

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS. EST. 1883

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, MAY 8, 1935

Number 2694

TO-MORROW

He was going to be all that a
mortal should be

To-morrow

No one would be better than he

To-morrow

Each morning he stacked up
the letters he'd write

To-morrow

It was too bad indeed he was
too busy to see Bill, but he
promises to do it

To-morrow

The greatest of workers this
man would have been

To-morrow

The world would have known
him had he ever seen

To-morrow

But the fact is he died and
faded from view and all that
was left when living was
through

Was a mountain of things he
intended to do

To-morrow

**7 GOOD REASONS WHY
YOU SHOULD STOCK**

W. R. Roach &
Co., Grand Rap-
ids, maintain
seven modern
Michigan facto-
ries for the can-
ning of products
grown by Michi-
gan farmers.

*The brand
you know*



by **HART!**

A complete line of canned vegetables and fruits.

FIRE and BURGLAR PROOF

SAFES

**GRAND RAPIDS SAFE CO.
31-33 Ionia, N.W. Tradesman Bldg.**

BISCUITS
by
Hekman

MAY BE BOUGHT
WITH CONFIDENCE
AND SOLD
WITH PRIDE

Home Baker Flour

A High Grade Kansas Hard Wheat Flour

High Quality - Priced Low

Milled to our own formulae which is pleasing
thousands of housewives. Sold throughout the
entire State of Michigan. Will prove to be a
valuable asset to your business. Sold by Inde-
pendent Merchants Only.

LEE & CADY

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MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

Printed by the Tradesman Company, Under NRA Conditions.

SOME TRENDS IN TRADE

Sidelights on the General Business Situation

Everyone who reads the daily papers sees plenty of encouraging news—increases in employment, production, sales and earnings—but one of the best items hasn't been published. The trend of total government emergency spending has been downward during the past six weeks.

The index of "effective purchasing power" created by government spendings has recently been at the lowest level for any time since 1933. If better sales were the results of increased "priming," the current business figures wouldn't look so good, for common sense tells us that the time would have to come when the emergency spending would decrease.

The passage of the Works Relief Bill leads many people to believe that emergency spending will be increased in the immediate future, but it is doubtful whether the bill will have any important effect during the next few months.

A 15 year study of the relationship between the value of new passenger car sales and the national income produced, indicates a two-to-one relationship between the two figures: If automobile sales increase 50 per cent. during a period, it is probable that national income during the same period will increase 25 per cent. Since the first of the year automobile sales have jumped even more than this, but it is quite possible that the rate of increase will diminish later in the year.

The very considerable advance in security prices and the tremendous amount of refinancing seems to be based on a flow of additional capital on the basis of current earning power, rather than continued fears of inflation and a shrinking dollar. Capital is showing its preference for dividends on preferred and common stocks over very low interest rates—rates such as $\frac{1}{4}$ of

1 per cent. for call loans and 90 day loans on Stock Exchange collateral.

First quarter earnings reports are very encouraging. Approximately two-thirds of the earnings reports thus far published show substantial gains over last year, with the result that the stock market is at the top-most area that it has reached at any time during the Roosevelt Administration.

Of course some news dispatches are very confusing. Manufacturing employment figures compiled by the United States Labor Bureau for March show an increase over last year. On the same day that these figures were released, the National Industrial Conference Board put out two bulletins. One was their estimate for unemployment for March showing an increase of 3.9 per cent. over last year. It was accompanied by another bulletin calling attention to "further improvement in business conditions in March and the first half of April." The inaccuracy of existing records is shown by the anomaly of having both employment and unemployment increase concurrently.

Walter Lippmann said last week in his column that "a good way to be misled by statistics is to compare two sets of facts that appear to be of the same order but have a different base. This can be illustrated by attempts to compare industrial recovery in Britain with industrial recovery in the United States. Thus in December of 1934, British production was 110 per cent. of what it was in 1928, whereas ours was only about 80 per cent. of 1928. It would be easy to say that the British are through with the depression, and that we are bogged down in it. Many have said so. But it happens that 1928 was a year of depression in Britain, while it was a year of prosperity in the United States. What really happened was that Britain had no great boom and no comparably great depression; that we fell from a greater height to a greater depth, and have climbed to greater height out of our own greater depth, than Britain has climbed out of her lesser depth."

As long as the United States continues to buy silver abroad, it reduces the drain of gold from the rest of the world. In effect we are accepting silver to offset the international balance of payments in our favor, instead of the gold which would otherwise be needed. Moreover, by selling gold directly to countries, as has recently been done in Mexico, this country is utilizing her huge reserve to aid in the drive to build foreign markets. At home the immediate inflationary effects are small, but the basis for credit expansion is being further enlarged.

Farm surpluses, piled up in previous years, have been cut down or elimin-

ated, and the moderately greater 1935 crops which are expected should be absorbed without breaking the price structure, with the result that the total farm income is likely to be maintained at a level sufficient to sustain a greatly increased buying power in rural sections.

When prices of any particular group of commodities become maladjusted to prices generally, those engaged in producing such commodities change their capacity to purchase other products, thus lowering the total business until readjustment occurs. This was the big trouble in rural sections for several years. Now, according to estimates made by the Brookmire Economic Service, the maladjustment between agricultural and non-agricultural prices has been practically eliminated and both are approximately at 80 per cent. of the 1926 level. The Iowa State Agricultural College estimates that farm prices in Iowa have climbed another notch toward parity with pre-war buying power, and now have reached 98 per cent. of that goal.

The country really owes a debt of gratitude to the heads of Detroit automobile companies. They had the courage to "shoot the works" and they are being rewarded by a stupendous increase in sales. For 18 consecutive weeks the automobile industry has shown a gain in production. Factory sales for the first quarter of the year were nearly double those of the first quarter of 1934.

To cite one company at random: For the first three and one-half months of the year retail deliveries of Pontiac cars in the Detroit zone, which embraces the State of Michigan and parts of Ohio and Indiana, surpassed the 4,532 mark which represents total deliveries in the zone during the entire year of 1934. Retail sales of new automobiles in Wayne county, Detroit, were the highest for any month since June, 1929.

American Telephone & Telegraph Company for the first two weeks of April reports a net gain of 22,000 telephones, with improvement apparent in practically every section of the country—in bold contrast to the cancellations of a year ago. Manufacturers of machine tools are experiencing a sharp pickup. Steel works operations rose another point to 46 per cent. last week—a year ago operations were declining. Bank clearings increased 3.5 per cent. for the U. S. A., excluding New York City. March awards for residential building construction almost doubled the volume reported in February, and the first quarter gain was 23 per cent. over 1934. Gains in freight car loadings for the April 20 week were three times greater than the seasonal normal.

Bad weather retarded retail sales volume in most sections of the country

during April—but proof that it was bad weather and not lack of money was shown by the extraordinary sales gains registered by mail-order houses during the month.

The Pan-American Clipper ship made a successful return voyage from the first leg of the proposed route to the Orient, and it is reasonable to suppose that our export business in that section will show the same marked increase which resulted through the establishment of the air route to South America.

The New York Central and Pennsylvania railroads are meeting the air competition by cutting the running time of their crack New York-Chicago trains to seventeen hours and also reducing the extra fares. The air lines are trying to overcome their particular drawback—the time it takes to get from airports to cities. TWA, Inc., proposes to have an airport on the Hudson River, off Thirty-first Street, New York, with three tri-motored planes equipped with pontoons to move passengers between the city and its airport in five or ten minutes instead of an hour.

Cigarette producers turned out more than 10,000,000 cigarettes in March—a total greater than any other March in the history of the industry.

Colonel Leonard P. Ayres, of the Cleveland Trust Company, says that "All labor-saving machinery substitutes mechanical power for human exertion, and so the census reports of factory horsepower at 10-year intervals have been used to reflect the increases in applied technology in our industry. The earliest figures we have are those for 1870, and they are taken as equal to 100. On that basis the installed horsepower had increased from 100 in 1870 to 319 in 1930. Population above the age of 15 classified by the census as being gainfully occupied had increased from 100 to 409. Working population has increased more rapidly than the general population despite the great advances in applied technology. They would reveal no tendency for technological advances to result in the long run in decreasing the opportunities for employment."

The General Motors Acceptance Corporation finds this year that more than half of the buyers of new cars are paying cash—51 per cent.—or at least the cash difference between allowance on their old cars and the price of new ones. Cars that are two years old represent the largest number any one year traded in. Their survey shows that 43.7 per cent. of all the trade-ins were cars over three years old, which is an indication that the millions of old cars on the road are going to furnish a great part of the huge demand for new cars.

MEN OF MARK

Charles Renner, Landlord of Two Good Hotels

Wise is the builder who is capable of designing a structure and fortunate is he if he may be privileged to participate in its erection. When the foundation on which the structure is to stand is laid he should see that every detail of the work is properly carried out and at each subsequent stage must be on hand and exercise that discriminating care and supervision without which perfection cannot be achieved. If the coveted goal, perfection, is to be reached it is necessary that he direct the operations, watch every detail, see that every part of the building is satisfactorily completed before subsequent additions thereto shall be begun, to leave no flaw behind which may result in the undoing of his labor. Without the exercise of this high degree of concern may creep in carelessness of construction to nullify all the anxious thought and watchful labor that have been expended.

Many worthy enterprises are abandoned or left incomplete because the attention and interest of the originator are allowed to waver. Concentration of every energy and application until the conceived project has been carried to a successful conclusion or admitted failure are necessary qualifications for those who achieve more than ordinary success or position. The originator must follow closely the lines that he has designed, giving no greater heed to the gratuitous advice or recommendations of others than meets with his approval and coincides with his own judgment. Offers of greater remuneration and greater honors must be weighed in the balance with the aims, hopes and endeavors which beckoned at the beginning, and on the comparative showing made must the decision ultimately be based.

Not all the logic of the universe will make a success of a man destined to failure nor, on the other hand, can the difficulties and obstacles which circumstances sometimes build up in the path of the ambitious serve as effectual bars to their progress. If wise be the man who understands what he wants and how he is going about it, then doubly wise is he who is equipped with that indescribable attribute which enables him to understand and appreciate his fellows and to bind them to him and his interests with the substantial bonds of friendship based on a proper recognition of their rights and their welfare which always secures mutual respect.

The only kind of business success worthy of the name is that which permits of the accumulation of a fortune and the retention of old friendships and what is probably more to the point, the perpetuation of the disposition and character which distinguished the builder when the project was begun.

Charles Renner was born of "poor but honest" parents in Baden, Germany, Sept. 14, 1872. As soon as he was old enough to work he left school to add his earnings to the family income. He attended night school and his mother managed to economize in the family expenses so as to pay 300

marks to educate her son as a pastry cook. When he was 17 years old the family came to this country, locating in San Francisco. His first employment in America was as pastry cook at the Hotel Del Monte at Monterey. He subsequently occupied the same position with the Colorado Hotel, at San Diego, for four years. The next connection was the Midland Hotel, Kansas City. He afterward took the management of a hotel in Oklahoma, which put him on his feet, financially. He then took the management of the Neatawanta Hotel, on Grand Traverse Bay. The destruction of this hotel by fire before the end of the first season commencing at Wolverine Hotel, at Boyne City, which

and buildings for \$50,000 and paid for the property out of the earnings. Seven years ago he took over the Four Flags Hotel at Niles, which he conducted most successfully for four years. The next three years he managed the new Hotel Whitcomb at St. Joseph. Besides his three hotels in Michigan and Indiana he owns a hotel in the Black Forest, Germany.

Last fall Mr. Renner leased the Hotel Indiatlantic at Melbourne, Florida, after it had been closed several years. He quickly put it in good repair and had a most successful season. Before the hotel was closed this spring the owners tendered him a five year lease, which he gladly accepted.

years of age, is clerk in the Park-American Hotel at Kalamazoo. He has decided to espouse the occupation in which his father has achieved so remarkable a success. The younger boy is attending high school at Melbourne, Florida.

Mr. Renner is a devout member of the Roman Catholic church. He is also a member of the B. P. O. E. He has no hobby to speak of except work, with which he has never had a falling out. He has one obsession, however—his connection with the Rough Riders of Theodore Roosevelt. He was the first man to enlist in that organization at Albuquerque and was the last man to lay down his sword when the organization was disbanded. He has many letters from Mr. Roosevelt and other members of the Rough Riders, which he treasures highly.

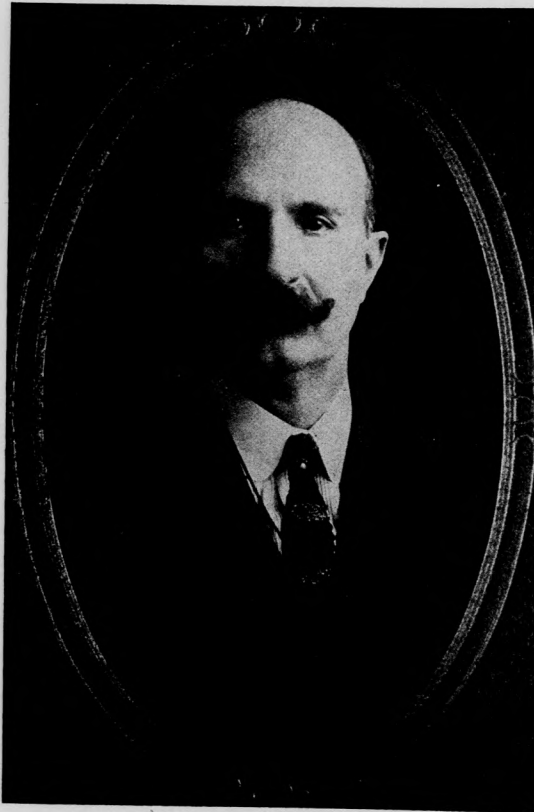
The secret of Mr. Renner's success is readily apparent to everyone who watches him for ten minutes. It is his contagious personality. He wins the confidence and esteem of everyone who comes in contact with him at any angle. Men will go 100 miles out of their way to become a guest of "Charley" Renner because of his compelling personality and perennial good nature.

The history of the hotel business in the United States is marked by probably a greater number of moderate financial successes than is that of any other industry in this country. Of course many great fortunes have been made in other lines of business, but it is the many fortunes of five or six figures which have made this line of activity particularly remarkable. Many of these fortunes have been the inevitable result of a great increase in the value of real estate owned by fortunate holders, but in the majority of cases the money has been made by applying the ordinary business principles and adhering to them strictly and persistently until success has been reached as a result of applied effort.

By this word "success" is not meant merely the accumulation of a large amount of money, but rather the creation of an unimpeachable record for honesty and integrity in business to which the financial rating of the concern is merely a desirable complement. It is a fact very gratifying to the hotel profession generally that the industry contains so many individual firms and corporations which might come under this classification. Possibly the nature of the business has something to do with the character of those who engage in it. Buying and selling hotel service is cleaner work than is buying and selling many other things. The purchases and the sales are large and the condition is reflected in the broad-minded way in which they are made.

As it is in building a house, so it is in the erection of a commercial edifice—if either is to endure it must have a strong foundation, and in outlining a business success it is only proper that due attention should be given to the sources from which it sprung and which form the foundation—the corner stones—upon which its record was built.

As an example of a success in the highest sense of the word and one



Charles Renner

he opened to the public Jan. 1, 1912. He subsequently took the management of a hotel at Lake Geneva, Wis., which completely stranded him, financially, but he soon secured the management of the which soon put him on Easy street. He then took the management of the Hotel Dwan, at Benton Harbor, where he made more real money.

His next move was the purchase of two hotels at Urbana, Ill., which he put on a good paying basis and sold at a handsome profit. In the meantime he had purchased the Mishawaka Hotel, at Mishawaka, Ind., which has made him a good sized fortune. Ten years ago he purchased the Edgewater Club Hotel and cottages at St. Joseph. He acquired \$250,000 worth of land

Mr. Renner came to Grand Rapids last week at the request of John W. Blodgett, who has recently come into possession of the Portage Point Hotel, at Onkema, through the foreclosure of his mortgage on the property, and made a lease of that beautifully located hostelry. If it proves to be a money maker he will probably purchase the property from its present owner and handle the Michigan and Florida hotels with practically the same office and executive forces.

Mr. Renner was married in 1905 to Miss Fany Jungahaans of Baden, Germany. They have had five children, each one born in a different state. Four children—two boys and two girls—are still living. The older boy, now 27

which was brought about through the application of the business attributes already referred to, the history of hotel keeping in America will not furnish a better exemplification than the subject of this sketch.



Lines of Interest to Grand Rapids Council

The automotive industry has once again evidenced its willingness to aid in recovery by spending money to create confidence and enthusiasm. The General Motors Corporation, a leader in the industry, is a pioneer in these drives to bring back prosperity. They are presenting exhibits of their products in 61 major cities of the country and the one just closed in Grand Rapids drew the largest attendance of any ever held in the city. Amid expensive settings, the beautiful creations from the Olds Motor Works, the Chevrolet Motor Car Company, the Buick Motor Company, the Pontiac Motor Company, the Cadillac and La Salle Motor Company and the Frigidaire Corporation were presented to the public and drew crowds that threatened the capacity of the Civic Auditorium. The show was free to the public and in addition varied programs were presented for the pleasure of the visitors. An amateur show was presented by Frank Winegar and his band and Herpolsheimer Company did their bit by presenting a style show. A generous gesture of the General Motors was the presentation of a Chevrolet and a Frigidaire to the holders of the lucky tickets. Many sales of new cars were recorded and a satisfactory number of prospects went into the files for future business. One disgusting and lamentable thing of the show was the disregard for property shown by thieves and vandals who stole fittings from the cars and marred the finish and upholstery. It would seem that any one but a moron would somewhat appreciate the efforts of others when there was no charge for the occasion. It seems that some must steal and destroy in order to satisfy a lust of vandalism. It is hoped that some day measures will be presented whereby an attendant at the show may protect his property by being armed with an unbreakable club and be authorized to use it freely upon any one he may detect in the act of theft or destruction.

A man's charity to those who differ from him upon great and difficult questions will be in the ratio of his own knowledge of them—the more knowledge, the more charity.

The Ladies' Auxiliary had a happy time at the May meeting in the parlors of the Moose Temple. They entertained a number of guests from the Kalamazoo chapter and were proud of the visitors from Lowell and Chicago. New officers were elected as follows:

President—Mrs. Chas. Ghysels.

Vice President—Mrs. T. F. Fishleigh.

Secretary—Mrs. Wm. Van Overloop.
Treasurer—Mrs. W. D. Dunbar.

After the business meeting, bridge, delicious food and dancing were enjoyed by everyone.

R. J. Shinn, our Chaplin, is now Junior Warden of De Molai Commandery, No. 5. We congratulate Mr. Shinn on this recognition.

Again the year is repeating its old story. We are come once more, thank God! to its most charming chapter. The violets and the May flowers are as its inscriptions or vignettes. It always makes a pleasant impression on us, when we open again at these pages of the book of life.

Fred Van Nest, who has been associated in the hotel business in Jackson with Edward Dalton, passed away very suddenly on April 26. Mr. Van Nest was well known to many of our business friends and was very popular with them. Hotel Dal-Van, of which Mr. Van Nest was proprietor, always supported Grand Rapids Council. It is interesting to know that the U.C.T. Sample Case could always be found on the reading table at the Dal-Van Hotel.

Each departed friend is a magnet that attracts us to the next world.

A number of brothers and their wives from Kalamazoo Council, joined the Grand Rapids Council at their regular May meeting and helped make the occasion a pleasant success.

Al Guimond, the Grand Junior Counselor and teamwork director of Michigan, arrived on the scene with a blazing corn cob pipe and his customary pleasant smile. Al gave a very fine talk on the meaning of U.C.T. and told us what progress is being made on local and National issues. His visit was an inspiration and a pleasure, and we hope that he will return soon again.

Lest we forget! Sunday, May 12. Her day—Mother. No language can express the power and beauty and heroism and majesty of a mother's love. It shrinks not where man cowers, and grows stronger where man faints, and over the wastes of worldly fortune sends the radiance of its quenchless fidelity like a star in heaven.
May Scribe.

Reaction in Glassware Demand

Reactions in the demand for glass and glass products during the last ten days brought the first noticeable change in the general level of activity for the industry, with the result that several divisions of the trade were moving toward lighter volume in the week just ending. The condition, the publication says, is "temporary and should be alleviated shortly as requirements for new lines advance to take up the lost momentum." The two largest sections of the trade figuring in the general softening are certain grades of table glassware and general lines of flat glass. The demand for plate glass shows a strong undertone.

A machine is now offered which flocks or defiberizes rags and other waste products. It produces a flock which is often usable in place of flock prepared from more costly raw materials.

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

Misleading representations regarding a hair treatment called "O. B. Hair Stain" will be discontinued by Nellie C. O'Brien, 3024 No. Murray avenue, Milwaukee, according to a stipulation entered into with the Federal Trade Commission. The respondent agrees to stop using on brands or labels affixed to her product the phrase, "Is Not a Dye," so as to imply that the article is other than a dye or that the effects derived from its use are other than those produced by a dye. According to the stipulation, this preparation contains dyeing properties which may cause hair to assume a different color or shade, but it will not return or restore such hair to its natural color or reproduce natural color in the hair. The respondent agrees to cease making representations that would tend to deceive buyers into believing that the product is other than a dye or that its use on the hair will restore natural color.

Misleading representations in the sale of cigars and stogies is to be discontinued by Shulick-Taylor Co., 1013 Market street, Wheeling, W. Va., under a stipulation with the Federal Trade Commission. Shulick-Taylor stogies were packed in boxes on which appeared the words "American-Made Wheeling Twins" or "Wheeling Twins Master Quality," according to the stipulation. The word "Wheeling Twins" were conspicuously displayed, when in fact the stogies were not manufactured in "Wheeling," a locality which has acquired a secondary meaning in the trade and among the purchasing public in the manufacture of a particular or superior quality of that type of cigar sold under the trade designation of 'stogie' and manufactured at Wheeling, W. Va. The corporation agrees to discontinue this type of advertising as well as the marking of products as "hand-made" when they are not made wholly by hand, and as "Perfectos Habana" when they are not composed of tobacco grown in Cuba.

Old Gold Distillers, Inc., of Chicago, is charged in a Federal Trade Commission complaint with using unfair methods of competition in selling liquor. Although neither owning nor operating a distillery, the respondent is alleged to have used the word "Distillers" in its corporate name printed on stationery and labels, and the word "importer" in its advertising, when it is not an importer although it deals in both domestic and imported liquors. These representations are alleged to be in violation of the Federal Trade Commission Act and the Code of Fair Competition of the Distilled Spirits Rectifying Industry.

The Federal Trade Commission has entered into a stipulation with Gabriel S. Dusch, Sr., and Gabriel S. Dusch, Jr., trading as Gabriel's Laboratories, Tell City, Ind., in which the respondents agree to cease advertising their treatment for dogs called "Gabriel's

Mange Formula" by use of the words "Kills Mange Overnight," or by representations implying that all forms of dog mange can be cured by this product. According to the stipulation, the preparation is not a remedy for all forms of dog mange and the variety known as follicular mange is not helped by it, nor does it cure sarcoptic mange "overnight."

Unfair competition in the sales of a depilatory called "LeGay Hair Remover" is alleged in a Federal Trade Commission complaint against LeGay, Inc., of Chicago, which is said to have advertised that its product is harmless, banishes facial hair shadows and removes unsightly hair without roughening the skin texture. The complaint points out that this product will not permanently remove hair, is not harmless and will not banish facial shadows or remove hair without roughening the skin texture.

The Sendol Company, Sedalia, Mo. vendor-advertiser of a treatment for aches and pains, has entered into a stipulation with the Federal Trade Commission to discontinue unfair advertising practices. The company will no longer advertise that acetanilid, in the quantities ordinarily used in medicines, may weaken the heart to an extent greater than aspirin would do, or is habit-forming or dangerous in ordinary conditions of use. The company also will not advertise that its product Sendol, containing both aspirin and digitalis, is a scientific formula, safe for anyone to use, does not weaken the heart, or is a competent treatment for aches and pains. The respondent further stipulates to discontinue use of misleading punctuation whereby a quotation from the Public Health Service appears to contain additional statements made by the respondent, and to discontinue publishing any quoted statement unless it is clearly set apart from all other text or printed matter.

Unfair competition through use of the word "Distilleries" to describe a business consisting only of the rectifying, blending and bottling of liquors, is alleged in Federal Trade Commission complaints against Interstate Distillers, Inc., and Acme Distilleries, Inc., both of Baltimore, and Morgen Distilling Corporation of Jersey City. This practice is described in the complaint as unfair competition with companies in the same business as the respondents who do not so employ the word "Distilleries." The practice charged is alleged to be in violation of the Federal Trade Commission Act and the Code of Fair Competition for the distilled spirits rectifying industry.

The Federal Trade Commission has ordered Jules V. Riviere Perfumes, Inc., of New York, to cease and desist from using the words "Paris" or "France" or the name "Jules V. Riviere" as a signature on labels or packages containing domestic perfumes. Also, these names are not to be used in advertising domestic perfumes in written or printed form or by radio broad-

(Continued on page 7)

MOVEMENTS OF MERCHANTS.

- Petoskey—The Sergent Auto Company succeeds the Bursian Buick Sales Co.
- Manistee—The Waldorf Brewing Co., capitalized at \$50,000, has \$10,000 paid in.
- Mulliken—O. J. McNaughton & Co. has changed its name to the Mulliken Farmers Elevator Co.
- Marne—The George Burch Co., groceries dry goods, etc., has joined the Red & White group.
- Detroit—The Times Square Co., 1441 Times Square, has changed its name to the Knight-Menard Co.
- Grand Haven—The Peoples Savings Bank of Grand Haven now has a capital stock of \$70,000 preferred.
- Cheboygan—The Cheboygan State Savings Bank has decreased its capital stock from \$50,000 to \$40,000.
- Bay City—The Kuhlman Electric Co., 1000 26th street, has decreased its capital stock from \$550,000 to \$500,000.
- Kalamazoo—Samuel Gerber has engaged in business at 1333 Portage street, under the style of the Economy Market.
- Sebewaing—Richard Martin, 89, for 50 years connected with the John C. Liken & Co., department store, died May 2.
- Grand Rapids—Peter Bouma succeeds William Boorsma in the grocery and meat business at 520 West Leonard street.
- Jackson—Hayes Industries, Inc., Fern and Wildwood avenue, has increased its capital stock from \$5,000 to \$100,000.
- Battle Creek—The Battle Creek Farm Bureau Ass'n. is erecting a modern warehouse at an estimated cost of about \$8,000.
- Flint—The Citizens Commercial & Savings Bank has increased its capital from \$500,000 to \$500,000 and \$500,000 preferred.
- Detroit—The Regal Brewing Co., 2262 First National Bank Bldg., has increased its capital stock from \$100,000 to \$200,000.
- Detroit—The Quality-Maid Pie Co., 2286 East Milwaukee avenue, has a capital stock of \$5,000, of which \$1,000 has been paid in.
- Detroit—King's Department Store, Inc., 4835 Michigan avenue, has been incorporated with a capital stock of \$6,500, all paid in.
- Detroit—The Steelcraft Piston Ring Sales, Inc., 1017 Franklin street, has changed its name to the Steel Craft Piston Ring Co.
- Ann Arbor—The Harper Battery & Tire Co., Inc., 221 West Huron street, has changed its name to the Harper Service Company, Inc.
- Detroit—The Sewing Machine Sales Co., 13205 East Jefferson avenue, has a capital stock of 5,000 shares at \$1 each, \$5,000 being paid in.
- Highland Park—Estelle, Inc., 16541 Woodward avenue, organized to deal in yarn and make draperies, has a capital stock of \$2,000, \$1,000 being paid in.
- Muskegon—The Mart Produce Exchange, Inc., at the Mart, has been incorporated with a capital stock of \$10,000, \$3,000 of which has been paid in.
- Fennville—Alonzo M. Hulsen, 73, proprietor of a jewelry store here for 47 years, died as the result of a stroke of apoplexy which he suffered a few days ago.
- Lansing—The Capitol City Glass Works, Inc., 433 River street, has been incorporated to deal in glass and do glazing, with a capital stock of \$2,400, all paid in.
- Kalamazoo—Miss M. Irene Currier, dealer in lingerie, hosiery, handkerchiefs etc., has admitted to partnership, Miss Agnes L. Hayes, of Grand Rapids. Foundation garments will be added to the stock.
- Detroit—The Acme Steel Erection Co., 1401 Woodland avenue, has a capital stock of \$1,000, all paid in. The company will erect structural steel and move machinery.
- Jackson—The Wilkes Distributing Corporation succeeds the Wilkes Distributing Co., 2020 East Michigan avenue, in the manufacturing of instruments and appliances.
- Otsego—Martin Lass has sold his meat market and equipment to A. Knoblock who will continue the business. Mr. Lass will resume his old business of cattle buying.
- Petoskey—The Meyer Hardware has recently purchased the complete stock of the Petoskey Produce Co., consisting of seeds, fertilizers, plow repairs and farm machinery.
- Detroit—The Eagle Paper Box Co., 1826 Sixth street, has a capital stock of \$25,000 with \$15,000 paid in, having merged its business into a stock company under the same style.
- Detroit—The Monarch Wrecking & Lumber Corporation, 1100 Oakwood Blvd., wrecking and salvaging and dealer in lumber and fixtures, has a capital stock of \$10,000, all paid in.
- Kalamazoo—Henry Eich and Christopher Overly, two widely known violinists, have opened a musical store at 134 North Burdick street under the style of the Musicians Supply Shop.
- Detroit—The Peninsular Metal Products Co. has been re-organized on a basis whereby the entire note indebtedness has been exchanged for five-year 6 per cent. preferred stock or its equivalent.
- Kalamazoo—The Kalamazoo Label Co., 222 West Ransom street, has completed plans for the immediate construction of a new factory at an estimated cost of \$35,000, in order to increase its capacity.
- Detroit—The United Poultry Farms, Inc., 1558 Winder street, has been incorporated to deal in eggs and dairy products, with a capital stock of \$25,000, of which amount \$1,600 has been paid in.
- Otsego—Warren Ash, proprietor of the White Kitchen restaurant, has leased the store formerly occupied by F. D. Abbe & Son and will occupy it with the White Kitchen as soon as the necessary alterations and decorating are completed.
- Cadillac—D. Bruce Wooley and twin brother, J. Boyce Wooley have purchased the Richard E. Harmon drug stock, taking immediate possession. The brothers attended Ferris Institute, graduating from the pharmacy department in 1932.
- Birmingham—The R. C. Moulthrop Lumber Co., wholesale and retail dealer in lumber, builders' supplies, fuel, etc., has merged the business into a stock company under the style of the Moulthrop Supply Co., capitalized at \$10,000, \$3,500 being paid in.
- Howard City—The C. O. Hudson Cutlery Co., Recently organized, has leased J. H. Prout building and as soon as the necessary alterations are completed will manufacture a complete line of butchers' knives, cleavers, steels, paring knives, hunting knives, etc.
- Muskegon Heights—Edward Nessen, confectioner and news dealer, has filed a petition in bankruptcy in Federal court, Grand Rapids, showing total assets of \$1,733.68, of which \$849.34 is claimed exempt and liabilities of \$1,709.77.
- Harbor Springs—Mrs. Emma Deuel, owner of the Forest Beach hotel, has sold it to Miss Rosalie P. Scarce, of Chicago, who is here with the manager, F. James Lynch, planning improvements to be made in the hotel and grounds, preparatory to opening for the resort season.
- St. Johns—Coleman Vaughan, former Secretary of State, is the new president of St. Johns National Bank and the Clinton County Savings Bank. He succeeds the late John C. Hicks, who headed both institutions. Vaughan has served as vice-president of the two banks a number of years.
- Richland—E. A. Solomon, grocer, who failed some months ago, has finally paid his creditors 16 cents on the dollar. His liabilities were \$1,894.26. The sale of the assets brought \$900. The cost of administration was \$592.86, leaving a balance of \$307.14 for distribution among the creditors.
- Belding—Louis Gittleman, who conducts a dry goods, clothing and shoe store at Lakeview has leased the Wortley store building at 105 West Main street and opened a modern store, dealing exclusively in ready-to-wear apparel for women. The store is under the management of a local woman.
- Muskegon—The Continental Motors Corp. has received a Government order for a new light aircraft engine to be installed in a small airplane which Federal officials believe will revolutionize aviation. The Government has been promoting the building of an airplane that can be sold below \$700 and turned out in mass production.
- Hastings—Parker house, closed in January for the first time in more than fifty years re-opened officially Monday under management of R. W. Guynay, formerly of the College Inn, Detroit. Mrs. Cora Parker, widow of Fred Parker, has leased the hotel to a Detroit company represented by Guynay. The building has been redecorated.
- Muskegon—Samuel Rukieh, proprietor of the Grand Haven Sandwich Shop, at Grand Haven, has purchased the College Inn, located in the State theatre building, Western avenue, and has taken possession after spending \$700 in remodeling and repairs. Mr. Rukieh will conduct the College Inn in connection with his other business.
- Reed City—The Smith & Ladner hardware stock was sold at auction last week of Charles Angell, of Alden for \$1055. The fixtures were bid in by Will Curtis for \$135. The former was appraised at \$1,288.91 and the latter at \$194.50. The total claim against the estate amounted to \$7,242.40. This will mean from 10 to 12 cents on the dollar for the creditors.
- Traverse City—M. Rabinovitch, who has conducted a grocery store here for the past 24 years, has sold his stock and leased his fixtures and store building to Charles Siepell, who has taken possession. Mr. Rabinovitch writes us as follows: "I am enclosing \$3 for another year's subscription to the Tradesman. I feel you have always been a friend to the independent grocer and I like to read your paper."
- Marquette—Stern & Field established in 1904 and opening its first clothing and men's furnishings store at Moorhead, Minn., has added to its holdings until, with its recent purchase of a large clothing store in Milwaukee, Wis. it now owns seven stores, which strengthens materially its buying power. Stern & Field engaged in the clothing and men's furnishings goods business here in 1916, succeeding Ormsbee & Atkins by purchase of their stock.

Manufacturing Matters

Port Huron—E. B. Muller & Co. manufacturer of chicory, cereal and coffee, has decreased its capital stock from \$477,000 to \$300,000.

Detroit—The O. A. Koss Co., 531 West Larned street, manufacturer of piston rings, has decreased its capital stock from \$65,000 to \$32,500.

Detroit—The Empire Food Products, Inc., 3950 Chene street, manufacturer and distributor of food products, has a capital stock of \$5,000, all paid in.

Detroit—The Sal-way Heat Treating Co., 624 West Elizabeth street, metal processing and manufacturing, has a capital stock of \$20,000 preferred and 500 shares in ready-to-wear value, \$17,501.75 of which has been paid in.

Grand Rapids—M. Louis Fishman, buyer of bankrupt stocks, has organized the Fishman Realty Co., 212 Monroe avenue, N. W., to deal in real estate and manufacture and deal in clothing, with a capital stock of \$25,000, \$5,500 being paid in.

Buy, Buy, Girls

"But, Alfred, why don't you like girls?"

"They're too darn biased."

"Biased?" we repeated, not quite understanding.

"Yes, biased, I mean. Bias this, and bias that, until I'm flat broke."

Left-Overs

I have no faith in that proverb that all things come to him who waits," says John D. Rockefeller, Jr. "My experience proves that the only things which come to the man who waits are cast-off things of somebody else. And these are seldom worth gathering."

Monthly beauty hint: There is a new soothing oil for the finger and toe nails, designed to eliminate breaking and splitting.

Essential Features of the Grocery Staples

Sugar—Jobbers now hold cane granulated at \$5.30 and beet sugar at \$5.00.

Tea—The first hands tea market in this country during the week has been practically unchanged and quiet. In some primary markets, notably Java and Ceylon, prices have advanced. Consumptive demand for tea shows no particular change and moderately active.

Coffee—In future Rio and Santos green and in a large way the week started with additional declines. Later in the week the market steadied a little, but not enough to make up the declines or anything like it. At the present writing the situation is rather soft with an easy undersone on account of weak conditions in Brazil. Actual Rio and Santos green and in a large way have been easier on account of easier greens. The market is dull. There is some scarcity in No. 4 Santos, the standard grade for Santos. Mild coffees show no special change for the week. The jobbing market on roasted coffee is easy on account of the green situation. Consumptive demand for coffee is good as considerable advertising is being done.

Canned Fruits—Spot fruits are revised to a somewhat lower price level. Both peaches and pears under advertised labels are off a little, but are still well above the normal differential between advertised and independent prices.

Canned Vegetables — The canned vegetable market continues generally spotty, with prices showing only a few minor changes in the week. Because of the light stocks remaining in first hands, it is hard to tell just how far prices will give. It is a question as to how much necessary replacement buying will be done by distributors in the second quarter. Naturally, they will not cover far in advance of their needs, running into a new season as they are, with much lower prices in the offing. But three months is a long time to spread supplies of spots over and it may be that supplies still unsold will actually clean up before new goods arrive. Supplies of peas in the last quarterly review were down to some 700,000 cases in packers' hands on April 1, and that was about three months removed from new goods. Supplies of corn and tomatoes were larger, but packers will have a few months longer to get rid of them.

Canned Fish—An advance in Alaska red salmon is expected momentarily. Other tinned fish quiet and unchanged. The labor situation on Columbia River salmon has been adjusted.

Dried Fruit—Santa Clara prunes seem to be off again pretty much though the list, with 30-40s quoting down to 7¼c; 40-50s at 6¾c; 60-70s at 5c and 90-100s down to 4c. On the other hand, most other items are generally steady. All grades of apricots remain unchanged, except choice Royals which are quoted at 15½c, off from 16c formerly. Fancy sulphur bleached raisins are offered at 7c and ungraded Malagas at 4¾c. There was a fair business done, last week, with jobbers and wholesalers working on small orders from the retail trade, as well as

some out of town business. Buying has been for replacement largely, and there does not seem to be enough speculative incentive to encourage forward buying so close to the warm weather and the new crop season. The Coast has reported a little more business in recent weeks and an improvement in the export market.

Beans and Peas—The market for beans and dried peas is still easy and sluggish without material change.

Nuts—The nut market continues rather thin and irregular here. Some days are fairly active while others are quiet. In all, there is a pretty good volume of business being done, but it consists of a lot of routine and detail work, with very narrow profit margins, which makes things not particularly gratifying.

Rice—The rice market in the South is very active and strong, and between domestic and export demand, some millers are cleaned up. Others have higher price ideas and if they succeed in maintaining the pace that they have set over the past few weeks or so, prices in various distributing centers will be much higher. The New York market offers many bargains now, as compared to the mill basis.

Salt Fish—Demand for mackerel and other salt fish is quiet with no particular improvement in sight for some time. Prices are steady because of light stocks.

Syrup and Molasses—Sugar syrup is in the same position it has been in for months, a steady, moderate demand at firm prices with limited production. Compound syrup advanced 4c per hundred pounds during the week on account of increased freight rates. Demand is quiet. The better grades of molasses are unchanged, moderately active.

Review of the Produce Market

Apples—No. 1 Spys, \$1.50 and \$1.75. Artichokes—90c per dozen.

Asparagus—2 doz. section from Illinois, \$1.80; Fancy Alton from Illinois, \$1.85 per doz.

Bananas—4½c per lb. Beet Greens—70c per 10 lb. basket, hot house.

Butter—Cartons, 29c; tubs, 28½c. Cabbage—80 lb. crate from Tenn., \$2.75.

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, \$3.75 per crate; 12 stalks to bunch, 50c.

Cucumbers—Home grown hot house, 75c per doz.

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

C. H. P. from farmer.....\$2.70
Light Red Kidney from farmer... 4.75
Dark Red Kidney from farmer... 5.75
Light Cranberry 5.10
Dark Cranberry 4.10

Eggs—Jobbers pay 22c per dozen for all clean receipts. They sell as follows:

Large white, extra fancy.....26c
Standard fancy select, cartons.....25c
Current receipts.....24c
Medium23c

Checks20c

Egg Plant—15c each from Florida. Garlic—15c per lb.

Grape Fruit — Florida, \$3.50 for all sizes.

Green Beans—\$2 per hamper for Florida.

Green Onions—Home grown, 20c per dozen.

Green Peas—\$1.75 per hamper for Miss.

Green Peppers — 50c 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.....\$4.25
Leaf, hot house.....10c

Mushrooms—30c per box. Onions—Texas Bemuda in 50 lb.

sacks, \$2.50 for white or yellow. Oranges—Fancy Sunkist California Navels are now sold as follows:

126\$4.00
1504.50
1764.50

2004.50
2164.50
2524.50

2884.00
3243.50

Red Ball, 50c per box less.

Florida oranges in boxes are sold as follows:

200\$4.00
2164.00
2504.00

2884.00
Parsley—30c per doz. for hot house.

Pineapples—24s and 30s Cuban, \$4.25 per box.

Potatoes—Home grown, 40c per bu. Idaho, \$2.50 per 100 lb. sack.

Poultry—Local jobbers pay as follows:

Heavy Fowls.....20c
Light Fowls.....17c
Turkeys.....20c

Geese.....
Ducks.....15c

Radishes—Hot house 30c per dozen bunches.

Rhubarb—Home grown, 65c per bu. of about 30 pounds.

Spinach—90c per bu. for Ark.

Strawberries—24 qt. case from Alabama, \$3.

Sweet Potatoes—\$1.75 per bushel for Jerseys.

Tomatoes — Florida repacked, 80c per 10 lb. box.

Veal Calves—Local jobbers pay as follows

Fancy11½
Good9 c

Wax Beans—La., \$2 per hamper.

Shift at Michigan Hardware Co.

At the annual meeting of the directors of the Michigan Hardware Co., the following officers were elected:

President—H. W. Spindler
Vice-President—Stuart L. Spindler
Secretary—Ed. Kettner.

Treasurer—J. C. Spindler.

Work and fight: that promises to be industry's new program.

Grocery Chain Margins Curtailed

Comprehensive and comparable data on recent sales of grocery chains are not available. Individual concerns without allowances for changes in outlet numbers or size show year-to-year gains of 2 per cent to 15 per cent for the first 1935 quarter. Government figures on chain units in continuous operation since 1929 reflect only a modest relative betterment in gross dollar results. Full and accurate comparisons would disclose that chains have not advanced dollar sales thus far this year in line with relative levels of food prices.

Reflecting particularly the sharp upward movements of meat prices, average grocery store quotations are running about 14 per cent. ahead of a year earlier. Such a gain is far out of line with improvement in consumer incomes, and the buying public is adjusting diets. Meats, especially the finer cuts, are being avoided by many who substitute cheaper items. Inasmuch as normal mark-ups on meats average about 30 per cent, of selling prices in contrast with about 20 per cent. on grocery items, a shift in favor of the latter automatically reduces grocery store gross profit per sale dollar.

Some organizations have reduced average mark-ups voluntarily as a long term merchandising policy. Other concerns follow or lose volume. This procedure is natural following a deflationary period. In the years through 1932, many chains attempted to maintain a stable dollar and cents mark-up on most items rather than a stable percentage of price mark-up. By 1933, the resultant expanded percentage figure in many instances had eliminated former price advantages over independents, and a loss of tonnage sales volume followed. Recovery of such loss is the purpose of so-called "price wars" such as appeared in New England late last year.

Price competition in the New England area has recently been less severe, but mark-ups are still about two cents per sales dollar lower than during the greater part of 1934. This condition is likely to become the normal, and recovery of former net profit levels by store operators must be accomplished by expanding sales. In other sections a similar process is in progress on a more gradual basis.

Rising food prices, nevertheless, are pushing grocery chain dollars sales upward providing a partial offset to margin restriction. In fact, during the final half of this year the benefits of gross revenue expansion should result in at least moderate improvement in net, although during the current half year few concerns will better the profits of a year earlier. Moreover, given a period of relatively stable food prices following the current rise, expanding tonnage sales and a halt in the tendency toward narrow profit margins would undoubtedly produce sharp net recovery.

Personal liberty will prove a poor and shrunken thing, incapable of satisfying our aspirations, if it does not exact as its minimum requirement that there shall be the preservation of opportunity for the growth of personality.

MUTUAL INSURANCE

(Fire and Life)

Fire Losses Take a Trimming

"Does fire prevention pay?" is the question skeptics still sometimes ask. In order to answer the question fairly let's take for an example a city of nearly 500,000 population—a city that in 1934 had less fire loss than it had in any year since 1915; a city with a per capita loss of \$1.19, which is not a fluke, but the culmination of a persistent, substantial decrease for five years.

The city of Cincinnati, which we are considering, maintains an efficient fire department that has been strengthened even during depression years by adding men and buying apparatus. In addition, there is the Underwriters Salvage Corps there, which spreads covers at fires and performs other loss-preventing services. These two organizations are undoubtedly cutting losses by good work at fires—but a careful look at the record shows that the losses are also kept down by fighting fires before they start.

In 1934, Cincinnati won national recognition twice for fire prevention work. Citizens are constantly exposed to fire prevention teaching, which is kept at high effectiveness largely through the hard work and whole-hearted cooperation of Chief B. J. Houston of the fire department and Superintendent E. J. Ader of the salvage corps. Both of these men are warm believers in the wisdom of preventing fires, and the records show that they have backed up their beliefs with action—to the substantial benefit of Cincinnati residents.

During Fire Prevention Week, for instance, they take advantage of the national publicity to redouble fire prevention efforts maintained during the balance of the year. The average citizen—call him John Public—can hardly fail to learn something about fires and fire hazards every day during that week, unless he is both blind and deaf—and then he wouldn't be average.

Let's see how Cincinnati's John Public is contacted on a typical day during Fire Prevention Week. He arises, and on reading the morning paper sees a story based on a statement by Chief Houston or Superintendent Ader, as the case may be, that points out the toll fire takes every year and how he can help to reduce it. On his way to work, almost every store window holds a poster warning him to war on fire, or that someones carelessness resulted in the heap of smoking ruins vividly pictured. These posters, which bring home the fact that Mr. Public's life and property may be endangered by his own carelessness, have been distributed by the fire department and salvage corps.

Probably some time during the day he will see either the fire department ladder wagon or the salvage corps truck that has been especially decorated for his benefit. They both contain posters and examples of common

hazards, and are touring all parts of the city, downtown and suburban, so he can hardly miss both of them. If he goes downtown, he will find several large window displays that picture common fire causes, and tell him how he can remove them from his property.

At lunch time, John Public finds a fire prevention message on the menu at his favorite restaurant. If he eats lunch at a club or association meeting, it is a good bet that the featured speaker has chosen fire prevention as his topic, because all church, social and welfare organizations have pledged their cooperation to the fire department during Fire Prevention Week.

When the day's work is done, our average citizen goes to his home, only to find that his children have brought an inspection blank home from school, with full directions for using the blank to discover home hazards. The evening papers carry more warnings against fire. At the neighborhood movie house (if the family can coax him out of his easy chair) John finds that the manager has added a short fire prevention movie to the program. If he stays home, the radio gets him, for in addition to regular speakers, the announcers read short fire prevention lessons between programs.

We'll leave John Public now, as he prepares for bed. You might think that he is sick and tired of hearing about fire prevention, but he isn't. The varied methods of gaining his attention, and the carefully selected messages have kept him interested, and made an impression on him. Undoubtedly he has learned a great deal about fire during the day, and he is bound to remember some of it. It's a sure thing that he will be more careful, and almost as sure that he will do something to remove the hazards that have been called to his attention.

It is impossible to make fire prevention education as intense as this throughout the year. But to Chief Houston and Superintendent Ader, it is very important that John Public is not allowed to forget fire prevention altogether until the next Fire Prevention Week, so they keep right after him.

A fire prevention bureau under Superintendent Edward Steinway is operated in Cincinnati as part of the fire department. Last year, 157,516 inspections were made, and a total of 16,604 fire hazards remedied. The bureau conducts a regular radio program, and inserts a listing of each day's fires (with a short fire prevention message) in the leading evening paper. Meanwhile, Superintendent Ader distributes articles on fire hazards and fire prevention to the weekly suburban newspapers, and keeps up letters on fire prevention and sprinkler system maintenance to local manufacturers.

In addition, every spring Cincinnati observes a clean up and beautify week, which includes a very strong appeal to eliminate rubbish, trash and other fire breeders. All school children receive more home inspection blanks as a part of this campaign—and the blanks are a big factor in making thousands of homes better-looking, healthier, and safer from fire.

The foregoing are the main steps in Cincinnati's fire prevention work. The fire department and salvage corps never overlook an opportunity to tell the city about preventing fires. At various times during the year, speakers address public meetings, and special stories pointing fire prevention morals are released to the newspapers.

The Cincinnati fire prevention work is successful, to put it briefly, because citizens get a fire prevention lesson whenever Chief Houston or Superintendent Ader get a chance to put one over. To do this they have enlisted the cooperation of all city officials and many prominent citizens and civic organizations.

It would be hard going for anyone who tried to convince the chief and the superintendent that fire prevention does not pay, because they have given it a thorough trial, and found that it works in Cincinnati—just as progressive leaders in other cities have found it worthwhile. They know that the size of the community and the local problems will affect the ways of putting fire prevention across, but will not affect the effectiveness of fire prevention. They are constantly working on their prevention campaign. By the time this article reaches print, it is entirely possible that a new wrinkle for putting over a fire prevention message will have been worked out in Cincinnati.

The excellent record in Cincinnati doesn't prove that fire prevention is something that will work only in Cincinnati, or in certain other cities. It will work in any city, as the Cincinnati

officials will tell you. They will also tell you that they are by no means satisfied with their success. They will keep on working as long as careless smoking, defective heating appliances, the careless use of gasoline and all of the other foolish fire causes continue to cause preventable fires. Fire prevention work has by no means eliminated preventable fires in Cincinnati, but it has reduced the fire loss and made fires fewer. And if an active fire prevention campaign can make fires fewer in Cincinnati (which means that life and property are safer), they can be made fewer in any community.

The fact that progressive fire chiefs recognize the value of fire prevention, and realize that part of their job is eliminating potential fire causes, is reducing fires in hundreds of communities, large and small. Fire prevention has become one of the most valuable life-and money-saving activities of the fire service, and is another indication of the forward-looking qualities of the leaders in the field.

My continual aim has been to show the eternal superiority of some men to others, sometimes even of one man to all others; and to show also the advisability of appointing such persons to guide, to lead, on an occasion even to compel and subdue, their inferiors, according to their own better knowledge and wiser will.—Ruskin.

When you hear a man say, "I'm in the selling game," how well you know it. The word "game" is a slander on Service.—The Silent Partner.

GET BOTH SIDES OF THE STORY

Too often you get a one-sided argument in favor of one type of insurance carrier. Wouldn't it be better to get both sides of the story and weigh the evidence? The Finnish Mutual Fire Insurance Co., invite a frank discussion of FACTS at any time. Hear both sides of the story

. then make a personal decision.

Finnish Mutual Fire Insurance Co.

44 years of

Specializing low cost of insurance of giving service, of pleasant relationship of saving money to policyholders

Losses paid to policyholders, \$585,049.13
Dividends paid to policyholders, \$825,313.00
Michigan Standard Policy Michigan Standard Rates
No membership fee charged

JOIN US . . .
FINNISH MUTUAL FIRE INSURANCE CO.
444 PINE STREET CALUMET, MICHIGAN

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for

FIRE OR WIND

UNTIL YOU HAVE CONSULTED US
SOUND PROTECTION AT A SAVING

MICHIGAN BANKERS & MERCHANTS
MUTUAL FIRE INSURANCE CO.

Fremont, Michigan
Wm. N. Senf, Sec'y
MUTUAL SERVICE AND EFFICIENCY

IN THE REALM OF RASCALITY (Continued from page 3)

cast so as to imply that they were made in Paris or France. Use of the name Jules V. Riviere or inscriptions in the French language on cartons or in advertising, without clearly showing that the perfumes were made in the United States, is also prohibited in the Commission's order. The respondent consented to issuance of the order to cease and desist.

The Federal Trade Commission has issued a complaint charging Morris Brown and Max M. Berkowitz, of Baltimore, trading as Majestic Distilling Co., with unfair use of the word "Distilling" to designate a business consisting only of the purchasing, rectifying, blending and bottling of liquors. The respondents are distributors not owning or operating a plant in which liquors are manufactured. This practice is described in the complaint as unfair competition with companies in the same business as the respondent who do not so employ the word "Distilling." The practice charged is alleged to be in violation of the Federal Trade Commission Act and the Code of Fair Competition for the Distilled Spirits Rectifying industry.

Newspaper and radio advertising which unfairly represents the respondents' business is prohibited by the Federal Trade Commission in an order to cease and desist issued against Evans Fur Co. and Kent Fur Co., both of Chicago. Among advertising representations to be discontinued are assertions that popular motion picture actresses are garbed in fur garments made or sold by the respondents; that the companies manufacture the garments they sell (except with regard to such items as they do manufacture), and that purchasers by buying from the respondents save middlemen's profits amounting to as much as 50 per cent. of the price of similar garments sold through the regular retail channels. The Commission found these assertions to be untrue.

Place Human Rights Above Organized Greed

The state legislature and the state supreme court have opened the door to the independent merchants and businessmen of Michigan, so they can liberate themselves from greedy chain store corporation dominance. The enactment of the chain store corporation license law and its confirmation by the state supreme court is the brightest hope that has come to independent business men and women in the past twenty years. It is now up to them to follow up this advantage without loss of time. The state supreme court rules that the legislature is the sole judge of the amount of license that it can levy, therefore it is entirely possible for the legislature to pass a law that will place the license upon multiple ownership at a point where no individual, firm or corporation can afford to operate over a small number of places of business. The high license would make it prohibitive. It is now up to the independent business interests of this state to

formulate a license bill meeting this requirement and then introduce it to the state legislature at its next session. Such a bill should first be laid before the various business groups of the state and receive their endorsement and support, to urge the legislature to enact same into law.

There should be no time lost in the formulation of this bill for a prohibitive license, for the reason that chain store corporations are a menace to the public welfare, as well as destructive to the smaller business interests. No community can stand up against the constant drainage of the profits on its trade. It is regrettable that so few understand this fact. No town or city would permit outside labor to come in and fill the jobs in stores, factories and elsewhere, then take away all pay for wages to be spent elsewhere. This is just what chain store corporations do in a little different way. They leave only bare operating expenses in the community, taking away every dollar of the profits on the trade they receive. They come into a community for profits only and have no other interest in it. In the case of a local chain, operating only in the community, the effect is not so bad, as these spend more of their profits at home; yet they are destructive to the smaller merchant, who has a right to live and to enter into the business field.

It should be plainly evident that business must be decentralized; that opportunities must be safeguarded to those of small means, if the ranks of the unemployed are to grow less. There is no justice or mercy in the brain of organized greed. This inhuman trait has brought more suffering than bloody war. Where wars have killed hundreds, organized greed has killed thousands and ruined the morale of hundreds of thousands. It is responsible for most of the crime of the nation, and it is high time something drastic was done about it. No one is in better position to lead in this fight than the business men and women of this state. As long as greedy chain corporations are permitted to feast upon the business of this state, just so much longer will prosperity remain away. We are suffering in the midst of plenty, but not so the big national chains, which have declared regular and special dividends all through this depression. They have feasted upon the cream of business, while the smaller independent business must be content with the crumbs that fall from their luxurious tables. Why be as a slave to these outside invaders? Why not rise up in the majesty of a Michigan citizen and drive these greedy monsters from the state? Why not protect the rights of our boys and girls to enter commercial life with small capital, and have an opportunity to better succeed? Why not protect and preserve the rights of the merchant, who has spent most of his life serving the people, instead of letting him be driven out of business at an age when it is impossible for him to reestablish himself, so he must join the ranks of idleness and subsist upon public welfare. A nation or government that will

not protect its humble citizens is not worthy the name.

Two years ago the independent business men and women of this state rebelled against the inroads of chain store corporations and many of them journeyed to the state capitol and demanded legislation to curb the spread of chain stores. The members of the legislature heard their complaint and promptly passed the bill, which is now the chain store license law. The governor promptly vetoed the bill, after promising to sign it, after which it was passed by a two-thirds vote over his veto and became the law of the state. The governor claimed the law unconstitutional, but the state supreme court says not. Thus far each step made by independent business men and women, to protect their just rights, has been successful. Now for the next step forward. Every local organization of business men and women should discuss this victory achieved and enlist every local business in the community to join with them for united action. Every state organization of merchants, and the federated association of these organizations should be active in helping to formulate the new bill to go before the next session of the legislature. The success already attained should gladden the heart of every merchant and give him new courage and hope. Why should we longer stand by and see the business interests of Michigan ravished by Wall street and other greedy interests? Why not place human rights above the demands of organized greed?

E. B. Stebbins.

Items From the Cloverland of Michigan

Sault Ste. Marie, May 6—We are now looking forward to the grand jubilee that is to take place in June at the completion of our new bridge over Ashmun street. The work is progressing on schedule and, barring any accident or unlooked for bad weather, the bridge will be ready for opening June 15th as planned. The Taft highway men, Frank Holder, of Cincinnati, and Ora E. Chapin, of Fort Meyers, Fla., met with the good roads committee here last Thursday at the Chamber of Commerce. The committee met to invoke plans in connection with the opening of our new bridge. The Taft memorial highway plans were also discussed. The retail merchants called a meeting at the Ojibway Hotel with a dinner last Thursday evening and are formulating plans for a week of celebration for the opening of the new bridge. The good roads committee of the chamber of commerce will be in charge. Effort is being made to have Governor Fitzgerald, Murray D. Van Wagoner and other prominent state officials on hand to attend the opening. Negotiations are under way to have the air fleet from Selfridge field fly over the city during the ceremony. Decorations, including flood-lighting of the bridge and gay banners from electroifiers and buildings, are being discussed. Meanwhile the merchants of virtually every business place in the city will be celebrating with unusual values and a "Come to the Sault" appeal of unusual nature.

John S. Carlton, of Milwaukee, arrived here last week to accept a position with the Gowan Hardware Co. He is the son of the late F. S. Carlton, well-known Calumet and Houghton hardware man, and formerly connected with the P. M. Church Hardware Co. here.

The Great Lakes Motorbus Co. has been awarded a mail and passenger

carrying contract between the cities of Gaylord and Alpena, it was announced by Robert Wynn, the manager, to-day. The contract will start May 1.

Fortunately for human happiness, there is no clearly defined example of success.

Capt. John Fennessy, 73, for thirty-seven years a resident of the Sault, died at his home last Monday. He was proprietor of the Sherman House, on Portage avenue, which he conducted for many years and at one time was captain on some of the local tugs plying on the St. Marys river. He is survived by one son, a sister and a brother, both of Marquette.

Clarence Downs, formerly with the Pars cleaners and dyers and the Red Seal cleaners and dyers of Detroit, has taken charge of the Thrifty cleaners plant here. Much new equipment has been added to the plant in its new location on Ashmun street. A new waiting booth has been installed, where customers may wait while their clothes are being cleaned and pressed. Equipment to do factory blocking and finishing of hats has also been installed.

W. J. Miller, who has been connected with the Consumers Coal Co. here for the past two years, has severed his connection with that company, but has not as yet announced his plans for the future.

Sometime when he's not using it, we should like to borrow Hitler's headman's ax to give motorists with glaring lights their just dues.

J. Jenks, who has been conducting a restaurant at Pickford for the past year, has discontinued business and has moved to his farm, several miles North of Pickford.

William Kirkbride, the well-known meat dealer of Pickford, expects to open his market there during the next two weeks for the summer. The building has been occupied by the Pickford creamery, which has used it for a receiving station during the winter.

Frank Parker, who has conducted a refreshment parlor on South Ashmun street for the past year, has purchased the Fucco block, a few doors North of his present building. Mr. Parker has had the building remodeled and equipped to serve lunches as well as beer.

A. E. Cullis and wife, who have spent the winter at Miami, Fla., returned to the Sault last week and are back on the job again at the Soo Woolen Mills. Mr. Cullis has regained his health in Florida and reports having spent a most excellent winter.

A mule can't kick while he's pulling and he can't pull while he's kicking.
William G. Tapert.

Retailers Plan Food Promotions

Taking advantage of lower prices quoted by producers and jobbers anxious to reduce their stocks in preparation for the Summer season, food retailers in various sections of the country will open a series of elaborate pre-Summer promotions the middle of this month. The sales conceived by manufacturers and wholesalers as a source of additional volume will feature canned goods, particularly vegetables and fruits, and various staple articles. The canned goods used in the promotions consist of merchandise marketed at special concessions by jobbers and canners. With large distributors placing orders for packaged specialties for the Summer season, manufacturers increased their operating schedules this week.

Patience and tenacity of purpose are worth more than twice their weight of cleverness.

NRA CAUSING CONFUSION

Because of the major influence it will have upon trade during the second half of the year, and upon retail buying plans for Fall, which will be formulated soon, the \$4,800,000,000 work-relief program of the President is being intently watched by retail executives. Those who have not given the subject the study it requires believe the program not only will be a tremendous stimulus to labor and industry, but should provide the basis for the sharpest gains since 1929 in retail trade generally.

Forcing through Congress of legislation calling for immediate payment of the bonus to veterans, involving in excess of \$2,000,000,000 in bonds and "greenbacks," is also receiving no small degree of attention from merchants. They see in it not only an immediate upswing in trade but believe that this payment to veterans "will tell the real story of whether we are to have inflation or not." Because of the currency printing feature of the payment, it should result in more rapid inflation than that representing expansion of credit indebtedness as represented in the much larger work-relief program.

While President Roosevelt has said that the work-relief program should be well under way by early Fall, leading store executives with whom the program was discussed last week expressed the view that trade would begin to show benefits of the program by as early as July. One merchant pointed out that the President in the past has been inclined to understate his objectives, being a past master in the art of political psychology, as was evidenced by his warning to the country that an \$8,000,000,000 deficit would be recorded, when the actual amount was about half of that figure.

Retailers at the week-end awaited details of allocations of the works program, which the President so far has indicated will fall under eight primary groupings. The consensus was that the sales in the rural areas once more would benefit chiefly from the disbursements, with indications, however, that the white-collar class in the larger cities would receive much more attention than in any of the previous relief activities of the Federal or local governments.

Executives estimated that at least 60 per cent. of the \$4,800,000,000 would go to labor payments and 40 per cent. for materials expenditures. This division, however, was admitted to be very rough, as the expenditures for materials themselves largely represented payments to either current or stored-up labor used in production of the materials. Of course, it was added, substantial percentages of the wages received would go for payment of rent, doctors' bills, old debts, etc., but it was conservatively estimated that at least \$3,000,000,000 of the total would eventually find its way over retail counters for merchandise purchases.

Retailers admitted that, aside from the benefits to be received from the works program, there appears nothing on the horizon to warrant undue optimism regarding the outlook. Following a Spring season not particularly

satisfactory from either a profit or a volume standpoint, except to the mail-order houses and some of the chains, the prospects for the next two months are not particularly bright, it was said. Unusual weather conditions and lack of buying power of the white-collar classes in the larger cities still constitute effective checks upon expansion of trade.

Merchandise managers, as they begin to shape Fall plans, share the political confusion which has surrounded the NRA and other features of the President's program which would have a direct bearing on their buying and selling operations. Should the NRA be extended for a comparatively short period and should marked changes be made with reference to intrastate and interstate firms, there would be serious questions of what codes will survive, what trade practices will be continued and, finally, what revisions of buying practices inaugurated since the start of the NRA will have to be revised.

So, pending clarification of the NRA and allied questions, merchandise executives do not believe that there will be much detailed consideration of Fall plans before June. It is expected, however, that, once the NRA issue is clarified, there will be substantial orders placed for early Fall delivery on staples and semi-staples. No business of importance in style merchandise is expected before July, when initial dress lines for the new season will be shown.

Many retailers believe that firm to higher price levels will feature Fall merchandise, although many of the chains have been covering their needs of staple cotton merchandise, particularly underwear, at prices reflecting the desire of the mills to book early business. It is the belief of merchants that the works program will be felt mostly in increased consumer buying of necessities and semi-necessities, particularly adults' and children's apparel and, to some extent, home furnishings.

NIRA DECISION SOON

The hearings before the United States Supreme Court on the Schechter case were concluded at the close of the week and a decision will be handed down within a month's time. This is the test of the NIRA upon which the administration finally determined to stake all and it should mean more than the myriad opinions which have been which have been expressed on the act and the numerous manoeuvres which have been undertaken to uphold or destroy its disputed provisions.

In the circumstances, it seems rather needless to discuss the future of the recovery measure. The Senate Finance Committee, after concluding its investigation of NIRA performance, has handed along a measure for extending the act to April 1, 1936—a date which may represent the satirical touch. Price-fixing provisions would be eliminated except those applying to mineral resources and the administration confined to interstate business only.

Just what price fixing is remains to be defined, and the same vagueness applies to interstate business. Moreover, the short period of the extension means again that no serious effort could be

made to reach definitions or bring about real compliance. The benefits of the Recovery Act have been handicapped right along by such confusion and restriction upon time for working out difficulties.

The Supreme Court decision, however, will mean almost everything to the future of NIRA. In the meantime, unless business interests welcome great disturbance, they might temper their opposition to the Wagner Trade Disputes bill and discover in it a way to meet grave emergencies that would follow an upset to the Recovery Act.

INDEX DOWN SHARPLY

Conflict between organized business and the administration was the highlight in general business during the week, although scarcely less interest was shown in the decision of the Senate Finance Committee to extend the NRA for about ten months with major deletions. The Chamber of Commerce of the United States opposes the recovery program on nine important points, including security, NRA, banking, utility, labor and agricultural legislation.

As if to emphasize the effect of this disagreement, business index for the latest week has dropped sharply to a new low for the year. The chief reason for the decline was the large reduction in carloadings when ordinarily they climb higher. The spurt in shipments before the recent freight advance was followed by a marked recession.

Automobile production, which has furnished the chief impetus to the upward movement in industry over recent months, was slightly higher. Producers were reported as looking for continuation of the high level through this month. Spreading labor trouble and the interruption of output because of strikes and shutdowns in essential supply plants may change this forecast considerably.

The general outlook in industry is undoubtedly more clouded by NRA uncertainty, antagonism to the recovery program and labor strife. For the first quarter, nevertheless, earnings reports could scarcely be considered anything else but highly satisfactory. The National City Bank compilation shows an increase in net for 210 industrial companies of 21.8 per cent. over the same period of 1934.

DRY GOODS CONDITION

For another week the reports on retail trade are of a disappointing sort. Since Easter sales have failed to meet expectations even when weather conditions were favorable. Clearances have not brought the response desired. Home furnishings have proved the one exception.

Due to the dull demand since the recent holiday, estimates on April volume of the stores in this area have been revised downward. The spotty character of results leads retail executives to give themselves more margin than usual in their forecasts. They figure the gain should be between 4 and 7 per cent.

Special promotion efforts are being launched by the stores in order to overcome the present inertia of the buying public. Clearance prices are

being made more attractive and Summer lines are being introduced. Holiday events for this month may finally swing consumer demand into more liberal purchasing.

Less active retail business has affected the wholesale merchandise markets in the usual way. Orders were slow in the ready-to-wear lines during the week, although manufacturers are bringing out new and lower price ranges. Dry goods markets have been quiet and buyers cautious.

Springfield has been selected by Republicans as an appropriate place for a conference because it was the scene of the life and labors of Abraham Lincoln. There Republicans may make a pilgrimage to Lincoln's tomb; may consider the principles upon which he ordered his life and action; may visualize his presence and rededicate themselves in the spirit of his broad patriotism and humanitarianism to the service of their fellow-Americans in this critical time. We propose a crusade to re-establish representative government. Our liberties are too precious to be heedlessly subverted or bargained away. Our people shall not be reduced to the grade of mere pawns in the hands of a dictatorship. The American system of social, political and economic liberty shall not be replaced by the regimented structure of fascism and communism.

Serene, unafraid, unheeding spiteful attacks, she has dared to believe that the Declaration of Independence and the Constitution of the United States were written in good faith and the rights declared in them are the rights that are available to the humblest of our citizens. She actually believes that the guarantees of free press, free speech and free assemblage were not written in a dead language; not devised merely to be copybook models for the improvement of adolescent handwriting, but rights intended to be reserved to the people of the United States and exercised by them.

From Washington come dispatches that the administration is becoming convinced it went too far with its Utility Holding bill, and any bill that is passed will be moderate in comparison with that so unwisely urged by the President. From New York comes the news that Mayor La Guardia and the utilities are on the way to agreement. That is what the country needs—a little agreement. If it can be obtained without injustice, it will go further in forwarding recovery than all the legislative measures that the wise men at Washington can conjure up.

Secretary Wallace has said that in the difficult feat of balancing the fortunes of industry and agriculture we have learned that we cannot do something for the one without injuring the other. The processing tax proves this. The question is how far we should go in balancing these competitive interests. Plainly the time has passed when industry alone can be given a subsidy. Either we must resolve upon no subsidies to either, which is highly improbable, or we must subsidize both industry and agriculture.

OUT AROUND

Things Seen and Heard on a Week
End Trip

Nothing gives me greater satisfaction than to record the good deeds of any man. In line with this policy, I take pleasure in publishing the following letter from the Secretary of the Michigan Brewers Association:

Detroit, April 27— I am enclosing herewith a letter from Walter Henes, which is self-explanatory. In this connection I wish to relate the story of John Henes, deceased, father of Walter Henes. Before he died he donated a large tract of land along the shore of the lake at Menominee. Every known species of shrubs and trees were planted, and some of these were even imported from Germany's famous black forest. It is now one of the most beautiful parks in Michigan, I drove through the park, covering the winding roads slowly and admiring the beautiful trees and various bushes in their glory of early spring foliage. John Henes in his will deeded this park to the city of Menominee with the stipulation that no beer and no intoxicants were ever to be sold here. Mrs. John Henes donated thousands of dollars for the improvement of the bathing beaches, with seats, tables, recreation and amusement fixtures for children. A simple stone monument at the entrance supplied by a friend of the family is inscribed as follows:

"This park donated by John Henes. Honor, integrity, and charity are the outstanding characteristics of this family."

The brewery is to-day conducted as John Henes would want his sons to conduct it—they respect his memory.
John Bodenstab.

In order that I might be sure that Mr. Henes would have no objection to the publication of the above letter in the Tradesman, I took the precaution to submit it to him. His reply is as follows:

Menominee, May 2, 1935—I wish to apologize for not answering your letter of April 28 before this, but as a member of a bondholders protective committee, now re-organizing on behalf of the bondholders, my entire time has been taken up with this work for the last several days. I wish to thank you for submitting to me, for my approval, the article which you intend to publish regarding my father, John Henes, and the very kindly things contained in this article about him. I should like to correct the impression which the statement in this article might possibly create, to the effect that the deed to this park stipulated that no beer and no intoxicating liquors were ever to be sold there. The statement is absolutely correct, so far as it goes, but my father also made it plain at that time that anyone wishing to take beer with him for picnic purposes would be at perfect liberty to do so. No beer nor intoxicating liquors have ever been sold there, but it is a very common thing to see beer served with picnic lunches. Naturally, being in the brewing business, he did not wish to have his gift discredited by statements which might possibly be made that it was given with the selfish idea of creating sales of beer. The article, in other respects, is true to fact. This was a beautiful tract of land practically within the city limits, located on the bay shore on a peninsula which extended out into Green Bay. Its timber had never been cut and every species of tree native to the Upper Peninsula was natural, and numerous other species were added, including many trees imported from Germany. My father felt that this timber area was never intended for private ownership and for that reason he purchased it, presented it to the city in

order that the general public might enjoy its beauty.

I have read your comments on the likelihood of the return of prohibition unless something is done by the brewers to improve conditions. While I agree with you in most of your statements, I would not care to put my thoughts into a letter at this time, and I would much rather sit down and talk this matter over with you, as I have not the faculty of putting my thoughts clearly upon paper. I do feel, however, that this question is now largely in the hands of the Liquor Control Commission, as the brewers themselves have absolutely nothing to say over any of the retail outlets, due to the fact that the liquor control laws permit the brewer to have no interest, directly or indirectly, in the business of any vendor. Action of any single brewer or a small group of brewers, refusing to sell certain vendors would result in considerable loss of business. This is a matter for the united front of all brewers, and I question very much if such action could be formulated at this time.
Walter E. Henes.

Grand Rapids, May 3—On October 15, 1908, your name, with thirty-five others was enrolled on the charter issued to the Michigan division of the Travelers Protective Association of America.

From that date until 1930 a gain in membership was reported at every annual meeting of the division. Then came the depression and for four years we suffered losses. Now we are happy to report that for the fiscal year ending April 30, 1935, we can again submit an annual report setting forth a small gain.

You are one of seven of the charter members whose names are still on our membership roll and the officers would feel honored to have you as a guest at the twenty-sixth annual meeting of the division, which will be held at the Mertens Hotel, Grand Rapids, Saturday afternoon, May 11.

Following the business session a dinner will be served at 7 o'clock and will be followed by an evening of good fellowship.
P. D. Carrel,
Sec'y Michigan Division, T.P.A.

According to the above reckoning I have been a member of the T.P.A. for nearly twenty-seven consecutive years, during which time I have never had occasion to put in a claim for damages for accidental injury. I first became a member of the T.P.A. in 1884—fifty-one years ago—and remained with the organization until it went into a decline.

I purchased an accident policy in the Fidelity & Casualty Co., of New York, when I was 20 years old. I continued my connection with the company forty-five years, when I was informed that I would have to be dropped from the rolls because I was sixty-five years of age. I wrote the corporation that I had not asked for any reimbursement for injury during forty-five years and that I thought I ought to be permitted to round out fifty years with the organization. The officer who replied to my appeal said he thought my point was well taken and that I would be retained on the membership rolls five years longer, although it was a rule of the company that all accident policies expire when the policy holder reaches the age of 65.

I am informed by the officers of the Mutual Benefit Life Insurance Co., of Newark, N.J., that I have the second

oldest life policy in that company in effect in Michigan. The oldest policy is in the hands of a member of the Buhl family at Detroit.

Detroit, May 3—Your editorial cooperation in safety education week, designated by Governor Fitzgerald's proclamation as May 12 to 18, may result in the saving of one life.

If only one life were spared as the result of the tireless activities of the entire committee, the generous support of all newspapers throughout Michigan, the radio, state police and other agencies of the commonwealth, the effort would be justified.

G. R. Harris, Superintendent of the Detroit receiving hospital, which last year handled 9,391 auto accident bed cases and 5,720 auto accident emergency cases, at a cost of \$552,000 (or 52 per cent. of the hospital's entire operating cost) reported to the committee yesterday that immediately following a safety campaign, supported by the newspapers, there is, for some time following, a perceptible decrease in such cases. If this is true of Detroit, it should apply likewise throughout the state.

News stories will be mailed to you along the lines of the one enclosed, with request for publication. In the jealous interest of our own immediate families and those of our neighbors who are exposed to existing traffic dangers, you are asked to join with this committee to the limit of your facilities, in a sincere and unselfish effort to minimize traffic toll, through safety education.
Richard Harfst,
General Manager Auto Club of Mich.

Some unknown person has said, 'If a man makes even a mouse trap better than anyone else, though he build his hut in the woods, the world will make a beaten track to his door.' Although widely quoted and having the ring of wisdom, as a maxim of practice the saying has no value. There is now scarcely an article of commerce so necessary or so fine in quality as to tempt the masses of buyers a single step from the regular channels of trade without a good deal of coaxing. The maker of the "better mouse trap" would find it much more to his profit to "Build his hut" by the traveled wayside and supplement the advantage of his location with an attractive window display.

In no branch of business is location more important than in retailing. The oldest books on trade, as well as the most recent literature emphasize this point. Shopkeepers and traders have always congregated in certain locations in populous communities. Where legal ordinances have not interfered it is likely that these localities have always been the points at which the greatest possible amount of retail business could be transacted. Every merchant of experience knows something of the comparative value of retail sales. The buyer of a store considers the value of the location first of all. The credit manager of the wholesale house enquires concerning the location of the store whose owner seeks his department's o. k. Failure statistics show that many bankruptcies are due directly to poor location. If figures could be given showing the number of cases in which a bad location was a contributing cause to failure, there is no doubt that it would rank extremely high. Any study of retailing must take location into consideration.

Rent is the payment the retailer makes for his location and for the use of the buildings and improvements there may be thereon. It matters not if he own his store and the land that it is built upon, for in this case the rent that he would otherwise pay to another person simply goes to himself.

Rent, as the term is generally used, is made up of two parts—building rent and ground rent. Building rent commonly covers a number of items, such as upkeep or depreciation charges, taxes on the building and improvements, insurance and real estate brokers' or rental agencies commissions, together with any other charges paid by the landlord for the tenant, such as janitor's services, water, light, heat, power and elevator service. What remains of the building rent after these charges have been paid is generally looked upon as the interest or return upon the money invested in putting up the building and making the improvements. Rarely is it more than the average interest rate on funds offered in the open markets. Ground rent is the payment made by a retailer for the space his store stands on. But the value of this space depends almost entirely upon its location. Hence it is virtually true that ground rent is the retailer's payment for location.

The distinction between building rent and ground rent is recognized by many business men in their accounts and records. In England it has long been customary, especially in the larger cities, for landlords to lease unimproved city lands for long periods to merchants and other who put up their own buildings, but who pay rent for the use of the land. This custom seems to be on the increase in the larger cities of this country. In these cases the distinction is kept clear in practice. Some states and municipalities require separate assessment of land and improvements for purposes of taxation. Tax reformers of the Henry George type accept this division as fundamental. Courts frequently cause land and improvements to be valued separately in condemnation proceedings.

Clear thinking demands that the same distinction should be made in any discussion of retail rents. It is unfortunate, however, that nearly all statistics that are available, such as figures drawn from retailer's accounts on the costs of doing business, lump building rent and ground rent together. What part should be assigned to each is impossible to tell. There is a rule among some real estate men that may serve as a guide to a rough approximation. This rule is that the amount invested in buildings and other improvements for retail purposes should be equal to the value of the ground. Since the ground value is normally the capitalized value of the rental, the returns to the ground and its improvements, at least while the latter are new, will be about equal. For example, if the net rental of a certain retail store amounts to 2 per cent. of the sales, one may

(Continued on page 23)

FINANCIAL

Let Research Give Your Advertising Magnetism

"The next few years will see commercial research become the chief guide of American business," recently said Percival White of New York City.

"Little changes" (as Ray Giles calls them in his new book) often double results. A Fort Wayne furniture factory multiplies results by ten through a simple change in advertising appeal.

There is a paper mill in the Kalamazoo river Valley that has employed all its people at living wages and paid quarterly dividends with but one skip all through the depression. A small laboratory in the basement of the office, developing new ideas and testing them, kept this great mill humming.

I have been amazed at the merchant response to this idea of research. Recently at the Michigan Retail Dry Goods Association convention—speaking on "The Three R's of Retail Advertising" (Research, Representation and Repetition) the first came in for the sharpest attention and many comments, both in and after meeting.

Kenneth Collins brought the idea into Macy's from his war experience. He looked at newspaper ads and saw that most of them were not good. They were too messy. They had no point of focus, lacked concentration. Upon what should Macy's concentrate? Upon the most popular fastest selling items, he decided.

The problem then was to discover—by research—just what were the most popular items in each department. I remember hearing about the great boost given sales—as a direct result of this change in advertising strategy—in Macy's boys' wear department. Quizzing salespeople and talking with mothers, examining sales slips and comparing both the dollar and piece volume of all fast selling items, narrowed down the lead to a certain suit at a certain price.

By devoting the same space as customary to this one item while popular and in season) instead of many different items the actual demand for this one suit was increased and all other goods in the department moved faster. Just the old idea of fishing with bait the fish like. Is not such a plan more logical than to fill an advertisement with cut prices on goods that, by their failure to move, have proven unpopular?

By "nosing around," as it is sometimes called, you find out what items are popular and easiest to sell and those are the things that should be emphasized in advertisements.

You also learn how better to "advertise with what you've got!"

What makes a window stop the crowds? Put eye-catching goods—bright foods and confections—flowers—dashing apparel—motion—gayly cartoned products—in your windows with less regard to departmentization and more attention to the public. I have noticed that "stocky" windows, if the items are arranged with fine taste, pull more attention than putting one or a few items in a display.

There must, however, be concentration upon one idea that is uppermost in the mind of the looker, who is or should be a customer. The week before Easter "Stop-and-Shop" store in Chicago had windows packed, jammed, pyramid style, hundreds of food items, but the Easter motif was back of 'em. One idea, many items, in display windows, pays.

How do your windows, the color of paint on your store, your delivery trucks, your groupings of departments, your advertisements strike the imagination of the majority of your patrons? The best way to make your store first is to make it second to the tastes and desires of your public. Take a back seat for no-one but a customer.

When customers in the store—and salespeople—say unusual, complimentary, critical, earnest things about your merchandise or service that is material for advertising. Go on a still hunt for your headings among patrons in the store and in their homes.

In their homes—that's where you get bumped off your high-horse. Send the man or woman who prepares your advertising out with some item to canvass house-to-house for a half day a week. Let them get in and listen in. Let them bring simple, natural comments about local affairs and popular goods back to your advertising man to give these advertisements new life and selling power. Let this person open his conversation when the door is opened something like, "I am demonstrating a new floor wax for the Jones' store," and watch the lady's face when the word "Jones" is spoken to see if it registers pleasure, pain or neutrality.

A chatty person will make friends for the store and thus hook many remarkable ideas for headings, "copy" and better ways to represent merchandise. Take a clipping service, swap ideas with other stores; when you run a hot-box, hop in the car and make a drive of 200 miles, stopping in small stores here and there to see what they're doing and exchange thoughts. The next day you'll "click" once more.

It is not price that sells in most lines. That may have been true last year, not to-day. Price is secondary. Give people what they want and never advertise (in windows or space) slow moving goods. The way to have the most popular store is to feature the most popular goods. Only the human "?" mark can discover what they are to-day, when they change, what new items flash into importance.

I once heard a speaker say that you must study your goods to know what you can say about them, but you must study your customer to know what you ought to say about goods. It is that process of study I would emphasize. Study is the source of most outstanding sales success. The smallest store can make every customer a laboratory. James H. Buswell.

A new protective paint consists of copper, in finely powdered, non-crystalline form, mixed with a special fluid carrier. It can be sprayed, dipped or brushed on any surface, is said to be proof against acid, alkalines, brines, fumes, rust.

Proceedings of the Grand Rapids Bankruptcy Court

In the matter of Harry Sullivan, individually and as surviving partner of the copartnership, Worm & Sullivan, bankrupt No. 5886. The final meeting of creditors has been called for May 14. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of Charles James Foster, doing business as The Cadillac Storage & Transfer Co., bankrupt No. 6024. The final meeting of creditors has been called for May 14. The trustee's final report will be approved at such meeting. A dividend to creditors is very questionable.

In the matter of Harold R. Pillinger, bankrupt No. 5864. The final meeting of creditors has been called for May 14. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of Simon Kratzenstein and Jacob Kratzenstein, co-partners doing business as K. Leader, bankrupt No. 5891. The final meeting of creditors has been called for May 14. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

April 29. On this day the reference and adjudication in the matter of Feldspausch Brothers, a Michigan corporation, bankrupt No. 6295, were received. The schedules have been ordered filed. Upon receipt of same the assets and liabilities will be made known.

April 29. On this day the schedules, reference, and adjudication in the matter of Frank E. Hardy, bankrupt No. 6218, were received. The bankruptcy is president and manager of Hardy Brothers Produce Co., Big Rapids. The schedules show total assets of \$20,625 (of which \$6,950 is claimed exempt), and total liabilities of \$4,323.73, listing the following creditors:

Taxes	\$ 418.73
Preferred Life Insurance Co., Des Moines	850.00
Citizens State Bank, Big Rapids	3,055.00
April 30. On this day the reference, and adjudication in the matter of Gena A. Scheerer, bankrupt No. 6140, were received. The schedules have been ordered filed. Upon receipt of same the assets and liabilities will be made known.	

May 1. On this day the schedules, reference, and adjudication in the matter of Hardy Brothers Produce Co., a corporation, bankrupt No. 6221, were received. The bankruptcy is located in Big Rapids. The schedules show total assets of \$17,413.27, (of which \$350 is claimed exempt), and total liabilities of \$11,400.07, listing the following creditors:

State of Michigan, Lansing	\$ 741.77
E. O. Nichols, Big Rapids	120.00
Citizens State Bank, Big Rapids	4,515.00
J. F. Hines, Big Rapids	2,216.35
E. O. Nichols, Big Rapids	1,000.00
Mrs. E. Stewart, Big Rapids	500.00
Middle West Coal Co., Cincinnati	150.00
Big Rapids Gas Co., Big Rapids	90.00
Frank B. Marsh, Big Rapids	600.00
American Agr. Chemical Co., Detroit	7.50
Bennett Fuel Co., G. R.	417.88
General Sales Co., New York	27.92
Holms Milling Co., Weidman	22.15
Judson Hardware Co., Big Rapids	5.93
Middle West Coal Co., Cincinnati	293.22
E. O. Nichols, Big Rapids	1,081.13
Perce Marquette Railroad, Detroit	67.00
Big Rapids Savings Bank, Big Rapids	45.00

May 2. On this day the schedules, reference, and adjudication in the matter of James C. Bolles, bankrupt No. 6224, were received. The bankruptcy is a salesman of Grand Rapids. The schedules show total assets of \$350 all of which is claimed exempt), and total liabilities of \$5,590.65, listing the following creditors:

G. R. Savings Bank, G. R.	\$4,800.83
G. R. National Bank, G. R.	228.32
Green Ridge Country Club, Comstock Park	61.50
William McKnight, G. R.	500.00

April 30. On this day the matter of The Traverse City Milling Co., debtor No.

6022 was referred to this office for liquidation. The schedules have been ordered filed. Upon receipt of same, the assets and liabilities will be made known.

In the matter of James C. Bolles, bankrupt No. 6224. The first meeting of creditors has been called for May 18.

May 3. On this day the schedules, reference, and adjudication in the matter of Simon Vander Ploeg, as Van's Grocery, bankrupt No. 6226, were received. The bankruptcy is located in Grand Rapids. The schedules show total assets of \$1,582.51, of which \$500 is claimed exempt), and total liabilities of \$5,421.87, listing the following creditors:

State of Michigan, Lansing	\$ 302.19
City of Grand Rapids, G. R.	205.90
Industrial Mortgage Co., G. R.	135.00
Fidelity Corp. of Mich., G. R.	45.00
Brown Seed Co., G. R.	13.26
Besteman Co., G. R.	20.00
Quality Service Stores, G. R.	251.42
Laug Bros., G. R.	2.90
Cavera Co., G. R.	21.31
Oakdale Fuel Co., G. R.	24.00
Uptown Garage, G. R.	21.35
Bekkering Co., G. R.	130.54
Tisch Hine Co., G. R.	10.44
Mercantile Service, G. R.	73.28
Schultz Bakery, G. R.	2.75
Elenbaas Bros., G. R.	1.80
G. R. Wholesale Groc., G. R.	180.99
Mills Paper Co., G. R.	27.00
Smith Flavoring Co., G. R.	3.27
C. De Meester, G. R.	9.34
Peter Van der Laan, G. R.	17.10
G. R. Paper Co., G. R.	7.50
Harry Meyer, G. R.	6.50
Brooks Candy Co., G. R.	4.93
Hekman Biscuit Co., G. R.	80.11
G. R. Garnett, G. R.	15.91
Peter Paul, G. R.	5.44
Wm. Muller, G. R.	11.39
Rademaker-Dooze Grocery Co., G. R.	220.47
Van Erden Co., G. R.	245.24
Vonk's Dairy, G. R.	299.02
Hecht Produce Co., G. R.	50.00
Ellis Bros. Co., G. R.	2,075.41
Lake Shore Seed Co., Dunkirk, N.Y.	2.40
Mandeville King, Rochester, N.Y.	4.59
Ferry Morse Seed Co., Ferry, Detroit	3.48
L. P. Oltman, G. R.	20.40
L. Schereneel, Coopersville	2.40
Mr. Wilkenson, South Haven	17.00
Karavan Coffee Co., Toledo	21.48
Crosse & Blackwell, Chicago	22.14
Hankey Baking Co., McKee's Rocks, Pa.	9.90
Farmers Cooperative Creamery, Conklin	22.18
J. Hopert, Los Angeles	11.20
Hersch Bros., Louisville	8.50
Loose Wiles Biscuit Co., Saginaw	11.29
Frances Leggett Co., Hudson River, N. Y.	17.42
Blue Valley Co., G. R.	98.89
Lee & Cady Co., G. R.	454.72
Michigan Bakeries, G. R.	13.56
Consumers Power Co., G. R.	9.52
Michigan Bell Telephone Co., G. R.	7.50
G. R. Gas Light Co., G. R.	7.06
Beech Nut Co., Canajoharie, N. Y.	13.80
Newton Products Co., Cincinnati	14.60
Polk & Co.	9.00
Abe Schefman Co., G. R.	39.25
Palm Olive Feet Co., Chicago	22.78
Old Monk Olive Oil Co., Chicago	4.07
Proctor & Gamble Co.	26.01

May 4. On this day the matter of the Central Motor Freight Co., a corporation, debtor No. 6137 was referred to Charles B. Blair, as special master, for reorganization of corporation.

West Michigan's oldest and largest bank solicits your account on the basis of sound policies and many helpful services . . .

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2 Downtown Offices
12 Community Offices

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CONSUMERS POWER PREFERRED
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Higher Cigarette Prices Likely

The refusal of Secretary of Agriculture Wallace to consider removal or modification of the processing tax on flue-cured tobacco, although the price for the crop has latterly averaged well above the parity level, may cause manufacturers to raise cigarette prices in the near future.

The average price received for the 1934 flue-cured crop was about 27c a pound. The 1934-35 parity price, according to Secretary Wallace, is expected to be about 20c a pound. Since manufacturers have been paying steadily higher prices for tobacco during the past two years, continuation of processing levies in addition tends to bring nearer the point at which increased costs will have to be passed on to consumers.

The cost of production has been increased latterly also by the provisions of the NRA code adopted by the industry, as well as by price advances of other materials. Only the remarkable gains in cigarette production volume this year seem likely to cause manufacturers to hold back. They may decide to absorb the higher costs in the hope that volume will increase sufficiently in time to maintain profit margins.

Gain in Lumber Output Seen

Unless the strike called in the West Coast lumber industry for to-day should prove serious, further increases in lumber output and shipments over the next few months are anticipated.

New orders for lumber registered a gain of 18 per cent. and shipment of 21 per cent. over the corresponding 1934 period during the first sixteen weeks of this year. Moreover, stocks of lumber have been substantially reduced, since production during the period actually fell below that of 1934 by 1 per cent.

Increased residential building is expected to supply a further stimulus to lumber sales during the next two months. Moreover, should Japan carry out her threat to curtail imports from Canada in retaliation against Dominion tariffs, West Coast producers may gain a substantial export business.

Development of a pre-fabricated wooden house to sell below \$2,000 is regarded in the trade as a partial answer to the threat to lumber sales offered by pre-fabricated homes constructed of steel and processed materials.

Wagner Bill and Jurisdictional Disputes

Increasing evidences of factional disputes among unions affiliated with the American federation of labor provoke speculation as to the effect of enactment of the Wagner bill upon such controversies.

The dispute between advocates of vertical and craft unions will reach a head at the next conven-

tion of the A. F. of L. An open split then might lead to serious jurisdictional controversies in several industries. In such cases, the National Labor Relations Board would intervene under the Wagner bill, and under its majority rule, it would select one of the groups as the bargaining agency for all employees in an individual plant.

Union leaders thus denied representation under the majority rule might then take the initiative and challenge the legality of the principle.

The growth of rank and file movements in various unions and the split among strikers at the Chevrolet plant furnish other examples of situations in which application of the majority rule might well lead to friction between two unions themselves and the labor board.

Oil Compact Legislation Seen Doomed

Unable to agree on legislation proposing Federal regulation and sanction to interstate petroleum oil compacts, the Mines and Mining Committee decided to "dump" the Thomas oil bill "into the lap of the Senate."

This action may permit action on the bill by that body, but since the measure has been revised to meet the views of Secretary of Interior Ickes, and makes him appear as a potential czar of the oil industry, the prospects for final enactment are not very bright.

The measure, to begin with, is simply controversial, and it would seem that the sentiment expressed in the committee mirrored the feelings that will be found to exist in the Senate itself. Observers say on the basis of the present situation, its passage is impossible.

Trade Associations More Active

Prevailing uncertainty over the future of the National Industrial Recovery Act is greatly intensifying interest in trade association activities, executives of these organizations assert.

The feeling is growing in many industries that code activities should be suspended pending the decision of the Supreme Court in the pending Schechter case and action by Congress upon extension of the NIRA. To the extent that this is done, trade associations will be called upon to fill the gap thus created in industrial organization.

In some cases revised fair trade practice regulations to take the place of the existing codes are being considered for administration by trade organizations directly. This would return to the course of development under way in the trade association field before the NRA was introduced.

Tax Responsibility to Roosevelt

Congress is inclined to pass to the White House responsibility for initiation of any tax program

that contemplates other than extension of the present emergency taxes which will terminate by legislative limitation on June 30.

Its members are more sensitive to public sentiment and are seemingly impressed with the resolutions of such bodies as the United States Chamber of Commerce and local business organizations "back home." They are besieged with letters and telegrams profes-

sing against any extended tax program at this time.

The taxes which are about to expire are worth about \$500,000,000 to the Treasury. They are destined for renewal and unless the list is added to, belief is expressed that this can be accomplished without even the formality of public hearings, although some affected interests are charging discrimination.



THIS WAY LIES DISASTER

Excessive Federal restrictions, unregulated competition, the depression, have had their way with America's railroads.

Today the public views the plight of the lines with awakening understanding and broadening concern, and there is growing alarm that close by may be stalking the ominous specter of government ownership.

Disastrous as would be federal usurpation of rail control, might it not be the signal for that final economic calamity---the socialization of all industries?

Under present policies and conditions could government have done better with the railroads than has private management? Could government, in the future, do as well?

Memories of America's War-Era rail management are too fresh, too painful; the strangely similar results of like policies in other countries are too current, too repugnant to blind the thinking to government ownership's deficiencies and undesirabilities.

Simple sanity in transportation policies will solve the railroads' problems, while their seizure will only breach the walls which guard private industrial initiative against all-engulfing socialization.

Michigan's delegation in Congress should so be advised.

Michigan Railroads' Association

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

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

Secretary—Herman Hansen, Grand Rapids.

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

Who Controls Grocers' Locations?

The remarkable Dun & Bradstreet grocer-earnings statistics of 1933 were discussed in a recent grocers' meeting. It was agreed that the 1521 grocers who made average earnings of 9.66 per cent. on sales were selective grocers.

Then a grocer rose up and asked: "And did they not also have selective locations?"

The answer was that undoubtedly they did. In view of that admission, the grocer who put the question indicated that thereby the question was settled. The 1521 had "preferred chances," they were out of the common run. The average grocer could not be expected to make any such records—and that was that, so far as this questioner was concerned.

It is perfectly true, of course, that any man in any walk of life who submits to conditions and does only what circumstances limit him to do, will never make 9.66 per cent. profit on sales—nor 1.66 per cent. He'll be exceptionally lucky if he keeps off the relief rolls and it will be pure luck at that. It will be no credit whatever to himself.

For the fact is that successful men are not the creatures of circumstances. Like Napoleon, they make circumstances.

Consider, first, location. Who determines a grocer's location? Is it not the grocer? Except a man inherit a business, he does absolutely determine where he will set up shop. If his location be poor, that is up to himself—especially now that locations are begging in every community.

Observe what the aforesaid "average" grocer does when he decides to open a shop. He takes a certain kind of once-over of a district or neighborhood, sees what looks like a "nice store" for rent and, with quite inadequate study of the question: Why is it vacant?—often with no study at all—takes it and opens up. Often, and I speak from actual observation, investigation lasts only a single morning, and goes no further than to size up the physical features. It is large enough; it is light and airy; it is in clean, orderly condition.

So long as such gambles are taken, why any surprise that the average runs so heavily to failure? A factor of incalculable importance in Woolworth's growth from a little store in Lancaster, Pennsylvania, to what we see now spread over two continents has always been long, detailed study and investigation of every location, by skilled, experienced investigators, before any store is occupied. Such success does not just happen.

It is a far more serious task to dig a business up by the roots from a loca-

tion that has become passe and relocate it. The job of digging is heavy. But the task of getting the right new location within our capital capacity is the heavier task. Yet it can be done—it is done—it must be done very often if success is to be maintained and continued.

That these are jobs for exceptional men; that they are not carried through by the average goes without saying. But when you find a selective grocer, as indicated above, you find also an exceptional man—one who neither lies down under circumstances nor expects "help" from without.

It is a good thing to think. What we think about is of less importance than simply that we set our minds to work; but one line of thought that is always helpful is a list of proverbs or proverbial sayings, because those are concentrated bits of wisdom distilled from experience, such as:

You can't make a real success without making real enemies.

You can't hold a strong position without strong opposition.

You can't seem right to any if you don't seem wrong to many.

The useful life can't be entirely peaceful and carefree.

Every earnest man in every generation has paid the price of individuality. You can't dodge it.

The greater you are, the greater the penalty of your progress.

The farther you go the wider the range of contact with which you must reckon, and your battles against misconception, slander, envy and malice are multiplied.

You can't avoid or evade your destiny—you can only hold down your share of trouble by holding back.

In every sphere men gibe and sneer—even the peace of the ditch digger is threatened by the unemployed laborer who covets his job.

So long as you aspire, others will conspire—so long as you try, others will vie.

You will have hostility to face in every place and every pace. Go straight ahead to your goal.

So long as your conscience isn't ashamed to acknowledge you have a friend, don't give a rap for your enemy.

Well may we ponder those truths always, but especially now that we witness disregarded pledges, broken promises, violated contracts in our supposedly highest place.

As I read down that list, I am forcibly reminded of Cleveland, the Man Four-Square, who was elected largely by the slogan: "We love him for the enemies he has made!" It is well to remember that this honored President of ours was utterly incorruptible from any angle, for any "friend" on any account.

He went in on the basis that "public office is a public trust" and he swerved not from that principle. The words were not mere mouthings on his lips: they were the faith in his heart—and he lived the faith.

His hope and expectation was to serve one term. He was not therefore concerned during half his first term to

keep his fences so repaired that he might be chosen again; and when the test came in 1888, he ditched his party and caused it to lose the election rather than keep silent on a tariff he felt to be iniquitous, a burden on the people.

And with what result? This: That so far in our history Cleveland is the only man who was elected, repudiated and returned again; and he grows greater as history causes his record to recede into the past.

Is that politics? Yes: Insofar as National and individual life is politics, this is politics. From this angle, politics becomes statesmanship—and there is no higher goal on earth!

But we miss the heart of all this if we think: "O that! Such things don't concern us. We're interested in selling groceries!" For the fact is that truth is universal. What is right in big is likewise right in little. One Solomonic saying was: "A false balance is an abomination to the Lord, but a just weight is His delight." What is that if not advance announcement of our present-day scale inspection? And is it less applicable to grocers because it is in Biblical proverbs?

Think and all this will connect with the following:

"Surprisingly, surveys show that not price, but cleanliness and courtesy are the first things women look for in a store: sparkling windows, scrubbed floors, neat displays, fresh shaven clerks with clean hands and spotless uniforms. Price comes later."

But why "surprisingly"? Only because we do not think enough!

Paul Findlay.

Hard To Destroy Business

Business is done on enthusiasm, hope, animation and good cheer.

When you repress men, suppress them, destroy their freedom of initiative, then business languishes.

It is just as wrong to kill freedom of business as it is to kill political freedom or mental freedom.

Granting that big business must receive a certain amount of supervision, yet this supervision must be the work of economists, of businessmen, of workingmen, of men who know just how long it takes to earn a dollar with

their own hands; for before a man can intelligently supervise he must have worked at the thing he is supervising.

To have the business of the world supervised by the demagogue and politician would be like putting a man in to lead the orchestra who had no technical knowledge of music.

The domination of business by theorists will eventually destroy the business fabric, kill initiative, stop production, throttle organization and put a quietus on commercial evolution.

And without commercial evolution there will be no civilization.

Elbert Hubbard.

Quiet operation, improved traction distinguishes two new lawn mowers. One has pneumatic rubber tires; the other cushion rubber treads on the wheels, rubber-covered roller.

Higher fusion point, exceptionally strong bonding properties, are claimed for a new high-temperature bonding cement.

"DIONNE QUINTS?"



"Red" Carnation says:

"Sure, they've been doing swell on Carnation Milk ever since last November!"

IRRADIATED
Carnation
Milk
"FROM CONTENTED COWS"

Modern Store Equipment
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TERRELL'S Steel Shelving, Wrapping Counters, Bread and Cake Display Racks, Dew Fresh Vegetable Counters, Hardware Counters, Dry Goods Counters.
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FOR CONSISTENT TURN-OVER!

● LILY WHITE FLOUR

"The flour the best cooks use"

VALLEY CITY MILLING CO.

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MEAT DEALER

Curing Lamb to Serve Like Ham

Lamb may be cured, held for short periods, and served attractively in a variety of ways, it has been found through experimental work conducted at the Oklahoma Agricultural and Mechanical College at Stillwater. The method was explained by J. A. Beall of the Department of Animal Husbandry at the annual Livestock Feeders' Day.

Although lamb production in Oklahoma is of considerable importance, he said, very little of the product is consumed there "because of prejudice, unscrupulous marketing practices, and lack of knowledge, rather than a distaste for this particular meat."

Best results are obtained, he stated, by chilling the carcass 12 to 48 hours at about 35 degrees F.

For curing he gave the following formula as most desirable from the standpoint of shrinkage, flavor and uniformity of cure, and as sufficient to cover 100 pounds of meat: 8 lbs. salt, 2 lbs. sugar, 2 oz. saltpeter, 6 gals. water. Thoroughly mix the salt, sugar and saltpeter. Rub a small amount of this mixture on the outside of each cut and lay loosely in a scalded hardwood barrel or stone jar. Weight the meat down to prevent floating when the water is added. Dissolve the remaining salt mixture in the six gallons of water, which has previously been sterilized for five minutes by boiling, then thoroughly cooled. Pour this over the meat, making sure that all pieces are well covered. Allow the racks, loins and breasts to remain in cure for 14 days and the legs and shoulders 30 days for complete curing. However, the cuts may be taken from the brine and consumed at any time. It is advisable to use the thin cuts first.

After the lamb has remained in cure the allotted time, remove and soak for two hours in lukewarm water, hang up to dry over-night and give a light smoke. Lamb has a tendency to absorb more smoke flavor than pork, therefore precautions should be taken against smoking too heavily. A very light straw color of the finished product is preferable. If stored for a long period of time, cured lamb will become dry, hard, musty and unpalatable. Cured lamb may be prepared and served in practically any of the ways in which cured ham is prepared and served. It becomes very mild in flavor during the curing process. Especially does this seem to be true of the fat.

Sausage Formulas that Readers Have Asked For

Soft Summer Sausage

- 28 lbs. fresh beef
- 12 lbs. fresh pork
- 5 oz. sugar
- 4 oz. coarse ground pepper
- 2 oz. whole mustard seed
- 19 oz. combined salt and pickle or saltpeter.

First—Run fresh pork and beef, each separately, through the half or three-quarter inch plate of the chopper.

Second—To the 28 pounds of beef add 14 ounces of salt and pickle, and to

the 12 pounds of pork add 5 ounces of salt and pickle mixture. The pork and beef should be kept separate and the salt mixture well mixed into the meat. Then pack on boards or in trays about 6 or 8 inches deep. Keep this meat in the ice box for 3 or 4 days to cure.

Third—After pork and beef have been cured as above, run the beef through standard or 3/16-inch plate of the chopper.

Fourth—Add the above spices and sugar to the beef. Mix by hand to have these spices and seasonings distributed throughout the whole batch of beef.

Fifth—Add the coarse cut cured pork to the beef and run the pork and beef mixture together through the standard or 3/16-inch plate.

Sixth—Give this meat a little more mixing and stuff into casings.

Seventh—Hang on smoke sticks not too close together, in a medium warm room, about 50 or 60 degrees F. About one day should be allowed for the casings to dry and the meat to set in the casings.

Eighth—After drying for one day hang the sausage in the smokehouse for 48 hours or until the desired color is obtained. No heat, just light cool smoke.

Ninth—Cook for one hour at 165 degrees F. Then place in cold water a few minutes for cooling.

The above recipe is intended for producing an average grade of soft, fresh summer sausage. The quality of the finished sausage depends on the grade of meat or trimmings that are used.

Pleasing Ways to Serve Fresh Sausage Sausage Turnovers

- 1 cup sausage meat
- 1 cup chopped ham
- 1 cup cooked rice
- 1 teaspoon Worcestershire Sauce
- 1 egg
- Plain pastry.

Cook sausage meat in a frying pan, slowly, stirring constantly until done but not browned, about ten minutes. Drain off the fat. Add ham, rice and Worcestershire sauce and mix well. Add well-beaten egg. Roll pastry very thin and cut in four-inch squares. Put two tablespoons of the sausage mixture in the center of each square. Moisten edges with water and gold over to form triangles. Press edges together with fork and prick the tops. Bake in a hot oven for fifteen or twenty minutes.

Sausage Omelet

Brown two or three of the patties for about five minutes, mashing them together in the pan; or use bulk sausage meat. Place the brown meat in the middle of an omelet, just ready to fold over. Serve with a bit of tart jelly as a garnish.

What is Christianity

- In the home it is kindness.
- In business it is honesty.
- In society it is courtesy.
- In work it is fairness.
- Toward the unfortunate it is pity.
- Toward the wicked it is resistance.
- Toward the strong it is trust.
- Toward the penitent it is forgiveness.
- Toward the fortunate it is congratulations.
- Toward God it is reverence and love.

Pressure on Wheat Looms

Brighter prospects for the spring wheat crop, with some increase in the indicated winter wheat yield over April 1 estimate of the Government, may exert pressure upon prices at Chicago when the new crop arrives in July. For the next two months, however, dwindling domestic stocks will tend to sustain prices.

Heavy rains yesterday improved prospects in some winter wheat areas where the crop had been injured but not abandoned. The spring wheat yield is estimated by the trade as high as 225,000,000 bushels, owing to very favorable moisture conditions and increased acreage.

At the present rate of consumption, it is estimated that a carryover of from 160,000,000 to 185,000,000 bushels may result at the end of this season. Hence this country may have a surplus over domestic needs during the coming crop year.

Prices thus should tend to decline toward the world level unless the Government can install the ever normal granary plan or will subsidize exports.

NRA Extension to Curtail Buying

The extension of the National Industrial Recovery Act only until April 1, as provided in the measure reported by the Senate Finance Committee, may result in a substantial curtailment of fall and winter buying, some trade observers fear.

Buyers began to restrict purchases in anticipation of possible termination of code price controls as early as January 1, during the past season. Thus, realization that the entire program might end next April might induce caution by buyers against forward commitments during the late fall and winter.

On the other hand, code officials point out that if the Senate proposal is enacted by Congress without improving code compliance methods, code enforcement efforts in many industries may break down. Accordingly, prices may fall below the supports provided by various code controls in the near future, and thus remove any incentive to anticipate a reduction when the codes were abandoned entirely.

See Renewed Labeling Drive

A drive by the National Recovery Administration to force the food canners and distributors to adopt alphabetical grade labeling is anticipated in the industry immediately following extension of the NRA by Congress.

The drive for grade rather than descriptive labeling has been quiescent, owing to the uncertainty over the future of the NRA. Wide publicity given by the Administration to the success with grade labels achieved by a large chain organization, however, indicates

that the campaign has not been abandoned.

Sales of canned foods during the first quarter have been disappointing, falling about 25 per cent. below those of the 1934 period. Accordingly, the industry is in no position to bear the burden that the imposition of new labeling would require.

Opposition to Bank Bill Not Effective

Opponents of Title II of the omnibus banking bill are finding it very difficult to prove to the satisfaction of inquiring Senators how the alleged political domination over the Federal Reserve system proposed to be provided for differs from the condition which the Senators insist has existed for years.

There appears to be a "certain intangible something" upon which to base this opposition, but its interpretation is not very convincing. The comment further is that the attack thus far waged against the offending provision has not been materially effective. Stronger grounds for delaying action much longer will have to be presented if the hearings before the Glass committee are not terminated soon.

Gentlemen who prefer a note of color and luxury when it comes to galluses/braces are offered a new all-elastic foward type, said to be the first such in the history of elastic webs.

INVESTIGATE and you'll choose

"DRY-KOLD" REFRIGERATORS

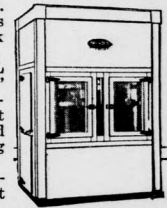


because only

BALANCED HUMIDITY can produce Perfect Refrigeration

At Top: MODEL 6200. "DRY-KOLD" Display Case. 3 courses plate glass, rubber set. Full porcelain outside and in. Outside lighting. Hard rubber doors and runners. Cork insulated.

Right: MODEL 581. "DRY-KOLD" Meat Cooler. Correct cold without mould. Ages and keeps meat for long periods. Complete Equipment for Finest Markets.



The "Dry-Kold" Refrigerator Co. NILES, MICHIGAN

HARDWARE

Michigan Retail Hardware Association.

President—A. D. Vandervoort.

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

Secretary—Harold W. Bervig, Lansing.

Treasurer—William Moore, Detroit.

Monthly Service of Michigan Retail Hardware Association

The President's Message

Two years ago hardware retailers went out to see the sun rise. The sun of NRA with its warm, beneficent rays was supposed to solve every problem and insure, for every retailer, a profit . . . prices were to be established that would make it easy to meet competition. The expected sunrise was not even the Aurora Borealis and, instead of competition becoming easier it has, in many lines, become more difficult. Hardware retailers have stopped looking for help from NRA and have come to the conclusion that "The Lord helps those who help themselves." We will have to whip this thing through the efforts of the organizations within the industry.

This idea will be presented to the hardware fraternity of the country at the 36th annual meeting of the National Retail Hardware Association to be held in Detroit, June 17 to June 20. Mark that date on your calendar right now. The program will be entirely different from any attempted before. Speakers will be brought in from outside the hardware industry itself to show what other trades have done to meet competition in price and in merchandising methods. Headline speakers will describe syndicate pricing on merchandising methods, expansion of consumer cooperative, examination of plans used in other fields, suggesting how these plans can be used within the hardware trade. The opportunity of listening to the outstanding leaders of independent retailing in this country, drawn from all lines, is available to Michigan hardware dealers.

The entertainment, to which all of you are invited, will be unusual and elaborate. Special entertainment will be provided for the opening meeting on Monday evening, June 17, with a dance following. At this meeting we are particularly anxious to have a full representation of Michigan hardware men, and their families. On Tuesday afternoon, while the men are in session, the ladies will be entertained by a trip to Greenfield Village and a tea at Dearborn Inn. A high point of the week will be the evening steamer excursion on the biggest and best boat out of Detroit. The committee in charge of the Tuesday evening excursion is planning a program of entertainment that will make the evening a memorable one. For the ladies, Wednesday afternoon, a trip is planned to a broadcasting studio and newspaper plant. On Wednesday evening an unusual entertainment feature is provided for everyone. Thursday afternoon there will be a trip, for the ladies, to Belle Isle, Grosse Pointe, the Art Center and other points of interest in Detroit.

Hardware men are expected to bring their families and spend from Monday

evening through Thursday afternoon in Detroit. Again, I am asking you to remember the date—June 17 to 20. You'll hear more about the National Congress later on in the Merchandiser and Hardware Retailer.

A. D. Vandervoort, President.

Legislation

Fish and game license fee. A fee of 5c to be given to the license agent for writing fishing licenses is provided in House Bill No. 376, introduced by representative Harry Diehl of Monroe. House Bill No. 377, also introduced by Mr. Diehl, provides a fee of 5c for writing small game licenses and 10c for writing deer licenses. Before preparing the bills, the more active sportsmen's organizations were contacted and their approval received. These bills are expected to be out of Committee before this copy reaches you. It is therefore important that you immediately write your representative asking his support of the bills.

Painters and decorators bill. House Bill No. 224 creates a Board of Examiners for painters and paperhangers and requires those desiring to engage in that business to pass a technical examination for proficiency at the hands of such a board and requiring all applicants to pay certain license fees for engaging in the occupation. It is estimated, by those in favor of the bill, that license fees will amount to somewhere around \$100,000. A fair analysis of the provisions of the bill is that its adoption would likely mean higher prices for painting and decorating due to stifling or reducing competition between painting contractors, that it will have a tendency to put small contractors and individual painters out of business, thus increasing unemployment. This bill was defeated in the House by a small majority, was laid aside for consideration at a later date and is certain to come up at any time. Write your representative to defeat House Bill No. 224.

State NRA House Bill No. 234. This bill was defeated in the House by a narrow majority, but will be presented again. If those in favor of the bill can regain their present strength and secure a half a dozen votes, the bill could be passed. A State NRA law would permit imposition on hardware dealers of code assessments from as many as 20 code authorities. As a state code would have no control over interstate commerce the hardware retailer, whose competition is in considerable part interstate, might be prevented from meeting that competition on lines he sells. If a Federal law has not succeeded in improving the position of the hardware retailers, it is not likely that a state law will be any better. Opposition to House Bill No. 234 should be continued. Write your representative.

Conditional Sales Contracts. Senate Bill No. 291, passed in the Senate, provides for the filing of conditional sales contracts on sales over \$100. This bill should be opposed on the grounds that it adds to the cost of selling—hence increases the selling price of merchandise, adds another complication to merchandising and fulfills no useful pur-

pose. This bill should be opposed. As the bill is now in the House, members are requested to write their representative asking for defeat of Senate Bill No. 291.

Federal Housing

The modernization exhibits in Flint, Saginaw and other cities and the work of modernization committees over the state, have resulted in tremendous interest in modernization. Much of the merchandise sold in hardware stores to home owners can be financed under the FHA plan; air conditioning equipment, awnings, built-in conveniences, heating systems, lighting fixtures, electric and gas ranges and refrigerators, (if permanently attached to the wiring system) linoleum and other applied floor coverings, plumbing equipment, storm doors and sash, weather stripping. For the farm the following merchandise can be financed: stalls and stanchions, conveyors, cream separators, garage doors, fences, built-in incubators, lightning rods, lighting and power plants. Write this office for copy of the FHA "Modernization Credit Plan."

Victory on code assessments. Ever since the inauguration of NRA the Hardware Association has fought against the effort, on the part of the more than 20 codes covering lines which the hardware man handles, against assessment from these various codes. Recent administrative orders have vindicated the position of the hardware association in respect to code assessments. Order S-722, applying to retailers operating not more than three establishments located in towns of less than 2,500 population, not part of the trading area of a larger town, whose principal business is subject to the retail code or the retail food and grocery code, are exempt from all code assessments.

Order No. X-140 concerns dealers in towns of more than 2,500 population. This requires that a dealer whose principal business is hardware, cannot be assessed by any other code authority than the general retail code with a few exceptions. He is still "technically" subject to the sheet metal code authority if sales, in that department, were over \$300 in the previous three months. He may also be subject to assessment in non-retail departments requiring the full time services of two or more employees.

Peterson resigns. Rivers Peterson, editor of the Hardware Retailer has resigned his position as chairman of the National Retail Code Authority. This action followed his statement before the Senate Finance Committee in opposition to a continuation of code rule over hardware retailers, his reasons being as follows:

1. "The average hardware retailer deals in such a wide variety of merchandise in services that it is physically and practically impossible for members of the trade to comply with the burdensome and contradictory provisions of the multiple codes to which they are subject."

2. "The legal right of NRA to control the retail business through codes is so doubtful that the administration

has been unwilling to test the issues in the court. The proposed extension act uses only vague language to insinuate the right to control retail trade. Under such circumstances control of retail trades should be specifically limited in the new bill."

3. "The retail code is not a voluntary document and general compliance can only be secured through boycott, coercion and intimidation, if at all."

4. "Code limitations of hours impose undue hardship upon small retail establishments and seriously interfere with customer service."

5. "Code provisions force the hardware retailer to act as policeman for other industries, restrict his ability to buy merchandise and hamper other ordinary operations of his business."

6. "Each code contains a provision giving the code authority the right to demand business figures pertaining to the trade or industry which the particular code governs. It is a physical impossibility for hardware retailers to comply."

7. "Administration of the National Recovery Act to date offers no hope that hardware retailers will be relieved from this undue hardship."

8. "Price filing provisions in manufacturers' codes result in price fixing and repress retail hardware men."

Purchases by the Highway Department. The State of Michigan Highway Department was notified by the State Administrative Board, on February 4, that all purchasing of merchandise for use by the Highway Department would be done by and through the Administrative Board. This made it necessary to practically eliminate all local purchasing in the field and effected the sales of supplies through hardware stores. Due to numerous complaints and difficulty in securing emergency supplies this policy has since been changed, in part. Emergency buying can now be done, in the field, by officials of the Highway Department, up to the amounts of \$25.00.

Co-operation in the Hardware Industry. Farmers and townspeople living in and near 101 small towns in the trading area of Superior, Wis., met and dedicated on Saturday, April 13, a four-story building which they had bought and remodeled entirely to house the Central Co-operative Wholesale Agency through which these people buy most of their goods—gasoline, oil, tires, clothes, farm supplies, drug items, food and other merchandise. Their volume last year exceeded 4½ million.

At St. Paul, Minnesota, the Farmers Union Central Exchange expects to handle 3,000,000 gallons of oil a year. Consumers co-operatives are forming in other places. The Michigan Farm Bureau, already covering practically everything the farmer purchases, is extending its operations. Montgomery Ward & Co. report an increase of 80 per cent, in the hardware and farm supply departments. The Standard Oil Company of New Jersey is adding golf balls, safety razor blades at a number of their service stations, carrying Atlas label, the same as their tires.

(Continued on page 23)

DRY GOODS

Michigan Retail Dry Goods Association
 President—D. Mihlethaler, Mihlethaler Co., Harbor Beach.
 First Vice-President—C. R. Sperry, J. B. Sperry Co., Port Huron.
 Second Vice-President—F. F. Ingram, L. H. Field Co., Jackson.
 Secretary-Treasurer—Leon F. Rosenthal, "Sutro Rosacrans & Sons, Tecumseh.
 Directors
 N. J. VanAndel, Wm. D. Hardy & Co., Muskegon.
 Harry Grossman, Chase Merc. Co., Pontiac.
 Harry L. Rimes, Rimes & Hildebrand, St. Joseph.
 D. M. Shotwell, J. W. Knapp Co., Lansing.
 Sid Medalie, N. Medalie & Co., Manicelona.
 D. W. Goodnow, D. M. Goodnow Co., Howell.
 W. R. Mehlhose, A. Loeffler & Co., Wyandotte.

Review of the Recent Dry Goods Convention

The annual convention of the Michigan Retail Dry Goods Association, recently held in Lansing, was satisfactory in every particular unless we make the exception that some members who should have been in attendance were not present. We are philosophical enough to realize that many stores are running short-handed and that it is necessary for proprietors to remain in their stores when they otherwise would prefer to have been in Lansing.

In 1931 and 1932 our convention attendance diminished as compared with the attendance of the prosperous years between 1920 and 1930. The convention for 1933 was held under the most discouraging circumstances. Practically all of the banks in Michigan were closed and a cloud of uncertainty hung over the entire state, including the members of our Association. We were favored that year by a loyal board of directors and an able President, George C. Pratt, of Grand Rapids, yet attendance and interest at that convention was the lowest in our history for the reasons above stated.

The convention in 1934 was an improvement over the previous year and the convention this year was better attended and a more optimistic spirit prevailed than at the one last year. We believe we have gone through the valley of business troubles and are again on our way to the heights.

Every speaker whose name appeared on our printed program presented his address as scheduled. Not a single one of them was tardy and there was no delay in introducing each speaker at the time he was advertised to speak. This includes the toastmaster and state officers who appeared on our Thursday evening banquet program.

It is not easy to make a definite statement as to which address was the most helpful. Every address was well prepared. It is fitting that we should mention the appearance on the program of C. B. Clark, of the J. L. Hudson Co., of Detroit. A review of his address by myself is impossible. It was gratifying that nearly one hundred persons were present and gave the best of attention to a carefully prepared presentation of the subject "Why Does the Retailer Persist in Being Unfair to Himself and to his Buyers?"

Mr. Clark brought with him nine carefully prepared charts bound in booklet form which he used through

his discussion. On the cover was the statement "Prepared for the Michigan Retail Dry Goods Association." This collection of charts was presented to each person in the audience. Mr. Clark left at this office 100 copies for later distribution. They are too valuable to be sent out indiscriminately. Persons desiring a copy will be supplied with one by request. Please send in your request promptly. We will furnish them as long as our supply lasts.

Another address which should be mentioned here was the one of Mr. Louis A. Nims, Assistant Director of the Federal Emergency Relief for Michigan. Mr. Nims' address was well prepared and ably delivered. He is willing to appear on similar programs when we have our regional meetings later this year. The problem of emergency relief is a stupendous one. I recommend that merchants communicate direct with Louis A. Nims, Lansing, on matters pertaining to the selling of merchandise to recipients of federal aid.

The address on "The Three R's of Retail Advertising" by James H. Buswell, of Kalamazoo, was thoroughly appreciated. We suggest that those wishing to secure advertising advice communicate with Mr. Buswell, 1028 Lay Bldg., Kalamazoo. We hope to present him again to audiences of our Dry Goods merchants.

The address on the topic, "Importance of Store Meetings" by B. H. Comstock, of Traverse City, is printed in full on page one of the Michigan Tradesman of April 24. The address by C. N. Hoag, of Kalamazoo, on the topic "Some Insurance Problems," has been forwarded to the Tradesman and will be published this week. The other Round Table addresses were given without manuscript and I do not feel competent to report them in this news letter. They were all fine.

The evening banquet program with Supt. J. W. Sexton as toastmaster and John C. Ketcham and Thomas Read as speakers was a delightful affair. All three are trained men. Each made thorough preparation and interspersed the wisdom with wit and humor that will be remembered a long time. This part of the program was well worth the entire cost of the convention.

As usual, our convention business meeting was brief. The Committee on nominational and election of officers and directors for the ensuing year made a report by Thos. Pitkethly, chairman. The report was unanimously adopted. We give herewith the entire list of officers, showing the new ones added to our official roster.

It is too early now to make a definite announcement regarding our fall group meetings. However, we have made a tentative arrangement with the National Cash Register Co., of Dayton, Ohio, to furnish us an able speaker in the person of Louis Buisch. We are informed by the manager of their merchants service that Mr. Buisch can be given to us for an entire week sometime in October without expense to our Association.

Mr. Buisch was the chief speaker at the group meeting of the Michigan Re-

tail Hardware Dealers Association during March of this year and we had the pleasure of listening to him at the Lansing district meeting. He is one of the ablest merchandise speakers I have ever heard and during the sixteen years of my connection with the Michigan Retail Dry Goods Association I have heard quite a number of them.

The program for the district meetings will be announced at the proper time and we want our members to plan to take advantage of these meetings. In some respects more good can be accomplished by these meetings than at the annual convention.

Charles N. Hoag, of the J. R. Jones' Sons & Co., of Kalamazoo, has been appointed an internal revenue agent with headquarters at Philadelphia. He began his duties on May 6. We are gratified to learn of Mr. Hoag's appointment. He was the chairman of our program committee at our recent convention and has performed much valuable service to the retailers' interest in Michigan. His temporary address is c/o G. J. Wilson, Gimbel building, Philadelphia. His many friends wish him much success.

At a recent visit to Owosso we were shown through Christian's new basement. Extensive improvements have been made during the last few months and the place is filled now with a fine line of new merchandise. Inasmuch as the Christian restaurant is one of the best places in Michigan to get a noon luncheon or dinner, it will pay you to make Owosso a stopping place sometime during the next few weeks. We always are reminded of the wonderful man who built up the company

and rejoice that the business has fallen into capable hands.

One of Michigan's best known business men, banker, merchant, lumberman, proprietor of the Hicks' dry goods store of St. Johns' passed away a few days ago. Mr. Hicks recently resigned as one of the officers of the Federal Reserve Board. He lived an honorable and useful life and will be missed very much by his neighbors in St. Johns and hosts of friends throughout Michigan.

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

Further Overall Rise Expected

Additional advances of 25 cents per dozen are expected to be forthcoming on overalls this week as a result of the half-cent a yard rise in denim prices a few days ago. This rise will follow the increase last week of 25 to 37½ cents per dozen put into effect by several large manufacturers. While not all of the industry made this advance last week, they will now be compelled to do so by the higher denim price, it was thought. Buyers were fairly well covered on overalls before the advance was put through, so that little activity is expected for the next few weeks.

Well Worth Remembering

Several of the rules of Marcus Aurelius that are well worth remembering:
 Love work.
 Turn a deaf ear to slander.
 Be considerate in correcting others.
 Do not be taken up by trifles.
 Do not resent plain speaking.
 Meet offenders half-way.
 Be thorough in thought.
 Have an open mind.
 Do your duty without grumbling.

GRAND RAPIDS PAPER BOX Co.

Manufacturers of SET UP and FOLDING PAPER BOXES
 SPECIAL DIE CUTTING AND MOUNTING
 GRAND RAPIDS, MICHIGAN

WHOLESALE

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For PROMPT service and ECONOMY'S Sake

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Insure with

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320 HOUSEMAN BLDG.

GRAND RAPIDS, MICH.

HOTEL DEPARTMENT

Claimed To Be the Longest Building in the World

Los Angeles, May 4—James M. Kavanaugh, for the past two years manager of Hotel Dennis, Benton Harbor, has taken a one-year ease with a renewal option on the 128 room Hotel Premier, in that city, from the trustees and bondholders of the hotel company. He will be assisted in the management of same by George C. Bridgman, who has been in charge thereof since 1931. The Premier was operated by A. N. Michaelson, a prominent member of the Michigan Hotel Association, for twenty years. Mr. Michaelson now operates Hotel Janis, at South Haven.

Leon Mandell has been appointed manager of Hotel Olympia, Mt. Clemens, for the coming season. He will be assisted by Mrs. Rebecca Elkin and other members of that family. Max Elkin managed the property for many years.

J. H. Pichler, resident manager of Detroit Statler, has been appointed a member of the civic "Clean-up, Fix-up, Paint-up" campaign which was inaugurated in that city the present week.

Paul Simon, of Horwath & Horwath, hotel accountants, just recovering from a very serious illness, was present at the Michigan short hotel course sessions, at Lansing, recently. Paul, who has been a regular attendant at the meetings of the Michigan Hotel Association for a great many years, enjoys a marvelous acquaintance among the craft in that state, all of whom will be glad to learn of his assured recovery.

My hotel paper informs me that Reno G. Hoag, operator of Hotel Lafayette, Marietta, Ohio, has returned from a winter sojourn in Florida, where he visited all the principal cities and resorts. No one individual is better known among the Michigan fraternity. He was engaged in hotel operation in the Wolverine state for many years and is still "going strong."

The civic authorities of Mt. Clemens have asked the hotel operators of that city to make a determined effort to bring their properties up to date and to advertise the health advantages of that city more effectively. They maintain that while there is no particular necessity for more hotels there is reason why older structures should be modernized, which seems a reasonable suggestion, and ought to be acceptable to the operators.

A Los Angeles hotel man has invented a noise detecting device for hotels. The occupants of adjoining rooms usually serve that purpose very well in most hotels.

Modification of Michigan liquor laws to permit 2 a.m. closing on Sunday as well as week-days, is being agitated in Detroit, the claim being made that it prevents lucrative business which would otherwise be forthcoming on Saturday nights. The Michigan Hotel Association is sponsoring the move.

Out here it is rumored that general Frank Duggan, who was associated with Detroit Statler in an executive way for some time, and afterwards became president and general manager of Hotel McAlpin, New York, retiring from that position to re-enter the legal field in this city some time ago, has in mind to get back into the hotel game. I hope so. Frank would be a success in any walk of life, but he could broadcast more joy in the hotel field than any other, and he certainly will be welcomed back thereto.

Edward F. Scholz, the new manager of Hotel Northland, Marquette, has opened the Michigan room, a private dining room seating forty persons, which adjoins the cocktail bar opened some time ago. It is attractively decorated and is already popular.

The Michigan Hotel Association has just issued a folder bearing the caption, "Vacation in Michigan. Stop at recognized hotels," which lists 186 member hotels, in various cities throughout the state. It is a worthy campaign, and it brings to mind the fact that at a recent hotel meeting held here, one of the speakers stressed several points well worth careful consideration on the part of tourists. For instance he said: "The increased use by the American people of the tourist camp, tourist house, and motor court is due in part to certain apparent advantages possessed by these institutions over the convention hotel. They are sometimes more convenient, they are more informal, and they appear less expensive. But their very informality leads to dangers. Typically, in the tourist camp, no city government assures the guest of pure drinking water, sanitary sewage disposal or properly inspected food. No fireproof walls or sturdy fire escapes protect him from loss of life by fire; no public or hotel police protects him against possible evil designs of his neighbor. Society has reason for concern over the way-side stopping places. To the extent that they meet a real need wholesomely, they are socially desirable, but to the extent that they are harboring places for crime and immorality they are danger spots, and to the extent that they shirk, by evasion of proper taxation, responsibility for the financial support of the community, they require careful investigation."

Edgar C. Schill, formerly connected with the managerial department of the Book-Cadillac, Detroit, has associated himself with the Bath Hotel Co., Bath, N. Y., and will henceforth be interested in the management of same.

J. B. Frawley, general manager of the Book-Cadillac, has decided that he will no longer isolate the lambs from the goats, so henceforth the irrigation department will be open to the ladies during the afternoon and subsequent dinner hour.

According to the recentest returns such of the Hotel Greeters organization from the East as visit Los Angeles during the convention next month, will be royally entertained on the way out. They will embark on a special excursion train at Chicago, and will make stops at Omaha, Denver and Salt Lake City. At these points they will be given a day of sight-seeing in each instance, as well as varied other entertainments. I will have something to offer from official sources next week.

Glad-handing is an important element in conducting a hotel, but there is such a thing as carrying it too far. Hand-shaking grows cold after a while unless it is coupled with a service which is inviting.

Now the California hoteliers, already protected to a certain extent by a law which outlaws canines unless annexed to a leash, want more teeth put into the act so they may politely say they "would be glad to accommodate," etc, "but there is the law, you know." The canine in California, as it is, certainly "leads a dog's life." He may be decorated with a license tag, but the big, bad policeman sends him to the slaughter house if he appears in public without a leash, and a dozen strings would not protect him if his owner perchance took him for a stroll in a public park.

The longest building in the world, so claimed, is the Los Angeles Union

Terminal Building, which is 1,110 feet in length, covering three city blocks. It has a right to be the longest for it is the throbbing heart of the world's greatest produce market, and when one arises at an early hour to go down and see it at the height of its activity, he has certainly got something to talk about. It is the only market anywhere to which an average of 3,000 truck loads of fresh fruit and vegetables are brought every day in the week, except Saturday, for distribution far and wide. According to the superintendent, fresh lettuce is distributed from this market every business day of the year, and the same can be said of garden peas and other vegetables; also fruits, strawberries, noticeably and the citrus products. So unrivaled is the productive area, covering Southern California, and reaching along the west coast of Mexico, Hawaiian Islands, and even South America makes its considerable contribution. It is claimed that in this market are over thirty divisions where only peas, string beans and asparagus are handled. This market is wholesale only and open to anyone. Any farmer may drive his truck into it and secure stall room for an insignificant sum, backing his truck into the allotted space and selling at wholesale only, from its rear end. These farmers begin driving in at about 8 p.m.—men of all nationalities, speaking numerous tongues—and women, too, in many instances. There are over 400 "regulars" who take the same places night after night, and a traffic cop directs the more transient ones. First come the long-distance truckers, who almost hide their huge vans with a wealth of vegetables of all colors, many of them com-

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GRAND RAPIDS
RATES—\$1 up without bath,
\$2.00 up with bath.
CAFETERIA IN CONNECTION

ALL GOOD ROADS LEAD TO IONIA AND
THE REED INN
Excellent Dining Room
Rooms \$1.50 and up
MRS. GEO. SNOW, Manager

New Hotel Elliott
STURGIS, MICH.
50 Baths 50 Running Water
European
D. J. GEROW, Prop.

Occidental Hotel
FIRE PROOF
CENTRALLY LOCATED
Rates \$2.00 and up
EDWARD R. SWETT, Mgr.
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Glassware, China, Silverware

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

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The Most Popular Hotel
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300 ROOMS — SHOWERS
SERVIDOR

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

The
MORTON

400 ROOMS EACH
WITH BATH

\$1.50 up

Grand Rapids' Friendly Hotel
Phil Jordan, Manager

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.

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GRAND RAPIDS
750 ROOMS \$2 UP

ing from a section 200 miles distant. These are followed by the local growers, the traffic being handled with clock-like exactness. But the real show begins at 4 a. m. when the buyers approach from the nearest towns, followed by the local and suburban grocers who absolutely fill the huge market to its capacity. These are followed by the peddlers and hucksters, with double-decked wagons, and, at last, come the cheaper retailers, driving queer vehicles of every description, to pick up the "job lots" from the market's enormous remnant counters. For everything must be sold, everyone must clear out by noon, so that the whole 21 acres may be cleaned up for the night following. Every day many tons of good food are thrown away in the market. To illustrate: Los Angeles eats more bananas than any other city, though it ranks below New Orleans as an exporter of this particular fruit. But bananas which are ripe when they reach the brokers are ruthlessly cut from the stalks—to the great joy of hundreds of women and children who daily go through the market, picking out of the huge trash cans large quantities of food to carry home. Many bring children's carts and even baby buggies to transport their gleanings, and when one really sees how much good food is discarded, it is hard to understand how anyone could really go hungry. I saw fruits discarded which had only begun to "spot." It certainly is a marvelous experience, if one will only set the alarm to "alarm" at 3 a.m. You say "ugh," but you are missing something just the same if you are unwilling to make the sacrifice.

Seems funny, but the fact remains well established that most of the Chinese restaurants in this city are owned, operated and largely patronized by Japanese, only the cooks and waiters being Chinamen. The manager of one I occasionally patronize, down in the Plaza district, tells me that he and his cashier are Japanese and the most of the patrons are Americans.

Arkansas, with no great reputation for communal enterprise or constructive statesmanship, has set an example in economy that other states might well follow, but for manifest reasons, will ignore. Acting under the initiative of her governor, all state employes are accepting a 10 per cent. reduction in their salaries. It is proposed to ask municipal officers to do the same, but due to circumstances familiar to all who have watched the operation of city governments, the latter are not likely to participate in this economy. It is astonishing how willing a political "incumbent" is to spend the public funds for relief purposes. His hear bleeds for those whose income has been curtailed or obliterated. His voice can be heard over the radio in prayerful appeal for economy, for sacrifice, for denial—all on the part of the other fellow, but when it is suggested that he contribute even a tithe of his services, he is strangely deaf and dumb. No amount of compassion or sympathy for his fellow man will budge him from the public trough. But in this they are not unlike some of our greater public men, who worry about their unfortunate brethren to the extent of talking about it, and never acting, who can individualize? Frank S. Verbeck.

The most valuable item on the balance sheet of America has been, and if nurtured will continue to be indefinitely, I predict, the things we do not know. Any paralysis of that God-given trait of inquisitiveness, that heretofore irrepressible urge to explore, whether it be the land or the sea, the atoms or the stars, will, to my mind, sound the death knell of human advance, not only materially, but intellectually, too.—Owen D. Young.

May Is National Sausage Month

During the remaining weeks in May the National Organization of Sausage Manufacturers, a division of the Institute of American Meat Packers, is sponsoring a "Get Acquainted With Sausage And Ready-to-Serve Meats" campaign. This is a Nation-wide effort to increase the interest of people who already know about sausage and ready-to-serve meats and to create such an interest among those who do not now purchase them.

A feature of the campaign is the pledge which its participating manufacturers have made to sell only high quality sausage and ready-to-serve meats to the dealers entering the campaign.

In the effort to draw the attention of the public to sausage, the National Organization of Sausage Manufacturers, with the assistance of the Department of Public Relations and Trade of the Institute, has prepared window displays, window streamers, counter cards, a recipe book on sausage and ready-to-serve meats, a recipe folder on frankfurters and a sales manual for retailers. The window display material is among the most attractive sausage advertising ever produced. A large center window display shows an outdoor scene, with paintings around the edge illustrating the various summer sports. The caption at the top of the display invites customers to get acquainted with sausage and ready-to-serve meats, and adds that there is a kind for every occasion. The center panel is designed to stay in the retailer's window for the four weeks of the campaign.

In the first week, which began May 6, the large display was flanked with two smaller displays, one illustrating frankfurters and potato salad, and the other showing pork sausage and fried apples. An alternate or additional first-week display shows dry sausage—Cervelat, Salami and Thuringer.

In the second week, beginning May 13, the center panel will again be flanked by two side panels—one showing liver sausage and bologna used in sandwiches, and the other comprising a beautiful display of appetizers made with various kinds of sausage.

During the third week, the smaller display will show a novel use for cooked ham, and a cold plate containing a wide assortment of sausages and ready-to-serve meats.

In the final week, beginning May 27, the side display will include a poster showing loaf products, and a repeat display on frankfurters.

In addition to the foregoing window displays, which are lithographed in ten colors, there is a large window streamer to call attention to the fact that May is national sausage month and to invite consumers to try sausage. Also two window posters announce the new recipe book on sausage which has been prepared by the National Organization of Sausage Manufacturers as one of the highlights of the campaign.

The recipe book includes more than 90 new and attractive recipes and menus. They call for more than thirty different kinds of sausages and ready-to-serve meats, and contain directions and

suggestions for the use of sausage dishes in every meal and for every occasion.

The frankfurter leaflet, which was distributed by dealers during the first week of the campaign and perhaps will be in the final week also, is printed in four colors, and suggests several new uses of frankfurters.

The dealer aids mentioned in this article are being supplemented by a nation-wide effort on the part of the National Organization of Sausage Manufacturers to focus the attention of the public on sausage and ready-to-serve meats in May through other groups also. Restaurants, hotels, railroad dining car services and similar groups are being asked to feature sausage and ready-to-serve meats in their menus. Food advertisers on the radio are being asked to co-operate. Newspaper stories and advertising layouts featuring sausage and ready-to-serve meats have been distributed widely. Talks on sausage will be made before women's clubs, home economists, schools, etc.

For the first time, a thoroughgoing National effort is being made to increase consumer preference for quality sausages and ready-to-serve meats.

For retail meat dealers, the campaign is both an opportunity and a challenge. Dealers who co-operate in it should be able to show a gain in both sales and profits. However, the value of the campaign to individual dealers is likely to be governed by the amount of effort which dealers make to their customers about sausage and ready-to-serve meats. The dealer who gears his organization to take advantage of this nation-wide drive should find himself well repaid for his efforts.

The campaign material has been offered to all sausage manufacturers and packers. Retailers can learn more about the campaign by asking the salesmen who call on them, by writing to the National Association of Retail Meat Dealers, or by addressing the National Organization of Sausage Manufacturers, 59 East Van Buren street, Chicago.

Mark-Up Extended for Cigarettes

The NRA has extended until June 16 the emergency order establishing minimum mark-ups in the sale of cigarettes at wholesale, but at the same time amended rates to give to the sub-jobbers a larger margin.

Minimum mark-ups were established under both wholesale and retail tobacco trade codes on July 12, 1934. Some amendments to the code for the retail tobacco trades established the provisions of the emergency order on a permanent basis. Similar amendments to the code for the wholesale trade are under consideration.

The order announced to-day fixes the following minimum mark-ups in sales of cigarettes:

Sales by jobbers to retailers, 3.1 per cent.

Sales by jobbers to sub-jobbers, 1 per cent.

Sales by sub-jobbers to retailers, 2.1 per cent.

These mark-ups must be added to the net purchase price, less all trade

and cash discounts, in each case. The former minimum in sales to sub-jobbers was 1.5 percent, and in sales by sub-jobbers to retailers 1.6 per cent.

The President has approved a supplementary code for the heavy construction and railroad contractors, a sub-division of the general contractors' division of the construction industry. It carries the general wages and hours provision of the master construction code. As defined, the industry includes the work of a general contractor doing some forty-two specified types of construction projects and operations and excludes only building construction, highway construction and projects constructed principally by means of marine plant.

The National Industrial Recovery Board has extended the limestone industry's allowable cost formula to June 16, and called a public hearing for May 20, on a proposal to replace the formula with an open-price filing system.

The NIRB approved an application from the Farm Equipment Industry Code Authority to extend the industry's code from May 1 to June 16.

The NIRB approved a supplementary code for the sponge preparing and wholesaling industry, a division of the fishery industry, effective May 6.

A public hearing on a proposed open price filing system for the mahogany subdivision of the lumber and timber products industry's hardwood division was set for May 17 in Washington. An amendment, proposed by the Lumber Code Authority and the subdivision, would provide four filing classifications: Initial price, initial change, immediate competitive change and delayed competitive change.

The Code Authority for the rayon and silk dyeing and printing industry seeks approval of budgets for January 1 to June 16, and for June 17 to Dec. 31. The amount for the first period is \$35,643.07, and for the second \$32,329.65.

The Code Authority for the foundry supply industry asks approval of a \$3,500 budget for March 1, 1935, to Feb. 28, 1936.

A second extension of expired budgets and bases of contribution for the crushed stone, sand and gravel and slag industries has been approved conditionally by the NIRB for the period April 1 to June 16. The extended budgets total \$164,929.18.

Fabric Glove Trade Active

Business in fabric gloves has been notably good. While the volume of retail sales in the pre-Easter period was not quite up to expectations, turnover since that time has been brisk and re-orders have come through in good volume to round out retail stocks. Both mesh and novelty types have sold well, with blues retaining their position as the outstanding colors sought. Whites for Summer wear are gaining and are expected to be a big factor in later season selling in line with the strong vogue for white that is anticipated.

Silverware is kept from tarnishing, it is said, by a new compound which absorbs tarnish-producing gases. An open jarful is placed in the silver cabinet, lasts several months.

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.

Eighty Druggists Meet in Traverse City

Frankfort, May 6—A meeting of the Northwestern Druggists Association was held Friday evening, May 3, at the Park Place Hotel, Traverse City. Eighty druggists with their wives were in attendance. After a fine fish banquet a program consisting of a xylophone solo by Patricia Kephart, a vocal solo by June Garland, reading by Mrs. R. Howard and a vocal solo by F. Ashley were much enjoyed.

After the program the ladies were invited to attend the show at the Lyric theater as guests of the Hazeltine & Perkins Drug Co., of Grand Rapids.

Duncan and James McMillan, district representatives of the Western Company, gave a motion picture talkie on the modernization of a drug store, which was very interesting and enlightening.

J. Maltas, Vice-President of the Michigan State Pharmaceutical Association, gave a talk on Professional Pharmacy.

Norman Weiss, of Ewart, member of the State Board of Pharmacy gave a short talk on legislation.

Robert Trunk, of McKesson, Farland & Williams, of Detroit gave a real pep talk on present business conditions and things to look forward to in the future.

Due to a late blizzard and bad driving conditions, E. J. Parr, Director of Drugs and Drug Stores, and Lee Wilson Hutchins, of the Hazeltine & Perkins Drug Co., who started for the meeting could not be with us. They got as far as Leroy and then turned back.

After a general discussion we adjourned, leaving the choosing of our next meeting place with our president, Albert Clement, of Traverse City.

Milford G. Porter, Sec'y.

Timely Warning By Secretary Allan

Wyandotte, May 4—The Finance Committee of the United States Senate on May 3 sent to the Senate a resolution extending the NRA to April 1, 1936. They provide that all price fixing provisions shall be removed from all retail codes and that no code of fair competition shall be applicable to any person whose business is wholly intrastate. I believe small business men should write or wire their senators and representatives in Congress without delay, demanding that this resolution be defeated and that the present act be continued for two more years in accordance with the

original wishes of the President.

In these communications I believe the following points should be brought out:

1. It would remove all advantages in the codes to the small man in distribution.

2. It would result in a wave of price cutting which would bankrupt thousands of independent merchants.

3. It would encourage the further encroachment of chain store distribution and hasten monopolistic tendencies already so apparent in the field.

4. More and more during this period is shown the need for strong, active associations of merchants. A few years ago everyone could paddle his own canoe, but to-day an organized army is what is needed, with a general at the head who can direct intelligent action. We must map out a safe and sane program for the future and then all work together.

It is up to every druggist in Michigan to attend the Grand Rapids convention and help plan such a program. This is the only way we can improve conditions for the small retailer.

Clare F. Allan,
Sec'y Michigan State
Pharmaceutical Ass'n.

Business Lobbies Harass Administration

The Administration is harassed particularly by "lobbies," a fact attested to by President Roosevelt himself in characterizing "output" of the United States Chamber of Commerce and similar organizations as "misrepresentative" of their membership.

In his fireside speech the President admonished Congress to ignore the clamor of big business and put through his program, which includes the public utility holding company bill. Its enactment is in doubt because of the organized pressure against it. Even the Business Planning and Advisory Council, now high in the President's favor, is said to have misgivings as to the desirability of this legislation.

On the other hand, lobbies backing two-year extension of NIRA and opposing immediate cash payment of the bonus or other non-Administration measures, are differently viewed.

Comment here is that even though both classes of lobbies are motivated by self-interest, one is obstructionist, the other patriotic, depending upon the particular legislation under consideration.

President Still Ignores Opinions of Business Men

The meetings of the labor and business organizations at Washington last week brought out more clearly the position of these groups with respect to the New Deal. The U. S. Chamber of Commerce criticized practically all phases of present policies and asked abandonment of many projects such as

the NRA, AAA, Government competition, planned economy and drastic regulatory measures, on the basis that removal of political uncertainty would do much to open up the capital market and give business confidence in the future. The labor organization favored the 30 hour week bill, extension of the NRA and the Wagner trade dispute bill.

Spokesmen for the administration indicate that the President still ignores opinions of business men. Congress seems to be paying greater attention, however, because of the necessity of a large group in the Senate being re-elected. The possibility that reform regulation is holding back recovery is likely the cause for Congress being more conservative regarding reform legislation and more inflationary than the administration. Accordingly, it is expected that some form of bonus bill will be enacted before long and that some reform measures will be stopped while others amended. As an example, it is expected the NRA will be extend-

ed only about a year and that it will be trimmed so that those wanting codes may have them. Jay H. Petter.

Whither

It seems surpassing strange
Our whims so multiply
That we would rearrange
A world's economy
As though an oak would say
I long to be a pine
And June red clover pray
To pass a pumpkin vine.

It certainly is queer
No thing doth satisfy
But change; so year to year
Desires we gratify
With planes of greater speed;
The nights are times to play
No breakfast bell we need
For sleep subverts the day.

Ancestral constancy
No longer guides a man;
He looks for liberty
In some new deal or plan
Which promises to bring
By some peculiar quirk
The set up of a king
With fewer hours of work.

Hence everywhere we see
A scheming turn-about
Which shrivels industry—
Aye verily would doubt
Our fathers' cogent creed
When they possessed the land:—
"With morning sow thy seed,
Nor stay at eve thy hand."
Charles A. Heath.

Parsons Insecticides

FORMALDEHYDE U. S. P. 40%

"How time does fly—
its fly time again"

TO-DOT (Super Household Fly Spray
—Bulk or bottled.)

FLY-DI (In bulk only to the Drug
trade)

TO-DOT (Cattle and Dairy Sprays)

Parsons Chemical Works

MANUFACTURING LABORATORIES

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.

SHOE MARKET

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

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

Secretary-Treasurer—Robert Murray, Charlotte.
Field Secretary—O. R. Jenkins, Portland.

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

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

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

No Per Capita Progress in Thirty-five Years

A startling incident of the Styles Conference this week was the introduction of an economic per capita picture by Percival E. Foerderer, i.e., the shoe trade is actually not holding its own in the race of time, for in number of pairs the per capita consumption in 1935 is no greater than that of 1900. It was something of a shock for all present to realize that with the progress made in everything else in the twentieth century the shoe industry was actually at a standstill in total production figures, measured against the number of shoe wearers in this broad land of ours.

As Mr. Foerderer said: "We have been content to produce shoes and leather, which have established new standards throughout the world; yet we have not had the satisfaction of seeing new paths beaten to our doors; the consumer jogs along the same trail of limited per capita consumption that was traveled thirty-five years ago."

Perhaps those in the shoe trade are so close to shoes that they cannot see their possibilities in the light of increased use and increased satisfactions in the purchase of more shoes. Certainly the activity of mankind has become more diversified in the last thirty-five years—more shoe-uses are here for the exploitation of trade.

But is there something fundamentally wrong with the philosophy of the sale of shoes? You who read this may feel that perhaps Mr. Foerderer was speaking of leather shoes and the statistics as prepared by the United States Government, and that he omitted rubber footwear. You may be thinking of the production of rubber footwear in relation to per capita consumption; but we are afraid we will have to disappoint you, for actually the consumption of rubber boots, tennis and arctics and gaiters shows a per capita reduction. Back in 1919, with a population of 105,000,000 people, boots, tennis and rubber sales represented eight-tenths of one pair per person per year. In 1933, with 125,000,000 people, the figures show but one-half a pair per person in rubber footwear of any kind. So

his indictment stands. Perhaps no other article of wearing apparel has remained stationary in relation to per capita consumption.

What to do about it? Some constructive plan for increasing the use, service, selection and desirability of footwear.

Maybe the industry is at a low point of inertia on the subject of working collectively down the promotive line.

Maybe each association of the trade thinks that its major work must be protective of that section of the trade.

Maybe the time has come for a new thought in collective association work—a definite shoe promotion after study, research and experiment with public behavior.

This much can be said about the shoe trade in England. It is tremendously alert to the need for making progress by collective study. Believe it or not, but the British boot, shoe and allied trades have organized a research organization and ten firms have already offered subscriptions of \$1,000 or over. When they have reached the total of \$35,000, they will receive a government grant of \$25,000 to carry on the work. Old England working with new tools.

Over here it seems to be a case of millions for frills and fancies, but not one cent for promotion and research in the direction of increasing the capacity of the American public to consume more and better shoes.

Practically every other apparel industry has an organized statistical and research center based on the promotive idea. In common, each industry is alert to each new trend as an economic possibility and study is made of each step of the development in the use of the goods. Research institutes in silk, in cotton, in wool help increase the distribution of goods to the public.

If we are in a collective era, let's use the tools of research for general progress in the direction of more and better shoes for public use.—Boot and Shoe Recorder.

Campaign to Push Shoe Sales Urged

Declaring that he was more optimistic than at any time in the last five years, Percival E. Foerderer, chairman of the board of the Tanners Council of America, recently called for an organized drive on the part of the shoe and allied industries to broaden shoe consumption. The additional sale of one pair a person, or an increase of 35 per cent. in production, is not an impossible goal, he told more than 1,000 retailers, manufacturers and tanners attending the Fall style forecast of the National Shoe Retailers Association at the Hotel Waldorf-Astoria.

At a meeting of the board of directors on the previous evening, it was announced, affiliation with the American Retail Federation was discussed but no action was taken, inasmuch as the group has not been officially invited to join the Federation. The directors will await further developments before taking a definite stand. In informal conversations, however, it was indicated that members of the retail body, which is composed primarily of independent stores, are somewhat nervous

that the Federation will be dominated by the large units in the distribution field.

The style clinic and forecast brought forth predictions of greater emphasis on low heels and warnings to merchants against planning too far in advance, because of rapid style changes. A part of store budgets should be left open to provide for new fashions, it was urged.

In his address Mr. Foerderer pointed out that per capita consumption of shoes in 1900 was 2.88 pairs, as against 2.98 in 1929 and 2.80 last year. Declaring that in the past "we have been too complacent about our market," he said that if per capita consumption of shoes can be raised above the 1900 level, "the present statistical picture will change enormously."

"This would require that the average consumer realize the physiologic and hygienic necessity of wearing shoes suitable for the varied needs of working, social and sports activities. Such changes in consumer ideas, if they resulted in the average purchase of an additional pair of shoes each year, would increase total shoe consumption 35 per cent." Mr. Foerderer declared.

Declaring that American merchants have an inferiority complex about fashion, William A. Weintraub, publisher of Apparel Arts and Esquire, urged retailers to budget for experimental fashion. He pointed out that if a man buys an article for service, he keeps it until it is worn out, but if he purchases it for fashion, it endures only as long as the vogue for it persists.

Countess Bouet-Willameuz of the Paris office of Vogue predicted that draped dresses for day and evening will be a big winter fashion. She said the vogue for low heels because of their comfort is sweeping the fashion world.

In the fashion forecast, materials were classified into two groups; first, the "elegant" types, including suede, patent leather, kid, calf, demi-suedes and mat finishes; second, the sports and walking types, comprising service calf, crushed calf and kid, alligators and similar leathers.

Covered instep and high cut effects will dominate the Fall fashion picture. The leathers were classified as oxfords and ties, straps and sandals and step-ins and pumps. Trimming treatment will become more an integral part of

the pattern design and less an applied decoration.

In the men's division, brown was forecast as receiving a larger share of the Fall business than ever before. Many new styles, such as "monk" shoes, two-eyelet ties and other novelties are under way.

The juvenile styles committee urged that mothers take their children to shoe stores as often as every three months to prevent distortion of the feet and bad posture, caused by shoes which are too short.—N. Y. Times.

Shoe Re-orders Up Slightly

Re-orders for shoes improved slightly this week, but continued disappointing, according to manufacturers. While the last few days of the week before Easter saw many shoe stores breaking former records for sales, this activity failed to make up for the previously disappointing business. Accordingly, retailers are purchasing cautiously, confining their commitments to the popular-price, fast-moving models. The demand broadened somewhat for sport shoes, particularly the plain white styles, in both men's and women's fashions.

White Costume Jewelry Sought

The indicated Summer vogue for white accessories has spread to novelty jewelry and buyers are showing active interest in white costume pieces made of synthetic materials. These items are being stressed in carved effects and are being shown in dress ornaments and bracelets. Many of the items are being developed in pastel colors which are also being strongly featured in apparel. Increased demand is expected for sports types combining both wood and synthetic materials. Flower motifs continue to gain in popularity.

To My Mother

Sometimes in the hush of the evening hour
When the shadows creep from the west,
I think of the twilight song you sang
And the boy you lulled to rest;
The wee little boy with the tousel'd head,
That long, long ago was thine;
I wonder if sometimes you long for that
boy,
O little mother of mine!

And now he has come to man's estate,
Grown stalwart in body and strong,
And you'd hardly know that he was the lad
Whom you lulled with your slumber
song,
The years have altered the form and the
life,
But his heart is unchanged by time,
And still he is only the boy as of old,
O little mother of mine!

Walter H. Brown.

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

Monthly Service of Michigan Retail Hardware Association (Continued from page 14)

These are only a few of the recent developments in merchandising that offer a challenge to the hardware industry—a challenge that the Michigan Retail Hardware Association believes cannot be met without fundamental change in the present methods of distributing hardware. The question is, "Shall that change be made while we have the resources and calm courage to direct it efficiently or shall we wait until necessity forces us to more desperate remedies?"

The Association believes that now is the time to meet the challenge to eliminate some of the wastes in distribution and to develop a more efficient and effective merchandise machine.

The Trade Relations Committee of the Michigan Retail Hardware Association has invited representatives from all the wholesalers calling on the Michigan trade to meet with this committee and discuss plans for meeting price competition and for the solution of other trade problems effecting wholesales and retailers. The Association is sincerely hopeful that this will be the beginning of a really effective co-operation.

The basis of the discussion at the proposed meeting was presented by L. A. Straffon, Crosswell, a member of the Executive Board, at the February convention. The premises laid down, in that discussion, are as follows: (a) That the retailer, to hold his business for himself and for his supplier, must be in a position to meet competitive prices extended his customers by syndicates. (b) That the functions of retailer and wholesaler are inter-dependent and that the struggle for a fair price is a co-operative venture. (c) That no branch of the industry has a right to demand that some other branch or branches carry the entire burden.

The carrying out of this plan contemplates the formation of continuing committees to make detailed and complete studies of competitive prices and trends of sales on lines and items through both independent and syndicate channels; to offer suggestions for reduction of distribution costs within each industry and to assist in the formulation of specific policies of merchandising on the part of both wholesalers and retailers. The personnel of the Trade Relations Committee is as follows: Andrew Larsen, Caro, Chairman; Chas. F. Taepke, Detroit; C. L. Goddeyne, Bay City; Nelson J. Waters, Paw Paw; E. O. Hatton, Farmington.

The American Institute of Fair competition. This has been organized to identify the manufacturer who sells strictly through the independent retailer. The sponsors of this organization declare it will give protection against the underselling tactics of great chain organizations which, for years, have enjoyed preferential treatment and lower prices from manufacturers. The address is 436 Mutual Home Building, Dayton, Ohio.

Investigate Before Investing. Falcon Sales Co., 343 Market street, Tiffin, Ohio. This is a sales promotion plan

using advertising cards redeemable in Falcon cameras. Upon receiving an order the salesman secures a draft from the bank on which the check is drawn. Complaints have been received from two hardware men in the state concerning operatives of this company.

Superior System, Inc., 9 S. Clinton street, Madison Terminal building, Chicago sells trading stamps to be given customers. The principals have been connected with the Weiss Advertising Service, Sweetheart Stamp Co., Superior Discount Stamp Co. Write the association if approached by representatives of the before mentioned concerns or any of the following: Commercial Manufacturing Co., Iowa City; Imperial China Co., Sebring, Ohio, and 820 N. Michigan avenue, Chicago; American Chemical Corporation, 33 N. LaSalle street, Chicago; National Discount and Audit Co., Herald-Tribune building, New York City; Home Owned Store Magazine, Des Moines, Iowa; Erie Budget and Discount Co., Inc., 521-25 Erie building, Cleveland, Ohio; Devon Loan and Finance Co., Chicago; American Silverware Syndicate and Sun-Ray Battery Co., both of Detroit.

With Deep Regret we mention the passing on of three of the oldest and one of the younger members of the Michigan Retail Hardware Association: A. C. Gradolph, of Petersburg, H. Diebel, of Bronson, Geo. Hoban, of St. Ignace and John Gowan, of Sault Ste. Marie. A. C. Gradolph was a frequent attendant at conventions; a retiring, lovable gentleman of the old school, a competent business man of the highest character and integrity. Henry Diebel, of Bronson, was born in Cleveland, Ohio, in 1868 and was engaged in the hardware business for forty-seven years, as an owner since 1898. Since 1912 he was in business in Bronson. Peace to the memory of a fine and enterprising hardware merchant. Geo. Hoban, of St. Ignace, was one of the long-time members of the Association in the upper peninsula and well known to all hardware men who visited his store when crossing the straits. John Gowan, of the Gowan Hardware, Soo, was stricken with a heart attack on a visit in Detroit. He was a constant attendant at hardware conventions, known and loved by all. These men will be sadly missed from the ranks of the Michigan hardware men.

Conservation. In his talk before the Bad Axe group meeting Lester Goddeyne presented some interesting figures concerning the income from out-of-state tourists. Michigan welcomes approximately 2,500,000 cars a year, containing an average of 2.8 persons per car, staying eleven days, making a total of 77,000,000 person days. Daily expenditures, per person, were estimated at \$3.40, making a total of \$267,000,000 spent by out-of-state tourists in Michigan annually. These figures emphasize the importance, to all Michigan retailers, of the tourist industry and the necessity for conservation of natural resources which makes this income possible. To aid in the work of conservation hardware men should identify themselves with

the local or county conservation leagues and Izaak Walton Leagues.

New Boxing Commissioner. Lester Goddeyne, a member of the Executive Board, has been appointed to the Michigan Boxing Commission. Congratulations, Les.

For Your Sporting Goods Counter. Charles Ross, at the Kalamazoo group meeting, said that one could fish in a different lake in Michigan every day for eleven years before covering all of them. There are 4,187 named lakes in the state. The Magazine of Michigan Company, 124 W. Grand River avenue, East Lansing, Michigan, has a number of copies of "Michigan Lakes and Streams Directory," formerly selling for \$1, which they now offer, as a close-out, at 50c per copy, postage paid, 2c stamps accepted. One of these should be in every sporting goods department for use when asked concerning recreational facilities. Send your order direct. H. W. Bervig, Sec'y.

OUT AROUND

(Continued from page 9)

roughly estimate that 1 per cent. goes to the buildings and improvements and the other 1 per cent. to the ground. This rule is only an approximation and plenty of exceptions may be found. It is representative of the average rather than the actual in any particular case.

At the annual meeting of the Grand Rapids Wholesale Grocery Co., held at the Trinity Methodist church last Wednesday evening, the following officers were elected:

President—F. T. Marty
Vice-President—P. J. Hoekzema
Secretary-Treas.—Archie Lindberg
Merchandising Manager—Temple R. Lovett
Directors—F. T. Marty, P. J. Hoekzema, Archie Lindberg, H. G. Stanton, L. V. Eberhard, N. J. Christenson and Richard Andringa.

Elmer E. Briggs, who has been supervisor for the Kroger Co. for the past six years, has taken a similar position with the A. G., which is fathered by the Grand Rapids Wholesale Grocery Co.

In the Tradesman of April 24 a statement was made which would lead readers to believe that the Muller Grocers' Baking Company was a branch of the Grand Rapids Wholesale Grocery Co. This is not the case, though many members have been active in organizing this company. The Muller Grocers' Baking Company is owned and operated by individual grocers and is endorsed by many co-operative groups throughout Michigan.

The general legislation committee of the Michigan Federation of Retail Merchants is composed of the following members: Wm. J. Regan, 8579 Lumpkin avenue, Detroit, chairman; Hunter M. Gaines, 804 Capital Savings & Loan Building, Lansing; James E. Mahar, 722 W. Huron avenue, Pontiac; Jason E. Hammond, 476 Hollister Building, Lansing; Lee H. Bierce, 512 Olds Tower Building, Lansing.

The Fair Trade Committee, charged with the duty of studying fair trade bills and bringing in recommendations for presentation to the Board of Directors is as follows: Clare F. Allan, 2964 Biddle avenue, Wyandotte; Louis Kositcheck, Lansing; Hunter M. Gaines, 804 Capital Savings & Loan, Lansing; Jason E. Hammond, 576 Hollister building, Lansing; H. J. Balkema, 300 Houseman building, Grand Rapids.

The Sales Tax Committee who has similar duties, is composed of Lee H. Bierce, 512 Olds Tower Building, Lansing, chairman; S. E. Larsen, 653 Ottilia street, Grand Rapids; Jos. C. Grant, Battle Creek; Herman Hanson, 263 Houseman building, Grand Rapids; James E. Mahar, 722 W. Huron avenue, Pontiac.

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

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

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

BUSINESS WANTS DEPARTMENT

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

Grand Rapids Auction House—Stock liquidating sales. Also auctioneer for private commercial failures—bankrupts—courts—etc., 638 Eastern avenue. S.E. 713
Grand Rapids, Mich.

FOR SALE—Ladies ready-to-wear shop. Established five years and doing good business. \$200. P. O. Box 246, Sandusky, Mich. 716

REXALL DRUG STORE AND FIXTURES FOR SALE—Stock inventory \$4,500. Fine drug stock, small stock of groceries and notions. A few dry goods. Have S. D. D. LIQUOR PERMIT. ONLY drug store in town. Soda fountain, Sick-ness reason for selling. Write WILLIAM P. MCGREGOR, Birch Run, Mich. 721

Wanted—General merchandise stocks invoicing \$12,000 or more., in exchange for Grand Rapids real estate. Address No. 722, c/o Michigan Tradesman. 722

FOR SALE—Or trade for hardware or furniture, a 22-room brick hotel. Furnished. Wm. N. Bengt, 535 W. Front St. Traverse City, Mich. 723

For Sale—Grocery store and meat market on U.S.-112. Good reason for selling. Johnson's Grocery, Quincy, Mich. 724

FOR SALE—ANN ARBOR TEA ROOM—Old established business with distinguished reputation and ideal location. Family reasons for selling. Opportunity to educate your children, make excellent living, and recover original investment. \$5,000 cash for business, lease, furniture and equipment. Oril Ferguson, 721 Church, Ann Arbor, Michigan. 725

FOR SALE—RESTAURANT. Well equipped. Beer license. Best location in town. Bargain for cash. Martha Washington Cafe, Ionia, Mich. 726

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

It seems to us that the President paints the picture in colors a little too bright. Business, on the other hand, is not cheerful enough. The signs are favorable, at least, though it is true that recovery has lagged. We do not expect to see that lag disappear at once, despite the favorable indications; but six months from now, when Congress has gone home, confidence should begin to take root. There is a long road still to travel before the patient gets back to health, but he has a strong constitution and he is on the mend.

During the twenty-five years that have elapsed since His Majesty's accession to the throne—whose foundation is so deeply set in the history of England—the King has won for himself a place of quite unique respect and influence wherever the English language is spoken.

His Majesty's keen and sincere interest in human welfare in its every aspect, and his generous and inspiring leadership in every great movement for human betterment, as well as the distinction and charm of his speech when addressing the public, have made him a greatly loved as well as highly respected personality in the life of this complex twentieth-century world.

E. A. Stowe.

Some Activities of Greeter Chapter No. 29

A well-attended business meeting of Charter No. 29 and Auxillary was held at the Norton Hotel, Detroit, on April 29. After a nicely prepared and well-served dinner separate meetings were held with President Frank R. Johnson in the chair and our host, Preston Norton present.

The report of the sale of Detroit-Michigan exposition tickets was given and netted us a substantial sum for the treasury. Secretary-Treasurer Joe Denawetz showed that our membership is about the same as last year and made an appeal to everyone to send in his dues, so that we could have a better representation at the convention at Los Angeles on June 2. The treasury indicated a good balance and it was decided to send a donation of \$50 to the Greeter Home. The elected delegate to the convention, Joe Denawetz, was voted \$200 for expenses. Plans for a country store party, to be held the latter part of May, were discussed, to help defray the expense.

The applications of Charles H. Schnell, general purchasing agent, Book-Cadillac Hotel and Benjamin W. Keiter, clerk, Book-Cadillac Hotel, Detroit, were accepted and voted into the Charter.

Reports of committee chairmen were heard from L. E. Meeks, Membership Committee, Joe Denawetz, Publicity Committee, and W. H. Crabb, Visiting Sick Committee.

Charter No. 29 went on record as endorsing our President, Frank R. Johnson, Johnson's Rustic Tavern, Houghton Lake, as a candidate for Vice-President from the fifth district. Joe Denawetz.

Money does not talk until it gets big.

Twenty-five New Readers of the Tradesman

J. W. Lippert, Grand Rapids
Levi De Puit, Grand Rapids
Roy Dodge, Grand Rapids
George Rose, Grand Rapids
Edd G. Pfeffer, Grand Rapids
Henry Holtrop, Grand Rapids
Greenwold's Drug Store, Grand Rapids.

Orie Hamstra, Grand Rapids
Boerema Shoe Store, Grand Rapids
Silver Foam Brewing Co., Battle Creek.

W. P. Williams & Co., Grand Rapids
N. J. Van Andel, Muskegon
Henry Andringa, Grand Rapids
George E. Walker & Sons, Grand Rapids

Cecil E. Taylor, Lansing
Lafayette Pharmacy, Grand Rapids
C. H. Heskett, Grand Rapids
B. Williams, Grand Rapids
E. Hollick, Grand Rapids

L. J. Hoelzley, Grand Rapids
Arthur F. Crabb, Grand Rapids
A. & D. Paint Co., Grand Rapids
C. E. Pottruff, Grand Rapids
A. J. Gibson, Grand Rapids
Hill Market, Grand Rapids.

I do not despise genius—indeed, I wish I had a basketful of it instead of a brain, but yet, after a great deal of experience and observation, I have become convinced that industry is a better horse to ride than genius. It may never carry any one man as far as genius has carried individuals, but industry—patient, steady, intelligent industry—will carry thousands into comfort even into celebrity, and this it does with absolute certainty.

The power of God is the only thing that can make us civil. Good manners is merely the result of the reverence that one holds for another person. That poor thing which we call man has an opportunity to share with God. He believes that man is competent to come up to His level.

Came To Him Naturally

The schoolmaster wrote on the back of a boy's monthly report: "A good worker, but talks too much." The father signed the report and then wrote under the remark of the schoolmaster: "You should meet his mother."

Three of the Southwest railroads—Missouri Pacific, Frisco and Katy—are so encouraged with the prospects of increased passenger and freight revenue, that they are spending \$5,205,896 for repair and reconstruction projects.

A pure silk is now offered which is described as waterproof (though it contains no rubber), acid-proof, heat-proof. It's also said not to harden, crack, stick or deteriorate with age.

Stores Using Slogans on Mail

Several leading stores are now adopting the practice of incorporating short advertising material in their metered-mail cancellations on charge-account letters and other mail matter sent customers. Two New York stores are using slogans, emphasizing their policies or current offerings, which are changed from time to time. Use of the additions to the usual cancellation

is permissible under the postoffice regulations applying to metered mail. It was said that the use of the slogan in the cancellation affords an added means of store publicity that is inexpensive.

Code Uncertainty Depressing Prices

Uncertainty over the future of the NRA codes is now causing real weakness in the price structure of a number of industries, code executives assert.

This tendency to anticipate a breakdown in code price controls is especially noticeable in certain of the smaller manufacturing industries. In one case, it is reported that filed prices have been lowered progressively, latterly. Frequently, in fact, manufacturers in these industries are reported actually offering their products well below filed prices without notification to the code authority.

In one such industry actual market prices are said to be rapidly approaching pre-code levels.

In larger industries, on the other hand, particularly those long accustomed to trade co-operation, concerns continue to abide by filed prices, regardless of NRA developments. However, manufacturers are concerned over the possibility of removal of the various price control provisions, even where prices are well maintained, since there is resultant uncertainty over what competitors will do.

Gasoline Consumption Making New Peak

Domestic consumption of gasoline during 1935 is likely to establish a new all-time record, petroleum executives feel on the basis of experience to date. The increase over the past year's record is estimated from 3 to 5 per cent.

During the first quarter of the year motor fuel consumption exceeded the record total for the same period last year. By March consumption almost equalled that of April, 1934, an unusual condition.

Heavy new car sales indicate a further widening of the market for petroleum products, it is pointed out. Increased use of motor cars for business purposes is also stimulating gasoline consumption. In fact, sales of new commercial cars and trucks by many companies in the last few weeks have shown as large increases as have those of passenger vehicles, while passenger cars are reported used by salesmen and others on business trips to an unprecedented extent.

In addition to the greater number of vehicles in operation the progressive development of improved highway facilities in all parts of the country will stimulate larger gasoline sales.

Chevrolet Dispute Effects

The outcome of the election to be held in the Toledo automobile workers' controversy this week is likely to prove disappointing to the poor dupes of so-called or-

ganized labor, those in close touch with the situation predict.

Failure of the venal and unscrupulous American federation of labor to provide financial support to the strikers in the Ohio plant has fostered discontent with the union and makes probable full acceptance of the terms offered by the General Motors Corporation by a majority of the strikers. It is understood that the relatively small strike fund accumulated by the Toledo local has already been exhausted.

Failure to win their demands in the dispute ought to discourage projected strikes at other strategic parts plants in the motor industry. The grant of a 5 per cent. wage increase by Chevrolet in this case—announced long before the strike was considered—will not prove sufficient to compensate the workers for their wages lost during the strike, so that there will be no incentive to strike to gain this concession already announced.

Coal Output To Turn Upward

The trend of soft coal probably touched a low point last week, operators say. It is predicted that production during May may well exceed that in the same month last year.

Stocks accumulated by consumers during March in anticipation of a strike are being gradually reduced, it is said. At the same time demand has been increased. Railroad consumption, in particular, has been well maintained.

Unless an early wage agreement is reached in the conferences beginning May 15, consumers will again begin to stock coal during the last week of this month, in anticipation of a walk-out in June.

The Senate proposal to limit the extension of NRA to only ten months has greatly increased support within the industry for the Guffey coal bill. Enactment of this measure would intensify uncertainty among operators, however, and thus render conclusion of a wage settlement this month even more difficult, it is stated.

Administration Makes Big Promises

Local industries throughout the country are receiving assurances on behalf of the administration that purchases of materials and the hiring of labor will be confined to the communities in which are to be undertaken the work-relief projects under the \$4,800,000,000 program.

Fears have been expressed that contracts would go to outside interests leading to importation of material and laborers from other areas, resulting in loss of opportunity for local economic recovery. Washington is full of visitors seeking both contracts and assurances, and although the latter are given with alacrity, there will be delay in the making of awards while the preliminaries are being disposed of.

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Strict precautions have been taken
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For cosmetics and confections,
Bonds and bridges, we've inspections
That the public's health and purse may rest secure.

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They'll be butchered by the censor,
Every doctor proves he's fit to peddle pills.
But no bureau or commission
Asks for proof of erudition
From the man who'd cure our economic ills.

Any man can mount a rostrum
And prescribe an untried nostrum
Which will guarantee fulfillment of our dreams.
And he need not call a witness,
No one challenges his fitness
To be dabbling in our economic schemes.

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Can betray us with a promise
And demand a trial for measures they endorse—
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Since you have to qualify to heal a horse.

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