.	03 1/2 @ 10	Saffron	@ 75		NUTMEG	@ 40			QUASSIA CHIPS				
Nitric, lb.	10 @ 15	American, lb.	@ 1 25		Powdered, lb.	@ 50			Pound	25 @ 30			
Oxalic, lb.	15 @ 26	Spanish, ozs.							Powd., lb.	35 @ 40			
Sulphuric, lb.	03 1/2 @ 10												
Tartaric, lb.	33 @ 40												
ALCOHOL		FORMALDEHYDE, BULK		FULLER'S EARTH		NUX VOMICA		QUININE		ROSIN		ROOT	
Denatured, No. 5, gal.	38 @ 50	Pound	09 @ 20	Powder, lb.	05 @ 10	Pound	15 @ 25	5 oz. cans, ozs.	@ 77	Pound	04 @ 15	Aconite, Powd., lb.	35 @ 40
Wood, gal.	50 @ 60					Powdered, lb.	15 @ 25					Alkanet, lb.	35 @ 40
ALUM-POTASH, USP		GELATIN		GLUE		OIL ESSENTIAL		QUININE		ROSIN		ROOT	
Lump, lb.	05 @ 15	Pound	55 @ 65	Brok., Bro., lb.	20 @ 30	Almond	@ 60					Aconite, Powd., lb.	35 @ 40
Powd. or Gra., lb.	05 1/2 @ 16			Grod., Dark, lb.	16 @ 25	Bit., true, ozs.	@ 20					Alkanet, lb.	35 @ 40
AMMONIA		GLUE		Whit. Flake, lb.	27 1/2 @ 35	Bit., art., ozs.	1 40 @ 2 00					Belladonna, Powd., lb.	35 @ 40
Concentrated, lb.	06 @ 13			White G'd., lb.	25 @ 35	Sweet, art., lbs.	75 @ 1 20					Blood, Powd., lb.	35 @ 45
1-F, lb.	05 1/2 @ 13			White AXX light, lb.	42 1/2 @ 50	Amber, crude, lb.	71 @ 1 40					Burdock, Powd., lb.	35 @ 40
3-F, lb.	05 1/2 @ 13			Ribbon		Amber, rect., lb.	1 30 @ 2 00					Calamus, Bleached, Split and	60 @ 60
Carbonate, lb.	23 @ 30					Anise, lb.	1 10 @ 1 60					Peel, lb.	@ 75
Muriate, Lp., lb.	18 @ 30					Bay, lb.	4 00 @ 4 25					Calamus, Ordinary, lb.	@ 25
Muriate, Gran., lb.	07 1/2 @ 18					Bergamot, lb.	3 20 @ 3 60					Calamus, Powd., lb.	@ 50
Muriate, Po., lb.	22 @ 35					Cajuput, lb.	1 50 @ 2 00					Elecampane, lb.	25 @ 30
ARSENIC		GLYCERINE		GUM		Caraway S'd, lb.	3 50 @ 4 00					Gentian, Powd., lb.	17 1/2 @ 30
Pound	07 @ 20	Pound	19 @ 45	Aloes, Barbadoes,		Cassia, USP, lb.	2 15 @ 2 60					Ginger, African, Powd., lb.	16 @ 25
BALSAMS		GUM		so called, lb. gourds		Cedar Leaf, lb.	1 70 @ 2 20					Ginger, Jamaica, Lined, lb.	38 @ 55
Copaiba, lb.	60 @ 1 20	Aloes, Socotrine, lb.	@ 60	Powd., lb.	35 @ 45	Cedar Leaf, Coml., lb.	1 00 @ 1 25					Ginger, Jamaica, Powd., lb.	30 @ 40
Fir, Cana., lb.	2 00 @ 2 40	Powd., lb.	@ 75	Aloes, Socotrine, lb.	@ 75	Citronella, lb.	85 @ 1 20					Goldenseal, Powd., lb.	1 75 @ 2 00
Fir, Oreg., lb.	50 @ 1 00	Powd., lb.	@ 80	Powd., lb.	@ 80	Cloves, lb.	1 85 @ 2 25					Marshmallow, White, Powd., lb.	20 @ 50
Peru, lb.	4 00 @ 4 60	Arabic, first, lb.	17 @ 25	Arabic, sorts, lb.	@ 25	Croton, lbs.	4 00 @ 4 60					Indian Turnip, Powd., lb.	20 @ 50
Tolu, lb.	1 50 @ 1 80	Arabic, Gran., lb.	25 @ 35	Arabic, P'd, lb.	47 @ 50	Cubeb, lb.	4 25 @ 4 80					Ipecac, Powd., lb.	3 00 @ 3 60
BARKS		Asafoetida, lb.	47 @ 50	Asafoetida, Po., lb.	47 @ 50	Erigeron, lb.	3 70 @ 3 85					Licorice, lb.	30 @ 35
Cassia		Guaiac, lb.	@ 70	Guaiac, lb.	@ 60	Eucalytus, lb.	35 @ 1 20					Licorice, Powd., lb.	15 @ 25
Ordinary, lb.	@ 30	Guaiac, powd.	@ 60	Guaiac, powd.	@ 60	Fennel	2 25 @ 2 60					Mandrake, Powd., lb.	@ 40
Ordinary, Po., lb.	20 @ 30	Kino, lb.	@ 1 00	Kino, lb.	@ 1 00	Hemlock, Pu., lb.	1 70 @ 2 20					Marshmallow, Cut, lb.	@ 50
Saigon, lb.	50 @ 60	Kino, powd., lb.	@ 1 25	Kino, powd., lb.	@ 60	Hemlock Com., lb.	1 00 @ 1 25					Marshmallow, Powd., lb.	@ 60
Saigon, Po., lb.	40 @ 45	Myrrh, lb.	@ 60	Myrrh, lb.	@ 75	Juniper Ber., lb.	3 00 @ 3 30					Orris, lb.	@ 35
Elm., lb.	38 @ 45	Myrrh, Pow., lb.	42 @ 50	Myrrh, Pow., lb.	42 @ 50	Juniper W'd, lb.	1 50 @ 1 75					Orris, Powd., lb.	40 @ 45
Elm., Powd., lb.	38 @ 45	Shellac, Orange, lb.	42 @ 50	Shellac, Orange, lb.	42 @ 50	Lav. Flow., lb.	6 00 @ 6 40					Orris, Fingers, lb.	@ 1 75
Elm., G'd, lb.	38 @ 45	Ground, lb.	42 @ 50	Ground, lb.	42 @ 50	Lav. Gard, lb.	1 25 @ 1 50					Pink, Powd., lb.	1 50 @ 2 25
Sassafras (P'd lb. 50)	@ 45	Shellac, white (bone dr'd) lb.	45 @ 55	Shellac, white (bone dr'd) lb.	45 @ 55	Lemon, lb.	2 25 @ 2 60					Poke, Powd., lb.	@ 30
Coaptree, cut, lb.	20 @ 30	Tragacanth		Tragacanth		Mustard, true, ozs.	1 25 @ 1 50					Rhubarb, lb.	@ 80
Scaptree, Po., lb.	35 @ 40	No. 1, bbls.	1 75 @ 2 00	No. 1, bbls.	1 75 @ 2 00	Mustard, art., ozs.	3 00 @ 3 35					Rhubarb, Powd., lb.	@ 80
BERRIES		No. 2, lbs.	1 50 @ 1 75	No. 2, lbs.	1 50 @ 1 75	Origanum, art., lb.	1 00 @ 1 20					Sarsaparilla (Honduras, cut)	1 20 @ 1 20
Cubeb, lb.	@ 75	Pow., lb.	1 00 @ 1 25	Pow., lb.	1 00 @ 1 25	Pennyroyal, lb.	2 75 @ 3 20					Sarsaparilla, Med., Cut, lb.	@ 50
Cubeb, Po., lb.	@ 80					Peppermint, lb.	5 50 @ 6 00					Squills, Powd., lb.	42 @ 80
Juniper, lb.	10 @ 20					Rose, dr.	@ 3 50					Turmeric, Powd., lb.	15 @ 25
BLUE VITRIOL						Rose, Geran., ozs.	1 00 @ 1 50					Valerian, Powd., lb.	@ 50
Pound	06 @ 15					Rosemary Flowers, lb.	1 00 @ 1 50						
BORAX						Sandalwood							
P'd or Xtal, lb.	06 @ 13					E. I., lb.	3 00 @ 3 60						
BRIMSTONE						W. I., lb.	4 50 @ 4 75						
Pound	04 @ 10					Sassafras							
CAMPHOR						True, lb.	1 90 @ 2 40						
Pound	72 @ 85					Syn., lb.	1 00 @ 1 40						
CANTHARIDES						Spearmint, lb.	3 50 @ 4 00						
Russian, Powd.	@ 4 50					Tansy, lb.	3 50 @ 4 00						
Chinese, Powd.	@ 2 00					Thyme, Red, lb.	1 75 @ 2 40						
CHALK						Thyme, Whl., lb.	2 00 @ 2 60						
Crayons						Wintergreen							
White, dozen	@ 3 60					Leaf, true, lb.	5 60 @ 6 00						
Dustless, dozen	@ 6 00					Birch, lb.	4 00 @ 4 40						
French Powder, Com'l., lb.	03 1/2 @ 10					Syn.	75 @ 90						
Precipitated, lb.	12 @ 15					Wormseed, lb.	3 50 @ 4 00						
Prepared, lb.	14 @ 18					Wormwood, lb.	5 50 @ 6 00						
White, lump, lb.	03 @ 10												
CAPSICUM													
Pods, lb.	60 @ 70												
Powder, lb.	62 @ 75												
CLOVES													
Whole, lb.	30 @ 40												
Powdered, lb.	35 @ 45												
COCAINE													
Ounce	13 75 @ 15 40												
COPPERAS													
Xtal, lb.	03 1/2 @ 10												
Powdered, lb.	04 @ 15												
CREAM TARTAR													
Pound	25 @ 38												
CUTTLEBONE													
Pound	40 @ 50												
DEXTRINE													
Yellow Corn, lb.	06 1/2 @ 15												
White Corn, lb.	07 @ 15												
EXTRACT													
Witch Hazel, Yellow Lab., gal.	95 @ 1 65												
Licorice, P'd, lb.	50 @ 60												
MAGNESIA													
Card., 1/2s, lb.	@ 30												
Card., 1/4s, lb.	@ 32												
Card., Powd., lb.	15 @ 25												
Oxide, Hea., lb.	@ 70												
Oxide, light, lb.	@ 75												
MENTHOL													
Pound	4 93 @ 5 24												
MERCURY													
Pound	1 75 @ 2 00												
NAPHTHALINE													
Balls, lb.	08 1/2 @ 15												
Flake, lb.	08 1/2 @ 15												
NUTMEG													
Pound	@ 40												
Powdered, lb.	@ 50												
NUX VOMICA													
Pound	15 @ 25												
Powdered, lb.	15 @ 25												
OIL ESSENTIAL													
Almond	@ 60												
Bit., true, ozs.	@ 20												
Bit., art., ozs.	1 40 @ 2 00												
Sweet, true, lb.	75 @ 1 20												
Sweet, art., lbs.	71 @ 1 40												
Amber, crude, lb.	1 30 @ 2 00												
Amber, rect., lb.	1 10 @ 1 60												
Anise, lb.	4 00 @ 4 25												
Bay, lb.	3 20 @ 3 60												
Bergamot, lb.	1 50 @ 2 00												
Cajuput, lb.	3 50 @ 4 00												
Caraway S'd, lb.	2 15 @ 2 60												
Cassia, USP, lb.	1 70 @ 2 20												
Cedar Leaf, lb.	1 00 @ 1 25												
Cedar Leaf, Coml., lb.	85 @ 1 20												
Citronella, lb.	1 85 @ 2 25												
Cloves, lb.	4 00 @ 4 60												
Croton, lbs.	4 25 @ 4 80												
Cubeb, lb.	3 70 @ 3 85												
Erigeron, lb.	35 @ 1 20												
Eucalytus, lb.	2 25 @ 2 60												

## 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

Wilson's Nut Oleo-1c  
Baked Beans

## DECLINED

Pure lard in tierces-34c  
Kellogg's Corn Flakes-25c  
Post Toasties-25c  
Canned Apple Sauce 10@50c  
Paper Food Dish-20@40c  
Canned Apricots-10@60c  
Dried Apricots-1c  
Package Coffees  
Calif. Prunes-25c  
Canned Olives

## 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... 1 60  
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... 1 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... 7 79  
16-oz., 2 doz... 4 85  
5-lb., 1/2 doz... 6 00

## K C

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

## BLEACHER CLEANSER

Lizzie, 16 oz., 12s... 2 15  
Linco Wash, 32 oz, 12s 2 00  
Clorox, 24 pints... 2 95  
Clorox, 12 quarts... 2 70

## BLUING

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

## BEANS AND PEAS

Dry Lima Beans, 25 lb. 2 20  
White H'd P. Beans... 4 05  
Split Peas, yell., 60 lb. 3 35  
Split Peas, gr'n, 60 lb. 4 75  
Scotch Peas, 100 lb... 6 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 Laquer, 24 gross  
case, per case... 4 10

## BREAKFAST FOODS

Kellogg's Brands  
Corn Flakes, No. 135... 2 40  
Corn Flakes, No. 124... 2 40  
Pep, No. 224... 2 37  
Pep No. 250... 1 05  
Krumbs, 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... 2 30  
All Bran, 10 oz... 2 75  
All Bran, 1/2 oz... 1 10  
Whole Wheat Fla., 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 90  
Grape-Nuts, 50s... 1 50  
Instant Postum, No. 8 5 46  
Instant Postum, No. 10 4 70  
Postum Cereal, No. 6 2 33  
Post Toasties, 36s... 2 40  
Post Toasties, 24s... 2 40  
Post Bran, PBF, 12... 1 74  
Post Bran, PBF, 24... 2 36

## Amsterdam Brands

Gold Bond Far, No. 5 1/2 7 50  
Prize Parlor, No. 6... 8 00  
White Swan Far, 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... 14 1/2  
Paraffine, 12s... 14 1/2  
Wicking... 40  
Tudor, 6s, per box... 30

## CANNED FRUITS

Apples  
Imperial, No. 10... 5 00

## Apple Sauce

Hart, No. 2... 1 10  
Hart, No. 10... 4 25

## Apricots

Forest, No. 10... 8 50  
Quaker, No. 10... 9 75  
Gibraltar, No. 10... 3 00  
Gibraltar, No. 2 1/2... 2 40  
Superior, No. 2 1/2... 2 70  
Supreme, No. 2 1/2... 2 85  
Supreme, No. 2... 2 25  
Quaker, No. 2... 2 00  
Quaker, No. 2 1/2... 2 75

## Blackberries

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

## Blue Berries

Eagle, No. 10... 8 50

## Cherries

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

## Supreme, No. 2 in

syrup... 2 25  
Hart Special, No. 2... 1 35

## Cherries-Royal Ann

Supreme, No. 2 1/2... 3 20  
Supreme, No. 2... 2 30  
Gibraltar, No. 10... 2 25  
Gibraltar, No. 2 1/2... 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. 2 1/2... 3 60  
Supreme, No. 2... 2 70  
Supreme, No. 1... 2 10  
Quaker, No. 2 1/2... 3 15

## Gooseberries

Michigan, No. 10... 5 35

## Grape Fruit

Zenada No. 2... 1 35

## Grape Fruit Juice

Florida Gold, No. 1... 87 1/2  
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, sliced, No. 10... 6 50  
Premio, halves, No. 10 6 50  
Quaker, sliced or  
halves, No. 10... 8 50  
Gibraltar, No. 2 1/2... 2 00  
Supreme, sliced No.  
2 1/2... 2 15  
Supreme, halves,  
No. 2 1/2... 2 25  
Quaker, sliced or  
halves, No. 2 1/2... 2 15  
Quaker sliced or  
halves, No. 2... 1 70

## Pears

Quaker, No. 10... 8 50  
Quaker, Bartlett, No.  
2 1/2... 2 65  
Quaker, Bartlett, No.  
2... 1 95

## Pineapple Juice

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

## Pineapple, Crushed

Imperial, No. 10... 7 90  
Honey Dew, No. 2 1/2... 2 40  
Honey Dew, No. 2... 1 90  
Quaker, No. 2 1/2... 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. 2 1/2... 2 45  
Honey Dew, No. 2... 2 00  
Honey Dew, No. 1... 1 10  
Ukelele Broken, No. 10 7 90  
Ukelele Broken, 2 1/2... 2 25  
Ukelele Broken, No. 2 1 85  
Quaker, Tid Bits, No.  
10... 8 25  
Quaker, No. 10... 8 25  
Quaker, No. 2 1/2... 2 35  
Quaker, No. 2... 1 90  
Quaker, No. 1... 1 05

## Plums

Unikit, No. 10, 30%  
syrup... 6 50  
Supreme Egg, No. 2 1/2... 2 30  
Supreme Egg, No. 2... 1 70  
Primo, No. 2, 40%  
syrup... 1 00

## Prepared Prunes

Supreme, No. 2 1/2... 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, 10 1/2 oz... 1 35  
Clam Chowder, No. 2... 2 75  
Clams, Steamed No. 1 2 75  
Clams, Mince, No. 1/2 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. 1/2... 2 25  
Shrimp, 1, wet... 1 45  
Sard's, 1/2 Oil, Kless... 3 97  
Salmon, Red Alaska... 2 20  
Salmon, Med. Alaska... 1 75  
Salmon, Pink, Alaska 1 38  
Sardines, Im. 1/2, ea. 6@13 1/2  
Sardines, Cal... 1 00  
Tuna, 1/2 Van Camps,  
doz... 1 75  
Sard's, 1/2 Van Camps,  
doz... 1 15  
Tuna, 1s, Van Camps,  
doz... 3 45  
Tuna, 1/2s, Chicken Sea,  
doz... 1 70  
Tuna, 1/2 Bonita... 1 25

## CANNED MEAT

Bacon, med. Beechnut 2 50  
Bacon, lge. Beechnut 3 75  
Beef, lge. Beechnut 3 25  
Beef, med. Beechnut 1 95  
Beef, No. 1, Corned... 1 90  
Beef, No. 1, Roast... 1 95  
Beef, 2 1/2 oz. Qua, Shl. 1 30  
Corn Beef Hash, doz... 1 95  
Beefsteak & Onions, s... 2 70  
Chili Con Car., 1s... 1 05  
Deviled Ham, 1/2s... 1 25  
Deviled Ham, 1/2s... 2 20  
Potted Meat, 1/2 Libby... 45  
Potted Meat, 1/2 Libby... 45  
Potted Meat, 1/2 Qua... 65  
Potted Ham, Gen. 1/2 1 35  
Vienna Saus., No. 1/2... 90

## Baked Beans

Campbells 48s... 2 77

## CANNED VEGETABLES

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

## Baked Beans

1 lb. Sacc, 36s, cs... 1 80  
No. 2 1/2 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... 6 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... 95  
Quaker Cut No. 2 1/2... 1 20

## Carrots

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

## Corn

Golden Ban., No. 2... 1 55  
Marcellus, No. 2... 1 25  
Fancy Crosby, No. 2... 1 40  
Whole Grain, 6 Ban-  
tam, No. 2... 1 65  
Quaker No. 10... 8 00

## Peas

Oxford Gem, No. 2... 3 15  
Sifted E. June, No. 2... 2 00  
Marcel, Sw. W. No. 2 1 55  
Marcel, E. June, No. 2 1 45  
Quaker, E. Ju., No. 10 8 00  
Quaker E. J., No. 2... 1 45

## Pumpkin.

No. 10... 4 75  
No. 2 1/2... 1 20  
No. 2... 92 1/2

## Sauerkraut

No. 10... 5 25  
No. 2 1/2 Quaker... 1 10  
No. 2 Quaker... 95

## Spinach

Supreme No. 2 1/2... 1 75  
Supreme No. 2... 1 40  
Quality, No. 2... 1 10  
Quality, No. 2 1/2... 1 50

## Succotash

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

## Tomatoes

No. 10... 6 50  
No. 2 1/2... 1 85  
No. 2... 1 40  
Quaker, No. 2... 1 10

## CATSUP

Quaker, 10 oz. doz. 1 10  
Quaker, 14 oz. doz. 1 40  
Quaker gallon glass,  
dozen... 11 00

## CHILI SAUCE

Sniders, 8 oz... 1 65  
Sniders, 14 oz... 2 25

## OYSTER COCKTAIL

Sniders, 11 oz... 2 00

## CHEESE

Roquefort... 68  
Wisconsin... 13  
Wisconsin Twin... 17 1/2  
New York June, 1933... 25  
Sap Sago... 52  
Brick... 20  
Michigan Flats... 17  
Michigan Daisies... 17  
Wisconsin Longhorn... 13 1/2  
Imported Leylen... 27  
1 lb. Limberger... 20  
Imported Swiss... 58  
Kraft, Pimento Loaf... 26  
Kraft, American Loaf... 24  
Kraft, Brick Loaf... 24  
Kraft, Swiss Loaf... 29  
Kraft, Old End, Loaf... 34  
Kraft, Pimento, 1/2 lb. 1 75  
Kraft, American, 1/2 lb. 1 75  
Kraft, Erick, 1/2 lb. 1 75  
Kraft, Limbur, 1/2 lb. 1 75

## CRACKERS

Hekman Biscuit Company  
Saltine Soda Crackers,  
bulk... 12  
Saltine Soda Crackers,  
1 lb. pkgs... 1 46  
Saltine Soda Crackers,  
2 lb. pkgs... 2 80  
Saltine Soda Crackers,  
8 1/2 oz. pkgs... 93  
Butter Crackers, bulk 13  
Butter Crackers, 2 lb. 1 60  
Butter Crackers, bulk 13  
Graham Crackers, bulk 13  
Graham C's, 1 lb... 1 55  
Graham C's, 2 lb... 2 90  
Graham C's, 6 1/2 oz... 93  
Junior Oyster C's, blk. 13  
Oyster C's, shell, 1 lb. 1 71  
Club Crackers... 1 76

## CREAM OF TARTAR

6 lb. boxes... 35

## DRIED FRUITS

Apricots... 23 1/2  
Standard... 20 1/2

## Citron

10 lb. box... 25

## CHEWING GUM

Adams Black Jack... 61  
Adams Dentyne... 66  
Beeman's Peppermint... 65  
Bechnut Peppermint... 65  
Doublemint... 65  
Peppermint, Wrigley's... 65  
Spearmint, Wrigley's... 65  
Juicy Fruit... 65  
Wrigley's P-K... 65  
Teaberry... 65

## CHOCOLATE

Baker, Prem., 6 lb. 1/2 2 45  
Baker, Prem., 6 lb. 3 oz. 2 60  
German Sweet, 6 lb. 1/4 1 88  
Little Dot Sweet  
6 lb. 1/4s... 2 60

## CIGARS

Hamt. Champions... 38 50  
Webster Plaza... 75 00  
Webster Golden Wed. 75 00  
Websterettes... 37 50  
Cincos... 33 50  
Garcia Grand Babies... 40 00  
Bradstreets... 33 50  
Odins... 40 00  
R G Dun Boquet... 75 00  
Perfect Garcia Subl... 95 00  
Kenway... 20 00  
Budwiser... 20 00  
Isabella... 20 00

## Cocoanut

Banner, 25 lb. tins... 30 1/2  
Snowdrift, 20 lb. tins... 20 1/2

## CLOTHES LINE

Household, 50 ft... 1 75  
Cuppies Cord... 2 00

## COFFEE ROASTED

Lee & Cady

1 lb. Package  
Ryce... 22  
Boston Breakfast... 18 1/2  
Breakfast Cup... 17 1/2  
Competition... 16 1/2  
J. V... 21 1/2  
Majestic... 29  
Morton House... 25  
Nedrow... 22 1/2  
Quaker, in cartons... 22 1/2  
Quaker, in glass jars... 26 1/2

## Coffee Extracts

M. Y., per 100... 12  
Frank's 50 pkgs... 4 25  
Hummel's 50, 1 lb... 10 1/2

## CONDENSED MILK

Eagle, 2 oz., per case... 4 60

## Cough Drops

Smith Bros... 1 45  
Luden's... 1 45  
Vick's, 40/10c... 3 40

## COUPON BOOKS

50 Economic grade... 2 50  
100 Economic grade... 4 50  
500 Economic grade... 20 00  
1000 Economic grade... 37 50

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<b>Currants</b>		<b>JUNKET GOODS</b>		<b>FRESH MEATS</b>		<b>HERRING</b>		<b>SOAP</b>		<b>TEA</b>	
Packages, 11 oz.----- 13		Junket Powder ----- 1 30		<b>Beef</b>		<b>Holland Herring</b>		Am. Family, 100 box 5 20		<b>Japan</b>	
<b>Dates</b>		<b>MARGARINE</b>		Top Steers & Heif.----- 19		Mixed, kegs ----- 85		F. B. 60s ----- 2 35		Medium ----- 19	
Quaker, 12s, pitted ----- 1 40		Wilson & Co.'s Brands		Good Steers & Heif.----- 16		Milkers, kegs ----- 95		Fels Naphtha, 100 box ----- 4 35		Choice ----- 22@30	
Quaker, 12s, regular ----- 1 10		Oleo		Med. Steers & Heif.----- 13		Boneless Herring, 10 lb. 15		Flake White, 10 box ----- 3 20		Fancy ----- 30@35	
Quaker, 12s, 1 1/2 lb. ----- 1 45		Nut ----- 14 1/2		<b>Veal</b>		Cut Lunch, 8 lb. pails 1 25		Ivory, 100 box ----- 5 05		No. 1 Nibbs ----- 32	
<b>Flgs</b>		<b>MATCHES</b>		Top ----- 13		<b>Mackerel</b>		Fairly, 100 box ----- 3 00		<b>Gunpowder</b>	
Calif., 24-8 oz. case ----- 1 80		Diamond, No. 5, 144 ----- 5 80		Good ----- 12		Tubs, 60 Count, fy. fat 6 00		Lava, 50 box ----- 2 55		Choice ----- 34	
<b>Peaches</b>		Searchlight, 144 box ----- 5 80		Medium ----- 11		Pails, 10 lb. Fancy fat 1 50		Camay, 72 box ----- 3 95		<b>Ceylon</b>	
Evap. Choice ----- 15		Swan, 144 ----- 5 25		<b>Lamb</b>		<b>White Fish</b>		P & G Nap Soap, 100@30 2 00		Pekoe, medium ----- 63	
Eva. Fancy ----- 16 1/2		Diamond, No. 0 ----- 5 00		Spring ----- 18		Med. Fancy, 100 lb. ----- 13 00		Sweetheart, 100 box ----- 5 70		<b>English Breakfast</b>	
<b>Peel</b>		<b>Safety Matches</b>		Good ----- 17		Milkers, bbls ----- 18 60		Grandpa Tar, 50 sm. ----- 2 10		Congou, medium ----- 23	
Lemon, Torelli, ----- 90		Red Top, 5 gross case ----- 4 80		Medium ----- 14		K K K K Norway ----- 19 50		Williams Barber Bar, 9s ----- 50		Congou, choice ----- 35@36	
Orange, Torelli, ----- 90		Congress, 5 gro. cs. ----- 5 25		Poor ----- 09		8 lb. pails ----- 1 40		Lux Toilet, 50 ----- 1 05		Congou, fancy ----- 42@43	
Citron, Torelli, ----- 90		Standard, 5 gro. cs. ----- 4 00		<b>Mutton</b>		Cut Lunch ----- 1 50		<b>SPICES</b>		<b>Oolong</b>	
4 oz., dozen ----- 90		<b>MUELLER'S PRODUCTS</b>		Good ----- 08		Boned, 10 lb. boxes ----- 16		<b>Whole Spices</b>		Medium ----- 39	
<b>Raisins</b>		Macaroni, 9 oz. ----- 2 10		Medium ----- 07		<b>SHOE BLACKENING</b>		Allspice Jamaica ----- @24		Choice ----- 45	
Seeded, bulk ----- 7 1/2		Spaghetti, 9 oz. ----- 2 10		<b>Pork</b>		2 in 1, Paste, doz. ----- 1 30		Cassia, Canton ----- @24		Fancy ----- 50	
Thompson's S'dless blk. ----- 7 1/2		Elbow Macaroni, 9 oz. ----- 2 10		Loins ----- 19		E. Z. Combination, dz. ----- 1 30		Ginger, Africa ----- @19		<b>TWINE</b>	
Quaker s'dless blk. ----- 8		Egg Noodles, 6 oz. ----- 2 10		Butts ----- 20		Dri-Foot, doz. ----- 2 00		Mixed, No. 1 ----- @30		Cotton, 3 ply cone ----- 40	
15 oz. ----- 8		Egg Vermicelli, 6 oz. ----- 2 10		Shoulders ----- 18		Bixby's, doz. ----- 1 30		Mixed, 10c pkgs. doz. ----- @65		Cotton, 3 ply balls ----- 40	
Quaker Seeded, 15 oz. ----- 8		Egg Alphabets, 6 oz. ----- 2 10		Spurberies ----- 16		Shinola, doz. ----- 1 30		Nutmegs, 70@90 ----- @50		<b>VINEGAR</b>	
<b>California Prunes</b>		Cooked Spaghetti, 24c, 17 oz. ----- 2 20		Trimmings ----- 16		<b>STOVE POLISH</b>		Nutmegs, 105-110 ----- @43		F. O. B. Grand Rapids	
90@100, 25 lb. boxes ----- @6 1/4		<b>NUTS</b>		<b>PROVISIONS</b>		Blackace, per doz. ----- 1 30		Pepper, Black ----- @23		Cider, 40 grain ----- 25	
80@ 90, 25 lb. boxes ----- @6 1/4		<b>Whole</b>		<b>Barreled Pork</b>		Black Silk Liquid, doz. ----- 1 30		Pepper, White ----- @43		White Wine, 40 grain 19 1/2	
70@ 80, 25 lb. boxes ----- @7 1/4		Almonds, Peerless ----- 15 1/2		Clear Back ----- 28 00@34 00		Black Silk Paste, doz. ----- 1 25		Pepper, Cayenne ----- @25		White Wine, 90 grain 24 1/2	
60@ 70, 25 lb. boxes ----- @8 1/4		Brazil, large ----- 13 1/2		Short Cut, Clear ----- 30 00		Enameline Paste, doz. ----- 1 30		Mustard ----- @21		<b>WICKING</b>	
40@ 50, 25 lb. boxes ----- @9 1/4		Fancy Mixed ----- 16		<b>Dry Salt Meats</b>		Enameline Liquid, doz. ----- 1 30		Mace Penang ----- @60		No. 9, per gross ----- 80	
30@ 40, 25 lb. boxes ----- @10 1/4		Pilberts, Naples ----- 16		D S Bellies ----- 20-25 19		E. Z. Liquid, per doz. ----- 1 30		Pepper, Black ----- @23		No. 1, per gross ----- 1 25	
20@ 30, 25 lb. boxes ----- @12 1/2		Peanuts, vir. Roasted ----- 11 1/2		<b>Lard</b>		Radium, per doz. ----- 1 30		Nutmegs ----- @25		No. 2, per gross ----- 1 50	
18@ 24, 25 lb. boxes ----- @14		Pecans, 3 star ----- 25		60 lb. tubs ----- advance 1 1/4		Rising Sun, per doz. ----- 1 30		Pepper, White ----- @43		No. 3, per gross ----- 2 30	
<b>Hominy</b>		Pecans, Jumbo ----- 40		50 lb. tubs ----- advance 1 1/4		654 Stove Enamel, dz. ----- 2 80		Pepper, Cayenne ----- @25		Peerless Rolls, per doz. ----- 90	
Pearl, 100 lb. sacks ----- 3 50		Pecans, Mammoth ----- 50		20 lb. pails ----- advance 1 1/4		Vulcanol, No. 10, doz. ----- 1 30		Paprika, Spanish ----- @36		Rochester, No. 2, doz. ----- 50	
<b>Bulk Goods</b>		Walnuts, Cal. ----- 17 1/2 to 22		10 lb. pails ----- advance 1 1/4		Stovoil, per doz. ----- 3 00		<b>Seasoning</b>		Rayo, per doz. ----- 75	
Elb. Macaroni, 20 lb. bx. 1 35		<b>Salted Peanuts</b>		5 lb. pails ----- advance 1 1/4		<b>F. O. B. Grand Rapids</b>		Chili Power, 1 1/2 oz. ----- 65		<b>WOODENWARE</b>	
Egg Noodle, 10 lb. box 1 25		Fancy No. 1 ----- 14 1/2		3 lb. pails ----- advance 1 1/4		Quaker, 24, 2 lb. ----- 1 05		Celery Salt, 1 1/2 oz. ----- 80		<b>Baskets</b>	
<b>Pearl Barley</b>		12-1 lb. Cellop's case ----- 1 60		Compound, tubs ----- 14		Quaker, 36-1 1/2 ----- 1 20		Sage, 2 oz. ----- 80		Bushels, Wide Band,	
Chester ----- 6 00		<b>Shelled</b>		<b>Sausages</b>		Quaker, Iodized, 24-2 ----- 1 45		Onion Salt ----- 1 35		wood handles ----- 2 00	
<b>Lentils</b>		Almonds ----- 39		Bologna ----- 15		Med. No. 1, bbls ----- 3 15		Garlic ----- 1 35		Market, drop handle ----- 90	
Chili ----- 10		Peanuts, Spanish, 125 ----- 9 1/4		Liver ----- 23		Med. No. 1, 100 lb. bbl ----- 1 07		Kitchen Bouquet ----- 4 25		Market, single handle ----- 95	
<b>Tapoca</b>		Pilberts ----- 32		Frankfort ----- 20		Chippewa Flake, 70 lb. ----- 1 00		Laurel Leaves ----- 26		Market, extra ----- 1 60	
Pearl, 100 lb. sacks ----- 7 1/2		Pecans, salted ----- 66		Pork ----- 20		Packers Meat, 50 lb. ----- 70		Marjoram, 1 oz. ----- 90		Splint, large ----- 8 50	
Minute, 8 oz., 3 doz. ----- 4 05		Walnut, California ----- 66		Tongue, Jellied ----- 35		Crushed Rock for ice ----- 95		Savory, 1 oz. ----- 65		Splint, medium ----- 7 50	
Dromedary Instant ----- 3 50		<b>MINCE MEAT</b>		Headcheese ----- 13		Butter Salt, 280 lb. bbl ----- 4 00		Thyme, 1 oz. ----- 90		Splint, small ----- 6 50	
<b>Jiffy Punch</b>		None Such, 4 doz. ----- 6 20		<b>Smoked Meats</b>		Block, 50 lb. ----- 40		Tumeric, 1 1/2 oz. ----- 35		<b>Churns</b>	
3 doz. Carton ----- 2 25		Quaker, 1 doz. case ----- 95		Hams, Cert., 14-16 lb. ----- 22		6, 10 lb. per bale ----- 1 03		Kingsford, 24/1 ----- 2 35		Barrel, 5 gal. each ----- 2 40	
Assorted flavors -----		Yo Ho, Kegs, wet, lb. ----- 16 1/2		Hams, Cert., Skinned ----- @22		20, 3 lb. per bale ----- 1 03		Powd., bags, per lb. ----- 4 1/2		Barrel, 10 gal. each ----- 2 55	
<b>EVAPORATED MILK</b>		<b>OLIVES—Plain</b>		Ham, dried beef ----- @22		25 lb. bogs, table ----- 45		Argo, 24, 1 lb. pkgs. ----- 1 80		3 to 6 gal. per gal. ----- 16	
Quaker, Tall, 10 1/2 oz. ----- 3 10		Quaker, 24 3/4 oz. cs. ----- 1 87		Knuckles ----- @22		<b>STARCH</b>		Argo, 12, 3 lb. pkgs. ----- 2 25		<b>Pails</b>	
Quaker, Baby, 4 doz. ----- 1 55		Quaker, 24 7/4 oz. cs. ----- 3 55		California Hams ----- @14		Corn -----		Argo, 8, 5 lb. pkgs. ----- 2 45		10 qt. Galvanized ----- 2 60	
Quaker, Gallon, 1/2 dz. ----- 3 25		Quaker, 12 11 oz. ----- 2 35		Picnic Boiled Hams ----- @18		Kingsford, 24/1 ----- 2 35		Argo, 3, 5 lb. pkgs. ----- 2 45		12 qt. Galvanized ----- 2 85	
Carnation, Tall, 4 doz. ----- 3 22		Tempter, 12 22 oz. cs. ----- 4 50		Boiled Hams ----- @34		Powd., bags, per lb. ----- 4 1/2		Silver Gloss, 48, 18 ----- 11 1/2		14 qt. Galvanized ----- 3 10	
Carnation, Baby, d. dz. ----- 1 61		1 gal. glass, each ----- 1 55		Minced Hams ----- @15		Argo, 24, 1 lb. pkgs. ----- 1 80		Elastic, 16 pkgs. ----- 1 38		12 qt. Flaring Gal. Jr. ----- 5 60	
Oatman's D'dee, Tall ----- 3 22		<b>OLIVES—Stuffed</b>		Bacon 4/6 Cert. ----- @27		Cream, 24-1 lb. ----- 2 20		Staley 24-1 lb. ----- 1 70		10 qt. Tin Dairy ----- 4 00	
Pet, Tall ----- 3 22		Quaker, 24, 2-oz. cs. ----- 1 87		<b>Beef</b>		<b>Gloss</b>		<b>Traps</b>		Mouse, wood, 4 holes ----- 60	
Pet, Baby, 4 dozen ----- 1 61		Quaker, 24, 3-oz. cs. ----- 2 70		Boneless, rump ----- 1b28 60		Argo, 12, 3 lb. pkgs. ----- 2 25		Mouse, wood, 6 holes ----- 70		Mouse, tin, 5 holes ----- 65	
Borden's, Tall, 4 doz. ----- 3 22		Quaker, 24, 5-oz. cs. ----- 3 37		<b>Liver</b>		Argo, 8, 5 lb. pkgs. ----- 2 45		Rat, wood ----- 1 00		Rat, spring ----- 1 00	
Borden's, Baby, 4 doz. ----- 1 61		Quaker, 24, 7 1/2 oz. cs. ----- 4 39		Calf ----- 35		Elastic, 16 pkgs. ----- 1 38		Mouse, spring ----- 20		<b>Tubs</b>	

## SHOE MARKET

Michigan Retail Shoe Dealers Association.

President—Clyde K. Taylor.

Executive Vice-President—M. A. Mittel-

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

Secretary-Treasurer—Robert Murray, Charlotte.

Field Secretary—O. R. Jenkins, Portland.

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

Board of Directors—E. T. Nunneley, Mt. Clemens; M. A. Mittelman, Detroit; Edw. Dittmann, Mt. Pleasant; Steven J. Jay, Detroit; Clyde K. Taylor, Detroit; John Mann, Port Huron; Max Harryman, Lansing; Wm. Van Dis, Kalamazoo; Richard Schmidt, Hillsdale; Arthur Jochen, Saginaw; E. C. Olise, 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.

### After the NRA What?

What's to become of NRA? Is it to be used in congressional baseball practice, leading up to the ninth-inning play and passing in June? When will business get its innings? For at the moment the game is all one-sided.

There is some merit in NRA. Certainly no one wants to see it thrown away completely. There is much of merit in the minimum wage, maximum hour and child labor provisions. If the guerilla warfare of politics eliminates the entire NRA, including these provisions, then something must be put in its place. And it's better than an even bet that the Black Thirty-Hour bill will be brought in as a substitute player.

Retiling as a function of service to the public would be paralyzed by any thirty-hour law rushed through Congress in the last moment in an effort to plug the dam of ruthless competition, which would certainly sweep the country if the NRA was "struck out." Seasonal manufacture, such as we have in the shoe industry, would also be penalized by a thirty-hour week made mandatory by June 16, when the present NRA ceases, for it would catch the shoe industry just before the Fall rush of orders, making it impossible for next season's goods to be made in time for public use.

Whatever the errors of NRA in other fields, and there are many, there is no national criticism of the necessity for minimum wages, maximum hours and child labor provisions. But the trade practice clauses in so many cases are nothing more than amateur golden rules and two years of batting practice have indicated in so many industries the futility of team play under amateur code umpire rulings. Foul play on trade practice provisions results from lack of trade policing.

Business at large has not shown the leadership expected under the codes. Cunning and selfishness have played too large a part. After two years one would almost believe that major groups of business men would be able to plan some business laws suitable for real progress, following the expiration of NRA in June.

But business has gone its characteristic way, putting off until tomorrow

the decisions which should be made today. No common voice of business will be heard except in opposition to the NRA or its substitute.

Business never goes to Washington with a plan but, waits until Washington proposes something and then proceeds to telegraph, to lobby and to protest—always in opposition, never in endorsement—one telegram of praise to thousands of kicks. How can legislation be made with such methods? Business never goes to Washington with a plan in hand. It is for that reason that politicians make the laws of business.

Far better for business, right at this moment, to call the roll of its leading minds, to determine the simplest code structure that might have a common acceptance in all industry. We would almost recommend a change of name from NRA—National Recovery Administration—to BRE—Business Recovery Administration. Let business propose something acceptable as a law which can, in a way, be a continuation of the NRA after June. What better proposal can be submitted than the basic minimum wage, maximum hours and child labor laws?

Because lawmaking is a political game, it might be well to go to Congress with a proposal to better the minimum wage scale in exchange for immunity of the hour provisions and to guarantee a rigid enforcement of child labor provision. The net result would be all to industry's benefit.

We are obviously heading into some form of inflation. We have pushed up the cost of living to such a point that the minimum as set two years ago is bare subsistence to-day. If all industry collectively lifts its minimum up even as much as one dollar, the results would not be perilous to business because purchasing power would be that much improved.

Whatever is done, the important thing is to do it now. To have retail stores return to the unlimited hour schedules of the past and the starvation wage would be a step in the wrong direction. June is relatively a few weeks away and a decision must be made or else . . . And we certainly do not want the Black thirty-hour bill or a presidential emergency order, putting business into a straitjacket because of lack of planning by business itself. — Boot and Shoe Recorder.

### Will Hold Next Convention in Detroit

Charlotte, March 25—At a meeting held in Detroit, the Executive Committee of our Association decided on the location and dates for the 1936 convention. It will be held in Detroit on January 12, 13 and 14, 1936. The Detroit-Leland Hotel was designated as the official headquarters of the Association for this convention. Before I left Detroit some dealers had already made reservations with the Leland for the convention. I believe a plan of rotating the places for holding our conventions is of great merit and will be of benefit to the Association as it will each year make new contacts and broaden our scope.

While in Detroit, it was my privilege to attend the annual meeting of the Detroit Retailers Association. A very fine meeting was held at the Fort Shelby Hotel and the following officers were elected for the ensuing year.

President—Nathan Hack,  
Vice President—Walter Parker,  
Secretary—E. Bradshaw,

Treasurer—Adolph Goetz,

Board of Directors—

H. Burr

Harry Rosenfield

Jack Temple

David M. Lieberwitz.

R. C. MacDonald, of the Sno-Flake Products Co., 114 East Baltimore, Detroit, who had a splendid exhibit at the convention in Grand Rapids this year, informed me that his Company was going on the air over WJR, beginning April 15.

Our Association will certainly appreciate your fine offer to be given space in your paper and I hope that we can give you information and material that will be of benefit to us all. I will gradually endeavor to work out some plan whereby we can furnish something of live interest each week. At present I am devoting as much time as possible to build up enthusiasm and in getting a membership drive started.

From the co-operation and enthusiasm I saw in Detroit last week I am confident that we will be able to give a good account of ourselves in the next year.

About the Clayton amendment, I must confess that this entire work is all new to me and that I have not had this matter mentioned to me before. I will promise that I will acquaint myself with the entire history of it and you can depend upon me to do all I can in the interests of the retailer. At the first opportunity, I will see Mr. Burton and suggest that we co-operate with you in any way possible.

I thank you once more for your fine co-operation,  
Robert D. Murray,  
Sec'y-Treas. Mich. Retail Shoe Dealers Association.

### Portland Round-Up and Homecoming

Portland, March 25—You can see by the above letterhead that I have had a fairly good sized job wished upon me, and naturally I am desirous of making a big success of the undertaking.

From time to time we will send you information about the Portland Round-Up, and I want to assure you that any publicity which you can give to this project will be greatly appreciated by the Portland residents and especially by the members of the committee in charge.

Portland's part in the Michigan Centennial is to be in the form of a Round-Up and Homecoming, July 18, 19, 20 and 21.

Invitations are to be sent to all former residents of Portland whose names and addresses are known to the committee and it is earnestly hoped that any reader of the Tradesman who has the name and address of a former resident will give this information to the chairman of the Publicity Committee.

It is planned to have a number of different features for the entertainment of the visiting old timers. One particular feature in which the committee believes there will be considerable in-

terest is to be a central meeting place for chats about old times.

The Round-Up is to be a real Western show put on in a spectacular style each evening in Powers park with proper lighting and sound effects under the very able direction of our own Mr. and Mrs. Frank McGowan.

Aside from some excellent musical numbers there will be the usual Western features, riding, roping, etc. More details will be given at a later date.

Powers park is to be entirely enclosed, probably with canvas, and there will be seating capacity for approximately five thousand.

All concessions are to be handled by local merchants and local organizations and will be confined to space within Powers park especially prepared therefore.

In no sense is this to be a carnival and the usual attractions at carnivals and fairs will be lacking in this event.

The organization is getting under way at this rate early date so they can do a complete job not only in putting on a wonderful show, but in getting the proper publicity to bring back a large number of former residents and get the crowds from nearby territory to attend this spectacular production.

Fred N. Rowe, General Chairman.

### Commodity Price Recession Broadens

While speculative markets have reflected some rallying tendencies latterly, the declining tendency of commodity prices is spreading to less active markets.

Failure of speculative markets to react measurably to the passage of the Patman greenback bill in the House reflects serious doubts concerning any likely practical effects of this measure. Only a broad revival of business activity which would increase actual purchasing is held likely to bring about any substantial rise in the general price level.

Individual commodities continue subject to special influences. The prospective international copper control plan may affect the price of copper, while the moderate domestic supply makes for a firm price of sugar. The approach of the active consumption season may bring firmness to gasoline prices.

The Journal of Commerce index of commodity prices closed last week at 77.1, compared with 78.4 the week before. Eight of the ten major commodity groups composing the average suffered declines.

# WIND

DAMAGE CAN'T BE PREVENTED

YOUR BEST PROTECTION IS

WINDSTORM INSURANCE

## MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

MUTUAL BUILDING, LANSING, MICHIGAN  
DETROIT GRAND RAPIDS SAGINAW

25% PRESENT PREMIUM SAVINGS



## OUT AROUND

(Continued from page 9)

the great middle class of this country, who are both employers and employees, may deem themselves to be driven to a form of fascism to protect themselves against the assaults of minority groups, a calamity greatly to be deprecated.

Dr. Caroline Bartlett Crane, 77, Kalamazoo's foremost woman citizen, died early Sunday morning at her home, 1429 Hillcrest avenue, after falling down a flight of stairs. She had apparently suffered a stroke. The fall proved fatal within a few minutes, death coming shortly after 2 Sunday morning.

The versatility of Dr. Crane found an outlet in several fields. She was by turns school teacher, newspaper reporter, editor, minister, writer, lecturer and sociologist. Born at Hudson, Wis., August 17, 1853, Caroline Bartlett, after attending public schools there, attended Carthage college, graduating in 1879 and then taking post-graduate work at the University of Chicago. Three years of school teaching and three more as newspaper worker followed. She became pastor of All Soul's church, Sioux Falls, S. D., in 1886, remaining there until 1889 when she was called to the First Unitarian church, Kalamazoo. It was there she was ordained a minister of liberal religion.

One of the outstanding figures among Michigan women, Caroline Bartlett Crane, Ph. D., earned national recognition as a writer and leader in municipal reforms. During the World War she added to a career already replete with varied and notable achievements by her services as state chairman of the Michigan Division, Woman's Committee, Council of National Defense. She recruited an organization of 1,137 units with a registration of 900,000—said to have been the largest state organization in the union.

Dr. Crane was a woman of culture and education, active and vigorous. She became interested at an early age in health reforms as pertaining to municipalities, and inaugurated and assisted in many campaigns in cities throughout the country to improve sanitary and living conditions. Under local or state auspices she visited 62 cities in 14 states, participating in and directing health reforms. She frequently was called into consultations with municipal authorities and state boards.

Miss Bartlett was married in December, 1896, to Dr. Augustus Warren Crane, of Kalamazoo. Her health work and literary activities began in earnest when she assumed the Kalamazoo pastorate. She lectured extensively throughout the country. Mrs. Crane's best known literary work was "U.S. Inspected and Passed," written in 1913, a criticism of federal meat inspection. She was a member of the executive board of the League to Enforce Peace and was one of the National Committee of Forty on reconstruction

and war problems, appointed by the National Municipal League.

In sending my membership to the Crusaders, I requested more information regarding the organization. It came to me by return mail as follows: "Your mention of the Crusaders in the Michigan Tradesman is very excellent. We greatly appreciate it.

"The Crusaders is a National Organization of men and women, non-political and non-sectarian, and in the interest of no group or class. Its purpose is to unite Americans of all parties, races and creeds in a constructive efforts to bring about a soundly prosperous

request. Other literature will be forwarded as rapidly as prepared.

"If there are any questions regarding the organization which you wish answered, please write me."

I met a leading Democrat on the street. I said to him: "Of course, you have noted the hullabaloo in the daily papers over the job now held by Ivan Hull. Would the Democrats be so aggressive if Hull was a Democrat?" "Of course, not," was the reply, "the attack on the office is pure politics—and I think it is mighty poor politics at that."

E. A. Stowe.



Dr. Caroline Bartlett Crane

America. That purpose is clearly expressed in the Crusader pledge with which you are already familiar.

"We are incorporated as an organization not for profit. Our officers serve without pay. All funds contributed to the Crusaders are used for our radio broadcasts, publicity, organization expense, or the maintenance of our offices.

"The Crusaders are organized by state units, and within each state we purpose to have organizations in every city and town. Only through such organized groups can we accomplish our objectives. You can be of real assistance to us right now by bringing together a group which will ultimately become a part of your local community organization. For that purpose we are sending you a few membership cards and shall be glad to furnish more upon

## Gradual Growth of the Perrigo Establishment

Allegan, March 23—Harry L. Perrigo, president of the L. Perrigo Co., manufacturing chemists of this city, announced to-day that his company would begin work next Monday on erecting a new addition to their present large building on East Hubbard street, near the south side bridge. The present building is 65 x 125 feet, two stories and basement. The new addition is to be 72 x 108 feet, with basement. The new structure will have 13,500 square feet of floor space, and the older building has 24,000 square feet of floor space. The structure will be brick with stone trimmings and will present a fine appearance. Elevators will lead from the basement to the two upper floors and the enlarged building will be a fine addition to the growing business activities of Allegan.

The present L. Perrigo business was established by the late Luther Perrigo at Burnip's Corners more than a half century ago and later was incorporated

as the present name. The business is now being conducted under the management of his two sons. Harry L. Perrigo is president of the company, Burrell W. Tripp, vice-president and Ray B. Perrigo secretary-treasurer. Paul Perrigo, son of the president, is the chemist in charge of the laboratory department.

A large force of skilled labor is employed and the work of the institution is carried on in a scientific and skillful manner.

The company employs a large force of traveling salesmen who cover several states completely and the product is distributed in many towns, cities and hamlets of the country.

A modern printing plant is also conducted by the company and work of a high order is turned out by this department. During the fall months the company turns out thousands of calendars for banks, business men and others.

Luther Perrigo, founder of the business, was no idle dreamer. He believed in the future of his small business and he guessed correctly. At first his traveling salesmen covered their territory with horse and buggy. This was continued for several years. With the advent of the auto the traveling men made their trips more quickly and their number and territory was increased and this increase has now made the enlargement of the home plant necessary. The output meets the demands of every household and excellence of their product has created a widespread and steadily increasing demand for family necessities.

Allegan has several manufacturing institutions which have gained nationwide reputation for their excellence and utility and, like L. Perrigo Co., the high quality of their product has given this city a name that is known favorably and is well merited.

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.

For Sale—Fully Equipped meat market doing good cash business. Established eleven years. Death, reason for selling. Will sacrifice for quick sale. Mrs. William Craig, 1100 Lafayette, S.E., Grand Rapids, Mich. 706

For Sale—HARNESS and leather goods business in St. Johns, Mich. Established 35 years. Building for rent or sale. Write Mrs. R. H. Shaw, Box 7, Troy, Mich., or at store. 707

For Sale—STORAGE and moving business. 10,000 sq. ft. storage room, large garage for vans, six-room house. Good going business. A. J. Niles, Port Huron, Mich. 708

For Sale or Rent—Meat market. Reasonable terms. Fully equipped. Floyd Everts, Box 283, Nashville, Mich. 709

### Program of Annual Convention of Dry Goods Merchants

Wednesday, April 24—Afternoon

3 p.m. Informal meeting of the Board of Directors of the Michigan Retail Dry Goods Association.

4 p.m. Enrollment of officers, members and guests.

4 p.m. Meeting of the Board of Directors of the Grand Rapids Merchants Mutual Fire Insurance Company at the office of Pres. Luther H. Baker in the Mutual building.

#### Evening

6:30 p.m. Informal dinner and program in dining room. (Price of dinner will not be excessive.)

President Joseph C. Grant, Battle Creek, presiding.

Round Table Discussions, led by ten minute talks by store managers and executives:

O. G. Drake, Herpolsheimer's, Grand Rapids. Topic—

F. C. Carl, Goodyear's, Ann Arbor. Topic—The Significance and Use of Statistical Charts.

B. H. Comstock, Globe Department Store, Traverse City. Topic—Importance of Store Meetings.

C. N. Hoag, J. R. Jones' Sons & Co., Kalamazoo. Topic—Some Insurance Problems.

D. M. Shotwell, J. W. Knapp Co., Lansing. Topic—

Harry Grossman, Chase Mercantile Co., Pontiac. Topic—

Former Presidents Pitkethly, Pratt, Milliken and others and directors will be in attendance and will be requested by the chairman to participate in the discussions.

Thursday, April 25—Forenoon

9 to 11 a.m. Visit Michigan capitol and state departments and get acquainted with each other.

#### Noon

12 to 1:30 p.m. Luncheon in dining room. (Ladies and guests welcome at all meetings.)

Director F. F. Ingram, Jackson, presiding, introducing Alton J. Hager, President of the Michigan Federation of Retail Merchants.

Address by Jas. H. Buswell, Merchandising Counselor, Kalamazoo, on "The Three R's of Retail Advertising."

#### Afternoon

2:30 p.m. First Vice-President D. Mühlethaler, Harbor Springs, presiding.

Address by N. J. Van Andel, general manager, Wm. D. Hardy & Co., Muskegon. Topic to be announced later.

3 p.m. Address by Carlos B. Clark, controller, L. J. Hudson Co., Detroit. Topic to be announced later.

Report of manager—resolutions—election of officers.

#### Evening

6:30 p.m. Dinner in Wisteria room. One dollar per plate.

President J. C. Grant, presiding. Music.

Toastmaster—Supt. J. W. Sexton, Lansing.

Address by Hon. John C. Ketcham, Hastings, formerly Master Michigan State Grange, twelve years Member of Congress, now State Commissioner of Insurance. Topic to be announced later.

Address by John Wirt Dunning, Pastor First Presbyterian Church, Kalamazoo. Topic to be announced later.

#### The Annual Convention

This year we have had splendid co-operation in preparing the program for our convention and are able—four weeks early—to give what is practically the program complete. In some cases the topics are not given but enough is contained on the program which is reprinted above to reveal that the convention of 1935 will be a top-notch affair.

Those who participate in the program are so well known that statements regarding them may not be necessary. We want to make it plain that any one of the four addresses by Messrs. Buswell, VanAndel, Clark and Ketcham, will be worth coming to Lansing to hear.

Mr. Buswell is a successful advertising promoter.

Mr. VanAndel is well known by the Michigan store executives as the successful manager of the Wm. D. Hardy store of Muskegon.

Mr. C. B. Clark is a man of national repute, regarded in every state of the Union by department store executives as a leader in his line.

There is no more well prepared and brilliant after-dinner speaker in our entire state than the gentleman who has kindly consented to address our convention banquet on the subject of Security Against Uncertainty—John C. Ketcham.

We will be favored on the evening of Wednesday, April 24, at our round table meeting with the presence of Hon. Louis A. Nimms, Assistant Director of the Federal Emergency Relief Organization for Michigan. Mr. Nimms is a prominent attorney of Bay City and, with his superior, Dr. William Haber, is in charge of the purchasing of supplies for welfare agencies. Mr. Nimms' addition to the program will be of great interest.

Study the program and make a memorandum at once that you are to be in Lansing not later than 4 o'clock on the afternoon of Wednesday, April 24, not leaving until after the evening program of April 25.

#### Our Brothers

We have had occasion many times since the origin of our Association to refer to men who have lived their lives conducting reputable business and have passed on and out from the world of business care and strife. We regret that the number in this letter is a little larger than usual.

Arthur M. Todd, Milan. Forty-five years ago when I was superintendent of a village school, this boy was a pupil in the intermediate department. I knew him and his brothers. They were fine boys. Arthur early in life identified himself with a local department store. Later he became the proprietor of the Todd Variety store at Milan and finally the owner of the Bengel department store. Mr. Todd was only fifty-one years of age. He passed away recently at the University hospital at Ann Arbor. He was a good citizen.

W. H. McCort, Coldwater. A fine gentleman of the old school, honorable

and upright in his dealings with his competitors and neighbors, a member of the board of education at Coldwater many years, proprietor of the McCort dry goods store. He passed away recently at his home in Coldwater. He had been ill for several months. Mrs. McCort and her son, Malcolm, will continue the business.

Fred Rosacrans, Tecumseh. We are happy to state that recent reports are favorable to Mr. Rosacrans' ultimate recovery. He has been very ill. His condition created much anxiety among his sons, Leon and Eugene, and his store associates, and in the community. Mr. Rosacrans is now getting better and we expect we will see him on the golf grounds again this summer.

F. W. Stevenson, Ionia. We were saddened recently, in calling at the Stevenson store, to learn that Mr. Stevenson is in bad health. Business cares and labors have taxed his strength. Mr. Stevenson is confined to his home seriously ill. We hope he will recover. In the mean time his store is under the management of his son, Roland.

John Richey, Charlotte. We devoted part of the afternoon recently in driving to Charlotte to call upon our good friend, John Richey. He was always in earnest for the welfare of our organization and for three years was our secretary. His health began to decline five years ago and the business passed gradually into the hands of his brother, Fred. John's physical and mental vigor is at a low ebb. He enquired regarding many of his friends among the merchants. The family does not look forward to his recovery. A letter dropped to him from his old friends will be much appreciated.

#### Useful Little Pamphlet

We have received, with the compliments of the personnel group of the National Retail Dry Goods Association, an 18-page 6x9 booklet entitled, "A Store's Letters to the Public." A hasty examination reveals to me that this is a publication worth owning and the price to members is 75c per copy and to non-members \$1. We quote below from the title page:

"A manual of representative letters covering typical consumer situations dealt with by

The superintendent's office.

The employment office.

Bureau of adjustments and complaints.

Shopping service and mail order department.

Appliance service division.

Alteration and repair division.

Buyers' division.

Delivery department.

Bureau of bill adjustments.

Cashier's office."

If interested, address Helen R. Norton, Manager Personnel Group, National Retail Dry Goods Association, 225 W. 34th St., New York.

Robert L. Whaley, who for several years was connected with the district office of the Bureau of Foreign and Domestic Commerce at Detroit, after a few months of vacation, has returned to his former desk. Mr. Whaley will be remembered as one of the men who attended our district meetings and conventions three or four years ago. We

hope to have him again with us at our Convention this spring.

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

#### Substitute for Tung Oil

The possibility that a Brazilian discovery may result in the production of a cheaper and better quality substitute for tung oil has attracted considerable interest in the paint and varnish field, it was learned here yesterday. Representatives of the industry are now in the South American country studying the new product and their reports have been encouraging.

The oil is an extract from a nut and, while as yet information concerning it is limited, the claim is made that it will be an improved product over tung oil, which is used so widely in the paint and varnish industry. Shipping costs from Brazil to this country would be, of course, much under those from China, where the bulk of our imports originate.

#### High-Grade Canned Goods Scarce

While holders of the lower grades of canned foods are making price concessions on certain types, wholesale interests experience difficulty in obtaining desirable supplies of the better lines of merchandise. Demand for spot goods in most instances, however, is limited to bargains, with packers showing a willingness to unload old supplies quickly at buyers' figures. With the outlook in the futures market uncertain, so far as prices and production are concerned, some canners in New York State and the Middle West withdrew their lines last week, as they feel they have enough orders on their books until conditions become more settled.

#### Favor Price Filing Provisions in Codes

Despite elimination of open price filing systems from their codes by several industries recently, code officials maintain this device is the most essential of the various fair practice provisions. They believe it will be continued in most codes, if the revised National Industrial Recovery Act permits.

Suspension of the provision in some codes has been due to conditions peculiar in those industries, it is said.

Latterly the cordage and twine trades, and divisions of the cutlery, business furniture and rubber manufacturing industries, have petitioned for temporary or complete suspension of price filing. In each case, a different reason is advanced for the suspension. Difficulties with foreign competition as well as lack of enforcement by the NRA are cited in particular. On the other hand, several industries have established price filing systems for the first time latterly.

Concern is expressed by code officials, therefore, that the ban on price fixing, certain to be included in the revised NRA, may be interpreted to embrace price filing.



## The American Elm - - Now or Never

**T**HE critical situation of America's elms warrants wide-spread public protest. Unless the recently imported Dutch elm disease is more swiftly brought under control, the elm tree will disappear from every countryside and from every city, town and village of the United States. For four years the disease has been incipient in this country. Efforts, now shown inadequate, have been made to wipe it out. The bold and alarming fact to-day is that the disease is rapidly getting out of hand, for the stupid reason that last winter the Department of Agriculture of the Federal Government failed to insist upon adequate money to stamp it out in its incipient stages.

Upwards of fifty thousand trees harboring the disease or serving as infection carriers in the zone centering around New York must be removed before next spring; otherwise the American elm is doomed throughout the United States because the disease will have gained such headway that control measures will be futile. But funds are lacking for the necessary removal. Yet the Department of Agriculture, admitting the emergency, accepts the situation without demanding emergency funds. A half a million dollars is immediately needed and another half million next spring. For want of a million dollars, the American elm may be sacrificed on the altar of chance and official complacency.

Loss of America's elms will be a National tragedy. Saving them is a national responsibility. States and individuals everywhere stand ready to join in the fight, but dominant Federal leadership is needed and that quickly. If the federal agency charged with controlling serious outbreaks of plant diseases fails to stop the Dutch elm disease, while stopping is possible at reasonable cost, public confidence in its fitness to cope with new plant diseases, much less established ones, will be long shaken, for dead elms everywhere will write the failure deep in the hearts and homes and communities of millions of citizens. Wholly apart from the esthetic and historical value of the elm, its wholesale killing by the disease will lay a heavy financial burden upon cities and towns and home owners in that removal of the disease-killed trees from streets and yards will cost many millions of dollars—far more than stopping the disease now.

From every viewpoint, it will be a sad commentary upon the present administration if, with a tree army of 350,000 men and billions of dollars of emergency funds, history writes that it permitted the Nation's most beloved tree to go the way of the chestnut. Citizens everywhere should protest the inexcusable breakdown in control work. Saving the elm has become a case of now or never.

Reprinted from AMERICAN FORESTS, The Magazine of the American Forestry Association.

WINDSTORM INSURANCE

# TORNADO

MAY RIP THROUGH  
YOUR PROPERTY FOR  
A TOTAL LOSS  
PROTECT BEFORE THE  
STORM. INSURE WITH THE

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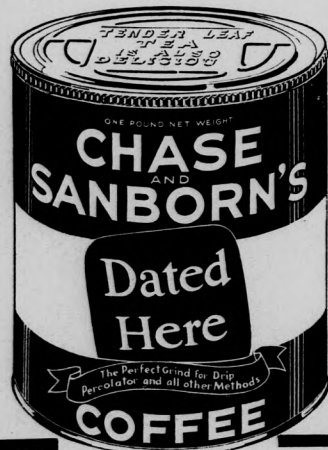
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