

## The Little Chap at Home

I can't lay claim to anything as far as looks may go,  
And when it comes to learning, why, I don't stand any show;  
But there must be something more in me than other folks can see,  
Cause I've got a little chap at home who thinks a heap of me.

I've had my ups and downs in life, as all folks have, I guess,  
And take it all in all, I couldn't brag on much success;  
But it braces up a fellow, and it tickles him to know,  
There's someone that takes stock in him, no matter how things go.  
And when I get the worst of it, I'm proud as I can be  
To know that little chap of mine still thinks a heap of me.

To feel his little hand in mine, so clinging and so warm,  
To know he thinks I'm strong enough to keep him safe from harm.  
To see his loving faith in all that I can say or do—  
It sort of shames a fellow, but it makes him better, too.  
That's why I try to be the man he fancies me to be.  
Jest 'cause that little chap of mine, he thinks a heap of me.

I wouldn't disappoint his trust for anything on earth,  
Or let him see how little I just naturally am worth!  
And after all, it's easy up the better road to climb,  
With a little hand to help you on, and guide you all the time;  
And I reckon I'm a better man than what I used to be,  
Since I've got a little chap at home who thinks a heap of me.

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Distributors for

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**LEE & CADY**

# MICHIGAN TRADESMAN

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, APRIL 24, 1935

Number 2692

## MICHIGAN TRADESMAN E. A. Stowe, Editor

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### Importance of Store Meetings\*

At this Round Table Discussion this evening, I've been given ten minutes in which I'm to speak—without pretense—and with a knowledge of my own limitations—upon a topic of my own choosing: "The Value of Store Meetings."

In this limited time it will be possible to present only a few ideas and suggestions, but these may serve as an index to others equally as valuable and important, which may be brought out in the discussion that follows:

By the term store meetings, I mean a meeting of employer and employes for mutual interest and profit.

It is my purpose—in all earnestness—to try and impress you with the possibilities of this line of effort.

There is no gainsaying the fact that in these strenuous times of keen competition and code regulations, retailers everywhere must employ every worthwhile method available to keep abreast of the times, and to make retailing produce a profit. For business is truly a battle, a survival of the fittest, calling for the best that is in us.

Success in retailing may be defined as the power of making continuous and intelligent efforts. It is not alone the energy, the effort, the thought that we put forth as individual owners or managers that makes a store successful, but the way we train our employes to function.

The management very properly directs the policy of the business, but we must depend in a very large measure upon our employes to carry out our plans and to represent us in our relations with the buying public. How very important it is that we should have our associates trained to represent us in the way that will bring the maximum of good will and prestige. This can be largely developed by the regular and systematic plan of instruc-

\*Talk by B. H. Comstock of Traverse City, at annual convention, Michigan Retail Dry Goods Association, held at Lansing, April 24.

tions and training that may be given to employes at store meetings.

This is simply saying that it is team work that counts. Even a renowned athlete like Babe Ruth, valuable as his playing may be, does not make the whole team. Other players—less in the lime light—contribute their 'full share to the Club's success.

One star salesperson in a store may produce a splendid volume, but after all is said and done, it's the good work of all the force that spells success.

And this leads me to say that in store meetings, we should stress the importance of teamwork, which is only another way of saying that the entire organization should function wholeheartedly and with a united purpose.

Above all, we should endeavor to inculcate the right attitude in the relations of employer and employe. I've seen capable salespeople of good qualifications, stand in the way of their own progress by having the wrong attitude.

As owner or manager of the business conducting the store meeting, use every means possible to make it of real interest: Strictly informal and above all, don't preach at your employes. Have them feel at ease, perfectly free to take part in the discussions, and welcome suggestions that may be made for the good of the store.

I have mentioned teamwork as one worthwhile subject to be enlarged upon at a store meeting, and because business goes where it is well treated, I would also stress the value of courtesy, rendered wholeheartedly, and with a smile.

As a poster in a Western town stated: "Even a green salesperson sells more than a blue one."

While employers have been subject to anxiety—and may have unconsciously shown it in their manner and demeanor—our employes in their relations with customers should always appear happy and optimistic. No one likes to deal with a salesperson wearing a long face.

And I would go even further in emphasizing the matter of courtesy in stores. It should be in evidence among all employes in their daily contacts with each other. Many an owner or manager might profitably show more of this same spirit in his relations with employes.

The store meetings afford an opportunity to correct certain faults that may develop from time to time. I may be pardoned for mentioning just two matters of this kind that have come within my own experience. Some time ago, we had a few people in the store that had the deplorable habit of using the personal pronoun, I. It seemed that it was just natural for them to say: "I have your size in this new hose." "I want you to see this special value I

have on sale to-day." But I'm happy to say that this has been entirely eliminated. And does it sound better? Will leave it to you.

If Colonel Lindbergh, after that triumphant flight across the Atlantic, could afterward speak of his exploit and say "We" there is hardly any excuse for a store employe to say "I."

Another fault that existed among some of our employes was that of calling one another by their first names. Have even known of their using endearing expressions like "my dear"—or "Honey, will you do this?" This may indicate a feeling of friendliness, but how does it impress the customer?

I well remember one meeting we held when this very matter was brought up by the head of our ready-to-wear department, a woman of culture and fine qualities. In substance, she said: "That matter of calling one another by our first names before customers impresses me as lacking the dignity that should prevail in a store of this kind. I think it has a tendency to cheapen us in the eyes of our customers." And after a brief discussion, we all agreed with her.

May I use one more experience as an example of a store meeting accomplishing a desired result? Some time ago, we made a survey of the larger amounts we were spending with local concerns for such major requirements as fuel, office supplies, advertising and insurance. Against these figures, we checked the probable amount of business we were receiving from these various firms, and we found that it was far less than the amount we might reasonably have expected to receive.

The result of this was that we took the necessary steps to impress these concerns that we were liberal in the amount of business we were giving them and that reciprocity would be appreciated. This was accomplished by personal work and by personal letters. Following out this line of effort, we just naturally extended the same thought to our employes.

With a store force of twenty-five people, with eight or more heads of families, we could readily see that the homes represented among our force of employes, constituted quite a consumption of merchandise—outside of the lines we carried—and that here was a considerable buying power, representing patronage given to the grocer, the butcher and the baker, and with this thought in mind, we brought the matter to the attention of our employes at a store meeting.

We said: "Are you getting business from the stores with whom you spend money? If not, when you are paying for a purchase, drop the remark 'You know I'm in the hosiery department at the Globe Department Store. Come in and buy something from me some

time.' In other words, invite the people with whom you spend money, to buy something at this store." Make them feel that you will appreciate it if they do. While the suggestion may not have resulted in any large volume, it did help some, and this extra business, secured at no cost beyond the effort involved, was just that much extra.

Some employes feel that it is their privilege to buy merchandise at other stores, even when the same or a similar article can be purchased where they are employed. To my mind, this attitude is not one of loyalty and co-operation. Much more could be said along this line. Will only add that it is a good topic to bring up at a store meeting.

And when it comes to training employes along lines of salesmanship, a wide field of opportunity is opened up.

But if there is any one thing more than another which store meetings should strive to inculcate, it is that employes should develop initiative and the ability to think, plan and do things.

I do not believe you will disagree with me when I say that any manager or owner of a business can take a walk through his store, and see certain things that should be done. Shouldn't our employes see these same things and do them without being asked?

Here's an example of this—just a day or two ago. I visited our second floor, and noticed a certain attractive Easter novelty displayed. Apparently, few had been sold. The manager of this department, if he had been actively alert, should have said to himself: "Here is an item that ought to sell, in fact, it will sell if more people can see it. I'll change the display and give it a different and better location." Or he might have arranged to show the article on the first floor where traffic is heavier. Had this been done, the article in question would have been sold out before Easter. Just a case of where our employe failed to think.

There is the story of an Irish maid who answered a general housework advertisement. When asked what wages she wished, replied: "That depends, Mom—five dollars if I have to think, three dollars if I don't."

If an employe really desires to become more efficient he or she must expect to do some constructive thinking. Very naturally, the question arises—when is the best time for store meetings? In some instances, the store force is divided, and the two groups attend a morning meeting, at such a time as one-half the force can be taken from the floor. We like to have all of our organization together at one time, and at present are conducting a half hour meeting from 5:30 to 6:00 o'clock. We see to it that we open and close on time. This plan does not conflict with

(Continued on page 17)



Lines of Interest to Grand Rapids Council

The little red schoolhouse, a National institution since the Colonial days, is on its way out. Perhaps our posterity will view one in a museum in the days to come. As in all business, professional and civil life, when a things begin to lose its usefulness, it is heartlessly discarded. It is rather hard for us old-timers to believe that there is no usefulness left in the little red schoolhouse when most of the Nation's notables got the foundation of their education in one of them, as well as ourselves. It isn't hard for us to visualize the imposing little structure with its wood pile and fox and goose ring. The Blackman bases and the teeter-boards through the rail fences are still a part of the picture. The frowning teacher standing in the lone doorway with her hickory pointer must not be forgotten. We still remember the thrill we got when allowed to ring the bell to call the other kids from play. The charts, maps and the dusty black-board are a part of the picture we hold in our memory. The memory of the willow withes concealed behind the charts, the implement of torture and the makers of discipline, remain more clearly in our mind than the lessons we were taught. These fond recollections remain, but the little institution must go in the economy wave that is sweeping the country. Thickly populated districts are becoming childless because the younger generation is migrating to the cities. Where fifty children lived in a square mile but three or four are left in even a larger area. The centralized Standard schools are now caring for the education of the rural districts and school busses carry the pupils to and from school. This movement relieves the townships and counties of the expense of teachers and maintenance of the many rural schools. The little red institution is going on the block to the highest bidder and in some instances farm tenants. Whatever becomes of the little one room educational institution with all its appurtenances, we still hold it was the stuffing of the National foot-stool upon which rested the feet of the great and near great that builded a Nation that is highest among the nations of the world.

Foreman (to small son of workman who has met with accident): "When will your dad be fit to work again?"  
 Boy: "Can't say for certain, but it will be a long time."

Foreman: "What makes you think that?"  
 Boy: "Compensation's set in!"

Senior Counselor Charles H. Ghysels spent last Saturday and Sunday in Detroit, attending a sales meeting on Saturday, where he was commended very highly for the splendid showing he has made this year. This has been accomplished in the face of difficulties by intelligent effort co-operation with the merchants and by close application of

his time and ability, in marketing Salada tea. He was accompanied by his family and they spent Saturday and Sunday with friends and relatives in the metropolis of Michigan.

Recently the members of the Hotel Men's Association of Michigan held a meeting at Olds Hotel, Lansing. A part of the program and one of the unusual features was a school of instruction, lasting three days. A few years ago a popular proprietor of a chain of hotels throughout the East popularized the slogan, "The Guest is Always Right." That is not stressed so much to-day, for as a matter of cold hard facts, the guest is not always right. This school of instruction placed emphasis upon the making of profits for the owners of the enterprise. Speaking as a man who has patronized hotels for years, from the small one-story hotel in ranch towns in Wyoming to the best equipped ones in the country, we feel that profit is the proper basis on which to operate. That involves everything in connection with the operation, food, personnel, equipment, service and that intangible thing we call "goodwill." It certainly is time that all business realize that there is no prosperity without profit. In the light of cold economics, it cannot be reasoned that selling merchandise or services without a profit benefits anyone, except very temporarily, and then it is questionable if it does show them some slight gain for a brief period. Without profits, bankruptcy follows, and a business failure is a loss to the entire community.

One of our active members, John B. Olney, who has served the American Type Founders Co., for many years, has recently had his territory enlarged. The addition includes a part of Eastern Michigan, which he worked years ago. The renewing of acquaintances and business friendships has proved a sort of reunion for him and it is very gratifying for all of us to learn that real service that salesmen are in position to render is not so soon forgotten, as we think. These old customers take keen pleasure in placing orders with Brother Olney and some of them comment upon some service rendered or sound advice given years ago. It almost proves what we had long believed, that about 98 per cent. of the human race is pretty white after all. It is very encouraging to all of us who work in the capacity of salesmen, for when business men remember with gratitude, during the past five years, a service rendered as long as ten, fifteen or twenty years ago, we are in a hopeful state of mind, and in the operation of natural laws, things be better—yes, they are better now. Let us realize it.

A. C. Van Buren, living at 1053 Neland avenue, is suffering from a sprained ankle, which will keep him from his usual activity for a short time.

J. E. Heffron, living at 1935 Collins avenue, has been ill for several weeks. All of us are glad to learn that he has fully recovered, and is pursuing his regular work again.

As the time of the "Intersectional Meeting" draws near elaborate preparations are being completed. The Ladies Auxiliary are planning the refresh-

ments and that will be a rare treat. L. V. Pilkington, with his dynamic enthusiasm and efficiency, is getting the degree team up on their toes. A large representation of members (and wives) is expected from Muskegon, Kalamazoo, Battle Creek and as this will be next to the last meeting before the summer holiday, it will be one that will be long remembered. If all men engaged in selling were to become members of the United Commercial Travelers of America, and would do the necessary "Team Work" which has already been planned by our leaders, business would be given an impetus that would startle the conservative one, who nearly always states, "It can't be done." It not only can be done, but it will be done. The difficulty is, it takes longer when a few men are doing what all men should do, in a certain line of endeavor. If a salesman is discouraged or not making progress, the most intelligent step that he can take is to unite with the United Commercial Travelers of America, with this thought in mind; what is impossible for one to do, can be done easily, by many, under proper directing.

H. M. Koch, living at 434 Hall street, suffered a very painful accident on the 16th inst. He was cranking his car preparatory to going to work. For some unknown reason, the car reacted unfavorably and he sustained a broken wrist of his right arm, which is very painful.

Proceedings of the Grand Rapids Bankruptcy Court

In the matter of Fred and Amelia Jetzke, bankrupt No. 6951. The first meeting of creditors has been called for May 10. In the matter of Anthony and Sarah Adent, bankrupt No. 5986. The first meeting of creditors has been called for May 9. In the matter of Wolverine Grain & Milling Co., bankrupt No. 6195. The first meeting of creditors has been called for May 8.

In the matter of Roswell E. Park, bankrupt No. 6174. The first meeting of creditors has been called for May 6. In the matter of Smith and Ladner, bankrupt No. 6172. The sale of assets has been called for April 30 at the premises formerly occupied by the bankrupt at 102 W. Upton St., Reed City. The property for sale consists of a general hardware stock appraised at \$1288.91 and stock fixtures and equipment appraised at \$194.50. All interested in said sale should be present at the date and time of sale. The property will be open for inspection the date of sale and day preceding.

April 13. On this day the schedules, reference, and adjudication in the matter of Wolverine Grain and Milling Co., bankrupt No. 6195, were received. The schedules show total assets of \$14,730.21, and total liabilities of \$14,435.57, listing the following creditors:

Collector Internal Revenue, Detroit	\$327.00
Mich. State Agricultural Dept.	
Sam Rymer, Spring Lake	170.00
Lansing	65.00
Henry Paul Hemus, Coopersville	48.00
Allen Hartman, Grandville	45.00
Douglas Wilson, Coopersville	36.00
John Meyer, Coopersville	4,644.37
John Laug and George Laug, Coopersville	1,988.50
Collector Internal Revenue, G. R.	327.00
Ravenna State Bank, Ravenna	300.00
Daniel's Co., Wuskegon	37.50
Prater Pulverizer Co., Chicago	22.84
A. D. Hughes & Co., Wayland	126.81
Barclay, Ayers & Bertsch, G. R.	37.43
Manufacturers Supply Co., G. R.	32.45
Morton Salt Co., Chicago	176.95
Thomas Phillips Co., Akron	96.81
Coopersville Lumber Co., Coopersville	29.70
Federal Chemical Co., Columbus O.	144.40
Square Deal Garage, Coopersville	47.12
Coopersville Observer	18.05
G. R. Calendar Co., G. R.	20.07
Koezz Manufacturing Co., G. R.	113.33
Asa Strait & Son, Nashville	300.00
Mich. State Industries, Jackson	1,560.00
Dr. LeGear's Poultry Supplies, St. Louis, Mo.	67.00
G. R. Beltine Co.	12.00
King Milling Co., Lowell	106.00
Kessler Office Supply Co., G. R.	4.15
Commercial Milling Co., Detroit	381.75
Luther Mulder, Coopersville	42.17
Ottawa Gas & Oil Co., Coopersville	450.00
Brown Seed Co., G. R.	143.00

Columbia Transfer Co., G. R.	21.98
Cole Bros., G. R.	72.00
Kent Refining Co., G. R.	15.50
Lawrence Scudder Co., G. R.	243.00
Messinger & White, G. R.	93.00
John Wabeke, Fremont	7.00
Chase Bag Co., Milwaukee	188.00
Emery Register Co., Dayton, O.	54.00
Square Deal Hardware, Coopersville	65.00
C. De Meister, Coopersville	180.00
Consumers Power Co., G. R.	80.00
State Accident Fund, Lansing	21.67
Glenn E. McCrumb, G. R.	1,300.00
Ed Crawl, Coopersville	26.00
E. K. S. Equipment Corp., G. R.	350.00

April 17. On this day the schedules, reference, and adjudication in the matter of Ted Retan, bankrupt No. 6188, were received. The bankrupt is a manufacturer of Grand Rapids. The schedules show total assets of \$1,851.47, (part of which is claimed exempt) and total liabilities of \$9,388.42, listing the following creditors:

Progressive Furn. Co., G. R.	\$1,794.65
E. F. Timmie & Sons, New York	1,195.20
Mich. Felt Corp., G. R.	901.27
Statesville Mills, Inc., Chicago	747.49
Statesville Cotton Mills, Statesville, N. C.	600.72
Continental Spring Co., Chicago	539.86
A. Hoeningberger Co., Chicago	427.65
Bennett Mills Co., G. R.	440.77
Creston Transfer Co., G. R.	415.06
Imperial Carving Co., Allegan	386.65
American Excelsior Corp., Chicago	297.06
La France Industries, Frankford, Philadelphia, Pa.	281.88
Alta Weaving Co., Frankford, Philadelphia	210.00
G. R. Bedding Co., G. R.	161.94
Quaker Pile Fabrc Corp., Phila.	118.79
G. R. Paper Co., G. R.	96.09
Thomas Transfer Co., G. R.	103.38
Buffalo Weaving Co., Buffalo, N. Y.	103.38
Burroughs Adding Machine Co., G. R.	5.00
Northampton Textile Co., Holyoke, N. J.	80.48
Buroy Spring Co., Kalamazoo	69.50
Hillwood Mfg. Co., Cleveland	53.78
Landers Corp., Toledo	54.80
Richard Pick & Heller Co., Chicago	50.17
Schwing Moss Co., Plaquemine, La.	48.60
Great Lakes Thread Co., Detroit	30.00
Colonial Products Co., Opelousas, La.	24.20
Colonial Furn. Co., G. R.	15.50
W. P. William Co., G. R.	8.77
Olin J. Baker, Brooklyn	13.19
Bronk Ins. Co., G. R.	61.84
Lunington State Bank, Ludington	100.00

Mohawk to Advance Rug Prices

Notice of an intention to advance prices May 31 has been sent to the rug trade by the Mohawk Carpet Co., Inc., reviving buyers' belief that a general increase is certain in the industry within a few weeks. The Mohawk company's notification was unusual in that the extent of the impending price advance was not given. Buyers were advised by the company that details of the changes will be sent out in the near future. According to reports yesterday, the rise will average about 5 per cent. The Mohawk mills are the second of the three large volume producers to announce an advance. Alexander Smith & Sons will put a 5 per cent increase into effect May 1. The Bigelow-Sanford Carpet Co., Inc., so far has made no move.

**MEN OF MARK**

**C. Fred Schneider, President Standard Appraisal Corp.**

C. Fred Schneider was born in Lansing, Aug. 14, 1866. His father and mother were both of German descent, his grandfather and father having both been born in this country.

When the civil war broke out in 1861 his father was in Chicago and attended a patriotic meeting.



**C. Fred Schneider**

He immediately enlisted for active service, but the next day he received a letter from the officers of the Scott Guard, of Detroit, with which he was affiliated, that he must go there and go with the members of that organization in a body. He, therefore, obtained a release from Chicago and joined Company A, Second Michigan Infantry. He was in the service for four years and came out as a colonel. He received only two minor wounds during the four years he was in the South.

Mr. Schneider attended public school in Lansing until he was sixteen years of age when he transferred himself to the Michigan State College, graduating from the scientific course at the age of twenty. He immediately entered the signal service, which is now known as the Federal Weather Bureau, with which he was connected thirty-six consecutive years—nine years in Lansing and twenty-seven in Grand Rapids. He resigned in 1920 to take the management of the branch of the Grand Rapids Savings Bank located at the corner of South Division and Franklin street. He remained in this capacity until Sept. 15, 1934. Since that time he has been on the lookout for just the right kind of a hook-up and has finally formed an organization which was described in the last issue of the Tradesman under the style of Standard Appraisal and Property Corporation. He was elected President. He will devote his entire time to this business in the belief he can build up an institution that will be a credit to the city and a source of profit to the stockholders. He will aim to secure the handling of good sized properties owned by people who do not find it convenient to do the detail work themselves.

Mr. Schneider was married May 6, 1890, to Miss Caroline Kast, of Detroit. They have one daughter who is still with them at their home at 1245 Franklin street.

Mr. Schneider and his family are members of the Westminster Presbyterian church. He is a member of all the Masonic bodies and of the Shrine. He is National President of the Michigan State College Alumni Association. He has been secretary of York Lodge twenty-three years. He was Master of the Blue Lodge of Lansing before coming to Grand Rapids and has since served in the same capacity in York Lodge here. He has been Commander of De Molai Commandery.

Mr. Schneider is a good golfer and has been a trout fisherman for twenty-five years.

Mr. Schneider attributes his success to hard work.

Mr. Schneider had much to do with the widening of South Division avenue from Wealthy street to Hall street. He also took an active part in the construction of the viaduct over the railroad tracks at Franklin street. He was also instrumental in securing the construction of the new branch bank at the corner of Division and Franklin. He has never served as jurymen in any court of justice.

With no prestige of wealth or family influence, with no gifts from favoring fortune, with nothing but the stout heart and indomitable will, ready brain and strong hands, Mr. Schneider made himself a place among the notable men of the city and state, although aided by his innate love of right, which impelled him to deal fairly with all men; and so, not rising on the shoulders of or at the expense of others, he has made his position sure. It has not been a selfish career, except as all effort which has as one of its results the accumulation of wealth is to some extent self-centered. He has been and is a man among men. He has had his intimate friends, his business associates, those who have aided him and those whom he has aided; so that the story of Fred Schneider is also the story of other business men with whom he has worked hand in hand, apparently in fullest accord. Indeed, we may believe from the character of the man, his patience and fairness, that what seems to be is the fact. The outline history of his life, in which it will be seen that friends or acquaintances of his youth linked their fortunes to his and that the circle of his associates steadily widened, losing hardly a member except by death, goes to show such has been the case.

**Items From the Cloverland of Michigan**

Sault Ste. Marie, April 21—Navigation is open and the whistle of the first boats means that spring is here. It is not only the citizens of the Sault who are happy. The entire business world also listens. It is one certain event each spring which puts the Sault and its ship canal before the news readers of the world, for the opening of navigation means acceleration to the shipping and industry of the U.S. It means coal brought cheaply to the North and West and ore and grain carried cheaply to the Eastern markets. Secretary Dern, of the war department, spoke well when he designated the Sault Locks as the solar plexus of the Nation. With the Sault canal open, there is a brighter aspect to business and to the Sault there is an even wider meaning to the locks than just transportation. The locks mean tourist business and tourist business spells prosperity.

The senior class of the St. Ignace high school left last Saturday for Washington, D.C., to be there in time to witness the egg rolling on the White House lawn. On their return they expect to go to Gettysburg, Mount Vernon, Niagara Falls and the U. S. Naval Academy at Annapolis.

Thank the man who says your job looks easy. It takes an expert to make a job look that way.

The second annual smelt jamboree of the Sault took place last week and another good time was had by all. While they did not all make a big catch, those who participated would not have missed the sport. The day after Fritz Barton took the trip and in a few hours brought back over 100

pounds of smelt. He had a hard time giving them away, as most of the smelt consumers had an elegant sufficiency.

Fort Brady is taking first steps in a new program in the building of twenty-one new civilian conservation corps camps in the Upper Peninsula. Major Sevier R. Tupper, district commander, is receiving bids for the work. This will also mean more prosperity in Cloverland.

John Carlton Gowan, 32, passed away suddenly at Detroit last Wednesday while transacting business there. Mr. Gowan, who has been associated with the Gowan Hardware Co. here for the past eight years, was born in the Sault Jan. 29, 1903. He graduated from the Sault high school in the class of 1923. He attended Ferris Institute and the University of Michigan. Mr. Gowan was a resident of the Sault practically all his life. He leaves a mother, wife, two children and three sisters, all of the Sault. He was one of our best citizens and always ready to help any cause which would benefit humanity and the prosperity of our city. He will be greatly missed by his many friends.

Tom M. Crichton, of the Nebish channel, is making repairs and redecorating his grocery store, which has been closed during the winter. Mr. Crichton expects to be open again for business in about two weeks with a fresh stock of merchandise.

The new bridge over Ashmun street is getting along very nicely. The two arches were joined last Thursday and it now looks as if the work will be completed on time, which is scheduled for June 15, at which time we will be set for another celebration.

The Nebish island ferry, operated by John Cummings and Morgan Wickman, began operation last week from the end of the dam to the mainland side to the county dock on Nebish island.

Somebody says, the time is coming when all farms will be fully electrified. Then the farmers can work all night, too.

Mr. and Mrs. Stanley Newton who has been spending the winter at Del Ray, Florida, have returned. Mr. Newton represented the Sault at the road meeting held at Ft. Meyers a short time ago. He returned with Florida sand in his shoes, after having spent a delightful winter.

Glen Martin, Royal Oak, and formerly of the Sault, has returned here to accept a position as salesman on the staff of the Sims Motor Co.

A great liberator is a man who can't stand it to see somebody else doing the bossing.

Word was received here Tuesday morning of the death in Eugene, Ore., of T. Ernest Ludlow, a former well-known Ishpeming man. Mr. Ludlow was born in Benton Harbor, and for a while was on the stage. He located in Negaunee, where he practiced optometry and later had a similar place in Ishpeming. He gave up his own business to travel for Franklin McVeagh & Co., wholesale grocers, and left that firm to travel for the Gannon Grocery Co. He last worked in the Ishpeming Y. M. C. A. as secretary, and went from there to Eugene to engage in business.

**Costume Jewelry Volume Good**

Re-orders on novelty costume jewelry have been received in good volume from retailers, this division of the accessory trades being seemingly less affected by adverse weather conditions than others. Items to sell at \$1 to \$1.95 retail ranges have led from a volume standpoint. Gold and silver effects in bracelets, earrings, pins and clips have been re-ordered, with rhinestone and synthetic stone-set materials also active.

Industry is becoming articulate.

**Public Works and Electric Equipment**

Electrical manufacturers are inclined to doubt that the allocation of \$100,000,000 of the work relief appropriation for rural electrification will provide a substantial stimulus to their business.

Purchases of electrical equipment to be used on other projects to be started under the program may supply a larger volume of business, it is felt.

Should the entire appropriation for rural electrification be spent as an outright grant for construction of transmission lines, it is estimated that a potential market for electrical equipment of about \$400,000,000 would be opened up. However, public utility executives assert that at most only about one-fourth of the farmers in the country enjoy sufficient cash income to afford electrification of their farms on very liberal terms. If farmers were required to pay any part of the transmission costs, their ability to purchase equipment would be correspondingly reduced and rural electrification would thus be delayed.

**The Long Term Bond Market**

The Treasury apparently has no intention of placing any greater burden on the long-term bond market than is necessary at the present time. This indicates a desire to avoid interfering with the upward trend of quotations and the decline of yields of long-term obligations.

Holders of the \$1,933,000,000 of called First Libertys are given the alternative, in the Treasury's latest offering, of taking twenty-five-year 2 7/8s or five-year 1 3/8s. As a result, if holders of called bonds want short-term obligations, they can obtain all they wish and will not be forced into long-terms.

The conclusion indicated by this move is that the Treasury desires to keep the technical position of the long-term bond market as strong as possible. When the yield level is regarded as "right," however, a huge long-term offering to fund part of the very large floating debt will probably be attempted.

**Fall Woolen Lines Due Soon**

With the most discouraging Spring season experienced in several years drawing to a close, manufacturers of women's wear woolen and worsted fabrics will start to show Fall lines in another week. While sales of coatings and suitings are not as poor as those of dress goods, the total volume is disappointing, the late Easter and unseasonable weather having combined to stop sales. At present, mills are clearing out piece dyes, priced at under \$1 a yard, at a substantial loss. The scheduled wool promotion will brighten the outlook for better grades, although its full effect is not expected to be felt until Spring of next year.

Second thought are not always best.

## MOVEMENTS OF MERCHANTS.

Grattan—A. DeVol will engage in the grocery business here in the near future.

Kalamazoo—A complete line of groceries has been added to the Riddle Food Market.

Flint—The Casadont Brothers Co. have opened the Saginaw Market at 4610 N. Saginaw street.

Fulton—Otis Karker has removed his tin shop to Williamston where he will conduct the business.

Detroit—R. C. "Doc" Dulitz, Inc., 5 West Larned street, has changed its name to R. C. Dulitz, Inc.

Lapeer—A stockyards, with buildings costing \$12,000, will be erected this spring by E. O. Prince.

Howard City—Ledger Bros. have installed a complete outfit of modern steel store fixtures in their meat market.

Kalamazoo—The L. V. White Co., 644 East Main street, has changed its name to the Kalamazoo Diamond Oil Co.

Battle Creek—The Battle Creek Box Co. is completing plans for the rebuilding of its plant which burned last summer.

Centerline—The Centerline Drug Co. has been incorporated with a capital stock of \$15,000, \$5,000 being paid in.

Port Huron—The Port Huron Building & Supply Co., 2315 Power street has a capital stock of \$1,000, all paid in.

Detroit—Yockey Bros. Furniture Stores, Inc., 4291 14th street, has decreased its capital stock from \$20,000 to \$5,000.

Sunfield—Ray Welch has removed his hardware and implement stock to the store building which he recently purchased.

Muskegon—Thieves entered the Mueller Jewelry Store, 333 West Western avenue and carried away over \$2,000 in stock.

Ferndale—Pure-Air, Inc., 1915 Burdette avenue, to renovate air and control humidity, has a capital stock of \$3,000, all paid in.

Kalkaska—Steve Bartholomew has made extensive repairs and improvements to the building he has purchased for his meat market.

Detroit—The Van Dale Laundry & Dry Cleaning Co., Inc., 3825 McGraw avenue, has a capital stock of \$10,000, \$5,000 being paid in.

Ferry—Thieves entered the general store of Mrs. Callie Sherwood and carried away the contents of the cash register and some stock.

Menominee—The Superior Sugar Refining Company, Wells and Pine streets, has increased its capital stock from \$150,000 to \$400,000.

Royal Oak—Dixon & Ryan, Inc., 110 East Fifth street, repair and service precision instruments, has a capital stock of \$5,000, all paid in.

Pittsford—The Carl Rumsey Meat Market and Grocery was among six business houses destroyed by a fire in the principal business block.

Dundee—Keith Jenne purchased the Reum Brothers Grocery and Market

and after the completion of repairs and remodeling has re-opened it.

Paris—Charles Schroeder, formerly of Chippewa Lake, has bought the A. E. Hansen store in Grant Center and has already taken possession.

Lansing—Fire damaged the drug stock of L. G. Richards, 501 East Shiawassee street, entailing a loss of about \$500, with no insurance.

Owosso—The Michigan Sugar Co. will not open its plant here this year owing to its inability to contract sufficient acreage to make it profitable.

Detroit—Alcote, Inc., 2132 Union Guardian Bldg., organized to buy and sell ferrous and nonferrous metals, has a capital stock of \$1,000, all paid in.

Mt. Clemens—William H. Hansen, proprietor of the Hansen Meat Market at 77 Macomb street, died at St. Joseph Hospital from heart complications.

Detroit—The Vogue Tyre Sales Co., 4764 Woodward avenue, wholesale and retail dealer in tires and automobile accessories, has a capital stock of \$1,000, all paid in.

Royal Oak—The Family Grocery Store has been opened at 602 S. Washington avenue by Allison Parisian and George Sevald with a complete line of groceries and cold meats.

Lansing—Charles A. Spadafore, proprietor of the Economy Grocery at 2006 East Michigan avenue, has opened a second grocery and meat store at 2000 East Michigan avenue.

Detroit—The C. & R. Sales Corporation, 309 Stormfeltz-Loveley Bldg., has been organized to deal in and distribute auto accessories, with a capital stock of \$5,000, \$2,000 being paid in.

Sunfield—Elmer VanAntwerp has completed the remodeling of his store building and has moved his stock of dry goods into the front of the store formerly occupied by the grocery stock.

Muskegon Heights—Beverly Inn, a popular roadhouse on the Grand Haven road near the Fruitport corners, was destroyed by fire. Orville Yeager, proprietor, states that both building and contents were insured.

Kaleva—The Kaskinen Motor Co., is erecting a modern building, 50x50 feet which will combine repair garage, storage garage, sales room and service station. The building is of tile construction with steel roof.

Marquette—John A. Anderson and Ward E. Luneau, grocers at 523 North Third street, have dissolved partnership and the business will be continued by Mr. Anderson, who has taken over the interest of his partner.

Lake Linden—Fred Versaille, well known Lake Linden merchant, has opened his new grocery and meat market in the Panopolis building. Modern fixtures and refrigerator cases and counters have been installed.

Detroit—The Plunkett Shoe Co., dealer in footwear and hosiery, 2118 Park avenue, has merged its business into a stock company under the style of Plunkett Bros., Inc., with a capital stock of \$25,000, of which \$18,480 has been paid in.

Detroit—Mathes Shoe Stores Co., of St. Louis, have opened another store

in Hamtramck, Mich., under the name of Reels. Jay Joseph, of the downtown Woodward avenue store, is manager. The new store is located at 9734 Jos. Campau avenue.

Lansing—Jake Weinzierl, proprietor of Jake's Market, No. 2, at 121 East Michigan avenue, has opened it for business. His markets have a wide circle of patrons who enjoy home made German sausages and meats. Dairy products are also featured.

Jackson—A. F. Hertler has opened a new shop at 140 W. Michigan avenue, featuring Nunn-Bush shoes for men and Foot Delight shoes for women. Windows have been remodeled and interior redecorated. The fitting chairs and stools are in Florida Cypress.

Marquette—Louis Getz, founder of the Getz Department Store here and one of the pioneer merchants of the upper peninsula, died at his home, 367 East Hewitt avenue, following a long illness. Mr. Getz, who was 87 years old, was in business here over 50 years.

Detroit—L. W. Walser, Inc., 29 Cadillac Square, dealer in wearing apparel for men and boys, furnishings, etc., has merged the business into a stock company under the style of Leo W. Walser, Inc., with a capital stock of 100 shares at \$52 each, \$4,000 being paid in.

Detroit—R and H Shoe Co. has been incorporated, with a capitalization of \$5,000. The company operates an outlet policy downtown store at 336 Gratiot avenue, with Abe Lowenberg in charge. Incorporators are Selden Koblin and Philip Ash. No change in ownership is involved.

Muskegon—Mrs. J. H. Riemers, who has been employed in a sales capacity by the Hughes Co. since the establishment of its dress shop here, 18 months ago at 255 West Western avenue, has been named manager, succeeding J. W. Pounder, who recently became a member of the Hardy Co. staff.

Lowell—Mrs. D. S. Simon, who has conducted the Strand Chocolate Shop for the past five years, has closed out the stock and retired from business here but expects to conduct a similar store in another city. Harvey Callier, proprietor of the Strand Theatre, has opened a candy store in the location vacated by Mrs. Simon.

Holland—Abel Vander Ploeg has purchased the Charles E. Dykstra drug stock and will continue the business under his own name at the same location, Clooee avenue and 24th street. For seven years Mr. Vander Ploeg was associated with the Gezon drug stores in Grand Rapids and was also connected with drug stores in Muskegon.

Imlay City—A new store will open its doors for Imlay City customers within the next two weeks in the building formerly occupied by the Imlay department store. The new store, according to the new owner, Douglas F. Dossett, will be patterned after the old fashioned variety store and will carry a wide range of merchandise ranging from dry goods to hardware items.

Battle Creek—Charles F. A. Craft, 60 years old, of Muskegon, traveling for the Kling-Tite Paint Products Co.,

of Chicago, died here April 19, following a stroke, suffered while he was making a business call at a local industrial plant. Craft formerly lived in Chicago, where he belonged to the Masonic branches, including Scottish Rite and the Shrine. His widow and two daughters survive.

Grand Rapids—The Modern Range Equipment, 40-50 Market street, will hold an opening the week of April 29. The display will include samples of all goods made by the houses represented. Groceries will be temporarily displayed on the steel shelving handled by the agency. The trade is respectfully invited to call and inspect the display. The Dry-Kold Refrigerator Co., of Niles, has one of the largest exhibits ever made at a factory branch. A special factory representative will be present to answer any questions propounded by callers.

Marshall—Dingfelder & Balish, Inc., dealer in fruits and vegetables with offices in New York, Chicago, Denver and Indianapolis, has purchased the Simons & Leedle Furnace plant and will convert it into an onion storage plant. Last summer the company brought one of its engineers to Marshall to make a survey of available onion land in this vicinity and he estimated that Marshall would become the center of the largest onion growing industry in the United States. The capacity of the storage plant will be 1,500 cars of onions.

Grand Haven—Jurren Ball, Grand Haven's oldest active merchant, observed his 60th business anniversary April 17. Mr. Ball opened his store here at the location he now occupies, April 17, 1875. A young man 22 years old at the time, he worked hard to make good and soon took his place as a business leader. Mr. Ball has remodeled his store the past few years, doubled his floor space, and is always ready to give new merchandising ideas a trial. He is in excellent health, having rallied from an illness two years ago. He puts in long hours at his store, showing activity that belies his 82 years.

Detroit—Walter Parker, of the Ground Gripper Shoe Store, is a leading figure in yachting and boating circles in the Midwest. He owns a 48-foot yacht on which he practically lives in the summer. In addition, he is active in half a dozen clubs and committees, holding office in several. Among his present active duties this year are: Chairman of Detroit River Yachting Association Power Boat Squadron; vice-chairman of the Interlake Yachting Association, covering the entire Great Lakes; vice-chairman of the Power Boat Association of the Detroit Yacht Club; and member of the Gold Cup Committee, which controls the world-famous Gold Cup motorboat races. He's a busy shoe man, too, and finds his association contacts very helpful in his business.

A publicity man is a fellow who can take an ordinary business man not as well known as he might be, and make him look more impressive than he would be if he were twice as important as he isn't.

**Essential Features of the Grocery Staples**

Sugar—Jobbers now held cane granulated at \$5.05 and beet sugar at \$4.80.

Canned Fruits—Progress is being made on the Pacific Coast in plans to control the new fruit packs. From the Northwest comes word that the proposed AAA agreement on Bartlett pears would limit the canning of second quality fruit and several hearings will take place in the near future. In California a marketing agreement patterned after the 1933 pact has been under consideration and will probably be adopted. Thus, it appears that these two major items in the canned fruit line will be limited as to production in one way or another in the coming season and that prices to growers will be stabilized. It seems pretty certain that packing costs, therefore, are not going to be any lower than a year ago, and may be higher. This would seem to indicate that spot fruits may not decline much below present levels and that some of the low prices at which new pack peaches have been reported in the New York market will mean a loss—at least hardly a profit—on such goods as delivered later on these contracts. Packers who still have any surplus of goods will probably show less concern about carrying them into the new season, feeling that there cannot be much difference between opening prices this summer and those of last summer.

Canned Vegetables—The canned vegetable market is reported as a little more active here, although there is not a great deal of business being done. However, April is showing an improvement over March, and now with the Easter and Jewish holidays over there will be so much less to divert the attention of the trade. The opening of the week brought nothing new on California asparagus. There are no formal prices out and nobody around here has any definite idea as to when they are likely to be announced. New pack California spinach is steady at its recent advance. California tomatoes for future delivery have been bought freely.

Canned Fish—Canners are busily preparing for this year's operations, sales managers and brokers are laying plans for sales campaigns, buyers are refilling stocks grown thin from year-end inventory reducing activities and in anticipation of the heavier demand for foodstuffs occasioned by the emergence of the human race from its winter hibernation. More particularly with reference to canned salmon, Easter marks the beginning of the heaviest canned salmon consuming period. Creamed salmon on toast, salmon new burg, salmon salad, green peppers stuffed with salmon, creamed salmon and new peas—or plain salmon as it comes from the can—will, from henceforth until the first frost of fall, occupy a more conspicuous place on the American luncheon and dinner table. In view of the very heavy consumption of canned salmon through the winter months of 1934-35, when canned salmon sales are supposed to be at their lowest ebb (all we know about this is what we

read in our brokers' letters), we naturally expect all previous sales records will be broken during the coming summer months. The recent heavy consumption of canned salmon has been caused by constantly increasing prices on other foodstuffs and the unusually attractive prices on canned salmon. This situation will carry on as far as consumer demand is concerned, and of course the distributor who protects himself in advance against upward price revisions will be best equipped to take full advantage of the future situation.

Dried Fruits—The dried fruit market was a little more active last week on spot and for shipment. The post-Easter outlook is more encouraging, according to jobbers and shippers and prices have been showing a lot more stability. Demand for goods has broadened very well. Prunes are being taken more freely here, and prices are doing much better than in past weeks. The recent easiness noted in Santa Clara prunes on the Coast has been checked and increased inquiry from various distributing centers has given shippers the hope of seeing the trend reversed. Any considerable demand for merchandise, it is generally admitted, would cause a stiffening of prices. This of course, is equally true in the New York market, where several items, among them prunes, are available now at less than replacement costs. There was a fairly good demand for Easter and the Jewish holidays here, and both imported and domestic figs have been taken fairly freely. Packers of imported figs have been concerned upon filling their requirements right up to arrivals of new crop figs from the Near East in the fall. California varieties have been in large call, too, particularly packaged goods which have been offered here at very attractive prices.

Nuts—With the Easter and Jewish holidays over, demand for shelled nuts is likely to pursue a more seasonal course now. With the coming of the warm weather, the ice cream trades will be in the market for more goods from time to time. Manufacturers have been taking their requirements in a moderate way, and prices on walnuts, almonds, Cashews and other varieties have been well maintained.

Olive Oil—The olive oil markets abroad were generally steady last week. Prices showed a somewhat stronger undertone in Italy, but buyers were covering their requirements closely and not taking a future position. Stocks of oil on the spot are moderate and there is a fairly good demand.

Rice—Domestic distribution of clean rice is well sustained and is expected to keep its margin over last year. While buyers are not anticipating far ahead, the actual movement of rice into consumption has been encouraging, and month to month business has shown improvement. The trade in this market are not covered very far ahead, so that continuation of the replacement trading of the past is indicated. Exports continue very active.

Creeping inflation is already on the way.

**Review of the Produce Market**

- Apples—No. 1 Spys, \$1.50 and \$2.
- Artichokes—\$1 per dozen.
- Asparagus—30c per bunch; \$3 per case of 12 bunches weighing 2½ lbs. per bunch.
- Bananas—4½c per lb.
- Beet Greens—70c per 10 lb. basket, hot house.
- Butter—Cartons, 33c; tubs, 32½c.
- Cabbage—\$3 per hamper for Florida.
- Calavos—\$2.25 per case from Calif.
- Carrots—Calif., 50c per doz. bunches or \$2.75 per crate of 6 doz.
- Cauliflower—\$2 per crate for California.
- Celery—Florida, \$3.40 per crate; 12 stalks to bunch, 45c.
- Cucumbers—Missouri extra fancy, \$1 per doz.
- Dried Beans—Michigan jobbers pay as follows for hand picked at shipping stations:
  - C. H. P. from farmer.....\$2.80
  - Light Red Kidney from farmer.. 4.75
  - Dark Red Kidney from farmer.. 5.75
  - Light Cranberry ..... 5.10
  - Dark Cranberry ..... 4.10
  - Eggs—Jobbers pay 21 @ 22c per doz. for all clean receipts. They sell as follows:
    - Large white, extra fancy.....25c
    - Standard fancy select, cartons.....24c
    - Current receipts .....23c
    - Medium .....22c
    - Checks .....20c
    - Egg Plant—15c each from Florida.
    - Garlic—15c per lb.
    - Grape Fruit—Florida, \$3.50 for all sizes.
    - Green Beans—\$2.50 per hamper for Florida.
    - Green Onions—Chalots, 45c per doz.
    - Green Peas—\$2.50 per hamper for California or Miss.
    - Green Peppers—60c per dozen for Florida.
    - Honey Dew Melons—\$2.50 per case.
    - 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.....\$4.75
      - Leaf, hot house..... 10c
      - Mushrooms—29c per box.
      - Onions—Texas, in 50 lb. sacks, \$3 for white and \$2.75 for yellow.
      - Oranges—Fancy Sunkist California Navels are now sold as follows:
        - 126 .....\$4.00
        - 150 ..... 4.50
        - 176 ..... 4.75
        - 200 ..... 5.00
        - 216 ..... 5.00
        - 252 ..... 5.00
        - 288 ..... 5.00
        - 324 ..... 5.00
      - Red Ball, 50c per box less.
      - Florida oranges in half box sacks are sold as follows:
        - 200 .....\$1.75
        - 216 ..... 1.75
        - 250 ..... 1.75
        - 288 ..... 1.75
      - Parsley—30c per doz. for hot house.
      - Potatoes—Home grown, 45c per bu. Idaho, \$2.50 per 100 lb. sack.

Poultry—Wilson & Company pay as follows:

- Heavy Fowls .....19c
- Light Fowls .....17c
- Turkeys .....20c
- Geese .....11c
- Radishes—Hot house, 45c per dozen bunches.
- Rhubarb—20 lb. box from Calif., 90c.
- Spinach—\$1.75 per bu. for Indiana.
- Strawberries—\$2.50 per 24 pt. box from La.
- Sweet Potatoes—\$1.75 per bushel for Jerseys.
- Tomatoes—Florida repacked, 90c per 10 lb. box.
- Veal Calves—Wilson & Company pay as follows:
  - Fancy .....1½c
  - Good ..... 9c
- Wax Beans—Florida, \$3.75 per hamper.

**Reflected Light**

I can find no words to tell  
How appears our moon to me  
Up on high—  
In the sky  
Like some cruising caravel  
Circling a cerulean sea  
Nor coming nigh.

Then again it seems to be  
Golden as some godly thought  
Heaven deserted—  
Glorified

To bedeck von canopy  
Which with stars is fairly fraught  
Through time and tide.

Ever am I wondering  
When I see our Luna's face  
Bright and new—  
Through the blue—  
Is she not a conscious thing  
Conscious of that higher grace  
For me and you.

Didst Endymion dream of thee  
Oh thou goddess of the skies  
And you crept  
As he slept  
To his lips so humanly  
Stole a kiss, to his surprise  
Yet ever kept.

Would I could a dreamer be  
When the shining sun had set  
Then at night  
Sense aright  
From thy lips' propinquity.  
As they spoke your alphabet:—  
Reflected light.

Charles A. Heath.

It is something to use your time and strength to war with the waywardness and thoughtlessness of mankind; to keep the erring workman in your service till you have made him an unerring one, and to direct your fellow-merchant to the opportunity which his judgment would have lost.—John Ruskin.

The men whom I have seen succeed best in life have always been cheerful and hopeful men, who went about their business with a smile on their faces, and took the changes and chances of this mortal life like men, facing rough and smooth alike as it came.—Chas. Kingsley.

Tire blowout hazards are reduced by a new inner tube. It consists of a tube within a tube, a single vent hole connecting the two air chambers. When the tire blows, air escapes from the outside tube at once, from the inside tube gradually though the vent.

When you get into a tight place and everything goes against you, till it seems as though you could not hold on a minute longer, never give up then, for that is just the place and time that the tide will turn.—Harriet Beecher Stowe.

Do your duty now and posterity will do its duty by you.

## MUTUAL INSURANCE (Fire and Life)

### Liability for Fire Losses

Liability for fire losses in relation to the cost of fire protection was considered in the report on the Louisville fire department by Griffenhagen & Associates, specialists in public administration of finance. The principle generally accepted in European countries of personal liability for loss or damage caused by fire resulting from negligence of the owner of the property has hardly been recognized in this country. Recently two cities, Cincinnati and Berkeley, Cal., have perceived the logic of enforcing such liability and have taken steps to provide for it. Cincinnati in one case levied an assessment of \$500 to cover the cost of extinguishing a fire resulting from hazards the owner had been notified to remove. The case was carried to the higher courts and sustained.

In such a case two kinds of liability might properly be enforced, the cost of extinguishing the fire and any damage incurred by adjoining property owners.

The ordinances of Cincinnati and Berkeley base liability only on the failure to correct conditions constituting hazards after the receipt of notice of such conditions and order to correct them. As a matter of fact, such notices and orders might be regarded merely as in the nature of evidence of negligence and it seems proper that negligence must be established in other ways. The city should not be required to stand the cost of putting out a fire or the adjoining property owners subjected to loss because of the failure or refusal of the property owner on whose premises the fire originates, to take reasonable precautions to prevent the start of a fire on the premises, whether or not his attention has been called officially to such conditions and an order has been issued for him to correct them if, in fact, he knew of such conditions or should have known, and is thus chargeable with knowledge of them.

The power of the city to pass ordinances making such two-fold liability effective is being examined and steps should be taken providing existing state law permits. If the city does not have such power, the state law should be amended to confer it.

Under present conditions the cost of fire protection is borne by the general taxpayer in most cities. The property owner who builds a modern, fire proof building, increases the value of his property thereby and resulting assessments, so that he pays more taxes for fire protection, as well as other municipal services, than the owner of a fire trap which is a constant menace. It seemed practical to work out a system of assessments of the cost of municipal fire protection that would reverse the situation, charging the owners of buildings, and other inflammable property with the increasing proportions of the cost of fire protection in

relation to the value of such property owned by them, according to the extent of the reduction of fire risks brought about by types of construction, sprinkling and other means. Some cities charge for miscellaneous services rendered by the fire department, such as pumping water out of basements, filling cisterns and recharging fire extinguishers.

It is interesting to note the recommendations of Griffenhagen & Associates along these lines because the subject has been a topic of interest before the fire chiefs for some time. At the session of the International Association of Fire Chiefs in Milwaukee the question of raising additional revenue was brought up and among the plans suggested were those calling for penalizing the owners of fire hazards. Although such an idea was considered justified, most of the chiefs who were at Milwaukee felt it was too revolutionary to be of any practical merit. The fact that Griffenhagen & Associates endorse it may add impetus to adoption of this method perhaps in modified form.

There are certain drawbacks to adopting such a system. It would require a great deal of additional work that at present is not being done by municipalities. It would also require some sort of standardized set of specifications on which assessments could be based.

### Roadhouse Fire Lesson

The disastrous roadhouse fire near Chicago in which six were burned to death and sixteen badly injured puts the spotlight on the unsupervised roadhouses that have sprung up in the outskirts of nearly every city. The tragedy should bring action to rectify the conditions which allowed 100 merry-makers to be jammed in a small frame structure provided with inadequate means of escape from the flames as was the case in the Club Rendezvous roadhouse in Morton Grove, Ill. There were only two exits to the roadhouse. The main one was a narrow, 2-foot, 7-inch doorway leading into a small anteroom which had a 3-foot doorway. This door, contrary to fire regulations, opened inward. It was in the vestibule, 7 by 15 feet, that six persons died. The only other means of exit in the bungalow was through the kitchen, which was reached by a narrow corridor and through a doorway only 1 foot and 10 inches in width. There was a large crowd in the place. The dance floor was packed with scarcely enough room for the couples to move about in time with the music. When the alarm was given the people dashed to the front exit and crowded around so closely that it was impossible for a while to open the door which swung inward. The highly inflammable drapes and streamers which festooned the walls and ceilings of the dancing floor caught fire immediately and the blazing cloth began to shower fragments on the frantic crowd below. Many leaped through the windows in escaping, and were badly cut.

It is believed that most of those who died could have been saved, had not

most persons stopped to get their hats and coats before leaving the building. The checkroom was in the small vestibule where all six victims died. Evidently a gas connection on a heating unit there burned off, and the escaping gas made the flames in the vestibule intense.

Shortly after the fire, officials of Wayne county, outside of Detroit, Michigan, found that a number of roadhouses and similar establishments in that territory presented the same hazards that caused the Illinois death toll. As such places were all outside of any city limits pressure is being brought to bear through the state liquor control commission and the state fire marshal's office to relieve conditions. A state-

wide inspection is expected to relieve the dangerous situation in all parts of Michigan.

In Louisville, the building inspection bureau began a campaign against fire hazards in resorts and public gatherings there. Several establishments were found to have doors opening inward, and these have been ordered changed.

### Rural Protection

Niles is prepared to furnish fire protection to anyone living within five miles of the city who deposits \$25. The money remains in the fire fund, and the contributor is not required to pay any more until he has called on the fire department for service.

## FIRE is not "Choosey"

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

**FINNISH MUTUAL FIRE INSURANCE CO.**  
444 PINE ST. CALUMET

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## 37TH ANNUAL CONVENTION

## Of Michigan Retail Grocers and Meat Dealers

The thirty-seventh annual convention of the Michigan Retail Grocers and Meat Dealers Association was called to order at Flint Tuesday forenoon by President Hartman of the Flint organization. The mayor of Flint gave the address of welcome, which was responded to by O. A. Sabrosky, of Lansing, as follows:

It is with the greatest of pleasure that I stand here before you this morning trying in my humble way to express my sincere thanks and appreciation to you in the name of the State Grocers and Meat Dealers Association. I am only afraid that I am not going to find proper words to thank you, Mr. Mayor, for all the nice things you have said in your remarks to our Association here this morning and all the courtesies you have shown us upon arrival here in the city of Flint. Again I say it gives me much pleasure to stand here and address this Association of ours in your city because of the memories of the convention we held here before, which I so well remember; the hospitality and courtesy extended to us by the government of this city, its business people and its entire citizenry.

As you probably know the State Association of Grocers and Meat Dealers try each year to hold their convention in the city where we feel the local and State Association will derive the greatest benefit from these meetings, also to give every local a chance to be host to the State Association. It is needless to mention that much can be learned from these meetings for at every convention we hold two meetings a day at which time we are discussing problems of our business to which we devote most of our time. Also the social functions and get-acquainted events are not being overlooked. I know, Mr. Mayor, you will agree to the fact that in your city government, same as in the grocers and meat business, those functions are of great importance.

Our last four conventions were held in the Western and Northern parts of this state, but at our convention last year at Manistee, your city was so well represented by your delegation that after casting the ballots we were pleased that the majority of the members desired to come to your city for this meeting. And it is no wonder that they did so because in so doing their decision will be highly rewarded.

In looking over the pre-convention preparations for this big event I can readily see where not only the leading business firms of this city but also your city government and your people have all combined their efforts to make these three days of our stay here as pleasant as possible. Now, Mr. Mayor, allow me to again assure you that every courtesy shown us during our stay here will be greatly appreciated by the executive board of this Association and its members.

In closing, allow me to invite you, Mr. Mayor, and your entire city government to participate in our meetings and especially to take part in our banquet, which will be held Wednesday night.

After the convention adjourns and we are ready to leave I am sure that we will all take home with us pleasant and instructive memories from our visit in your city, and will be looking forward to the time when we again can convene here and enjoy your hospitality.

President Eckert then delivered his annual address.

Secretary Hansen then read his annual report as follows:

At the time of rendering my report to the convention a year ago, little did we suspect that at this convention we

would be called upon to memorialize our First Vice-President and Manistee convention host, Vincent A. Miklas, also our former director, congenial and loyal member, D. L. Davis, of Ypsilanti.

During the past year, our prestige as an Association has shown consistent progress and it affords me a great deal of satisfaction to report we have now sixteen local associations affiliated with our State Association, Battle Creek and Port Huron having returned to our fold.

At this time of reporting we have on record 521 paid up retailer members as against 332 reported a year ago, which is an increase of 50 per cent.

While I reported 332 paid-in retailer members in my last year's report, a month later our Michigan Association qualified with 16 delegates at the National convention, representing 700 paid up members at the National convention. Based upon the experience of last year, it is reasonable to expect our membership at the time of our National convention this year should reach 900 or 1,000.

According to our financial report, dated April 20, we have a balance on hand in the treasury of \$529.88. The profits from our Wolverine Retailer for the twelve months past contributed toward our operating expenses \$667.82 and at the close of this convention our net worth should be back up to approximately \$900.

In my Association experience, I have never known of a time when our Association enjoyed the confidence of our industry to any greater degree than the present.

The future offers opportunities for further advancement of our Association by enlarging our Board of Directors from five to ten and distributing them throughout the state according to the proposed changes to our constitution and by-laws, that will be subject to your consideration at this convention.

Our Association advancement could be materially strengthened if our resources would permit the employment of field men to contact non-members in fields not covered by any of our local associations, and practically all of our local associations could strengthen our state and National Association by consistent application of concerted effort on the part of its members, which should be encouraged.

Adequate financing of associations has been a problem with practically all of our trade associations, not alone in Michigan, but throughout the Nation.

At our National secretarial conferences this subject has been discussed at great length and while it has been generally conceded, the dues should be sufficiently high to meet all reasonable requirements, practical experience has resulted in the falling off of memberships when dues have been advanced.

Our National Association, in order to cope with its financial problems, has established a policy of conducting an exhibit each year in connection with the National convention, which has proved highly satisfactory and successful from a financial basis.

I can see no reason why this same policy could not be adopted in connection with our state conventions, particularly at this time since there has been a marked change in the trend and policies of manufacturers toward association conducted exhibits during the past year.

Our publication also affords an opportunity to increase our revenue as well as service, which could be accomplished with a little assistance on the part of our membership, by displaying a keener interest in the firms who favor our Association with their patronage.

In order to be of greater service to our members our Association should consider seriously the establishment of a legislative fund that could be made available for the purpose of policing the

legislature during the Legislative sessions, and the opportune time to start this fund would be during the off year, so as to be prepared to meet with any emergency that may arise.

At every session of the Legislature—and this year has been a banner year—numerous bills are introduced jeopardizing the welfare of our retailers and in order to properly safeguard our industry, our Association should be in a position to have a representative at the capitol during the session to check the bills introduced and to counsel with the members of the House and Senate.

This year, I have checked all of the legislative journals religiously, and whenever the title of a bill shows any indication of being loaded with dynamite, I have sent for copies of the bills and have taken up the bills that were detrimental by mail with the representatives, with an occasional personal call.

While this may seem sufficient to some, there is a danger of bills slipping through, as the legislative journals are usually a week old when I receive them and when the legislature starts acting on the bills, time rolls around too fast to be secure.

I have earnestly endeavored to serve our Association constructively during this past year, as in the preceding years, and while no career can possibly be void of errors, I can assure you my errors were not intentional and that I shall continue to strive to merit the confidence and good-will of our industry regardless of my position.

If my efforts to serve you meet with approval, your expression of confidence passed on to retailers who have not as yet assumed their place in our ranks, will serve our Association constructively and will be an inspiration for greater effort.

Herman Hanson,  
Secretary.

Treasurer Bailey then presented his annual report, as follows:

Balance in treasury May 16, 1934	\$57.87
Received from secretary during year	4,630.18
Grand total	\$4,708.05
Disbursed during year	4,177.87

Balance in treasury Apr. 2, 1935 \$530.18

## Hexylresorcinol as an Anthelmintic

Observations were made on the efficiency of hexylresorcinol against different types of human intestinal worms under field conditions in the Philippines. The drug was given in hard gelatin capsules and in the form of sugar-coated pills, adopting the doses recommended by the manufacturers. It was administered early in the morning on an empty stomach and the patients were advised not to take food for at least four hours afterwards. Each patient received only a single treatment. A total of 861 individuals, representing both sexes and all ages from 4 years up, were treated.

Hexylresorcinol was found to suffer in anthelmintic efficiency when placed in gelatin capsules, due most probably to the reaction of the drug with gelatin. The sugar-coated pills, besides being more efficacious than the gelatin capsules, did not appear to be affected by climatic conditions, as did the capsules. The anthelmintic efficiency of the pills was appreciably increased by a saline purgative twenty-four hours after their administration.

In infestations with ascaris and hookworms the administration of single doses of the pills removed from 82 to 85 per cent. of the former parasite

and 74 per cent. of the latter. Of the ascaris cases 53 to 64 per cent. were found negative after the treatment and of the hookworm cases 25.4 per cent. Observations on a limited number of cases showed that hexylresorcinol is also effective against the human pinworm but not against the tapeworm.

## Comparison of Ephedrine and Pseudo-Ephedrine

Comparative tests of the values of ephedrine and pseudo-ephedrine in the treatment of spasmodic and bronchial asthma and enuresis are recorded in a report to the Therapeutic Trials Committee of the Medical Research Council. Speaking generally, approximately double the dosage of pseudo-ephedrine was required to produce an equivalent physiological effect of a given dose of ephedrine. Asthma patients were treated with doses of ¼ to 2 grains of both alkaloids, and they received doses of sodium iodide, 30 grains, twice daily, at 6 p. m. and at bedtime. More obstinate cases were given sodium iodide 30 grains intravenously once a week. Twelve out of the thirty-seven cases had relief from nocturnal dyspnoea when taking pseudo-ephedrine, ½ grain, regularly at bedtime. Others required 1 to 2 grains according to the severity of their symptoms. Experiments to determine the relative actions in enuresis were made on children whose ages varied from 3 to 13 years, and it was found that of twelve patients eight were controlled by ¼ grain of ephedrine, given at bedtime, but seven of these cases required ½ grain of pseudo-ephedrine to produce a satisfactory result. Pseudo-ephedrine is stated to be non-cumulative in its action and to produce fewer "side effects" than ephedrine in the same or larger doses.

## Intense Tire Competition

Intense competition among tire manufacturers to expand their retail outlets renders quite difficult a solution of the price cutting problem, now once again acute.

Tire distribution through independent retailers has become increasingly important since 1933. Not only has the share of replacement sales of mail order houses declined, but the proportion secured by company-owned chains also has fallen off since 1932, it is understood. On the other hand, distribution through oil company filling stations has increased.

With Akron producers burdened by heavy inventories accumulated recently in anticipation of labor difficulties manufacturers are more eager than ever to control as many outlets as possible. However, as the season of heaviest replacement sales is at hand, manufacturers will doubtless seek in every way to prevent a spread of price cutting, which threatens the industry's ability to make a profit, at this time.

Development of a tiny bulb with a double convex lens at the tip makes possible a tiny new flashlight (for handbag or vest pocket) which emits a brilliant spot of light.

## MAJOR TASK OF FEDERATION

Functioning of what is the most comprehensive undertaking ever launched in the field of distribution, designed to impress upon Washington and the state capitols that distribution, the third largest industry in the country, must be heard upon questions of national and economic import, began Monday when Colonel Clarence O. Sherrill assumed his post as active head of the American Retail Federation.

Many retailers hailed announcement of the formation of the Federation last week with marked approval. While it is realized that the new group faces a great task in obtaining co-operation and unanimity in the retail field, the need for such an organization is unmistakable, retail executives said. They expressed confidence that the difficulties would be surmounted.

Within the near future the Federation plans to gain marked headway. Designed to speak for the small and the large retailer, the Federation will carry its message in a big campaign to retailers in every state, for the purpose of organizing state councils. Shortly, the proposal to join with the federation will be acted upon by the board of directors of the National Retail Dry Goods Association and the other twelve organizations composing the Retailers' National Council, headed by H. J. Tily, president of Strawbridge & Clothier, who has been an active ally of Mr. Kirstein in the preliminary preparations leading to the formation of the Federation.

Executives of outstanding individual companies have indicated they will join the Federation at once and ten leaders have accepted posts on the executive committee, which, together with Mr. Sherrill, will actively direct the work to be done.

A chief objective in the preliminary work of getting the Federation actively on its way, and for that matter thereafter in its program, will be the lining up of the active support of the huge army of small retailers throughout the country. In these retailers lies the numerical strength of the "more than 1,000,000 retailers" mentioned as the potential membership of the federation by Mr. Kirstein.

Accomplishment of this objective and of obtaining cohesion and reconciliation of the varying viewpoints between small and large retailer, and even among large retailers themselves, will represent no small achievement, well informed observers declared. Admittedly, difficulties based on these factors have been the stumbling block in the past and have delayed the creation of a "unified voice" to speak for all retailing.

At the moment, for example, there is no great degree of unanimity in the retail field upon the future of the NRA, the Retail Code itself, or on some of the moot provisions in the manufacturers' codes. There is also a sharp cleavage of opinion on such questions as resale price maintenance, ardently championed by small retailers in many lines, but anathema to many department stores and chains.

There is, however, every indication that the Federation will marshal a strong and thoroughly unified front on many of the National, legislative and economic problems, the pressure of which has rested upon retailers, but upon the outcome of which in Congress and the State Legislatures they have had little to say.

Outstanding in this group are the major questions of state and National taxation, governmental competition with business, the broad field of public relations, particularly the protection of the rights of both consumer and retailer, restrictions upon operations such as typical in the 30 hour bill, and potential issues dealing with costs of distribution and possible charges of retail profiteering.

In fact, the major task of the Federation, according to those who have nursed it to its present stage, is preparation for defense against unwarranted and unjust attacks which may be made upon distribution. Therefore, one of the important phases of the work will be the gathering and dissemination of authoritative data on all phases of distribution, which in large measure have been lacking hitherto.

## NIRA HEARINGS ENDED

Hearings on the NIRA before the Senate Finance Committee were concluded last week with high praise from General Johnson for its achievements and a report by the Brookings Institution which condemned the measure for its false economic principles. Coincident with this testimony Donald Richberg, chairman of the Recovery Board, answered twenty questions before a group of business men here who are working for an extension of the act.

The Johnson testimony was an admission of mistakes, but of possible benefits under strictly business conditions. He maintained that the NRA had saved the "little man" and criticized those large interests that have blocked codes or accepted them grudgingly. Emphasizing the need of clarifying the act and defining present conflicting authorities, his labor program would call for majority rule, no coercion and no closed shop.

The labor provisions have seemed to be the essential but neglected feature of the act right along and they depend upon legal enforcement. Mr. Richberg in his address dealt largely with the possibilities of making the act stand up in the courts. He cited figures to show that the NRA had won the large majority of its cases and expressed the opinion that control of intrastate business might be obtained when it is shown to affect interstate commerce.

## BUSINESS INDEX RISES

Trade results were of chief interest in business quarters during the week, since industry showed few changes and foreign developments became less critical. Formulation of a compromise upon the bonus and calling of the last Liberty Loan bonds were features supplied by Washington. More definite evidence of easy money was offered in the reduction of call and time money

rates by 50 per cent. The call rate is the lowest since 1904.

In an optimistic statement from Federal sources which combined labor, price and building data, reports indicated during the week that employment last month was the highest since November, 1930, with the exception of April and May last year. The number of factory employees gained 1.5 per cent. over February and payrolls 2.5 per cent. This put employment 2 per cent. and weekly payrolls 9.3 per cent. over the figures for March, 1934.

It was again remarked in this report from the Labor Department that the durable goods industries had shown the better gains and now stands at 71 per cent. of the 1923-1925 average.

Recovering from the sharp decrease caused by the slump in railroad carloadings, the business index has regained a point. Carloadings could be credited chiefly for this advance, the series rising 4.2 points. Electric power production was the only other component to rise. The comparison by districts indicated that the Middle Atlantic states jumped power consumption the most.

While the business outlook seems to be clearing a little, industrial buyers are still guided by caution. Their committee urges this policy until NRA action upon pricing becomes more definite.

## PERIOD TOO SHORT

The Brookings indictment rested chiefly on the failure of NIRA to effect favorable readjustments in the cost-price structure. Prices went up just as fast as wages, and there was no significant rise in the production of goods or services. Wage and price "rigidities" discourage greater volume.

It would be proper, of course, to criticize this report upon the basis that the Recovery Act has not been in effect long enough to test out its real merit. In its early stages there was the pre-code boom, when prices shot up in anticipation of increased costs. Extra margins were added to take care of all contingencies, real or imagined.

Then there came the era of price-fixing and artificial controls of one kind or another. Competition took care of most of the exorbitant advances made in the summer of 1933, but the codes undoubtedly encouraged higher prices, a condition which still prevails in a number of lines.

In the present circumstances, however, even this artificial price situation is breaking up. Uneconomic controls are being questioned and discarded. Simplification of the Recovery Act, with particular attention paid to strengthening the labor provisions, may make an end of the "rigidities" of which complaint is made. Under such conditions the act should prove more workable and encourage the expansion of goods and services required for real recovery.

## DRY GOODS CONDITIONS

Easter trade closed with a rush, but was quite generally described as "disappointing" by retailers. Adverse weather conditions in many parts of the country held down volume. The

closing days of the shopping period last week, however, brought a sharp rise in business, which was marked especially in the children's and juniors' wear lines and in adult apparel. Dress accessories drew the best response and main floors were very busy. Despite the traditional emphasis upon apparel, home furnishing promotions were by no means neglected.

Trade for the country as a whole for the two months of March and April, which are being combined because of the late Easter, may disclose a small gain over the same months last year. The decline in March for department stores was 8 per cent. and the April increase should wipe this out and put sales totals in the plus column.

Some stock "sweetening" orders were received in the wholesale merchandise markets during the week, but otherwise business was slow. Store stocks are ample and wholesale stocks clean. Prices are firming. Various lines of cotton goods have been marked up, a rug advance impends, silverware will be pushed higher by 10 to 20 per cent. and chinaware quotations raised  $8\frac{1}{2}$  to  $17\frac{1}{2}$  per cent. because of wage boosts. Rayon was the one weak commodity, leading producers marking down their prices 5 cents per pound on key numbers in the week.

## NATIONAL RETAIL BODY

Announcement of the American Retail Federation to embrace possibly 1,000,000 stores doing an annual business of \$20,000,000,000 in the aggregate was received with great satisfaction by most retailers in the week. Lack of such an agency to serve as a mouthpiece for the distribution interests of the country upon national matters has not only been lamented in the past, but it has undoubtedly meant costly burdens and restrictions by reason of the superior position of organized industrial interests.

The new organization, which starts functioning from Washington tomorrow, will attempt to make clear the views of both large and small distributors, according to the program of those who have been active in its formation. It will strive also—and this may become its most important function—to represent the consumer, because the distributor in his most efficient position must regard himself as the agent of the customer.

The blast launched by General Johnson against the new group in his appearance at the NRA hearing can be discounted in the usual way governing his utterances. When a body of this importance is formed it is not customary to look for small business interests among the organizers. To get anywhere the backing must command attention. The governing set-up has been planned, let it be pointed out, so that the small retailer will enjoy quite adequate representation. If he is dissatisfied, the executive committee will listen readily to his complaints and make necessary adjustments. The organizers seem to be wholly sincere in their efforts to obtain a truly representative body.

## OUT AROUND

Things Seen and Heard on a Week  
End Trip

Thomas Blink, grocer at 852 West Leonard street, Grand Rapids, has occupied practically the same location for forty-six years. That is a pretty good record for any merchant. When Mr. Blink finally retires from the food trade, as he possibly will some of these days, I am going to ask him to write a comprehensive review of the fifty or sixty years he has devoted to one of the noblest of callings.

The Coopersville State Bank is making a rapid recovery. Its latest published report, dated March 4, shows regular deposits of \$498,532.03, besides trust fund deposits of \$256,940.01. In its resources, it shows U.S. and municipals of \$134,981.60, bonds of \$159,572.25, real estate mortgages of \$111,197.83 and loans and discounts of only \$57,163.52. In other words, only about 16 per cent. of its investments are such as make the "wheels go round" locally. This is in keeping with the situation most of our banks find themselves in nowadays when they are conducted in accordance with ironclad instructions from Lansing or Washington, instead of along the lines the bank officers would naturally follow if permitted to conduct the banks in such a manner as to be of greatest interest to the community. I hope to live long enough to see our banks conducted by the men who own and officer them, instead of being bossed by the inexperienced youngsters who are in charge of our banking department in Washington.

The above remarks were not suggested by anything said by the officers of the bank in question. Such complaints come to me frequently from other bankers I have called on and I merely cite the Coopersville bank as an illustration of the manner banks generally are prevented from functioning properly under present conditions.

E. Laubengayer, the long-time meat dealer of Coopersville, is confined to his home with an attack of rheumatism.

Flint, April 22—We are of necessity later with this program because of waiting for other groups to take the initiative and the load from our shoulders. Yet we still have time to pass a part if not all the program with the proper ballyhoo and finance.

Wonder if you might give the program a spread in your paper. This is a time when we all must work and with but one idea in mind—united we stand, divided we fall. Because of the keen interest you have shown in the past in legislation affecting the independent merchant, there is no doubt that you are fully conversant at this time with the urgent nature of the problems presented to our group by many of the bills now pending in Lansing.

By all working together we won a notable victory in securing the enactment of the chain store tax bill. Other victories lie ahead of us if we can and will take a united stand on such measures as are vital to our own interests and, through us, to our communities.

Our board of directors, which includes men in twelve lines of business in counties from Clare to Washtenaw, has made a careful and nonpartisan

study of such bills as will directly affect us and we are hoping that you will see eye to eye, with us and help put through the necessary legislative program that it was unanimously voted to adopt.

Because of your past efforts and your understanding of and personal interest in existing problems and conditions, no one in your community is as well fitted as you to direct the organization of sentiment against all bills, regardless of their origin, which are detrimental to the welfare of the merchant, which also means to the public at large, and in favor of those that promise some measure of relief and stability for the sorely beset independent merchant.

We have succeeded in stopping, for the present at least, such bills as the state recovery act, garnishee moratorium, etc.

Now, we must, first of all, concentrate on securing the enactment of a fair trade bill to cover all angles of unfair trade practices, including advertising and retail and wholesale selling. We have had a competent attorney submit a brief of all measures of a similar nature that are in operation in the United States and have initiated a bill that will not only benefit everyone, including the consumer, but will prove valid in the courts.

Others we are sponsoring are:

An increase in the sales tax exemption from \$600 to \$3,000. This bill alone is worth many dollars to every merchant and will help out the nickle and dime sales.

A reduction of the sausage license to \$1 per each retail outlet, which does not function.

A new pharmacy law to replace the antiquated one we now have, which does not function.

Because the Federal Government has already practically decided that it is impossible to continue the present Federal relief policy and is convinced that this work can be more efficiently and economically administered at close range, we, in anticipation of the return of this problem to state and local units, believe the enactment of Senate Bill No. 185 offers the most economical and the safest method of meeting this necessary but stupendous expenditure, and the best assurance that the money spent for welfare relief will remain in the state. You can accomplish much good along this line by contacting your poor commissioner, educating sentiment in your community, and informing your representative of the existence of such sentiment among his constituents.

The past experience of every merchant in the state has taught that the only effective way to safeguard our interests in the legislature is through a vigilant lobby, supported by the concerted efforts of all lines of business in every county in the state.

A program spread out in this way works no particular hardship on anyone and insures greater activity and publicity as it focuses the attention of those who support the program, morally and financially, on the things we hope and expect to accomplish.

We are keeping the costs at a minimum, soliciting money only for the maintenance of the lobby and some incidental printing, etc.

We are donating hours of our time daily to this work. Will you, who have as much at stake as we, match us by giving of your time also? Back us up and we will guarantee results. We are a hard bunch to beat when we all work together. The success of the entire program depends upon quick action.

Bruce S. Lambert,  
Secretary Mich. Merchants Council.

It has been my policy ever since I established the Tradesman, fifty-two years ago, to be as helpful as I know how in matters of this kind. I have

never plunged precipitately into the espousal of a cause which was brought to my attention and the final adjournment of the present legislature is so near at hand that I will not be able to post myself on the service in time to be of any particular service to the organization represented by Mr. Lambert. If he will kindly send me a copy of his bill and any literature he has on the subject I will be glad to receive same and make good use of it, I lay no claim to political influence, but there are always business men in the legislature who will listen to the voice of reason with whom I undertake to get on a working basis before the legislature meets.

Detroit, April 23—I wish you could have heard a speech recently made in this city by Col. Heinrich Pickett, entitled "Drive the Rats Out of the Liquor Business."

He said: "What of it, if we sell 20 per cent. less beer? Better to sell 80 per cent. clean without public opposition or disgust—or we will have no beer sales in a few years. Prohibition can be re-enacted by popular vote. We have the initiative in our constitution and do you know who was responsible for its being a part of our constitution? No other man than the founder of the German colony in 1842-9—Bruno Gerut."

Perhaps I am sending coal to New Castle in mailing you my daily clippings. I watch the panorama of liquor control in every part of the state. Look these over at your leisure.

Michigan has a good liquor law now, not perfect—nothing is perfect that is man made, but it reflects the wishes and hopes of the late Col. Alger, with whom I have had several talks and any number of exchanges of letters. Keep a firm grip on the control. We have now at the head a wise old gentleman who knows human nature. Give him co-operation by the police department. Do not hamper him with a new law or fool amendments sponsored by greed, lust or politics.

People come to my office every day now with pleas that the brewers lobby for this or that new idea. I tell them all to let the Commission have the power to regulate and control under the chairmanship of Judge McDonald for a year and they will not have many complaints to make.

The brewers are not in politics and I will not draw a check for any lobby expenses.

John Bodensab,  
Sec'y Michigan Brewers Ass'n.

I cannot help feeling that the brewers of Michigan have made a master stroke in securing as their executive secretary a man like Mr. Bodensab, who has the vision of a prophet to tell what is pretty likely to happen if the brewers do not toe the mark, so far as the liquor law is concerned; also how advantageous it would be to them to discard their present policy of indulging in ridiculous advertising and using every medium which is presented to them for publicity, without regard to its character or standing; also how they could greatly increase their volume and augment the number of their friends by utilizing the food appeal in addition to the beverage demand. The brewers have many things to consider in the exploitation of their products and a safe and experienced adviser like Mr. Bodensab can be of great value to them in the present somewhat be-

wildering situation. I hope they give him a willing ear, believing they will never have occasion to regret their action if they listen to his advice and act on his suggestions.

As the result of the open letter to Father Coughlin which Joseph C. Grant, of Battle Creek, published in the Tradesman, April 10, he received an invitation to call on the distinguished prelate last Thursday at his home in Royal Oak. Father Coughlin stated he had a great program mapped out along the lines suggested by Mr. Grant's letter and in harmony with the policy of the Tradesman for many years.

This program starts out and goes on the air this evening and if any reader of the Tradesman wants to get the actual lowdown on the campaign, Father Coughlin is going to inaugurate, I would suggest that he tune in on Father Coughlin. It will be broadcasted from the Olympia in Detroit and he confidently expects that the Olympia will be packed with better than twenty thousand people. At that meeting his plan will be announced in detail and I think that when we hear the plan that we will all agree that he is on the right track.

His idea is to have the farmer lined up with one in particular as chairman of that group. He proposes to go right down the line the same way with the bankers, the lawyers, the doctors, the merchants, the dentists, the schools, etc. He already has a large corps of men working in the states of Ohio, Illinois and Indiana along this line, securing the prospective chairmanships of these various lines. He has them already selected in Michigan, but I shall not attempt to go into that detail further than to say that I feel down in my heart that he is with us independent merchants, and I honestly and confidently believe that he has a program that will carry through and that will deliver to us independent merchants that which we have fought for during the past several years. I believe that Father Coughlin is the one man who can put hundreds of thousands of merchants back into business for themselves; enable them to pay their reasonable amount of taxes, pay livable wages, maintain decent hours of labor and decent conditions of labor and give to the American people better service than can possibly be maintained by the chain stores. I cannot say in any too plain words that Father Coughlin is sold on the cause of the independent merchant and is willing to go to any length to make good on his belief.

In view of what Father Coughlin proposes to do for the independent merchants of the state I think it would be only fair for them to take out memberships in the National Union for Social Justice. I think it would be a fine thing in that it would be conducive in having him go a great deal further than even he thinks of at the present time.

(Continued on page 23)

**FINANCIAL**

**Bills to Take Service Out of Politics Approved**

In 1928 it was charged in Congress that postoffices were being sold in certain Southern States like bales of cotton in the open market. Investigations were made, but public indignation, usually as fickle as public favor, quickly evaporated and the matter was soon forgotten.

Until recently very few had taken interest in the matter. In fact, no one has until recently really attempted to take the postoffices out of politics, and they remain today what they have been for years—the principal political football of the nation.

However, within the last few weeks, Senators O'Mahoney and Vandenberg have introduced separate bills in the Senate, and Congressmen McLeod and Mead have introduced bills in the House, the purpose of which is to divorce politics from the Postoffice Department. Whether any one of these bills will have a chance to pass depends entirely upon the interest of the public.

Both major political parties have long accepted the custom of permitting Congressmen to recommend appointments of postmasters in their respective districts.

The viciousness of the present system is not apparent until it is analyzed. Not only must the Postoffice Department suffer in the matter of efficiency, but the Congressmen themselves become victims. It is the duty of a Congressman to give his entire time and attention to legislation. It stands to reason that he cannot concentrate on his legislative duties when he must seriously consider whether the appointment of Joe Winterbottom as postmaster of Possum Trot would bring in more votes in the approaching election than the appointment of Willie Bernstein.

Under the present system the Congressman usually recommends to the Postoffice Department some party as acting postmaster. This acting postmaster serves until a civil service examination can be held. Applicants taking the examination are required to meet certain qualifications, none of which is difficult to meet, and the present examination is about as futile as any examination can possibly be. The civil service then grades the papers and from the three highest the Congressman recommends a postmaster for the office. Through the system the Congressman attempts to build a personal political machine.

I have long maintained that the merit system should be adopted and rigidly enforced in the Postoffice Department. Postmasterships should be made career jobs, and the carrier or clerk of long and faithful service should feel that there is an opportunity for promotion. Certainly this hope would assist in developing a more loyal sense of duty in the employes of the department and would make them ambitious in the service. Some day the merit system will

be invoked. I see no better time for its adoption than the present.

Louis M. Jiggitts.

**An Irrepressible Conflict**

We can have a free country or a socialistic one. We cannot have both. Our economic system cannot be half free and half socialistic. Economic liberalism cannot function under constant and arbitrary government interference. Evidence of the resulting breakdown accumulates daily. A civilization built upon the private ownership of property cannot survive the destruction of the substance of ownership.

The conflict is as irrepressible as was the slavery issue seventy-five years ago. Now, as then, compromises will be suggested. Now, as then, they will prove illusory. Fundamentally antagonistic principles cannot be compromised. Already we are suffering from the attempt to do so. The depression has been prolonged by the experiments borrowed from the Fascist laboratory.

**Honoring Mme. Curie**

A national tree-planting by our colleges in honor of Mme. Marie Curie has been launched by representatives of departments of chemistry and physics of twenty-six Eastern and Midwestern colleges at a meeting called by the National Marie Curie Memorial Association. Colleges are invited to join the movement to make Nov. 7 Curie Day and to plan a tree in her memory. This plan to honor Mme. Curie, whose discovery of radium proved invaluable, will, in all probability, be extended to the colleges throughout the world, giving to her memory, and her unselfish contribution to the welfare of mankind, the greatest tribute ever paid a human being.

**No More Rich Men**

Five years ago I made the statement that there were no more rich men—a statement that went around the world. I did say it, and I want to point out that it was practically right.

But what we have lost in that direction we have made up in sentimental happiness. It is not riches that are going to make us happy. It is the satisfaction of accomplishment.

Things will come right in the long run and times will be prosperous in the days to come. We may have cut our profits, lost vast sums of money, but we retain good-fellowship and comradeship in our relations.

Keep a cheerful, stiff upper lip. This depression has struck industry and all those in industry very hard, but I'm not going to lose my faith.

Charles M. Schwab.

**Cotton Industry Crisis**

The cotton-textile industry has stood for Secretary Wallace's foolishness and half-baked idea for nearly two years. Now that it is apparent his brain-child is proving to be malformed, he is very sensitive to criticism.

He may find that what he has chosen to call "whining" on the part of the industry is the rumblings of an outbreak against his policies, and that the industry is prepared to fight to save itself from being utterly ruined by him.

**Butter and the Future**

Has every one in Washington, from the Chief Executive down to the lowest clerk, gone stark-staring mad? It looks so. Here we are a nation, the inheritors by fair means or foul to a continent, with a population of 125,000,000—"mostly fools," no doubt, to quote Thomas Carlyle—but who would have thought it possible that such a nation should be importing butter from a tiny country like Denmark! This is merely indicative of a lack of intelligence for which our children's children will pay dearly.

**Recovery Comes First**

How are we to get economic recovery? At the risk of arousing those who insist that there shall be no criticism but constructive criticism, so-called, that those who can present no alternative should keep quiet and go meekly along, the Tradesman has this reply: That is not the point of the moment. There are many men of many minds about that; the point is that, whatever considered reforms are attempted as opportunity offers, emphasis should be placed upon recovery rather than upon social, political or even economic reform.

**War Profits Analyzed**

When there is talk of taking the profits out of war, the reference is to inordinate profits and not to normal profits. Whereas the former are positively cruel and anti-social, the latter are the main-spring of initiative, the spur to great effort and the stimulus to achievement. They cannot be eliminated, even in wartime, without the greatest peril to our national welfare. Victory and profits are not synonymous, but there is some connection between the two.

**Situation Must Be Followed Daily**

Business activity showed a decline last week. In view of the usual seasonal influence a lowering trend would not be surprising until mid-summer. Consumer goods industries continue to give the best reports with so-called capital goods industries remaining un-

satisfactory. The lack of a definite plan with respect to work relief indicates that some time will elapse before the funds made available will be felt by business and then probably the influence may be only that of helping to sustain the existing level. The depressed state of capital goods industry remains in spite of the good high grade market as evidenced in the increasing number of refundings that are occurring. Apparently it means that business is not ready to borrow for capital expenditures so that factors other than the Securities Act present obstacles.

Removal of controversial issues by the present Congress should be good to business next fall. While political expediency is probably dictating action in most cases, it is reported there is an underlying opposition to many new deal social legislation proposals. Accordingly, quick passage of a bill by one House does not necessarily mean that quick final enactment will follow. Compromise will likely become the feature of legislative activity. With respect to the Utility Bill it is believed that many of the regulation features with respect to operating companies will be eliminated. Restriction and regulation of the holding companies will likely come through taxes on dividends received by the holding companies. NRA legislation may have to await the Supreme Court action which is expected to come along the first of June. The position of the AAA with respect to future legislation is definitely not becoming stronger. Compromise alters the situation so abruptly that the situation must be followed daily.

Jay H. Petter.

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## MEN OF MARK

**T. R. Lovett, Merchandising Manager  
Grand Rapids Wholesale Grocery Co.**

Temple R. Lovett was born at Peoria, Ill., March 16, 1897. His father was of English descent. His mother was descended from the Welsh. His father was county judge twenty years. He was an ardent admirer of Theodore Roosevelt and stood for re-election on the Bull Moose ticket in 1912. Defeat ended his judicial career.

Mr. Lovett attended public school in Peoria until he was sixteen years of age. The family then removed to Marshall, Ill., where he completed his high school education. He then entered the University of Illinois at Urbana, deciding to pursue the course on dairy husbandry. Before he completed this course he enlisted in the war and was made lieutenant of the 824th tank corps. He spent the next eight months in training at Gettysburg, Penn. He sailed for Europe in the fall of 1917, landing in Liverpool and subsequently in Havre. He made his headquarters at Cohn's Haute, Marne. During the time he was in France he was advanced from lieutenant to captain. He returned to this country July 15, 1919, and was discharged from service Aug. 1 of that year. The two weeks were spent at Camp Mills, Long Island, when the men of his command presented him with a gold watch, suitably inscribed. He then returned to Urbana and completed his course six months later. Dean Davenport put him at work on dairy extension, organizing dairy farmers. He remained in this work three and a half years, when he returned to the family farm at Marshall. He found the work of rejuvenation uphill business. It was during the time of the boom, when Illinois was constructing cement roads in all directions, paying farm boys \$1 per hour for hand labor. Ill health and inability to make much headway with a run down farm, made him decide to move, and he went to St. Louis, Mo., where he found employment as city salesman for the Proctor & Gamble St. Louis branch. Six months later he was made sales trainer for Eastern Missouri, with headquarters at St. Louis. A year later he was made merchandising manager of Southern Illinois and Eastern Missouri for one year. His next position was merchandising manager for Northern Indiana and Michigan, with headquarters in Detroit. Eighteen months ago he made a proposition to the Grand Rapids Wholesale Grocery Co. to organize a line of A. G. stores to be composed of members of the Grand Rapids Wholesale Grocery Co. His proposition looked so good to Manager Marty and the directors of the organization that it was accepted, with the result that 187 members of the parent organization, comprised of 402 members are now enrolled under A. G. auspices. The success of his undertaking is so manifest that on April 18 the directors of the larger organization made him merchandising manager of the old organization. In the meantime he has assisted in creating three branches, as follows:

Muller-Grocery Baker, 256 Eugene street, under the management of William Muller. This department maintains eighteen trucks and delivers daily 200 miles North.

A. G. Commission Co., 168 Goodrich street, under the management of Ed. Hoeksema. Produce is handled exclusively.

Marty-Crashow Co., 244 Grandville avenue, under the management of Lawrence Marty. Coffee is roasted daily and teas are sold by this department.

A trucking system is maintained giving deliveries as far North as Charlevoix, East Jordan and Boyne City, as far East as Lansing and St. Johns and as far South as St. Joseph and Colon.

**Oppose Re-enactment of Check Levy**

Bankers are hopeful that in the drafting of new tax legislation Congress will not give serious consideration to the re-imposition of the tax on bank checks.

This tax is likely to be suggested again by the Treasury Department as one capable of yielding quite a substantial amount of revenue and easy of collection, since the responsibility is so largely upon the banks.

The banks in the aggregate were compelled to set up a rather costly accounting system in connection with the levy. They do not

pendents with single plants more than larger companies with plants in many sections of the country is lessening opposition to it. Accordingly, any change that may be made in the system will consist largely of a face-saving operation.

Approval latterly by NRA of an amendment to the code for the lime industry which provides for the establishment of a basing point system also encourages steel makers in their hopes that disturbing changes in established practices will be avoided.

**Textile Outlook Improves**

The nearby outlook for the textile industry is currently improving notably. However, the long-term outlook for the cotton industry continues clouded by basic factors, such as the processing tax and the threat from low-priced imports, and the campaign for their correction will probably continue unabated.

Resumption of forward buying of cotton goods has greatly improved sentiment in this division of the industry. Confidence in the future prospects has been generated by the rising trend of Government expenditures. Curtailment of output also has made for firmer prices.

The reduction in rayon prices is expected to stabilize conditions in that division of the industry. In the woolen markets there has been as yet no sign of an abatement of the active buying movement that developed recently. Unless unfavorable weather conditions continue, with consequent reduced farm purchasing, textile purchases should be sustained for the next few weeks.

Reported plans of Japanese producers to restrict production and raise prices also will provide support to domestic quotations in the industry.

**Oil Men Fear Legislation**

Opposition of leading oil interests to the Thomas bill is based on the fear that its passage would be the first step toward the imposition on that industry of the same kind of Federal control as is planned for coal under the Guffey bill.

This is seen as the ultimate end sought by Oil Administrator Ickes, who has consistently contended that strong Federal regulation of production must be imposed if the industry is to be permanently stabilized.

However, while the Administrator is seeking only control of production, oil men believe that once that is granted him necessity will appear for the regulation of refining and then of marketing, and that eventually the whole industry would be under the domination of the Government.

An inmate of Sing Sing claims the Government owes him a bonus. Says it's due him for not raising any checks this year.



T. R. Lovett

Mr. Lovett was married Feb. 9, 1922, to Miss Mary Hogue, of Marshall, Ill. The family has had three additions, daughters 9 and 4 years of age. A son died when but a few months old. The older daughter attends the public schools. The family resides at 1948 South Lafayette avenue. The family attends East Congregational church.

Mr. Lovett is a Mason and belongs to the college fraternity Alpha Gamma Rho. He has no other fraternal relations.

Mr. Lovett is a lover of the great outdoors, which includes golf and fishing. He attributes his success to the plugging habit.

Man is made great or little by his own will.

want to have to go to that trouble and expense again, and in this they have the sympathy of many members of Congress. Some doubt the ability of the Treasury to secure re-enactment of this levy if even it proposes it.

**See Basing Points Retained**

Although the steel industry is widely disturbed over Congressional threats against the basing point system, influential executives now express confidence that no very radical alteration will be made in the practice under the new NRA bill.

Realization by the Administration that abolition of the basing point system might injure inde-

## RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—Rudolf Eckert, Flint.  
Vice-President—O. A. Sabrowski, Lansing.

Secretary—Herman Hansen, Grand Rapids.

Treasurer—O. H. Bailey, Sr., Lansing.  
Directors—Holger Jorgenson, Muskegon; L. V. Eberhard, Grand Rapids; Paul Gezon, Grand Rapids; Lee Lillie, Coopersville; Martin Block, Charlevoix.

### What Return for Our Money?

A late New York Times report is that the food code group may close its office. Lack of funds is the reason, and that sounds natural and—from the grocer standpoint—normal. Old Man Henderson found that when a grocer paid him \$12 for a year's membership, he was plumb flabbergasted how soon the year rolled around. "They think they have paid for life," remarked Henderson, or words to that effect, when he saw how slight was a grocer's conception of the expense of operating a broadcasting station.

Trouble was, of course, that Henderson could not show grocers any tangible benefits; and \$12 is considerable of a tangible to most grocers. And now this code affair seems to be in worse pickle which, to my mind, is far more completely justified than even Henderson's imaginative benefits were. This because if Henderson did grocers no great good, he did them no harm whatever beyond the \$12 tax; and the code arrangement—well, to my mind the best that can be said of it is just this:

That it has traveled a complete circle and arrived at exactly where we were before it was inaugurated. That is a statement I expect to demonstrate rather soon. Meanwhile, its cost, as laid out in the prospectus of the Washington Authority budget for 1935, is \$11,346.15 per week to the grocery trade, assuming that the \$590,000 asked for is duly "approved." It may be by the time this appears, but, so far as I have noticed, no approval has yet been announced.

A young California grocers association official lately cried out in distress: "Will grocers ever learn?" By the time he has lived among not merely grocers but mankind in general half as long as I have, he may come to realize that grocers instinctively are not so far wrong as they now seem to be to him. Then, perhaps, he will read the lesson: Physician, heal thyself.

But this entire code business will not be 100 per cent. loss to the trade if the experience teaches all of us that salvation comes from within—is the result of our own efforts—and that the leaner never is sturdy enough to stand alone. The merchant who could not make a go of it before codes can not make a go now, nor will he in the future.

There is another good feature. The trade has paid all its cost itself. Uncle Sam has not been called on. If that cost, regardless of how "slight" it is in proportion to other costs, serves to center attention on what a tremendous load our plethoric governmental set-up is imposing on every mother's son of us, that may be an added benefit.

Meanwhile, developments run along about as per usual. Here is late news

that retail meat dealers do not intend to lie down and let the combination grocery-market walk over them. They will add a complete line of groceries. That will not make much easier the path of the well known inefficient. And in this new condition we have only repetition of what always has occurred in business—men devise new ways to cope with new problems—with ultimate benefit, as it should be, to the consumer.

Real advancement will come in our business in proportion as we develop students in our business. That, of course, means work; and thereby hangs a neat little anecdote.

A newspaper man in a small town, seeking to help merchants improve their business, examined one concern carefully and made certain recommendations. His analysis was thorough. He had data behind every suggestion. The merchant listened attentively until the story was unfolded. Then he said:

"Yes, that looks quite logical. I think that all you say would work out. But look at the work I'd have to do"—and he threw up his hands. That's the answer. There is no royal road.

I think thusly when I get my weekly issue of the London Grocers Gazette with its 125 to 160 pages of closely printed information and reading. It is a weekly, and it circulates 20,000 copies. I believe I could safely gamble that there is more solid, brass-tacks information in a single issue than all but the select few among our grocers read in a year.

Yet they have quite similar problems to solve. Issue of November 3 last carried a lead editorial of about 2,000 words on the subject: "Too Many Shops, and Why," and letters from grocers which run to similar length, inserted by the page, appear every week.

The average of success among British grocers is far higher than with us. One reason is they study their business—concentrate on its problems—read, ponder and digest what influences it in the large.

And why not? Is there any better school than the grocery store—and I mean a life-school? A sidelight on this question may be cast by some items I cull from Life Begins at Forty, thus:

"The shame of our land is the high school and the world's worst joke is our liberal arts college.

"The incompetency of college graduates is appalling. They are past masters in the art of airy nothings, dinner shirts, flip conversations and sport slang.

"The time waste is appalling.

"If art can be life, why not groceries?"

Well, why not? If any man can imagine greater romance, history, discovery, scientific development or human interest more fascinating than inheres in the food business, that man never can attain the top rank of grocers.

There is no art more alluring than what Burbank put into his plant studies, the effects and results of which today appear in every grocery store.

No explorations of the earth could be more enlightening than what must follow the footsteps of him who seeks out the habitat of foods, their origin, development, transportation, preparation, adaptation, storage and uses. Under this study geography takes on life, action, adventure—it is not merely a set of vari-colored charts.

But more from Life Begins at Forty:

"Every day it grows plainer that the business which knows the most will survive while the ignorant must perish. Gone are the soft pickings of yore! Gone the era of the pot-bellied peddler and his dollar cigars!"

But what appeals to me as soundest of all is this:

"The able bodied would go to work at part time in the fifteenth year at the latest. All would begin to learn the serious business of making a living. The silly years of the high school and college would be no more."

Why does that appeal so strongly to me? Because I began behind the counter before I was 12. After two years, things having improved somewhat and my parents wishing to educate me further, I had eighteen months of study in Glasgow—experience more useful for its travel element than for its Latin, though the Latin has stood me in good stead. I preferred the store to any further education; but no man today calls me uneducated—nor ever has. In fact, I have been accused of having had the advantage of college education.

Paul Findlay.

### Announcement By Grand Rapids Wholesale Grocer Co.

With a gain in sales of a half million dollars for the year 1934 the Grand Rapids Wholesale Grocer Co. closed its largest and most successful year March 30 since its organization in 1917. September 1, 1919, owing to unsuccessful management up to that period, reducing the value of the stock to less than fifteen cents on the dollar, the board of directors prevailed upon F. T. Marty, a successful grocer for twenty years at Allegan, to come to Grand Rapids and take over the management of the company. To-day Mr. Marty is proud of the fact that the Grand Rapids Wholesale Grocer Co. is one of Grand Rapids' most successful business enterprises. On Wednesday evening, May 1, at the annual banquet of the Company to be held at the Trinity

Methodist church, where a crowd of 500 is expected, Manager Marty will present his stockholders with a statement that they will all be proud to hear and also with the announcement that 1935 prospects for service to members and increased sales for the company are far better than in 1934.

### Grocers Cut Paper Prices

With wholesale grocers slashing prices sharply to meet the lower quotations put into effect this week by paper jobbers, a serious price war in the sale of paper supplies handled by retail food distributors was developed in the wholesale market. Prices on many items were down as much as 25 per cent. Indications are that the price-cutting movement would spread to other large distributing centers before the end of this week as a result of the recent dropping of the 9 per cent mark-up provision in the paper code. Retail prices are not expected to be affected for at least a week, as distributors have been carrying substantial stocks at the old prices, although buying in the market picked up considerably.

### The Sweeper

There is a story of a little girl so earnestly sweeping that the handle of her broom knocked a vase from the mantle and smashed it to bits. When reproved, the little one cried, "I was so busy sweeping with one end, I did not see what the other end was doing."

This is the tragedy of so many reformers. With the sweep of the broom they would reduce all wealth to a common level, all genius to mediocrity, not seeing that they are knocking down and smashing into bits the heritage of liberty, which is the resource of initiative, inventiveness and inspiration.

How much easier our work would be if we put forth as much effort trying to improve the quality of it as most of us do trying to find excuses for not properly attending to it.

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## MEAT DEALER

### Boycott Encourages Monopoly, Says Los Angeles Dealer

It is ridiculous to the extreme degree that uninformed busybodies, without the least conception as to why the cost of meats is advancing, are radically agitating for a boycott detrimental to the welfare of a greater number.

The narrowness of their thinking reaches the limit when such agitation becomes a detriment to the extent that their radical insistence causes far more harm than can possibly be repaired.

The small meat man has been fighting conscientiously during all of this depression to maintain cheap prices (resulting in chiseling). It is a fact that hundreds of small business men have been forced to give up their businesses, in-as-much as it is impossible to pay overhead while there cannot be any profit even to the extent of a skimpy living. The markets have been centralized so that greater volume might be obtained in order to sell at prices that all can pay at this time when there is less money in circulation.

A boycott will put thousands more of the meat men into the group of unemployed and perhaps on government relief.

The public must realize the fact that it is not that the meat market operators have raised the prices of their own accord. It is a condition for which no one is responsible. The drought and the fact that thousands of live stock perished was to blame. The national government has sensibly saved us from greater disaster by the canning of healthy salvagable live stock.

Housewives believe that meat men are profiteering. The contrary is a fact. The cost of beef has doubled the past year and pork and veal 50 to 75 per cent.—forcing the retailers to charge higher prices. And although wages are less in the meat business than for the past thirty years, sales tonnage decreased 50 per cent.

Prices will rise next fall and winter, but the retailers should not be discriminated against because of this. It is not their fault that prices and wages are not in proportion. Prices mean nothing to the retailer of to-day. The fact is they cannot increase prices enough to make money, but barely make enough to meet expenses. Sales have fallen off—but not from boycott —to the lowest level in many years. Shortage of money to buy with, is the reason.

However, ignorance is bliss, and the old canner cow may be filling, but quality raised meats must show a profit to the grower, or else there won't be any more. The stomach comes first regardless, while junk and junk prices are about gone. So are wages and the oversupply of meat products, which must be admitted.

To boycott the small meat man out of existence only encourages monopoly and will teach a lesson in what high prices really are. Pulling a steer by the tail with a down hill pull can't be done; to catch up with the steer is the

only solution. Build a foundation of wages and reasonable profits to meet the condition. Elimination of chiseling replaced by a little common sense is in order.

Neither drought conditions nor the meat market operator are responsible for a rotten system. A boycott will only further increase the misery of the thousands employed in the meat trade, and will make very little change in the price for a long time to come. Unreasonable fussing to lower prices is far from the solution—a sensible base for a permanent method, is for the best interests of the entire population.

The suggestion is, do something constructive instead of bringing about more human misery, Housewives' leagues can serve better through cooperation than by persecution.

J. K. Joy.

### Cheaper Cuts Reduce Family Meat Bill

While the homemaker may cut her meat bill drastically by using some of the less-demanded cuts of meat, she cannot afford to cut the amount of meat that her family needs, states Miss Inez S. Wilson, home economist.

The fact that meat makes meals satisfying is one of its greatest assets. Even the less-demanded cuts provide the necessary taste-appeal and tantalizing aroma which hurries the family to the table with ravenous appetites, and sends them away with a feeling of having dined well.

When meat is included in the meal, the feeling of satisfaction lasts for some time after the meal. This is no quirk of imagination; it can be explained on a strictly scientific basis. Meat is more slowly digested than are the cereal and vegetable foods often prominent in low-cost diets, therefore that feeling of satisfaction produced by the meal remains longer when even a small amount of meat is included. In the end, meat is as completely and easily digested as are the other foods.

### Sees Lamb Destined to Become More Popular

An explanation of current lamb prices was given by George M. Lewis, associate director of the Department of Marketing, Institute Meat Packers, speaking on the program of Feeders' Day at the Colorado State College of Agriculture, Ft. Collins, Colo.

Pointing out that meat prices are always dependent upon the law of supply and demand, Lewis cited government statistics which showed larger lamb supplies in relation to consumer purchasing power than existed in the early part of 1930.

"The average housewife," he said, "usually asks her meat dealer to suggest an economical meat when she makes her weekly purchase. Under present market conditions, the dealer is almost certain to mention lamb as a relatively low priced meat and this situation is likely to re-acquaint many families with the delicate flavor of lamb and thus give it a more popular favor. In the long run, this will lead to a more sustained demand for lamb and should react favorably to lamb producers."

### The Oldest Business in Grand Ledge

Parsons "Sheep Letting Business" is the oldest business in Grand Ledge that has been carried on without change of management.

The first flock of sheep was let out from Grand Ledge fifty years ago when Mr. Parsons was a boy and blocks of Parsons sheep have been leased to farmers every year since. Parsons sheep have brought thousands of out-of-town customers to Grand Ledge.

Romeyn C. Parsons has probably let out more flocks of sheep on contract than any other individual or concern in the United States.

The statistics of the Bureau of Animal Industry of the United States Department of Agriculture for the state of Michigan shows that there are more and higher class farm flocks of sheep in the territory influenced by Parsons' operations than in any other section East of the Missouri river.

The business still continues and the sheepman has no idea of being without sheep the remainder of his life.

### Questions and Answers for Grocers and Clerks

No. 1. Question: Who is secretary of the National Association of Retail Grocers and where is his office located?

Answer: H. C. Petersen is secretary-manager of NARG. His office is located at 360 N. Michigan avenue, Chicago.

No. 2. Question: How many independent food markets are there now?

Answer: The latest available figures, which are for 1933, give the number of independent food markets as 115,448, an increase of 17 per cent. over 1929. Chains in 1933 had 24,924 food markets, an increase of 30 per cent. over 1929. The growth in numbers and importance of combination stores, and the corresponding decline of single-line grocery stores and meat markets, is the most important recent trend in retail food distribution.

No. 3. Question: Can honey be made artificially?

Answer: There is no honey other than that made by bees, and the Federal pure food law prohibits the sale of any product as honey which is made by artificial means.

No. 4. Question: A well-known citizen by phone guaranteed the payment of another's grocery account. Can the grocer collect?

Answer: The law provides that the assumption of another person's debt must be in writing. You cannot, therefore, collect from the guarantor who made the guarantee by phone.

No. 5. Question: How much do you make on your money when you take advantage of a discount of 1 per cent 10 days, net 30 days?

Answer: You make 18 per cent. on your money when you take advantage of a discount of 1 per cent. in 10 days, net 30 days.

No. 6. Question: Where does Georges codfish come from?

Answer: Georges codfish comes from a fishing ground off the coast of Maine known as Georges Banks.

No. 7. Question: Is the profit per cent, figured on the cost or the selling price?

Answer: The profit per cent. is always figured on the selling price. There are three things in every dollar received in sales—the cost of the merchandise, the cost of doing business, and the net profit. All these are figured as a percentage on the selling price.

No. 8. Question: When and where did the custom of coloring eggs at Easter originate?

Answer: The custom of coloring eggs at Easter began, the story goes, when a German duchess who had taken refuge with simple foresters during a medieval war wished at Easter to make the children happy. Having nothing to give them but a few eggs, she hit upon the idea of coloring these brightly with dyes from roots and mosses.

No. 9. Question: Does an eel have scales?

Answer: The eel does have scales embedded in its slimy skin. They are in little groups set obliquely and at right angles to each other.

No. 10. Question: Will it kill a fish to scale it?

Answer: A fish cannot live after it has been scaled.—Kentucky Grocer.

When men are rightly occupied, their amusement grows out of their work, as the color petals out of a fruitful flower; when they are faithfully helpful and compassionate, all their emotions are steady, deep, perpetual and vivifying to the soul as is the natural pulse to the body.—John Ruskin.

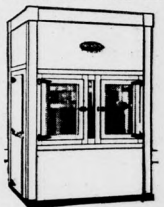
One cause of much misery in this world is the failure to go through with unpleasant tasks.

## INVESTIGATE and you'll choose



**because only**  
**BALANCED HUMIDITY**  
*can produce*  
**Perfect Refrigeration**

At Top: MODEL 6200. "DRY-KOLD" Display Case. 3 courses plate glass, rubber set. Full procelain 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.

### Old Time Traveling Men

I have attended quite a number of annual reunions of the Old Time Traveling Salesmen, but I never attended one that I enjoyed more than the one at the Association of Commerce dining room Saturday evening, April 20.

There were about eighty people at the meeting. There have been other events when more have attended, but at this one every one seemed to have a good time and all the talks were splendid. The old travelers began gathering about 4 o'clock in the afternoon and by 6:30 everyone was there. We then sat down to a good dinner. Following was the menu:

Soup in Cups — Salted Wafers  
Celery Olives  
Chicken with Biscuits  
Mashed Potatoes  
Green Peas  
Combination Salad  
Rolls Brown Bread  
Ice Cream Cake  
Coffee

The invocation preceding the dinner was given by Dr. E. A. Thompson, of Park Congregational church, who was the guest speaker of the evening.

After dinner George McKay read the following letters from members who could not attend:

Cadillac—Both Mrs. Ziegler and I are exceedingly sorry that we are deprived of the pleasure of accepting your kind invitation to attend the Old Time Traveling Men's Reunion, Saturday, April 20, because of our out of town visitors who are planning to spend the Easter holiday with us. Please accept our sincere thanks and best wishes for a happy reunion.  
Chas. W. Ziegler.

Traverse City—Your letter of the 8th instant, notifying me that the Annual Reunion of the Old Time Traveling Salesmen has again rolled around, is received and I have looked forward with great anticipation of attending this Ninth Annual Reunion. I assure you that it would afford me much pleasure to meet with you and to renew acquaintances with many of my old friends.

Much to my regret I am obliged to notify you that on account of previously made arrangements which will be utterly impossible for me to cancel, therefore cannot avail myself of the pleasure of being with you.

I sincerely trust that your meeting will be well attended and also be a profitable and pleasant one.

Fred D. Vos.

Grand Rapids—Invitation to the reunion and banquet of the Old Time Traveling Men received and wish to express my thanks.

I am enclosing permit for extra weight of baggage which was brought about through the Knights of the Grip, and at the same time we got the one fare rate for the trip home and back over the week-end. D. E. Keyes.

North Park—Greetings to all and very sorry we cannot be with you.

Mr. and Mrs. Fred E. Morley.

Grand Rapids—Regret to say I will be out of town. Best regards to all who are there.

Rufus Boer.

Grand Rapids—Sorry not to be able to be with you this time. Best regards to all. Mr. and Mrs. E. B. Spencer.

Banning, California—Regret we cannot be with you to-night. Best wishes to all.

George McInnes.

Grand Rapids—Congratulations to all of you who are still able to meet together once more. I am glad to say for myself that I am still out of jail and enjoying good health, have all my faculties yet, except some that won't do to mention. My hearing is very poor, but my eye sight is good yet. I can still see Ace & Deuce and know enough to bid 2 on them and not get set back.

Well, Old Timers, we have seen a lot of good times together, twenty-five or thirty years ago when we could stay at a good hotel, play cards in the evening and have a lot of fun, but now I understand you fellows have to step on it and keep the wheels turning to make a living. I have made some good and bad investments in my life. But I made two very good ones, in a son and daughter who are the comfort of my old age, now near 80. I am going to try and live to be 100. And hope you all do, too. L. C. Iden.

Ft. Lauderdale, Fla.—Yours regarding the ninth annual reunion on April 20 received. Many thanks for same. I assure you I would like to be present, but too far away, and wish to enjoy the summer weather here a little longer. Expect to be to be home May 1.

Kindest regards and best wishes to all the Old Timers. A. E. Atwood.

Los Angeles, California—I want to express my thanks to you for a bid to the forthcoming banquet of the Old Time Traveling Salesmen, to be held at the Association of Commerce dining room, Grand Rapids, April 20. Your reception committee as announced on the invitation should be a positive guarantee that a good time will be had by all. Last year I had the pleasure of attending your annual reunion as the guest of Bill Berner, and but for the fact that my Michigan visit has unavoidably been postponed until later in the season, would most assuredly be among those present, for I know many of the members, a goodly share of whom were former hotel patrons of your humble servant.

Frank S. Verbeck.

Traverse City—I just happened to meet A. W. Peck. "Bert" or "Peck's Bad Boy." You all know him. He has traveled for the H. & P. Drug Co. for more than fifty years, and he informed me that he and his wife were just back from an extended vacation, that both had bad colds, and felt worn out, and therefore would be unable to attend the ninth annual reunion. Little Dick Warner and his wife are just back from a trip to California, worn to a frazzle, and Dick said he did not think they could be with us. Moral: Don't take a vacation in the winter time; one is subjected to too many changes of climate. George McKay.

Lafayette, Ind.—Greetings to all, except Leo Caro. Sorry to say, this is the third year that I have been disappointed in not being able to be with you, but hope to be with you all for the tenth annual in 1936.

Smalley Daniels.

Grand Rapids—Friend George: Your letter and tickets received, and I wish to thank you for the interest taken, and also the three friends who sent the tickets. But I have to go to Ionia, Saturday, on business, therefore compelled to decline. However, the next time you have something of the kind I will make a special effort to attend.

Wm. K. Wilson.

Mr. McKay then introduced Leo Caro as toastmaster. Really, Mr. Stowe (believe it or not) Mr. Caro was very good as toastmaster. And you know, I really believe it was due to the presence of his minister, Dr. Thompson. He really was very modest and conservative in his remarks.

True, he told a few stories I presume every one present had heard several times before, but he told us in advance that they were old stories. Really, now, don't you think as I do that that does not sound at all like Leo Caro I cannot account for it in any other way than that it must have been the presence of his pastor. Mr. Caro then introduced David A. Drummond (Dave) who gave us a brief but wonderful memorial talk and concluded by reading the following names of Old Travelers who had passed Beyond since the last meeting:

Cornelius A. Young, May 10, 1934

William H. Pipp, May 19, 1934

R. W. Raddcliff, May 28, 1934

James J. McMahon, Sept. 5, 1934

Delos N. White, Nov. 12, 1934

Byron S. Davenport, Nov. 16, 1934

Abraham Bosman, Dec. 11, 1934

Chas. B. Parmenter, Dec. 16, 1934

Oscar B. Clemens, Jan. 2, 1935

Van C. Schrider, Jan. 8, 1935

Daniel G. Fox, Jan. 15, 1935

Fred J. Gray, Jan. 14, 1935

Milo W. Whims, Jan. 18, 1935

Fred J. Hanifin, Mar. 14, 1935.

The program was as follows:

Invocation.....Dr. E. A. Thompson  
Business Session...Geo. McKay, Pres.  
Toastmaster.....Leo A. Caro  
Memorial.....David A. Drummond  
The Ladies.....George E. Abbott  
Guest Speaker...Dr. Edw. A. Thompson  
Reminiscences.....By Old Timers  
Mr. Caro introduced Geo. E. Abbott, who gave a toast to the ladies as follows:

"You cannot live with them.

You cannot live without them.

I love them all."

I saw Mrs. Abbott taking to George in an undertone a few moments later and while I do not know what she said it had a quieting effect on George for the rest of the evening.

Mr. Caro then introduced Dr. Thompson, who told us of some very interesting scenes and places he had seen practically all over the world. Wonderful scenes, awe inspiring views and thought producing situations, and ended by saying the most glorious sight was the autumn time in Michigan with its beautifully colored leaves.

Mr. Caro then called on several of the Old Timers for a few remarks, among whom was Wilbur Burns, who did not respond. I wondered at this at the time, but later found out he also belongs to Dr. Thompson's church and that explained everything to me. Too bad Dr. Thompson has not been to some of the previous gatherings.

Music during the dinner was produced by Roland Bier and Wilbur Haumann, pianist and violinist, who played quite a number of classical numbers well.

The meeting closed about 9 o'clock with a rising vote of thanks to Mr. McKay for his untiring efforts in behalf of these and other similar gatherings.

Just before the meeting closed Leo Caro read the following verses which I think are good enough to print:

Roy H. Randall.

(Continued on page 15)

### Stores Buy Summer Glassware

Volume orders for all types of table glassware were placed in the wholesale market this week by retailers who are anxious to cover Summer requirements in time to open special promotions around the middle of next month. Sets including pitcher and glasses for the serving of beer, similar assortments for iced tea, and a variety of tall glasses for highballs and other Summer drinks were ordered in volume. In addition, manufacturers of pressed glass booked substantial orders for glass tea and dinner sets which include plates, saucers, cups and serving dishes. Order for bar glass continue good.

## H. LEONARD & SONS

### THE OLD RELIABLE DINNERWARE HOUSE

Mr. Merchant—There has been an extra heavy demand for dishes and dinnerware this year. Not for many years has there been such activity in this line and now that the pottery wage question has been settled there will be a greater demand than ever. The merchant who has stock on hand will be the one to reap the benefits of the rush by women to replenish the china closet. Every woman wants nice china. This was demonstrated at our display at the last Hardware Convention. At Leonard's you can buy at the right price and be sure of getting the things that sell. Leonard has been serving Michigan since 1844 when John Tyler was president. Leonard knows just what Michigan people want. You are absolutely safe in dealing with this old established Michigan house. You can depend upon everything to be high class and exactly as represented. We have something that will interest you.

Write us today.

## H. LEONARD & SONS

DINNERWARE, DISHES,  
HOUSEFURNISHINGS,  
VARIETY GOODS  
GRAND RAPIDS, MICH.



## DRY GOODS

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

### Code Authority Scored on Funds

Charging "scandalous mismanagement" of the Cotton Garment Code Authority, Leon Kellman, assistant secretary of the National Work Shirt Manufacturers Association, in a letter to Senator Carter Glass, urged that the Senate Finance Committee make a thorough investigation of the financial management of code authorities.

He also recommended that any bill which the committee approves carry safeguards against the recurrence of "such crying abuses" under the Cotton Garment Code Authority.

Mr. Kellman charged that, despite the collection of more than \$1,000,000 between Nov. 27, 1933, when the industry's code went into effect, and Jan. 1, 1935, the Code Authority never had a bank account of its own; that a private association, the International Association of Garment Manufacturers, was appointed fiscal agent for the Authority and that the minutes of the Authority's meetings have never been accessible to those over whom it exercised jurisdiction.

"The Authority has been asked for a list of the amounts and dates of payments made to this association," Mr. Kellman said, "together with the purpose of such payments, but this information has been withheld on the ground that it would embarrass the Authority."

Mr. Kellman also charged that the rank and file of the members in the industry were not aware until long after his appointment of the "outrageously excessive salary" of \$25,000 annually paid to Colonel R. B. Paddock, who was engaged as executive director. At the time of his appointment Colonel Paddock was a divisional administrator under General Hugh S. Johnson, with a salary of \$7,016 a year, Mr. Kellman said.

He also declared that the Authority's headquarters, at 40 Worth Street, reeked "with nepotism and favoritism," and "that the dominant members of the clique controlling the Authority have relieved themselves of pensioning superannuated employes by unloading them on the Authority at the expense of the industry." No itemized statement of receipts and expenditures has ever been made public by the Authority, he added.

"This scandalous mismanagement became so gross that the Recovery Administration intervened some months ago and effected some reforms," Mr. Kellman said. "But these have no more than scratched the surface, and a tentative budget submitted by the Authority bears every evidence of the same spirit of waste and extravagance as prevailed heretofore. Although the Code Authority has been acting only since Nov. 27, 1933, \$25,000 had to be appropriated for expert

accountants to straighten out its tangled affairs."

Executives of the Code Authority and of the International Association of Garment Manufacturers were not available last night to comment on Mr. Kellman's charges.

### Stores Are Modernizing

Aiding employment in the building trades and giving impetus to the durable goods industries, hundreds of retail stores throughout the country are modernizing their buildings by embellishing their exteriors and installing equipment of the latest type for the convenience of customers, the National Retail Dry Goods Association reported yesterday in announcing a study of the apparent rapid expansion of the store-modernization movement.

"Many indications of an extensive modernization program among department and specialty stores during 1935 are decidedly definite in character and not merely a fond hope," Channing E. Sweitzer, managing director of the association, said. "Confirmation of this trend is found not only in the remodeling programs already begun by a number of progressive stores in many cities which may be expected to lead the way for improvements by other stores in their communities, but also in the increasing number of inquiries received from stores by the store management division of this association requesting information on the sources of purchase of store equipment, fixtures, machinery and supplies. This has been particularly true of the medium size and smaller stores."

### Men's Wear Volume Up Sharply

The warmer weather since the middle of last week helped local men's wear stores to register a fairly sharp increase in sales, retail executives reported. Their chief regret, however, was a substantial portion of business had been lost which could not be recovered even by the most intensive post-Easter drives. Both clothing and furnishings departments shared in the activity. Despite the fact that stores displayed novelty sport shirts and such items, most of the purchases were confined to staple goods, bought mainly for "dress-up" purposes.

### Glass Output Figures Rising

Production in all branches of the glass industry continues at a high ratio and is rapidly mounting to the stage where it will be considerably ahead of the corresponding period of 1934. It now appears that the preliminary expectations of volume in the second quarter will have to be revised upward. Large producers both of plate and safety glass, have announced plans for plant additions in the form of increased facilities for the storage of plate glass and the production of safety plate glass. Window glass production has been increasing steadily. Market conditions for table and stemware continue favorable.

### Dinnerware Up 8½ to 17½ Per Cent.

Blanket increases of 8½ to 17½ per cent., depending upon the volume purchased, went into effect last week in the wholesale dinnerware market. The price advances are necessary, manufac-

turers say, to cover wage concessions granted workers last week. Consumer re-action to the increases will not be apparent until present stocks are worked into consumption. It was estimated that retailers have enough merchandise to cover their needs for two to four weeks. Small volume buyers criticized the new price schedules on the ground that there is too wide a gap between the advance they pay and that charged against chains and others buying large quantities.

### Shoe Orders Disappointing

While shoe manufacturers experienced a last-minute rush for goods last week, the amount of business lost because of the unfavorable weather was substantial and the Easter volume was considerably below expectations. Because goods did not move freely, stocks started to pile up and some cutting down of operations is now going on. Manufacturers, however, are hopeful that the warm weather will improve retail trade sufficiently in the next few weeks to develop some fair re-order business.

### Blouses to Continue Active

An active post-Easter trade in blouses at retail is predicted, despite the good business done in this merchandise by stores all over the country in the pre-holiday period. Manufacturers have been expediting shipments and current orders are on a future delivery basis with available stocks small. Plaid styles in taffeta have sold well in the stores, with indications that for later-season selling the brighter shades, including white, will lead.

### Active Demand for Appliances

Demand for small electrical appliances is the most active for any time in more than a month. The purchasing, largely re-orders on regular Spring merchandise, is done by retailers who specify that shipment be made within the coming two weeks. Stores along

the Atlantic seaboard, and some in the Midwest, are planning special promotions of appliances and housewares generally immediately after the Easter holidays. The special sales are scheduled to run through May and are expected to add 15 per cent. or more to consumer sales this Spring as compared with last.

### Old Time Traveling Men

(Continued from page 14)

"When I Have Time"

When I have time so many things  
 I'll do  
 To make life happier and more fair  
 For those whose lives are crowded  
 now with care;  
 I'll help to lift them from their low  
 despair,  
 When I have time.

When I have time, the friend I love  
 so well  
 Shall know no more these weary, toil-  
 ing days.  
 I'll lead his feet in pleasant paths al-  
 ways,  
 And cheer his heart with words of  
 sweetest praise,  
 When I have time.

When you have time! The friend you  
 hold so dear  
 May be beyond the reach of all your  
 sweet intent,  
 May never know that you so kindly  
 meant  
 To fill his life with sweet content,  
 When you had time.

Now is the time! Ah, friend, no longer  
 wait  
 To scatter loving smiles and words of  
 cheer  
 To those around whose lives are now  
 so dear;  
 They may not need you in the coming  
 year—  
 Now is the time."

Some day political obstructionists  
 and destructionists will find themselves  
 destroyed politically.

A lot of to-day's trouble arises from  
 workers who don't think and thinkers  
 who don't work.

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

For PROMPT service and ECONOMY'S Sake  
 Against FIRE and WINDSTORM Hazards  
 Insure with  
**The GRAND RAPIDS Merchants Mutual Fire Insurance Co.**  
 Affiliated with  
**THE MICHIGAN RETAIL DRY GOODS ASSOCIATION**  
 320 HOUSEMAN BLDG. GRAND RAPIDS, MICH.

## HOTEL DEPARTMENT

### National Convention of Hotel Greeters in June

Los Angeles, April 20—Through the good offices of the Leitzens—Walter J. and his estimable wife—former owners of Hotel Frontenac, Detroit, and now established "pioneers" of the Golden State, I was fortunate enough to make the acquaintance of Bert Tack, secretary of the Los Angeles Charter of Hotel Greeters, and more recently Leigh A. Fuller, one of the founders of that organization, who is at present busily engaged in arranging for the National convention of that order, to be held in Los Angeles, June 2 to 6, inclusive. Mr. Fuller has very kindly supplied me with some advance information which I will pass along to various Greeter friends of mine in Michigan, who will be very largely represented here on that occasion. The initial meeting will be held on Sunday, the second, which will be the 25th anniversary—to a day—of the origin of that well-known organization. It will be devoted to the reception of delegates, to be held at Hotel Clark, to be followed by a buffet dinner and other exercises. The following day, at the Biltmore Hotel, there will be a reception of the delegates by the official staff, with addresses, music, singing of patriotic songs, reports, etc. Following a luncheon at the hotel named, the day will be given over to fraternal affairs, ending up with dinner and dancing at Coconut Grove, one of the attractions at the Ambassador Hotel. Tuesday will be devoted to varied entertainments of great interest to the craft, interspersed with various offerings for the satisfaction of the "inner man." In the evening there will be a dinner dance at the Biltmore, Wednesday will be devoted to a trip to Catalina Island, leaving Los Angeles by electric trains to Wilmington, and thence by steamer to the home of the Wrigleys, of chewing gum fame. On the return of the party a dinner dance will be the attraction for the evening at Hotel Chancellor. This will be followed by a drill by the uniform ranks of the order, with a substantial prize for the winning Charter. Thursday will be devoted to business proceedings, with luncheon at Biltmore Bowl, a "Play Day in Hawaii," election of national officers, official banquet at the Ambassador, and dancing. In the official program, the Women's Auxiliary of the organization will be very much in evidence, a special program of entertainment being provided.

In addition to all these offerings there will be various motor trips to points of interest in nearby California. It is expected that a large percentage of those in attendance will after the convention adjourns go to San Diego—125 miles away—to view the wonders of the World's Exposition, which will be in full swing at that time. From time to time I will offer my readers more detailed information as to progress of the arrangements for the entertainment of the thousand or more delegates expected to attend the Silver Anniversary of the organization, all of whom are hotel men of worth, who have always proved themselves loyal to their employers, and are a distinct asset to the hotel world.

The World's Fair, at San Diego, is to be one of California's chief attractions this summer, and in order that I may be fitted up properly for the event, Dr. Moore has inaugurated a series of historical, spiritual and scientific lessons so that I may be properly equipped to act as guide and mentor for the Michigan contingent when they come, if ever. It may seem a far, far cry to jump from this modern development to a warm day in 1592 to fix the credit for San Diego's achievement, and the progress of California itself,

for that matter, upon the broad shoulders of a Spanish seafarer and warrior named Cabrillo. But here goes, anyhow. To delve into the romantic and glorious past, as well as to preview the exposition grounds, we made an early start, one day last week, arriving at the exposition grounds three hours later, when we saw copious indications of activity engendered by the coming occasion. The fair grounds were alive with workmen pushing forward construction work on the buildings which will house the exhibits. The highways flanking the grounds were filled to overflowing by long lines of automobiles bearing thousands of curious sightseers, the forerunners of millions. We tarried at some of the buildings left from the prior fair. Their beauty, mellowed by the intervening years, has caused them to become an outstanding attraction and judging from the modernistic type of architecture rising all about them, they should draw considerable attention as typical of California and Spanish styles. From the exposition grounds we paid a brief visit to some of my hotel acquaintances, all of whom assured me they expected to have a busy season. Thousands of dollars are being expended in redecoration, furnishings, dining room and kitchen extensions, and enlargement of garage and parking facilities. One hotel alone is spending \$60,000 in such improvements. They tell me that at least 1000 extra employees will be required to serve the multitudes indicated by advance reservations. Uniform rates have been adopted by the major hotels, and visitors will find the same tariffs prevailing as in the Eastern cities. There will be no "gouging" of any description. Most of our afternoon was spent at Point Loma. Arriving at Fort Rosecrans we made ourselves acquainted with an army sergeant who smilingly showed us the way to the historic old Spanish lighthouse and within a few minutes we found ourselves on a promontory which gave us a birdseye view of the city of San Diego, Coronado, North Island and, in the hazy distance, Mexico. At our feet stretched Ballast Point, where Cabrillo's men first set foot on California soil. I thought of the strange machinations of destiny, and what might have happened if the United States had not succeeded in wresting this territory from Spanish rule. Point Loma is a military reservation and constitutes one of the Pacific Coast's strongest defenses. Juniper Sierra and his band, struggling north from the interior of Mexico was farseeing enough to lay the primary plans for establishing the chain of missions that extend throughout California. The first mission was, of course, San Diego de Alcalá. The original mission was located much nearer to the bay than the building which we visited. The present mission begun in 1776 and completed in 1784, was moved several miles inland because of irrigation problems. As it was growing late we returned to the U. S. Grand Hotel. In the morning, in the bracing air, we took a short trip down to the seashore and the sight of the mammoth aircraft carriers, greeted us. After breakfast we departed for Mexico and the gay delight of Agua Caliente. Caliente was agog with excitement. The racing season was on and the hotel and casino were enjoying a rushing business that was reminiscent of pre-depression days. But all things pleasurable have an ending, and with a threat, on the part of my chauffeur, of more explorations in the near future, we decided to "call it a day."

How many times in listening to discussions over the merits of various hotels and restaurants, do I hear this expression: "But he does serve good coffee." And this notion of "good" coffee seems to be an obsession with a large majority of patrons of feeding places. It is mighty poor economy to

try and put over cheap grades of coffee on a discriminating public. And beside that there is no sort of saving in so doing. Anyone knows, or ought to know at least, that low grade coffees, even if they possessed the flavor—which they do not—are deficient in "body" and do not go nearly as far. Anyhow, good coffee is good advertising for any institution, and at its prevailing cost, should be used exclusively.

The Park Sisters, June and Frances, well-known in Vaudeville, and who broadcast nightly from San Francisco, and with whom I formed an acquaintance in Honolulu, eight years since, hunted me up the other day and we enjoyed a regular "homecoming." They were en route for San Diego, where they have an engagement during exposition time. They still seem to get a kick out of "Uncle Frank."

And, thinking of seasons, if not actually speaking of them, California is just now staging the "greatest show on earth," its spring carnival of wild flowers. This is a carnival unenclosed, except by the blue vault of Heaven, and the major display is right here in Los Angeles county. Nowhere in the wide, wide world is such an eye-filling

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

Hotel and Restaurant Equipment  
Glassware, China, Silverware

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

### Warm Friend Tavern Holland, Mich.

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

W. H. LILLARD, Manager

### THE ROWE GRAND RAPIDS

The Most Popular Hotel  
in Western Michigan

300 ROOMS — SHOWERS  
SERVIDOR

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

### The MORTON

400 ROOMS EACH  
WITH BATH

\$1.50 up

Grand Rapids' Friendly Hotel  
Phil Jordan, Manager

Store, Office and Restaurant  
Equipment  
G.R. STORE FIXTURE CO.  
7 Ionia Ave., N.W. Phone 8-6027

### WESTERN HOTEL

BIG RAPIDS, MICH.

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

### CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

ALL GOOD ROADS LEAD TO  
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### 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

GRAND RAPIDS

750 ROOMS \$2 UP

panorama afforded as this riot of uncultivated blooms. Hundreds of thousands of motorists are constantly on the move to enjoy them. This year timely rains put new vigor into the parched earth, and as a result it appears that all Southern California has spontaneously burst into bloom. A thousand mountain sides and myriad lowlands are in bud. It sure is a glorious sight to see, the great open spaces, miles and miles in area, where the magic brush of the Great Painter is so much in evidence. In the section covered on my recent trip to San Diego, say within a hundred miles of Los Angeles, is the hub of the cherry country, and while cherry blossoms may not be properly catalogued as wild flowers, they certainly were lovely and most attractive, and there were thousands and thousands of acres of these blossom-filled trees. Desert vegetation is at its best at this time of year and will be for another month. This includes the yucca and juniper, creosote and mesquite, many varieties of shrubs and herbage, an occasional Joshua tree, Indian paint brush, monkey flowers, prickly phlox, wild buckwheat, blazing star, sunflower, cactus, ocotillo and many others, giving for the season an impression of a flower-carpeted world; a time when the desert blooms as the rose, although the rose does not usually bloom in the desert, but approaches thereto were adorned copiously with them.

One of the substantial reasons advanced by insurance authorities for classing the ordinary hotel as more hazardous than similar other institutions is because of the indiscriminate smoking indulged in by guests. Ordinarily the guest is probably just as careful in the hotel room as he is in his own home, but there is, you know, the "drunken driver," to be reckoned with. Fireproof waste baskets, set on asbestos mats will help in most instances, but I do not see how this precaution is going to eliminate the damage to mattresses and bedding, so frequently reported. Nothing but the application of the straight-jacket can circumvent this species of vandalism.

One of my restaurant friends here is doing his part to neutralize the thought of hard times by slipping his patrons a card which they are bound to read, and, at least, starts their thoughts in another channel: "Did you ever stop to think that hard times mean nothing to a hen? She just keeps on digging worms and laying eggs, regardless of what the newspapers say about conditions. If the ground is hard, she scratches harder. If it is dry she digs deeper. If it strikes a rock she works around it. But always she digs up worms and turns them into hard-shelled profits, as well as tender broilers. Did you ever see a pessimistic hen? Did you ever know of one starving to death waiting for worms to dig themselves to the surface? Did you ever hear one cackle because times are hard? Not on your life; she saves her breath for digging and her cackle to announce the advent of the eggs."

Two Pittsburg men shook hands for 383 consecutive hours, or until they were stopped by the doctors. Imagine shaking fins with a guy for two weeks without stopping. How much nicer it would be to inaugurate a kissing contest. Frank S. Verbeck.

I think it rather fine, this necessity for the tense bracing of the will before anything worth doing can be done. I rather like it myself. I feel it is to be the chief thing that differentiates me from the cat by the fire.—Arnold Bennett.

Goodness thinks no ill where no ill seems.

### The New Cereal Mill at Detroit

With a plant in Detroit completely equipped and adequate supplies of raw materials on hand, the Van Arman Cereal Co. will start production about May 1, it was announced last week by William A. Van Arman, president of the state's newest cereal food manufacturing concern.

It is expected at first, according to Mr. Van Arman, to concentrate on the manufacture of high grade, maple flavored table syrup and Southern style corn meal, with corn flakes for table use and malt flakes for use in the brewing industry to follow within 90 days or less. Other products, to be put into production in the near future, include hominy, grits, crude corn oil, chicken and stock feed, and corn starch. Altogether, it is planned, to manufacture a line comprising about fifty separate corn products.

Tentative production schedules call for the processing of 600 baskets of cob corn per day. Under this schedule approximately 13,400 pounds of grits would be produced, together with 1,500 pounds of feed, 900 pounds of corn oil and 750 gallons of syrup, each day.

Markets for the plant's initial production, Mr. Van Arman pointed out, include flour mills, food packers and distributors, breweries and flake mills, salad oil companies, paint manufacturers and manufacturing druggists, feed distributors, poultry and dairy farms, wholesale grocers and chain stores.

At a meeting of the board of directors of the Van Arman Cereal Co. last week, it was decided to proceed at once to double the plant's production. In accordance with this decision, orders were immediately sent to manufacturers of equipment calling for a duplication of the plant's present production line.

"Cereal foods, long accepted as a standard article of diet," said Mr. Van Arman, "have risen in popularity over the past quarter of a century until they stand in the front rank of footstuffs. Within a radius of fifty miles of Detroit alone, more than 2,000,000 cartons of cereals are consumed every week. Yet in the face of the indicated huge national market," he pointed out, there are only four companies in the United States manufacturing exclusively corn flakes, unquestionably the most popular form of cereal food. Thus the Van Arman Cereal Co. is only the fifth to enter this vast and profitable field of production.

### Lansing Meat Dealer Addresses Flint Convention

Question 1. I believe it is most essential to have a complete Meat Department in connection with a Grocery store. The housewife of to-day, with her many household duties as well as her social duties is exceedingly busy and appreciates the opportunity of ordering all her wants at one call. If she shops in person she appreciates more than ever shopping in a one-stop store.

Question 2. In any store regardless of size it is most beneficial to own the meat department rather than to sublet. In the smaller stores it is most profit-

able for the owner to thoroughly familiarize himself with the meat department, as this department is a profitable venture if properly conducted.

Question 3. The mark-up of meats should average at least 33 per cent.

Question 4. If the proprietor is not thoroughly familiar with the meat business, then it is advisable to inventory once a month, but if he is in active charge personally once or twice a year will suffice.

Question 5. I do not believe it profitable to handle more than one grade of meat. It has been my policy for the past thirty years to handle a very good grade of meat, but during the depression competition became very keen because of the advent of markets handling an inferior grade of merchandise, so we tried to meet that competition by handling the same grade as they, together with our good grade. I found to my sorrow that it was not profitable.

Question 6. Meat advertisement should be given a conspicuous place in your announcements. It should be so placed that the housewife can easily find it—your advertisement should tell in a few words something about the cuts you are selling, as, for instance, if you make your own sausage or smoke your own hams and bacon, that point should be given prominence.

Question 7. Meats are perishable, therefore to sell the best and freshest meats possible, ascertain your customers' wants and buy accordingly; the greatest care should be taken to clean display counters every day, washed thoroughly inside and out; display meats advantageously with readable and clean price tags.

Question 8. Up to the present time I have not been able to find anything in the meat code that would be more beneficial than our present code. It is much more expensive than the grocers and food dealers code.

John Affeldt, Jr.

### Germany Really Judged

"There are judges in Berlin" was said years ago. To-day it would seem as if the German government would tolerate none elsewhere. It refuses to be judged, declaring to the member nations of the League Council that none of them have any power to pass upon the actions or policies of the Reich. From this it might seem that Germany had been seized violently and dragged into an alien court. The truth is that it was a court which she herself had helped to set up which passed judgment upon her. By the terms of the Covenant of the League of Nations, to which she had subscribed, it was established that its organized and recognized officials and agencies had the right to inquire into the doing of others, and to point out wherein international obligations had been violated.

German indignation over the findings of the Council is largely in the nature of surprise. The Hitler informants had not expected Great Britain and Italy and France to agree in condemning German action. They had thought it impossible that virtually the entire membership of the Council should have adjudged Germany guilty.

So the present angry protests and remonstrances which come from Berlin are a sort of second-line strategy, adopted in exasperation. They will not, however, alter the fact that Germany was tried and found wanting by a court which she had previously determined to be fit and proper. And even if the court could be ignored, German denials and bitter retorts could not reach or change that great body of public opinion everywhere outside the Reich which has pronounced the German government guilty of bad international morals and breaches of faith.—N. Y. Times.

### Importance of Store Meetings

Continued from page 1)

engagements that might be planned for the evening.

After a busy day, employees are sometimes tired and we would prefer an early morning hour—from 8 to 8:30 when everyone would appear rested and fresh, but at the present time this early half-hour is out of the question because of the 44 hour week.

In conclusion, let me make the general statement, which I sincerely believe, that store meetings are important because they can be made to create a better morale, a more thorough understanding between the employer and the employed, so that our entire organization may be working with us—not for us.

Meetings can be made to inspire a greater degree of genuine loyalty and to bring better stock-keeping and a quicker disposal of slow selling merchandise.

These are only a few of the many objectives that we can seek to bring about.

That they are worthy and important for the continued welfare and prosperity of our respective stores, I thoroughly believe.

The law of worthy life is fundamentally the law of strife. It is only through labor and painful effort, by grim energy and resolute courage, that we move on to better things.—Theodore Roosevelt.

## Food Facts

- 1—Food is essential to life.
- 2—As a result, well managed food concerns prosper at all times.
- 3—THE VAN ARMAN CEREAL CO., headed by capable executives, is about to begin manufacture of cereal foods in its own plant.

We offer, solely to increase the scope of our operations, a limited number of shares of our stock.

Fully Paid. \$1.00  
Non-assessable Per Share

Offered in and to residents of Michigan only.

**VAN ARMAN CEREAL CO.**  
944 Buhl Building, Detroit

## DRUGS

**Michigan Board of Pharmacy**  
 President—M. N. Henry, Lowell.  
 Vice-President—Norman A. Weess, Ewart.  
 Other members of the Board—Frank T. Gillespie, St. Joseph; Victor C. 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.

### How To Handle Charge Accounts

Much has been said in regard to various devices employed in effecting the collection of store debts and there is still more to be said. What we desire to outline here are certain considerations which may have been overlooked in other presentations of this perplexing problem.

Of late, almost every customer is taking it upon herself or himself to open a charge account in a drug-store and the pharmacist offers little resistance to what has become a costly institution and undoubtedly a major contributory factor to insolvency.

The advantages of opening charge accounts for patrons have been enumerated often enough to warrant our not dealing with this phase, but, this tendency of "charging" has assumed such great proportions, that ill-effects are already beginning to be felt, all because, obviously, credit is being allowed indiscriminately.

We are constantly complaining that customers take advantage (which, undoubtedly, some do) and yet, we are to blame. How many pharmacists, for example, before extending credit, take the trouble of finding out from neighboring trades-folk, as to whether or not so-and-so is "good for the money?"

And if we may ask again, how many pharmacists have the temerity to remind customers that their bills are already "quite high"? And how many forward monthly statements? A negligible percentage.

There are very few things gotten in the world without asking for them. Still, many pharmacists (who are supposed to be more than a merchant) are reluctant to ask their patrons about their indebtedness lest they antagonize. Though a small few may feel offended, many others are only too glad when they are approached on this matter. This, of course, has reference to small amounts which are wont to be forgotten. It is not so much the asking that hurts a customer as the manner in which the matter is executed. So that, handled tactfully, with words couched so as not to make one feel that we "are jumping at them," we, generally will get the amount due for the asking.

Since many pharmacists as well as most big firms are accustomed to send

out bills the end of the month (and as an economy measure they may be delivered and with more telling effect, too), many find it hard to pay all bills at once. Hence, it is not inadvisable to forward them the fifteenth of the month, at which time, few, if any, bills come due.

A husband's allowance to his wife is designed to cover reasonably all household expenditures. But many a conniving wife will divert that money to other channels.

A few years ago, I had an experience of that nature. I was in the employ of a pharmacist who, inadvertently, had permitted an account to run to the unbelievable amount of a hundred and some odd dollars. As a loyal employe, I harassed him for being so apathetic to a condition which would spell loss sooner or later. His continued indifference aroused me all the more, so that it soon found me making the rounds to this woman and asking her to, at least, make small payments. Her attitude was at all times belligerent and she at my last visit threatened to eject me from the household.

I was beginning to feel that I was bucking an impregnable wall and I told her that I would be over that evening to see her husband and outline to him her obligations. A sudden hysteria overtook her and she pleaded that I should not tell her husband about the debt. She confided that she had gambled and had lost an appreciable amount and assured me that she would borrow a few dollars and gradually pay off her debt. It took her about one month and she had paid everything but a small amount.

There is no doubt but that right now many bills are not paid by women because of other practices similar to the one just spoken about.

The old shingle Pay To-Day and Trust To-Morrow would fill an appropriate niche in the drugstore, and would make us pharmacists, instead of bookkeepers and "delinquent" chasers.

Joseph Jay Gold.

### Elixir Bromaurate

Elixir Bromaurate was, three years ago, introduced in medicine for the treatment of whooping cough and is being used extensively with very good results. Many articles have appeared in the medical journals extolling its value and advocating its use in whooping cough and other spasmodic coughs. The therapeutic effect of Elixir Bromaurate is due chiefly to gold tribromide (AuBr<sub>3</sub>) which it contains. An interesting study was made recently on one hundred and fifty whooping cough children. To 100 of these children Elixir Bromaurate was given exclusively, while to the other 50 children the usual antipertussis remedies including pertussis vaccine were given. The result of this careful study and observation was most interesting. The 100 children who were treated with Elixir Bromaurate were relieved of the distressing cough within a few days and the total average duration of the illness was 4.4 weeks. The 50 children who were treated with the commonly employed anti-whooping cough drugs, pharmaceutical preparations, proprietary reme-

diaries, including vaccines, continued with the severe spasmodic cough for almost two weeks and the total average duration of the illness was 11.8 weeks. It is, therefore, quite evident that Elixir Bromaurate shortens the period of whooping cough from months to weeks and gives relief to the violent spasmodic cough within a few days. It has the further advantage that it is given by mouth thereby avoiding the troubles and complications incident to hypodermic medication in young children. Elixir Bromaurate is a standard, stable, assayed and palatable preparation which is readily taken by children. The dosage is a teaspoonful 3 or 4 times a day after meals. Elixir Bromaurate is the only preparation of gold that is being used in medicine for the treatment of whooping cough and other spasmodic coughs.

Pure, clear, uniformly saturated brine is said to be produced from rock salt rapidly, economically through a process and equipment lately developed.

### Action of Alcohol Solutions on Glass Containers

H. S. Y. Gill and W. E. S. Turner, at a meeting of the Society of Glass Technology in Leeds gave the results of tests of the effects of alcohol-water mixtures upon glass bottles at 30 degrees to 60 degrees C. It was found that extraction of alkali from the glass of the container took place more readily with 40-60-per-cent strengths of alcohol. The flakes which form are highly siliceous, and though these vary in form and texture to the naked eye they do not differ micrographically. The rate of extraction of alkali decreases with rise in alcoholic strength in all makes of bottles examined.

Do not keep the alabaster boxes of your love and tenderness sealed up until your friends are dead. Fill their lives with sweetness. Speak approving, cheering words while their ears can hear them and while their hearts can be thrilled by them.—Henry Ward Beecher.

## Parsons Insecticides

FORMALDEHYDE  
 USP Strength 40% by volume.

### LETHOGAS

Fumigant and Insecticide for Elevators, Granaries, Flour Mills, Warehouses and Homes. Kills moths, bugs, weevil, ants, moles, as well as mice and rats. Safe to use—is heavier than air—penetrates downward through fabrics and grain. Also recommended for treating seed beans for weevil.

Lime and Sulphur, Solution and Dry, Copper Sulphate  
 Many other standard Disinfectants and Insecticides for general use.

Fly Sprays — Cow Sprays — Stock Dips  
 Try T. T. Worm Capsules and Tix Ton Mix for Sheep

## Parsons Chemical Works

Grand Ledge, Mich.

## SEASONABLE ITEMS

### SEED DISINFECTANTS

CERESAN DuBAY No. 738 SEMESAN BELL NU-GREEN

### INSECTICIDES

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

### PAINT BRUSHES—VARNISH BRUSHES

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

Our prices are right and stock complete.

## HAZELTINE & PERKINS DRUG CO.

Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

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

ACID
Acetic, No. 8, lb. 06 @ 10
Boric, Powd., or Xtal, lb. 07 1/2 @ 20
Carbolic, Xtal., lb. 36 @ 43
Citric, lb. 33 @ 45
Muriatic, Com'l., lb. 03 1/2 @ 10
Nitric, lb. 10 @ 15
Oxalic, lb. 15 @ 25
Sulphuric, lb. 03 1/2 @ 10
Tartaric, lb. 33 @ 40

ALCOHOL
Denatured, No. 5, gal. 38 @ 50
Wood, gal. 50 @ 60

ALUM-POTASH, USP
Lump, lb. 05 @ 15
Powd. or Gra., lb. 05 1/2 @ 16

AMMONIA
Concentrated, lb. 06 @ 18
1-F, lb. 05 1/4 @ 12
3-F, lb. 05 1/4 @ 13
Carbonate, lb. 23 @ 30
Muriate, Lp., lb. 18 @ 30
Muriate, Gra., lb. 07 1/2 @ 18
Muriate, Po., lb. 22 @ 35

ARSENIC
Pound 07 @ 20

BALSAMS
Copaiba, lb. 60 @ 1 20
Fir, Cana., lb. 2 00 @ 2 40
Fir, Oreg., lb. 50 @ 1 00
Peru, lb. 4 00 @ 4 60
Tolu, lb. 1 50 @ 1 80

BARKS
Cassia
Ordinary, lb. @ 30
Ordinary, Po., lb. 20 @ 30
Saigon, lb. @ 40
Saigon, Po., lb. 50 @ 60
Eln., lb. 40 @ 45
Eln., Powd., lb. 38 @ 45
Eln., G'd., lb. 38 @ 45
Sassafras (P'd lb. 50) 20 @ 30
Soaptree, cut, lb. 20 @ 30
Scaptree, Po., lb. 35 @ 40

BERRIES
Cubeb, lb. @ 75
Cubeb, Po., lb. @ 80
Juniper, lb. 10 @ 20

BLUE VITRIOL
Pound 06 @ 15

BORAX
P'd or Xtal, lb. 06 @ 13

BRIMSTONE
Pound 04 @ 10

CAMPHOR
Pound 72 @ 85

CANTHARIDES
Russian, Powd. @ 4 50
Chinese, Powd. @ 3 00

CHALK
Crayons
White, dozen @ 3 60
Dustless, dozen @ 6 00
French Powder, Coml., lb. 03 1/2 @ 10
Precipitated, lb. 12 @ 15
Prepared, lb. 14 @ 18
White, lump, lb. 03 @ 10

CAPRICUM
Pods, lb. 60 @ 70
Powder, lb. 62 @ 75

CLOVES
Whole, lb. 30 @ 40
Powdered, lb. 35 @ 45

COCAINE
Ounce 13 75 @ 15 40

COPPERAS
Xtal, lb. 03 1/2 @ 10
Powdered, lb. 04 @ 15

CREAM TARTAR
Pound 25 @ 38

CUTTLEBONE
Pound 40 @ 50

DEXTRINE
Yellow Corn, lb. 06 1/2 @ 15
White Corn, lb. 07 @ 15

EXTRACT
Witch Hazel, Yellow Lab., gal. 95 @ 1 65
Licorice, P'd, lb. 50 @ 60

FLOWER
Arnica, lb. 50 @ 55
Chamomile
German, lb. 60 @ 70
Roman, lb. @ 1 40
Saffron
American, lb. @ 75
Spanish, ozs. @ 1 25

FORMALDEHYDE, BULK
Pound 09 @ 20

FULLER'S EARTH
Powder, lb. 05 @ 10

GELATIN
Pound 55 @ 65

GLUE
Brok., Bro., lb. 20 @ 30
Gro'd, Dark, lb. 15 @ 25
Whl. Flake, lb. 27 1/2 @ 35
White G'd., lb. 25 @ 35
White AXX light, lb. 43 1/2 @ 50
Ribbon 43 1/2 @ 50

GLYCERINE
Pound 19 @ 45

GUM
Aloes, Barbadoes, so called, lb. gourds 35 @ 45
Aloes, Socotrine, lb. 40 @ 50
Powd., lb. @ 30
Arabic, first, lb. @ 50
Arabic, sorts, lb. 17 @ 35
Arabic, Gran., lb. @ 35
Arabic, P'd, lb. 25 @ 35
Asafoetida, lb. 47 @ 50
Asafoetida, Po., lb. 42 @ 50
Gualiac, lb. @ 65
Gualiac, powd. @ 60
Kino, lb. @ 1 00
Kino, powd., lb. @ 1 25
Myrrh, lb. @ 75
Myrrh, Pow., lb. @ 70
Shellac, Orange, lb. 42 @ 50
Ground, lb. 42 @ 50
Shellac, white (bone dr'd) lb. 45 @ 50
Tragacanth
No. 1, bbls. 1 75 @ 2 00
No. 2, lbs. 1 50 @ 1 75
Pow., lb. 1 00 @ 1 25

HONEY
Pound 25 @ 40

HOPS
1/4s Loose, Pressed, lb. @ 75

HYDROGEN PEROXIDE
Pound, gross 27 00 @ 28 00
1/2 lb., gross 17 00 @ 18 00
1/4 lb., gross 11 00 @ 11 50

INDIGO
Madras, lb. 2 00 @ 3 25

INSECT POWDER
Pure, lb. 31 @ 41

LEAD ACETATE
Xtal, lb. 17 @ 25
Powd. and Gran. 25 @ 35

LICORICE
Extracts, sticks, per box 1 50 @ 2 00
Lozenges, lb. 40 @ 50
Wafers, (2 1/2) box @ 1 50

LEAVES
Buchu, lb., short @ 70
Buchu, lb., long @ 75
Buchu, P'd, lb. 25 @ 30
Sage, bulk, lb. @ 40
Sage, loose pressed, 1/4s, lb. @ 45
Sage, ounces @ 85
Sage, P'd and Grd. @ 35
Senna
Alexandria, lb. 35 @ 40
Tinnevela, lb. 25 @ 45
Powd., lb. 25 @ 35
Uva Ursi, lb. @ 30
Uva Ursi, P'd, lb. @ 35

LIME
Chloride, med., dz. @ 85
Chloride, large, dz. @ 1 45

LYCOPodium
Pound 50 @ 60

MAGNESIA
Card., 1/8s, lb. @ 30
Card., 1/4s, lb. @ 35
Carb., Powd., lb. 15 @ 25
Oxide, Hea., lb. @ 70
Oxide, light, lb. @ 75

MENTHOL
Pound 4 93 @ 5 24

MERCURY
Pound 1 75 @ 2 00

MORPHINE
Ounces @ 12 75
1/8s @ 14 40

MUSTARD
Bulk, Powd.
Select, lb. 45 @ 50
No. 1, lb. 17 @ 25

NAPHTHALINE
Balls, lb. 06 1/2 @ 15
Flake, lb. 06 1/2 @ 15

NUTMEG
Pound @ 40
Powdered, lb. @ 50

NUX VOMICA
Pound @ 25
Powdered, lb. 15 @ 25

OIL ESSENTIAL
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, Coml., lb. 1 00 @ 1 25
Citronella, lb. 85 @ 1 20
Cloves, lb. 1 85 @ 2 25
Croton, lbs. 4 00 @ 4 60
Cubeb, lb. 3 25 @ 3 85
Erigeron, lb. 2 70 @ 3 25
Eucalyptus, lb. 85 @ 1 30
Fennel 2 25 @ 2 60
Hemlock, Pu., lb. 1 70 @ 2 20
Hemlock, Com., lb. 1 00 @ 1 25
Juniper Ber., lb. 3 00 @ 3 30
Juniper W'd, lb. 1 50 @ 1 75
Lav. Flow., lb. 6 00 @ 6 40
Lav. Gard., lb. 1 25 @ 1 50
Lemon, lb. 2 15 @ 2 60
Mustard, true, ozs. @ 1 25
Mustard, art., ozs. @ 1 35
Orange, Sw., lb. 3 00 @ 3 35
Origan., art., lb. 1 00 @ 1 20
Pennyroyal, lb. 2 75 @ 3 20
Peppermint, lb. 4 75 @ 5 30
Rose, dr. @ 3 50
Rose, Geran., ozs. @ 1 00
Rosemary Flowers, lb. 1 00 @ 1 50
Sandalwood
E. I., lb. 8 00 @ 8 60
W. I., lb. 4 50 @ 4 75
Sassafras
True, lb. 1 90 @ 2 40
Syn., lb. 1 00 @ 1 40
Spearmint, lb. 3 50 @ 4 00
Tansy, lb. 3 50 @ 4 00
Thyme, Red, lb. 1 75 @ 2 40
Thyme, Whl., lb. 2 00 @ 2 60
Wintergreen
Leaf, true, lb. 5 60 @ 6 00
Birch, lb. 4 00 @ 4 40
Syn. 75 @ 1 30
Wormseed, lb. 3 50 @ 4 00
Wormwood, lb. 5 50 @ 6 00

OILS HEAVY
Castor, gal. 1 45 @ 1 60
Cocoonut, lb. 22 1/2 @ 25
Cod Liver, Norwegian, gal. 1 20 @ 1 50
Cod, Seed, gal. 1 20 @ 1 30
Lard, ex., gal. 1 55 @ 1 65
Lard, No. 1, gal. 1 25 @ 1 40
Linsed, raw, gal. 78 @ 93
Linsed, boll, gal. 81 @ 96
Neatsfoot, extra, gal. 80 @ 1 00
Olive
Malaga, gal. 2 00 @ 2 50
Pure, gal. 3 00 @ 5 00
Sperm, gal. 1 25 @ 1 50
Tanner, gal. 75 @ 90
Tar, gal. 50 @ 65
Whale, gal. @ 2 00

OPIMUM
Gum, ozs. 1 20
Powder, ozs. 1 30
Gran., ozs. 1 30

PARAFFINE
Pound 06 1/2 @ 15

PEPPER
Black, grd., lb. 25 @ 35
Red, grd., lb. 45 @ 55
White, grd., lb. 40 @ 55

PITCH BURGUNDY
Pound 20 @ 25

PETROLATUM
Amber, Plain, lb. 12 @ 17
Amber, Carb., lb. 14 @ 19
Cream Whl., lb. 17 @ 23
Lily White, lb. 30 @ 35
Snow White, lb. 22 @ 27

PLASTER PARIS DENTAL
Barrels @ 5 75
Pints, lb. 03 1/2 @ 08

POTASSA
Caustic, st'ks, lb. 69 @ 1 04
Liquor, lb. @ 44

POTASSIUM
Bicarbonate, lb. 30 @ 35
Acetate, lb. 69 @ 1 04
Bichromate, lb. 15 @ 25
Bromide, lb. 64 @ 84
Carbonate, lb. 48 @ 72
Chlorate
Xtal., lb. 20 @ 29
Powd., lb. 19 @ 27
Gran., lb. 32 @ 40
Iodide, lb. 1 35 @ 2 14
Permanganate, lb. 30 @ 50
Prussiate
Red, lb. 90 @ 1 00
Yellow, lb. 50 @ 60

QUASSIA CHIPS
Pound 25 @ 30
Powd., lb. 35 @ 40

QUININE
5 oz. cans, ozs. @ 77

ROSIN
Pound 04 @ 15

ROOT
Aconite, Powd., lb. @ 90
Alkanet, lb. 35 @ 40
Alkanet, Powd., lb. @ 50
Belladonna, Powd., lb. @ 75
Blood, lb. 35 @ 45
Burdock, Powd., lb. @ 60
Calamus, Bleached, Split and Peeled, lb. @ 75
Calamus, Ordinary, lb. @ 25
Calamus, Powd., lb. @ 50
Elecampane, lb. 25 @ 30
Gentian, Powd., lb. 17 1/2 @ 30
Ginger, African, Powd., lb. 18 @ 25
Ginger, Jamaica, Lined, lb. 38 @ 55
Ginger, Jamaica, Powd., lb. 30 @ 40
Goldenseal, Powd., lb. 2 00 @ 2 20
Hellebore, White, Powd., lb. 20 @ 30
Indian Turnip, Powd., lb. 3 00 @ 3 60
Ipecac, Powd., lb. 35 @ 40
Licorice, lb. 15 @ 25
Licorice, Powd., lb. @ 40
Mandrake, Powd., lb. @ 40
Marshmallow, Cut, lb. @ 50
Marshmallow, Powd., lb. @ 60
Orris, lb. @ 35
Orris, Powd., lb. 40 @ 45
Orris, Fingers, lb. @ 1 75
Pink, Powd., lb. 1 50 @ 2 25
Poke, Powd., lb. @ 30
Rhubarb, lb. @ 70
Rhubarb, Powd., lb. @ 70
Sarsaparilla (Honduras, cut) 1 20 @ 1 20
Sarsaparilla, Med., Cut, lb. @ 80
Squills, Powd., lb. 42 @ 50
Turmeric, Powd., lb. 15 @ 25
Valerian, Powd., lb. @ 50

SAL
Epsom, lb. 03 1/2 @ 10
Glaubers
Lump, lb. @ 03
Gran., lb. 03 1/2 @ 10

NITRE
Xtal. or Powd. 10 @ 20
Gran., lb. 09 @ 20
Rochelle, lb. 17 @ 30
Soda, lb. 02 1/2 @ 08

SOAP
Castile, Conti, White
Box @ 15 75
Bar @ 1 60
Powd. 50 @ 55

SODA
Ash
Bicarbonate, lb. 03 @ 10
Caustic, Co'l., lb. 03 1/2 @ 10
Hyposulphite, lb. 05 @ 10
Phosphate, lb. 23 @ 23
Sulphite
Xtal., lb. 15 @ 25
Dry, Powd., lb. 12 1/2 @ 30
Silicate, Sol., gal. 40 @ 50

SULPHUR
Light, lb. 04 1/2 @ 10

SYRUP
Rock Candy, Gals. 70 @ 85

TAR
1/2 Pints, dozen @ 1 00
Pints, dozen @ 1 50
Quarts, dozen @ 2 75

TURPENTINE
Gallons 63 @ 78

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.

Table with columns: ADVANCED, DECLINED. Items include Pork Shoulders, Clorox Cleanser, etc.

Table with columns: AMMONIA, BREAKFAST FOODS, Blackberries. Items include Little Bo Peep, Kellogg's Brands, etc.

Table with columns: APPLE BUTTER, BAKING POWDERS. Items include Quaker, Clabber Girl, etc.

Table with columns: BROOMS, BRUSHES. Items include Quaker, Warehouse, etc.

Table with columns: BLEACHER CLEANSER, BUTTER COLOR. Items include Lizzie, Linco Wash, etc.

Table with columns: BLUING, CANDLES. Items include Am. Ball, Electric Light, etc.

Table with columns: BEANS and PEAS, CANNED FRUITS. Items include Dry Lima Beans, Apples, etc.

Table with columns: BURNERS, BOTTLE CAPS. Items include Queen Ann, White Flame, etc.

Table with columns: Apricots, Pineapple Juice. Items include Forest, Quaker, etc.

Table with columns: Apricots, Pineapple, Crushed. Items include Forest, Quaker, etc.

Table with columns: Pineapple, Sliced; String Beans; CHEWING GUM. Items include Honey Dew, Choice, etc.

Table with columns: Beets; Plums; Raspberries, Black. Items include Extra Small, Ullikit, etc.

Table with columns: Prepared Prunes; Raspberries, Red; Strawberries. Items include Supreme, Jordan, etc.

Table with columns: CANNED FISH. Items include Clam Ch'der, Clam Chowder, etc.

Table with columns: Canned Meat. Items include Bacon, med., Beef, lge., etc.

Table with columns: Canned Vegetables. Items include Hart Brand, Asparagus, etc.

Table with columns: Baked Beans; Lima Beans; Red Kidney Beans. Items include 1 lb. Sauce, Baby, etc.

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## SHOE MARKET

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

man.  
Vice-Presidents—J. A. Burton, Lansing; A. Allen, Grand Rapids; Edward Dittmann, Mt. Pleasant; R. H. Hainstock, Niles; E. T. Nunneley, Mt. Clemens; Fred Nentwig, Saginaw; E. C. Masters, Alpena; A. G. Fone, Jackson.  
Secretary-Treasurer—Robert Murray, Charlotte.  
Field Secretary—O. R. Jenkins, Portland.

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

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

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

### Stretch Out The Spring Season

Has the Spring season been over-styled and overplayed in the over-optimism of all industries affiliated with shoes? That is the question. Everyone looked at the calendar and figured that Spring was lengthened by the lateness of Easter. Few expected adverse weather into the middle of April.

But Winter filled the very lap of Spring. So the retail shoe industry today finds itself pretty well loaded with a Spring stock and the merchant faces the problem of a Spring hang-over inventory.

What to do with it? That is the question. The first impulse is to dive into clearance sales and move the goods at any price. The second impulse is to carry some stock over into Fall.

May we make the suggestion that you try to prolong Springtime as far as possible. The Spring is only beginning; why date its end with Easter? Foot Health Week is April 22 to 27. Give it a strong push because it carries the merchandising merit of change of footwear with a change of season. It can be made more than just a Foot Health Week. It can be accelerated as a regular shoe week.

Perhaps all the merchants in your community face a similar problem and they will agree to lengthen out the Springtime before plunging into sport shoe sales. Another week or two at retail, with regular Spring shoes, will do much to move the inventory. To rush now into Summer shoes with competitive eagerness will serve no good purpose because the Summer is long enough as it is. The thing to do is to get as much out of each season as is possible.

It is obvious to the entire trade that white shoes are sure sellers any time they are launched.

Why not accelerate the merchandising ability of the industry in moving current stocks, by united attempts to hold onto every precious day of Springtime? Then put into each day's effort the sale of Spring shoes through publicity, through promotions, through P.M.'s, through sales perseverance. To carry over perishable merchandise is

son. If weather spoiled the pre-season let more favorable weather prolong it.

We manufactured last year as many pairs of shoes as were manufactured in the peak year of 1929. It is true that there are more people in '35 than there were in '29—so that the ratio of pairs is not the same. The shoe industry has shown great courage in buying plenty of shoes in view of the financial condition of the country. These shoes need to be consumed. People are not growing more than a pair of feet per person. In fact, there are a little less than two feet per person in the United States. Millions of people are not in weird and involved patterns have been created and good taste has been a minus quality in many of them. All the more reason why the efforts of the industry should be to move shoes in seaneconomic. Many of these Spring shoes have been overstyled. Many a financial position to buy their full quota. But there are enough people, who are able to buy, to absorb the spring shoes of a nation.

The American public is most receptive to shoes. With the right sort of weather, the public would purchase these shoes in season. Some of the chain organization have been hurt most by the weather because they played large Spring stocks in the hopes of increasing volume. Small merchants, with limited buying capacity, played a cautious Springtime and though they may not be having inventory troubles, they are having cash register troubles through lack of sales. So one may be as badly off as the other.

Sub-normal sales the past few weeks in the majority of shoe stores the country over merit a unified effort to prolong Springtime as many days as possible—with extraordinary selling effort in every store. Certainly no one could have anticipated weather conditions. Mistakes have a habit of showing up when volume lessens. An extra spurt of business on Spring shoes the next ten days might clear retail shelves of the surplus.

So let's put all effort in that direction. The thing to do is to get the most out of each season and it is well to remember that saying when Summer comes around, for whites can be sold right up to August 15. One of the great errors of merchandising is as much in "cutting-off-the-end-of-the-season" as it is in anticipating a new season. Let's see what can be done to stretch out the Spring season.—Boot and Shoe Recorder.

### Textile Fight Disturbs AAA Procedure

Opponents of the AAA amendments which, they claim, would vest in the Department of Agriculture a virtual dictatorship over food processing and distribution, see at least one virtue in the current fight instituted by the textile industry for relief from the processing taxes.

The textile industry has put the AAA so on the defensive that it has had little opportunity to push for the enactment of the amendments. The processing taxes are the very foundation of the farm

program and the cotton goods manufacturers have enlisted the support of some of the agricultural groups not in sympathy with that program. Further, the rising costs of living, to which, it is claimed, the economic theories of the department have chiefly contributed, is beginning to cause discontent among the housewives of the country, and capital may be made of this later by the manufacturers.

Besides increasing the alleged "snooping" powers of AAA the amendments also would permit of the payment of benefits to farmers for growing some crops and in other cases for not growing the same or different crops. To the uninitiated this may sound funny, but it is serious business with AAA.

### Congressmen Lament Surrender of Powers

With control over the tariff transferred from Congress to the Chief Executive, some of the members of Senate and House who were glad to see that troublesome subject removed from the realm of politics, are beginning to recant.

Some are being very forcibly impressed with the belief that NRA, AAA and the State, Labor and Commerce departments are working at cross purposes, with Congress almost helpless in the situation because of the veto powers enjoyed by the President and the diversity of interests in Congress.

Once the contending blocs and individuals feel the urge for recapturing Congressional power, the pendulum is likely to swing very far in the opposite direction. Because of too readily accepting the New Deal philosophy, some of those seeking re-election in 1936 appear marked for defeat. The new Congress may be quite anti-New Deal, yet still pro-Roosevelt. The objectives of the executive and legislative branches of the Government may be the same, but the method of approach will be different.

Business is better. Checks are again coming back marked "No Funds" instead of "No Bank."

### Price Filing and Destructive Competition

While critics of the NRA have contended that price filing has led to price fixing, some industries have latterly been eliminating such provisions from their codes because they have resulted in what they term a vicious spiral of lower prices.

The code authorities for the ice cream cone, pickle packing and cut and wire tack industries took action during the past week to eliminate open price filing provisions. In at least two of these it was charged that price filing has resulted in a progressive reduction in filed prices that threatened stability of the industry.

Code officials generally, however deny that price filing has proved unsatisfactory. Cases of failure are ascribed to faulty administration of this device. Thus, in many cases impartial agencies were not created to receive filed prices, with the result that many concerns refused to co-operate.

Such price cutting under a price filing system is due to a lack of co-operation within an industry, which would have brought a breakdown in prices under any system.

### The Grand Baby

Babykins!  
You precious thing!  
I'm topsy turvy wondering  
In my surprise  
At big blue eyes  
A pretty face  
A dimpled cheek  
And smiles that seek  
To blaze a way  
Down through my heart  
Where they can play  
The leading part  
Babykins! My babykins.

Babykins!  
Did angels tell you how to go  
From their high heaven  
To earth below?  
Did grandma there  
Want us to share  
Your tiny radiant candle flame  
Say! We are mighty glad you came,  
For I've been looking every day  
In every place where fairies stay—  
Amidst the daisies, violets too  
To find a baby just like you  
Babykins! My babykins.

Babykins!  
This living where no babies are  
Would be  
Like skies without a star  
Or May  
Without one flower to dress  
The Springtime up in loveliness,  
Yet sweeter than the blooming trees  
Are babies in our nurseries  
The truly fairies from the sky  
But now—it's time for rock-a-by  
Babykins! My babykins.  
Charles A. Heath.

## TROUBLE IN THE AIR . . .

YOU CAN'T PREVENT A  
TORNADO SO PROTECT  
AGAINST PROPERTY LOSS  
WITH WINDSTORM INSURANCE

## MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

MUTUAL BUILDING, LANSING, MICHIGAN  
DETROIT GRAND RAPIDS SAGINAW



## OUT AROUND

(Continued from page 9)

I think the independent merchants of America owe a debt of gratitude to Mr. Grant for the adroit and diplomatic manner in which he has secured so valid and influential a friend as Father Coughlin for the independent cause.

Representative Haskell L. Nichols, Jackson, introduced a bill in the House of Representatives Monday night bringing associations of independent merchants within the scope of the chain store license tax. It is understood that this bill is intended to apply Red and White, A. G. and other organizations of similar character. As it is agreed by all concerned that the Legislature will adjourn May 17—which is only twenty-three days away—it would seem that little, if anything, can be accomplished along that line this year. With the 530 House bills introduced and 407 Senate bills, and only thirty-seven enrolled acts sent to the Governor for his signature, there is much of unfinished business and hundreds of bills to all intents and purposes are already dead.

Charles Trankla & Co. will celebrate the fiftieth anniversary of the founding of the house May 2. The house was originally known as Trankla-Jamieson Co. Trankla was German and acted as manager of the business. Jamieson was Scotch and took charge of the advertising. The latter retired from the business about forty years ago, after which Mr. Trankla was the sole authority until his death, two or three years ago. The house was always strong on piece goods, underwear, rugs and floor coverings. Mr. Trankla was a good merchant in many ways and held his own with his principal competitors—Herpolsheimer, Steketee and Wurzburg. On his death the management was handed over to a son-in-law whose experience had not been along dry goods lines. Because of this condition the business did not keep pace with the other houses named. A year or more ago the management was placed in the hands of George C. Pratt, who has been a dry goods man all his life and who has greatly improved conditions at the Trankla store, bringing back much of the old popularity under the Trankla regime.

E. A. Stowe.

## Raise Cement Production Forecast

Cement producers are revising upward earlier estimates of total production this year, owing to the probability that a substantial impetus to cement output will result from the administration's work relief program.

Due to the allocation of some \$800,000,000 for highway construction, it is estimated highway awards this year may be double those of 1934. Even greater increases may be recorded in states where proceeds of vehicular taxes and licenses have been diverted to other than highway purposes in the past two years, cutting down road work to an abnormally low level.

The administration is reported considering the erection of all-concrete

apartments as part of the low-cost housing program. Furthermore, the rapid development of pre-fabricated concrete houses may lend an impetus to increased use of cement in residential construction in the near future, it is expected.

## Rubber Settlement Seen Modifying Labor Strategy

The agreement to end the labor controversy in the rubber industry will probably force the American federation of labor to abandon its fight for industry-wide unionization and to concentrate upon organization of isolated plants for the time being, industrialists predict.

The terms of the agreement constitute a complete defeat for the unions, it is held. In addition, they are contrary to the principles of the Wagner Trade Disputes bill and the National labor relations board.

Demands presented Monday by the union at the Toledo plant of the Chevrolet Motor Car Co. is indicative of the new strategy. The election conducted at this plant was the first one of those held by the Automobile labor board to be won by the A. F. of L. In addition, Chevrolet is operating at peak capacity and is reputed to be behind on orders. While demands at such a plant are being pushed, the threatened industry-wide suspension is held quite unlikely.

## Twins Under Control

The experimental 3-year twins who went to the circus the other day made a fine story, but it cannot be truthfully said that the scientific results are conclusive. Johnny had spent the first two years of life being "conditioned" in a psychological laboratory. His brother Jimmie lived at home on Amsterdam Avenue. Their response to the elephants, the clowns and the acrobats may have shown divergences, but at 3 years of age it is too early to say.

When "conditioned" Johnny was sent home at the age of 2, the idea was presumably that the habit patterns had been formed for the rest of his life. In any case, we are not interested in how Johnny and Jimmie will behave during the next eight or ten years, when they will be under control of their elders. The real answer must come when they are grown up and on their own.

## Praise for Mr. Hull

Mr. Hull stands out in this administration as one of the few men in Washington whose activities are calculated to produce an economic recovery. When most of his colleagues are engaged in efforts to restrict production and lower the standard of living Mr. Hull is seeking new outlets for the products of American farms and factories. He has his eye on the ball. Common sense teaches that the way out of the depression is through expansion, not contraction, of markets, for it is expanding production which provides work and wages. In demanding fair play for our exports Mr. Hull is doing what he can to counteract the surrender of our foreign markets by Corn Wallace and Richberg.—Chicago Tribune.

## President's Day

The last Sunday in April, 1933, was set aside as President's Day, a day on which to ask God's blessing upon our Chief Executive and God's guidance in his attempt to lead the American people through the many perils by which they found themselves surrounded.

It was a day set apart that the nation might unitedly pray for divine wisdom to be given our national leader for his arduous task. It was also a tribute to the fundamental belief of the American people in that Supreme Being who guides the destiny of nations as well as that of individuals, for President's Day was celebrated in all the churches of the nation and was made the occasion of a great national outburst of prayer for wisdom in American leadership.

I would like to see that movement renewed this year, so that the day might receive annual recognition.

Harold Garnet Black.

## Scotsmen in England

It is a long-standing article of faith among the English that they are a subject race, their conquerors being the Scotch. If the fact is as alleged, it is certainly a conquest achieved against tremendous odds. A study of the census figures for 1931 shows that among a trifle under 40,000,000 people in England and Wales the natives of Scotland are 366,000. It is less than one in a hundred. In Greater London there are something more than 100,000 North Britons, which would be approximately one in eighty or ninety.

There is still something of a Home Rule movement in Scotland, with a demand for a separate Parliament at Edinburgh. It is probably in large measure the natural retort to cruel aspersions concerning the domination of England by the men north of the Tweed.

## John Tuttle's Farm

A news item in the Tradesman describes the Stevens farm at Clinton, Conn., as the oldest farm in America which has remained continuously in the same family. The Tuttle settled on Dover Neck in the town of Dover, N.H., in 1638. The present house, still in good repair was built in 1650. The farm has descended in a direct line and is now owned by William Penn Tuttle, a direct descendant of the original settler, John Tuttle.

## Novel Announcement of New Guest

Guest Registration Card  
Hotel Rowe

Grand Rapids, Michigan

Mr. and Mrs. J. Bingham Morris  
are pleased to welcome

Name: Antoinette

From: Heaven

Date of Arrival: April 17, 1935

Time of Arrival: 4:08 p. m.

Weight of Guest: 7 lbs. 12½ oz.

Remarks: Guest appears noisy and boisterous—put in quiet section of house.  
Guest No. 2.

## Plan Appeal on Silver Advance

A special committee has started work devising ways in which sterling silverware manufacturers can protect their markets in the face of sharply rising silver bullion prices. Actuated by the

fear that consumer demand for sterling ware will shrink drastically if prices of finished goods go much higher, the committee organized by the Sterling Silversmiths' Guild of America, Inc., plans appeals to Washington and other steps to check the bullish trends in the silver raw material markets. Price advances of 10 to 20 per cent. on finished goods are certain in the next few weeks, it was pointed out.

## Fall Lace Curtain Lines Ready

Fall lines of lace curtains are complete and will be opened to the trade this week with prices unchanged from current quotations. Producers are holding to current levels despite the heaviest volume of curtain business enjoyed in more than six years. According to manufacturers, this Springs business averaged 30 per cent. ahead of the same period last year. Some mills reported sales increases of 50 to 55 per cent.

A new domestic water heater combines oil burner, automatic controls and water tank in a single compact unit. It can be equipped with one or more room-heating units.

Phone 89674  
**John P. Lynch Sales Co.**  
SPECIAL SALE EXPERTS  
Expert Advertising  
Expert Merchandising  
209-210-211 Murray Bldg.  
Grand Rapids, Michigan

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

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

## BUSINESS WANTS DEPARTMENT

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 60 cents. Small display advertisements in this department, \$4 per inch. Payment with order is required, as amounts are too small to open accounts.

Grand Rapids Auction House—Stock liquidating sales. Also auctioneer for private commercial factories—bankrupts—courts—etc., 656 Eastern avenue, S. E., Grand Rapids, Mich. 113

FOR SALE—Successful, paying small department store. Has been making money all through the depression. An up-to-the-minute popular-priced stock. Inventories approximately \$7,500. Will reduce stock to suit buyer if necessary. Enquire Leemon's Department Store, 2444 Conners street, South Park, Port Huron, Mich. 714

Salesman Wanted—To call on dealers, age 25-45. Must have drug or chemical knowledge. PARSONS CHEMICAL WORKS, Grand Ledge, Michigan. 117

For Sale—Department store, clothing, dry goods, shoes, etc. Fine town. Selling on account of health. Address No. 718, c/o Michigan Tradesman. 718

FOR SALE—CAFE WITH ELECTRIC SODA FOUNTAIN. Full equipment. Best location in Illinois. Lincoln Boulevard and Route 182, Centralia. Building for lease to party buying equipment. Doing nice business. Must see to appreciate. L. Rudick, Centralia, Ill. 719

TOURIST HOME—A good paying proposition located on U.S.-31, Ill health compels sale. Act quickly. Home Realty Co., P. O. Box 93, Ludington, Mich. 720

### Manufacturing Matters

Detroit—Miller & Tucker, Inc., 2340 West Lafayette Blvd., manufacturer and dealer in racing autos, has a capital stock of \$50,000, \$1,000 being paid in.

Detroit—The Blue Suds Co., 3361 Penobscot Bldg., manufacturer and dealer in soap products, has a capital stock of 300 shares at \$50 a share, \$2,000 being paid in.

Detroit—Approved Appliances, Inc., 8634 Gratiot avenue, manufacturer and dealer in household appliances and oil burners, has a capital stock of \$3,500 common and \$150 preferred, \$2,000 being paid in.

Imlay City—The Stanford Brass Manufacturing Co. has resumed operations after two years of idleness. Orders on hand promise three months of activity. The company will inaugurate a new policy of diversified products.

Detroit—The Barry Allergy Laboratory, Inc., 1352 Michigan Theatre Bldg., organized to manufacture and sell at wholesale pharmaceutical and medicinal preparations, has a capital stock of \$5,000, \$1,000 being paid in.

Port Huron—The Anker-Holth Manufacturing Co. is operating at capacity with a force 300 per cent larger than employed in 1934, and is shipping more than four times as many finished products. The company, which manufactures cream separators, has started production on hose reels.

Muskegon—Anthony Morpeth, former assistant manager of the Stewart Hartshorn Co., has been named manager, succeeding the late Lewis S. Klotz, who died recently after more than fifty years of service with the company. The company manufactures wood and metal shade rollers.

Watervliet—The Murphy Butter and Egg Co., of Chicago, has taken a lease on the Watervliet Co-operative Co. with option to purchase. The concern is conducting several creameries throughout the country, and plans to revamp the buildings in Watervliet and make certain alterations and extensions and use the by-product, skim milk, in the manufacture of casein and cottage cheese.

Detroit—Christian Science rites for William D. Biggers, widely known business executive who died of a heart attack at his home here Thursday, were held Saturday in the home, 18455 Wildemere avenue. Burial was in Woodlawn Cemetery. Born in St. Louis, Mo., July 1, 1864, Mr. Biggers had been in the hardware industry for half a century. He came to Detroit in 1906 to become secretary and general manager of the Continental Screen Co. here. A past vice president of Rotary International he also had served as president of the American Hardware Manufacturer's Association, as a director of the Detroit Board of Commerce and as president of the Detroit Rotary Club. He was a member of the Detroit Athletic Club and the Detroit Golf Club.

Grand Rapids—F. T. Marty, President Grand Rapids Wholesale Grocer Co., who has been in the hospital several days because of an attack of gan-

grene, has recovered to such an extent that he has been taken to his home.

### Doubt Steel Price Rise

The advance in prices of cast iron pipe and rumors of higher quotations for iron ore have stimulated trade discussion of a rise in finished steel prices for the third quarter. Steel company executives express doubt that such action will be taken, however.

Third quarter prices will be announced May 21, under the code.

Price advances at this time are regarded as being of doubtful wisdom, despite relatively high production costs. They may discourage consumption, it is feared. Producers would much prefer to increase volume at present prices and recapture earning power that way.

Also, criticism of the industry would be stimulated anew. The industry expects a large volume of orders from the work relief program. Higher prices at this time would doubtless bring renewed charges of monopoly, and might even result in a reallocation of funds to projects requiring less steel, it is feared.

With any increase in the rate of production, unit costs of steel makers tend to decline rapidly. This should more than offset the recent freight rate rise on raw materials. Only further increases in wage costs, therefore, seem likely to cause an early price rise in steel products.

### Meeting the New Wagner Bill Drive

The intensified drive of President William A. Green of the American federation of labor to have Congress enact the Wagner trade disputes bill is causing employers to give lively consideration to counter measures designed to defeat it.

Spokesmen for organizations of industrialists doubt that any formal conference will be called to offset the pressure brought by the A. F. of L. Rather, employers will express their opposition to the measure directly to their own Senator or Congressman. Employees affiliated with company unions also will be encouraged to write their legislative representatives in many cases.

On the other hand, some employers are coming to feel that it might be best to permit the bill to become law. In such event, its constitutionality could be attacked in the courts, with what they believe is an excellent likelihood of its being held unconstitutional. Opposition to the bill in its present form, it is feared, might result in modifications which would leave many objectionable features.

### Inquisitorial Powers Opposed

Industrialists who number public utility corporations among their customers are much disturbed over provisions in the Wheeler-Rayburn utilities holding company

bill which would grant to the Federal Power Commission broad inquisitorial powers over their own affairs.

It has been discovered that the bill provides that it shall be unlawful for any person engaged in the business of performing service, sales or construction contracts by the use of the mails or any means of interstate commerce, to so deal with any public utility, registered holding company or subsidiaries thereof, "in contravention of such rules and regulations or orders regarding reports, accounts, costs, competitive bidding, disclosure of interest, duration of contracts and similar matters as the Federal Power Commission shall prescribe."

Under interpretations of this language it would appear that the purveyors would have to conform to the requirements of the commission, justifying their sales, rather than that the public utilities company justify its purchases, no matter what the article.

### Post-Easter Sales Prospects Good

Encouraged by a sharp pickup in sales last week, retailers now predict that dollar sales volume of New York stores will show a gain of about 10 per cent. over last April. Larger gains are expected in most other communities.

April gains will easily offset the declines from the previous year reported for March, it is felt, giving a moderate increase for the two months.

Spring buying is likely to extend over a longer period this year, owing to the late Easter and unseasonable weather thus far. Post-Easter sales, therefore, may generally produce greater volume, even with markdowns being less than usual on newer style merchandise.

Several large retailing organizations report dollar sales volume of their New York stores last week registered a gain of about 6 per cent. over the corresponding 1934 week. Out-of-town units reported similar increases ranging up to 20 per cent.

### Anticipate Higher Prices for Edible Oils

Moderately higher prices for edible oils are anticipated in trade circles because of lower lard and butter stocks and the fact that cotton seed output this year will again be subnormal.

Hog marketings are not likely to increase materially, aside from usual seasonal fluctuations, until the spring of next year at the earliest. Accordingly, lard supplies will remain relatively low despite reduced exports. Butter stocks, likewise, are held unlikely to reach normal proportions soon.

Increased demand for edible oils here will probably force Europe and Japan to substitute other oils normally used for soap or industrial purposes. This will tend

to bring higher prices for industrial oils as well.

On the other hand, the large increase in the Argentine flaxseed crop will go a long way toward preventing anything like an acute shortage in fats and oils.

### Beware of Eugene Phillips

A clever employment racket which has been worked in Cadillac for the past week, has been exposed by Mark A. Johnson, soil surveyor with the state highway department, according to a warning issued to-day by Charles E. Hayes, district engineer.

A man, giving his name as Eugene Phillips of Monroe and saying he has been transferred here from Lansing, has been offering employment on highway crews to some unemployed young men at a salary rate higher than the average, on the condition that they buy his insurance, which he says is required, and for which an amount will be deducted from their salaries, and also a certain type of shirt which he sells.

Mr. Johnson states he is aware of several specific instances in which young men have been "taken in" by the racketeer.—Cadillac Evening News.

### More Than Domestic

The problem of recovery is not just a domestic problem; it is a world problem. For its solution, soon or late, co-operative action will be required. Unstabilized currencies, prohibitive tariffs and quotas and embargoes, the menace of war, the terrific waste of resources in arming for it, are still the virulent seats of the illness that grips civilization.

Looking around on the noisy inanity of the world,—words with little meaning, actions with little worth,—one loves to reflect on the great Empire of Silence, higher than all stars; deeper than the Kingdom of Death! It alone is great; all else is small.—Carlyle.

Back of a new carpet is coated with a solution which locks pile and backing, so that cut edges won't fray. Tape and the same solution are used to join pieces, making flat, invisible seams, permitting damaged spots to be cut out and replaced.

A new door for homes, offices, etc., has woven-wood core—a grid framed from notched wooden strips—faced on either side with plywood. It's described as light, proof against warping, swelling, sagging, easy to hang, fit, finish.

It is easy in the world to live after the world's opinions; it is easy in solitude to live after our own; but the Great Man is he who in the midst of the crowd keeps with perfect poise the independence of solitude.—Emerson.

Perfect resealing is afforded by a new tamper-proof cap for containers of oil, varnishes, etc. No capping equipment is needed; it opens, reseals with slight pressure of the fingers.

Any standard-thread glass jar can be converted into a kerosene lamp with a new jar cap which is threaded to receive, in its turn, a standard No. 2 lamp burner and chimney.

# SLOW BUT SURE STARVATION

## *Dominance of Chain Store Must Necessarily Result in Impoverishment of the Community.*

I have been accused of many things of which I had no knowledge during the time I have conducted the Tradesman, but one accusation has never been laid at my door—that I have an inordinate love for the chain store. I have fought this menace to legitimate merchandising with all the vigor I could command ever since the viper showed its head. I shall continue to oppose it as long as I have any breath in my body, not because it has no good features to commend it, but because the bad features outweigh the good. Under existing conditions it has but one fundamental theory—to make money for the owner. Such features as service to the public, duty to the community, and fair treatment to clerks are entirely overlooked by the chain stores in the mad endeavor to make as much money as possible and get the money so made out of the town in which it is made at the earliest possible moment. Money made by a legitimate merchant usually finds lodgment in the local bank and is utilized to assist in meeting the payrolls of local factories, from which it comes back to the merchant in never ending procession and succession, but no local banker dares to use the deposits of chain stores in meeting local calls and necessities; because he knows that such action on his part will force him to either suspend payment or go on a borrowing expedition day after tomorrow or week after next.

The independent retail dealer sends out of town only sufficient funds to cover his foreign purchases. The remainder of his bank deposits, which represent the profit he has made in his store transactions, remain in the bank until invested in a home, devoted to payment on a home already purchased on time, applied to the purchase of additional home furnishings, needed additions to his store building, desirable additions to his stock or fixtures or investment in local manufacturing enterprises which give employment to home people and thus contribute to the growth and prosperity of his home town.

The chain store, on the contrary, sends the entire receipts of the store (less rent and wages paid the store manager and his clerk) to the headquarters of the chain system in Detroit or elsewhere, to be immediately transferred to New York, where they are absorbed by high priced executives and clerks and divided among the greedy stockholders of the organization.

This steady stream of money, constantly flowing out of town every week, **NEVER TO RETURN**, must ultimately result in the complete impoverishment of the community. It is a process of slow but sure starvation.

This is the strongest indictment ever presented against the chain store—an indictment which precludes the possibility of a defense, because there can be no defense to a charge of this kind, based on the logic of events.

This indictment effectually outweighs and overcomes any possible advantage which can be presented in favor of the chain store, because of its low prices on some lines of goods, alleged uniformity in methods and prompt service.

In the light of this disclosure, which no one can successfully contradict or set aside, the consumer who patronizes the chain store, instead of the regular merchant, is effectually destroying the value of any property he owns in the town in which he lives, placing an embargo on the further progress of his own community and helping to bring on a period of stagnation in business, real estate and manufacturing which will ultimately force him to accept less pay for his services and reduce the level of living he enjoyed under conditions as they existed before the advent of the chain store.

The decadence of the town, due to lack of employment and the diversion of all available capital to the headquarters of the chains in Eastern money markets, will cause a depression in farm products, due to lack of local demand, which will ultimately result in the impoverishment of the farmer. He can still ship his wheat to Liverpool, but there will be no local market for perishable products which must be consumed near at home.—E. A. Stowe in Michigan Tradesman.

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