

Lead Us Back to the Way

War in the East and the shadow of war in the West,
Chilling the souls of men with a growing fear;
How, in a time like this, so dark with unrest,
Can we keep the feast of brotherly love and good cheer?

Nation armed against nation in all the earth,
With the clamoring dogs of war awaiting release;
How can our hearts rejoice to remember the birth
Of the Child whose life was the pledge and the promise of peace?

Man against man, in a fierce, unbrotherly strife
That strangles the world and binds it, body and brain;
With hunger and poverty sapping the sources of life,
How can we sing the Christmas carols again?

Child of the promise that flamed in the midnight sky,
And sang in the song of the angels proclaiming thy birth,
Speak to the world, O prophet of God, lest we die,
And darkness blot out the struggle of man from the earth.

Speak to the nations that blindly strive in the night,
Hopelessly doubting the dawn of the promised day;
Call us again to follow the heavenly light;
Speak to the peoples, and lead us back to the way!

MARION FRANKLIN HAM

ARMY DAY IS APRIL 5

Rademaker-Dooge Grocer Co.

Distributors for

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KARAVAN EL PERCO COFFEE
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LEE & CADY

MICHIGAN TRADESMAN

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, APRIL 3, 1935

Number 2689

MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING
Detroit Representative
611 Kerr Bldg.

Printed by the Tradesman Company, Under
NRA Conditions

37TH ANNUAL CONVENTION

Of Michigan Retail Grocers and Meat Dealers

Opening Session, Tuesday, April 23, at 10:30 a.m.

Registration \$3. No Charge Visiting Ladies

Community Singing—

Registered Retailers entering Convention room up to 10:45 a.m. will receive two tickets each participating in door prize to be distributed at close of Convention April 25. Only Retailers registered and dues paid are qualified to receive prize.

Call to Order—10:45 a.m.

By President Hartman of Flint local. Invocation—

Welcome Address—By Mayor of Flint. Response—By O. A. Sabrosky of Lansing, Vice-President State Ass'n.

Introduction—President Eckert. President's Annual Address.

Secretary's Annual Report.

Treasurer's Annual Report.

Appointment Committees—

Sergeant-at-arms

Credential Committee

Rules and Order

Resolution

Auditing

Nominating

Panel Committees.

Memorial Service—

Conducted by Director Gezon.

Consideration of Amendments to constitution and by-laws.

12:30 pm.—Adjournment.

Afternoon Session, 2 p.m.

Community Singing—

Registered Retailers entering Convention room up to 2:15 p.m. will receive two tickets each participating in door prizes to be distributed at close of Convention April 25. Only retailers registered and dues paid are qualified to receive prize.

Report Committee Rules and Order—
Panel Discussion—

L. V. Eberhard, Chairman (Grand Rapids)

John Affeldt Jr., Lansing

Procter Sibilsky, Flint

W. R. Keasey, Pontiac

Frank Vogel, Detroit

Chas. Kretschmer, Saginaw

Clay Hollis, Ann Arbor

A. A. Boyce, Bay City.

Topics for Panel Discussion—

1. Advisability Meat Dep't in Grocery store?

2. Should Meat Dep't be sublet or owned?

3. Mark-up on meats?

4. How often should inventory be made?

5. Should more than one grade be handled?

6. Effective Meat Advertising?

7. Suggestive Selling Points?

8. Retail Meat Code?

Science of Retailing Meat—

John Milton, Chicago

F. H. Helmreich, Chicago

(Courtesy Armour & Co.)

Adjournment 5 p.m.

Wednesday, April 24, 9:45 a.m.

Community Singing—9:45 to 10 a.m.

Registered Retailers entering Convention room up to 10:15 a.m. will receive one ticket each participating in door prize to be distributed at close of Convention April 25. Only Retailers registered and dues paid are qualified to receive prize.

Call to Order—By Vice-President Sabrosky.

Report of Nominating Committee.

Panel Discussion—

Harry Planz, Chairman (Detroit)

Paul Schmidt, Lansing

G. VanderHooning, Grand Rapids

Floyd Fangor, Bay City

O. R. Burnworth, Benton Harbor

Mike Hamady, Flint

Grover Hall, Kalamazoo

F. J. Bennett, Jackson

Ole Petersen, Muskegon

Walter Loeffler, Saginaw

Lee Lillie, Coopersville

Verl Mershon, Battle Creek.

Topics for Discussion—

1. What should be done when business starts slipping?

2. Is modernization advisable for small grocers?

3. To what extent should grocers invest in fixtures?

4. Do customers prefer to have a man or woman serve them?

5. Should small stores keep set of competent books?

6. Are retailers amply repaid for handling milk?

7. Should retailers follow market advances and declines?

8. How should mark-ups be determined?

9. How can store pilfering be checked?

10. Should small retailers advertise, and how?

11. Ways and Means of distributing business throughout week?

12. Is credit extension advisable during present period?

13. Are meetings with employes beneficial?

14. Should inefficient and unprofitable employes be eliminated or trained?

15. How often should inventory be taken and what method is easiest?

Relation of State Agricultural Department to Retailers—

By James F. Thomson, Commissioner of State Department of Agriculture.

Report of Credential Committee.

Election of Officers and Directors

Selection 1936 Convention City.

Announcement Flint Convention Committee—Trip to Chevrolet factory.

Banquet, evening, in Flint I.M.A.

Auditorium.

Adjournment 2:30 p.m.

Final Session, Thursday, April 25, at 9:45 a.m.

Community Singing—

Registered retailers entering convention room up to 10:15 a.m. will receive two tickets each participating in door prize to be distributed at close of this session. Only retailers registered and dues paid are qualified to receive prize.

Call to Order, 10 a.m.—By President Eckert.

Introduction and Installation Officers and Directors elect.

Report of Auditing committee.

Locals Desiring to submit report.

National Association of Retail Grocers

By H. C. Petersen, Secretary Manager.

Report Resolutions committee.

Report Legislative committee.

State Legislation—By Clyde V. Fennner.

Open Forum.

Distribution of Door Prize.

Final Adjournment.

NRA Compared to Nostrums of Former Days

In the old days when I was a boy the efficacy of medicines was commonly judged by their vile smell and taste. The viler the better, thought our ancestors, and to get us to swallow the doses they practiced cruel deceit. They told us that the dose was delightful and not nauseating and ended up by holding our noses so that we had to take it or die of strangulation.

As one of the small business men whose heads are "bloody but unbowed" I feel that the New Deal is repeating history. The NRA was put over on us with the greatest show of friendliness and high-minded benevolence. We believed in it and swallowed the draught and have been sick at the stomach ever since. In fact there are many who failed to survive.

And now comes the President again trying to beguile us with the idea that another dose is just what we need, suggesting that the NRA has the taste of candy and the smell of violets, and he christens it little, innocent Orphan Annie. I have been strangled once and I know better. It is the Big Bad Wolf in a new disguise.

The bottle should be labeled "Poison." It sure is poison for small business. It is more dangerous and just as useless as the old-fashioned nostrums of an older generation and, like them, I hope it will soon be forgotten.

I have lost all faith in NRA statistics. The statistics of one government department are immediately contradicted by those of another. Figures today are twisted to New Deal propaganda. Hillman credits "recovery" to the NRA. We have not got recovery in any sense, and will not get it until NRA interference with the laws of supply and demand is knocked out.

In the realm of small business the NRA has steadily decreased employment. It has helped big business at the expense of the small employer of labor. It has increased prices beyond the purchasing power of the majority and has restricted the market for manufactured goods. Its operation has been even more political than the way Jim Farley runs the postoffices. Big merchants have undersold the small merchants with impunity, and instead of being sent to jail as we would have been had we followed their practices, they are crowned with honor at Washington. There is no justice in the NRA. Bury the hypocritical thing and let us come back to prosperity in our own way along lines which have no suggestion of lunacy.

John B. Burnham.

Oppose Fine Goods Curtailment

With all the clamor in the various cotton goods markets for some form of curtailment, the opposition of the New England fine goods industry to any such restriction came as a surprise last week. In a closed meeting on the previous day, it was learned, about sixty mill representatives voted more than two to one against curtailment, despite the fact that current prices were said to be very unprofitable and demand is slow. Further opposition to a curtailment plan was yesterday reported to have developed from rayon weavers, who also went on record against such a move.

Life is a romantic business. It is painting a picture, not doing a sum; but you have to make the romance, and it will come to the question how much fire you have in your belly.—Oliver Wendell Holmes.

If I wished to punish my enemy, I should make him hate somebody.

MEN OF MARK

J. E. Van Wormer, Author of the Greenville Plan

J. E. Van Wormer is one of the pioneer business men of Greenville, and is the author of the proposed retail license law for Michigan, which would place an annual license tax of \$25 on each retail store and double each time on every additional unit. This tax multiplies so rapidly on each additional store that it quickly goes into astronomical figures.

Mr. Van Wormer, as a life long retailer, is very much opposed to chain stores and a petition setting forth the points of his proposed law was most amazingly endorsed by Greenville independent business men. He urges every independent business man in the state to vigorously endeavor to interest his local legislator in becoming informed in regard to the benefits such a law would bring to our people and state.

Mr. Van Wormer was born in Greenville. His first experience in the retail business was as a clerk for Cole & Bennet at the age of 18. In 1880 he embarked in the grocery business with his brother LeRoy, under the style name of Van Wormer Brothers and, excepting for a short period, he has been one of the familiar and respected figures in the business life of Greenville ever since.

He can recount many interesting facts about the old days when Greenville was one of the humming lumber towns of the state. Lumber jacks in droves were familiar figures on the village streets and the crunch of their steel corked high river boots on the old fashioned pine sidewalks was a familiar sound. Greenville was a "western" in those early times and licker, lumber jacks and saloon brawls were the order of the day. The annual log drive was a feature of those times, during which the banks of the river were cleared of derelict logs which had stranded along the shores, and the flat boat cook shanty constituted the rear guard of this big seasonable event.

The cook, aboard his floating grill, was one of the most important personages connected with this aquatic pageant. His badge of office was a battered black derby hat, without which he never appeared. Whether he temporarily laid aside this knightly crest during the sable hours of repose is just another mystery. At stated hours his clarion calls to man the trencher rang through the walls of timber, which lined the river or over the sunlit fields which crept down to its borders and lined its shores with their tributes of wild flowers.

The very spirit of the log drive called for deeds of daring and prowess and they were indulged in by reckless and swaggering lumber jacks to the entertainment of the throngs who would visit the river banks to see this annual classic pursue its rough and tumble course down the river. Burling logs and riding erect on them as they glided swiftly down the rushing rapids of the log chutes and through the wave crest at the bottom were popular diversions of these hardy men.

Among these men of the forest and river were some noted characters and Mr. Van Wormer was acquainted with all of these who followed Flat River logging. Jack Haggarty was one of those timber stars and the song he wrote, "Jack Haggarty's Flat River Girl," has become an immortal classic of lumber days in Michigan. The saga of forest and river was sung in every farm house and lumber camp along Flat River and on the Muskegon by thousands of people.

Mr. Van Wormer saw forest roads become pavements lined with prosperous homes and winding paths bordered with ferns and wild roses, transformed into concrete walks. He remembers when communal culture had advanced to a degree where black bears wandering about the village streets were considered de trop and joined hands with the citizenry when the last one to enter the village precincts was chased back to the forest. No doubt ursus americanus looked on this unfriendly attitude as a gesture of snootery.

The song of the big saws and the hum of the planers long since have passed into the land of memories and out of this wilderness of which they were a part grew the beautiful little city of Greenville. Then came the dark ages. Like an observer miles ahead of a barbarian horde came a chain store into the community. Later on it was followed by an invasion of them into the state, which swept the old town to its knees. Michigan retailers are now beginning to recover from the blow and ask themselves questions.

Why should we permit our state to be further exploited by Wall street? Michigan has too much inherent pride in freedom to continue to play the role of vassal. Ours is the Wolverine state and the wolverine was noted for its fierce and warlike nature. Wherever it roamed through our native forests it was given a wide berth by all creatures. It was a stranger to fear and its only desire when confronted was to come to grips. To characterize our independence and love of freedom our state chose for its emblem the wolverine.

Should we then continue to permit the Wall street banner to wave over our sovereign state? We do not want their symbol imposed on our escutcheon.

It is reported that Michigan has fared on its way under six flags—then let's defend the present flag and refuse to have a Wall street banner placed over us.

On the screen of our history stand forth such mighty figures as LaSalle, Joliet, Cadillac, Colonel Gladwin, Pontiac, Tecumseh. If their shades still watch our destiny, let us hope that in their eyes rests a look of confidence in our strength as children of pioneers who refuse to longer bend the knee. Wall street cannot continue to force us through this Macaber performance unless, by our indifference, we elect to accept that detestable fate.

The proposed retail licence law, if enacted, would be a fair set-up for all. There is no question about what it would do to chain stores. It is intended to accomplish one particular thing—to

rid Michigan of these absentee owned stores and in their places establish stores owned by our young men. If the chains choose to assume the robes of martyrs, all well and good; while we would not desire to be bad neighbors and wish them on any other state, still any province which might wish to receive them at its borders with waving palms and plant a sanctified kiss of brotherhood on their brow should not be restrained. Michigan might not be able to lead America out of the slough of despond, but it could guarantee to its own children the profits of their efforts and open wide the portals of opportunity.

It is reported that 2,500,000 boys and girls have arrived at a working age since 1929 only to go on relief. How long can they be restrained? Michigan has its quota of this great army.

Imagine, then, your boy and yours and yours, starting a little enterprise of his own with the achievement of success as the golden prize in view.

But now we begin to hear the bugle call through city, town and hamlet—over the fields and through the forest, louder and clearer. Men are listening—it is the call of freedom for the old and young of the state and victory shall be ours. With the pigments of fancy, let us paint on the canvas of our dreams a picture of those halcyon days to come, a picture of the average old business man whose prototype is found in every town, the kind who has survived the terrors of the chain stores. Let us pick a day in June just after a crystal and silver rain has freshened the air and the sun comes peeping through the clouds. The old man stands proudly in front of his store. His face is wreathed in smiles and he is surrounded by God's peace and freedom. Perhaps he may even so far digress as to hum an old love tune. A gentle zephyr comes a-stealing down the village street and seems to lightly touch with phantom fingers the harp strings of his emotions.

It is a gracious boon,
For thought crazed wight like me
To smell again these summer flowers,
Beneath this summer tree.

C. L. Clark.

Organizations Condemned By The Federal Trade Commission

Economic Films, Inc., New York City, and others, engaged in the production and sale of a motion picture designated "Forward America," purporting to be dedicated to the American housewife, which shows repeatedly the likeness of the President of the United States and makes repeated reference thereto, although the President had not authorized this use of his name or his likeness.

United Remedies, Inc., Chicago, selling a hair-coloring preparation, "Kolor-Bak," directed to discontinue representing that the product or any similar product will cause gray hair to disappear forever, without a statement to the effect that the results of the application can be maintained only by regular application in accordance with the natural growth of the hair.

Norwood Pharmaceutical Laboratories, Philadelphia, dealers in creams

and cosmetics, is directed to discontinue the word "Pharmaceutical" in trade name, on labels, or in advertising matter, or of any other word or device implying the products sold are compounded by chemists, doctors, or dermatologists in the employ of respondent, to meet particular needs of particular customers and possess therapeutic value; and to discontinue representations that the sales force are dermaticians and that a skin analysis is taken by respondent's representatives for analysis by chemists so that the proper cream may be selected for each customer and that information is sent to customers from time to time about their skin and hair; and that "Vita-Derma" massage cream contains no grease or casein and is a skin rejuvenator and that their face powders are medicated and will cure skin diseases; and to discontinue the use of the symbol R in the word "Norwood," the use of the insignia of the Medical Corps, the use of the words "Formula Number" in connection with their creams, and the use of the words "Reg. U. S. Pat. Off." or any other terms of like import unless and until their trade mark has been registered.

Eopa Company, San Francisco, directed to discontinue misrepresenting the therapeutic value of homeopathic medicines and pharmaceutical preparations designated "Eopa Neuritis Tablets" and "Eopa Phylotberry Tablets."

The Imperial Laboratories, New York City, manufacturing permanent wave appliances and products, represent that the lotions and felts have been developed in a laboratory by leading chemists and that their use will insure hair of any texture being waved without causing it to become dry.

Federal Auto Products Co., Chicago, engaged in purchasing and reconditioning worn-out, defective spark plugs.

Southern New York Candy Distributors Association, Binghamton, N.Y., and others

The De Luxe Manufacturing Co., Chicago, engaged in the sale of radio receiving instruments through agents and by means of an alleged lottery scheme.

Cape Cod Shirt Company, Fall River, manufacturer of men's shirts.

Famous Pure Silk Hosiery Co., Newark, N.J., and Bronson Shoe Co., Minneapolis, engaged in the sale of shoes.

New England Tea and Coffee Co., Hartford, Conn., engaged in the sale of coffee and coffee substitutes.

The Kotalko Sales Co., New York City, selling 'Kotalko' and 'Kotalko Soap,' advertises that such hair treatments will eliminate dandruff, stop falling hair, and grow hair on bald heads.

The Eastern Textile Co., Greenfield, Mass., selling dress goods, advertises damaged short-length patterns as "new, clean goods direct to you," and makes alleged misrepresentations as to

lengths of patterns, bargains, and free goods.

Pabst Chemical Co., Chicago, is directed to discontinue misrepresenting the therapeutic value of "Pabst's Okay Special."

Washington Sea Food Dealers Association, Washington, D.C., and others, are directed to discontinue entering into and enforcing agreements tending to restrain trade.

The Mallory Clothes, Inc., New York City, engaged in the sale of ready-made clothing, is directed to discontinue use of the word "Tailor," or any derivative thereof on order blanks without a statement to the effect that a suit is to be taken from stock, when such is the fact, and to discontinue representing that the ready-made clothing for which the agents are taking orders is tailored to the measurement of the customer, and that the respondent maintains representatives in all principal cities, when such representatives are only itinerant agents soliciting orders.

The National Association of Ladies' Handbag Manufacturers, New York City, and others, engaged in the manufacture of "one dollar handbags" made of imitation leather, is directed to discontinue fixing prices at which members of the Association shall sell their products, and to discontinue requiring purchasers of handbags for resale to agree to maintain certain resale prices fixed by respondent.

The Akron Lamp Co., Akron, engaged in the sale of self-heating irons designated "Diamond Self Heating Irons," is directed to discontinue misrepresenting the following: The earnings of agents and the equipment alleged to be given them free of charge; that special prices are being quoted for a limited time; that 2 irons are being given for the price of one, and that 5000 irons have been set aside for advertising purposes.

York Radio Co., New York City, engaged in the manufacture of radio sets, is directed to discontinue use of the words "Edison" or "Victor" either alone or in connection with any other word or words to label or designate radio sets not manufactured, assembled, sold, or authorized by Thomas A. Edison or Victor Talking Machine Co., or any companies affiliated therewith.

Peanut Specialty Co., Chicago, engaged in the manufacture of candy, is directed to discontinue the assembling and distribution of candy in assortments designed to suggest and make feasible its sale by means of a lottery scheme.

If science has its way and if people will rise to their opportunities, I can see coming a very high type of elderly man—a type combining the vigor and enthusiasm of youth with the tempered judgment of age and the greater kindness and sympathy that ought to come through life's trying experiences.

Folly and Futility of Setting Up Code System

Whitehall, April 1—House Bill 134, the state recovery bill now before the Legislature which would extend the operations of the federal recovery act, the NRA, over the field of intrastate commerce, raises some interesting questions.

Wholly aside from the question as to what validity the NRA has over the internal affairs of the states, whatever validity it has in interstate commerce is based partly, if not entirely, upon the fact that Congress over twenty years ago declared that unfair methods of competition in interstate commerce were unlawful.

Michigan has never declared that unfair methods in competition are unlawful. Business is not compelled by our state laws to compete fairly. Therefore, House Bill 134, will not have back of it this basic law that is back of the NRA.

We do have certain anti-trust laws upon our statutes of the state which compel that there shall be free competition, and we have four acts warring certain discriminations as between localities unlawful. But we do not have a state law that draws any legal distinction between fair and unfair competition.

All competition in Michigan that is free competition and does not unlawfully discriminate in certain products, is fair competition.

If, then, all free competition within the state is fair competition, what then would codes of fair competition be?

Ethically we may have our notions as to what fair and unfair competition is, but the law that declares unfair competition to be unlawful is a federal law and doesn't apply to intrastate commerce.

What methods of competition can state codes of fair competition condemn, or exclude, when all methods are legally fair?

And if codes of fair competition are set up in the state, and they provide that the governing body of a trade group shall have the power to fine, or imprison, violators of the codes, will they not provide that violators shall be fined, and imprisoned, for committing acts that are in themselves lawful in the state?

You can't base a state code upon a federal act, anymore than you can make a federal law apply to the internal affairs of a state. You can't make unlawful that which has not been declared to be unlawful.

Doesn't it appear that the first thing that is necessary is to declare all unfair methods of competition unlawful in intrastate commerce just as Congress has done in interstate commerce?

And if our legislature should declare all unfair methods unlawful where then would there be any need of codes of fair competition? Why should it be necessary to specify in codes that certain methods of competition were unlawful when all methods are unlawful?

Cannot our courts, or a quasi-judicial body set up for that purpose, be empowered and entrusted to test any method of competition as to its fairness?

And if such a basic law were first passed, and effective machinery provided to make it effective, would not that be a much more powerful weapon to curb unfair trade practices than the codes could possibly be?

Over forty years ago Congress declared that competition must be free. It passed the Sherman Anti-Trust law against monopolies, trusts and combines.

Michigan and every state in the Union followed suit with anti-trust legislation in order that competition shall be free in intrastate commerce as well.

But Congress found out soon afterwards that it was not enough to compel free competition. Business must not unfairly discriminate, and so it

(Continued on page 22)

C. W. MILLS PAPER CO.

Grand Rapids

Distributors of known brands that satisfy including:

SEALRIGHT CONTAINERS

SEALRIGHT BOTTLE CAPS

E. Z. OPENER BAGS

CANCO BUTTER JARS

KING WILLIAM BUTCHER PAPER

ORANGE HARDWARE PAPER

SUMMIT CREPE TISSUE ROLLS

CHARMIN CREPE TISSUE

PUBLIC SERVICE CABINET TOWELS

NO WASTE CABINET TISSUE

MOVEMENTS OF MERCHANTS.

Stanwood—Albert Steinke, grocer, has joined the Red & White group.

Moline—Martin DeYoung, grocer, has joined the Red & White organization.

Hancock—The Jacob Gartner Co. has decreased its capital stock from \$40,000 to \$20,000.

Coloma—The State Bank of Coloma has increased its capital stock from \$25,000 to \$45,000.

Ionia—Arthur L. Stevenson, 70, department store owner, died suddenly from a heart attack.

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

Reed City—H. W. Hawkins & Son, department store, suffered a loss by fire estimated at \$10,000.

Muskegon—H. T. Alexander succeeds Mike Rosko in the grocery business at 355 East Broadway.

Detroit—The West Coast Liquor Co., 524 Book Bldg., has changed its name to the National Industries, Inc.

Cadillac—Calvin Rupers, Jr., has purchased the Club Cafe, of Franklin How, of Detroit, taking possession April 1.

Hancock—The Keweenaw Copper Co., 101 Quincy street, has decreased its capital stock from \$10,000,000 to \$4,000,000.

Muskegon Heights—Charles John Richmond, 50, meat dealer, died at his home, 1651 Superior street following a brief illness.

Dearborn—Dittmer-Marsh Sales, Inc., 21755 Michigan avenue has changed its name to the Marsh & Grosfield Sales Co., Inc.

Monroe—The Monroe Builders Supply Co., 1232 East Third street has decreased its capital stock from \$50,000 to \$6,000.

Detroit—The McCloskey Drilling Co., 908 Lafayette Bldg., has changed its name to the Superior Drilling & Producing Co.

Detroit—The Detroit Wrecking & Salvage Co., 2986 Hart avenue, has changed its name to the Detroit Building Material Co.

Detroit—J. J. Gielow & Sons, Inc., 4189 Cabot street, special food products, has increased its capital stock from \$50,000 to \$75,000.

Grand Rapids—C. C. Hartshorn has engaged in the grocery business at 510 Ottawa avenue, N.W., and has joined the Red & White organization.

Detroit—The C-Rite Optical Co., 518 Broadway Central Bldg., has decreased its capital stock from \$5,000 and 20 shares no par value to \$5,000.

Lansing—Jake Weinzievl, who conducts Jake's Market on North Washington avenue, has opened Jake's Market No. 2 at 121 East Michigan avenue.

Coldwater—The Coldwater Provision Co. has merged its business into a stock company under the same style with a capital stock of \$10,000, all paid in.

Marquette—Every Woman's Economy, Inc., 115 South Front street, department store, has been incorporated with a capital stock of \$4,200, all paid in.

New Era—F. W. Hesselsweet, formerly engaged in the hardware business here, has purchased the stock of Vannett Bros. and will continue the business.

Ishpeming—The Tillson Drug Co., which lost its entire stock and store fixtures by fire about two months ago, has opened a new store at 112 Cleveland avenue.

Barryton—Mrs. H. C. McGregor has formed a co-partnership with Kenneth Floria and engaged in the grocery business under the style of McGregor & Floria. They have joined the Red & White group.

Dowagiac—The Premier Furnace Co., succeeds the Premier Warm Air Heater Co., 304 East Railroad street, with a capital stock of \$72,000 preferred and 40 shares at \$100 a share, \$1,000 being paid in.

Lansing—The Mutual Drug Co., recently organized here, has opened a store at 208 North Washington avenue. L. G. Sheffer, formerly of Mishawaka, Ind., is president of the company and manager of the store.

Pontiac—Ernest H. Fay, who conducted Fay's Hardware, Inc., has disposed of that business and has consolidated with his son, Lloyd L. Fay. Messrs. Fay are now operating their store under the name Barker Hardware.

Fremont—John Schuiteman has purchased the interest of his partner, George Haveman, in the stock of the Sanitary Grocery and will continue the business under his own name. Evert Bultman will continue the meat market in connection.

Detroit—Jack Cinnamon, dealer in groceries, meats, fruit and vegetables at 14200 East Jefferson avenue, has merged the business into a stock company under the style of Jack Cinnamon's Market, Inc., with a capital stock of \$50,000, all paid in.

Marquette—Mrs. Edith Bennett Lawler, representing J. W. Bennett & Son, dealer in clothing and furnishings for men, has filed a petition in the Federal court seeking voluntary bankruptcy. Liabilities are listed at \$9,476.28 and assets at \$9,672.05.

Fulton—Marvin E. Bitner has purchased the store building formerly occupied by the late Lewis E. Best with a hardware stock and has had it re-decorated and installed a complete stock of hardware, paints and wallpaper, etc., and will conduct the business under the style of the Bitner Co.

Escanaba—The Delta Hardware Co. has purchased the stock and fixtures of the Escanaba Hardware Co., taking over the retail store at Ludington and 11th streets, and conducting it instead of its former branch store at 1111 Ludington street. Delta Hardware's main store is being continued at 400-414 Ludington street.

Whitehall—Herman C. Marshall, 52, died at Hackley hospital, following a major operation, performed several weeks ago. Mr. Marshall has been identified with the grocery business here ever since he left school, being associated with his father and after his death, several years ago, conducting the business under his own name.

Detroit—John E. Temple, well-known downtown shoe man, is closing the Arch-Aid Boot Shop at 1253 Griswold street and opening a new shop in connection with the Drs. Weiss, foot specialists and chiropodists, on the third floor of the Kinsel building, at Michigan and Griswold streets. Change-over will be made on April 10. The same store name will be retained.

Detroit—Gately's, one of Detroit's principal credit clothing stores, has installed a new shoe department, carrying men's, women's and children's lines. The store formerly carried only a small line of men's shoes in the basement. The new department is located on the mezzanine floor, and is equipped with all modernistic furniture. Estimated expense of installation is \$25,000. Louis Weiler who has a record of excellent shoe service with Crowley, Milner, is manager of the new department at Gately's.

Detroit—The Detroit Retail Shoe Dealers' Association has engaged Fred O'Mara, well-known sales promotion expert, to deliver a series of five lectures for local shoe men. The sessions will be held at the Detroit-Leland Hotel, on Wednesday evenings. They are open to all shoe salespeople, both men and women, in Detroit, and territory, regardless of the membership affiliation—without cost. O'Mara will treat of important problems in the selling of shoes and give the latest developments and ideas in merchandising methods for the salesman.

Detroit—Louis Jacobson's Crystal Boot Shop at 4848 Michigan avenue has been thoroughly remodeled. Located in a central west side shopping district, the store is one of the most modern in the district in its new layout. Concealed stock design without shelving has been used, with a drapery at the rear entrance. Glass and chrome plated fixtures are used, with modernistic chrome-plated chairs for customers, using red upholstery. A modernistic black and silver front gives an attractive street appearance, with a two-window layout, each devoted to a separate price level. The Crystal store carries only women's shoes.

Detroit—Styles in women's shoes are all in oxfords now, according to Clyde K. Taylor, of Stuart J. Rackham, Inc. Walking oxfords in particular are showing increasing demands. Brown is leading color, with blues a close second. The store is promoting blue heavily, in the expectation that the season for this color will end suddenly, dropping into an early and heavy white season, despite the late Easter. This will be true, Mr. Taylor says, in both women's and children's shoes. The children's shoe departments have been selling well, with sales demand somewhat ahead of usual at this period. This department is Mr. Taylor's specialty.

Detroit—Reorganization of two downtown stores took place with the splitting up of partnership between Nathan Watterstone and Norman Rosenberg, who previously had two stores together. Norman's Shoes, at 34 West Grand River avenue, is being taken over solely by Rosenberg, while Rogers

Shoes, at 201 State street, is taken over by Watterstone. Leo Drabkin has been appointed manager of the Norman's Shoes store, and David Goldfire, assistant. The store will be devoted to a new type of trade, according to Rosenberg. The former conservative policy will be dropped, and definite appeal made to a younger trade. Emphasis will be upon flash and novelty rather than upon the more staid lines.

Montague—Production has been started by the Montague Casting Co., which recently acquired the plant of the Montague Iron Works. The plant is backed by local capital. Thirty men are being employed as a start. Ernest Hageline was elected president of the new company. Other officers are: John Kalk, vice-president and general manager; Dee M. Webster, vice-president and maintenance engineer; Fred Hagan, secretary; Axel C. Johnson, treasurer. The first plant of the Montague Iron Works was built in 1871. It made marine engines for Great Lakes and ocean-going boats. It also made mill machinery and stationary engines. At one time it had a payroll of 100 men. Since 1933 the plant had been operated by heirs of later owners of the property.

Ishpeming—The new store of the Tillson Drug Co., W. P. Reed proprietor, was opened last Wednesday in the quarters formerly occupied by the Smart Hat Shop, in the Robbins' building on Cleveland avenue. The old store of the firm was destroyed by fire several weeks ago when the Sellwood block went up in flames, and all of the fixtures and stock in the new store are new. The Tillson store was established in the Sellwood block for sixty-two years and is one of the oldest business firms in the city. It was founded by the late Fred P. Tillson. Mr. Reed worked for Mr. Tillson for several years prior to acquiring an interest in the business. Associated with Mr. Reed in the conduct of the business will be Oscar Stensaa and Henry Ostermeyer, who were in the old store, and Miss Linna, a new clerk.

Muskegon—Mrs. W. D. Hardy, widow of the founder of Muskegon's oldest and largest department store, has been named president of the W. D. Hardy Co., succeeding William E. Thornton whose resignation became effective April 1. Charles W. Dearborn was re-elected vice-president and N. J. Van Andel was renamed secretary, treasurer and general manager. J. W. Pounder, who has been connected with the Hughes shop, 255 W. Western avenue, for the past year will join the W. D. Hardy Co. staff as assistant division merchandise manager. Mr. Pounder formerly was connected with the Young-Quinlan Co. of Minneapolis. He has been engaged in the retail field for about ten years, principally associated with ready-to-wear and accessories selling. His duties at the Hardy store will be to assist department buyers in planning their merchandising and sales events to coordinate with other departments.

Compete with your possibilities; not with your neighbors.

Essential Features of the Grocery Staples

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

Tea—Business in the first hands tea market during the week has been quiet, with no important changes in price. The week began with a rather easy undertone due to small slumps in primary markets. Later in the week Ceylon strengthened in primary markets to some extent. Prices in this country are practically unchanged from a week ago. Consumptive demand for tea is fair.

Coffee—For the first time in several weeks the market for future Rio and Santos, green and in a large way, showed some strength. This was confined, however, to the early part of the week. Two or three successive days prices advanced. Later in the week most of this advance was lost, due to pressure to sell. As to spot Rio and Santos, green and in a large way, prices felt the effect of advances in futures for several days and the demand improved at slightly higher prices. Later, however, the weakness in futures affected spots. Prices are not very substantially changed from a week ago. Milds are about the same as the last report. The jobbing market on roasted coffee is affected by the recent slump in green, but shows no particular change for the week. Consumptive demand for coffee is good.

Canned Fruit — One of the items which will advance this week is Florida grapefruit, which generally will be established on the basis of \$1 to \$1.05 Tampa for No. 2s to \$1.10 for the advertised brands. Juice continues unchanged, and it is understood that a great volume of business has been booked throughout the country both on grapefruit and juice, but particularly the latter. California fruits are generally unchanged, except for some offerings of cling peaches both for prompt and future delivery at various concessions off list, the extent of which have not been clearly defined. Choice No. 2½s have been quoted at \$1.40 and \$1.45, Coast for shipment, at any rate, according to reports in the trade here.

Canned Vegetables—The market enters a new week, little changed from last week. Prices in general are fairly steady, but in some instances, offerings of spot goods are being made at a discount, in order to clean up small end lots or to adjust unsold inventories. There has been a rather protracted period of inactivity, as far as large scale buying is concerned, but it is still probable that this reflects the reaction of the trade to the fairly substantial business which was done in the first two months of the year, particularly as regards new pack goods for future delivery.

Canned Fish—Salmon is not particularly active at this time in the more moderate priced grades, as previous covering for the Lenten season has previously taken place.

Dried Fruits—The dried fruit market is fairly active this week, but shows some signs of reflecting the previous covering for the Jewish holidays. Orders are said to have showed a slight expansion in other directions. Demand

is fairly broad, with some increase noted in raisins because of the somewhat stronger undertone shown recently on the Coast. With the trade covered only for nearby requirements, they are showing a disposition to take somewhat larger lots, but still there is not much speculative interest in the market as yet. California prunes are in good position here, with stocks generally light. Demand is generally routine, but steady here, and buyers are not anticipating their requirements very far ahead. Prices here continue to show generally favorable, in relation to the Coast, and this has concentrated a lot of interior market interest here. There has been a fairly good holiday demand for some items like Lake Country pears, top grades of apricots, and particularly figs and dates.

Beans and Peas—The market for dried beans and peas continues dull and easy. Prices have not shown any substantial change since the last report, but it is still a buyer's market.

Nuts—The nut market was little changed last week. There was a fair demand for unshelled nuts, but not up to usual seasonal proportions. Prices are holding generally unchanged, and there is little pressure to force goods on the market. Domestic almonds have done exceptionally well, and there has been some little pickup in Cashews, and some grades of pecans. Walnuts are moving in a routine way. The shelled nut market is fairly active. Buying continues along routine lines with prices being generally well maintained.

Olive Oil—The market showed little change abroad last week. Owing to the uncertainty in the exchange markets, first hands were not active. Future pesetas continued somewhat easy. Prices in Italy are holding up well, however. Activity in the New York market is fair, with prices here holding well.

Rice—The rice market was generally active last week, although it was affected to a certain extent by completion of covering for the Jewish holidays. Trade interest continued centered largely on Blue Rose and Prolifics, as buyers sought to cover in advance of higher prices which are held as certain on account of the higher replacement costs. Considerable business has been done for export to Cuba, South America and Europe, and needs only clarification of the export rebate question to consummate it.

Salt Fish—Mackerel and other salt fish are a little less active than they were, because the main urge of the Lenten season has lessened. There is still business every day in salt fish at firm prices and stocks are spotty. t.th: yearsPr

Syrup and Molasses—Demand for sugar syrup continues steady, with prices firm on account of limited production. Compound syrup is off 10 cents per hundredweight owing to the slump in corn. Demand poor. Finer grades of molasses unchanged, moderately active.

Power always establishes itself through service and perishes through abuse.

Review of the Produce Market

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

Asparagus—40c per bunch; \$4.50 per case of 12 bunches weighing 2¼ lbs. per bunch.

Bananas—5c per lb.

Beet Greens—75c per 10 lb. basket, hot house.

Butter—Cartons, 34c; tubs, 33½c.

Cabbage—\$1 per bu. for white, or red; new, 80 lb. crate, \$5.

Calavos—\$2.25 per case from Calif.

Carrots—Calif., 55c per doz. bunches or \$3 per crate of 6 doz.

Cauliflower—\$2.40 per crate for California.

Celery — Florida, \$3.40 per crate; 12 stalks to bunch, 40c.

Cucumbers — Missouri extra fancy, \$1.30 per doz.

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

C. H. P. from farmer.....\$2.70

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 18@20c per doz. for all clean receipts. They sell as follows:

Large white, extra fancy.....24c

Standard fancy select, cartons....23c

Current receipts22c

Medium22c

Checks19c

Garlic—15c per lb.

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

Green Beans — 3 per hamper for Florida.

Green Onions—Chalots, 45c per doz.

Green Peas — \$4 per hamper for California.

Green Peppers — 45c per dozen for Florida.

Honey Dew Melons—\$2.50 per case.

Kumquats—16c 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.....\$4.00

Leaf, hot house..... 6c

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

1504.00

1764.25

2004.75

2164.75

2524.75

2884.75

3244.75

Red Ball, 50c per box less.

Florida oranges in half box sacks are sold as follows:

200\$1.75

2161.75

2501.75

2881.75

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 Fowls19c

Light Fowls16c

Turkeys20c

Geese11c

Radishes—Hot house, 35c per dozen bunches.

Rhubarb—50c for 5 lb. box; \$2.25 for 20 lb. box.

Spinach—\$1.50 per bu. for Texas.

Strawberries—16@17c per pint for Florida. The quality is very poor.

Sweet Potatoes—\$1.75 per bushel for Jerseys.

Tomatoes — Florida repacked, \$1.30 per 10 lb. boxes.

Veal Calves — Wilson & Company pay as follows:

Fancy11½c

Good09c

Wax Beans—Florida, \$3.50 per hamper.

Thirty-Two New Readers of the Tradesman

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

Lynn P. Yaw, Sheridan

Harry Thomas, Ionia

C. F. Haight, Ionia

E. C. Hahn, Ionia

H. H. Campbell, Ionia

Decker & Greenhoe, Ionia

N. A. Strand, Ionia

Henry J. Cook, Ionia

Gilchrist Bakery, Ionia

Burton L. Reed, Ionia

Ionia Hardware Co., Ionia

W. G. Hawley, Ionia

P. L. Green, Sunfield

Ray I. Thompson, Nashville

H. Jaffe, Nashville

Wenger Bros, Nashville

H. H. Krebs, Charlotte

D. F. Munger, Charlotte

Pray & Co., Charlotte

A. H. McCartney, Lake Odessa

James S. Scheidt, Lake Odessa

J. R. Jordan, Lake Odessa

M. A. Wilkinson, Saranac

A. E. Otis, Saranac

John Casemier, Grand Haven

Thomas Ruiter, Grand Haven

Eason General Store, Ravenna

L. Perrigo Co., Allegan

Jacob L. Clute, Grand Rapids

L. J. Pettengill, Comstock Park

C. D. Campbell, Comstock Park

Frick's Meat Market, Grand Rapids.

Prepare for Rise in Dinner Sets

China ware orders placed by retailers this week are being accepted "subject to prices prevailing at the time of shipment," producers announced last week. Facing the likelihood of a 10 to 20 per cent. increase in labor costs when wage negotiations with workers open next week, producers are preparing against such a contingency. Demand for low-price china ware continues fair all through the wholesale market. Retailers feel that business this month suffered by the lateness of Easter and they are building up stocks in anticipation of good April demand.

Promptness is one of the cardinal business virtues and belongs at the head of the list.

First quarter of 1935 has brought second-rate results.

MUTUAL INSURANCE (Fire and Life)

Watch Your Insurance Protection

Not so long ago real estate values drastically declined, and many people reduced the amount of their fire insurance coverage accordingly. That it is now time to again look policies over is emphasized in this news item from New York:

"The insurance committee of the management division, the Real Estate Board of New York, Inc., recommends all owners of buildings to investigate carefully the amount of fire insurance they are carrying on their buildings in view of the increased cost of material and labor.

"Henry Voorhis, chairman of the insurance committee, stated that a study of the insurable value of a building to-day in contrast to the summer of 1932 indicates an average increase in replacement cost of approximately 20 per cent.

"From 1929 to early in 1932 a reduction in the amount of fire insurance on buildings was in order. The committee finds a good many owners have not taken cognizance of the gradual increase in values and building costs which has been taking place.

"Therefore it considers it good business for all owners to give attention to this subject without delay. Furthermore, conditions seem to indicate it will be necessary to keep a watch on this subject for some time to come."

This is all the more important in view of an announcement from the National Board of Fire Underwriters which points out that, depression or no depression, the fire engines continue to roll frequently in every section—that fires take their toll every day.

The Cost of Carelessness

Up in smoke! How many times families have stood in a huddled heap, faces tear-stained, and watched their homes go up in flames. Gone! A lifetime savings. That's the sad thing about fires. They leave nothing but the ashes of regret. Regret for some careless action or because of some little thing left undone. Strange to say that our homes are the places we are most careless about. Home means relaxation, ease and a sort of a "do as you please." Perhaps this is why we become thoughtless and careless at home. A match flicked carelessly then flipped into an ash tray—maybe. A cigarette left with a glowing tip to become a little blaze if a curtain trails its fringe close enough, incidents like these occur each day at home but seldom in our places of business or in some other home.

The home, strange to say, is the most hazardous of all our abodes. Here we work and play and grow careless. Sister thoughtlessly cleans her dress in gasoline around a open fire or close to the stove, mother hurries the fire with a dash of kerosene, father forgets a burning lantern when he comes in from doing chores, brother never thinks to put out his cigarette when he throws

it away. These are a few of the things which makes "Home" a dangerous place to live in. Be careful! The cost of carelessness is tremendous and often tragic.

Portrait of an Arsonist

He is society's most despicable criminal.

Children, helpless men and women are his victims,

He may be fourteen or forty, idiot or brilliant,

But the earmarks of his act are generally plain.

Human life means nothing to him. He destroys valuable property.

He is a criminal under the law.

His soul is blackened with the smoke of "set" fires.

His hands, long and sinister, eagerly grasp a match.

An invisible scar upon his brow gives him the mark of Cain.

He oftentimes mingles in the best of society.

And lives richly on the fruits of his "fires."

A reward of innumerable lives and of valuable property

Will be given for his apprehension and capture.

Keep chimneys and stovepipes clean with all joints and connections tight. Provide separate metal cans for ashes and for rubbish. Never mix.

Keep matches out of the way of young children and teach them the dangers of playing with fires.

As Near-By Towns Look To Mr. Stebbins

Nashville has been one of the best country towns in central Michigan. It has a large co-operative creamery, which is doing a good business, and the local furniture factory is having a fair amount of orders. The local bank is still closed, with no prospects of opening. The local merchants report trade slow and money scarce. Kroeger and the A. P. chain stores are getting the cream of the food trade here, as elsewhere. It is just too bad the way they have cleaned up on the old merchants here. Recently the Chambers of Commerce admitted the managers of the two big chain stores to membership. It is strange why local business men and women do not realize more clearly that these greedy corporations have no interest in their community, except to exploit it. Not a dollar of their profits remains in the community, but is sent daily to the big money centers. If home merchants could have the trade that centers here, as formerly, times would be much better and the village would be on its way back to better days. Merchants are much encouraged over the state supreme court decision on the chain store license law and are ready to send a delegation to Lansing when the Diehl bill comes before the legislature. Clothing merchants here have sustained heavy losses from burglars, so one merchant keeps a large police dog on guard each night. The other occupies a building that was formerly a bank, so he now deposits his clothing stock in the vault each night. Recently he had a loss, which was traced

by the state police to a dealer in Grand Rapids, who has re-imbursed him for a part of his loss.

Charlotte merchants report a little improvement in trade, but not yet up to a point that shows a profit. All merchants would like to keep posted, by reading the Tradesman each week, but declare they must wait until money is more plenty. This splendid city is like many others, burdened by the greedy national chain stores, which are piling up millions of dollars for Wall street bankers to loan Uncle Sam on interest bearing bonds, so the millions of destitute can be fed, through Welfare orders, which are largely diverted to the big chain store corporations. It is an endless chain system, which piles up national debt and impoverishes communities, states and nation. Merchants here, as elsewhere, are much interested in the Diehl bill, now before the legislature, which offers relief to home merchants by restricting the number of chain stores, through an increase in the state license. Like other cities, Charlotte needs to revitalize its local organization of home business interests, which should stand as a solid unit against the invading despoilers, which come to reap what the home folks have planted. It was the profit on trade that stayed at home, that built this once prosperous city. The outside chain corporations come only to exploit, for they take away every penny of the profit on trade. Under the PWA the city is completing a sewage disposal plant, on which the government advances 30 per cent of the cost, the city caring for the balance.

Lake Odessa is an excellent farming town, providing a good market for the diversified crops grown in this section. Here is located the Lake Odessa Canning Co., which has grown each year, from a small beginning to a large industry. Two of the big national chain stores are here to prevent the return of better times for local business. Like the giant oil octopus, they want to collect tribute from every citizen. Merchants praise the action of the state supreme court, in upholding the chain store license law. All are ready to back the Diehl bill and hope it will become a law this session of the legislature. Never was there a time when local business men and women could do so much to help drive out greedy monopolies. A live organization, that

is not afraid to fight, can accomplish much.

Saranac merchants are noted for pulling together. They have a good town in which to live and do business. Among the active merchants here are John L. Adgate, A. B. Clark, H. J. Houseman, C. D. Kent, M. A. Wilkinson and A. E. Otis, all of whom watch the Tradesman each week for valuable trade pointers. Should there be a call to go to Lansing to urge the passage of the Diehl bill, they will be on hand.

Ionia has been hard hit in more ways than one. Two years ago the Pere Marquette shops were closed and other factories have been operating on a limited schedule. However, a new industry, the Grand Valley Packing Co. has acquired the property and has established a good trade, which is constantly growing. Ionia, like many other cities was hit a solar plexus by a regiment of chain store corporations, which has closed out most of the home merchants in the main business section. For many decades Ionia was one of the most prosperous of the smaller cities of the state. In those days, local merchants served the people their needs and everyone was happy. It has now had a decade under the era of chain store corporations and, like other cities, it has suffered, owing to the fact these outside corporations take away every penny of the profit on the business they secure. Local estimates say over half of the trade here goes to those who have no interest here except what they can secure for distant stockholders. What Ionia needs is a live organization of its business men and women, so they will be in a position to fight the greedy chains, which are undermining the welfare of the city. Like some other cities, the local Chamber of Commerce permitted the chains to acquire membership, which proved a fatal mistake. The chains are enemies to local business interests and they should be treated as such. Merchants here are much encouraged by the recent decision of the State Supreme Court and are ready to urge the legislature to enact the Diehl bill into law, which will increase the present chain store license. Michigan towns and cities have suffered long enough from chain store exploitation, and the day is not far away, when they will be outlawed and the profits on trade will be kept here to restore good times again.

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

Sunfield is a better than average country town. Several merchants here carry large stocks. A. M. Stinchcomb has a large stock of drugs, also is local postmaster. P. L. Green has a neat food store, also D. G. Turner.

Vermontville is a good farming town with several good stores. Among the progressive merchants here is Roy E. Mathews, who with the aid of his wife, conducts a modern food store. Mr. Mathews is a thorough student of economics, and in the last state election his name appeared as candidate for the office of lieutenant governor. He is secretary of the local board of education and always on the alert to help in any movement for the betterment of the community.

Stanton merchants report trade better. Besides better markets for most farm crops, the stimulus of oil and gas developments is being recognized. Reports from Crystal township, some ten miles East, tell of a new strike of high grade oil. Drilling had been stopped in order to erect more tanks to care for the flow. Alterations are being made at the store recently occupied by Mr. McIntosh, which will be opened soon by Maurice Yodido with a stock of dry goods, clothing and furnishings. Mr. Yodido also has stores at Edmore and Carson City. Business conditions look more hopeful here than for many moons.

Sheridan reports considerable improvement in trade. The local milk condensery gives employment to fifty people. Mr. Wood, the local druggist, is undergoing treatment at the Butterworth hospital, Grand Rapids, and Sid Bullock, retired druggist from Howard City, is proving a good neighbor and caring for the store until the owner can again take charge.

E. B. Stebbins.

Glass Outlook Reported Bright

Facing the second quarter of the year, the several divisions of the glass manufacturing industry find the outlook good to excellent as compared with the second quarter last year. There should be a better demand, the publication says, for window glass and flat glass specialties, for general table glassware and for bottles and containers, with production of plate glass probably easing up somewhat. Forecasts for the general glassware industry envisage a gain of nearly 30 per cent. in shipments as compared with the second quarter of 1934. Demand for blown glassware for liquor and table use has been fairly well maintained.

Pressed Glass Sales Up 30 Per Cent.

While manufacturers of blown glass stemware are encountering difficulties with other countries, producers of pressed glass tableware are enjoying a steady increase in domestic sales. Volume for the first quarter of this year, producers estimate, will show an advance of more than 30 per cent. compared with the corresponding period a year ago. The comparison of 1934 sales with those of the preceding year show an even more favorable picture. Gains of 35 to 40 per cent. were registered last year, it was explained.

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

Hexin, Inc., of Chicago, a dealer in medical preparations, agrees in its stipulation to stop advertising that its product Hexin will afford "quicker" relief; that it is compounded according to a physician's formula; that it will relax the muscles or blood vessels, remove pressure on nerve ends, or neutralize acidity, and that Hexin is the latest or most startling discovery of modern science. Other assertions of like import also will be abandoned.

Advertising and selling a treatment for the growth of eyelashes called Pestanola, De Los Rios & Co., of Detroit, have entered into a stipulation agreeing to stop representing that Pestanola is capable of growing or promoting the growth of eyelashes; that its formula originated in Spain, or that the preparation is an old Spanish secret, and to cease using the name Barcelona on labels or otherwise indicating erroneously that the company maintains a business place in Barcelona.

Unfair representation in the sale of chamois skins is alleged in a complaint issued by the Federal Trade Commission against Hoyt & Worthen Tanning Corp., of Haverhill, Mass., tanners and manufacturers. The respondent's use of the phrase, "Sunshine Chamois Genuine Oil Tan French Process," as a brand for its product, is alleged to have a tendency to deceive the public, including wholesale and retail dealers, into believing that it is tanned or manufactured in France or in accordance with a French process, and to induce its purchase in reliance on such erroneous belief.

Unfair competition in the sale of men's clothing is alleged in a Federal Trade Commission complaint against Williams Bros. Tailoring Corp., of Troy, N. Y., manufacturer of ready-made clothes. The respondent is charged with using sales methods which tend to lead the public to believe that clothes ordered from the company are tailor-made or according to individual measurements; that they are made from cloth selected by the purchasers, in numerous instances of wool or worsted, and that the customers' money is refunded if they are not satisfied, when such is not the fact. Clothes sold by the respondent are alleged in the complaint to have been neither tailored nor made to individual measure in all instances, but obtained from the ready-made stock of the company. Clothing sold as wool or worsted is alleged to have been made in numerous instances not entirely from wool.

Misleading use of Italian brand names to designate food products, including olive oil and other edible oils, will be discontinued by Spiro Rousos, of 142 Front Street, Rochester, N. Y., an individual trading as Maggioros &

Rousos. Rousos, in the sale of his product called "Lacconia Brand," agrees to cease using the words "Product of Italy," either independently or in connection with the word "Imported," or with Italian pictures as a brand or label for his product so as to imply that it has been imported from Italy. When the product is made in substantial part of olive oil produced in Italy and the words "Product of Italy" are used as descriptive thereof, they shall be accompanied by words in type equally conspicuous, clearly indicating that the food is not made entirely of Italian-produced olive oil.

Unfair representations in the sale of silk lingerie will be discontinued by Charles Komar, Inc., 152 Madison Ave., New York City, a manufacturer, who is alleged to have described certain products as "All Silk," "Pure Silk," or "Silk Crepe," when the garments were not all silk, but contained a substantial quantity of mineral salts and were what is known as weighted silks. Provision is made that if the product is weighted to an amount exceeding 15 per cent. in black goods, or exceeding 10 per cent. in goods other than black, and the words "Silk" or "Crepe" are used to designate it, the word "Weighted" shall also be employed in equally conspicuous type to indicate clearly that the article is weighted with mineral salts and is not composed wholly of silk.

Misleading representations as to the country of origin of its product will be discontinued by I. Haber, Inc., of 101 Steuben Street, Brooklyn, N. Y., trading also as Lily Food Products Co., engaged in importing, blending and packing olive oil. Use of Italian names which erroneously give the impression that certain products consist wholly of olive oils imported from the Lucca district in Italy will be discontinued by the respondent, as a portion of these oils are produced in countries other than Italy. The respondent will no longer employ the phrases "Imported from Italy" or "Imported from Lucca, Tuscany, Italy" unless it is clearly indicated that the products are composed in part of oils other than those produced in and imported from Lucca district in Tuscany, Italy.

The Federal Trade Commission has ordered H. Gordon, owner of a wholesale shoe business at 118 Duane Street, New York City, to cease and desist from misrepresenting his products. Gordon is ordered to discontinue directly or indirectly using "Doctor" or "Dr." in connection with a trade name in advertising his products, or in any way tending to lead buyers into believing that the respondent's products are made in accordance with the design or under supervision of a doctor, and that they contain special scientific features, when such is not the fact. However, certain of the respondent's shoes actually contained orthopedic features, including a flexible steel shank and arch support counter, according to findings in the case.

Peanut Specialty Co., Chicago, engaged in the manufacture of candy, directed to discontinue the assembling and distribution of candy in assortments designed to suggest and make feasible its sale by means of a lottery scheme.

Corporations Wound Up

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Dodge Manufacturing Corp., Detroit. A. Guthrie & Co., Inc., Palmer. Latrobe Investment Co., Detroit. New Yacht Club, Inc., Detroit. Norway Farm Bureau, Norway. Securities Investments, Inc., Detroit. Century Wood Preserving Co., Detroit.

Coffee Dans Sandwich Shop Co., Detroit.

Dutch Cookie Machine Co., Grand Rapids.

National Rooms and Apartments, Inc., Grand Rapids.

Winters & Crampton Corp., Grandville.

Riverside Realty Co., Ontonagon.

Square Deal Co-operative Elevator Co., Charlotte.

Seek June Silverware Orders

With current demand for sterling and other types of metal hollow ware comparing favorably with last year's volume, manufacturers this week turned attention to soliciting orders for late Spring delivery. Salesmen, carrying complete lines of June giftwares, started on the road early this week to book orders for later delivery. If the response is as satisfactory as that of early Spring, sales of sterling, plated and chromium-plated hollow ware should run 10 per cent. or more ahead of the first six months of last year, producers said. Flatware volume, in the first quarter, the manufacturers said, is more than 16 per cent. ahead of the similar period last year.

New NRA Bill Stronger Legally

The new NRA bill is much more likely to pass tests of its constitutionality than the present laws, lawyers point out.

The bill sets up at least fourteen standards for the exercise of executive authority, meeting the objections raised by the Supreme Court in the Amazon Refining case against improper delegation of power by Congress.

In addition, the new bill explicitly forbids delegation of discretionary power to code authorities or any group composed of representatives of the trade or industry affected.

On the other hand, the definition of interstate commerce contained in the bill is regarded by interested lawyers as far from clear. It is entirely possible that service industries, for example, might be codified under this definition, it is asserted, and thus lead to new litigation of a troublesome character.

In the long run, prosperity depends upon hard and efficient work, fairly but not excessively paid for.

UPS AND DOWNS OF TEXTILES

While three of the four basic textile industries are ending one of their most disastrous quarters in recent years, executives yesterday looked for a reasonable improvement during the coming three months, which would bring the half-year figures to a more comparable showing with 1934.

Despite the fact that the three months just ending witnessed a disappearance of demand and a collapse of prices in cottons, rayons and silks in contrast to the first quarter of 1934, when boom business was enjoyed, some executives said yesterday that the middle of this year would find the industries in a better position than in July of last year.

They pointed out that from January to April of 1934 textiles, with the exception of woollens, were overbought heavily, that demand ceased abruptly after the Easter holidays and that a declining price trend set in. Recovery was not made then until late in the year.

Executives based their hope for some gains in the coming quarters on the fact that all distributors' stocks are very low, that prices will tend to strengthen under the influence of the cotton goods curtailment program, which gets under way to-morrow in the printcloth, wide sheetings and carded yarn groups, and that, accordingly, buyers will be encouraged to place their much delayed business.

Taking the industries individually, the cotton goods field has been most seriously hit, the recent collapse in the fibre jolting it badly. Demand since the second week in January has been at a standstill, stocks have mounted and prices steadily work lower to a far-below-cost basis.

The rayon fabric market, depending on a man-controlled material, has fared almost as badly. Yarn was overbought heavily in the closing months of last year, greige cloth stocks have piled up in the hands of converters and greige mills are curtailing to three days a week. The yarn market is still in a healthy statistical condition but pressure for lower prices is broadening.

Silks have shared in the down trend of the other fabrics, but a slight stiffening in raw silk prices in the last week has created encouragement.

Woollens, which early last year did not share in the broad activity of the other cloths have reversed their position, and of the four types are outstanding because of their relative prosperity. In addition to a very active season on men's Spring fabrics, government and automotive contracts in the last few weeks called for huge yardages and mills are assured of steady operations for several months. In addition, the handling of the raw wool situation has been such as to inspire confidence in the outlook for prices.

The periodic ups and downs of the textile industry, particularly cottons and the resource to curtailment a long familiar device, are drawing increasing fire from within the industry itself. While admitting that sharper rayon competition, falling exports and the processing tax have created definite problems, several executives yesterday

declared that the industry, in resorting to curtailment, has failed to take advantage of its position as a codified group.

The point was made that over a period of years the per capita consumption of cottons has held up surprisingly well, that a steady market is always practically assured and that it is always an internal speculative market movement which leads to a collapse.

The argument was also advanced that knowledge of costs as between mill and mill is scanty, that replacements in the industry are low and that capital charges are carried far above those which can be sustained. In comparison to some other industries, the cotton textile field has never gone through the sharp write-down of assets which took place in the last five years, it was said. Such a writing-off would establish a lower cost basis for mills, which now complain that prices are far below their expenses.

GET SECOND WIND

Foreign developments came more sharply into the foreground last week as the war scare in Europe grew acute and Belgium suspended foreign exchange and announced a devaluation plan. Some orders here were traced to armament preparation, but they were not on a scale that pointed to immediate action. The Belgian move was regarded as likely to move forward the date of international currency stabilization. At the same time it could be interpreted as upsetting the recent reciprocal tariff pact made with this country.

The situation in domestic business affairs was subject to what have almost become the usual contrary influences. The principal NRA case before the highest court was abandoned by the government, the Belcher lumber code action, after which the President called for strict enforcement of recovery code provisions. Labor interests received marked concessions recently, only to threaten strikes in the automobile, coal, steel, cotton-textile and rubber industries.

In industry itself there appeared to be a "catching of second wind" which resulted in a renewal of the upward trend. Only a fractional advance was registered by the index for the latest week and four of the series were lower. However automobile output crossed the 100,000 mark for the first week since the middle of 1930 and steel demand was well maintained from numerous of the smaller consumers. Machine tool business is sharply higher, which points to increased operations among the industries using these products.

Building construction still lags. Nevertheless, daily contract awards for the first half of March have been 34 per cent. above the February figures, although they ran 30 per cent. under March, 1934.

BRITISH RETAIL CODE

With the advantage of an overseas perspective, British merchants have just adopted what may well turn out to be a great improvement upon our Blue Eagle plan. An organization to be known as the Retail Trading Stand-

ards Association has been formed to set up rules for the representation of goods and price statements in more than a score of merchandise departments. Stores subscribing to these standards will be permitted to use an insignia featuring a bow and arrow and the slogan "The Sign of Straight-forward Shopkeeping."

An impartial tribunal will be set up to see that the pledge is kept in all particulars. Penalties will be imposed for violations and, finally, the emblem may be withdrawn for sufficient cause. The basis of membership is entirely voluntary. Leaders in the field are describing the step as "the most constructive development which has taken place in the field of retail distribution in modern times."

Despite their enviable reputation for reliability, British merchants have recognized the loss of consumer confidence which has been caused by advertising exaggeration in describing merchandise and prices. The sins of the few have been visited upon all and the standards code is the answer proposed by the reputable elements who have suffered from unscrupulous competition.

The plan to be followed by British retailers is similar to what was suggested in these columns several months before the Blue Eagle movement was launched except that labor standards are not included. Possibly, the voluntary standards code may prove the best means of preserving the worthwhile features of the Recovery Act.

NRA BILL DRAFTED

Adding to the panicky appearance which plans for the extension of the NRA have assumed in the Washington discussions, a tentative bill was rushed forward late in the week in an effort, so it was said, to stem labor trouble and the uncertainty and confusion in industry which have been holding up progress. The decision to drop the Belcher lumber case, which was being present to determine the constitutionality of the Recovery Act, made plain how weak the administration considered its claims to major power.

The reaction in the lumber industry was immediate. The Code Authority discharged most of its employees and indicated that the code was suspended "in effect if not in fact." Adding to the bitterness was the charge that the power of production control had been forced upon the industry by the administration.

In the draft of the new Recovery Bill there is little evidence that past lessons have been learned. No definition of what is interstate and what intrastate can be found. Regulations aimed against price-fixing and production control are more clearly stated, but the President is given power to allow these artificial devices under certain conditions. The labor provisions are carried over, with an additional right given employees to take civil action against employers for recovering losses suffered by violation of the collective bargaining section.

Strategy probably called at an earlier date for letting business itself decide between an extension of the act

and passage of the labor bills. These tactics, however, seem to have failed and confusion has been added to confusion, so that it is difficult to imagine the outcome.

DRY GOODS CONDITIONS

A sharp upturn in retail trade was the report for the week from most centers. Local stores ran close to last year's figures and from other cities came the information that sales were running much better than was expected as the month came to a close. In this section apparel business finally spurted ahead and good results were reported on anniversary sales.

For the month the stores here will probably show totals in line with earlier estimates. These pointed to a drop of 12 per cent. under the same month last year with the extra business day of March, 1934, taken out, or a decline of 15 per cent. in the comparison of month with month.

Since a gain of more than these percentages is confidently expected in April, the two months' business would show a net increase.

From other parts of the country, which are less affected by the cheerless state of mind that afflicts this center, the news of trade was more favorable. More stores are "making their figures" than was expected earlier. Damage and inconvenience caused by dust storms in farming regions have affected business, but so far trade totals have not been greatly reduced.

Cautious purchasing through recent weeks has taken into account the short period permitted by the late Easter before the Summer season begins, so that retail surpluses which must be cleared will probably be small.

Wholesale merchandise markets were most active in the week but there was no evidence of the shortages that may appear if retail demand continues to accelerate at the present rate.

FIRST QUARTER RESULTS

As the first quarter closes, there is naturally some disappointment in the failure of business to go ahead after its sharp rise from last September to January. Over the first three months of the year, however, industrial and trade interests have been subject to almost constant attack upon confidence. First it was the anxiety aroused by the gold-case decisions and more recently it has been the dubious outlook for the NIRA.

Taking stock of uncertainties through the last two years, however, and how the worst fears of those who have been crying "Wolf!" have failed to materialize, it might be well for business to put aside most of its worries and concentrate upon the task of pushing ahead its own plans. Certain interests are undoubtedly capitalizing uncertainty and discontent in furtherance of their own selfish ends.

The quarter now ending has furnished at least some headway in the recovery movement. On balance there was little if any gain for industry in the aggregate. Prices have moved, however, into somewhat better relationship, with the further advances in farm products and a lowering of the industrial average.

OUT AROUND

Things Seen and Heard on a Week End Trip

I made a dozen calls on Grand Haven merchants last Saturday and was pleased to note evidences of improved business in many instances.

Tom Ruiter, grocer at 1120 Washington street, is enlarging his store by building an addition to the rear back to the alley. He expects to complete the improvement in about two weeks.

John Casemier, across the street, has doubled his store space by taking over the store formerly occupied by the Kroger Co., next door West. He now has one of the most attractive grocery stores in the state.

I found Tony J. Baker, proprietor of the Peoples Mercantile Co., very happy over the courtesy accorded him by the Grand Haven high school band, in playing the "March of the Citizen Soldier" by Taylor at the ninth annual band concert given by the organization on March 22. This march was a favorite with the old Grand Haven Cornet Band. It was played by this organization in 1888 as a part of the dedication services at the unveiling of the soldiers monument in Grand Rapids. The march was played this time as a special tribute to Mr. Baker, who was a member of the band in 1888 and was in the audience when the concert was given.

Van Zanten & Fisher, who installed an electric equipment meat department about ten months ago, are very happy over the outcome. The new department is in charge of Chester Ronda.

While calling on William Veening, at the Golden Rule Clothes Shop, I was delighted to meet John W. Verhoeks, who subscribed for the Tradesman when it was nine weeks old and rounded out thirty years as a constant reader and patron of our publication. He was engaged in the retail grocery business at Grand Haven during that period. For the past five years he has represented the Franklin Life Insurance Co. as its local agent. He says he has read nearly every issue of the Tradesman for the past twenty-two years, picking it up in the stores of his friends. He says the outstanding feature of the Tradesman during the fifty-two years he has been familiar with it is the poem on the front cover.

Wherever I went in Grand Haven I found evidences of repairs and enlargements to existing business. The business men of the city evidently act on the assumption that there is a good time coming and that the resumption of business to normal conditions is not far off. In making this statement I do not wish to imply that normal conditions prevailed during 1927, 1928 and 1929. Those were abnormal years for business, because we were all crazy as loons buying bonds and stocks, many of which subsequently turned out to be worthless. Many merchants now tell me their sales are now up to the totals

of 1925 and 1926, although collections are not quite so good as was the case in those years. Considering the large percentage of goods now disbursed through the welfare stores in many cities, I am surprised that the volume of sales should be as large as they are now in many cases.

I was pleased to see indications of the changed ownership in two of the large buildings of the Challenge Refrigerator Co. on U. S. 31. A large sign bears the name of the Great Lakes Cooperage Corporation. I am told that beer barrels will be the principal output.

Returning home via Spring Lake I was rejoiced to see how efficiently the state has functioned in laying the new cement roadway from curb to curb for the space of a mile or so in the main street. Spring Lake is certainly very fortunate in the matter of cement pavement in the main street. A dozen years ago the sister of the late William Savidge had a paved highway built in the city as a memorial to her brother. Now the state repeats the magnanimous act of the sister by replacing the worn out pavement with a wider and longer pavement. The aspect of things along the street could be greatly improved by the removal of the ill looking wooden buildings on the South side of the street between the oil stations and the bridge.

A local concern is advertising in a local daily paper that it can fit a person who has had no experience in shorthand work for a desirable position in thirty days. It may be able to do the trick, but the claim looks decidedly fishy to me. Concluding I would like the opinion of a man of long experience on the subject I addressed a letter of enquiry to M. E. Davenport, President of the Davenport McLachlan Institute, who promptly replied as follows:

Grand Rapids, March 26—I appreciate very much the interest shown in your letter of March 21. I am especially glad to notice that you have taken cognizance of this situation, because you appear to be the only publisher in Grand Rapids who has any regard for the ethics of his advertisers. This is not my personal opinion only, but the conviction of every advertiser to whom I have spoken.

Newspapers generally have degenerated into advertising sheets. Here and there you find one that respects its traditional position and makes an attempt to protect its public. It is refreshing indeed to feel that the Michigan Tradesman has a reputation for opposing all kinds of fraudulent schemes, and I was delighted with the editorial in the Grand Rapids Herald, paying tribute to your zeal in upholding fair, honest business.

In trying to find a way to curb the particular abuse to which you refer—shorthand in thirty days with its implication of a good job at the end of that time—I have found that there is a statute which makes it a criminal offence to make misleading statements regarding a product or service. I have taken this matter up with our Prosecuting Attorney, but he told me last Saturday that the manager of this thirty-day shorthand school had been in his office and had told him there was nothing misleading about the advertisement; that shorthand could be taught in thirty

days. Therefore, he was inclined to do nothing about it.

The statute is clear and it would seem as though our problem is to prod our prosecuting attorney into action. Possibly, he does not relish additional work, but it is very clear that the interests of the public demand the exercise of every legal remedy possible.

One day this week I shall get a copy of the statute and leave it at your office. I shall try to call at a time when you are in and when it is convenient for you to see me, because I would enjoy talking with you a few minutes anyway.

M. E. Davenport,
Pres Davenport-McLachlan
Institute.

Battle Creek, March 30—Yours received. I shall not have any set speech for our dry goods convention, but the enclosed is what I have prepared for the president's message, which will appear on the front page of the program:

In every store, however small, time, work and money can be saved by organization.

Organization of a store is not a difficult proposition. Organization is simply cutting up a big job into parts. It determines the time, the manner and the responsibility for getting things done. Organization speeds up operations, prevents overlapping and duplication. Organization defines just what each job is and how each is related to others in the store. It removes many causes of friction. It saves money and is the prime factor to make money.

Someone has said the problem of organization is "to arrange and put together different persons and jobs into one whole body so that they will work as a whole easily and harmoniously."

And so it is with organizations such as the Michigan Retail Dry Goods Association. Committees are appointed for certain "functions"—how well we are organized depends upon the manner in which that committee functions. During my present year as President of the Michigan Retail Dry Goods Association all committee appointments seem to have functioned almost 100 per cent. I can say that I never called a meeting of any committee but what the majority of that committee was present, irrespective of where it might be called.

I think that one of the finest examples of organization and co-operation among members of any state association was displayed by the attendance of a committee appointed by myself to attend a dinner in the store of Leigh Christian, to which committees were invited from every other state association in Michigan. The result was that there were about twenty-five persons present, representing at least the major portion of the independent retail business of the State of Michigan.

From this small meeting there developed the organization in our state of the Michigan Federated Association which again shows what organization and co-operation not only in stores but in organizations such as ours can do.

Through this small group meet-

ing in Leigh Christian's store, plus organization and co-operation, we have developed an organization of independent business men throughout the state of Michigan which has already displayed its strength in the present session of the state legislature.

The Michigan Retail Dry Goods Association is entitled to a great amount of credit for the organization of this Michigan Federation of Independent Merchants, in which ten of the leading state organizations are banded together by organization and co-operation, each state association knowing just exactly what part in the program it is to take for the benefit of its own independent business.

So you see through organization we have banded together thousands of independent retail merchants throughout the state who through organization of their own officers and members have come to the conclusion that it was time they were doing something to protect their own business and that protection has come and will come more and more if we as independent dry goods men will get back of this new organization—fight for it—speak well of it—co-operate with it—because when you do, you are fighting for your own business and that of thousands of other independent merchants throughout the state of Michigan.

This federated merchants organization is formed for the purpose of fighting the cause of the independent merchant throughout Michigan. You can help, and you can help in your own community, if you only have intestinal stamina enough to stand up for your own rights against this "gang" of pirates who are in your community, undermining everything you do and sending all the profits to Wall street, an already overly financial money center.

Let's continue to co-operate and organize and win out by owning our business and operate it at a profit and help keep our community free from the dominion of Wall street and the stores that represent it.

At the close of my year I shall have a set speech and there will, I believe, be a lot of fire works in it and I shall send it to you ahead.

Mr. Stowe, I believe if there ever were a lot of jackasses in business it is us independents. If the independent merchants to-day would shop or trade, I should say, with the other independent merchants irrespective of their lines, there would be no need for special chain store taxes. We would have them licked. But to-day too many dry goods merchants (independents) are buying their groceries of chains and too many independent grocery men are buying their dry goods from chains, all down the line. I know every day one of 'em here does it. But it is this way all over the state. I preach: cut out the chains, and I practice what I

(Continued on page 23)

FINANCIAL

THE LAND OF THE LILY

Some Interesting Sights and Customs in Eastern Bermuda

St. Georges, Bermuda, March 30 — Comptailor enjoys Bermuda very much. The quiet and peace has done much to his tired body. He finds people so nice and friendly. But business thoughts somehow pervades his mind. One night he has a dream that his manufacturing plant in Detroit is burned down. At the break of day Comptailor packs his grip. In the afternoon he boards the Castle Harbor tender to meet the Monarch in Murray's Anchorage as she steams on to New York. He meets Mr. Wm. Harnett, a Superintendent for the Bermuda Development Co., Ltd., and is much pleased to learn that he lived in Detroit for a number of years. Comptailor congratulates him on being fortunate enough to live in Bermuda, where one is really able to live longer and carry on the span of life. Mr. Harnett points out St. David's lighthouse as they pass through the New Town Cut Channel and tells him that it is a good beacon for the English, the Irish, the American and all others. Yes, and the Welch built it. Sturdy it must be.

Soon the Castle Harbor tender turns into the sea channel. In a few moments they are in Murray's Anchorage. This is a basin of safe water having an area of about three square miles. Protected, as it is, on one side by a big reef it forms a most excellent place even in stormy weather to transfer passengers and their luggage. Soon Capt. Lovatt, the genial master of the Castle Harbor tender, points out the approach of the Monarch of Bermuda. Comptailor strains his eye. Just a verticle line appears to him on the horizon. Soon this line divides and becomes two lines. It is the two masts of the ship. A shape below the masts. Larger it becomes. Such a sight in the very light mist cut by the sun's rays. One big stack soon turns into three. The big red bands on these stacks seem to grow redder and the black one blacker in the glistening sunlight. Capt. Lovatt has already brought his ship to a full stop. The big master of seas under the guiding hand of Commander Francis makes a lee for the tender. Out goes the line and soon the two are fast to each other. All of this is done with such ease and quietness that Comptailor has to watch closely to ascertain what is going on. Hand over hand goes the baggage. You would think these porters were making sort of a series of football forward passes. Joe, with whom Comptailor has played many a game of golf, calls to him from the top deck. And sure enough there is Margie, with whom he has danced many a delightful hour at the Bermudiana.

As Comptailor starts to board ship he is stopped by Staff Captain L. F. Banyard and handed a radiogram. His doctor tells him that he must remain in Bermuda because it has the ideal climate to bring him back to health and happiness. Poli, the great sketch artist, asks him back to the Bermudiana that he may make another sketch of this ambassador of good will from Michigan. Geo. Blackman and Mrs. Rockwell tell him that due to his efforts there are now some people staying at the Bermudiana from Michigan.

Miss Christine Burgess tells him that she has a new film for him in the small motion picture camera he purchased at the Phoenix drug store in Hamilton. Comptailor has made many friends among the business people and social people of these isles of rest. All these fine people ask Comptailor to return and enjoy more of the welcome spirit of old Bermuda. And so Capt. Lovatt evokes his authority and places Comptailor in his custody. "You may have your Broadway," he calls to Joe,

"but give me my Bermuda just as it is. For in Bermuda we live and we do not have to race for existence. Take your dark haired friend along with you so prettily dressed in deep red and soft toned yellow." And as the Monarch gets under way for New York Comptailor, waving a farewell to Margie, sings "Margie, Margie, I'm Always Thinking of You." And the orchestra aboard the giant of the seas picks up the tune. And so everybody on board is singing it. And thus Comptailor is given the greatest "Goodbye Party" for many a year in Bermuda.

As they return the captain points out interesting landmarks. There is Fort St. George, now a signal station with the weather bureau just beyond. And sure enough the St. George Hotel, of which Mr. Bradley is the manager. Fort William looms up. And it was from this fort that they stole the gun powder for Washington and the Battle of Bunker Hill. Away out on the reef is North Rock lighthouse. Soon Sea Ventura Flat is reached. This is the place where Sir George Somers was wrecked in 1609 with his settlers from Virginia. Soon the pilot's boat appears with its horizontal red and white flag. Down the ladder comes the pilot into the small boat which heads its way to the pilot station on St. David's Island. Soon they pass five fathom hole and come through the most scientifically laid out channel, which is the most perfect from the shipping standpoint. And certainly Town Cut Channel is thus meagerly described.

Comptailor is given the key of welcome to St. Georges by a group of prominent citizens. Immediately he goes into the Pirates bar. The bartender sets down the bottle of Scotch. He fills up the glass, full to the top, leaving no room for soda. The bartender grabs Comptailor's hand as he starts to drink and asks him when he became a pirate. Comptailor a pirate? Did he come here to ravage and to destroy the time-honored customs and traditions of Bermuda? Did he come here to change those narrow and curious streets of St. Georges? Did he come here to drive automobiles and make whoopee? Did he come here to turn these islands into a yankee carnival. If he did, then he should have refused that key of welcome? Could he turn it back now? Indeed, there is only one thing to do. Drink a gentleman's amount of liquor like a gentleman, behave like a gentleman, and thus earn the reputation of a solid citizen with the respect of all.

A friend in need is a friend indeed, and a friendly place to live in is a great asset. And so Comptailor wisely selects Glen Duror as his place to live. Again he finds nice people who really know this locality and many people in it. The length of Comptailor's stay makes feel that he is growing native. To attend church is quite the thing to do. And to St. Peter's the parish church of St. Georges he goes. Some one has described the architecture as Norman. In reality it is neither Norman or Gothic but rather nondescript in purity of architectural form. Even the tower has been so changed that it is practically impossible to recognize its original form. Inside the church there is much to see. Comptailor was privileged to see the communion silver and furnishings of the altar. He noted the coat of arms of the Bermuda Company very finely carved in this wonderful silver. There is a plate by William III bearing the date of 1697. There are two flagons perfectly made and beautifully balanced. The christening bowl with its wonderful bead was presented by Gov. Brown in 1782. All this service is used at each communion. Its age befits very well with that of the church which bears the date of 1618. And the present rector, Arthur Tudor Tucker, is simply carrying out tradition and the line of Tucker intelligence. R. I. Tucker was rector from 1839 to 1868.

Comptailor meets a friend, Ronald John Williams, editor of the Bermudian, who gives him a striking description of the interior of the church. "There is a curiosity in the plan of the church," says Mr. Williams, "which is worthy of explanation. The sanctuary does not terminate the nave, but is at the East end of the transept. A wit has spoken of the members of the congregation bringing in compasses to get their bearing during the reciting of the creed, and, in fact, the larger part must rest satisfied with but a sideways view of the altar, and there are parts of the nave from where the holy ceremonies cannot be seen at all. Until 1715 the whole church was comprised within what are now the transepts, with the entrance at the West end; then at that time the present nave to the South was added, though the position of the altar was not changed. Possibly it was though proper to retain it to the ecclesiastical tradition and symbolism rather than place it facing the body of the church. But the termination of the nave is not without dignity: the three decker pulpit is placed there. How few there are left of these to-day!"

"The lowest seat within a three decker was for the parish clerk, position formerly of importance. From the intermediate place the parson read the lessons and to the highest, that of greatest dignity, he mounted to preach his sermon. The church retains the old box pews. They are reminders of a period earlier than the present when family worship was a privilege and duty and the support of the church, which carried with it the assignment of a pew, marked a man of merit in a community. Some of this spirit remains in St. George's in contrast to the laxity in general: the absence of interest in affairs spiritual and denials of responsibility toward church attendance, so often mingled with an idle Pharisaic scoffing."

Comptailor thanks the Bermudian, the leading monthly of Bermuda, for this description, for he well knows it is so much better than he could do. He reads the inscriptions on the various tablets on the walls within, commemorating the dead. But his mind reverts to old box pews. Up in front is the Governor's pew which is occupied by His Excellency everytime he visits St. Peters. And there is pew No. 1 for the Lord Mayor. Comptailor thinks of his great mission to bring more people to these isles of rest. Thus he picks up the radiophone and calls Manilla in the Philippine Islands. To his friend Frank Murphy, His Excellency the Governor General of the Philippine Islands, he gives a most hearty welcome to Bermuda and tells him that there is a place reserved for him according to the ethics of diplomacy when he comes to vacation and rest in this beautiful Bermuda. And should Comptailor forget Mayor Frank Cousins of Detroit! Indeed he will not because Detroit is so near to Bermuda. It is overnight

to New York aboard the Queen or Monarch and you are here for a surprisingly small sum of money. And so he gets the mayor on the radiophone and tells him of the courtesies which are awaiting him when he and his family shall visit this paradise of paradises.

Comptailor wonders if he should get a guide book. He recalls an amusing incident in the use of the Baedeker on the Rhine. Going up the Rhine he spies on the deck of the steamer an American intent on the pages of his Baedeker, the official guide book. Next to him is a German friend who drinks in the beauties of the scenery. The American is turning the pages of the book as this castle appears or a town is passed or a large vineyard disappears. His eyes are riveted upon its pages and his German friend seems to be looking at him in friendly consternation. Drink of that book he would while the German drinks of the scenery. Comptailor is introduced to them as the steamer nears its destination. A party of four makes a nice dinner crowd and so to a fine restaurant they go. The German discusses some of the delightful spots along the historic Rhine. But the American when these places are mentioned pulls out his guide book and refers to them as on page so and so.

And thus Comptailor certainly learned a lesson. Why buy a guide book for St. Georges and Bermuda when so many people are so friendly and willing to take you around.

Comptailor turns into Somers Garden which is the most beautiful park in St. George's. He sees a cocoanut palm and thinks what fun he could have if the people at Glen Duror would only loan him their pet monkey to throw down cocoanuts. He looks at the pigmy date palm and thinks that will probably be useful for a small date with a new lady friend. He plucks a piece from the thread palm so this lady friend may have something with which to sew on the button which has come off his shirt and possibly darn his socks. He takes a leaf of the cocoa palm back to Glen Duror and asks them to steep it up and make cocoa tea. Of course he does this because he wants a new drink to serve to his lady friend at four o'clock in the afternoon. From the blooming hibiscus he picks himself a buttonhole bouquet. Perhaps the fish tail palm tastes like fish and so Comptailor takes a piece of that. He concludes his snatching acts by taking the entire Rupicola India palm along with him. For he has never been to India and seems to feel somehow this will take him there and save

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him the cost of airplane charges. Never in all of Bermuda has he found so many things in one spot of such great assistance in his pursuits.

William C. Allard.

Political Situation Not Reassuring to Business

The business picture presents nothing outstanding, either on the encouraging or discouraging side. While business is better than sentiment, it is falling to register as much as seasonal improvement. In addition, business is definitely "spotty." Looking at the near term trend of business the close relationship between Government spending and indices of business activity in the past must not be overlooked. Although the relief bill will likely be in effect soon, so that a large amount of funds will be available, it must be realized that political factors might easily influence the expenditure of a large proportion of these funds in 1936 which is an election year.

The political situation, both domestic and foreign, is not particularly reassuring to business. There seems to be a tendency, however, to view the prospects of war and a currency depreciation race with caution rather than with alarm. Several factors in the domestic political picture have not been removed, such as the future of the NRA, the utility bill and the Supreme Court decision on the railway pension act, which very likely will determine the emphasis on reform or recovery. The trend of decisions being subject to opinions of men are, of course, unpredictable and must be followed from day to day.

Jay H. Petter.

Pressure Resented

Pressure being put upon Congress to enact the omnibus banking bill before adjournment of the session causes apprehension and annoyance among conservatives, while the inflationist group declares it does not go far enough in wresting power from private bankers and restoring it to the Government.

The real struggle over the legislation will occur in the Senate and Reserve Board Governor Eccles soon will have an opportunity to tell the Banking and Currency Committee of that body what are his views as to Government control. He will there face a much less friendly group than made up the House Banking Committee.

The discussion will first revolve around Eccles' nomination, for he never has been confirmed, and one question will be the extent to which actually he has divested himself of his bank interest in Utah, and what may be his connection with a bank holding company.

He will be asked to make clear what he believes to be the responsibility of the banks to depositors, as differentiated from any obligation he might believe them subject to, as an agency to aid the Government in financing its operations.



The Heart of the Community

THE yellow moon drops below the horizon. One by one the houses darken as silence settles over the countryside. It is a time of rest, of slumber.

But there is one building where rest does not enter, where the windows never darken; for the work of the telephone exchange, like the work of a sleeper's heart, must go on by night no less than by day.

Here trained operators, alert and skilful, sit at the junction of many wires. Here are linked all who would speak across the miles of darkness. . . . Somewhere an anxious mother is awakened by a childish, fretful cry. . . . Somewhere furtive footsteps betray the presence

of a prowler. . . . Somewhere, in a cellar, smouldering rags send warning smoke drifting through a home. . . . At some lonely crossing two cars crash and overturn.

In these emergencies, help is as close as the nearest telephone. Over a waiting wire speeds the call for aid—for the doctor, police, fire department, an ambulance. If that wire were not waiting, there would be heavier penalties of grief and loss; help, at times, would arrive after help had ceased to be of use. Faithfully rendering a vital service both night and day, the telephone exchange plays a part which makes it, in a sense that is very real, the heart of the community.



MICHIGAN BELL TELEPHONE COMPANY

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 Gazon, Grand Rapids; Lee Lillie, Coopersville; Martin Block, Charlevoix.

Name of Jevne Passed From Trade Picture

When a chain store weakness is pointed out to us, we shall not gain much from it if we content ourselves with feeling self-righteous, maybe thankful, like the Pharisee, that we are not as other men. We are shown weakness in others that we may examine ourselves, look within our stores, to insure that we do not have similar shortcomings.

"Well, get down to cases" says you, "and cut the preaching!" All right. My present application is the perishables department; specifically spinach to-day, because in our immediate region rain has come plentifully of late and spinach reaches many wholesale markets heavily loaded with dirt. Chains suffer in such circumstances because their buyers must secure big supplies and get them quick, and spinach is only one item. To go from market to market is impossible. Temptation is strong to take what is offered, to supply units in time for each day.

Spinach far from the pink of condition thus reaches the various stores. Individual managers may resent such treatment, but few enter real protest. They don't like to be classed as "kickers," and few know how far a comeback from the buyer may go toward putting them "in bad" with the folks higher-up. So, except for a few strong characters, managers accept what they get and do the best they can with it.

But what is "the best" under a chain manager depends on many factors aside from the man's character itself. He is heavily loaded with work; not, please note, because "chains over work their help"—which is as much bunk as thoughtless generalities usually are—but because of the limitations of non-service business, especially as aggravated by NRA wage requirements.

Because the produce deliveries must be made in rotation, he may get his perishables long after opening time when activity of trade confines him at his checking counter so steadily that he is unable to do more than hastily place his goods, with no time for sorting much of anything and no chance to wash spinach. His business suffers because no consumer anywhere to-day needs to accept anything not in prime condition. Too many food stores are at hand for that.

Briefly stated: Only perfection in perishables will pass muster.

Here, then, the solo grocer enjoys a fine advantage—or say the chance for such advantage. He can rise extra early, go to market and select the pick of all offerings. Nobody holds him by any ties other than good goods. He can pass any wholesaler, regardless of acquaintance, friendship or other ele-

ment. Personally inspecting what he gets, it is clearly up to himself what he sets before his trade.

Then suppose that all spinach receipts suffer rain dirtying, he can rush back and, by extra diligence, he can clean what he displays and have that great advantage.

But this chance, this opportunity, is there in full effect only if the grocer take advantage of it. That is the real lesson to be derived from this state of facts and similar conditions. It deserves emphasis because my observation is that grocers are no better in this respect than they should be.

Most of us are great on responding to slogans, but few stop to think any slogan or statement through. We are agreed, at least in theory, that what culminated in mid-1929 was a financial and economic debacle—nothing of real prosperity about it. Yet in keeping with various bits of sloganitis our thoughts and hopes revert to 1929 with expectation that similar conditions may return.

Now Printers' Ink quotes the head of Thom McAn—which is a chain of shoe shops, by the way—thus: "It would be helpful if business leaders would recognize that the present gains are normal gains and that the business we are enjoying now is normal business, and would not compare it, unfavorably, with the volume of boom years. The business gain now flows from genuine improvements in merchandise, priced reasonably, and from efficiencies and progressive activities in business management."

I have been encouraged of late to note, coming from out-of-the-way small places, what I think is "the still, small voice" of the plain people. It is beginning to rise above the din of fading jazz, penetrating the raucousness of radio advertising, with a note of simple sanity such as we heard, likewise from backwoods localities, after our wartime let-down of morale had spent its force.

That's fine. It connotes return to first principles, to the ancient Gospel of hard work and stern endeavor being the price of personal independence and the only reliable way toward enduring progress.

On March 7 the name Jevne passed from the trade picture of Los Angeles. It had disappeared from the Chicago district some years before. That marks the end of what two Danish brothers made famous wherever high grade groceries and table luxuries were known; and because a paraphrase of the old Latin's saying herein applies to me, I give it thus: "Much of it I saw—part of it I was."

Fifty years ago C. Jevne & Co. were as institutional in Chicago as Marshall Field and apparently as permanent. It was my fortune to know the house well. I had one week's experience as a clerk in it. The C. stood for Christian who came over first and was followed by his brother Hans. Hans did not stand Chicago climate well, so Christ sent him to Los Angeles in 1885. There he started the business later to become H. Jevne Co.

in a little shop, then central, in a locality long since gone to seed.

Despite the sleepy crudeness of that quiet Mexican "pueblo" of perhaps 10,000 or 12,000 inhabitants whose big trade was with "rancheros" who came periodically for great stores of staple supplies, Jevne handled the best goods, imported fine luxuries, had the knack of selling such goods, and grew with surprising speed and consistency.

Many stories are told of his ways—none, to my mind, worthier of note than this: That from his beginning until his death, Jevne freely sold anything he had to any grocer who wanted it on a basis that provided a profit for that grocer. Jevne never questioned whether his competitor was supplying a former customer of his own; took no note that the rival might be a near neighbor; paid no attention whatever; seemed not to have any consciousness of rivalry or competitive elements. On the contrary, he not only sold another grocer anything that grocer wanted, not only gave a profit with the item, but would take as much time and care to give the other fellow full details of the origin, history, best uses and applications of the article.

Did this hurt Jevne? It surely did not. His business grew rapidly, consistently until it was known from coast to coast. Naturally, he grew into a wholesale department. He gathered a big fortune—too big for the next generation to live with as grocers. When the store location, occupied in central Los Angeles since 1906, was sought after with a fabulous premium offer, the wonderful food emporium passed from the scene; and Hans survived it but a few years.

I felt then that the Jevne business would not last and now, after years of gradual fading, it is gone.

Paul Findlay.

Firmer Gasoline Prices Expected

Large refiners predict firmer gasoline prices as the season of increased consumption approaches.

The report of Secretary Ickes' special committee stressing the need for higher prices because most refiners have been operating at a loss will influence price policy. As the season for heavy sale of fuel oils has terminated, refiners are particularly in need of greater yields from gasoline sales.

Since the only alternative solution to their problem would be lower quotations for crude oil, it is felt that steps to advance gasoline prices can be expected.

In addition, the movement of "hot oil" has been largely confined to truck shipments from Texas, which are unlikely to disturb Eastern markets. Major producers are reported ready to absorb gasoline now offered in the Gulf market, and strength in that area would be reflected elsewhere in all probability.

The Railroad Rate Decision

The emergency rate rise granted the railroads by the Interstate Commerce Commission will yield about \$84,000,000 annually. This will just about offset the 5 per cent. advance in wages which goes into effect to-day, so that no increase in the recent low levels of railway earnings will result.

It remains to be determined, furthermore, whether the rate increases will curtail traffic to a point where their effect will be counteracted. The products selected, however, were chosen because they seemed least likely to be affected by rate increases.

Exemption of many agricultural products from the rise will make Eastern railroads the chief beneficiaries. The many weak railroads in the West will thus fail to obtain appreciable relief.

Lower Prices and Durable Goods

Leading manufacturers of supplies for the heavy goods industries continue to feel that the time is premature for a price cutting campaign to stimulate volume.

"This is not the time to cut prices," one leading industrialist stated. He indicated his belief that lower prices would not give the desired stimulus to consumption, as long as so many other factors held back building, railroad rehabilitation and other branches of the capital goods industries.

The argument is that a price slash now would not be compensated by increased volume at this time, and hence serious operating deficits would be incurred that would undermine the financial stability of such concerns.

CANDY FOR EASTER

APRIL 21

PANNED MARSHMALLOW EGGS—ALL SIZES

JELLY EGGS—LARGE OR SMALL

CREAM EGGS—ASSORTED COLORS

CHOCOLATE MARSHMALLOW EGGS AND RABBITS

CRYSTALLIZED CREAM EGGS AND RABBITS

Also Many Attractive Novelty Packages

Order from your Jobber

Manufactured by

PUTNAM FACTORY GRAND RAPIDS, MICH.

MEAT DEALER

Effective Cooking School in Several Cities

Schools of meat cookery conducted by the National Live Stock and Meat Board during the first two and a half months of 1935, were attended by 190,200 homemakers in twenty-four cities of fifteen states, according to a report just issued by the Board.

In addition to the homemakers, a total of 5,600 retail meat dealers were familiarized with the meat cuts used at the cooking school and shown the value of the cooking school instruction in stimulating their meat sales.

The cooking school program brought to light increasing evidence of the fact that homemakers are keenly interested in learning more about the selection and preparation of meat. At every cooking school session, the Board's lecturers are literally bombarded with questions indicative of this interest. Here are a few typical questions:

"Please give some ways of serving liver?"—"How do you pan-broil a steak?"—"Please tell how to keep leg of lamb from shrinking?"—"Can meat loaf be cooked uncovered as well as a roast?"—"How do you fry bacon?"—"At what temperature should short ribs be cooked?"—"What is a minute steak?"—"When you fry meats should the pan be covered?"—"How can meat be broiled without a broiler?"—"How long do you bake a beef tenderloin?"—"What is a grilled pork chop?"—"Should the outside skin on the leg of lamb be removed?"—"How do you prepare a cured ham?"—"Should a slice of ham be cooked at a high or low temperature?"

Homemakers were equally as interested in the question of the food value of meat. Those women are thinking in terms of the family's health in the preparation of their daily menus. Here are some of the questions asked on this phase of the subject. "Are kidneys as rich in iron as liver?"—"What is the food value of beef tongue?"—"What meats are blood-builders?"—"Please give the meats high in iron and copper for use in pernicious anemia?"—"What meats would you recommend for the reducing diet?"

Co-operation with live-stock organizations in various cities made possible a more effective cooking school program in several cities. In Dallas, Fort Worth and San Antonio, Texas, the schools worked closely with the Texas and South-western Cattle Raisers' Association. In Rapid City, So. Dakota, the school was held while the annual convention of the American National Live Stock Association was in progress. In Wichita, Kansas, the cooking school was a feature of the convention week program of the Kansas Live Stock Association.

That the schools are popular in every section of the country is evident from the Board's report. Women attending the Erie, Pa., school were unanimous in stating that it was the most instructive school they have ever had. At Huntington, W. Va., the school was acclaimed the most successful one ever given in that city. At Wichita, Kans.,

the 14,200 women present set a new high record for local cooking school attendance. An audience of 2,200 women attended the opening session of the school at Atlanta, Ga., in spite of a heavy downpour. At Tampa, Fla., the hall was packed and women were being turned away as early as 9:00 A.M.

The cook of a leading Texas ranch was sent to all sessions of the meat cookery school at Fort Worth. In Birmingham, Ala., the Board's lecturer was called upon to suggest menus containing plenty of meat for the 400 prisoners in the county jail. At Topeka, Kans., 1,000 homemakers came to the second session of the school despite a severe dust storm.

One Function of National Live Stock and Meat Board

With seventy-seven meat merchandising lectures and demonstrations conducted during February before audiences aggregating 70,718 persons in 25 cities of nine states, this phase of the promotion program of the National Live Stock and Meat Board set a high record, according to a report of that organization.

The programs stressing modern meat cuts and their utilization also provided instruction in meat selection and food value. Groups attending the various meetings included meat retailers, women's clubs, cooking schools, hotel and restaurant men, service clubs, dietitians, students and teachers.

One of the high lights of the month was the work among educational institutions. Assemblies of the entire student body in high schools of eighteen cities were given over entirely to the lecture-demonstrations on meat. Programs before Rotary, Kiwanis and other service clubs brought the story of meat to leading business and professional men in many of the cities visited. Demonstrations of modern cuts of beef, pork and lamb given as special features of the Board's cooking schools, proved high in favor with housewives since they fitted in so well with the instruction given in meat cookery.

Reports from various cities indicate the widespread interest with which this work is being received. Jersey City, N. J., and Memphis, Tenn., with 12,300 and 11,460 persons present at meetings, led all other cities in attendance during the month. The largest retailer meeting was held at Philadelphia, Pa., with 1,375 retailers present from thirty-five different cities.

States in which these programs were conducted in February are: New York, New Jersey, Pennsylvania, West Virginia, Illinois, Kansas, Arkansas, Tennessee and Florida.

Questions of Interest to Grocers and Clerks

No. 1. Question: What is sauerkraut?

Answer: Sauerkraut is fermented shredded cabbage, prepared with dry salt.

No. 2. Question: What two varieties of pears are most often used for canning, and what is the difference between them?

Answer: Bartlett and Kieffer pears are the two varieties most often used for canning. The Bartlett is a white juicy pear of fine-grained texture. The Kieffer pear is smaller, harder, and less sweet. Bartletts are packed in halves, Kieffers in quarters.

No. 3. Question: What is "Scotch style" barley?

Answer: Barley grains coarsely ground are termed "Scotch style" barley.

No. 4. Question: What is a window valance?

Answer: A window valance is a narrow cloth drape, 15 to 20 inches from top to bottom, hung at the top and inside of display windows to give a decorative effect and to shield the light from the eyes of sidewalk shoppers. Valances are sometimes made of wood or metal, or are painted on the glass.

No. 5. Question: What are the six general classes of food stores?

Answer: The six general classes of food stores are: 1. specialty shops selling one line, such as bakery, meat market, etc.; 2. cash-and-carry groceries; 3. service groceries with charge accounts and delivery; 4. delicatessen-grocery stores; 5. general stores selling groceries; 6. the complete food market.

No. 6. Question: What should your fresh meat inventory be?

Answer: Good meat merchandisers control the fresh meat inventory at 1 per cent. or 1.5 per cent. of the total annual sales. The stock, in a good performance, is turned from 75 to 100 times per year.

No. 7. Question: Has oleomargarine consumption increased in the last 20 years?

Answer: In 1930, the last year for which figures are complete, average individual consumption of oleomargarine was 2.9 pounds, while in 1909 it was only .99 pounds.

No. 8. Question: What percent of the sales of the average full line food market or combination store is made up of meats?

Answer: The per cent. of meat sales in combination stores of course varies widely, but the average is 30% of the total.

No. 9. Question: What is the technical definition of apple butter?

Answer: Apple butter is the homogeneous, semi-solid product obtained by cooking to proper consistency a mixture of not less than 5 parts by weight of the properly prepared edible portion of whole apples (or the equivalent of cold pack, canned, dried or evaporated apples) with each 2 parts by weight of sugar, or of sugar and dextrose; with or without one or more of the following: apple juice, boiled cider, spices, salt, vinegar or other harmless organic acidulant. The product contains not less than 43% of water soluble solids.

No. 10. Question: What does the cooking of bananas accomplish?

Answer: Cooking makes partially ripe bananas readily digestible and makes it possible to use bananas as a vegetable. Cooking also brings out a pleasing, different flavor. Green-tipped or firm yellow bananas should be used for this purpose.—Kentucky Grocer.

Government by Professors Viewed With Alarm

The teaching profession has never attracted the ablest of our young men. I state this as a fact. Probably it is unfortunate. In many years under professors I can remember out of dozens, perhaps hundreds, only two who stood out as great teachers. In other words, the run of professors is nothing to get excited about, even in their own line of work.

This condition might be merely something to worry over and try to improve by improving the breed of teachers were it not for the fact that, not being satisfied with being mediocre in their own jobs, the professors have suddenly started to run the world by means of round-robin letters.

In the last few days they have been telling the navy not to practice in the Pacific Ocean and the Cuban government how to deal with those who plotted its downfall.

The latter big of advice is signed by at least one gentleman who recently signed a report on Cuba saying, among many other things: "if Cuba is to stand on its own feet, Cuban leaders should make their own decisions."

W. A. Chadbourne.

Higher living will come—but just when, nobody can foretell.

Expect much "beefing" about beef prices this Summer.

A public right cannot be changed by private agreement.

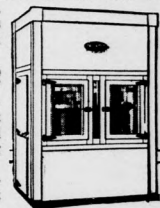
Second thought are not always best.

INVESTIGATE and you'll choose



"DRY-KOLD" REFRIGERATORS
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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.

Hints For the Hardware Dealer in April

A good way to start the month of April is to put on an appealing display of housecleaning lines. Housewives who have already started their spring cleaning are beginning to realize that their equipment is inadequate; and a display at the present moment will not merely appeal to these customers, but will interest those who normally do their buying somewhat later.

In your early housecleaning displays, stress the desirability of being fully equipped for housecleaning from the very start; that the up to date housewife should have at her disposal every labor saving device available; and that such devices will reduce the incidental drudgery.

The time to make your strongest display is before the majority of housewives get into the thick of their cleaning. The housewife who has struggled half way through the work with inadequate equipment will usually decide to postpone buying new equipment till another season or another year. So, put on your big display at the very start of the season.

Household lines can be featured in April in a series of carefully planned displays. Begin with a comprehensive display which aims to show what a wide variety of equipment is available for making the work of spring cleaning easier. Take as your slogan, and the dominant idea of your window trim, "Complete equipment makes housecleaning easy." And be sure that your display brings out this idea clearly. Help out your window trim by the use of show cards emphasizing the way in which each article or group of articles is helpful in eliminating drudgery.

After this, put on a series of displays less comprehensive and more specialized. Such a series may include an "Easy Monday" washday featuring laundry equipment. If you handle electric, play up your electric washer; and, if possible, have it actually running and demonstrating in the window. Perhaps a model laundry room can be shown in the window, or inside the store.

Then you can put on a paint display. Paint links logically with housecleaning; for housecleaning discovers a lot of unsuspected wear and tear which paint can make good. A display of varnishes, stains, enamels, interior paints, flat wall paints, polishes and similar specialties will logically precede the spring drive in exterior paints.

Incidentally, feature your flat wall paints. In this connection, it is better to fish for a minnow and grab a whale than to fish for a whale and not even get a minnow. In other words, don't try to sell a redecoration order for the entire house. Or, if you do try, be prepared to shift your line of attack if the probable cost of so big a project frightens your prospect.

Your best line of approach will probably be: "Why not redecorate a single room—the room which needs redecorating the most?" In other words, start in a small way. If you succeed in selling enough flat wall paint to do a single room, that's a good beginning. It may not run into much money; but it is a pretty safe bet that the housewife will realize when it is done that some of the other rooms need painting. And in a good many cases she will buy the paint for them, too.

Some people like to redecorate the entire house at one time; or rather, they like to picture themselves doing it. As a matter of fact, they rarely do it, and you can rarely persuade them to do it. You can sometimes do it when the owner wants to make the house more easily saleable, or when someone has just bought. But in most instances a few rooms at a time, or a single room, is a better mark at which to aim.

So "Why not try just one room?" is a good business-getting stunt.

In April, the tool department merits some pushing. Both carpentry tools and garden tools make attractive displays. In putting on a display of small tools, it is often a good stunt to show the goods in terrace form, with one step rising behind another. This materially increases your display space, giving you not merely the tops of the steps—equivalent to the floor of the window—but the "risers" also. Another good arrangement is to provide an attractive background and show the smaller tools against the background, with the larger items displayed on the floor. White cheesecloth makes a good background; but black or colored material can often be used to good advantage.

In your garden tool display, a bit of green often gives a realistic effect. Artificial flowers and leaves can be used. Better still is a carpet of real turf on the floor of the window. If you have started some grass or vegetable seeds in a box, these can be worked into the display. Or you can borrow sometimes from the greenhouse. Many dealers plant such boxes with the seed so arranged in the flat wooden boxes as to spell "Good Seeds" or "Our Seeds Grow" in green against the black soil.

In such window trims, the hangers supplied by the seed firms will add an attractive touch of color; as will the bright hued seed packets.

Here, too, it is good policy to emphasize the idea of the amateur gardener having a complete equipment of tools for his work.

Toward the end of April, city families will be moving. This gives the dealer a chance to push his stove trade. A new home often suggests a new stove; but once the old stove is set up, it is harder to sell a new stove. It pays to catch these prospects on the wing.

Sporting goods should move rapidly in April, particularly if the spring is early. The bulk of the spring trade will go to the dealer who is well stocked and ready to meet all demands. The demand for these lines usually develops suddenly; and once the sporting enthusiast is aroused to action, he wants what he wants when he wants

it. So it is worth while to have the goods in stock when the call comes, instead of "just on order"—for the latter means that the prospect is pretty sure to go elsewhere.

Victor Lauriston.

Proceedings of the Grand Rapids Bankruptcy Court

In the matter of Milan Greenman, bankrupt No. 5933. The first meeting of creditors has been called for April 12.

In the matter of Fred and Alvina Reschke, bankrupt No. 5978. The first meeting of creditors has been called for April 12.

In the matter of Arthur Gunton, individually and doing business as Pasadena Service Station, bankrupt No. 6135. The first meeting of creditors has been called for April 10.

In the matter of Gerald Derksen, bankrupt No. 6138. The first meeting of creditors has been called for April 9.

In the matter of Sinclair Lumber & Fuel Co., bankrupt No. 6139. The first meeting of creditors has been called for April 8.

March 25. On this day the reference, and adjudication in the matter of Abel F. Speckman and Dena Speckman, bankrupts No. 6030, were received. The schedules have been ordered filed. Upon receipt of same the assets and liabilities will be made known.

March 25. On this day the reference, and adjudication in the matter of Fred Jettke and Amelia Jettke, bankrupts No. 6051, were received. The schedules have been ordered filed. Upon receipt of same the assets and liabilities will be made known.

In the matter of Harold J. Newton, individually and doing business as the Star Bakery Co., bankrupt No. 6040. The sale of assets has been called for April 12 at the bankrupt's former place of business located at 107 East State Street, Hastings. The property for sale consists of store fixtures and equipment, slicing and wrapping room equipment, bake shop equipment, oven room equipment, supplies, misc. equipment and truck, all appraised at \$1958.79. All interested in said sale should be present at the date and time above stated. The property will be open for inspection the date of sale and day preceding.

In the matter of Kirk J. Deal, bankrupt No. 6106, first meeting of creditors was held March 25, at which time the bankrupt was present and represented by Kimball & Smith, attorneys. No others were present or represented. The bankrupt was sworn and examined without a reporter and M. N. Kennedy, of Kalamazoo, was appointed trustee and his bond fixed at the sum of \$100. The meeting then adjourned without date.

March 27. On this day the first meeting of creditors in the matter of Louis H. Harmon, bankrupt No. 6110, was held. The bankrupt was physically unable to be present, but was represented by Freeman W. Haskins, attorney. One creditor was present in person, and Francis C. William, Adelbert H. Adams and Fred C. Wetmore, attorneys, and Grand Rapids Association of Credit Men were present on behalf of creditors. Shirley C. DeGroot was elected trustee, with bond of \$1,000. The meeting adjourned without date.

March 27. On this day the first meeting of creditors in the matter of Richard H. Loppenthin, bankrupt No. 6130, was held. Kim Sigler, attorney, was present on behalf of the bankrupt and stated the bankrupt was unable to be present because of being seriously injured in an automobile accident. Creditors were represented by Grand Rapids Ass'n of Credit Men. Fred G. Timmer, of Grand Rapids, was appointed trustee, with bond of \$100. The meeting then adjourned to April 26.

In the matter of Thomas S. Baird, doing business as T. S. Baird, debtor No. 6125, first meeting of creditors was held March 27. Debtor was present and represented by Kim Sigler, attorney. Fred G. Timmer, receiver, was present. One creditor was present and C. R. Ass'n of Credit Men were present on behalf of creditors. Fred G. Timmer, receiver, stated briefly the status of the proceedings and his operation of the business. Thomas S. Baird, debtor, was sworn and examined before a reporter. It was agreed that Fred G. Timmer continue as operating receiver. The meeting then adjourned to April 30, proposed offer of extension of the debtor to be on file at such time.

In the matter of Burkhardt & Son Packing Co., a corporation, bankrupt No. 6122, the first meeting of creditors was held March 26. The bankrupt was present by

F. H. Burkhardt, president, and represented by George B. Kingston, attorney. Fred G. Timmer, receiver, was present and represented by Nathan C. Snyder, attorney. Certain creditors were present in person and represented by Benn M. Corwin, Hilding & Baker, attorneys, and G. R. Ass'n of Credit Men. F. H. Burkhardt was sworn and examined before a reporter. Fred G. Timmer, of Grand Rapids, was appointed trustee and his bond fixed at the sum of \$1,000. The meeting adjourned without date.

In the matter of Frederick C. Beardsley, doing business as Beardsley Hardware, bankrupt No. 5882. The final meeting of creditors has been called for April 17. The trustee's final report will be approved at such meeting. There may be a small dividend for creditors.

In the matter of Daggett Canning Co., bankrupt No. 5799. The final meeting of creditors has been called for April 17. The trustee's final report will be approved at such meeting. There will be a first and final dividend for creditors.

In the matter of Krapp Motor Sales, bankrupt No. 5852. The final meeting of creditors has been called for April 17. The trustee's final report will be approved at such meeting. There will be no dividend for general creditors.

In the matter of Henry F. Dowstra, doing business as Harmon Center, bankrupt No. 5885. The final meeting of creditors has been called for April 17. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

March 28. On this day the reference, and adjudication in the matter of Russell Mahaffay, bankrupt No. 5861, were received. The schedules have been ordered filed. Upon receipt of same the assets and liabilities will be made known.

April 1. On this day the reference, and adjudication in the matter of Joseph Colletti, bankrupt No. 6108, were received. The schedules have been ordered filed. Upon receipt of same the assets and liabilities will be made known.

April 1. On this day the schedules, reference, and adjudication in the matter of Charles Maurice Dark, bankrupt No. 6169, were received. The schedules show total assets of \$550 (of which \$650 are claimed exempt), and total liabilities of \$630.08, listing the following creditors:

Franklin Fuel Co., G. R.	\$ 45.00
Dr. Carl F. Snapp, G. R.	82.06
Mich. Bell Tel. Co., G. R.	16.28
Dr. O. H. Gillett, G. R.	224.60
E. Creamery Co., G. R.	15.19
St. Mary's Hospital, G. R.	71.65
Dr. R. E. Scully, G. R.	25.60
Mary J. Field, G. R.	11.46
Charles E. Lively, G. R.	139.50

Our Optimist

Dedicated to E. A. Stowe on his 76th Birthday.

In what a solo cast

Gray-hairs act here and there

Because withal, a past

Leaves none with them to share

In undiminished power

The reminiscences

Which silvers all at last,

When ran a common dawn

What hands did it display!

These one on one have gone

And fallen by the way;

Great pals of years—a part

Of one's own life and heart—

Do lift no curtain drawn.

The drama's name is life

It has to do with men

In whom a joy was rife

Until the set is when

The scenes are long ago;

When that last curtain show

Each actor has a strife.

But should the role forsooth

Be left to only me

I promise you in truth

With all sincerity

I'll call it dawn again

Save will I picture then

The best is yet to be.

Charles A. Heath.

A newly developed seal for jam and jelly glasses is moistened, smoothed down over the glass top and a rubber band snapped around its edges. It then shrinks, gripping the glass.

Sawmills and woodworking plants are offered a new machine which forms sawdust and shavings waste into "logs" suitable for burning in fire places, furnaces, etc.

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

DRY GOODS

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

Ends Service With Hardy Co. After Fifty-one Years

William E. Thornton, who has been active in the business and civic life of Muskegon for years, and saw the Wm. D. Hardy Co. grow from a single store employing around 10 persons to its present size, retires next Saturday from active participation in the business, although he will retain his financial interest. Starting 51 years ago next May 12 at the age of 14 years as delivery boy, Mr. Thornton rose to the position of president and general manager and a leading figure in the business life of the community.

In recognition of his service, a dinner was given by those connected with the store to Mr. Thornton at the Cottage Inn last evening.

At the time Mr. Thornton entered the Hardy store there were five other stores of almost equal size in the city. They were the Riordan store conducted by John Riordan, the Dennis Smith store, the Leahy store, the Friedman store and the Kalamazoo store, which later became the Dratz store and is now the Kline department store. The Hardy store, founded about two years before Mr. Thornton entered the business, was in the same location as today, and was started by William D. Hardy and Mr. Corwin. Mr. Hardy came here from Ypsilanti where he was in the mercantile business and was employed for a time at the Riordan store before entering business for himself.

As the business grew with Muskegon, a partnership was later formed by Mr. Hardy, Mr. Thornton and Paul R. Beardsley. When Mr. Beardsley withdrew to enter the manufacturing business, A. J. Dearborn, now of Los Angeles, entered the partnership, which continued until the stock company was formed about sixteen years ago. Today, members of the stock company are the employees of the store.

At one time, William Leahy joined in the business with Mr. Hardy, a wholesale and jobber department being opened, with Mr. Leahy in charge.

Mr. Thornton recalls to-day that only two stores here at the time he entered the Hardy business, are operating to-day under the same name. They are the Arntz sporting goods store and T. B. Callan & Son. Only the Callan and Hardy stores are in the same locations.

Mr. Thornton has devoted much time to civic affairs in Muskegon for years. He has served as president of the Chamber of Commerce and is a director of that organization to-day. He is a past exalted ruler of the Muskegon Elks lodge.

With his retirement from active participation in the business, Mr. Thornton will relinquish his position as president. N. J. Van Andel is secretary and treasurer and general manager, having taken over the duties of general man-

ager a year ago in February. It is expected that Mrs. Hardy, the widow of the founder of the store, will be named president.

About 125 employees attended the informal dinner party last night at which Mr. Thornton was presented with gifts both by the employees as a group and by the company.

William Ritcheski presented a three-piece set of matched luggage from the employees and N. J. Van Andel, chairman of the evening, presented a check from the company.—Muskegon Chronicle.

Belgian Stemware Competing

Glassware manufacturers who have been fighting Japanese competition for the last two years this week turned attention to Belgium, a new source of low-price competition. Belgian stemware of all types brought in to sell 25 to 30 per cent. below levels at which comparable American merchandise can be sold is rapidly displacing domestic goods in the medium and better price ranges, producers complained yesterday. Organized protests against the importations are under way at the present time, it was said, but manufacturers doubt early relief. The Belgian ware assumed volume proportions about a month ago. It is not affected by the pending Belgian trade agreement.

Easter Apparel Spurt Begins

The first spurt in wholesale activity in ready-to-wear since the initial rush of buying developed in the New York market last week. Showrooms had the largest buyer attendance in weeks and the resident office representatives also handled a much larger volume of business. The spurt was considered the forerunner of a brisk demand for ready-to-wear to replenish retail stocks. All reports are that, provided weather conditions are favorable, retail ready-to-wear volume at this and the following week end will be extremely heavy. While the view is held that manufacturers are geared up to make quick shipments, there is still the possibility that reorders may be so heavy as to make for considerable delays.

Swaggers to Lead White Coats

With swagger styles in coats meeting strong consumer favor, it is expected that these styles will prove outstanding in white coats for later season selling, and also in the new models featuring light-weight pastel woolens. Initial volume white coat business is expected to be done on the \$10.75 range, with the \$6.75 range coming to the fore later on. The new pastels are featured to retail at up to \$29.50. An excellent call continues for corduroy velveteen garments from \$16.95 up. One solution of the suit problem has been reached in the offering of a 39 to 45-inch swagger coat with skirt, which gives the wearer a double-purpose garment.

Re-order Easter Gift Wares

Buyers for gift shops in the West and Southwest are sending substantial re-orders for Easter and Spring merchandise to wholesale dealers in New York. The buying exceeds last season's figures by a wide margin in those

sections, sales agents said, but is offset by a lack of demand in other parts of the country. Calls for merchandise yesterday covered a wide range of dollar items, including novelties made strictly for Easter and a number of related items such as handbags, perfume bottles, vanities and similar goods. Local stores are expected to

buy Easter requirements early next week.

A new all-steel dog kennel robs the old saw about a dog's life of some of its meaning. The kennel has an insulated roof, a swinging door which the lucky dog operates himself.

Taxes will tax recovery.

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.

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THE MICHIGAN RETAIL DRY GOODS ASSOCIATION

320 HOUSEMAN BLDG.

GRAND RAPIDS, MICH.

Why You Should Make It

"Firestone and Farley"

Again for your 1935 Rubber Season

We have in Grand Rapids, for you, the Largest Stock in Michigan. This means that hundreds of Firestone Footwear retailers will again get that "FAST OVER-NIGHT SERVICE" which increased their volume and profits—all this on a smaller stock, due to FARLEY SERVICE.

Firestone 1935 Line with many new numbers added makes it the outstanding Rubber Footwear Line.

Be sure to write in for The New Canvas Catalog on New Sport Footwear, Tennis, Soft Ball, and Girl Scout Canvas, "Lace-to-Toe" Oxfords and Laced Footwear.

Our salesmen are now out with the new 1935 line of samples and prices.

Don't buy until you see what we have to offer.

C. J. FARLEY & COMPANY

GRAND RAPIDS, MICHIGAN

"We Serve You Better"

MR. ROY McCracken
 Manager Footwear Dept.

MR. E. B. GILMORE
 Footwear Specialty Salesman

HOTEL DEPARTMENT

Detroit Landlords Making Rigid Fire Inspection

Los Angeles, March 30—As a scare heading one of our Los Angeles newspapers announces that a syndicate will put up forty apartment buildings at once. They ought to do this little thing and while they are about it, add a few for good measure. If there is one thing Los Angeles does not need it is more living quarters. Most landlords admit that the city is 40 per cent overbuilt when it comes to living accommodations. Rents have come down in about that proportion for this type of abode during the past two years. One of our chiefest industries is to find suckers who desire to invest in apartment buildings. There is a well organized association of "apartment dwellers" who help to swell the "occupancy" list until after the sale has been consummated, after which the new owner discovers that they have been furnished their apartments free of charge and are prepared to move the first time the rent collector comes around. Court proceedings portray this condition daily. Don't buy any stocks or bonds secured by hotel or apartment buildings in California. If you must invest in doubtful propositions go direct to the yard where they turn out gold bricks and get in on the ground floor, besides saving postage, and some other worries.

A recent leading editorial article in the Hotel World-Review is entitled, "Hotel Prices Must Be Increased." In part they have to say that "any hotel or restaurant operator who may have imagined that the threat of increased food costs was a bogie-man created by the salesman, should revise that opinion and prepare to raise his menu prices." There is nothing more certain in all the world than that, so far as meats are concerned, the dining room operator is going to pay and pay and pay, if he wants the best cuts, and if he is conducting the right kind of an establishment, he must have the best. There isn't any sort of doubt but what the caterer must within a very short time radically readjust his charges, but catering is not the only consideration in hotel operation. Among them is the earnings from room occupancy, and this is a matter that should be threshed out forthwith by the operators. We all admit that room charges are too low—do not meet the overhead and fixed charges—but what can be done about it? Out here in Los Angeles the investors in several of the most important hotels in the city, came forward and voluntarily consented to a cancellation of fifty per cent. of their bond holdings, on a showing that by no possibility could there ever be earnings sufficient to pay interest on the original investment. Some of these hotels are now operating on a reasonably paying basis since this scaling down of the original investments. One of my my Michigan friends, on a recent visit out here, told me that he was really situated "between the devil and the deep sea." Because of the fact that if he charged his established prices for room offerings, he could not pay anything to his bondholders and, if he did not reduce his prices, he could not continue to hold his patronage; and that so far as commercial men were concerned, a very large percentage of them were employed on a commission basis, and they were drifting away to the cheaper hotels and, in fact, most of his patrons were looking for bargains. In such cases the only thing for the investors to do, if they would avoid total loss, is to make the necessary readjustment at once, or else cease enjoying dividends until time shall be no more. I do not aspire to play the role of a Gloomy Gus and I do not

claim an excessive understanding of the technique of hotel operation, but I am brought in contact with these conditions almost daily, and it is quite evident that concerted action must be restored to—not in the distant future—but immediately.

Down at Redondo Beach, a restaurant man who specializes on fish offerings, has a great run on his brand of creamed codfish. His output is certainly artistic. He let me into the secret on a recent visit there and this information I am going to pass along for the benefit of those who are looking for something to appeal to the public. Use a first-class grade of salted, dried codfish. Shred it carefully and eliminate all bones. Place over the fire in cold water and bring to a boil only. Do not soak it. Then place in your skillet with generous portions of butter; saute carefully after lightly dredging with flour. After this procedure add whole milk to the mass and allow to simmer until it arrives at a creamy consistency. Then watch the public grab it off and like it. No eggs are required.

It may also be interesting to know, especially by those who have never had occasion to figure out mass production and consumption of foods, to know that from a comprehensive bill of fare offered the public, the demand for eatables will quite likely come in the following order: Onion soup, boiled beef with horse-radish sauce, corned beef hash, Irish lamb stew and corned beef and cabbage. Of course the occasional restaurant diner usually falls for the fancy offerings.

From my understanding of a recent decision, hotels in Wisconsin will not hereafter be allowed to make an added charge to hotel patrons for a local telephone service. The railroad commission forbade it, and, on appeal, the state supreme court handed down a decision to the effect that "a hotel telephone is merely an extension of the company system and any charge in excess of the recognized rate is discriminatory." Naturally they were bound to do this in keeping with frequent prior decisions relative to regulation of public utilities. The hotel man advertises room telephone service as one of his attractions. If he is wise he will readjust his rates so that they at least cover the net cost of this device, so that while the charge may be in the hotel bill, it is not observable.

One of the speakers at a recent hotel convention which I attended here, emphasized the importance to the hotel man of spending some time in the inspection of other hostleries, in order to keep in touch with what is being done and thereby understand just what type of competition he is compelled to meet. Possibly you will condemn in the other hotel something that, on your return home, is observable in your own establishment.

The hotel man who is not a member, at least, of his own state hotel organization, is playing the game at a big disadvantage. And he misses a lot of the best plays because he is without knowledge of the rudiments of the game. Association-minded hotel operators are usually the ones who have sense enough to take pointers from the fellow who has demonstrated that he is a winner, and profit by them, and it is more or less of a satisfaction to feel that you belong to an organization which is accomplishing something, even if your role in the game is an unimportant one.

Also reminding one that the Michigan Association hotel short course at Michigan State College, East Lansing, is near at hand, and here will be an opportunity of absorbing something worth while.

I notice that many Detroit hotels, of their own volition, are having a careful inspection made by fire department officials in that city, with a view to improving conditions where found essential and also with the ultimate hope that it will aid in securing reduction in insurance rates, which almost everywhere are pronounced too high, when

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W. H. LILLARD, Manager

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The Most Popular Hotel
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300 ROOMS — SHOWERS SERVIDOR

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

The MORTON

announces

400 ROOMS WITH
PRIVATE BATH

\$1.50 up

Dining Room
Grille Room
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Delicious food served in pleasant surroundings at prices which have made the MORTON popular.

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Store, Office and Restaurant Equipment

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

CODY HOTEL

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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

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

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750 ROOMS \$2 UP

due consideration is given to the hazard involved. Hotels are classed with factories, hospitals and other large structures that have a much higher percentage of loss than the modern high-grade hotel, and the contention of the hotel man is that fireproof hotels should be granted a separate classification and the rates should be predicated upon the actual loss experience and not upon groups of various hazards. Ultimately hotel organization will become so intensified that adequate mutual insurance will be provided at rates very much lower than those exacted at present.

I believe I have heretofore mentioned a medical individual who responds to the appellation of Moore, who is continually exercising his mental faculties in order that he may gloat over my efforts to get pleasure out of his offerings of entertainment. Well, he is still functioning. Also just 220 miles Northward from Los Angeles in the Owens Valley, California offers one of the grandest Alpine sights in the world. Looking upward and Westward from the picturesque village of Lone Pine, the observer at this time of year sees Mt. Whitney, highest peak in continental United States, its snow-capped crown glistening in the brilliant sunlight, and scores of other majestic peaks that form the "roof of the U. S." The winter time view of this great range is one of the rarest sights in motordom, and may be enjoyed from the floor of the valley in the cozy comfort of an automobile. Not many years ago it took days to reach this spot. But with paved roads, running straight through the Mojave Desert, it is an easy jaunt of six hours. We made the trip by way of Hollywood, San Fernando and Saugus, where at the forks at the north end of this village, we switched off through Lancaster, Palmdale, Mojave, through Red Rock canyon and Little Lake to Lone Pine. We were treated to an ever changing panorama of wonder, as we rolled over the highway which parallels the High Sierras. First the lesser peaks began to show, with patches of snow in the canyons only. Later on as we drew nearer to the giant of the range, Mt. Whitney, we saw less evidences of brown, black and gray—only a blanket of dazzling crystals covering them completely. This view was in great contrast to the sage brush and cacti in the desert itself. Then ranchlands began to appear, the highway was lined with trees. There was little activity of man or animals visible, because the weather was very cold for folks accustomed to Southland sunshine, though mild to any easterner. We found quite a number of automobiles in the village, belonging to tourists from other states who had heard of this spectacle, comparable in beauty to the Swiss Alps, and made it their business to enjoy it. So far as I could observe Michigan was not represented in the assemblage. While we were enjoying our luncheon at the village inn, we watched the noonday sun dancing on the high peaks, turning them into fantastic, gigantic jewels. Here, at an elevation of several thousand feet, we obtained a panoramic view of the great range which forms the High Sierras on the western side of Owens Valley, the present source of Los Angeles water supply, soon to be supplanted by Boulder Dam offerings. We didn't hurry in the least and reached Los Angeles on our return at "early candle light," or, to be exact, 7:30, after a trip of 440 miles, which I claim is going some, especially when you think you have no place to go.

A Washington scientist says that one sound may be used to offset another. A case, I would think, where the tinkle of the bell, on the cash register, might, in a measure, offset the sound of moaning.

Hereafter in Chicago, for dogs which hang around restaurants or enter hotel rooms it is going to be nothing more than the ordinary "dog's life," for the city officials have decreed that no animals, except cats, shall be permitted entrance to any place where food or drink is prepared, cooked, mixed, baked, exposed, bottled, packed, handled, manufactured, offered for sale or sold, or in any apartment designed for human habitation occupied as a place of residence. The only dogs that will be permissible will be the "hot" variety, in the frying pan.

Frank S. Verbeck.

Paul Findlay's Reply to Garrett Vander Honing

My dear Mr. Vander Honing: Your pleasing note of March 18 is one of the happy incidents that come to ol' guys like me as a result of long years of doing what men like myself like to do: write a lotta drool for grocers to read. I put it that way from Mark Twain's angle. He, you know, was so notoriously lazy that had he not been forced to do something, we should probably never had had a thing from his pen: but on he's been here he found he liked it so well that later on he said it was ridiculous to call what was a pleasure so unalloyed that the worker could not bring himself to forego it by the name of work. "Now," he continued something like this, for I quote from memory, "take a man swinging a pick. That's work. There is not enough money in the world to induce me to swing a pick for thirty days!"

That much of Twain's philosophy I understand because, during the thirty-three or thirty-four years that I have written grocery and other trade stuff, the habit has so grown on me that I'd be lost without it. I send you an article from Pacific Coast Review, at the end of which you will find a quotation from Owen Meredith's Lucile which covers this point better than any other few words I know of. But there is certainly the other angle: That we all welcome and love to get recognition. The roar of the crowd stimulates the actor to his best; and the response of an audience stimulates a speaker so that he can literally talk on until he drops from fatigue of which he had not been conscious. I know, for I have felt it hundreds of times in my talking experiences.

But the best we get is such as you have now sent to me: Recognition from the younger, up-and-coming generation. That is because it shows us that we have not lost touch with actualities; that we do not live in the past; that we are up and doing in the "living present." "A man is as old as he feels," as ancient as his mental arteries; and so long as what he stands for gets spontaneous response from forward looking youth, let his years be what they may, he is not old! I did not really intend to write at such length on this theme; but perhaps you will understand from it just what your little note means to me.

Your Grand Old Man of the Tradesman has just passed his 76th birthday and his fellow citizens have delighted to do him honor. In that they have honored themselves, of course. It has been my good fortune to know

him during the last twenty-five years; and we were conscious of each other, with an occasional indirect signalling, for some years before that. Not only does he conduct one of the two or three real trade papers on this continent, but—strongly prejudiced and firmly convicted of certain things as he is—he not only preaches the Freedom of the Press, but practices it in that he gives every man full liberty to say what he thinks, so long as he speaks in good faith.

Specifically, as you no doubt may have noticed, he and I disagree radically on all this chain store taxing movement. I think that in that he is all wet. He thinks that I am all wet, too. But the one upshot of that mutual belief is that we go swimming together. There is to-day a perfect bedlam of talk about propaganda—a word sadly twisted out of its original significance in that now it means hidden, underhand, sneaking methods of insidious promotion; and no doubt there is plenty of it. But, by and large, what Voltaire said was sound: "I totally disagree with your contentions; but I will defend with my life your right to express them"—or words to that effect, for again I quote from memory. "In the multitude of counsellors there is safety," according to Solomon; that he also said, "in the multitude of words there wanteth not sin" should perhaps lead us to ponder on the great historic fact that democracy has always failed. If we think and act intelligently on this last, realizing that our Republic was set up by the Fathers as the best form of government, maybe we shall preserve it.

Openly, frankly, vociferously as I can, I oppose any discriminatory tax on chain stores. My reasons are fundamental in that, properly regarded, the Cardozo opinion is based on utterly untenable premises; for, properly regarded, the right to tax is limited to the real necessities of the government, sanely, economically administered; and for this purpose, taxes are to be apportioned with strict equity and impartiality. When that power is utilized to punish anybody or to hamper him—especially, when the hampering takes the shape of ex-post-facto laws and regulations—the right to tax becomes the wrong of tyranny. This truth, to my mind, being eternal as any other truth, will eventually prevail, I am confident. "Nothing is settled until it is settled right," is as true in 1935 as it was in 1860. Of course, if we pass our approval on the repudiation of the gold clause in our Government bonds and the other abrogations of contract put into effect by this administration anything else in the way of ex-post-facto, retroactive legislation of bureaucratic "rulings" may go on, too. We shall next have bills of attainder—laws especially made to kill men after they have done what present laws do not reach. My hope is in the return of sanity with the 1936 election; preferably Hoover, following the precedent of Cleveland—a man repudiated in one election coming back in the next—the only man in our history so far to return after repudiation. But by some means anyway, I hope, too, that we

may have a return to Constitutional Government.

Now, far below this comes our own narrow interests, a word which should be enclosed in quotation marks—"interests"—because, in fact we are not promoting or in any respect preserving our true interests in favoring these special taxes. Not to write too much, I direct your attention to my Needless Worry story from Nation's Business which was run complete in the Tradesman, but which you may not have seen then. I also send you some other recent releases which do not run in Brother Stowe's paper.

Again, I had not planned to write at this length to you; but I do it because you are a young, forward-looking grocer who holds a prominent place in grocer circles, and so may save your associates from making a lot of costly, time-consuming, ineffectual and futile gestures. See my article on the present status of the mail order business for a hint on this. Futility will come through many channels.

Chains will exemplify the arithmetical formula we learned in school. They will change their form without altering their value. Witness Flickinger of Buffalo and his Red & White stores going "voluntary" to escape tax imposts. Oil companies doing likewise. Mail-order business growing with resumption of grocery selling certain to come if prices are advanced too radically by any of the other setups. Lastly, 1500 co-operative societies formed last year by consumers. These have never yet made much success in our land; but necessity will bring success with us as it has over all of Europe. The consumer is more fully awake now and far more cohesive than formerly. So the new line-up will fall more into competition of all these factors with each other, with "independents," with "super-markets" individually owned (today our most radical price-cutters and "pirates," far outdoing anything any chains ever did.) There will be no amelioration of the grocer's lot, but likewise there should not be any. Such men as yourself have worked their own salvation and know their way about as things stand; and their worst competition is not the chain but the inefficient competitor.

Well, I must stop. Otherwise I shall run on indefinitely—with great pleasure to myself but not much profit to you. I hope that we may meet sometime, but as things look now, that must come about by your taking a run out to see our wonderful West Coast land. Better do that soon.

Write to me again. Give me your frank views any old time. Pass my regards to Brother Stowe. Again I thank you.

Paul Findlay.

Right attitude and actions right most things, including life itself.

Washington's anti-business antics are proving a wash-out.

E. L. PIPER has assumed Personal Charge of the PIPER HOTEL, Man-ton, Michigan, and wants to See You Soon; Entirely Redecorated; Old Time "Piper" Meals; "Stop and See Me Sometime." "PIPE."

DRUGS

Michigan Board of Pharmacy
 President—M. N. Henry, Lowell.
 Vice-President—Norman A. Weiss, Ewart.
 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.

The Photo Department of a Drug Store*

Lem Hawkins at the county fair was asked to tell how he became such a success at calling hogs. Lem had just had the fair committee put the silver cup for champion hog caller in his hands and was feeling quite important. He said, "Well fellers, if you want to become a success at calling hogs—you got to make the hogs think you got something for 'em!" Men, there is the finest sales formula that I ever heard—provided you back it up and see that you have got something for 'em. How can you make them think you have got something for 'em? It is easy, but it requires study.

First study your type of trade and find the things to specialize on—maybe it will be fountain pens, trusses, leather pocketbooks, greeting cards, or several of them—one department of the specialty type that every drug store can put over big is the photo department.

Second—go all the way! Give every service that goes with the business or leave it alone. I know that probably everyone of you have all of the things that I mentioned at random—a few here and a few there. Put in a real department, if it is fountain pens put in a big modern electric lighted case, a name engraving machine, and a repair department. Put in mass window displays—"Show them that you have got something for 'em!" Then sell hundreds where you used to have a dozen setting around half a year at a stretch.

I can hear someone say: "You can't sell fountain pens in my section of town!" Maybe you are right, but there is some line that you can sell in a big way and not be bothered with intensive competition and narrow profits. Only you can decide what lines it should be in your store. I only wish to suggest the principle. Full assortments, complete services that excel competition, mass window displays, one right after another, until everyone in your whole end of town "just knows" that your store is the place to buy that particular item. My little store in a town of 50,000 people has sold over \$3,000.00 worth of fountain

pens in 21 days in December. Have sold over \$800 worth of Valentines and as high as \$3,500 worth of Christmas cards. Surely you have to carry a full line of drug store items—but be a socialist in some profitable line—and then don't let anyone excel you in that line. Full assortments, big displays, complete service, etc.

It is hard for me to believe that so many drug stores overlook the full possibilities of the photo department. This is evidenced by the puny efforts many make to get it. It is a line that knows few bounds—for the simple reason that it is a physical impossibility to saturate your market. One roll of films taken and finished is an inspiration to take another. One person taking pictures encourages others to try the fun—it's limitless!

If I told you that I got my early training in a photo department in a drug store that had seven people in the photo department you would think I was crazy or lying. That drug store made more money off its photo department than all the rest put together, and the boss was never reluctant to admit it. Thirty-eight thousand dollars worth of photo business in a drug store in a town of 60,000 people is some business. That amount of business in a drug store on many lines would not be startling—but that amount of photo business means real net profits. It is probably one of the highest profit points in a drug store where it is a special department and receives the attention it deserves.

What does it take to make the successful photo department? It takes first—some one person in the store who studies and knows hand camera photography. Someone who can talk pictures and films and can take pictures as well. And that it not difficult. It is a matter of determination that it shall be so. There never was a time when it was so easy to run a successful photo department. Take any intelligent girl clerk or one of your pharmacists—gave him charge of the department—and then put in one. If you want to sell a lot of anything you have first got to have a lot of it. It can be one of the biggest departments in your store—and I am sure it is one of the most profitable in any drug store—in proportion to the effort put into it.

The second essential to a successful photo department is the establishing of a counter or space exclusively for that purpose. A space that is sacred and used for nothing else. Here should be gathered and on display every single item that relates to pictures in any way—but nothing else! Films, cameras, photo flash and photo flood bulbs, colored enlargements, albums, paste, glues, white pencils—in fact you'll find that the photo department is quite imposing when given a space of its own.

How many cigars would you sell if you kept a box or two piled in a wall case with an assortment of patent medicines?

How many sodas would you sell if you had to mix them in your prescription department?

How much face powder would you sell if you carried only a half or dozen boxes and probably all one shade?

My point is simply this: A photo department cannot thrive and grow when treated like a poor relation or stepchild. Most stores I have visited have an incomplete stock of films—many times hid from view. A few cameras in another part of the store, in fact the entire department is scattered all over the various counters and cases.

The bed rock fundamental of a successful photo department in a drug store is the photo finishing you put out. It must not be ordinary. Money spending camera fans know what good work is, and either you furnish this kind or you don't get their business. There is where your selection of a Master Photo Finisher to service your Photo Department is the first step to success. He is more than a Photo Finisher—he is out to help you find ways and means of developing this department as well as your films.

As a member of the Master Photo Finishers Association he is in a position to do things that are impossible for the individual who is not a member of this National organization through which comes all sales promotion helps we have to offer. He should furnish you with sound merchandising plans to increase the public's purchases of photo finishing and photo goods. His association connection makes it possible for him to obtain and furnish window materials that "click."

Hot Soda Windows

There is splendid material for displays advertising hot soda drinks, and the ingenious dispenser who devotes thought to the subject will be able to accomplish a great deal.

A tempting display in winter and on cold days of early spring will pay well in the trade it brings from the passing throng of cold and wind-buffed people.

We call particular attention to the effective window which can be gotten up on clam and oyster bouillons.

Decorate the back and sides of the window with large fish nets, draped as gracefully as possible, and, if you can get them, have small sea shells caught in the meshes.

The floor should be covered with sand, with shells scattered over it, while the presence of a clam rake or any tool commonly used on the seashore, will add tone to the display. A child's plaything, like a beach pail and shovel, thrown carelessly down at one side are good, especially if the sand shows the impression of children's shoes.

These things are by way of setting. The leading feature of the window should be barrels, tipped on their sides toward the center of the front. From one is pouring a mass of oyster shells, from another clams, meeting and mingling at the front of the window. The number of barrels used depends upon the size of the window—even one barrel of mixed shells will look well in a small window.

These shells can be gotten from the local fish market, from which source you can also arrange for a supply of seaweed, which should be liberally scattered about the window, over the shells and barrels, on the sand and through the meshes of the nets.

If pains are taken in the preparation of a window of this kind, the effect will be almost like a whiff of salt air—it is bound to make a hit, bring calls at your counter for hot bouillons and add materially to the impression that yours is the leading soda department in the town.

That man may last, but never lives, who much receives, but nothing gives; whom none can love, whom none can thank—creation's blot; creation's blank.

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.

*This article is part of a talk given before a meeting of Chicago Retail Druggists by Mr. R. J. Wilkinson of Jackson, Michigan, National Vice President of the Master Photo Finishers of America.

WHOLESALE DRUG PRICE CURRENT

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

ACID			FLOWER			No. 1, lb.			17			25			Powd., lb.			19			27		
Acetic, No. 8, lb.	06	10	Arnica, lb.	50	55	NAPHTHALINE			06 1/2	15	Iodide, lb.	1	35	0	2 14	Powd., lb.			32	40	14		
Boric, Powd., or Xtal., lb.	07 1/2	20	Chamomile	60	70	Balls, lb.			06 1/2	15	Pernanganate, lb.	30	50	0	50	Gran., lb.			30	50	50		
Carbolic, Xtal., lb.	33	45	German, lb.	60	70	Flake, lb.			06 1/2	15	Prussiate					Red, lb.			90	1 00	60		
Citric, lb.	33	45	Roman, lb.	1 40												Yellow, lb.			50	60	60		
Muriatic, Com'l., lb.	03 1/2	10	Saffron			NUTMEG																	
Nitric, lb.	10	15	American, lb.	75		Pound				40													
Oxalic, lb.	15	25	Spanish, ozs.	1 25		Powdered, lb.				50													
Sulphuric, lb.	03 1/2	10																					
Tartaric, lb.	33	40				FORMALDEHYDE, BULK																	
						Pound			09	20													
ALCOHOL			FULLER'S EARTH						NUX VOMICA														
Denatured, No. 5, gal.	38	50	Powder, lb.	05	10				Pound				25				Pound			25	30		
Wood, gal.	50	60							Powdered, lb.			15	25				Powd., lb.			35	40		
ALUM-POTASH, USP			GELATIN						OIL ESSENTIAL														
Lump, lb.	05	15	Pound	55	65				Almond														
Powd. or Gra., lb.	05 1/2	16							Bit., true, ozs.			60											
AMMONIA			GLUE						Sweet, true, lb.			40	2 00										
Concentrated, lb.	06	13	Brok., Bro., lb.	20	30				Sweet, art., lbs.			1 75	1 20										
1-F, lb.	05 1/2	12	Gro'd, Dark, lb.	16	25				Amber, crude, lb.			71	1 40										
3-F, lb.	06 1/2	13	Whi. Flake, lb.	27 1/2	35				Amber, rect., lb.			1 30	2 00										
Carbonate, lb.	23	30	White G'd., lb.	25	35				Anise, lb.			1 10	1 60										
Muriate, Lp., lb.	18	30	White AXX light, lb.	42 1/2	50				Bay, lb.			4 00	4 25										
Muriate, Gra., lb.	07 1/2	13							Bergamot, lb.			2 75	3 00										
Muriate, Po., lb.	22	35	Ribbon						Cajeput, lb.			1 50	2 00										
ARSENIC			GLYCERINE						Caraway S'd, lb.			3 50	4 00										
Pound	07	20	Pound	19	45				Cassia, USP, lb.			2 15	2 60										
BALSAMS			GUM						Cedar Leaf, lb.			1 70	2 20										
Copaiba, lb.	60	1 20	Aloes, Barbadoes,						Cedar Leaf, Com'l., lb.			1 00	1 25										
Fir, Cana., lb.	2 00	3 40	so called, lb. gourd.	35	45				Citronella, lb.			85	1 20										
Fir, Oreg., lb.	50	1 00	Powd., lb.	30	40				Cloves, lb.			1 85	2 25										
Peru, lb.	4 00	4 60	Aloes, Socotrine, lb.	75	80				Croton, lbs.			4 25	4 80										
Tolu, lb.	1 50	1 30	Powd., lb.	50	55				Cubeb, lb.			2 70	3 35										
BARKS			HONEY						Erigeron, lb.			3 25	3 80										
Cassia			Pound	25	40				Eucalyptus, lb.			35	1 20										
Ordinary, lb.		30							Fennel			2 25	2 60										
Ordinary, Po., lb.	20	30							Hemlock, Pu., lb.			1 70	2 20										
Saigon, lb.	50	60							Hemlock Com., lb.			1 00	1 35										
Saigon, Po., lb.	40	45							Juniper Ber., lb.			3 00	3 20										
Elm., lb.	38	45							Juniper W'd, lb.			1 50	1 75										
Elm., Powd., lb.	38	45							Lav. Flow., lb.			6 00	6 40										
Elm., G'd, lb.	38	45							Lav. Gard., lb.			1 25	1 50										
Sassafras (P'd lb. 50)	20	30							Lemon, lb.			2 15	2 60										
Coaptree, cut, lb.	35	40							Mustard, true, ozs.			1 25	1 35										
Scaptree, Po., lb.									Mustard, art. ozs.			3 00	3 25										
BERRIES			HOPS						Orange, Sw., lb.			1 00	1 20										
Cubeb, lb.		75	Pound	25	40				Organum, art., lb.			2 75	3 20										
Cubeb, Po., lb.		80							Peppermint, lb.			4 75	5 30										
Juniper, lb.	10	20							Rose, dr.			2 50	3 00										
BLUE VITRIOL			HYDROGEN PEROXIDE						Rose, Geran., ozs.			1 00	1 50										
Pound	06	15	Pound, gross	27 00	29 00				Rosemary Flowers, lb.			1 00	1 50										
BORAX			INDIGO						Sandalwood														
P'd or Xtal, lb.	06	13	1/2 lb., gross	17 00	18 00				E. I., lb.			8 00	8 60										
			1/4 lb., gross	11 00	11 50				W. I., lb.			4 50	4 75										
BRIMSTONE			INSECT POWDER						Sassafras														
Pound	04	10	Madras, lb.	2 00	2 25				True, lb.			1 90	2 40										
CAMPHOR			LEAD ACETATE						Syn., lb.			1 00	1 40										
Pound	72	85	Pure, lb.	31	41				Spearmint, lb.			3 50	4 00										
CANTHARIDES			LICORICE						Tansy, lb.			3 50	4 00										
Russian, Powd.		4 50	Xtal, lb.	17	25				Thyme, Red, lb.			1 75	2 40										
Chinese, Powd.		2 00	Powd. and Gran.	25	35				Thyme, Whi., lb.			2 00	2 60										
CHALK			MAGNESIA						Wintergreen														
Crayons			Extracts, sticks, per box	1 50	2 00				Leaf, true, lb.			5 60	6 00										
White, dozen		3 60	Lozenges, lb.	40	50				Birch, lb.			4 00	4 60										
Dustless, dozen		6 00	Wafers, (24s) box		1 50				Syn.			75	1 30										
French Powder, Com'l., lb.	03 1/2	10							Wormseed, lb.			3 50	4 00										
Precipitated, lb.	12	15							Wormwood, lb.			5 50	6 00										
Prepared, lb.	14	16																					
White, lump, lb.	03	10																					
CAPSICUM			MAGNESIA																				
Pods, lb.	60	70	Card., 1/2s, lb.		30																		
Powder, lb.	62	75	Card., 1/4s, lb.		32																		
CLOVES			MAGNESIA																				
Whole, lb.	30	40	Card., 1/8s, lb.		35																		
Powdered, lb.	35	45	Card., Powd., lb.	15	25																		
COCAINE			MAGNESIA																				
Ounce	13 75	15 40	Oxide, Hea., lb.		75																		
COPPERAS			MAGNESIA																				
Xtal, lb.	03 1/2	10	Oxide, light, lb.		75																		
Powdered, lb.	04	15																					
CREAM TARTAR			MAGNESIA																				
Pound	25	38																					
CUTTLEBONE			MAGNESIA																				
Pound	40	50																					
DEXTRINE			MAGNESIA																				
Yellow Corn, lb.	06 1/2	15																					
White Corn, lb.	07	15																					
EXTRACT			MAGNESIA																				
Witch Hazel, Yellow Lab.,																							
gal.	95	1 65																					
Licorice, P'd, lb.	10	60																					
MORPHINE			MAGNESIA																				
Ounces	12 75																						
1/2s	14 40																						
MUSTARD			MAGNESIA																				
Bulk, Powd.																							
Select, lb.	45	50																					
No. 1, lb.	17	25																					
NAPHTHALINE			MAGNESIA																				
Balls, lb.	06 1/2	15																					
Flake, lb.	06 1/2	15																					
NUTMEG			MAGNESIA																				
Pound		40																					
Powdered, lb.		50																					
NUX VOMICA			MAGNESIA																				
Pound		25																					
Powdered, lb.	15	25																					
OIL ESSENTIAL			MAGNESIA																				
Almond																							
Bit., true, ozs.		50																					
Bit., art., ozs.		30																					
Sweet, true, lb.	1 40	2 00																					
Sweet, art., lbs.	75	1 20																					
Amber, crude, lb.	71	1 40																					
Amber, rect., lb.	1 30	2 00																					
Anise, lb.	1 10	1 60																					
Bay, lb.	4 00	4 25																					
Bergamot, lb.	2 75	3 00																					
Cajeput, lb.	1 50	2 00																					
Caraway S'd, lb.	3 50	4 00																					
Cassia, USP, lb.	2 15	2 60																					
Cedar Leaf, lb.	1 70	2 20																					
Cedar Leaf, Com'l., lb.	1 00	1 25																					
Citronella, lb.																							

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

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

ADVANCED

Pork Loins—2c
Pork Butts—1c
Grape Fruit Juice—12½c
J. V. Coffee ½c
Majestic Coffee—1c
Blue Nose Rice—15c

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. 3 85
Royal, 5 lbs., doz. 20 00
Rumford's
10c, per dozen 91
8-oz., per dozen 1 77
12-oz., per dozen 2 25
5-lb., per dozen 12 25

Calumet

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

K C

10 oz., 4 doz. in case. 3 35
15 oz., 2 doz. in case. 2 45
25 oz., 2 doz. in case. 4 12
5 lb., 1 doz. in case. 5 90
10 lb., ½ doz. in case. 5 76

BLEACHER CLEANSER

Lizzie, 16 oz., 12s. 2 15
White H'd P. Beans. 4 05
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 ca. 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 Lacquer, 24 gross case, per case. 4 10

DECLINED

Pork Spareribs—2c
Pork Neckbones—1c
Pork Trimmings—2c
Pure lard in tiers—¼c

Blackberries

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

Blue Berries

Eagle, No. 10. 3 50

Cherries

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

Cherries—Royal Ann

Supreme, No. 2 ½. 3 20
Supreme, No. 2. 2 30
Gibraltar, No. 10. 9 25
Gibraltar, No. 2 ½. 2 75

Figs

Beckwith Breakfast, No. 10. 12 00
Carpenter Preserved, 5 oz. glass. 1 85
Supreme Kodota, No. 1. 1 90

Fruit Salad

Supreme, No. 10. 12 00
Quaker, No. 10. 11 75
Supreme, No. 2 ½. 3 60
Supreme, No. 2. 2 70
Supreme, No. 1. 2 10
Quaker, No. 2 ½. 3 15

Goosberries

Michigan, No. 10. 5 35

Grape Fruit

Zenada No. 2. 1 35

Grape Fruit Juice

Florida Gold, No. 1. 75
Quaker, No. 2. 1 35
Florida Gold, No. 5. 3 90

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 ½. 2 00
Supreme, sliced No. 2 ½. 2 15
Supreme, halves, No. 2 ½. 2 25
Quaker, sliced or halves, No. 2 ½. 2 15
Quaker sliced or halves, No. 2. 1 70

Pears

Quaker, No. 10. 8 50
Quaker, Bartlett, No. 2 ½. 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 ½. 3 40
Honey Dew, No. 2. 1 90
Quaker, No. 2 ½. 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 ½. 2 45
Honey Dew, No. 2. 2 00
Honey Dew, No. 1. 1 10
Ukelele Broken, No. 10. 7 90
Ukelele Broken, 2 ½. 2 25
Ukelele Broken, No. 2. 1 85
Quaker, Tid Bits, No. 10. 8 25
Quaker, No. 10. 8 25
Quaker, No. 2 ½. 2 35
Quaker, No. 2. 1 90
Quaker, No. 1. 1 05

Plums

Ulilik, No. 10, 30% syrup. 6 50
Supreme Egg, No. 2 ½. 2 30
Supreme Egg, No. 2. 1 70
Primo, No. 2, 40% syrup. 1 00

Prepared Prunes

Supreme, No. 2 ½. 2 45
Supreme, No. 10. 6 50
Italian. 6 50

Raspberries, Black

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

Raspberries, Red

Premio, No. 10. 8 75

Strawberries

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

CANNED FISH

Clam Ch'der, 10½ oz. 1 35
Clam Chowder, No. 2. 2 75
Clams, Steamed, No. 1. 2 75
Clams, Minced, No. ½. 2 40
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. ¾. 2 25
Shrimp, 1, wet. 1 45
Sard's, ½ Oil, Kless. 3 97
Salmon, Red Alaska. 2 20
Salmon, Med. Alaska. 1 75
Salmon, Pink, Alaska. 1 38
Sardines, Im. ¼, ea. 6@13½
Sardines, Cal. 1 00
Tuna, ½ Vah Camps, doz. 1 75
Tuna, ¼s, Van Camps, doz. 1 15
Tuna, 1s, Van Camps, doz. 3 45
Tuna, ¼s, Chicken Sea, doz. 1 70
Tuna, ¼ Bonita. 1 25

CANNED MEAT

Bacon, med. Beechnut. 5 50
Bacon, lge. Beechnut. 7 75
Beef, lge. Beechnut. 3 25
Beef, med. Beechnut. 1 95
Beef, No. 1, Corned. 1 95
Beef, No. 1, Boiled. 1 95
Beef, 2½ oz. Qua, Sil. 1 30
Corn Beef Hash, doz. 1 95
Beefsteak & Onions, s. 2 70
Chili Con Car., 1s. 1 05
Deviled Ham, ¼s. 1 25
Deviled Ham, ½s. 2 25
Potted Meat, ½ Libby. 45
Potted Meat, ¼ Qua. 65
Potted Ham, Gen. ¼. 1 35
Vienna Saus. No. ¼. 90

Baked Beans

Campbells 48s. 2 77

CANNED VEGETABLES

Hart Brand

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

Baked Beans

1 lb. Sacc, 36s, cz. 1 80
No. 2 ½ Size, doz. 1 10
No. 10 Sauce. 4 00

Lima Beans

Baby, No. 2. 1 60
Marcellus, No. 2. 1 25
Scott Co. Soaked. 90
Marcellus, No. 10. 6 90

Red Kidney Beans

No. 10. 4 75
No. 2. 1 00

String Beans

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

Wax Beans

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

Beets

Extra Small, No. 2. 1 75
Hart Cut, No. 10. 4 50
Hart Cut, No. 2. 95
Hart Diced, No. 2. 95
Quaker Cut No. 2 ½. 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. 1 65
Lam., No. 2. 8 00
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. June, No. 10. 8 00
Quaker E. J., No. 2. 1 45

Pumpkin

No. 10. 4 75
No. 2 ½. 1 20
No. 2. 92½

Sauerkraut

No. 10. 5 25
No. 2 ½. 1 10
No. 2. 95

Spinach

Supreme No. 2 ½. 1 75
Supreme No. 2. 1 40
Quality, No. 2. 1 10
Qualitv. No. 2 ½. 1 50

Succotash

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

Tomatoes

No. 10. 5 50
No. 2 ½. 1 85
No. 2. 1 40
Quaker, No. 2. 1 10

CATSUP

Quaker, 10 oz. doz. 1 15
Quaker, 14 oz. doz. 1 44
Quaker gallon glass, dozen. 11 00

CHEESE

Roquefort. 63
Wisconsin Daisy. 17½
Wisconsin Twin. 17
New York June, 1933. 25
Sap Sago. 52
Brick. 20
Michigan Flat. 16½
Michigan Daisies. 16½
Wisconsin Longhorn. 17½
Imported Leyden. 27
1 lb. Limberger. 20
Imported Swiss. 56
Kraft, Pimento Loaf. 25
Kraft, American Loaf. 23
Kraft, Brick Loaf. 23
Kraft, Swiss Loaf. 23
Kraft, Old End, Loaf. 23
Kraft, Pimento, ½ lb. 1 75
Kraft, American, ½ lb. 1 75
Kraft, Brick, ½ lb. 1 75
Kraft, Limburger, ½ lb. 1 75

CHILI SAUCE

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

OYSTER COCKTAIL

Sniders, 11 oz. 2 00

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, 8½ oz. pkgs. 93
Butter Crackers, bulk. 13
Butter Crackers, 1 lb. 1 60
Butter Crackers, 2 lb. 3 12
Graham Crackers, bulk. 12
Graham C's, 1 lb. 1 55
Graham C's, 2 lb. 2 90
Graham C's, 8½ oz. 38
Junior Oyster C's, blk. 13
Oyster C's, shell, 1 lb. 1 71
Club Crackers. 1 76

CREAM OF TARTAR

6 lb. boxes. 25

DRIED FRUITS

Apricots. 23½
Standard. 20½
Citron. 25

CIGARS

Hemt, Champions. 33 50
Webster Plaza. 75 00
Webster Golden Wed. 75 00
Websterettes. 37 50
Cincos. 35 50
Garcia Grand Babies. 40 00
Bradstreet. 35 50
Odins. 40 00
R G Dun Boquet. 75 00
Perfect Garcia Subl. 95 00
Kenway. 20 00
Budwiser. 20 00
Isabella. 20 00

COCOA

Banner, 25 lb. tins. 20½
Snowdrift, 20 lb. tins. 20½

CLOTHES LINE

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

COFFEE ROASTED

Lee & Cady
1 lb. Package. 22
Ryce. 18½
Boston Breakfast. 17½
Breakfast Cup. 17½
Competition. 16½
J. V. 21
Majestic. 23
Morton House. 23
Nedrow. 23½
Quaker, in cartons. 23½
Quaker, in glass jars. 26½

COFFEE EXTRACTS

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

CONDENSED MILK

Eagle, 2 oz., per case. 4 60

CURRENTS Quakers Packages, 11 oz. 13 Quaker, 12s, pitted 1 40 Quaker, 12s, regular 1 10 Quaker, 12s, 1 1/2 lb. 2 80 Quaker, 12s, 1 lb. 1 45 Calif., 24-8 oz. case 1 80 Dates 800 g, 25 lb. boxes 1 40 700 g, 25 lb. boxes 1 30 600 g, 25 lb. boxes 1 20 500 g, 25 lb. boxes 1 10 400 g, 25 lb. boxes 1 00 300 g, 25 lb. boxes 90 200 g, 25 lb. boxes 80 100 g, 25 lb. boxes 70 50 g, 25 lb. boxes 60 25 g, 25 lb. boxes 50 12 1/2 g, 25 lb. boxes 40 12 g, 25 lb. boxes 30 10 g, 25 lb. boxes 20 5 g, 25 lb. boxes 10 2 1/2 g, 25 lb. boxes 5 1 1/2 g, 25 lb. boxes 3 1 g, 25 lb. boxes 2 1/2 g, 25 lb. boxes 1 1/4 g, 25 lb. boxes 1/2 1/8 g, 25 lb. boxes 1/4 1/16 g, 25 lb. boxes 1/8 1/32 g, 25 lb. boxes 1/16 1/64 g, 25 lb. boxes 1/32 1/128 g, 25 lb. boxes 1/64 1/256 g, 25 lb. boxes 1/128 1/512 g, 25 lb. boxes 1/256 1/1024 g, 25 lb. boxes 1/512 1/2048 g, 25 lb. boxes 1/1024 1/4096 g, 25 lb. boxes 1/2048 1/8192 g, 25 lb. boxes 1/4096 1/16384 g, 25 lb. boxes 1/8192 1/32768 g, 25 lb. boxes 1/16384 1/65536 g, 25 lb. boxes 1/32768 1/131072 g, 25 lb. boxes 1/65536 1/262144 g, 25 lb. boxes 1/131072 1/524288 g, 25 lb. boxes 1/262144 1/1048576 g, 25 lb. boxes 1/524288 1/2097152 g, 25 lb. boxes 1/1048576 1/4194304 g, 25 lb. boxes 1/2097152 1/8388608 g, 25 lb. boxes 1/4194304 1/16777216 g, 25 lb. boxes 1/8388608 1/33554432 g, 25 lb. boxes 1/16777216 1/67108864 g, 25 lb. boxes 1/33554432 1/134217728 g, 25 lb. boxes 1/67108864 1/268435456 g, 25 lb. boxes 1/134217728 1/536870912 g, 25 lb. boxes 1/268435456 1/1073741824 g, 25 lb. boxes 1/536870912 1/2147483648 g, 25 lb. boxes 1/1073741824 1/4294967296 g, 25 lb. boxes 1/2147483648 1/8589934592 g, 25 lb. boxes 1/4294967296 1/17179869184 g, 25 lb. boxes 1/8589934592 1/34359738368 g, 25 lb. boxes 1/17179869184 1/68719476736 g, 25 lb. boxes 1/34359738368 1/137438953472 g, 25 lb. boxes 1/68719476736 1/274877906944 g, 25 lb. boxes 1/137438953472 1/549755813888 g, 25 lb. boxes 1/274877906944 1/1099511627776 g, 25 lb. boxes 1/549755813888 1/2199023255552 g, 25 lb. boxes 1/1099511627776 1/4398046511104 g, 25 lb. boxes 1/2199023255552 1/8796093022208 g, 25 lb. boxes 1/4398046511104 1/17592186044416 g, 25 lb. boxes 1/8796093022208 1/35184372088832 g, 25 lb. boxes 1/17592186044416 1/70368744177664 g, 25 lb. boxes 1/35184372088832 1/140737488355328 g, 25 lb. boxes 1/70368744177664 1/281474976710656 g, 25 lb. boxes 1/140737488355328 1/562949953421312 g, 25 lb. boxes 1/281474976710656 1/1125899906842624 g, 25 lb. boxes 1/562949953421312 1/2251799813685248 g, 25 lb. boxes 1/1125899906842624 1/4503599627370496 g, 25 lb. boxes 1/2251799813685248 1/9007199254740992 g, 25 lb. boxes 1/4503599627370496 1/18014398509481984 g, 25 lb. boxes 1/9007199254740992 1/36028797018963968 g, 25 lb. boxes 1/18014398509481984 1/72057594037927936 g, 25 lb. boxes 1/36028797018963968 1/144115188075855872 g, 25 lb. boxes 1/72057594037927936 1/288230376151711744 g, 25 lb. boxes 1/144115188075855872 1/576460752303423488 g, 25 lb. boxes 1/288230376151711744 1/1152921504606846976 g, 25 lb. boxes 1/576460752303423488 1/2305843009213693952 g, 25 lb. boxes 1/1152921504606846976 1/4611686018427387904 g, 25 lb. boxes 1/2305843009213693952 1/9223372036854775808 g, 25 lb. boxes 1/4611686018427387904 1/18446744073709551616 g, 25 lb. boxes 1/9223372036854775808 1/36893488147419103232 g, 25 lb. boxes 1/18446744073709551616 1/73786976294838206464 g, 25 lb. boxes 1/36893488147419103232 1/147573952589676412928 g, 25 lb. boxes 1/73786976294838206464 1/295147905179352825856 g, 25 lb. boxes 1/147573952589676412928 1/590295810358705651712 g, 25 lb. boxes 1/295147905179352825856 1/1180591620717411303424 g, 25 lb. boxes 1/590295810358705651712 1/2361183241434822606848 g, 25 lb. boxes 1/1180591620717411303424 1/4722366482869645213696 g, 25 lb. boxes 1/2361183241434822606848 1/9444732965739290427392 g, 25 lb. boxes 1/4722366482869645213696 1/18889465931478580854784 g, 25 lb. boxes 1/9444732965739290427392 1/37778931862957161709568 g, 25 lb. boxes 1/18889465931478580854784 1/75557863725914323419136 g, 25 lb. boxes 1/37778931862957161709568 1/151115727451828646838272 g, 25 lb. boxes 1/75557863725914323419136 1/302231454903657293676544 g, 25 lb. boxes 1/151115727451828646838272 1/604462909807314587353088 g, 25 lb. boxes 1/302231454903657293676544 1/1208925819614629174706176 g, 25 lb. boxes 1/604462909807314587353088 1/2417851639229258349412352 g, 25 lb. boxes 1/1208925819614629174706176 1/4835703278458516698824704 g, 25 lb. boxes 1/2417851639229258349412352 1/96

SHOE MARKET

Michigan Retail Shoe Dealers Association.
President—Clyde K. Taylor.
Executive Vice-President—M. A. Mittel-
man.

Vice-Presidents—J. A. Burton, Lan-
sing; 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, Port-
land.

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; Rich-
ard Schmidt, Hillsdale; Arthur Jochen,
Saginaw; B. C. Olsee, Grand Rapids;
Fred Elliott, Flint; P. B. Appeldoorn,
Kalamazoo; Fred Murray, Charlotte; Ralph
Meanwell, Ann Arbor; John Och, Che-
boygan.

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.

Venture Into Adventure of Business

The almost divine curiosity of creat-
ing something for the thrill and appre-
ciation of its ownership must be
brought back to America. We have
standardized much too much. We have
made similar—all breakfasts, all trans-
portation in cheap cars, all clothing
for men. Where is the audacity in de-
sign and particularly in the use of col-
or, that will give us back the individ-
uality of selection, for it is in that return
of individuality of selection that will
come a refreshment of the work stream
of many people who, for the moment
will remain unemployable because ma-
chines have increased their efficiency
in the making of standard, close to
subsistence goods and services.

To-day we preface too much of busi-
ness action with the necessity of assur-
ing a positive profit, adequate to cover
all costs, charges, taxes, etc. Sales-
manship is checked with so many cau-
tions that it has lost its audacity. The
venture is out of the adventure of busi-
ness. Even business itself is spending
most of its time in Washington in ef-
forts to sell government projects that
will lead to production and profits.
The government is one thing and busi-
ness another. Government is putting
crutches under many businesses that
should be standing on their own feet
or, if they must fall, let them go—to
make way for brains, salesmanship and
the creation of new and better things
and services.

Can you imagine a country that is
spending half a billion dollars a month
to stimulate employment in business—
spending all that money as an aid to
business, when less than 18 per cent.
of that money goes to the worker in
wages. Then we proceed to raise the
prices of foodstuffs and every other
commodity and useful service, thereby
draining the purchasing power and
continuing the vicious spiral of less
and less goods and services. It is time
to separate the relief stream from the
work stream. It is time for business
to "go to business," and not "to Wash-
ington."

I have heard it said: "Owe \$5 and
be a piker; \$500 and be a business
man; \$5,000.00 and be a banker; \$5-
000,000.00 and be a government."

What I would like to know is the term
to apply when America owes \$50,000-
000,000 and is bankrupt. If things go
on as they are, we will live to see it,
for the government is playing too big
a part in business and business is play-
ing too little a part in its own affairs.

But now we are in one more Spring-
time—the Springtime of opportunity.
We have, at this moment, one of those
favorable conjunctures of circum-
stances in which if both business and
government would take the right steps
soon enough we might begin to move
with some speed toward a genuine re-
covery brought about by normal, eco-
nomic causes. We must not let this
present opportunity slip away. If busi-
ness could separate itself from the
stream of government thought, so that
it could venture and adventure in trade,
so that it could build up purchasing
power, then it could move down the
path of progress.

In actuality there are many favorable
conditions at the moment, even on the
subject of relief—for Springtime and
favorable weather lies six months
ahead. A good deal of deflation and
liquidation have taken place. Many
debts have been paid off. The purchas-
ing power of the farmer has increased.

Credit is obviously ample. A vast
reservoir of needs by everyone can be
filled. New industries appear. We can
widen the distribution of present prod-
ucts to larger groups of purchasers and
create and invent new things desirable
to the public. That is, providing we
develop a sense of proportion and take
pride in our neighbors' purchases. Less
of the spirit of envy and more of the
spirit of appreciation of what happens
when people with money buy distinc-
tive and glorious things. The wealthy,
too, must be served. Let's sell "pur-
chasing power." Let us stimulate the
pride of possession.

We must all face the problem of
obtaining a sustained rise in business
activity right here and now. It can be
made a Spring push in the right direc-
tion. The right influences will create a
renewed purchasing power. Let us
learn to venture and adventure with-
out waiting for the profits prospect
to be clarified by accountants before
the effort is made.

Put the burden of business recovery
onto business and give the government
the responsibility of honest relief.—
Boot and Shoe Recorder.

Folly and Futility of Setting Up Code System

(Continued From Page 3)
passed the Clayton anti-discrimination
act.

Michigan followed suit with four
acts that you will find in our state
chapter on restraints in trade. Other
states did likewise.

But Congress found that even this
was not enough. Business must com-
pete fairly as well as freely. And so in
1914 it passed the Federal Trade Com-
mission act, the gist of which is con-
tained in this single sentence:

"All unfair methods of competition
in commerce are hereby declared un-
lawful."

Why Michigan, and the other states,
did not follow suit and out-law unfair
methods within their own jurisdictions,
is one of the mysteries of recent politi-
cal histories.

But the fact is that they didn't, and

in this failure is the reason for a great
deal of the difficulty that we are in
to-day. Unfair trade practices have
flourished because in the great major-
ity of cases they have been committed
in intrastate commerce, and the sev-
eral legislatures have not out-lawed un-
fair practices.

We have come in recent years to
lean so heavily upon Congress to cor-
rect the abuses in business, and to reg-
ulate and control commerce, that we
have overlooked the fact that the leg-
islatures have the primary responsi-
bility in these matters. It has been
the legislatures that have betrayed
business, far more than it has been
Congress.

Recent federal court decisions invali-
dating the NRA so far as it seeks to
regulate and control commerce wholly
within the states throw this question
back at the legislatures. The demand
for the passage of a state recovery act,
like the NRA, is in itself a confession
of the invalidity of the NRA over in-
trastate commerce.

These recent decisions bring out in
bold relief these three things:

a. The law against unfair competi-
tion is a federal law and applies to
interstate business.

b. The great bulk of offences
against fair competition are committed
in intrastate commerce.

c. The challenge is to the legisla-
tures which alone have jurisdiction and
control over their internal affairs.

If small enterprise is to be saved, if
monopoly is to be curbed and restrai-
ned, if unfair trade practices are to
be effectively out-lawed, then it
must be accomplished by the action of
the several legislatures, to a far greater
extent than by Congress, so long as we
have our present constitution.

The onus is upon the legislatures.
They must act. The question is how-
ever, how?

There are two roads open to the leg-
islatures. One is the code system. This

calls for the adoption of a uniform bill,
like House Bill 134, which empowers
trade groups to set up codes of fair
competition, dominated and controlled
by the preponderant majority of any
trade group, places the burden of costs
upon the trade group, and authorizes
the imposition of fines and imprison-
ment upon violators of the code. It
would lend the full authority of the
state to the enforcement of a federal
law within the state that is otherwise
invalid within the state.

The other road is the application of
the principal back of the Federal Trade
Commission to intrastate commerce.

This road not only squares with our
conception of what good government
should be; it not only recognizes the
independent jurisdiction of the three
co-ordinate branches of our govern-
ment, but it offers far greater security
and protection to the small business
man, because this security would be
established in a statute law, not in a
special act.

This method calls for the simple en-
actment of a basic law condemning as
unlawful all unfair methods of competi-
tion. It means the setting up of a
quasi judicial body, call it a Fair Trade
Commission if you wish, empowered to
make such a law effective. This com-
mission would be authorized to hear
complaints against unfair trade prac-
tice, or it could initiate proceeding upon
its own responsibility. But its au-
thority would be limited to the issu-
ance of a cease and desist order. It
would not be empowered to assess a
fine, or to imprison anyone. Should
however a respondent fail to comply
with an order of the commission he
could be cited to the proper state court.

It would seem essential even in or-
der to make a code system effective
and valid that such a basic law must be
first written into the statutes.

But if this is true, why then the folly
and futility of setting up a code sys-
tem?

M. W. Ripley.

TROUBLE

IN THE AIR..

TORNADO

CAN'T BE PREVENTED SO
PROTECT YOURSELF AGAINST
PROPERTY LOSS WITH MUTUAL
WINDSTORM INSURANCE

AS WRITTEN BY THE

MICHIGAN SHOE DEALERS MUTUAL
FIRE INSURANCE COMPANY

MUTUAL BUILDING, LANSING, MICHIGAN
DETROIT GRAND RAPIDS SAGINAW

SAVINGS - SERVICE - STABILITY

OUT AROUND

(Continued from page 9)

preach. They don't get any of my money. Here in Battle Creek I think they are beginning to see it this way and the sooner they do all over the state the sooner we independents will win out in a big way.

You might be interested to know I have written Father Coughlin in detail about the chance of getting behind the independents and increase in a big way membership in this organization, but he has not shown guts enough to come back with an answer, so it really is up to us independent fellows to play the game with each other.

You will hear from me again.

Joseph C. Grant,
Pres. Mich. Retail Dry Goods Ass'n.

West Palm Beach, Fla., March 25—I want to extend congratulations on your 76th birthday which took place March 16. I hope you may be spared to enjoy many more years, to carry on the good work that you have so ably done for so many years. It must be a pleasure to you to note the fine write-up in the Sunday's Grand Rapids Herald of March 17 of which you should feel justly proud.

I want to thank you for sending me the Tradesman during my stay in Florida. I can assure you that I did appreciate this courtesy. We expect to leave for the North about April 1, so will thank you to forward the next issue to my home address at Sault Ste. Marie.

Florida is certainly a fine place in which to spend the winters and we are returning with sand in our shoes. Now that the season is about over it is surprising how the tourist trade does drop off. Within the next week the quiet season for the summer will begin and it will not be long now before the rush for the North will start.

The merchants here have been featuring big reduction sales to attract the tourists before returning. Most of the business men report a big improvement in this year's sales over the sales of last year, and seem to be optimistic for the future.

We expect to go through Grand Rapids on our return and if we do not change the route, will stop in to make you a call.

W. G. Tapert.

Nashville, March 28—I had a very pleasant and enjoyable talk with your Mr. Stebbins yesterday. Naturally our talk drifted to the chain store license chart on page 7 of the March 13 issue of the Tradesman.

This is all very good and I believe Representative Diehl has the very best of intentions, but are the grocery merchants of Michigan forgetting that the clothing business or tire business or any other line of business is also in need of assistance? As an example, is it fair to tax the Singer Sewing Machine Co. \$2,820 for having the nerve to conduct twenty-six stores when their only product to sell is sewing machines, and the Holland Furnace Co., \$1,770, for their twenty-one stores, when all they sell is a few furnaces, and then let an outfit like Sears, Roebuck & Co., with their twenty mammoth stores, get out of it for a paltry \$1,570, when they not only sell as many sewing machines and furnaces, but every other needed commodity, such as tires, hardware, shoes, clothing and sporting goods?

I believe that a committee consisting of one from each line of trade, with a business man who is interested in all lines of independent business, such as Mr. Stowe, should be formed to draft some legislation that would take care of this unfairness for nearly all time to come. It seems that the tax could be placed on the number of stores to some

extent and after reaching a certain volume, could be taxed accordingly.

For instance, leave the tax as it, only amend it to one per cent. extra sales tax on a volume of over \$20,000 per store, 2 per cent. on over \$30,000 per store, 3 per cent. on over \$40,000 per store, 4 per cent. on over \$50,000 per store and 5 per cent. over \$60,000 per store.

I am also of the opinion that some means for the brighter minds could be devised to stop interstate commerce without paying the sales tax. You know that the profits and sales of the mail order houses were nearly equal to or exceeding 1929 figures. If there was an independent merchant in Michigan who can say as well I would like to know him. The small independent merchant has had hard enough time meeting the giant competition of the mail order houses without having this 3 per cent. handicap. Please do not confuse me with the idea that the sales tax should be eliminated. It cannot and should not be done, but the unfairness of this one point should be looked into with the purpose of rectifying this condition.

C. H. Dahlhouser.

There is much merit in the contention of Mr. Dahlhouser. I do not think the perfect chain tax license law has yet been evolved. Time may work it out all right, however. In order to secure a more perfect substitute the matter should be given much thought and discussion by the Michigan Federation of Retail Merchants, which covers ten different lines of trade. No line of business should be deprived of a vote at the meetings at which the matter is given consideration.

I hope to see the Diehl bill enacted by the present Legislature, but there appears to be a little hesitancy on the part of the Taxation Committee of the House in recommending the Diehl bill in its present form.

The morning mail Tuesday brings two letters from C. L. Clark, of Greenville, as follows:

Greenville, April 1—I was in Lansing yesterday and had a talk with Mr. Vernon J. Brown. I told him you were anxious to have a committee meet with his committee on chain store legislation. He told me it could probably be arranged for Wednesday or Thursday, of this week, and that it is not too late to have a bill introduced. He is familiar with our proposed retail license law.

He believes a limited committee, instead of a large delegation, would be better.

I suggest E. A. Stowe, Leonard Van der Jagt, E. B. Stebbins and about four or five from Greenville.

As the time is short I know you will pardon me if I deal directly with Mr. Brown in regard to a date. I hope you can get in touch with Mr. Van der Jagt and Mr. Stebbins.

If you cannot go yourself it would be satisfactory to have Mr. Van der Jagt take along some other interested man.

We studied Mr. Bervig's letter and concluded it was conclusive and did not demand an answer. However, we will write him soon.

C. L. Clark.

Greenville, April 1—I called on Vernon J. Brown at Mason and he made an appointment with us to meet both the House and Senate committees in the House chamber at 7:30 p.m. Thursday, April 4. We are very anxious to have you and Mr. Stebbins come. Mr. Stebbins is a good logical talker and would do a lot of good. If you cannot come be sure and send him. If

you write him please mention that some merchants believe that this retail license fee should double on each store up to eight or \$3,200 and be \$3,200 on all above that number. Also that stores doing less than \$10,000 per annum should pay a license of only \$1,000, as at present.

I believe we are very fortunate in getting this appointment and I am very glad you thought of it.

C. L. Clark.

On receipt of these letter I called up Mr. Van der Jagt, who generously offered to go to Lansing Thursday evening with three companions. My idea is that the proper person to appear at this meeting in addition to volunteers like Mr. Clark and Mr. Van der Jagt is the Legislative Committee of the Michigan Federation of Retail Merchants, which is composed of the officers of ten state retail dealers organizations. I think it is important that this committee should take the lead in the matter, if they can be gotten together in time. If this cannot be done, the chairman should take the lead. If he is not available, Mr. Clark should act as leader, because no merchant in Michigan has been more active in the matter at issue than he has been. I would be of no value at the meeting, because of my poor hearing. Mr. Stebbins is expected in to-day from Lakeview, and can go to Lansing as the representative of the Tradesman if he deems it wise for him to do so.

As this proposed amendment to the license law was introduced in the House by a merchant of Monroe county, evidently without consulting the officers of any mercantile organization, Mr. Diehl might resent the activity of association officers in this matter. I have no grounds on which to base this fear. Any merchant who is interested in the enactment of this measure will be welcome to attend the meeting Thursday evening and take part in the discussion.

In order to be prepared for any emergency in the event of the Diehl bill being reported out favorably by the taxation Committee of the House of Representatives, I have had printed a large number of petitions to the House and an equal number to the Senate, requesting favorable action by both legislative bodies. Any merchant who wishes to lend a helping hand can obtain copies of both petitions by applying to the Tradesman. There is no charge for the petitions. Those who apply for them should enclose a 3c stamp for return postage. The House petitions should be forwarded to Representative Diehl, care of the House of Representatives, Lansing, as fast as the sheets are filled. The Senate petitions should be forwarded as soon as the bill is introduced in the Senate.

Had a call last week from Mr. Smith, of the Johnson & Smith, Co., general dealers at Sparta. Asked how business was in his town, Mr. Smith replied: "Last Saturday was the largest day we have had in our store for five years except the last Saturday before Christmas last year."

It is my good pleasure at this time to mention a citizen whom I have held in greatest regard for more than half a century, editor E. A. Stowe of the Michigan Tradesman, who has but recently passed the 76th mile stone of life's journey; who has lived long and well; whose acts are always prompted by a sense of duty; with whom to differ prompts one to study the point at issue; whose kindly consideration has probably meant more to this writer than that of any other person—without his own family—in such measure of success as he may have achieved.—Oceana Herald.

E. A. Stowe.

Somebody has said that you can't build a skyscraper with a screw-driver. You do need adequate tools, of course, but in a sense the skyscraper is built by a draughtsman's pen. You can build a hut or a hovel without plans, but you can't build a mansion or a palace without them. The requirement of plans is about the same in salesmanship. If you want hut-accomplishment, you do not need plans. If you want something better than that, however, you must make plans and use them.

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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—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

BUSINESS OPPORTUNITIES—Ideal locations for retail dry goods, men's furnishings, and ready-to-wear in towns of one to five thousand population. All good trading centers in lower Central Michigan. All going concerns. Some have well assorted stocks. Wish to sell to close estates. Worth your while to investigate. Dan Zant, Charlotte, Michigan. 710

For Sale—Modern country store 20 x 40 with storeroom and basement; seven-room house; water and electricity; double garage. On country road. Would sacrifice for cash. Would sell stock and rent. U. S. post office goes with store. Located in good farming country. On C.K. & S.R.R. John Oswald, Crescevoir, Mich. In southwest Barry county. 711

FOR SALE—GENERAL STORE, GOOD LOCATION. RENT REASONABLE. A. C. KLEIN, NEW RIEGEL, OHIO. 712

Grand Rapids Auction House—Stock liquidating sales. Also auctioneer for private commercial factories—bankrupts—courts—etc., 636 Eastern avenue, S.E., Grand Rapids, Mich. 713



Lines of Interest to Grand Rapids Council

April 1 always has been a tough day on the gullible chap who bites easily on gags. We have always breathed with bated breath during the entire day and never felt secure until we awoke on the morning April 2. This year's April 1 no doubt presented some April fool surprises. Some of the boys who had counted their votes before they were scratched no doubt feel that some joker took advantage of their guilelessness and dumped in a lot of blank ballots. Some who had counted on an easy berth will be compelled to resume their former avocations if they keep off the welfare while the successful candidates will feel pretty sure the other fellow will furnish them with food, shelter and clothing for the tenure of their office. We are always sorry when election time passes because the abundant supply of fuel ceases to be in evidence on our front porch. While some of the literature makes a sizzling, hot fire, most of it is coated so heavily with mud that it takes a fair sized draft to keep it burning. If political campaigns do nothing else, they surely leave no doubt in the minds of the candidates as to their character. In fact some find out things that they never knew themselves. A recapitulation of the results of a spirited political campaign might result in the following: Cleansing the atmosphere of mystery as to character and ability of the candidates. Befuddling the minds of the electors so they may not vote intelligently. Disturbing the equanimity of communities and injecting the germ of jitters into business. If we could go out and draft good business men for the job we have to offer, possibly we could eliminate the necessity of going around behind the shed and taking a good healthy kick at ourselves for doing a bum job with the ballot.

As a rule, the keynote in a campaign is the first one in the scale: "Dough."

After one sees a nice new automobile jammed up from being hit by a careless driver who is piloting a \$25 clunker with no insurance, it is an incentive for one to start something to protect the driving public from the indifferent driver. It might be a sensible move on the part of our hired men at Lansing to try to enact some sort of legislation whereby no motorist could secure license plates unless he could show a valid insurance policy and an operator's license. There are hordes of drivers in the state who could not produce a valid driver's license if it came to a show-down. Yet, thousands who respect the law, pay the price to conform to the law's demand, and respect the civil rights of the public, are victims of those who evade the statutes and have no regard for the safety of others. We do not believe in class legislation as a whole but are

heavily in favor of some enactment whereby the dangerous motorist may be removed from the highways together with his pile of junk.

In the midst of traffic, we are in death.

Grand Rapids Council will hold its April meeting Saturday evening, April 6. Preceding the meeting of the Council and the Ladies' Auxiliary, a very fine supper will be served by the ladies. They will offer an elaborate menu at 6:30 for the small sum of 35c per person. The supper is open to anyone who is hungry and has the necessary 35c. Reservations must be in by Friday, April 5. Those wishing to make reservations may call Mrs. Harley Lovall, phone 33753 or Mrs. T. F. Westfeldt, phone 96460. Every member should attend and bring his family and friends, also a candidate for the meeting. Don't forget the date and time, Saturday evening, April 6 at 6:30.

An old-fashioned merchant Down East wants people to return to wearing red flannel underwear. The plan is inadvisable. People are restless enough as they are.

Charles Renner, who formerly managed the Four Flags hotel in Niles and until recently the Whitcomb in St. Joseph, is conducting a hotel on the East coast of Florida. He reports that business has been very good and that business conditions are rapidly improving.

Milton Smith, who was engaged by the Government in welfare census work, with headquarters in Big Rapids, has been engaged jointly by the state and Government to continue the work, with headquarters in Lansing. Milton has made a very enviable record in this line of work and the new position is a recognition of his ability.

The intersectional meeting sponsored by Detroit Council No. 9, Saturday evening, March 30, was well attended by several U.C.T. Councils from out state. The meeting was preceded by a dinner at the Detroit-Leland Hotel, the meeting place of the Detroit Councils. The meeting was called to order immediately after the dinner. During the business session three candidates were inducted into the order by the degree team from Battle Creek. During the evening constructive talks were given by Grand Counselor A. F. Rockwell, Grand Secretary H. R. Bradfield, Past Grand Counselors Riordan and Howarn and Past Counselor Ranney. The following councils were represented at the meeting: Cadillac, Port Huron, Bay City, Owosso, Lansing, Battle Creek, Kalamazoo and Grand Rapids. Those attending from Grand Rapids were A. F. Rockwell, H. R. Bradfield, Frank Holman and William Bancroft. During the meeting the ladies were entertained at bridge after which dancing was enjoyed in the ball room of the hotel. Those who attended report it was one of the best intersectional meetings held this year.

Charles, son of Mr. and Mrs. Selby Miller, 2314 Plainfield avenue, is recovering after being confined to his home with illness for the past two weeks.

Mrs. L. L. Lozier has recovered from a short illness suffered during the latter part of last week.

Mrs. Henrietta Honton, aged 74, passed away at her home, 415 Laurel street, Saturday morning, after a long illness. She leaves four sons, Harm, Cornelius, John and Henry Honton and two daughters, Mrs. Herman Scholtens and Mrs. Dewey Van der Werff. Her funeral was held Tuesday morning in St. Joseph's church. John Honton was a former member of the Council.

Notgniklip.

Manufacturing Matters

Mt. Clemens—A sign manufacturing plant, as one of the newest industries of Mt. Clemens, was assured last week by action of Alfred Copony in authorizing construction work on a factory adjacent to the Mt. Clemens Pottery Co. The factory, 60 by 150 feet, the steel work for which had been erected some time ago for another company, has been acquired from the Mt. Clemens Land and Improvement Co., a Board of Commerce division, organized to attract new industries to the city. The land improvement company through a committee has approved plans and specifications for the new factory submitted by Mr. Copony. Along with the steel framework the improvement company has deeded one and one-half acres, including that upon which the buildings stands, to Mr. Copony, the deed to be held in escrow and to pass to Mr. Copony when the new factory is completed. The sign which is to be manufactured is a new type reflector arrangement, for use as a traffic guide. It is understood that a large number of orders already are booked.

Free Market for Wool Restored

While the Administration insists upon retaining control over production and marketing of many agricultural commodities, the wool trade has been allowed to revert to a free market for its product.

Attempts to control the price of wool have generally met with unsatisfactory results. Last year a large carryover was accumulated, as the established price was too high. The new marketing plan just adopted abandons most of the control features imposed on the wool market since the days of the Federal Farm Board. Supply and demand forces will now be given free rein to determine prices.

Despite the lifting of control, the price of wool has not declined. While the high prices of last year, which stimulated production and brought about the large carryover, are not likely to be repeated, the 1935 wool clip will be disposed of at satisfactory prices, with some increase in sales volume due to removal of artificial control, the trade expects.

Swapping gold for foreign silver—when we can produce enough silver at home—is questionable bargaining.

Nature is going Brain Trusters one better in killing production. Should we shout "Hurrah!"?

See Big Gain in April Retail Sales

Encouraged by a well-nigh sensational gain in last Saturday's business, retailers predict that dollar sales volume for April will exceed that of the same month last year by 10 to 25 per cent. in various sections of the country. Sales volume for March and April combined may show a moderate rise over the corresponding period last year.

Retail sales for the last week of March showed a decline from a year ago, because Easter came at the end of March last year. New York department stores reported declines of 10 to 12 per cent., while out-of-town establishments recorded smaller declines, with dollar volume about 5 per cent. under 1934.

Chain store executives report that the principal feature of current sales is their spotty character. In one locality results prove quite satisfactory, while in a neighboring community volume is far below last year's record. Government spending changes are one important reason for this.

Second Quarter Outlook

General business activity is likely to average somewhat below the corresponding 1934 level during the second quarter of this year.

The late Easter will help retail trade for April, and speeding up of production in anticipation of possible future labor troubles may even cause the general level of activity to touch a new peak for the year this month. On the other hand, the late start of the automobile manufacturing season helped maintain business volume into June last year, and no similar stimulus exists this year.

Any substantial response to the modernization drive of the Federal Housing Administration might shift the balance, however, and cause a somewhat higher level of activity for the second quarter than last year. The public program, on the other hand, will not get under way to any material degree until the fall.

Copeland Bill Faces Senate Opposition

The Copeland pure food, drugs and cosmetic bill will be subjected to attack in the Senate on the ground that it repeals the existing law and therefore removes the benefit of all of the decisions and interpretations that have been handed down under the Wiley law.

There will be quite a battle over the determination of Senator Copeland not to change the provision placing in the Department of Agriculture jurisdiction over food, drug and cosmetic advertising.

Slogan recommended for Federal lawmakers: Employment First.

Re-employment has become more urgent than "reform."

Taxes --- Taxes --- Taxes!

Tax the farmer, tax his dad,
Tax whate'er he ever had;
If he's broke it's just too bad.
Go ahead and tax the man.
Tax his dog and hired hand,
Tax his cow, tax his milk,
Tax his bed, tax his quilt,
Tax his pig, tax his pen,
Tax his corn, tax his wheat,
Tax his wagon, tax the squeak,
Tax his wife, tax his boy,
Tax whatever gives him joy,
Tax his baby, tax his crib,
Tax his all — who gives a fib?
Get his lambs 'n' tax his goats,
Tax his horses and their oats,
Tax his fiddle, tax the bow,
Tax what he intends to sow,
Remember the Forgotten Man
In your so-called taxing plan.
He has income, so they say,
Most of which he ought to pay.
Tax the man that's on the dole,
Get him in a deeper hole.
Tax the manufacturer, too.
He is more than getting through.
Tax the man who works for him,
'Fore his pay check gets too thin.
Tax his building, tax his chattels,
Tax his ford and all its rattles,
Tax his stock, tax his cash,
Tax him double if he's rash,
Tax his light, tax his power
Tax his payroll by the hour.
If he's making more than rent,
Add another five per cent.;
Tax whate'er he has to sell,
If he hollers — tax his yell.



ENJOY BETTER HEALTH

A Forceful Sales Appeal

"Eat the NEW Fleischmann's Yeast 3 times daily for better health."

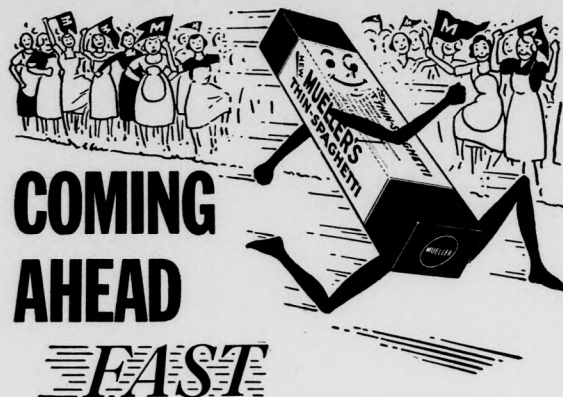
National advertising carries this forceful message to millions. And millions are responding. Sales are higher than ever.

Eat the NEW Fleischmann's Yeast yourself. Get your clerks to try it. Urge your customers to eat it regularly.

Push Fleischmann's Yeast NOW. It brings more customers into your store.



A Product of STANDARD BRANDS INCORPORATED



Grocers know it—our sales figures show it. Mueller's THIN-Spaghetti is quickly coming to the fore as a popular Mueller's Product.

Mueller's THIN-Spaghetti is deliciously different—slender, tender strands of spaghetti goodness. The package is smaller in size but the same in weight. Look over your stock of Mueller's Macaroni Products. If your supply of Mueller's THIN-Spaghetti is low, get aboard the profit boat—stock up and cash in on the growing demand for Mueller's THIN-Spaghetti.

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