

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

EST. 1883

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, MAY 15, 1935

Number 2695

BE ON THE SQUARE

■ ■

All hail to the man who does his best
To conquer his work with weal or zest,
A shining example in the battle of life,
Who knows no sorrow, who knows no strife,
Who will lend a hand in time of need,
Who will throw no stones at any creed,
But fight with love for all that's fair.
Do your best for all and be on the Square.

■

■

Be on the Square — with God and man.
Carry the sword of truth in hand;
The erring brother guide with a prayer;
Be true to yourself and be on the Square.

■

■

■

■

■

■

ORA ALEXANDER.



"We're Working for You-



TONY

GUS

Between broadcasts "Tony" is really the well known opera star, Mario Chamlee. George Frame Brown who plays "Gus" was the creator of radio's famous "Real Folks."

Every night except Saturday and Sunday. NBC Coast-to-coast hook-up
 7:15 - 7:30 E. D. T. 9:15 - 9:30 C. S. T.
 8:15 - 8:30 M. S. T. 7:15 - 7:30 P. S. T.

See your newspaper for station

We'll help you sell P-L-E-N-T-Y of Post Toasties and Post's 40% Bran Flakes" - *Tony & Gus*

They're the newest sensation of radio... "Tony and Gus"... and they're on the air to help you sell more Post Toasties and more Post's 40% Bran Flakes.

If you haven't yet tuned in on their adventures, comedy and music, listen in any night except Saturday and Sunday. NBC hook-up. You'll tune in every night after that. So will scores of your own customers.

And those same customers will

be calling for Post Toasties and Post's 40% Bran Flakes. Especially if you remind them with the colorful display material available to you... and in your own advertising.

You'll want to have plenty of these two popular General Foods cereals on hand in your store... then tie-in with this newest "Mirthquake" of the air. Get your share of the increased business that "Tony and Gus" are making for you.

ASK YOUR GENERAL FOODS SALESMAN

MICHIGAN TRADESMAN

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, MAY 15, 1935

Number 2695

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 10c. 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.

What Will Replace the Chains If They Go?

Writing me April 1, Editor Stowe expressed the idea that if about forty states adopted heavy license laws for chain stores the chains would be driven into obscurity, and that would meet with your complete approval. You added:

"What I do not foresee, I guess because of lack of vision, is what will take the place of the chain stores."

It is encouraging that you think far enough to raise such a question, for that shows you realize that discriminatory taxes will not solve all grocers' problems. I have been hopeful that such errors might be sidestepped so long as California, Pennsylvania, the National and some others have declined to sponsor such legislation, but now that California has gone chain tax, apparently this furore must run its course.

I reiterate my conviction that disillusionment will result. It is a will-o'-the-wisp at best, a dangerous boomerang at worst. Competition will be intensified. "Protection" will fail. Uneconomic, delusive efforts, like "keep money at home," will prove fairies gambling in moonshine.

That chains fight such laws is, of course, "propaganda." When associated independents do likewise, that is, mebbe, "defending the home front"—the kind of slogan that measures those whom it influences. Leading grocers frankly say the movement is a play to the galleries; even that our association has been forced into this by the druggists—through a general "independent-merchant" affiliation.

Assume the other fellow's place in mid-April. Consider taxes proposed in California: \$2 for one store, doubled for each additional up to \$512 for the ninth, with \$1000 on the tenth and on each thereafter. Thus, five stores cost \$62, \$12.40 each; ten \$202.20 each; 20, \$601.10 each; 50, \$860.44 each; 100, \$930.22 each; so from 100 up, it is virtually \$1000 per store.

Honestly now, man to man, do you blame anybody for opposing such imposts, to be arbitrarily put on business built in circumstances in which there was no such element of expense? Ask Baltimore, where a comparatively trifling burden just legislated on all grocers is called "the most damnable law ever enacted" by our beloved Harry Walker, Baltimore secretary. Whose ox is gored makes a difference.

Does not that incident foreshadow what I feel is certain to come: heavier taxes on our entire trade—with advantage to none?

What the chains will do if and when so taxed I know just what you know—precisely nothing. But of this I am rather certain: That chain grocers will not be driven "into obscurity." For basis of this conviction, note some items gleaned personally and from publications open to all grocers.

Their wholesale business has been steadily expanding—cash-carry and service—in open competition. Association efforts to stop this avail little: protests seem to boost this development. For it is human nature to buy from the cheapest source. Some grocers hide their act; others frankly tell protesting secretaries that chain wholesalers are their best friends—better even than the association.

And where the lack of logic? When chains began to penetrate, grocers said they'd ask no odds provided they could buy on a par with chains. Now they do just that—through chain houses, through cash-carry wholesale grocers and through their own voluntaries. Wakeful grocers are now fully on an equal footing with any chain; and that is one puzzle to me—that, having solved their problem, being now familiar with conditions which they have coped with, they seek to import strange, unfamiliar factors.

Anyway, in face of a new tax law, the biggest Western chain organization has absorbed a complete line of long-established Colorado wholesale houses, and taken on entire chains in the South. Maybe those men see their way after all.

Now for some speculations on the future:

In California there are 9218 chain units, all kinds, and 77,919 solo merchants—2340 grocer units and 11,402 independents. Legislators have a present rosy vision of \$6,000,000 new spending money per year.

One close observer predicts that the chains will reorganize into five-unit concerns. In that case, the gross revenue will be \$270,166. Or if they go voluntary—as Flickinger and several other chains already have done—the gross revenue will be \$174,274. In either case returns will be "quite some" less than \$6,000,000.

Chains may pay any impost pending readjustment; on units which can carry it and return a profit; and consolidate units. But closed units will not stay closed and sub-standard competition—or supermarket selling—will not be easier to live with than chains.

Then what? Will legislators looking for \$6,000,000 be content with 3 to 5 per cent. thereof? Will the impost be revised into a tax more damnable in California than what Maryland now complains of?

You guess the answer to that.

Supermarkets now handle dry groceries on 10 per cent. gross, or less; and some operate the entire works for less than 12 per cent. expense. Do you know any chain grocers who operate for as little, or who sell as low?

Voluntaries now are fully on a par with chains in every respect except central control; but in every efficient store that is fully offset by the individual ability which always has withstood all competition. Too, we have 100,000 units of voluntaries against 50,000 chain units. Will legislators, in any state, pass over 100,000 units on a \$2 basis which plainly can "stand" as heavy imposts as chain units? Again your guess is as good as mine.

I condense a pointed note on this from J. A. Edgar, veteran manager of Frankford, Pennsylvania, Grocery Co., a fifty-year-old voluntary, grocer-owned organization. He said:

"Looking ahead to when brains and common sense will rule co-operatives, the fundamentals of which are economy of distribution from source to grocer. It is against all principles for co-operatives to compete with each other for members and business. Where two or more co-operatives compete in the same territory the members are like men hiring two clerks when they need one. Co-operatives are for the benefit of grocers, not to saddle unnecessary expense on grocer and customer."

So it seems that we don't need chains for competition. A successful co-operative invites imitators. Competition comes among voluntaries and grows drastic until some yield the field.

What aim have grocers in taxing the other fellow? Is it "fair" or "reasonable" prices? Does that not mean higher prices? Then note mail order business growing rapidly: groceries sure to be added again as prices go higher.

Add also 1500 new consumers' co-operatives started last year—a move not hitherto important, certain to become stable with the need. Note also that consumers now are strongly, intelligently, organized.

Finally, "it is the unexpected that happens." The boomerang may come from an entirely different quarter. I only feel it is certain to come with fuller light focussed on our business.

But this I see now: Two years ago indications were for steadily growing harmony between chains and solos, each understanding the distinct function of the others. Keen antagonism is certain now to supervene—and I do not think that condition will be happier.

When this appears, I hope to be dreaming over Aztec, Toltec and Maya ruins in Mexico, with no thought of groceries—except, maybe, that perhaps those ancients got soft under luxurious civilization, supine under taxes, likewise inaugurated as burdens on the other fellow, since, if history teaches anything with certainty, it is that human nature changes not. One other thing it teaches—that those who sow the wind reap the whirlwind.

Paul Findlay.

Unemployment Insurance Delays

Protracted delays before unemployment insurance on a nationwide basis can be established are certain, even if Congress passes the social security bill at the present session. This will be due chiefly to the failure of the great majority of State Legislatures to take any action on such measures at this year's sessions.

It is reported that at least twenty-five State Assemblies have already adjourned, with most others scheduled to adjourn in the next two weeks. Only three States—New York, Utah and Washington—have passed unemployment insurance laws this year. Of the Legislatures now in session, only two are reported actively considering unemployment insurance bills.

Although special sessions can be called, it seems unlikely that most States can pass such laws before next year at the earliest. Since the Federal Government has no machinery under the social security bill to pay unemployment benefits, Congress may postpone the effective date of the pay roll tax for unemployment insurance for a year, it is thought, to permit States to act.

Northville—The Michigan Wood Products Manufacturing Co., Inc., organized to run a mill for rough lumber and manufacture furniture and from wood generally, is capitalized at 50,000 shares at \$1 each, \$30,000 being paid in.

Kalamazoo—The Shakespeare Co., manufacturer of fishing tackle, sporting goods and kindred lines, has filed application for an extension of its charter for another 30 years. This company, now employing 400 workers, has for the last 30 years been one of the leading industries of the city.

MYSTICISM THROWN OFF

By Meeting of Scientists at Dearborn Last Week

Leading American farmers, manufacturers and scientists, in conference at Dearborn last week, launched a far-reaching plan to create new national wealth from the ground, re-establish prosperity as a stabilized condition of well-being and to give greater assurance of jobs and protection to all who toil. They call it the chemical revolution, wherein farm and factory are united by chemistry.

The underlying thought is abundance as opposed to the famine-dole theory. Though Henry ford had nothing to do with the arranging of the conference, which originated with the Chemical Foundation of New York, the plan evolved follows, in a general way, his ideas that unlimited production forces the world to find new and profitable uses for the wasted wealth that comes from the soil. During the conference many proofs were given to show that this plan works.

Leaders were unanimous in the conviction that there has been found the key that will unlock vast storehouses of not only wealth but harmony and contentment that comes with progress. That key is chemistry. It was recalled by some of the men present that in the early '20s they had been summoned to Washington by President Harding to help solve some of the puzzling post-war problems. Co-operation was a fine idea, but no one seemed to have an effective restorative. Fortunately the country muddled through, the automotive industry leading the way out of the wilderness. Since then chemistry has come into the picture. Some of its mysticism has been thrown off. The lay mind understands more about it.

It was not claimed by any one at the Dearborn conference that by uniting industry and agriculture with chemistry full prosperity would be achieved at once, but it was felt that a very definite start has been made with a long range program that will eventually bear much fruit. The best that is expected of it is that it will stabilize the economic structure of the nation in future years.

The conference brought together such men as Alvan Macaulay of Packard and president of the American Manufacturers Association, Robert C. Graham of Graham-Paige motors, Roy D. Chapin of Hudson, William J. Hale, consultant at Washington and one of the country's foremost chemists, Irene du Pont, Henry and Edsel ford and many others. The unanimous opinion of the manufacturers, most of whom came up from the farms and still are practical farmers, was that it is industry's duty to aid agriculture; that there is no other agency capable of absorbing farm surpluses.

While men of vision gave interesting glimpses of the future the conference was by no means ephemeral, a groping around for anything that might give promise of curing the world's economic ills. There was a fascinating account of some of the wonderful things that already have been wrought by the new

found art of "chemurgy." Already a large volume of surplus crops is being used as raw material in industry.

Henry ford has been experimenting in this direction for nearly two decades, but up to the present time no one seemed able to fathom his ideas, they being so contrary to all accepted theories of economics. A nation that is easily sold on the theory of plowing under and destruction of farm products to maintain price levels would not readily accept the ford idea. Now men are willing to be convinced that there must be something to abundance. What ford has done and expects to do with soy beans the world now knows. Others are doing astounding things with corn, Jerusalem artichokes and many other vegetables. Wood fiber produces cellulose and cellulose is silk stockings. Innumerable articles of daily use have been produced by the comparatively new and plastic industry.

A glimpse of the magnitude of chemurgy's promise was brought to the conference by Dr. Charles H. Herty, director of the Pulp & Paper Laboratory, Savannah, Ga. As a result of his experiments a billion dollar paper industry may be established in the South. The migration of the newsprint industry from the United States to Canada took along with it \$400,000,000 of American capital. This was after lumbering operations had stripped the Southern states of their great pine forests, from Virginia to Texas. In spite of the destructive acts of man, however, nature has bestowed upon these 200,000,000 acres large areas of a vigorous growth of young pine trees. Chemistry has found a way of converting these trees into newsprint, rayon, lacquers, celluloid, synthetic leather and many other materials usable in industry.

This is not a dream, Dr. Herty explained. The experiments have progressed to the point where southern publishers have underwritten a plan to establish a paper mill which will supply all their needs. It is pointed out by Dr. Herty that there is enough slash pine in the South to supply all the needs of the nation in perpetuity. The trees mature in a few years as against a century for spruce in the far North.

Figures submitted under NRA by the newsprint mills of the United States, and similar figures from the Canadian mills, which supply most of the United States needs, showed average cost of \$47.24 for newsprint delivered in New York. On the same basis estimates showed that newsprint from Southern pine can be put in New York for \$27.54. These figures, Dr. Herty said, have been published for a year and a half and have successfully withstood criticism.

What Mr. ford is doing on his 30,000 Michigan acres to grow crops for industry was told at the conference by his chief chemist, R. H. McCarroll. The ford plan has two phases, one which contemplates use of farm products in industry, and one which decentralizes industry so that factory workers may have continuous employment and income by having one foot in the factory and the other in the soil. Within fifty miles of Dearborn he now operates fifteen little industries which

supply the ford Motor Co. with parts.

As a broader indication of how the farm chemurgic ties in with industry Mr. McCarroll said that so far this year the ford company has paid out more than six million dollars for farm products. "This means," he said, "that our million car program for 1935 will call for cotton from 433,000 acres, the wool from more than 800,000 sheep, the hair from 87,000 goats 11,200 acres of corn, 12,500 acres of sugar cane, and 61,500 acres of soy beans—to mention only a few of the products. Mr. ford believes that this is only the beginning; he looks forward to the day when a much higher percentage of raw material will come from the soil."

The question of power alcohol was brought forward as one of the greatest of importance to industry and agriculture. Chemists and farmers declare that alcohol, blended with gasoline, is an ideal power fuel. The oil interests do not think so. During the discussion it was brought out by Irene du Pont that perhaps before processes are ever found to bring alcohol down to a point where its cost will let it in as a fuel a new power fluid may come into existence. He smiled knowingly when he made the remark, and the inference was that the du Ponts are making some interesting experiments.

Mr. Hale declared that almost 200 million tons of organic material springing from the soil must needs be impressed into industrial manufacture. "Let us seek ten million tons the first year, such as will yield one half billion gallons of alcohol. By the second year let us double the quantity, and double that again in the third year and then we will have enough alcohol to permit of a 10 per cent. content in gasoline requirements.

"In the span of only three years we assert that the price of alcohol will have dropped to permit its extensive use in all industry. Its projected uses are legion. Billions of gallons will be demanded. Within five years after we enter the alcohol industry we shall have need for five or more billions gallons in manufacture. At any rate, several hundred million tons of crude products from the farm will have been transformed into products of industry."

Mr. ford has experimented for several years with power alcohol, made from farm crops, and he endorses it as a cheap fuel. He declared that in his Greenfield village experiments it has worked. His idea is that some day alcohol produced on the farm will be burned as fuel at the point of origin, not only for domestic purposes, but for power machinery needed to convert farm products into raw materials for manufacture. This is the ultimate of his decentralized industry scheme.

The discovery of new and cheaper materials in many instances, will mean the displacement of materials now in use. Some ask, what is to be gained by merely substituting one material for another; what is to be gained by building up one industry at the expense of the other. According to the chemists' view of things the plan of abundance does not work out that way. In the process of research many new things

will be developed that will not displace anything now in existence.

Proof of this was dropped by Mr. du Pont when he told the conferees that his company's profits came mostly from the new things that are developed. The prices of the old stabilized products have been whittled down by competition and other forces. They remain more or less static at all times. It was understood that this same condition is true with all other large manufacturing concerns, which are constantly developing new ideas and new products.

Mr. Hale put the case concisely when he declared that any man, group or nation will enjoy continuing prosperity, in a realm of abundance, just as long as he or it keeps abreast of science and invention. Progress is the law of all things, he declared.—Glenn Frank Jenkins in Detroit Saturday Night.

Business Trend Continues Downward

Seasonal factors indicate a furtherance of this trend. Some let down in automobile sales with its effect on production has been accentuated by the General Motors Toledo strike, which in turn adversely affects steel production. Payment of the bonus would help consumers goods industries, but it also involves the question as to how close we are to the limit of expenditures without compensating taxes. This is an uncertainty which would tend to offset the temporary stimulating effect of payment.

The Railroad Pension Act decision has definitely raised doubts regarding the constitutionality of the NRA and the AAA. Regardless of the long range benefit that might accrue from the amendment or elimination of these emergency agencies, the necessary near term readjustments would not be stimulating to business profits. In fact, the question is now injected into the picture as to whether or not the situation has developed to that phase where changing over from the artificial stimulants and control features is in the offing.

Jay H. Petter.

Unsettlement in Textile Markets

Testimony of manufacturers before the Cabinet committee investigating conditions in the cotton textile industry has tended to unsettle textile markets.

In emphasizing their current difficulties, manufacturers have equipped buyers with data that can be used to fortify demands for lower prices, it is said. Moreover, failure of the industry to agree upon the causes of its unsatisfactory plight and the remedies therefor strengthens the conclusion that nothing conservative will result from the Cabinet committee's report.

The uncertainty is also spreading to silk markets, as demands come from that industry also for consideration of their problems by the Cabinet committee. Meanwhile the future status of production controls established by codes remains clouded while action on extension of the NRA hangs fire.

AAA isn't proving the Alpha and Omega of business.



Lines of Interest To Grand Rapids Council

Things happen so fast to many of us, and so much effort is required to obtain a fairly satisfactory volume of business, that many times we overlook a fine piece of sales work, that is done in our presence. I wonder how many of us know the details of staging the "Blossom Festival" which has become an annual affair in Southern Michigan. While I have not been permitted to be "behind the scenes" when the Blossom Queen is selected, or the program arranged, I am very much impressed with the fine sales work done, and the advertising for the State of Michigan. The part that Youth takes in this affair is very important; society is always interested in beautiful women especially the younger ones, and it should be. People who are politically minded are always interested in the doings of the chief executive of the state and we all should be. The candidates for the position of Queen, need not feel badly if they fail to reach the pinnacle, for they become members of the Queen's Court; development of more goodwill from each community that has a representative. The blossoms are one of natures most beautiful productions and the visitors from other states and other communities from our own state, gather in this community and enjoy the unusual spectacle and entertainment provided. Goodwill, while considered intangible by the accountant, is the strongest force in business to-day, and the goodwill built up by advertising, entertainment, courteous treatment, has helped market the fruits of Southern Michigan, more than many of us appreciate. So the Blossom Festivals come and go, each year, with increasing good will, and appreciation of our own state and sense of responsibility to our neighbors in adjoining states, and it all redounds to the credit of the committee in charge, and to the continued profit of the whole state and to the satisfaction of all the guests and customers of the state. A panoramic view of the Blossom Festival reveals a fine job of "selling" on a large scale; may we all appreciate it.

L. L. Lozier.

The writer and his family were greatly disappointed early Sunday morning not to find Holland the blossoming town and in the gala spirit they expected. For it was a pouring rain they drove through in all anticipation to see one of the finest tulip sights in all the world. The tulips were not out, but they will be next week end, and from every indication Holland may boast again this year of a display that should inspire visitors from far and wide.

In the sweet freshness of the spring, what is more beautiful than the delicate blossom of a garden flower. It is a heavenly sermon in itself—the words

of God spoken in a language understood by all nations.

The members of the Ladies' Auxiliary are contemplating an enjoyable afternoon with Mrs. Gerald Wagner at her home next Tuesday afternoon. There is to be another of the famous pot luck bridges and the ladies are hoping that Mrs. Groom will bring some of those good rolls and that Mrs. Lozier will be asked to bake a cake.

Without good company all dainties lose their true relish, and like painted grapes, are only seen, not tasted.

The many friends of Howard Ives feel a sincere loss in his recent death. Mr. Ives was associated with and a stockholder of the C. W. Mills Paper Co. for many years. His home was at 123 North Fuller avenue. He traveled Northern Michigan territory, was a very aggressive salesman, and was greatly liked by his business associates. His death at seventy-two years was preceded by several months' illness. The funeral services were held this past week.

When the sun goes below the horizon, he is not set; the heavens glow for a full hour after his departure—And when a great and good man sets, the sky of this world is luminous long after he is out of sight. Such a man cannot die out of this world. When he goes he leaves behind much of himself. Being dead he speaks.

Bill Van Overloop and his wife motored to Detroit this past week and visited the Holmans and the Molloyes. We have not heard from them since their return, but we hope they found the city in ship shape condition.

Several of the boys were happy to see and hear from Frank Holman when he was a visitor to Grand Rapids a few days ago. We know that Detroit is a good distance away, but we wish that Frank might join us in our Council meeting in the near future.

We are sorry to learn of the death of the mother of Norman Boss. She passed away at her home at Sand Lake. May Scribe—T. F. Fishleigh.

Hide Prospects Clouded

While hide prices have advanced materially in recent months and are currently at the year's high, price prospects are clouded by the heavy Government stocks. These were accumulated as a result of the relief slaughter last season, and they remain a constant threat to price stability.

The substantial decline in the number of cattle slaughtered in recent weeks indicates the approach of an acute shortage of hides on current account, according to one section of trade opinion. Since the 2,500,000 Government hides are in cold storage and can be safely carried over, confidence is expressed that the Government will not release any of its stocks this year.

On the other hand, other observers felt that any further increase in prices will result in a curtailment of tanners' buying. Shoe production has declined latterly, it is pointed out. More-

over, the heaviest demand now is for cheaper shoes, and an advance in hide prices would encourage substitution of cheaper grades of leather, or even rubber, in shoe manufacture, it is held.

Imports of hides have also increased latterly, the total to date this year being 388,472, as compared with 367,589 during the same period last year. A heavier movement is feared if prices should advance materially.

Canned Fruit Prices Reduced

Further unsteadiness developed in the primary canned goods market, following the announcement by large producers of advertised brands in reductions in quotations on spot supplies of canned fruits. Holding substantial stocks, canners of well-known brands cut prices of pears 20 cents per dozen cans, while peaches were reduced 15 cents on the popular types. Independ-

ents were forced to meet the lower quotations, and, in some instances, made deeper cuts than those put into effect on the branded lines. Two of the large California packers announced prices on the 1935 asparagus packs which show slight increases over last year's figures. Prices on branded lines of spinach opened some time ago were advanced 10 cents by producers.

The man who does things makes many mistakes but he never makes the biggest mistake of all—doing nothing.

Modern Store Equipment
40 50 South Market Ave. Telephone 82176
GRAND RAPIDS, MICH.

DISTRIBUTORS OF
TERRELL'S Steel Shelving, Wrapping Counters, Bread and Cake Display Racks, Dew Fresh Vegetable Counters, Hardware Counters, Dry Goods Counters.
Standard Scales, Meat Slicers, Grinders, Coffee Grinders, Dry-Kold Refrigerators and Butcher Supplies
ANTHONY VER MERRIS EDWARD SLEIGH

JUNKET
Reg. U. S. Pat. Off.
Products

JUNKET POWDER
Sweetened and in six tempting flavors
JUNKET TABLETS
Which you sweeten and flavor to taste. Make Milk into Cool, Creamy Desserts—No Cooking
JUNKET MIX
No warming. Just mix with milk and cream. Makes Delicious Ice Cream in Electric Refrigerator
The Junket Folks, Little Falls, N. Y.

Putnam's CANDIES
FOR
SPRING AND SUMMER

Orange Slices	Minty Mints
Superior Jellies	Licomints
Cream Wafers Ass't	Summer Bon Bons
Malted Milk Lozenges	Cherry Ices
Cocoanut Sticks	Orange Ices
Banquet Mints	Lemon Drops
Candy Hazelnuts	Jelly Beans

Also Bar and Penny Goods Specialties
ORDER FROM YOUR JOBBER
NATIONAL CANDY CO., Inc. Putnam Factory GRAND RAPIDS, MICH.

WHY
DO "RED STAR"
SALES INCREASE?

FRESH COMPRESSED
RED STAR
YEAST

the only well known yeast grown from grain. . . . Extra rich in Vitamin B . . . excellent for facial packs. . . . Dependable for all uses . . . foil wrapped in large size economical cakes.

All of which means greater Consumer Satisfaction — and greater Profit and Turnover for you.

RED STAR YEAST & PRODUCTS CO., MILWAUKEE, WIS.
Members by Invitation of the Rice Leaders of the World Association



STRICTLY INDEPENDENT SINCE 1882

MOVEMENTS OF MERCHANTS.

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

Grand Rapids—Charles M. Brostrom succeeds Charles Booker at manager of Wilson & Co.

Ionia—The State Savings Bank of Ionia has increased its capital stock from \$100,000 to \$125,000.

Grand Rapids—W. F. Hunter succeeds Joe Catalano in the grocery business at 156 Indiana avenue, N.W.

Holly—The First State & Savings Bank of Holly has decreased its capital stock from \$100,000 to \$60,000.

Detroit—The Eastern Box Co., 3379 Gratiot avenue, has increased its capital stock from \$100,000 to \$150,000.

Wellston—Thomas Snyder has sold his garage and repair shop to Floyd Crooks, who has taken possession.

Detroit—The Century Fireproof Construction Co., 16327 Harper avenue, has a capital stock of \$1,000, all paid in.

Detroit—Boulder Mill, Inc., 1802 Buhl Bldg., mining, milling, etc., is capitalized at \$10,000, \$1,000 being paid in.

Detroit—The Union Appliance Co., 1912 Union Guardian Bldg., has a capital stock of \$4,000, \$1,000 being paid in.

Detroit—The Electric Brake Sales Corporation, 1102 Penobscot Bldg., has changed its name to the Warner Sales Co.

Detroit—The Clippert Brick Co., Box 3, 31st street Postoffice, has decreased its capital stock from \$700,000 to \$350,000.

Muskegon—Walter J. Madigan succeeds Don Harris as manager of the Muskegon store of the Harris Sample Furniture Co.

Mason—Gus Kean has purchased the Mack building adjacent to his variety store and will remodel the two buildings into a fine store.

Detroit—Bonninghausen, Inc., 1307 Griswold street, has increased its capital stock from 100 shares no par value to 500 shares at \$10 each.

Grand Rapids—The annual meeting of the Red and White Stores connected with the local house of Lee & Cady will be held here next Thursday.

Charlevoix—Heise & Schantz, plumbers, have removed to their new location on Mason street, the store building having been thoroughly remodeled.

Charlotte—W. B. Fulton, 68, president of the Colburn Fulton Lumber Co. for the past 27 years, died May 9, following an illness of several years.

Carson City—A. S. Burnham, Inc., dealer in gasoline, refine and blend petroleum products, has a capital stock of \$25,000 preferred with \$5,000 paid in.

Wyandotte—The Fit-Rite Shoe Co., 3336 Biddle avenue, retail dealer in shoes and clothing, is capitalized at 100 shares at \$40 a share, \$4,000 being paid in.

Detroit—The Aluminum & Architectural Metals Corporation, 1974 Franklin street, has a capital stock of 500 shares at \$10 each, \$2,000 being paid in.

Harbor Springs—Lacy Sergeant has taken over by purchase, the Bursian Buick Sales Co. and will continue the

business under the style of the Sergeant Auto Co.

Muskegon—The Old Dutch Refining Co. has merged its business into a stock company under the same style with a capital stock of \$1,000,000, \$1,000 being paid in.

Detroit—The Connors Creek Coal Co., Inc., 2619 Connors avenue, wholesale and retail dealer fuel of all kinds, has a capital stock of \$50,000, \$2,000 being paid in.

Highland Park—The Park Furniture Sales, Inc., 14 West Davison avenue, dealer in furniture and household equipment, has a capital stock of \$3,000, all paid in.

Muskegon—The Be-No Sales Corporation has leased a store on the Third street side of the Occidental hotel building and will occupy it with a stock of special drugs.

Highland Park—The Highland Park Furnace Co., 13320 Hamilton avenue, has been organized to deal in warm air furnaces, with a capital stock of \$5,000, \$1,000 being paid in.

Bear Lake—Mrs. Gustav Schrader, dealer in general merchandise, has sold her stock to Orlin Keillor, who will add a line of cold meats as well as greatly increase all of the stock.

Grand Rapids—C. F. Bettendge has purchased the grocery and meat stock of J. McCleary, 1357 Alpine avenue and will continue the business under the style of the Bettendge Food Shop.

Muskegon—E. R. Swett, manager of the Occidental hotel, has installed six modern booths in the Western avenue section of the hotel cafeteria for patron wishing greater privacy during meals.

Grand Rapids—The American Auto-Felt Corporation, 617 Crosby street, N. W., has changed its capitalization from 70,000 shares no par value to \$120,000 and 10,000 shares no par value.

Detroit—The Flex-Flo Co., Inc., 2231 Dalzelle street, has been organized to deal in auto trailer couplings, with a capital stock of \$5,000 common and \$5,000 preferred, \$4,250 being paid in.

Detroit—The D. C. Goudie Sales Co., 2832 East Grand Blvd., has increased its capital stock from 1,000 shares no par value to \$5,000 and changed its name to the Jones Fors Company.

Muskegon—Ralph Clark, who has been connected with the shoe business here for the past 15 years, has engaged in business under the style of Clark's Boot Shop, in the Michigan Theatre building.

Galesburg—H. H. Snyder, recently of Kalamazoo, has purchased the building recently occupied by a creamery, remodeled it and installed machinery preparatory to manufacturing Snyder trailers and coaches.

Cadillac—John Maxbauer, of Traverse City, has purchased the local Freeman Dairy plant and will continue the business under the style of the Maxbauer Creamery, with Charles Sigafosse as manager.

Kent City—L. E. Gillam, of Kent City, has purchased the Stout meat market at Trufant and will take pos-

session May 15. Gillam has had charge of the meat department in the A. H. Saur & Sons general store.

Detroit—The Magnador Manufacturing Co., 14848 Wyoming avenue, tools, parts and apparatus, has a capital stock of 12,000 shares of A stock at 50c each and 13,000 shares of B at 50c each, \$6,700 being paid in.

Muskegon Heights—Edward J. Lorenz, hardware dealer, was recently re-elected mayor of this city, being the first mayor in the history of the city to serve two terms. He was given 61 per cent. of the total votes cast.

Portland—Thieves entered the drug store of Carl Bywater, the bakery of Roy Pouch and the clothing store of Roy Daudy and carried away the contents of the cash registers. The stores were entered from the basement.

Allegan—Charles A. Sheffer has resigned his position as manager of the Otsego Kroger grocery and meat store and purchased the local Steketee Red & White grocery stock and will conduct the business as an AG store.

Detroit—The Frederick Newton Chemical Co., organized to manufacture and deal in chemicals and pharmaceuticals, has a capital stock of 50,000 shares of A stock at \$1 a share and 35,000 shares of B stock at \$1 a share, \$29,800 being paid in.

Ionia—Don Givoux, of Pontiac is the new manager of the Shinner Market. Mr. Givoux succeeds Harvey Andrews, of Flint, manager of the market since it opened in Ionia last November. Mr. Andrews returned to his home in Flint and plans to take a position in Ohio.

Grand Rapids—Miner J. Seven, 61, a resident here most of his life, has gone to his reward. A native of the Netherlands, Mr. Seven came here at an early age. He was engaged in the grocery business for many years, and for the past thirty years had a store at 500 West Leonard street.

Detroit—Carson, Pirie Scott & Co., announce the opening of Detroit headquarters for the firm's wholesale business. Invitations are being sent to dry goods merchants in the Detroit trade area to attend the formal opening Monday, May 15, in the Merchants building at 206 Grand River avenue East. H. J. Iding will be charge and ten experienced Michigan men will make up the Detroit headquarters staff.

Detroit—Word has been received here of the death in Winter Park, Fla., Tuesday, of Fred W. Matheson, for many years associated with the Acme White Lead Co. here. He died at the winter home of his cousin, Frank M. Matheson, of Wilkes Barre, Pa., where he had gone three months ago to regain his health. Mr. Matheson was born in London, Ont., 59 years ago. For twenty-nine years he was in the sales department of the Acme White Lead Co.

Kalamazoo—The Peter Pan Bakery Co., of this city, carried away the blue ribbon as first prize for the best display of wholesale baked goods at the annual convention of Michigan Bakers at Grand Rapids. The bakers, who had been in session for three days, closed their meetings Wednesday eve-

ning, at which time the awards were made. Selection of the 1936 convention city will be made later by the association's board of governors. Grand Rapids, Detroit, Lansing, and Traverse City have extended invitations for the 1936 meetings.

Petoskey—William C. Wykes, and son, Richard Wykes, of Grand Rapids, have purchased the Bathke Economy Food market, one of the city's prominent grocery and meat markets. They took possession Monday and will occupy their summer villa at Walloon lake, ten miles South of the city, until autumn. Theodore Bathke will enter the wholesale meat business in Petoskey. He had conducted the store ten years and is a former vice president of the Michigan Retail Grocers and Meat Dealers association and a well known buyer in the Grand Rapids markets.

Detroit—The Detroit Retail Shoe Dealers Association is holding its first night business meeting in about 10 years this week at the Fort Shelby Hotel. Banquets, shows and entertainments have gone on at night, but local shoemen have favored the noonday business session. With Nathan Hack in the president's chair, the move for an evening session is taking definite, if experimental shape. These will be held monthly hereafter, according to present plans. "The swift noonday luncheon meeting is fine for a get together," Hack said. "But the time is woefully limited. As a result, we just get into a good discussion, when it is time to adjourn and get back to business. We can have longer meetings in the evening, and get more work accomplished."

Detroit—Robert McClellan Hull, of 3737 Gladstone avenue, who played amateur baseball here from his youth through his seventy-eighth year, died Saturday in Providence Hospital at the age of 79. He had been ill 10 weeks. Mr. Hull was born at Washington boulevard and Grand River avenue. While in his early teens he played baseball on fields that now are included in the downtown business district. In the 1870's he played on the old Sweepstakes team, an amateur nine in those days. Among the players he was associated with was Addison Lyons, who later went to Chicago and became a famed pitcher. Despite his advanced age Mr. Hull maintained his active interest in the game through last summer, playing with the Belle Isle Tigers on the Island. For many years he and his brothers, only one of whom, George L., survives, conducted the Hull Bros. grocery on the Campus Martius, near where the Temple theater stood. Later they owned a meat market at Park Place and Grand River avenue.

Manufacturing Matters

Detroit—The Aero-Cycle Co., 827 Lakepointe avenue, acquire patents and manufacture, has a capital stock of \$20,000, \$3,000 being paid in.

Detroit—The Joint-Seal Corporation, 3690 Trumbull avenue, manufacturer of piston rings, has a capital stock of \$10,000, \$1,000 being paid in.

Essential Features of the Grocery Staples

Sugar—Refined has been advanced 10 points. Jobbers now hold cane granulated at \$5.40 and beet sugar at \$5.20.

Tea—The first hands demand for tea during the past week has been somewhat better than during the week before. Prices are about unchanged in this country and practically so in primary markets. Javas are perhaps a little firmer on account of reduced supplies. Consumptive demand for tea is moderate.

Coffee—The market for future Rio and Santos coffee green and in a large way started the week with a slight gain, due to firmer news from Brazil and a better general demand. This condition lasted a few days and then heavier selling developed and prices dropped again. The demand declined somewhat and more weakness resulted. However, about the middle of the week, some little firmness developed but not sufficient to change the fundamental situation. Early in the week actual Rio and Santos green and in a large way advanced slightly and most of this advance was held during the week without material change from last week. Mild coffees are perhaps a slight shade easier. Jobbing market on roasted coffee continues more or less easy on account of the green market. Consumptive demand for coffee is good.

Canned Fruits—With the future so unsettled as to new packs, distributors are not taking a definite position. Acreages have been large, and weather so far seems favorable enough. There has been so much talk about the probability of unusually large packs this year that this is not hard to understand. After all, there is little incentive to cover future requirements when the prospects are for plenty of merchandise in the various packing centers.

Canned Vegetables — The nearby outlook for canned vegetables seems to be for a steady clean-up of such spots as are now close to that stage anyway. Prices show a little irregularity, as may be expected in a market such as this. With so many small lots available, there is a desire to clean up, even at a shading of prices here and there. Sometimes, it happens, however, that merchandise quoted at low prices could never be sold at anything else. That is to say, some of it would fail to measure up to the quality of strictly standard stuff. Some lots of peas from the Middle West have fallen into this class.

Canned Fish—Canned salmon and other kinds of fish will be coming into greater prominence now that the warm weather is here. The outlook for the new packing season is still very obscure and prices on spots have shown a tendency to hold or work higher. Reds, pinks, chums and fancy varieties are in good position and strongly held.

Canned Fish—Some sellers advanced red Alaska salmon 5 cents per dozen. The prospects of Columbia River salmon seem to be pretty fair. Other tinned fish unchanged and quiet.

Dried Fruits—The dried fruit market last week showed little change from previous weeks. The character of the

market is steady rather than spectacular. Buyers are taking their requirements in a small lot way, but these small orders in the aggregate amount to sizable business. Prices showed little or no change last week. The better brands or prunes have held firm, and any recent easing here has been confined to "popular brands." Raisins, too, have shown a lot of stability in recent weeks, with hardly any quotable change in the regulars or seeded varieties at all. Top grades of Blenheim apricots have been unchanged and evaporated apples have shown a little better tone. The Coast reports the market out there quiet, but prices on the major items have resisted any tendency to ease. First hands report a little better feeling as regards exports, with a smaller surplus of exportable Yugoslav prunes. Apricots are practically all cleared, and there are no figs left in the primary market. Imported figs and dates have moved well here and holders have kept prices at a level to encourage business, rather than attempting to take full advantage of the present statistical situation.

Beans and Peas—The market for dried beans and dried peas shows no change from a week ago. No appreciable decline has occurred, but the trade is very dull.

Cheese—Cheese sales are improving. The opening of a cheese futures market by the Chicago Mercantile Exchange is regarded as an advance step and will tend to stabilize the cheese business, according to a leading authority.

Nuts—The nut market continues to move along without anything particular developing. There has been some seasonal expansion in demand for shelled nuts affected this way by the coming of warmer weather. Foreign almonds are said to be moving somewhat better, with domestic goods about cleaned up. There is a fairly good business being done in cashews from day to day, and Brizils are moving in a steady if not large volume.

Olive Oil—The olive oil market remained generally steady last week. There was a little fluctuation, but not enough to make any particular difference, as far as buying for shipment to this country is concerned. First hands continue to buy for nearby needs and business here is reported as fairly active.

Rice—The rice market has been generally active in a routine way here, with stiffening prices on spot giving buyers some incentive to cover their requirements a little further ahead, before higher replacement costs become general. Stocks in the hands of the trade, however, continue light and the general feeling seems to be that when better prices are made, buyers will pay them, but they will only buy as fast as they can sell. The situation in the South is very strong, and while there has been some letup in export business Porto Rico continues active.

Salt Fish—Mackerel and other salt fish are very quiet and if stocks were better there would undoubtedly be declines. As it is, prices continue firm in spite of the poor demand.

Syrup and Molasses—Demand for sugar syrup continues unchanged and regular. Prices are firm on account of limited production. Compound syrup is in fair demand without change since the advance due to advancing freight rates. The better grades of molasses are unchanged and selling normally.

Review of the Produce Market

Apples—No. 1 Spys, \$1.50 and \$1.75.
Artichokes—80c per dozen.
Asparagus—2 doz. section from Illinois, \$1.20; Fancy Alton from Illinois, \$1.20 per doz.
Bananas—4½c per lb.
Butter—Cartons, 28c; tubs, 27½c.
Cabbage—80 lb. crate from Tenn., \$2.25.

Calavos—\$2.25 per case from Calif.
Carrots—Calif., 50c per doz. bunches or \$2.60 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, 50c 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 23c per dozen for all clean receipts. They sell as follows:

Large white, extra fancy.....27c
Standard fancy select, cartons...26c
Current receipts.....25c
Medium24c
Cracks23c

Egg Plant—\$1.50 per doz. from Fla.
Garlic—15c per lb.

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

Green Beans—\$1.50 per hamper for Florida.

Green Onions—Home grown, silver skin, 20c per dozen.

Green Peas—\$1.85 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's, 4s and 5s, crate...\$3.85
Leaf hot house..... 9c
Mushrooms—33c 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
150 4.50
176 4.50
200 4.50
216 4.50
252 4.50
288 4.00
324 3.50
Red Ball, 50c per box less.

Florida oranges in boxes are sold as follows:
200\$4.00

216 4.00
250 4.00
288 4.00

Parsley—30c per doz. for hot house.
Pineapples—24s and 30s Cuban, \$4.25 per box.

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

Poultry—Local jobbers pay as follows:

Heavy Fowls.....20c
Light Fowls.....17c
Turkeys20c
Geese15c

Ducks15c
Radishes—Hot house 30c per dozen bunches.

Rhubarb—Home grown, 50c per bu. of about 30 pounds.

Spinach—Home grown, 60c per bu.
Strawberries—24 qt. case from Tenn., \$3.25.

Sweet Potatoes—\$1.75 per bushel for Jerseys.

Tomatoes — Florida repacked, \$1.15 per 10 lb. box.

Veal Calves—Local jobbers pay as follows:

Fancy11½
Good 9 c
Wax Beans—La., \$1.40 per hamper.

Sixteen New Readers of the Tradesman

The following new subscribers have been received during the past week: W. D. Guidotti, Grand Rapids
Ellery Rutherford, Grand Rapids
Ray Powers, Grand Rapids
C. De Young, Grand Rapids
Leon C. Borch, Grand Rapids
Louis De Witt, Grand Rapids
Franks Market, Grand Rapids
T. C. Lappinga, Grand Rapids
The Hobart Co., Inc., Grand Rapids
Rason & Dows, Grand Rapids
Robert Ellis, Grand Rapids
Bonnema & Vredevoogd, Kalamazoo
Henry Alkema, Grandville
Oscar Poel, Coopersville
Square Deal Hardware, Coopersville
C. F. Bettendge, Grand Rapids

Detroit—The F. L. Jacobs Co., 6901 East Lafayette avenue, plating and manufacturer of automotive parts, has decreased its capital stock from \$50,000 to \$30,300.

White Pigeon—The Gugley Incubator Co., organized to manufacture and sell incubators, has a capital stock of 300 shares at \$100 a share, \$15,000 being paid in.

Detroit—The Simplex Cabinet Corporation, 804 Hammond Bldg., has been organized to manufacture and sell taweling cabinets, with a capital stock of \$1,000, all paid in.

Detroit—The Great Lakes Bottle Cap Co., 14471 Livernois avenue, manufacturer of paper products, bottle caps, etc., has a capital stock of \$50,000, \$28,000 being paid in.

Errors due to friction are said to be eliminated, pulsating flows more accurately measured by a new type of flow meter which utilizes a variable orifice principle of operation.

All happy families resemble one another; every unhappy family is unhappy in its own way.—Tolstois.

MUTUAL INSURANCE (Fire and Life)

Life Insurance Week

Monday morning life underwriters throughout the United States opened the observance of "Life Insurance Week." In many cities the start will be made at a breakfast at an early hour. This week the people will not be permitted to forget the importance of life insurance. It will be impressed upon them over the radio, in the newspapers, by posters and window displays and by the thousands of life insurance salesmen who will visit great numbers of them.

Undoubtedly an unusually large weekly production of new life insurance will result from this extraordinary effort and the public will be benefited accordingly. However, the benefits will not cease there. Thousands who have life insurance and have found it difficult to keep the premiums paid will become the more determined not to let it lapse and not to "cash in" on it. This is of the utmost importance, not alone to those for whose protection it was purchased originally but for the life insurance companies. One of the heaviest drains upon them arises from the loss of business for which they have paid and which must be replaced at high cost in order to maintain the broad average on which the security of life insurance largely rests.

Frank Carroll, Famous Commuter and Adjuster

Frank C. Carroll of Cleveland, highly regarded independent adjuster of fire losses, has become illustrious—not to say "illustrated"—as a commuter. The Painesville (Ohio) Telegraph last week published his picture in connection with a statement that in half a century of commuting Mr. Carroll has traveled by train nearly 500,000 miles, the equivalent of twenty trips around the world at the equator.

Frank Carroll, though seventy-nine years old, is still active in business. Born in Munson, Geauga County, Ohio, December 14, 1855, he studied law in the office of Judge Delos Canfield at Chardon (a town which probably turned out more special agents of fire companies than any other of its size in the country) and was admitted to the bar in 1878. After practicing law at Willoughby till 1883, he entered the service of fire insurance companies and in 1885, opened his own office as an independent adjuster at Cleveland. He commuted from Willoughby to Cleveland fifteen years, then from his farm for twenty-one years and since 1921 from Painesville. In spite of changes in transportation he has "stuck to the railroad" and still takes the 7:03 A.M. train from Painesville.

Union Mutual Life of Iowa Takes Over Competition

The Union Mutual Life Co. of Des Moines, Iowa, last week reinsured the outstanding business of the Mutual Old Line Life Insurance Co., also of Des Moines, amounting to \$938,500, as-

sumed all its liabilities and took over its assets. The Iowa Insurance Department has approved the transaction.

C. G. Schulz, secretary of the Union Mutual Life, stated that every Mutual Old Line policy will be continued in force on the same basis, as issued originally, at the same premium and without lien or charge of any kind against policy benefits or reserves. All field representatives of the Mutual Old Line who desire to continue with the Union Mutual Life will be permitted to do so.

The Mutual Old Line Life started business in the summer of 1929 as a mutual company with \$22,245 surplus paid in by the directors. It had not made much headway until the depression came. By the end of 1933 its surplus was almost exhausted.

Oppose Carrying Its Own Insurance

Opposition to the City of Richmond, Va., carrying its own fire insurance on city buildings was registered before the city council finance committee when the question of self-insurance was revived in a new ordinance given a public hearing. The ordinance provides a \$300,000 insurance fund, of which \$175,000 is now in the treasury and the balance would be provided by bond issue.

Insurance men declared the proposed sum to be inadequate and declared the city now pays annual insurance premiums of between \$6,000 and \$7,000 and the city school board pays between \$7,000 and \$8,000 in premiums on schoolhouse insurance. It was pointed out that city buildings are not insured to 30 per cent. of their insurable value, and the City Hall, valued at \$1,000,000, is not covered by any fire insurance. Donald C. Hancock of Elam & Dunsten led those who opposed the measure.

Origin and Development of the Gideon Movement

In the autumn of 1898 John H. Nicholson, of Janesville, Wis., came to the Central Hotel at Boscobel, Wis., for the night. The hotel being crowded, he was requested to take a bed in a double room with S. E. Hill, of Beloit, Wis., where each discovered the other to be a Christian. They had their evening devotions together and on their knees before God were given the thoughts afterwards worked out. On May 31, they met at Beaver Dam, Wis., concluded to band the Christian commercial travelers together for mutual recognition and united service for the Master and decided to call a meeting at Janesville, Wis., July 1 1899 in the Y.M.C.A. building. Only three men were present, John H. Nicholson, W. J. Knights and S. E. Hill. They organized with S. E. Hill, Pres.; W. J. Knights, Vice-Pres. John H. Nicholson, Sec'y-Treas. Much thought was given as to what the name of the Association should be, and after special prayer that God might lead them to select the proper one, Mr. Knights arose from his knees and said, "We will be called Gideons."

Membership of the Gideons was originally limited to traveling men. Other business men, attracted by the results

soon asked for the opportunity of sharing in the work. Now the Gideon Association is open to any Christian business man. The members help to support the work with their dues. They promote it on spare time, without remuneration. The work, international in its scope, is handled through local camps. All Christian business men are cordially invited to join the association and share the joy of personal effort in winning men to Christ.

It is the purpose to bring Christian business men and traveling men together in an effort to present the Gospel of our Lord Jesus Christ to the public by placing the Bible in hotels, hospitals and other public places. Records indicate that the great majority so reached do not hear the Gospel in any other way. Hotels everywhere want Gideon bibles.

The Association is financed by regular and associate membership dues and by donations from those who take an interest in our work. One Bible class in the South alone supplied funds for 6,000 bibles and is continuing its financial assistance.

One and a quarter million copies placed, 22,000 in twenty foreign countries. Thousands of men and women reached and influenced. Broken homes re-established. Saddened hearts made glad. Christ's promise of "more abundant life" fulfilled in unexpected and miraculous ways. Certainly the Gideon ministry is Scriptural, resultful and marvelously led of the Holy Spirit.

We invite you to join with us in this

work. All contributions are used in the spread of the Gospel. A Gideon bible in English can be delivered anywhere in the world at a cost not to exceed one dollar. Substantial contributions are needed to meet the requests coming from all parts of the world. Make an investment in things eternal.

The first Bibles placed were twenty-five in the Superior Hotel, Iron Mountain, Montana, Nov., 1908. The largest shipment of Bibles was made to California, 1911, of 25,250.

Samuel Fulton is our present International President with headquarters at 202 South State street, Chicago, Ill.

The present local Camp President is Harry C. J. Roeper, 500 Worden street, city, and E. A. Larson, Sec'y-Treas., 862 5th street, city. Contributions are received by any member and receipt is mailed by the Treasurer.

The 1935 state convention will be held here in Grand Rapids May 18 and 19 with convention headquarters at the Mertens Hotel.

Sunday, May 19th, representatives of the Gideons will attend the services in about twenty-five local churches to give their testimonial about the Gideon work.

C. Oscar Strand.

Extreme clearness is claimed for a new sausage casing. It is soaked and handled like viscose casings, save that longer soaking is said to increase stretch.

The busy man has few idle visitors; to the boiling pot the flies come not.— Benjamin Franklin.

Mutual Dividend-Savings ..

on all casualty insurance with absolute security, mutual interest and protection against losses. Claim settlements with record speed—leadership in accident prevention. Every safeguard is provided for EMPLOYERS MUTUAL policyholders. Call

GRAND RAPIDS
809 Peoples National Bldg.
Phone 80546



DON'T INSURE

for

FIRE OR WIND

UNTIL YOU HAVE CONSULTED US

SOUND PROTECTION AT A SAVING

MICHIGAN BANKERS & MERCHANTS
MUTUAL FIRE INSURANCE CO.

Fremont, Michigan

Wm. N. Senf, Sec'y

MUTUAL SERVICE AND EFFICIENCY

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

Unfair competition in the sale of reconditioned or used spark plugs is prohibited by the Federal Trade Commission in an order to cease and desist issued against Federal Auto Products Co., of Chicago. The order directs the respondent to cease "neglecting, refusing or failing on the wrappers, boxes and cartons containing such spark plugs or in any other way to indicate or make it known that such spark plugs are reconditioned or used." The respondent company consented to issuance of the cease and desist order.

Unfair advertising of medicines called "Pap-O-Dine" and "Kurto" will be stopped by M. L. Klein & Co., of Atlanta, under a stipulation entered into with the Federal Trade Commission. The company agrees to cease alleging that substantial benefit will be derived from one dose of Pap-O-Dine, except in cases of simple gastric hyperacidity, or that this preparation is a competent treatment for indigestion, stomach ulcers, nausea, heartburn, gas pains, bloating and other ailments. Kurto will no longer be advertised as a competent treatment for impetigo, cracked toes, athlete's foot and eczema, unless, in the last two instances, the representations are limited to the relief of itching caused by these ailments.

Advertising of plated hollow-ware as "Sheffield Reproduction" will be discontinued by Lehman Brothers Silverware Corporation, 197 Grand street, New York City, under a stipulation entered into with the Federal Trade Commission, in which the corporation agrees to cease using the word "Sheffield" alone or in connection with other words so as to imply that its products are manufactured at Sheffield, England, in accordance with the process used in the manufacture of Sheffield silverware or plate. The stipulation points out that this company's products were not made in accordance with this process or in Sheffield, England.

Engaged in packing food products, including strained honey, W. F. Straub & Co., Inc., of 5520 Northwest Highway, Chicago, has entered into a stipulation with the Federal Trade Commission to cease using in advertising the word "non-fattening" or other words which may tend to confuse purchasers into believing the product not to be a fattening food. The stipulation points out that it is the consensus of opinion among scientists that honey is a fattening food and in fact produces added weight.

Engaged in the sale of a dentifrice called "Hyal" which it advertised as a treatment for bleeding gums, pyorrhea and trench mouth, the Hyal Distributing Company, of Fort Worth, Tex., has entered into a stipulation with the Federal Trade Commission to discontinue unfair advertising representations. Among the assertions to be discontinued

are the following: That the use of Hyal will prevent pyorrhea, trench mouth or other mouth disorders; that it is 100 per cent. efficient as a dentifrice and that most mouth disorders would practically disappear if Hyal were universally used.

Selling women's hosiery on orders taken by salesmen through house-to-house canvass, Louis H. Tabach, of 1060 Broad street Newark, N. J., trading as Longwear Hosiery Co. and Certified Hosiery Co., has entered into a stipulation with the Federal Trade Commission to cease and desist from eleven alleged unfair practices.

Among these are the filling of orders for hosiery with articles of different sizes, colors or quality than ordered; demanding or collecting additional payment of 10 per cent. as the alleged cost of postage and insurance fees on shipments of hosiery made to correct mistakes in size or color, and unduly or unreasonably delaying the correction of mistakes in filling orders or failing to make such adjustments.

Other unfair practices to be abandoned include the representation that hosiery is woven with a special lock-stitch which prevents snagging or running, and that it is guaranteed to be hole-proof or run-proof for three to six months, when this is not true.

Tate Furniture Co., of High Point, N. C., manufacturing cedar lined furniture, has entered into a stipulation with the Federal Trade Commission to abandon use in its circular and other advertising of the words "Cedar Lined," so as not to imply to purchasers that its products are lined with or composed of cedar wood of such thickness as to afford the protection against moths generally understood and recognized to be characteristic of "cedar" or "cedar lined" products. The company agrees not to use the words "Cedar Lined" to describe its articles unless, when they are lined with a veneer of cedar of a thickness or quantity which does not afford protection from moths, the words "Cedar Lined" shall be immediately accompanied by other words in conspicuous type to clearly indicate that the products are not moth-proof or do not afford protection from moths due to the cedar veneer.

Alleging unfair competition in the sale of paper products, the Federal Trade Commission has issued a complaint against Samson Paper Products Corporation and Louis, Harry and Moe Hyman, 118 Greene street, New York City, dealers in roll paper.

Adding machine paper was advertised as "Number 1 Sulphite Bond," indicating a high grade when in fact it was inferior to that known as Number 1 Sulphite Bond. This practice was alleged to be unfair competition with other dealers.

The Commission has given the respondent until Friday, June 7, to show cause why an order to cease and desist from the practices alleged should not be issued.

Unfair representation of shoes by advertising them as "Dr. Posner's Scientific Shoes" when they are not made under supervision of a doctor and contain no orthopedic features, is alleged by the Federal Trade Commission in a complaint issued against Dr. A. Posner Shoes, Inc., 140 West Broadway, New York City. This practice is unfair competition, according to the complaint. The respondent is given until Friday, June 7, to show cause why an order should not be issued requiring it to cease and desist from the practice alleged.

Campaign of National Organization of Sausage Manufacturers

The merits of sausage and ready-to-serve meats, the scores of uses of the products, and the delicious taste and flavor of the goods are being announced to the people of the United States this month as never before.

In Boston, arrangements have been made for a "Sausage Parade" through the main part of the city and the suburbs, telling people about the merits of sausage and ready-to-serve meats. The route of the parade is by the home of the Governor of Massachusetts. Plans include presentation of sausage and ready-to-serve meats to the governor and to the mayors and selectmen of Boston and of the suburbs through which the parade passes. The Boston group also is sponsoring an advertising campaign, and each week a "stunt" similar to the sausage parade will be arranged and executed.

A newspaper in a Southern state reports that a local advertising campaign of substantial size has been arranged, using the suggested advertisements of the National Organization of Sausage Manufacturers, a division of the Institute of American Meat Packers which is sponsoring the "Get Acquainted with Sausage and Ready-to-Serve Meats Campaign" from May 6 to June 1.

The Executive Secretary of the National Association of Retail Meat Dealers has sent to one thousand of the key men in the organization a memorandum telling about the campaign and urging all members to participate.

A radio talk on sausage and ready-to-serve meats is being made weekly by a home economist of the National Live Stock and Meat Board from one of the most powerful radio stations in the country. Proposed radio addresses on sausage and ready-to-serve meats have been sent to companies which are participating in the campaign. Some of these undoubtedly will be made to large radio audiences.

Uses of sausage and ready-to-serve meats are being shown to thousands of women attending National Live Stock and Meat Board cooking schools from now until the end of the month. Consumers are actually being shown how they can include sausage and ready-to-serve meats in their menus to advantage.

Three hundred of the leading hotels in the country, as well as all the hotel and restaurant associations, have been asked to feature sausage and ready-to-

serve meats on their menus during the period of the campaign.

All of the big food stores in one of the largest cities in the country have been asked to display and feature sausage and ready-to-serve meats.

The big sausage drive is under way—the first Nation-wide, concerted effort to point out the many merits of sausage and ready-to-serve meats, the scores of ways in which they can be used, and the delicious taste and flavor of these products.

The first week was devoted to the merchandising of pork sausage, frankfurters and dry sausage. During the week beginning May 13, the products which will be featured are liver sausage and bologna—two of the most important products of the average sausage manufacturer or packer and certainly two of the most appreciated of the many sausage and ready-to-serve meat products.

The windows of retail meat stores will carry the large center panel of the National Organization of Sausage Manufacturers display, showing the open road scene. The side panels will show liver sausage and bologna used in sandwiches, and hors d'oeuvres and canapes, probably known to most of us as appetizers, made with sausage and ready-to-serve meats.

In the following week, cooked ham and the specialties will be featured, and in the final week, frankfurters and loaf products will be emphasized.

A thirty-two page recipe book, containing more than ninety newly-developed recipes using more than thirty different kinds of sausages and ready-to-serve meats has been completed, and copies sent out by the National Organization of Sausage Manufacturers and packers throughout the country. This booklet, which can be imprinted, has been designed so that it may be used as a part of the campaign or as a complete piece in itself for use by the sausage manufacturer or packer whose name appears on the back of the book.

Interest in the campaign has been increasing as the campaign opens. A large number of orders for the recipe book is anticipated by the National Organization of Sausage Manufacturers. Shipment of the books can be made very shortly after the order is received, and will be filled in the order in which they are received.

The price at which the recipe book is being sold is \$36.90 per thousand, f. o. b. Buffalo, plus the charge for imprinting.

Get all you can without hurting your soul, your body, or your neighbor. Save all you can, cutting off every needless expense. Give all you can. Be glad to give, and ready to distribute; laying up in store for yourselves a good foundation against the time to come, that you may attain eternal life.—John Wesley.

During a very busy life I have often been asked, "How did you manage to do it all?" The answer is very simple: it is because I did everything promptly.—Sir Richard Tangye.

EXTENSION OF THE CODE

Despite the Clark resolution, which provides for a ten-month extension of the NRA and limits codes to those industries engaged in interstate commerce, predictions were made last week in leading retail quarters that the retail code will be continued and will apply to retailers regardless of whether they might be classed as doing an interstate business or not.

Those holding this view were careful to point out that it represented their personal opinions only, based on the belief that the retail code, comparatively speaking, has been one of the "successful ones" and that having a code apply to some retailers and not to the rank and file would create an almost impossible situation.

As one outcome of the situation, it was suggested in one quarter that President Roosevelt, by executive order, would act to place all retailers affected by the present code under the one to follow after the expiration of the present NIRA on June 16. Should this action or other steps having the same effect be taken, it was pointed out in manufacturing quarters that it would have a decidedly strengthening influence upon enforcement and financing of the producers' codes, where the sale and use of the "NRA" label is a vital factor.

Election of a new chairman for the National Retail Code is expected to be taken at the meeting of the Authority to be held in Washington, following the resignation of Rivers Peterson recently. Retailers here yesterday were unwilling to speculate upon his successor. Those close to the Code Authority were also averse to discussing possible action on the code situation by the Authority.

In these quarters it was stated quite definitely that no one in the National Retail Code Authority or in the NRA is going on the assumption that the act and the codes thereunder are to be discontinued. Whether this will be done by the President under an executive order or by amendment to the existing act by Congress is an open question.

It was added that the problem of whether retail trade is interstate or intrastate is so complex a one and is so governed by conflicting court decisions that it is hoped that the new law will clarify it once and for all and not leave it for further doubt and litigation.

This view also emphasizes that the determination of what the merchants want in their code rests with them. Despite some criticism, it was held that there is a genuine desire for continuance of the code among merchants, with certain changes that experience may have proved necessary.

At this time retail executives are unwilling to speculate upon the form the extended code should take generally, pending the further clarification of the Congressional legislative situation with respect to the NRA. On the score of the fair trade practices, the National Retail Dry Goods Association has gone on record as favoring the continuance of the NRA with certain

changes in codes, but by implication has endorsed the fair trade rules.

The major question in connection with the fair trade practices was the matter of enforcement, with many in the trade feeling that they could not be enforced and others asserting that despite lack of complete enforcement the injurious effects of misleading advertising and price-cutting had been materially curbed.

The major drift of retailer criticism of the present code and suggestions for the new one are illustrated in three recommendations by retailers cited by Kenneth Dameron, Professor of Marketing at Ohio State University, who wrote of a recent survey made by him in the Harvard Business Review under the title "The Retail Department Store and the NRA."

These suggestions Dr Dameron summarized as follows: Bring store hours and employ working hours closer together; eliminate trade practice provisions and finally strengthen administrative provisions so as to enforce the code.

MARKETS ARE AFFLICTED

While it is plain that certain New Deal policies interfere with business recovery, questions can be raised concerning the importance of their influence. The trouble seems more deep-seated and a hint of it is contained in the study issued during the week upon Aspects of Manufacturing Operations During Recovery, made by Frederick C. Mills of the National Bureau of Economic Research.

In the summary to this survey he points out the analogy between the period before 1929 and from 1933 to 1935. During the Twenties manufacturing industries maintained profits and overhead charges at high levels and selling prices failed to decline to a degree warranted by increased production and the fall in labor costs. Reduced markets were the result.

From 1933 to 1935 the failure of overhead and fabricating costs to reflect the great gain in productivity helped to perpetuate excessive prices and retarded a needed expansion in the volume of sales. Mr. Mills believes the following conclusion is justified:

"The immediate passing on to the consumers of a major part of the benefit of increasing industrial productivity in the form of lower prices contributes directly to the maintenance of industrial operations on a high level and to the raising of the standard of living of the people at large."

He adds that action of special groups to procure the advantages of increased productivity for themselves or the effort to decrease productivity and advance costs runs the danger of defeating its own purpose through jeopardizing markets.

TRADE REPORT SCORED

Immediate objection was raised by foreign trade interests last week to the conclusions drawn by Geoge N. Peek, special advisor to the President on foreign trade, from his latest interpretation of our international capital and trade position. Studies of domestic and foreign investments that he suggested, along with a review of policies

based upon our status as a creditor nation, were regarded as likely to be of value but his twisting of figures to show that we are not creditors and therefore have no need of excess imports was thoroughly criticized.

It was pointed out that the United States last year made the largest gain in exports of any of the leading commercial nations. The increase amounted to 27 per cent. As an importer we ranged ahead of the United Kingdom and Germany. Upon the basis of this showing, it was argued that there cannot be anything seriously wrong with the present foreign trade policy.

Much was made in Mr. Peek's report of the large imports of gold, silver and currency, which could be put down chiefly to a repatriation of capital, and of the increase in foreign investments here. In trade circles it was indicated that restrictions which have been set up here have tended strongly to turn foreign capital to investment rather than to trade. Removal of these restrictions, with cotton an outstanding example, and furtherance of reciprocal trade agreements should mean continued gains in merchandise exchange.

DRY GOODS CONDITIONS

Unfavorable weather conditions over a large part of the country continued to restrict retail trade in the week. Clearance sales failed to draw their usual response and the introduction of new summer lines was hampered. Exceptional values at low prices appear to be the only drawing cards that offset the weather influence.

Department store results for April, as reported upon by the Federal Reserve Board, were quite in line with estimates. Sales for the country as a whole ran 12 per cent. above those in the same month last year. In the St. Louis Reserve District they were unchanged, but elsewhere the increases ran up to 22 per cent., which was the San Francisco showing. The New York area gain was 6 per cent.

A compilation of chain-store sales last month made by Merrill, Lynch & Co., shows an increase of 13.29 per cent. over a year ago for twenty-three systems. The March-April totals combined disclose a rise of 4.96 per cent., which takes better account of the effects of Easter business.

Wholesale merchandise markets were somewhat more active in the week, but felt the effects of slow business at retail. Some tendency to wind up summer operations and start on the fall season earlier is observed.

BUSINESS INDEX ADVANCES

Bonus legislation and the railway pension decision of the United States Supreme Court were Washington developments with a distinct bearing upon general business during the week. An agreement in the automobile strike at Toledo had scarcely less significance, for the immediate future at any rate.

The Bonus bill strategy of the administration brought forth a measure that the President could veto with the most force and propriety and one that would stand the least chance of being passed over that veto. Inflation from

this source was, therefore, not considered likely.

While successful in this instance, the Government seemed to be placed in jeopardy on its security program and even NRA wage and hour legislation through the Supreme Court ruling on the railroad pension act. The 5-4 decision apparently outlaws legislation of the sort and may forecast the Schechter case outcome.

A sharp upturn in the business index has been registered for the latest week. All the series except lumber production were higher. The advance in electric power production was particularly marked although it might be put down to increased home use due to weather conditions.

Commodity price movements of the week were mixed, with a slight tendency upward. Sales managers of manufacturing companies are using the inflation argument to push orders, but it is worth noting that purchasing agents are not impressed by this prospect in their own operations.

Nowadays when business is not all that it should be there is a temptation to sit back and say, "Well, what's the use! We've done everything possible to stir up a little business and there is nothing doing so what's the use of trying!" There is always a way. There was a way in and there is a way out. And success to-day comes to the man who grits his teeth, squares his jaw, and says, "There is a way for me and, by jingo, I'll find it." The stagnator gathers green scum, finally dries up and leaves an unsightly hollow.

Surely there must be some place where the great minds of Shelley, Homer and Spinoza go after death. The denial of immortality does not square with intelligence. Adolph S. Ochs, shortly before his death, said that he believed that he was more than an animal and that he did not believe that this life is the end. Our bodies change and in the end crumble. It is a house of clay. But inside there is a spiritual duplicate. As we have borne the image of the earthly, so shall we bear the image of the heavenly.

In this and like communities public sentiment is everything. With public sentiment nothing can fail; without it nothing can succeed; consequently he who moulds public sentiment goes deeper than he who enacts statutes and decisions. He makes statutes and decisions possible or impossible to be executed—Abraham Lincoln.

A man may fight fiercely to hold his own in business; but he does not need to fight to get ahead of someone in the elevator, or up the car steps, or at the postoffice window. And no matter how strong competition is, business and personal courtesy make it easier and pleasanter for everybody.

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.

OUT AROUND

Things Seen and Heard on a Week End Trip

When I think of the millions of dollars which are wasted every month at Washington through the employment of cheap and brainless individuals supposed to be connected with the New Deal, who are holding appointive offices solely because of their political affiliation, and compare that condition with the remarkable meeting of a few scientists which met at Dearborn last week as the guests of Henry Ford and who handed out information which will be of priceless benefit to the American people, I wonder why we do not have more meetings of the Dearborn sort and send 100,000 incompetents and crack-brained fools out of Washington by the first train.

Instead of forcing farmers to grow less food and other farm products, we should encourage them to grow more and help them find a market for all they can produce.

In undertaking to deprive industrial workers of the so-called evils of capitalism, we have forced them over to trade unionism, thus placing them under a tyranny a hundred times worse than any evil ever experienced under so-called capitalism.

In forcing bankers and other business men onto codes we have made them puppets of cheap men in Washington who have no adequate knowledge of the business they undertake to dictate.

The New Deal is the worst concoction of evil and imbecility ever conceived by the mind of man.

I am told by a man who is very close to the situation at the Dow Chemical Co., at Midland, that 270 different products are now being produced from the brine which is pumped up by that industry. Included in these products is a metal which is so light in weight that it will float on the water.

There will be a large increase in soy bean crops in Iowa this year, which Fred Sargent, of the Northwestern Railway, has been campaigning for these many months. It is said that the acreage in soy beans will be nearly four times as large this year as three years ago. The crop is being encouraged by the presence of a large oil and cake mill in Des Moines. The oil produced by soy beans is claimed to be equal in every respect to linseed oil.

Honorable Chase S. Osborn, Governor of Michigan 1911 and 1912, who lives in Michigan during the summer season and in 'Possum Poke in 'Possum Lane, Poulton, Worth county, Georgia, during the fall and winter months, has very graciously consented to appear in Grand Rapids October 21, under the auspices of York Lodge, and deliver a lecture on the subject "King Solomon's Gold Mines. Governor Os-

born made a trip to these abandoned gold mines in Southern Africa some years ago and wrote a very entertaining story about it in the American Tyler-Keystone. The lecture will be given in the amphitheater on the third floor. Those who are familiar with Governor Osborn's dynamic personality and something of his wonderful capacity to describe things as they are in the most graphic manner possessed by any man in America, of his roughing it, not only in Africa, but in the wilds of Michigan and Canada, can look forward to a splendid evening of entertainment and information. When Governor Osborn is called to his reward, Michigan will lose the greatest descriptive talker she ever possessed.

When Johnson & Hubbard engaged in the grocery business on Portage street, Kalamazoo, twenty-three years ago, they cheerfully permitted me to place their names on the subscription list of the Michigan Tradesman and every year since I have renewed my acquaintance with them. Mr. Johnson died not long ago. His interest was purchased by H. L. Hubbard, son of the surviving partner, but no change was made in the firm name, which has always been the best in merchandising and merchandising practice.

I never saw Portage street so congested with traffic as it was last Saturday. I was told that the proposition to widen the street was gaining impetus in the district it traverses and that steps to accomplish that result will shortly be taken.

I found Ernest Wise, the hardware dealer, had located on the opposite side of the street since I called on him last.

In our issue of May 1 Paul Findlay gave the Tradesman a pen picture of John A. Feeney, who has been engaged in the grocery business at Davenport, Iowa, since 1899 and now has one of the finest food stores in America. I sent Mr. Feeney a copy of the Tradesman with a commendatory letter on his great success along several lines. His reply was as follows:

Des Moines, Iowa, May 9—In reply to your letter of May 1, which was addressed to me in Davenport, Iowa, and then forwarded to me in my office at Des Moines, Iowa, I wish to take this opportunity of thanking you for your consideration. I have known Mr. Findlay since 1904 and I, too, have always found him to be a very fine gentleman.

I have been Chief of the Dairy and Food Division of the Department of Agriculture since January, 1933. I find the work most interesting, instructive and enjoyable. But what I want to convey to you is that—once a grocer, always a grocer. I went to work for William M. Lillis in May, 1890, and was there with him for nine years. Then I went into business for myself in 1899 and bought my first merchandise from a court sale. There have been a good many changes in the business since that time. But if one attends to business in the grocery line, there are always possibilities of going places.

Early in 1930 I bought the property from the man that I started to work for in 1890 and remodeled it and I have what my competitors say: one of the finest stores in the state of Iowa. It

is not the largest room in the state, but we cater to the finest trade in the three cities and we have it and hold it,
John A. Feeney.

I recently received a letter from Hon. Fred L. Crawford, Representative in Congress from the Eighth district of Michigan, soliciting my support of his so-called "open price fair trade bill." He sent me a copy of his proposed measure and I gave it careful study. The more I studied it the more convinced I became that the measure was not what the retail merchants needed to create more favorable trade conditions. I wrote him to that effect and received the following letter in reply:

Washington, D. C., April 22—I am glad to have your letter of April 16, and I am forced to the conclusion that you do not understand what I mean by an "open price." It is my opinion you have this confused with the "open price" as defined by a great amount of publicity which has been in the trade papers and the public press for the past several years with reference to open prices maintained by associations of processors or sellers. That is not what I mean by an "open price." If that is what you mean by an "open price," I agree with you that we need less of that at the present time.

However, when you disagree with selling goods as set forth in the bill which I have introduced, you then place yourself in agreement with the giving of secret rebates, the crushing of the independent home owned retail store, the absolute destruction of old line wholesale food jobbers such as you have scattered throughout the State of Michigan, and you align yourself completely with chain stores, their method of doing business, and the destruction of all legitimate merchandising of food commodities.

I suggest that you read my bill carefully before you state that you are opposed to business being conducted along the line which that bill suggests.

You should see the letters I have received from wholesale food jobbers and their associations in the central western states, who thoroughly understand what this bill would do if it was enacted into law. You should also see the letters I have received from retail associations. This bill of mine is not based on theory. It is based on practice, as I experienced the selling of goods within the state of Michigan.

In closing, let me ask you if you are in favor of, we will say, the Michigan Sugar Company (any other company's name might be used) publishing through its brokers that its price for 400 bags of sugar in carload lots is so and so per bag, and then through playing its cards under the table, gives secret rebates to one wholesale firm in Michigan whose branches are scattered throughout the state, and then force the other wholesale jobbers wherever they may be located, to pay the price as announced to the trade through the brokers of the Michigan Sugar Company?

If you are opposed to this kind of selling, then you are in favor of my bill. If you are in favor of that kind of selling, you are opposed to my bill, and furthermore, if you are in favor of that kind of selling, you are opposed to every home owned retail grocery store in the state of Michigan and most all of the wholesale food jobbers in that state.

Probably with these explanations, and with a more careful reading of the bill, you will better understand my position.
Fred L. Crawford.

Realizing that Robert W. Irwin, President of the Robert W. Irwin Co., dominant owner of four large furniture factories, had given this subject painstaking study, I sent the above

letter to him, with the request that he give me his ideas on the matter. His reply was as follows:

Grand Rapids, May 9—Please pardon delay in replying to your letter of April 26, enclosing a letter from Congressman Crawford.

The Congressman overlooks entirely the sound economics of trade and that which is in the public interest. He is only thinking of the interest of a few dealers, and from their standpoint any kind of monopoly or stabilizing power, of course, is a good thing for them, but every dollar that they take to themselves under such a plan comes out of the consumer.

Under the capitalistic system the ideal condition is the smallest possible return to capital, providing it is sufficient to keep capital engaged in business. Free competition is the automatic governor which controls this return, and history shows that there is no lack of capital for enterprise under this system. Anything that creates an artificial stabilization of prices or price fixing is not in the common interest.

The Congressman seems to overlook entirely that to every grocery store there are hundreds of customers who have to pay in added profits which would result from the enactment of his plan.

I am returning the Congressman's letter herewith,
Robert Irwin.

Lansing, May 2—This is another reminder that the plans for the Michigan session of the Central States Forestry Congress, June 19, 20 and 21, are nearing completion.

Following are a few of the features of the field trips planned for Thursday and Friday:

Abandoned logging town; marsh restoration project for water fowl; modern fire tower; experimental release of planted white pine in oak-popple second growth; more extensive cultural operations of various kinds in both plantations and volunteer second growth; forest plantations of both native and exotic species from twenty-five to thirty years old; state forest camp and picnic ground; state forest canoe camp; one of the largest and oldest forest nurseries in America; demonstration of environmental improvement for fish life in lakes and streams; entomological study plots; state military reservation; over-browsed deer yard; recently developed modern fish tank truck; fish hatchery; one of the few remaining virgin pine stands in Michigan; game planting demonstration area; typical state park; typical conservation district headquarters; plots showing the effects of various methods of jack pine slash disposal on natural regeneration; demonstration of the use of short wave radio in forest fire control; demonstration of new fire suppression equipment including the sinking of a well by the jet method whereby a flow of fifty gallons of water per minute is obtained in less than a quarter of an hour.

The total distance traveled during the two days will be little more than a hundred miles. The average interval between stops will be fifteen minutes and the maximum will not exceed half an hour.

Negotiations are under way for a National hook-up broadcast as a part of the Farm and Home Hour program directly following the noon meal Friday.

G. S. McIntire,
Secretary-Treasurer.

In addition to the tulip show, Holland offers two additional attractions this week in the shape of a free exhibit of the products of local factories and a miniature representation of a street in the Netherlands in the armory, with an admission fee of 25 cents. Both affairs are well worth inspecting. The

(Continued on page 23)

FINANCIAL

Proceedings of the Grand Rapids
Bankruptcy Court

In the matter of Frank E. Hardy, bankrupt No. 6218. The first meeting of creditors has been called for May 21.

In the matter of Hardy Brothers Produce Co., bankrupt No. 6221. The first meeting of creditors has been called for May 24.

In the matter of Furniture City Employment Service, Inc., bankrupt No. 6216. The first meeting of creditors has been called for May 24.

In the matter of Joseph Colletti, bankrupt No. 6108. The first meeting of creditors has been called for May 23.

May 6. On this day the reference, and adjudication, in the matter of George W. Krouse, bankrupt No. 6021, were received. The schedules have been ordered filed. Upon receipt of same the assets and liabilities will be made known.

May 6. On this day the schedules, reference, and adjudication in the matter of Archie E. Blakeslee and Charles H. Blakeslee, individually and as co-partners, doing business as Blakeslee Brothers, bankrupt No. 6230, were received. The bankrupts are located in Grand Rapids. The schedules of Blakeslee Brothers, show total assets of \$126,163.31 and total liabilities of \$137,818.06, listing the following creditors:

Taxes	\$1,423.55
Chas. N. Remington, G. R.	24,149.22
Michigan Trust Co., G. R.	41,700.00
Curtis M. Wiley, G. R.	3,613.75
Mutual Home Bldg. and Loan, G. R.	5,594.12
G. R. Mutual Bldg. and Loan	5,381.02
Helen P. Stiles, G. R.	unknown
American Home Security Bank, G. R.	500.00
Mrs. A. M. Blakeslee, G. R.	7,356.02
G. R. Screen Co.	611.45
S. A. Morman & Co., G. R.	2,912.89
Nellie M. Young, G. R.	2,325.28
Bixby Office Supply Co., G. R.	2.71
Cities Service Oil Co., G. R.	30.00
Consolidated Tile & Fireplace Co., G. R.	303.85
J. S. Crosby & Co., G. R.	128.66
Henry Delany, G. R.	275.65
Furn. City Glass Co., G. R.	83.35
G. R. Directory Co.	10.00
G. R. Gas Light Co.	3.00
G. R. Gravel Co.	2.80
G. R. Marble & Fireplace Co.	55.09
G. B. Merchants Serv. Bureau	18.75
G. R. Press	40.00
G. R. Real Estate Board	62.50
Great A. & P. Tea Co., G. R.	10.00
Hammer & Cortenof Co., G. R.	16.77
Hunter Machinery Co., Milwaukee	2.00
Henry Laman, G. R.	10.00
Manhattan Fire & Marine Ins. Co., Detroit	20.36
James Newhouse, G. R.	288.18
C. F. Peterson Coal Co., G. R.	65.00
Prince & Prevost, G. R.	17.82
Warrent L. Rindge, G. R.	418.30
Paul Stoketee & Sons, G. R.	60.00
Verhay Lumber Co., G. R.	7,933.35
Wicks, Fuller & Starr, G. R.	25.00
Zuidema Electric Co., G. R.	730.17
Gerrit Becker, G. R.	29.84
G. R. Herald	80.00
G. R. Screen Co.	1.75
Guarantee Bond Mtge. Co., G. R.	22.20
J. J. VanderMeer	5.90
Young & Brockmeier	20.00
G. R. Savings Bank	40,571.56
Mutual Home & Savings Ass'n.	4,000.00
Schedules of Archie E. Blakeslee, individually show total assets of \$5,982.00, and total liabilities of \$13,781.85, listing the following creditors:	
C. C. Mooberry, G. R.	125.00
John Cunningham, G. R.	300.00
Peter Nielsen, G. R.	150.00
John Van Noord, G. R.	150.00
Cornelius Vander Weide, G. R.	100.00
S. A. Morman & Co., G. R.	1,114.48
Garret Becker, G. R.	230.00
Consolidated Tire, G. R.	140.00
Henry Delany, G. R.	143.57
Owen Ames Kimball Co., G. R.	100.00
Philbrick Hardware, G. R.	70.00
Prince and Prevost, G. R.	150.00
Verhey Lumber Co., G. R.	100.00
Roger Carr, G. R.	60.00
Cascade Golf Club, G. R.	434.61
G. R. Chamber of Commerce	5.00
Travelers Insurance Co., G. R.	161.00
James Newhouse, G. R.	141.25
Ray Harrison, G. R.	20.00
Joseph Hummel, G. R.	23.85
Tisch Hine Co., G. R.	7.00
Peterson Coal Co., G. R.	30.00
Cornelius Tanis, G. R.	30.00
Blodgett Memorial Hospital, G. R.	144.00
Dr. R. J. Hutchinson, G. R.	135.00
Herpoldsheimer Co., G. R.	75.00
Vonk Dairy, G. R.	70.00
Hammer & Cortenof, G. R.	40.00
G. R. Gas Light Co., G. R.	1500
Heat Equipment Corp., G. R.	20.70
G. R. Savings Bank	4,300.00
Alexander McColl, G. R.	530.00
Dr. E. W. Schnoor, G. R.	4,623.75
Merchant's Service Bureau, G. R.	6.25
Starr & Starr, G. R.	20.00
Schedules of Charles H. Blakeslee, individually, show total assets of \$7.00, and total liabilities of \$435.18, listing the following creditors:	
Cascade Country Club, G. R.	\$410.92

Consumers Power Co., G. R.	24.26
May 2. On this day the schedules, in the matter of the Feldpausch Brothers, a Michigan corporation, bankrupt No. 6205, were received. The schedules show total assets of \$300 and total liabilities of \$9,345.63, listing the following creditors:	
Urban Feldpausch, G. R.	\$ 516.79
Theodore Feldpausch, G. R.	2,670.00
Leo Feldpausch, Jr., G. R.	1,680.00
G. R. Savings Bank	215.00
Mr. D. Rachon, Fowler	600.00
C. Morris, Ada	500.00
E. L. Bardley, G. R.	400.00
Irving H. Smith, G. R.	400.00
Amrus Bros., Detroit	16.80
J. Afman, Wayland	19.27
A. Genkes, Middleville	113.65
Afman & De Vries, Wayland	183.11
Sinclair Lumber & Fuel Co., G. R.	52.00
De Young Bros. Fuel Co., G. R.	100.00
Bobsin Casing Co., Chicago	100.63
Swift & Company, G. R.	100.72
Weils Casing Co., Detroit	596.25
G. R. Butchers Supply	6.80
Chill Products Corp., Chicago	12.48
W. Wierenga, G. R.	144.03
Jacobson Commission Co., G. R.	246.37
G. R. Packing Co.	62.66
Lockwood Oyster Co., G. R.	27.65
Guggenheim Bros., Chicago	150.89
J. K. Laudenslager Inc., Philadelphia	15.84
Whittaker Bros., Fowler, Michigan	50.00
Charles W. Henning, Saginaw	20.52
Thelen Lumber Co., G. R.	17.00
Ben Hanak, Chicago	341.18

May 4. On this day the schedules, in the matter of Albert B. Spidle, bankrupt No. 6131, were received. The bankrupt is located in Ionia. The schedules show total assets of \$6,350, of which \$2,350 is claimed exempt, and total liabilities of \$6,048.53, listing the following creditors:

Taxes	54.81
Charles C. Spidle, Flint	3,000.00
Day Life Insurance Co., Chicago	15.00
Regina & Walker, Cincinnati	19.00
Young Hardware Co., Ionia	9.38
Ionia Hardware, Ionia	8.16
Smith & Smith, Ionia	106.12
Ven Hatloo Garage, Ionia	41.66
Harry Myers, Ionia	175.00
State Savings Bank, Ionia	41.60
Page Co., Ionia	851.46
R. Lee Page, Ionia	250.00
National Bank, Ionia	1,230.88
G. R. Barber Supply Co.	15.50
William Bright, Ionia	19.18
George N. Shaw, Ionia	10.00
Consumers Power Co., Ionia	37.00
Aetna Life Ins. Co., Hartford, Conn.	163.86

In the matter of M. A. Guest Co., bankrupt No. 5648. The sale of assets has been called for May 21 at the former place of business at Big Rapids. The assets for sale consist of land, buildings, machinery, tools, furniture, fixtures and equipment, all appraised at \$27,800. All interested in such sale should be present at the date and time above stated.

In the matter of M. A. Guest Co., bankrupt No. 5648. The final meeting of creditors has been called for May 27. The trustee's final report will be approved at such meeting. There will be a dividend for creditors.

In the matter of Wolverine Grain & Milling Co., bankrupt No. 6195, first meeting of creditors was held May 8, at which time the bankrupt was present by Thomas D. McBride, Secretary-Treasurer, and represented by Messinger & White, attorneys. Certain creditors were present and Leo C. Lalle and Howard W. George, N. Shaw, M. J. Landman and R. H. Roach, attorneys, were present on behalf of creditors. Thomas D. McBride was sworn and examined before a reporter. Fred G. Timmer, of Grand Rapids, was elected trustee and his bond fixed at \$1,000. The meeting adjourned without date.

In the matter of Muskegon Brewing Co. bankrupt No. 5684. The final meeting of creditors has been called for May 28. The trustee's final report will be approved at such meeting. There will be a dividend for creditors.

May 10. On this day the reference, and adjudication in the matter of August Janke, bankrupt No. 5362, were received. The schedules have been ordered filed. Upon receipt of same the assets and liabilities will be made known.

May 10. On this day the reference, and adjudication in the matter of James A. Howard, bankrupt No. 6084, were received. The schedules have been ordered filed. Upon receipt of same the assets and liabilities will be made known.

May 10. On this day the reference, and adjudication in the matter of Frank A. Deitle, Administrator, bankrupt No. 6093, were received. The schedules have been ordered filed. Upon receipt of same the assets and liabilities will be made known.

May 11. On this day the schedules, reference and adjudication in the matter of Robert A. Johnston, bankrupt No. 6242, were received. The bankrupt is the proprietor of an oil station, parking lot and sandwich shop, of Grand Rapids. The schedules show total assets of \$7,525, of which \$6,350 is claimed exempt, and total liabilities of \$14,635.96, listing the following creditors:

Howe Owners' Loan Corp.	\$5,317.00
Detroit	
James D. and Mary E. Locke, G. R.	uncertain

Union Bank of Michigan, G. R.	441.60
Commercial Credit Co., Detroit	209.16
George & Josephine King, G. R.	5,490.00
James D. and Mary E. Locke	515.00
Grinnell-Row Co., G. R.	unknown
American Life Insurance Co., Detroit	114.03
G. R. Savings Bank	60.75
American Home Security Bank, G. R.	268.00
Vander Werf Ptg. Co., G. R.	19.72
Wurzburg's Dry Goods Co., G. R.	22.95
Wood Petroleum Co., G. R.	11.61
Verbrugge Oil Co., G. R.	9.66
Reliable Tire Co., G. R.	20.00
Fred Fritch, G. R.	37.86
Cornelius Hoffius, G. R.	30.00
Cities Service Oil Co., G. R.	526.93
A. S. Cochran, Muskegon	132.00
Valley City Milling Co., G. R.	1,409.68

Recovery Plus Reform

The administration is trying to ride two horses, recovery and reform, and isn't having great success in doing so. After two years of experimenting the nation has learned that our economic structure cannot be made over, from basement to attic, in a short time. It will require years to bring about many of the reforms which have been proposed and which the Roosevelt administration is endeavoring to put into effect all at once.

Unfortunately, the President is chiefly concerned now, with his re-election staring him in the face, with making it appear that no mistakes have been made; that everything he has endeavored to do has been successful; that the entire social and economic fabric can be made over while business recovery is being attained. It cannot be done and the nation now is recognizing that fact.

What the Jubilee Means

No throne has ever been brought closer to the people than has the throne of Britain, the greatest in all history and in all Christendom, under His Majesty, George V and his Queen. This is the outstanding fact of this jubilee, and will be its most lasting and by far its most important lesson. The British Empire in these anniversary celebrations is telling the rest of the world for what it stands and of what it is capable, and so stupendous a demonstration cannot be without a sobering influence in world affairs, a constructive influence in the preservation of the world's peace.

A Hint to the G. O. P.

The theory that President Roosevelt, given time enough, will defeat himself, is not one to which Republicans should subscribe. They are well within their rights, of course, in making capital of

what discontent there is, but they should devote most of their efforts to the formulation of a constructive program so sound in its conception and so sure of execution that it will attract the approving interest of the entire electorate.

Government Domination of Cotton Extended

Announcement that limited amounts of pool holdings of spot cotton are to be sold and replaced by future contracts is taken to indicate there is little likelihood of an early termination of Government domination of the market.

Previously, it had been hoped in the trade that pool holdings would be liquidated in the spot market whenever prices permitted. With more cotton steadily being drawn into the Government's hands by the 12c loan, the pool's action will prevent any offsetting reduction.

Accumulation of substantial holdings of futures also renders the establishment of a high loan value on the new crop of the staple more likely if the Government is to avoid material losses on its commitments.

Day of Reckoning

When that day arrives regardless of what the interventions may be, whether an apparent recovery or a slow process of disintegration, the terrific impetus of the economic forces created by an insolvent Federal Reserve System, a bankrupt banking system, a destroyed middle class and no credit with which the unemployed may be relieved, it is difficult to conceive the method by which we may escape from the despotism of a dictatorship.

In a Nut Shell

It is up to Mr. Roosevelt and his advisers to give proof quickly if they can that their policies of lavish distribution of billions derived in half by heavy taxation and in half by gigantic deficits, are not setting back recovery, corrupting national politics and making dependents not only of a fifth of the nation but of counties, cities, towns and sovereign states.

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

OLD KENT BANK
2 Downtown Offices
12 Community Offices

All Issues
CONSUMERS POWER PREFERRED
BOUGHT—SOLD—QUOTED
Buying and Selling orders executed
All listed and unlisted Stocks and Bonds
Your Inquiries Invited
ROGER VERSEPUT & CO.
Investment Bankers—Brokers
332-338 MICHIGAN TRUST BLDG.
GRAND RAPIDS Phone 8-1217

J. H. PETTER & CO.
INVESTMENT BANKERS
GRAND RAPIDS Phone 9-417
MUSKEGON Phone 2-3466

Michigan Farmers Will Profit From Beer Industry

Farmers of Michigan will enjoy the largest profits in 20 years from their barley crop this fall because of increased consumption of beer. According to estimates made public today by the United States Brewers' Association, Michigan will market 2,786,000 bushels of barley, one third of which will be purchased by the brewing industry for the filling of 307,000,000 bottles of beer. This will represent two per cent. of the minimum total of 50,000,000 barrels of the amber malt beverage which is the production goal of brewers this year.

Figures giving the Michigan farmers' barley planting intentions for this year, based on last year's average of 14 bushels per acre, reveal that 199,000 acres of land will produce 2,786,000 bushels. Last year Michigan planted out only 188,000 acres to barley, according to United States Department of Agriculture reports, but for 1935 will increase the acreage to this grain five per cent., largely because of the increased activities of the beer industry.

The brewing industry will use approximately 50,000,000 bushels of barley and 37,500,000 pounds of hops from the 1935 harvest throughout the entire country according to national estimate by the Associations' grain experts.

Earlier in the year it has been predicted that as much as 125,000,000 pounds of rice would be required during 1935 to meet increased demands of brewers for that grain. On March 18 the Government placed a \$1.44 per 100 pound compensating tax on brewers rice. Now it is believed by C. D. Williams, secretary of the United States Brewers Association, that malt and corn grits may be substituted largely for rice, in consequence.

A survey of grain prospects just completed reveals these figures, based on the production of beer, ale, stout and porter for the year 1934 when 41,000,000 barrels were sold. This year it is estimated that 50,000,000 barrels or more will be the required production total, Mr. Williams stated. Beer sales increased 28 per cent, for the first quarter, and production 21 per cent.

About one-third of the barley crop of 1934, amounting to 119,000,000 bushels, was taken up by the brewers. This year the farmers' barley planting intentions show that 11,954,000 acres will be planted out to barley, as compared with 7,144,000 acres in 1934. Figures also reveal that slightly more than 75 per cent. of the hops harvested last year went into the brewing of malt beverages.

The United States Brewers' Association, the Rice Millers Association and others have appealed to the Secretary of Agriculture to make a special ruling regarding processing taxes and compensating taxes on brewers rice to be used exclusively in the manufacture of malt beverages, this grade of grain being too small and otherwise unsuitable for any other purpose, according to Mr. Williams. Before brewing was resumed in 1933 such quality rice sold for as low as 65 cents per 100 pounds.



The World at Your Elbow

FROM any telephone of this company you can talk not only to localities throughout Michigan, but also to distant cities, ships at sea, many foreign lands—to thirty million telephones distributed all over the world. You can do this because the Michigan Bell Telephone Company is a component part of the Bell System.

In addition to wider service, that relationship enables us to give you better service; for it places at our disposal thousands of valuable patents and the most efficient methods of operation; it secures for us the benefits of constant research by hundreds of scientists in the famous Bell Laboratories, specialists whose only mission year in and year out is to develop means of improving the service—to find "a better thing or a better way." It assures us assistance in financing; it provides us with the world's finest telephone equipment, produced

by the Western Electric Company, manufacturing division of the Bell System. It permits us, in short, to share in every progressive step in the evolution of the telephone.

And it enables us to render cheaper service; for all these assets—the fruits of a long-sustained policy of good management—come to us under our contract with American Telephone and Telegraph Company at a cost much lower than would be possible without our association in the Bell System.

America today holds undisputed world supremacy in telephonic communication. That leadership grew out of the facilities and the forward-looking policies of the Bell System.

And it is because the Michigan Bell Telephone Company is a part of that system that we are now supplying the people of this State with a service never surpassed in quality, and reaching to most civilized areas of the globe.



MICHIGAN BELL TELEPHONE COMPANY

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

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

Secretary—Herman Hansen, Grand Rapids.

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

Welcome News of a Grocers' Constructive Meeting

One splendid and exceptionally successful grocer writes me that he is asked to discuss the following questions during a forthcoming meeting. He has his own ideas but would like mine "if not too much trouble" to me. He ends with: "If this takes too much of your time, just forget it."

Well, if he could realize how welcome pointed questions or other discussions from grocers are to me, he'd know that he does me the greatest possible favor, and that he also pays me a high compliment. But likewise if he could realize how seldom grocers talk along constructive lines, he would know his enquiry was doubly welcome. Now see what pointed subjects he plans to cover:

"What is the difference between taking stock at retail and on cost valuations?"

"How much time per day should a business head spend planning?"

"Give your reasons for the success of a grocer."

"Also reasons for his failure or limited success."

Are those important questions? Yes, they far transcend in importance in every grocery store all questions of what can be done to stop the other fellow, on which last most grocers' meetings spend much time.

Inventory should be priced both ways, on both cost and sale values. With an adding machine this becomes quite simple. Cost must be current replacement cost, and it must always be complete. That is, invoice cost is not conclusive, nor is market cost. Cost must include all expense of getting goods in, stored, handled; addition for probable shrinkage if any, such as the 2 per cent. allowance on canned goods. The point is to insure that when you write a figure as cost, it will cover every element of cost, actual or contingent. Don't fool yourself on this.

Large operators take cost or market, whichever is lower, in pricing inventory. That is all right except that it is hardly sound for a grocer's stock, which runs to small totals. But also it gives a false picture in relation to sale values, since the spread can only be correctly arrived at on the basis of current values.

The special value of taking inventory two ways is that thus we get a check each period on what our average margin is on our basic, staple stock. For when you take the total cost from the total sales value, you can get exactly the percentage of spread as it averages on sales.

Here a surprise awaits you—one of the most useful puzzles you can solve. How? Thus: You will find the average spread thus arrived at far exceeds what you know to be the fact, provided you have kept track of your business for

any considerable length of time. First time I did things thus I got an average margin of more than 31 per cent. Knowing that my average gross was not greater than 21¼ per cent, this set me thinking; and I puzzled until I solved the problem.

What was the explanation? It was this: That inventory includes the minimum amount of sugar, butter, perishables, milk and cream and many other items of which supplies are purchased daily or several times weekly. What you inventory is the more slowly moving articles, which are purchased in some volume and make up the stock turn which runs to ten or twelve annually.

Example: Stock at retail value, \$2,000, average turn 12, and business \$30,000 a year; but \$200 of that stock turns weekly. Then the remaining \$1,800 will make just over 7.55 turns, and the sales of \$10,400 produced by the \$200 stock pull down the average wide spread you find in your inventory figures. This, of course, because the margin on those rapidly moving staples is far narrower than on the other items.

This work is exacting, but highly instructive. Sale value volume must be priced with care. The average article at 9c, 3 for 25c, must be extended at 8¼c, \$1 per dozen. But herein your own intimate knowledge will enable you to judge varieties, so you can insert the price that must nearly represent sales conditions. You know intimately what items sell in singles as against multiples and can price accordingly.

Studies which thus reveal stock moving only seven and one-half times also prompt us to curtail quantity purchases. Likely enough two or three hundred dollars may be squeezed out of the slower-moving stock, and it is better to keep a heavier average bank balance than needless stock.

These are some valuable things we learn from the two-way inventory.

"How much time daily for planning?" This reminds me of when, as a mere child, I asked my father how he got his great proficiency in arithmetic, the intricacies of which seem so great to beginners. I think I asked when he got time to practice. "Why," he answered, "we're figuring all the time," which was a way he had of pluralizing his answers to show that such was the proper way for all of us.

The answer stuck with me and promptly took on life and meaning as I realized how complete it was. We were "doing" arithmetic all day. I became so imbued with the notion that soon I figured all sales mentally as I assembled the goods; and had the "answer" ready when the buyer said "that's all." I can now look into the eyes of a fine, upstanding German farmer who bought what was then a big bill, who showed his astonishment when I immediately gave him the total, say \$2.67. He did not say I could not be right, but I had to show him. We put the figures down and he added them; found them exact. Thenceforth he sought me out to wait on him and I enjoyed his complete confidence.

Business planning is just like that. Every minute of every day the thought-

ful business head plans. Every incident is noted and stored away in a memory which grows to astonishing capacity under such constant drill; and such incidents are the foundation of plans and the general conduct of the business.

Under such system the grocer constantly sees and mentally assembles items to be pushed through improved display and in whatever advertising he may do. That is something altogether different from bargain-offerings or loss-leader selling. This can and always should be real selling, at regular prices, by the simple and obvious expedient of offering the goods to consumers who come to the store.

Constant observation on these lines, planning which proceed while the daily

business goes on, results in steady improvement of the store and more effective display. Two years ago I visited a country store into which had been installed recent equipment of quite fair design; but its lack of orderliness was so obvious that I used it as a text for a story of which I sent a copy to the grocer—all private, of course, not exposing him to anybody.

Ten days ago I saw the store again and it was so vastly improved that I told him I'd give him 60 per cent. higher rating; yet not a dollar more had gone into equipment.

For further questions, I must use next article. Paul Findlay.

The world doesn't want our politically-boosted cotton.

Rademaker-Dooge Grocer Co.

Distributors for

KARAVAN KIRO COFFEE

KARAVAN EL PERCO COFFEE

KARAVAN SIXTY-SIX COFFEE

Phone 8-1431

Grand Rapids, Michigan

SMASHING RADIO SUCCESS

THE Tender Leaf Tea program One Man's

Family has been voted the most popular comedy-drama on the air today. Millions hear it every Wednesday evening.

Reap the rewards of this sales-stimulating advertising. Feature Tender Leaf Tea now.



A Product of
STANDARD BRANDS INCORPORATED

MEAT DEALER

How to Achieve Tasty Dishes With Economy

A new gambit of conversation is becoming familiar at many American family dinner tables this Winter. The comment is exasperated or reproachful or resigned in tone, according to father's disposition and the day he has had down town, but roughly it runs like this, "My dear, why don't we have any decent meat any more?" Or, if father hasn't waited to finish carving, "I don't see why we never have a sharp knife in this house!"

The idea behind both complaints is that the average family roast or steak is tougher than it used to be. Wives addressed on the other side of the table think of many rejoinders; but mentally sorting and discarding the frivolous and irrelevant, they find the most telling answer is the government's statement that the meat supply is smaller this Winter than at any time in ten years, and that one result of drought and feed shortage is right there on the platter under father's dissatisfied gaze.

The average run of meat is still tougher than it used to be, or, as the government puts it suavely, "less tended," and the head of the house doesn't like it any better because he is told why.

Thus women are looking around for new methods of getting flavor and tenderness out of meat that is muscular from the animal's exertions in quest of pasturage and lean from the meager fare; to help them the Bureau of Home Economics of the Department of Agriculture has just issued a new bulletin of reminders for cooking it.

It is an abstract of an existing pamphlet, "Meat Dishes at Low Cost," a collection of mouth-watering main dishes, braised and roasted and stewed to extract the ultimate vestige of goodness and flavor from meat. Take, for instance, the rubbery steak that now bounces on the family platter, despite the best assurances of the butcher, the housewife's own exploring forefinger on its moist surface in the shop and the pounding it got in the kitchen before it was cooked. It ought to be falling in luscious tender slices under the carving knife, which is as sharp as it ever has been, but the fact remains that it is not. It might better be treated as "less tender meat," ground for meat balls, or patties, or a meat loaf, or given the long, slow cooking with moisture prescribed for the humbler cuts.

Not that the bulletin recommends any such extravagance as buying steak at sirloin or porterhouse prices and cooking it like round or rump. There is a recipe for smothered steak with onions which may be made of these cheaper cuts and this one for Swiss steak:

For Swiss steak select a fairly thick piece of beef from the chuck, rump or round, or a slice of veal. Season the meat with salt and pepper, sprinkle generously with flour and pound thoroughly. The pounding helps to make

the meat tender, and the flour absorbs the juice. Cut the steak into individual portions and brown in suet or other fat in a heavy skillet or kettle. Then add canned or sliced tomatoes, or water enough to cover. Partly cover with a lid, and simmer for 1½ to 2 hours, or until the meat is tender enough to be cut with a fork. There should be plenty of good gravy to serve over the meat.

There are pot roasts, and stews, and the stews' first cousins, French ragout and Hungarian goulash; there are delicious stuffings for low-priced tender roasts; and there are meat pies made under a biscuit crust or a layer of mashed potato. This Russian recipe for tsche, to be served with pancakes, turns out to be nothing more obscure than beef brisket decked with onions and cabbage and sour cream.

Select about two pounds of beef brisket and cut in small pieces. Cook the meat in 1½ quarts of water for two hours or until it is almost done. Chop a head of cabbage, slice 3 or 4 onions or leeks and a parsnip, add to the meat broth, and cook until meat and vegetables are tender. Mix one tablespoon of flour and one-fourth cup of sour cream, and add to the stew. Season to taste with salt and pepper. Serve buckwheat, wheat or corn pancakes with tsche.

Also given are recipes for our adopted German sauerbraten with ginger-snap gravy, and for cooking the humbler beef liver with all the flavor and food value of the more expensive kinds.

Many of these basic recipes are recognizable among the dishes on New York's fashionable restaurant menus, for the success of a chef is not gauged by his triumphs in cooking expensive cuts of meat. One hotel manager confides that the way to beat a hotel out of its profit is to order roast beef. They can't make money on it, he says, and never could. The hotel's loss on the rare roast beef is balanced by the chef's skill in dressing up the cheaper cuts, and serving them "en brochette" and "en caserole," and his cunning with the remains of the joint, deftly transforming them with seasonings and sauces and his own practiced art in garnishing.

Take a look at the chef's salmi of lamb, for example. One finds, lurking under the delicious brown sauce, the fancy triangles of toast, the scattered stoned olives and mushroom slices, nothing more exotic than slices of cold roast lamb. It shames us to realize that we had the makings at home all the time, the night we had cold lamb for dinner. As one sixteenth-century cookery book has it, "You may garnish or let it alone." Often the only difference between ours and the chef's dishes is that we let it alone.

The tireless home economists of the Department of Agriculture appear to agree. They remind us of the zest that seasonings add to meat dishes, the sage and thyme and parsley that can be bought for a trifle or raised in the garden. No horseradish ever came out of a bottle as keen and pungent as the root from the garden, dried and pounded and mixed with a little wine vinegar.

The bulletin has reminders too of the place of onions, bayleaf, mint leaves, celery tops (fresh and dried), celery seed and caraway, pepper, paprika, curry, garlic and various sauces bought or home-made. The boiled ham becomes a lordly dish when simmered with a sliced onion and a carrot, a few cloves and peppercorns and half a bay-leaf, then skinned and baked under its tempting layer of brown sugar and bread crumbs, studded with pungent whole cloves.

Skilful touching up with seasonings takes restraint, and the good cook is one who knows when enough is enough. She knows that the discreet use of salt brings out the flavor of many dishes, from apple sauce to cereals, and comes home from the West Indies having learned that the matchless coffee she had in Jamaica depended on a dash of salt in the breakfast coffee pot. But a heavy hand with the salt has ruined many a good meal.

"Onions, one of our most indispensable seasonings, may be abused," we are told, "as garlic often is. But both flavors can be made agreeable to many people who otherwise do not like them by using just a little—a 'suspicion,' as some cooks would say; or by rubbing the pan with the cut surface of the onion."

Individual family tastes will govern the quantity of garlic or onion in the meat dishes, but something ought to be done to keep onion out of the corned-beef hash. With all deference to the localities that gild its perfection with minced beets, there is no adequate defense of the onion swaggering in the depths of the corned-beef hash, noisily attracting to itself all the attention that rightfully belongs to the peerless flavor of corned beef and potatoes.

We are reminded that meat is one of the most flavorsome of comestibles and advised to make the most of it by using it to tone up bland foods. Good cooks of every nation have known the principle and followed the practice, as witness liver in the oatmeal of the Scotsman's haggis, the meat sauces that make the Italian's spaghetti interesting, and the grateful service that New England's boiled dinner has done for the jaded Winter vegetables. In addition, the economical house-wife knows that one pound of shank will go as far as two if it goes into a fricasee and if there are plenty of dumplings with the gravy. The home economist recommends canned meat, too, either for quick meals or for households distant from fresh meat supplies, and suggests its use in a wide variety of savory dishes which, as the Colonial recipes have it, "eat very well." One of these is "baked meat pinwheels":

Chop a small onion fine and cook for a few minutes in three fourths of a cup of meat broth, milk or water. Thicken with a little flour mixed with cold water, add 1 pint of chopped cooked or canned meat and season to taste. Make biscuit dough, using 1 quart of flour, 4 teaspoons of baking powder, 1½ teaspoons of salt, 6 tablespoons of fat, and milk or water to make a soft mixture.

Roll out the dough in a fairly thick sheet; then spread with the meat filling, leaving a margin of about an inch uncovered. Roll up the sheet of dough and cut cross-wise in 8 or 10 slices, like pin-wheel biscuits. Lay the pinwheel slices flat in a greased pan. Bake in a moderately hot oven (375 degrees F.) 30 to 40 minutes. Serve with gravy or tomato sauce.

Altogether, if the family isn't entirely reconciled to the temporary absence of rare roast beef and juicy steaks and chops, something very palatable can be made of the more unyielding fiber of the meat we have on hand. Properly cooked and seasoned and sent piping hot to the table, these new dishes adequately feed and even soothe and comfort the family—even the weariest father, who may abandon complaints about the carving knife ((it has never been sharp enough yet), and mellowed by a second helping, concur in the famous old grace of Robert Burns,

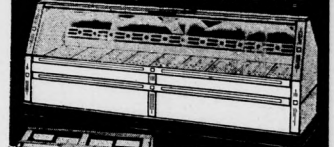
Some hae meat and canna eat,
And some can eat that want it.
But we hae meat, and we can eat,
And sae the Lord be thankit.

A little study of the government's new bulletin indicates many ways to make the family thankful for meat.—N. Y. Times.

In all the affairs of human life, social as well as political, I have remarked that courtesies of a small and trivial character are the ones that strike deepest to the grateful and appreciating heart.—Henry Clay.

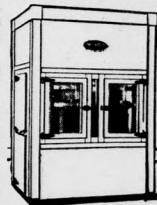
INVESTIGATE and you'll choose

"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.

The Secret of Payment Morale

With the majority of instalment accounts, collection management becomes, sometimes constantly, and at least occasionally, a game of checkers.

The customer who, heretofore, has mostly co-operated with the store in making payments, suddenly abandons this character, and makes a "move," designed to evade payment for a time or, sometimes, permanently. The "move" is failure to meet a payment, coupled—if pressed for an explanation—with an excuse or reason. With hardware stores doing a considerable instalment business, there are customers every day making such "moves."

The checker expert will tell you that, with a given set-up of men on the board, a certain "move" made by one player leaves his opponent, usually, with only a small number of correct plays. There are perhaps dozens of ways to make the wrong move, and only one way to make the right move.

It is just so in collections, when a customer becomes delinquent, and makes a move to evade payment. Some of these delinquents are mighty skilful, and unless met with exactly the best counter-offensive will win the game, soon having the store hopelessly on the defensive in respect to the account.

Instead of \$6, due on her washing machine, Mrs. Thompson tenders a \$5 bill. It is the cashier's "move." So she remarks that she has no authority to accept partial payments. It will be necessary for Mrs. Thompson to add another dollar. "I hope it won't inconvenience you too much."

Of course, Mrs. Thompson may not have the dollar, in which case the cashier handles the situation (1) to obtain a promise of the one dollar within the near future, at a stated time, as when Mr. Thompson brings home his pay check the following Saturday; or (2) Mrs. Thompson solemnly vows that, on the next payment date, she will make up the deficiency.

If the cashier has an unsatisfactory conversation with the partial payer, probably she will summon the store manager, who will have a heart-to-heart talk with the customer.

Of course, the hardware store will not handle all partial-payers in this way. The customer's standing may make such a procedure ridiculous. However, with a large group of people who fly into the partial payment habit, the store with the right "move" early in the situation, will cure, or at least curb, the evil.

Suppose that Frank Stevens, who has been a good friend of the store for a long time, comes in a week late with a payment on an electric refrigerator. You like Frank and you don't mind the accommodation in the slightest. You have the impulse to tell him that it doesn't matter at all—he can take his time any time over payments. This investigator has heard hardware mer-

chants often make this remark to favorite customers.

Such expressions are mighty bad moves in the checker-game of collections. Frank has had pretty good instalment habits to date—don't let him slip from them. When he apologizes for being late, remark that you had noticed his absence, and wondered about it. And if you feel the delinquency peril is very great, add the further comment that you were just on the point of telephoning him.

There is one "play" made by a customer which, if successful, is almost always disastrous to the account. We refer to the customer who, buying an automobile or pressed for some charge account, comes to the hardware man and states the situation, asking the store to wait for payment while the automobile dealer or grocer is paid.

There are mighty few exceptions to the principle that the hardware store must never, on any consideration, consent to delays in payment for such reasons. The principle must be upheld at all times that the hardware merchant must be paid at the same time as others, promptly. If the customer explains that a finance company is threatening to repossess, the store should with as unemotional a tone as possible explain that its security must be maintained, too, and, lacking payment, repossession will have to be resorted to.

Such handling is the only one that is feasible. Otherwise, the customer will constantly be in trouble with other creditors, and, successful in the first instance, will continually pay the hardware store last.

In an exhaustive study covering a large part of the world, this writer has found that the near-universal practice of instalment sellers, when a customer is in distress because of sickness, is immediately and generously to grant an extension. It would be inhuman of instalment sellers to be cold and unrelenting at such times, and to their credit be it said that they practically never are. On the other hand, an extension is usually granted instantly with expressions of sympathy.

However, in sickness situations the extension should not be an indefinite thing, even when the sickness itself is an indefinite matter.

The hardware dealer who allows a customer to "put over" this excuse faces the probability of a chronic delinquency condition. The customer will have discovered that the dealer will "wait," and so, always, he will pay more pressing creditors first. One Western hardware dealer replies like this:

"I'm sorry, Mr. Schmidt, but we cannot give you an extension on that basis. We cannot operate our business on payments you make to an automobile dealer. You bought these goods promising to make prompt payments, and we must insist on them.

"It is true, as you say, that the finance company can repossess your car; but it is equally true that we can repossess these goods you have bought from us. I'm sorry, but we cannot grant the extension you ask."

The purpose of this "answer" is to establish in the customer's mind the

belief, in future, he cannot "stall" the hardware store account to meet an automobile payment; (1) obtain the best possible immediate adjustment. If it is an impossibility for the customer to pay anything at once, which may be the case, it is always possible for the hardware dealer to get the promise, and the performance, of payment at the earliest possible date, this being made specific with the understanding which is reached.

There is more than words, of course, to an "answer." Tone of voice, facial expression, and general manner, all are highly important.

The conditions of hardware store operation are such that the dealer must apply collection treatment to people, effectively, yet retain their respect and good will. Most poor collectors among merchants are men who are afraid of the consequences of being firm.—John T. Bartlett in Hardware Age.

Norris T.V.A. Bill Gets Setback

Withdrawal of the Norris bill designed to get around an adverse court decision, the effect of which has been to limit operations of the Tennessee Valley Authority, is seen in the Senate.

A two-man filibuster kept a motion to make this measure the unfinished business of the Senate from coming to a vote, forcing postponement of the demand for consideration of the bill.

Senator Norris, however, probably will not permit the matter to drop permanently and sooner or later, perhaps within a few weeks, he will renew his motion to take up the bill for action.

However, probabilities are that the Democratic leaders will be more alert and seek to circumvent the motion somehow.

There is the further possibility that unless President Roosevelt demands passage of the measure it will be side-tracked in the last minute rush to clean up the calendar. The hope is to terminate the present session in about seven weeks and there are many important measures yet to be acted upon, among which are bills "denominated "must" by President Roosevelt.

Tighten Control Over House

House Democratic leaders are tightening their control over that body for the protection of the administration's legislative program.

This was revealed when notice was served on one of the committees considering a rather important measure that the presence of its members on the floor was required during the discussion of the banking bill. Afternoon committee hearings were accordingly dispensed with and night sessions substituted.

A similar requirement will be imposed on committees when other administration bills are in the House, it is learned. This will tend to insure the leadership of approximately maximum support whenever there is necessity for taking of a vote. It precludes surprise votes by any minority, and tends to speed up discussion of bills.

Washington, so ready to criticize business leaders, will hereafter find itself criticized.

Wholesale
Only



Wholesale
Only

SEEDS

FARM SEEDS

INOCULATION

SEMESAN

Bulk

GARDEN SEEDS

Packet

Vegetables and Flowers

We Specialize in

LAWN GRASS and GOLF COURSE Mixtures

INSTANT SERVICE

Write for our special prices

ALFRED J. BROWN SEED CO.

Telephone 9-4451

25-29 Campau Ave.

GRAND RAPIDS, MICHIGAN

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. Rosapell, Sullio 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., Manacelona.
 D. W. Goodnow, D. M. Goodnow Co., Howell.
 W. R. Mehhouse, A. Loeffler & Co., Wyandotte.

Death of John Richey, Former Dry Goods Merchant

John Richey, for many years one of the leading business men of Charlotte, died Friday morning at the Hayes-Green County Memorial Hospital, where he had been a patient for the previous ten days. Mr. Richey had been out of health for six years but did not retire from active business until some time later, when the majority control of the well-known business carrying the Richey name was taken over by the brother, Fred A. Richey, who has successfully continued the business since his ownership.

The Albion Recorder gave the following account of Mr. Richey's coming to Charlotte, in its story of his passing:

John Richey, retired Charlotte merchant and for many years a clerk in the former Fred W. Austin dry goods store here, died suddenly this morning at a Charlotte hospital. He had been ill several months.

Mr. Richey, whose home was in Charlotte, left the employ of the Austin store twenty-one years ago and with the late George T. Bullen, then in the dry goods business in Albion, opened the Bullen & Richey dry goods store in Charlotte. Mr. Richey being in active charge of the store. Subsequently Mr. Richey purchased Mr. Bullen's interest and later formed a partnership with his brother, Fred A. Richey, also a former Albion resident. A short time ago John Richey retired, disposing of his interest to his brother, who still operates the store.

Few men have been more active in community promotion than Mr. Richey; he gave of his time, energy and money long after such effort was a tax on his waning physical strength. He was president of the Community Association; original member of the Rotary Club and an honorary member of the organization at the time of his death; was on the official board of the Methodist Church and was a tower of strength in every movement looking to the advancement of the moral and spiritual side of community life. Until a short time before his death he continued to take a keen interest in local affairs. As a useful and unselfish community leader he ranks with Vaughn Griffith, Lee Chandler and H. R. Sylvester.

Mr. Richey is survived by his widow; two daughters, Mrs. Max F. Cheney, and Mrs. L. B. Whalen both living in Detroit; a brother, Fred A. Richey, Charlotte, and two sisters, Miss Florence Richey, Albion, who has been spending the winter in Charlotte, and Mrs. Arthur Hayes, of Kendallville, Indiana.

The funeral services were held at the late home, 320 W. Harris Ave., Monday afternoon in charge of his pastor, Rev. George A. Mooers of the Lawrence Ave. M. E. Church. Rev. Mooers took his text from St. Paul's epistle to the Philippians, "I thank God upon every remembrance of you" and he used the quotation most effectively in illustrating the influence that Mr. Richey's useful and honorable life had been to the community. The pastor told of Mr. Richey's long and devoted service to the church and lauded his spiritual ideals, that "intangible token of influence" which marked every phase of his career.—Charlotte Tribune.

Mills Cheered By Rug Ruling

Any doubt as to whether they acted within their rights in barring chain and group buyers from volume discounts were cleared up by a ruling handed down in Washington. The ruling, made at the request of the Institute of Carpet Manufacturers of America, Inc., was written by M. D. Vincent, acting divisional administrator, and held that provisions of the carpet and rug code regulation defining those eligible for discounts are not mandatory. According to rug producers, the ruling indicates the stand they took in February against giving volume rebates to group buyers. Chain and group buying offices held the ruling has no bearing on their claims that the rug mills' stand against rebates constitutes discriminatory treatment.

Discuss Chinaware Price Rise

Dinnerware buyers held an informal meeting at the National Retail Dry Goods Association headquarters to discuss the recent price rise in domestic chinaware. No definite action on the increase was taken at the meeting, but they will hold another session within two weeks at which time methods for protesting the advance are expected to be worked out. Under the new quotations, dinnerware prices were increased 7 to 17½ per cent, with stores ordering 1,000 dozen pieces or more of the same design entitled to the lowest figures. Buyers have been outspoken in criticizing the new rates, on the ground that the minimum fixed was too high.

August Sales Again Questioned

With the bulk of the seasonal coat business now over, except on white and pastel garments, the question has arisen as to whether retailers will be active in the market shortly to cover needs for August sales. While considerable difference of opinion exists as to the value of these sales as a merchandising feature for either retailer or manufacturers, the belief is that many stores which have made a practice of these events will continue their policy. In the coat trade itself the feeling in some quarters is that these events start the fall season with a low price level that reacts disadvantageously upon later selling.

White Jewelry Well Re-ordered

Widespread consumer acceptance of white costume jewelry is indicated in the active re-orders on this merchandise now reaching manufacturers. In-

terest in pins and clips has been outstanding, with a good demand also reported for bracelets and earrings. In colored items, the bright shades are receiving precedence over pastel hues, it was said. The attention given by leading stores to gold effects in costume jewelry has aroused considerable comment in the trade, as indicating not only a current demand for these effects, but suggesting a strong vogue for gold items in the fall.

Market New Cigarette Case

A new type of cigarette case featuring a sliding top has just been introduced on the market. The top is a solid piece which slides either to the right or left over the bottom. The case holds fourteen cigarettes in a space smaller than in any previous type of container. The top may be removed and the case used as a cigarette box for table or other home use. The item, which has already attracted the attention of retailers, is priced to retail at \$2 or \$3, depending on the ornateness of the case. It is available in both silver-plated and enameled types.

Woven French Shorts Offered

The men's French short situation has been complicated by the introduction in several quarters of styles made of woven fabrics instead of being knitted. Broadcloths, percales and waffle cloths are being used, the general construction of the woven numbers resembling the knitted types, except, of course, that they lack the elasticity of the latter. Prices are varied, one mill offering a number at \$1.50 a dozen. Use of a cheaper fabric would bring this price down 25 to 35 cents a dozen.

Seek Wider Chromium Market

Hoping to benefit by the high costs of sterling silver, manufacturers of chromium-plated hollow ware will make a special bid for business this fall by presenting high-grade goods to compete with sterling. Confident that prices will curtail consumer demand for silver hollow ware, the chromium producers have worked up special lines of merchandise to retail at \$10 up. A few sales agents yesterday held advanced showings of the new merchandise and exhibited hollow-ware pitchers, coffee sets, ice containers and similar goods in modern designs. Ebony handles were stressed in some of the lines, with varnished wood and red composition handles in others.

New Premium Outlets Sought

Manufacturers of premium merchandise are well satisfied with early fall contracts from established customers, but are concerned about additional business which was expected to develop from new sources this month. Efforts to get actual commitments from new customers in industries other than the food, cosmetic, tobacco and liquor lines have brought only limited results to date. Producers are hoping to stir up more interest at the annual trade show in Chicago this month. So far, actual orders for fall have been heaviest from the grocery industry with the drug and liquor manufacturers next in line. Many beer and whisky producers are buying premiums for immediate as well as later delivery.

Lateral slots 3/16 of an inch deep, ¼ of an inch apart, are cut in worn treads by a new machine, thus restoring the tire's non-skid qualities.

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

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

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

Insure with
The GRAND RAPIDS Merchants Mutual Fire Insurance Co.
 Affiliated with
THE MICHIGAN RETAIL DRY GOODS ASSOCIATION
 320 HOUSEMAN BLDG. GRAND RAPIDS, MICH.

HOTEL DEPARTMENT

Problem of the Stimulation of Travel

A. Wallace Swith, managing director of the Lake Merritt, Hotel, Oakland, Calif., has made a careful study of the problem of stimulation of travel, with special relation to methods whereby railroads, steamship companies and hotels can, by co-operating, increase business, and why they should do this. The eleven point program which he has formulated as a result of his investigation, and upon which comment is invited, is as follows:

(1) Bring together in one group all those interests which would be vitally affected by the increase in travel, in such a manner as to build up public interest and travel on a large scale generally. (This would make possible the exchange of ideas and collective study of same, and start a movement with a definite purpose in mind which would be nation-wide—not merely localized as it is, more or less, at present.)

(2) Organize this group under some suitable name, appointing officers selected by the railroads, steamship companies and American Hotel Association, and authorize them immediately to set up a national organization whose business it will be to further public interest in travel by a co-ordinated front. (This will join those industries now active in handling travel in one united purpose for building up public incentive to travel, which is more or less the very backbone of these industries.)

(3) Have these officers, as soon as possible, appoint necessary national, state and city committees, the members of which shall be selected from the passenger division of the railroads and steamship companies, and members of the hotel association, said committees to operate under regulations and policies set up by the national organization. (This will rapidly put in motion a vast machine on a national scale, and these committees, each with its duties carefully outlined and working effectively, will gradually create a travel-minded public.)

(4) Set up a joint publicity program which will combine greater interest, advantages and incentives than can be offered otherwise, as an appeal to the public to support a movement of this kind. (This will eliminate much duplication of publicity, effort and expenditures on the part of these industries independently, and enable them to cover the entire country at one time with one co-operative sales appeal.)

(5) Establish greater interest by offering an attractive, special cooperative, all-inclusive, round trip from any point to another on a basis whereby the traveler could plan a trip in advance and, knowing just what such a trip would cost, be able to make equal payments in advance in accordance with the period of time desired to do so, and as per a special budget to be set up. Such round trip privileges to include any and all special round trips offered by the carriers at any time, as, for example, summer excursions, tours, etc. (This would make possible the

issuing of one joint scrip book in the full value of the entire amount paid in by the traveler, to be accepted the same as cash for payment of railroad and steamship fares, including sleeping accommodations and meals in transit, for hotel accommodations and meals in hotel dining rooms of hotel members of the American Hotel Association, and sightseeing trips, etc., thereby eliminating the carrying of unnecessary cash, the trouble of cashing checks, as well as the worry in connection with same.)

(6) Establish greater advantages by offering an attractive profit-sharing uniform discount from the face value of the scrip to be given in cash from the total paid in by the travelers to the travelers when the scrip is issued, and give them the privilege, upon returning home, to turn in for cash any scrip they may have left over at its face value, less the profit-sharing discount paid when the scrip was issued. (This will eliminate any question as to the loss in interest they may ordinarily feel they would have to take by transferring funds from savings to a travel contract of this nature, and encourage advance installment payments on travel.)

(7) Establish a greater incentive by making it possible for the public to arrange for an pay on such a travel contract in any part of the U. S. A., and issue and redeem the scrip therefrom under regulations set forth by the national organization. (This will create a large volume of new business which would be made possible by travel bureaus, hotels, merchants, etc., all over the country, joining in and giving their support to a movement which would be beneficial to them and to the community they are in.)

(8) To make this scrip acceptable to all those to whom it may be offered as cash, this scrip should show where it was issued and where the cash was originally paid for same, so the holder thereof would always be able to receive the cash minus the profit-sharing discount allowed from any railroad or steamship ticket office, which in turn would clear such scrip at the original point of issue. (This will not only place the scrip in financially responsible hands but will establish its value. To the traveler who may not be interested in the installment payment privilege and who is paying cash for a given round trip, this scrip could be issued as an added convenience and inducement for the traveler to patronize the carriers, hotel, etc., which are extending the profit-sharing privilege. This, in turn, would create a strong co-operative organization of the industries, and involve no more detail than at present.)

(9) When scrip is issued, the traveler's name, address, itinerary and the date thereof can be recorded and sent to a central point for the compiling of a mailing list which would be very valuable in future following up to increase travel, and the cost of which could be obtained by selling same at a given price per name. (This would give to these industries a very direct source for distribution of advertising, and a

more personal touch with the traveling public could be developed.)

(10) Develop a combined advertising medium which can be placed in hotel guest rooms. In one respect, at least, hotels have a distinctly unique advantage over any and every other kind of business. In their guest rooms they have at their disposal an invaluable and absolutely free medium in which they may advertise services beneficial to the traveling public. (This would make possible a uniform "Travelog" which could be made not only more attractive and convenient to the travel-public, but advertising space therein would bring a large revenue to this proposed organization.)

(11) To the travel bureaus which are supporting this movement, the customary commissions can be paid as follows:

At the time the travel bureau arranges for a special travel contract, the ticket office can give to the travel bureau the number of the contract, which number will be the same as the one on the scrip to be issued against this contract. When the scrip clears at original point of issue, the travel bureau can be notified on a special form of the exact total received by the carrier, hotel and sightseeing company, and put in its claim for said commission accordingly.)

Hotel and Restaurant Equipment
Glassware, China, Silverware
H. LEONARD & SONS
38-44 Fulton St., W.
GRAND RAPIDS - MICHIGAN

Warm Friend Tavern Holland, Mich.

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

W. H. LILLARD, Manager

THE ROWE GRAND RAPIDS

The Most Popular Hotel
in Western Michigan

300 ROOMS — SHOWERS
SERVIDOR

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

The MORTON

400 ROOMS EACH
WITH BATH

\$1.50 up

Grand Rapids' Friendly Hotel
Phil Jordan, Manager

Store, Office and Restaurant Equipment

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

WESTERN HOTEL

BIG RAPIDS, MICH.

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

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

ALL GOOD ROADS LEAD TO
IONIA AND

THE REED INN

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

New Hotel Elliott STURGIS, MICH.

50 Baths 50 Running Water
European

D. J. GEROW, Prop.

Occidental Hotel

FIRE PROOF
CENTRALLY LOCATED

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

An Entire City Block of Hospitality



Have You Seen Our New

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

Pantlind

GRAND RAPIDS

750 ROOMS \$2 UP

Combining the sale of the commodities of all of these industries as a unit nationally will not only make possible a joint, convenient scrip, but will provide for a uniform profit-sharing discount and an attractive advance installment payment privilege.

This program will not in any way disturb the present individual policies of these industries, but will consolidate their present organizations and machinery in one working unit with one definite purpose in mind, eliminating a great amount of duplication of effort in the travel field.

Double Occupancy Costs Money

So strong has become the pressure upon hotels to concede the right of the traveling man to insist that his wife shall be complimented when she accompanies him on his trips that President Green, of the American Hotel Association, has seen fit to take the matter up with those sales executives who circularize the hotels on behalf of salesmen and their wives.

President Green points out that there has been considerable discussion of the situation on the part of hotels, and comprehensive investigations have been made to determine if by any chance the income according to other departments of the hotel might possibly compensate for the increased cost of the double occupancy. This study has shown that such is not the case President Green then goes on to say that—

"I know this may seem strange to people not fully acquainted with hotel costs, for they assume that the second person in a room contributes nothing to the expense of operation. As a matter of fact, it increases the demand for service in practically every department. While it may bring to our dining rooms a few women from whose patronage we would not otherwise benefit, we have found the average effect upon food business most disappointing. It seems that when traveling men are accompanied by their wives, they incline to greater economy than when traveling alone. In order to keep the joint outlay within the husband's expense account, both tend to patronize the most inexpensive restaurants they can find. Naturally, these are not burdened with the overhead and cost of service from which hotel dining rooms cannot escape."

This being the case, the free accommodation of the wife of the traveling man constitutes a further load to be carried by the already over-burdened hotel man, and this official pronouncement from the headquarters of the A. H. A. should stiffen the determination of the operators throughout the country—particularly in the smaller towns where the pressure is strongest—to demand from the traveling man a proper additional sum for the second occupant of the room, just as the traveling man demands payment for the additional tube of tooth-paste or tractor which he is selling.

The statement from Mr. Green is timely in view of the early opening of the season when the traveling man operating in his automobile may be expected to get on the highways in full force.

Drive On for Hotel Food Orders

Convinced that the hotel and restaurant business will show a sharp gain this spring and summer, as indicated by the present trend, food manufacturing and wholesale organizations are making a special drive for new orders in that direction this month. Executives for wholesale houses state that, while orders from hotels and restaurants have increased steadily since the Easter season, heavy buying is not expected to develop until next month, when the vacation season gets under way. Although a large percentage is expected to consist of canned and bulk goods, distributors are making a special effort to push fancy items in grocery lines.

Pity Mooney Cannot Stretch a Rope

Los Angeles, May 11—The hideous Mooney case has been brought out into the open again for another airing. This time the California legislature has come through with a demand on the Governor to extend executive clemency to the arch fiend who deliberately murdered and injured a score of innocent people in a preparedness parade twenty years since. Now they present the claim that he was convicted on perjured testimony. It is to laugh! Eight years ago on a visit to San Francisco, I made the suggestion to a friend that possibly he had been sufficiently punished, whereupon I was conducted to the public library there, introduced to a competent authority, who placed at my disposal a complete transcript of all the testimony, upon which I spent several days of careful study. My conclusion was that even had he escaped conviction on that particular charge, his previous career of lawlessness, which he admitted on the stand to be true, entitled him to stretch a rope. Millions of dollars have been extracted from gullible adherents of trade unionism, to be filched by so-called union leaders for their own personal aggrandizement. The combined bench of the state supreme court made a special study of all the evidence at the behest of Mayor Walker, of New York, deciding unanimously that there was not a single mitigating circumstance in his case, and now Governor Merriam is brought to face the issue because of political angles—meaning votes procurable from questionable sources. If the Governor accedes to these outrageous demands he will discover in his next campaign that respectable, thinking constituents will remove him from public life for the balance of his career.

According to revised regulations issued by the Liquor Control Commission of Michigan, wines under 16 per cent, alcoholic content may now be dispensed under the same regulations as beer, which will produce a condition at least restful to the hotel and restaurant contingent. The move was made largely because of reported discrepancies in winery accounting, in favor of the wineries. Wines and all beverages of stronger content will be handled, as heretofore, through state outlets.

"Tommy" Walker, first assistant manager of Hotel Pantlind, has been appointed sales manager of the hotel as well, succeeding Eric Dahl, in that capacity. Here is a "comer." I have enjoyed the friendship of this irresistible young man for many years—in fact, ever since he embarked on a hotel career—and have never found him wanting. He will continue his success in his new position and will be frequently heard from in the future.

John S. Packard, manager of the Dearborn Inn at Dearborn, for the L. G. Treadway Corporation, has ap-

pointed Richard L. Widlund assistant manager of that institution, succeeding D. C. Angevine who has filled that position during the past year. Mr. Widlund has been connected with the Treadway organization for eight years, his last previous assignment having been as manager of Middlebury Inn, Middlebury, Vermont.

Arrangements for the coming silver anniversary of the Hotel Greeters of America during their convention here next month are completed to the very last detail, and look highly promising from the entertainment viewpoint. The delegates will most assuredly be kept busy during their five-day meeting and will be supplied with most complete facilities for becoming familiar with all the attractions of the world's Garden of Eden. I shall expect to find many of my old Michigan friends among the assembled hosts who are sure to create an attendance record.

There seems to be no question as to the universal desire on the part of hotel operators for rate stabilization—upwards—but the difficulty seems to be to accomplish what everyone knows to be desirable. It ought not to be impossible, and it is one of the important objectives toward which hotel men should be working.

Successful farming, as in any other line of industry, depends as much upon the individual as upon the environment. One of the researchers in the Department of Agriculture cites the circumstances that in a Midwestern state there are two farmers whose lands are side by side. Each has eighty acres and the soil and plantings are exactly the same. Yet when the figures for the year were completed it was found that where the one had a net profit of \$1,750, the other was \$198 to the bad. Is this the difference between diligence and dullness? If so, then the farm bureau, besides appropriating money to ameliorate the condition of the husbandman should establish a mental survey annex to ascertain if establishing prices is the only necessary proceeding to "bring home the bacon" to the farmer.

I guess, after all, the pedestrian will have to be eliminated, as he is getting to be more of a nuisance in cluttering up the highway, than Old Dobbin ever was. If one were given to statistics he could probably demonstrate by the "rule of three" that it is the pedestrian that is always in the way and makes auto driving a real problem. In the first place, if he were done away with, sidewalks could be eliminated and the streets made wider for mayhem and carnage between the auto drivers. It would be the real sport of kings, with the elimination of fleshy accumulations on the tires. One of our California coroners went so far in directing a verdict in one of the cases where the walker came out second best, that he really got what was coming to him, which in the general order of things is just about what it will figure out on the basis of general annihilation for us all. With all these advanced "models" in locomotion I shudder to think of the ultimate when they begin "harvesting" in groups instead of singly.

Succumbing to the blandishments of that erudite physisic dispenser, one Dr. Moore, I was whirled away to witness the ever popular Ramona pageant, presented as a community non-profit enterprise by the citizens of the twin cities of Hemet and San Jacinto in the locality where the immortal Indian maiden Ramona lived and died. In the cast were more than 200 people who took part in the spectacle. Many thousands of Southern Californians make their annual trek to the Ramona bowl—just three miles beyond Hemet toward the San Jacinto mountain range—for this pageant. From Los Angeles

to the bowl the distance is approximately ninety-five miles, and we went by the new Garvey avenue highway to El Monte, thence to Pomona over a new highway, and then to Ontario and Riverside and over the Box Springs grade past March Field to Perris and finally Hemet. Between Perris and Hemet we saw the first of the colorful wild flower display that attracts so many motorists to that particular section, Yellows, reds, whites and blues—all of the blossoms combine to make the vista by the highway a kaleidoscopic one, while during the first portion of the trip, through the orange groves, the orange blossoms and their delicate fragrance provided a pleasant experience. After a most delightful luncheon at Hemet we proceeded to the bowl. Most of the principals in the cast have portrayed the same roles year after year, reminding one of an enormous, devoted family, and have attained the efficiency of professional thespians in their parts. The bowl is a huge natural amphitheater in a pocket of a canyon in the slopes of the San Jacinto mountains. To the North stretches the floor of the fertile Hemet Valley while in the distance are the snow-capped peaks of the San Bernardino mountains, and to the east, the majestic San Jacintos. By reason of the remarkable acoustic properties of the bowl, in which ordinary conversation is audible for hundreds of yards, the entire mountainside becomes a stage of awe-inspiring proportions. As no artificial properties or scenery are used, the illusion is created that the spectators are viewing the events of decades ago transpiring before their eyes. Attempting to supply a review of the play would be a hard task even if space permitted me to do so, and useless for the reason that traditional history has covered the real action of the play in every civilized tongue. I had seen it before, but the appeal to me is in the ensemble, from all walks of life, from the noble red man to the modern civilization as we know it. Looking across a babbling brook, spectators see gay fiestas of the days of the dons and dark-eyed señoritas flirting and dancing. Horsemen gallop in and out of the bowl in thrilling episodes, all enlivening the love idyll of Ramona and Allessandro, the Indian hero. I was interested in the numerous facilities provided for the motorists who attend the pageant. They may drive their cars over a perfect highway, to the rim of the bowl; while at the foot of a short decline free parking space for thousands of cars is provided. For the return trip to Los Angeles from Hemet we drove through San Jacinto and thence to Beaumont and Redlands, joining Foothill boulevard at San Bernardino and then home via Claremont and Pasadena. A restful trip on a perfect day, with forewarning of a ravenous appetite for a dinner such as the gods provide.

Not the meat in the cocoanut, but the butter in the sandwich is what agitates me, and impels me to say just what I have on my mind at the present writing. Yesterday I hid me to one of these "shoppes" and ordered a ham sandwich at the schedule price of fifteen per and found on delivery two slices of "extra dry" bread and a moderately thin "film" of extra dry ham. There was no butter anywhere, nor, for that matter, any sort of lubricant to help this decidedly unpalatable offering on its way. Of course the restaurateur kindly informed me that the times were depressed and he was practicing conservation of—what I did not learn, for the price charged was still fifteen per. But a thought came to me and that was this: Why does the sandwich man continue to persist in serving butterless sandwiches, when the very name suggests a couple of slices of moist bread, well buttered, with a

(Continued on page 24)

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 Malta, 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.

Vegetable Oils

Last week the grains were somewhat easier while lard and cottonseed oil futures held steady. Crude cottonseed oil was unchanged while in Britain cottonseed oil was firmer and lard futures showed a good gain. Meanwhile an improved tone in the vegetable oils was evident.

After being quoted very nominally for some weeks the refined edible oils came to life and were quoted more actively with business volume improving. Although the actual changes in quotations were not great, the present prices more nearly represent levels at which business is being done. Rapeseed oil is interesting bakers and promising to develop business in that field. Sunflower oil is active and firm. Imported cottonseed oil for cooking is said to be in active demand. The bulk lots of the crude and refined edible oils are reported to be quoted more nearly in line with present buying conditions and business in that line is better.

Coconut oil dropped nearly $\frac{1}{2}$ c last week, while tallow rose $\frac{1}{2}$ c per pound. In sympathy with coconut oil lower prices for palm oils were heard in some directions.

China wood oil continues to provide "fireworks" with prices jumping sharply on occasions. Nearby oil was up in the week, while July oil was from $\frac{1}{4}$ c to $\frac{1}{2}$ c higher than a week earlier. The trade is still having a hard time trying to satisfy demands for spot and nearby oil. Some now predict that the situation may not ease up materially for from two to three months.

Oiticica oil is selling well, according to reports. Spot oil in drums is quoted at from 14c to 14 $\frac{1}{2}$ c, with sales at 14c said to be made in several directions. The sharp rise in china wood has proved a great benefit to sellers of this oil. Whereas a few months ago it was 7c a pound now it is double that figure. This higher price is paid by consumers who would have to pay 18c or so for china wood oil.

Perilla oil continued more active all week with good sales made, stocks nearby and spot being rapidly depleted, according to reports. Perilla oil is cheap as compared with other paint and varnish oils and this factor appears to be pushing sales despite the continued un-

certainty as to whether or not Congress may levy a processing tax on it. However the likelihood of this action now appears to be reduced.

Other oils generally are dull. Denatured olive oil is selling in very small volume. Little activity in soy bean oil is heard of while rapeseed oil is rather quiet. Castor oil, as usual, is unchanged in price and moving in a very small way.

Essential Oils

Makers of fly spray and other insecticide compounds are showing a keener interest in essential oils. Dealers also report a larger number of inquiries for the account of soft drink manufacturers. Perfumers are taking moderate quantities of floral oils, but with the summer season close at hand little in the way of any real improvement is anticipated from this quarter.

The situation in orange oil is attracting considerable attention. Limited offers of West Indian oil together with the tight position in the Italian and domestic grades are factors largely responsible for the strong feeling that prevails regarding the general outlook. Only a routine buying movement is noted in lime oil. Dealers are inclined to sit back and look on, feeling that as production gets under way in the primary market quotations may possibly decline. Oil grapefruit sales are holding up in good volume and quotations are steady at \$2.85 to \$2.90 a pound. Bergamot is easier. Some dealers are asking \$2.55 to \$2.60 a pound for spot goods, but in other quarters it is possible to secure material at \$1.35 to \$1.40 per pound.

Although trade in cananga is rather narrow, the market continues to display a firm tone because of high replacement costs. Oil lemongrass is quiet. Safrol is scarce and in the absence of spot offerings quotations are largely nominal.

Soap manufacturers are showing a fair interest in aromatic chemicals though little in the way of any unusual activity is reported. Rubber specialty makers are in the market for small lots and insecticide and disinfectant manufacturers are showing considerable interest.

Fine Chemicals

A steady to firm tone prevailed in the fine chemical market over the past week. In view of the stability consumers were placing considerable confidence in the market and many inquiries for forward deliveries were noted. The slight decline in the domestic and foreign grades of crude glycerine failed to have any influence on chemically pure prices, and based on reports from leading refiners the demand for the latter continues in fairly good volume.

Despite the small stocks of quick-silver available on spot, buying has not been in sufficient volume to bring about any material change in quotations. Future price movements in codliver oil are likely to be in an upward direction because of the firm reports coming from Norway. This year's production fell considerably below the output a year ago and in some instances importers seem rather anxious to cover a portion of their forward requirements in

anticipation of a firmer market later on.

Toward the close of last week orders for citric acid were reported to be coming in more freely. The arrival of warmer weather should bring about a further upturn in activity it is believed. Caffeine and sodium benzoate displayed a greater amount of activity. The methanol market is featured by a firm tone. Good shipments of pure material are reported and the solvent grades are commanding a fair amount of attention.

Motion Picture Industry Does Better

With the fall booking season under way, the motion picture industry currently anticipates a material increase in revenues during the balance of this year, as compared with 1934.

The largest circuits report that attendance at theatres since September has averaged fully 25 per cent better than for the same period last year. The change in the

type of attraction presented since the Legion of Decency Campaign was pushed has stimulated attendance, it is asserted.

The operation of the industry's NRA code has also bettered conditions. The ban against free tickets, lotteries and other devices which actually constituted rebates from quoted box office prices has augmented theater income. Moreover, the display of free attractions by non-theatrical enterprises has been reduced.

The fair trade practice regulations will be continued under trade association auspices, it is expected, should Congress fail to extend the National Industrial Recovery Act.

The idea now germinating is to go ahead regardless of political thunderings and threatenings.

Horse sense behind the steering wheel is better than horse power under the hood.

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.

WHOLESALE DRUG PRICE CURRENT

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

ACID	
Acetic, No. 8, lb.	05 @ 10
Boric, Powd., or Xtal., lb.	07 1/2 @ 20
Carbolic, Xtal., lb.	36 @ 43
Citric, lb.	33 @ 45
Muriatic, Com'l., lb.	03 1/2 @ 10
Nitric, lb.	10 @ 15
Oxalic, lb.	15 @ 25
Sulphuric, lb.	03 1/2 @ 10
Tartaric, lb.	33 @ 40

ALCOHOL	
Denatured, No. 5, gal.	33 @ 50
Wood, gal.	50 @ 60

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

AMMONIA	
Concentrated, lb.	06 @ 13
i-F, lb.	06 1/2 @ 13
3-F, lb.	06 1/2 @ 13
Carbonate, lb.	23 @ 30
Muriate, Lp., lb.	13 @ 30
Muriate, Gra., lb.	07 1/2 @ 13
Muriate, Po., lb.	22 @ 25

ARSENIC	
Pound	07 @ 20

BALSAMS	
Copaiba, lb.	60 @ 1 20
Fir, Cana., lb.	2 @ 3 40
Fir, Oreg., lb.	50 @ 1 00
Peru, lb.	3 50 @ 4 00
Tolu, lb.	1 50 @ 1 80

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

BERRIES	
Cubeb, lb.	@ 75
Cubeb, Po., lb.	@ 30
Juniper, lb.	10 @ 20

BLUE VITRIOL	
Pound	06 @ 15

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

BRIMSTONE	
Pound	04 @ 10

CAMPHOR	
Pound	72 @ 85

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

CHALK	
Crayons	
White, dozen	@ 3 60
Dustless, dozen	@ 6 00
French Powder, Com'l., lb.	03 1/2 @ 10
Precipitated, lb.	12 @ 15
Prepared, lb.	14 @ 16
White, lump, lb.	03 @ 10

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

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

COCAINE	
Ounce	13 75 @ 15 40

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

CREAM TARTAR	
Pound	25 @ 38

CUTTLEBONE	
Pound	40 @ 50

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

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

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

FORMALDEHYDE, BULK	
Pound	09 @ 20

FULLER'S EARTH	
Powder, lb.	05 @ 10

GELATIN	
Pound	55 @ 65

GLUE	
Brok., Bro., lb.	20 @ 30
Gro'd, Dark, lb.	15 @ 25
Whi. Flake, lb.	27 1/2 @ 35
White G'd, lb.	25 @ 35
White AXK light, lb.	42 1/2 @ 50
Ribbon	
Pound	19 @ 45

GLYCERINE	
Pound	19 @ 45

GUM	
Aloes, Barbadoes, so called, lb. gourds	35 @ 40
Powd., lb.	@ 45
Aloes, Socotrine, lb.	@ 75
Powd., lb.	@ 50
Arabic, first, lb.	17 @ 25
Arabic, sorts, lb.	@ 35
Arabic, Gran., lb.	25 @ 35
Arabic, P'd, lb.	47 @ 50
Asafoetida, lb.	@ 70
Asafoetida, Po., lb.	@ 60
Gualac, lb.	@ 65
Gualac, powd.	@ 1 00
Kino, lb.	@ 1 25
Kino, powd., lb.	@ 75
Myrrh, lb.	@ 35
Myrrh, Pow., lb.	42 @ 50
Shellac, Orange, lb.	42 @ 50
Ground, lb.	42 @ 50
Shellac, white (bone dr'd) lb.	45 @ 56
Tragacanth	
No. 1, bbls.	1 75 @ 2 00
No. 2, lbs.	1 50 @ 1 75
Pow., lb.	1 00 @ 1 25

HONEY	
Pound	25 @ 40

HOPS	
1/2 Loose, Pressed, lb.	@ 75

HYDROGEN PEROXIDE	
Pound, gross	37 00 @ 39 00
1/2 lb., gross	17 00 @ 18 00
1/4 lb., gross	11 00 @ 11 50

INDIGO	
Madras, lb.	2 00 @ 2 25

INSECT POWDER	
Pure, lb.	31 @ 41

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

LICORICE	
Extracts, sticks, per box	1 50 @ 2 00
Lozenges, lb.	40 @ 50
Wafers, (24s) box	@ 1 50

LEAVES	
Buchu, lb., short	@ 70
Buchu, lb., long	@ 75
Buchu, P'd, lb.	@ 40
Sage, bulk, lb.	25 @ 30
Sage, loose pressed, 1/2s, lb.	@ 30
Sage, ounces	@ 25
Sage, P'd and Grd.	@ 35
Senna	
Alexandria, lb.	35 @ 40
Tinnevelia, lb.	25 @ 40
Powd., lb.	25 @ 35
Uva Ursi, lb.	@ 30
Uva Ursi, P'd., lb.	@ 30

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

LYCOPODIUM	
Pound	50 @ 60

MAGNESIA	
Carb., 1/2s, lb.	@ 30
Carb., 1/4s, lb.	@ 20
Carb., Powd., lb.	15 @ 25
Oxide, Hea., lb.	@ 70
Oxide, light, lb.	@ 75

MENTHOL	
Pound	4 93 @ 5 24

MERCURY	
Pound	1 75 @ 2 00

MORPHINE	
Ounces	@ 12 75
1/2s	@ 14 40

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

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

NUTMEG	
Pound	@ 40
Powdered, lb.	@ 50

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

OIL ESSENTIAL	
Almond	
Bit., true, ozs.	@ 50
Bit., art., ozs.	@ 30
Sweet, true, lb.	1 40 @ 2 00
Sweet, art., lbs.	75 @ 1 20
Amber, crude, lb.	71 @ 1 40
Amber, rect., lb.	1 30 @ 2 00
Anise, lb.	1 10 @ 1 60
Bay, lb.	4 00 @ 4 25
Bergamot, lb.	2 75 @ 3 00
Cajuput, lb.	1 50 @ 2 00
Caraway S'd, lb.	3 50 @ 4 00
Cassia, U.S.F., lb.	2 15 @ 2 60
Cedar Leaf, lb.	1 70 @ 2 20
Cedar Leaf, Com'l., lb.	1 00 @ 1 25
Citronella, lb.	85 @ 1 20
Cloves, lb.	1 85 @ 2 25
Croton, lbs.	4 00 @ 4 60
Cubeb, lb.	4 25 @ 4 80
Erigeron, lb.	2 70 @ 3 35
Eucalyptus, lb.	85 @ 1 20
Fennel	
Hemlock, Pu., lb.	1 70 @ 2 20
Hemlock Com'l., lb.	1 00 @ 1 25
Juniper Ber., lb.	1 50 @ 2 00
Juniper W'd, lb.	1 50 @ 2 00
Lav. Flow., lb.	6 00 @ 6 40
Lav. Gard., lb.	1 25 @ 1 50
Lemon, lb.	2 15 @ 2 60
Mustard, true, ozs.	@ 1 25
Mustard, art., ozs.	@ 35
Orange, Sw., lb.	3 00 @ 3 25
Origanum, lb.	1 00 @ 1 20
Pennyroyal, lb.	2 75 @ 3 20
Peppermint, lb.	4 75 @ 5 30
Rose, dr.	@ 2 50
Rose, Geran., ozs.	1 00 @ 1 50
Rosemary Flowers, lb.	1 00 @ 1 50
Sandalwood	
E. lb.	8 00 @ 8 50
W. L. lb.	4 50 @ 4 75
Sassafras	
True, lb.	1 90 @ 2 40
Syn., lb.	1 00 @ 1 40
Spearmint, lb.	3 50 @ 4 00
Tansy, lb.	3 50 @ 4 00
Thyme, Red, lb.	1 75 @ 2 40
Thyme, Whl., lb.	2 00 @ 2 60
Wintergreen	
Leaf, true, lb.	5 60 @ 6 00
Birch, lb.	4 00 @ 4 60
Syn.	75 @ 1 20
Wormseed, lb.	3 50 @ 4 00
Wormwood, lb.	5 50 @ 6 00

OILS HEAVY	
Castor, gal.	1 45 @ 1 60
Cocconut, lb.	22 1/2 @ 35
Cod Liver, Norwegian, gal.	1 20 @ 1 50
Cot. Seed, gal.	1 20 @ 1 30
Lard, ex., gal.	1 55 @ 1 65
Lard, No. 1, gal.	1 25 @ 1 40
Linseed, raw, gal.	78 @ 93
Linseed, boil., gal.	81 @ 96
Neatsfoot, extra, gal.	80 @ 1 00
Olive	
Malaga, gal.	2 00 @ 2 50
Pure, gal.	3 00 @ 5 00
Sperm, gal.	1 25 @ 1 50
Tanner, gal.	75 @ 90
Tar, gal.	50 @ 65
Whale, gal.	@ 2 00

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

PARAFFINE	
Pound	06 1/2 @ 15

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

PITCH BURGUNDY	
Pound	20 @ 25

PETROLATUM	
Amber, Plain, lb.	12 @ 17
Amber, Carb., lb.	14 @ 19
Cream, Whl., lb.	17 @ 23
Lily White, lb.	20 @ 25
Snow White, lb.	22 @ 27

PLASTER PARIS DENTAL	
Barrels	@ 6 00
Less, lb.	03 1/2 @ 08

POTASSA	
Caustic, st'ks, lb.	69 @ 1 04
Liquor, lb.	@ 40

POTASSIUM	
Bicarbonate, lb.	30 @ 35
Acetate, lb.	69 @ 1 04
Bichromate, lb.	16 @ 25
Bromide, lb.	64 @ 84
Carbonate, lb.	48 @ 72
Chlorate	
Xtal., lb.	20 @ 27
Powd., lb.	19 @ 27
Grat., lb.	32 @ 40
Iodide, lb.	1 35 @ 2 14
Permanganate, lb.	30 @ 50
Prussiate	
Red, lb.	90 @ 1 00
Yellow, lb.	50 @ 60

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

QUININE	
5 oz. cans, ozs.	@ 77

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

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

Table with columns for 'ADVANCED' and 'DECLINED' items, listing various food products and their prices.

Table titled 'AMMONIA' and 'BREAKFAST FOODS' listing items like Kellogg's Brands, Corn Flakes, and various cereals.

Table titled 'APPLE BUTTER' listing Quaker products and their prices.

Table titled 'BAKING POWDERS' listing Clabber Girl, Royal, and Rumford's products.

Table titled 'BROOMS' listing Calumet, K C, and other broom brands.

Table titled 'BRUSHES' listing Scrub, New Deal, and Shoe brushes.

Table titled 'BLEACHER CLEANSER' listing Lizzie, Linco, and Clorox products.

Table titled 'BUTTER COLOR' listing Hansen's products.

Table titled 'CANDLES' listing Electric Light, Plumber, and Paraffine candles.

Table titled 'BLUING' listing Am. Ball, Boy Blue, and other bluing agents.

Table titled 'BEANS and PEAS' listing Dry Lima Beans, White H'd P. Beans, and other legumes.

Table titled 'BURNERS' listing Queen Ann, White Flame, and other burner models.

Table titled 'BOTTLE CAPS' listing Single Liqueur and other cap types.

Table titled 'CANNED FRUITS' listing Apples, Apricots, and other fruit products.

Table titled 'CANNED MEAT' listing Bacon, Beef, Corn Beef, and other meat products.

Table titled 'CANNED VEGETABLES' listing Lima Beans, Baked Beans, and other vegetable products.

Table titled 'Pineapple, Sliced' and 'String Beans' listing various food items and their prices.

Table titled 'Plums' and 'Prepared Prunes' listing various fruit products.

Table titled 'Raspberries, Black' and 'Raspberries, Red' listing various berry products.

Table titled 'Strawberries' and 'CANNED FISH' listing various fish products.

Table titled 'Clam Ch'der' and 'Clam Chowder' listing various seafood products.

Table titled 'Figs' and 'Fruit Salad' listing various fruit products.

Table titled 'Gosberries' and 'Grape Fruit Juice' listing various fruit products.

Table titled 'Grape Fruit' and 'Grape Fruit Juice' listing various fruit products.

Table titled 'Loganberries' and 'Orange Juice' listing various fruit products.

Table titled 'Peaches' and 'Pineapple Juice' listing various fruit products.

Table titled 'Pears' and 'Pineapple, Crushed' listing various fruit products.

Table titled 'Pineapple, Crushed' and 'Pineapple Juice' listing various fruit products.

Table titled 'Red Kidney Beans' and 'Asparagus' listing various vegetable products.

Table titled 'CHEESE' listing Roquefort, Wisconsin Daisy, and other cheese products.

Table titled 'CHILI SAUCE' and 'OYSTER COCKTAIL' listing various sauce and seafood products.

Table titled 'CREAM OF TARTAR' listing various cream of tartar products.

Table titled 'DRIED FRUITS' listing Apricots and Citron products.

Table titled 'COFFEE ROASTED' listing Lee & Gady coffee products.

Table with 2 columns: Item Name and Price. Includes Currants, Dates, and Figs.

Table with 2 columns: Item Name and Price. Includes Peaches, Peel, and Raisins.

Table with 2 columns: Item Name and Price. Includes California Prunes, Pearls, and Bulk Goods.

Table with 2 columns: Item Name and Price. Includes Pearl Barley, Lentils, and Tapioca.

Table with 2 columns: Item Name and Price. Includes Jiffy Punch, Evaporated Milk, and Fruit Cans.

Table with 2 columns: Item Name and Price. Includes Fruit Can Rubbers, Gelatine, and Honey.

Table with 2 columns: Item Name and Price. Includes Jelly and Preserves, and Jolly Glasses.

Table with 2 columns: Item Name and Price. Includes Jolly Glasses.

Table with 2 columns: Item Name and Price. Includes Jolly Glasses.

Table with 2 columns: Item Name and Price. Includes Jolly Glasses.

Table with 2 columns: Item Name and Price. Includes Jolly Glasses.

Table with 2 columns: Item Name and Price. Includes Jolly Glasses.

Table with 2 columns: Item Name and Price. Includes Jolly Glasses.

Table with 2 columns: Item Name and Price. Includes Jolly Glasses.

Table with 2 columns: Item Name and Price. Includes Jolly Glasses.

Table with 2 columns: Item Name and Price. Includes Junket Goods and Margarine.

Table with 2 columns: Item Name and Price. Includes Matches and Safety Matches.

Table with 2 columns: Item Name and Price. Includes Mueller's Products and Nuts.

Table with 2 columns: Item Name and Price. Includes Almonds, Brazil, and Pecans.

Table with 2 columns: Item Name and Price. Includes Shelled Nuts and Mince Meat.

Table with 2 columns: Item Name and Price. Includes Olives and Paris Green.

Table with 2 columns: Item Name and Price. Includes Olives and Pickles.

Table with 2 columns: Item Name and Price. Includes Sweet Small and Dill Pickles.

Table with 2 columns: Item Name and Price. Includes Pipes and Playing Cards.

Table with 2 columns: Item Name and Price. Includes Pop Corn and Jolly Glasses.

Table with 2 columns: Item Name and Price. Includes Jolly Glasses.

Table with 2 columns: Item Name and Price. Includes Jolly Glasses.

Table with 2 columns: Item Name and Price. Includes Jolly Glasses.

Table with 2 columns: Item Name and Price. Includes Jolly Glasses.

Table with 2 columns: Item Name and Price. Includes Jolly Glasses.

Table with 2 columns: Item Name and Price. Includes Jolly Glasses.

Table with 2 columns: Item Name and Price. Includes Jolly Glasses.

Table with 2 columns: Item Name and Price. Includes Beef and Veal.

Table with 2 columns: Item Name and Price. Includes Lamb and Mutton.

Table with 2 columns: Item Name and Price. Includes Pork and Sausages.

Table with 2 columns: Item Name and Price. Includes Lard and Smoked Meats.

Table with 2 columns: Item Name and Price. Includes Beef and Liver.

Table with 2 columns: Item Name and Price. Includes Beef and Liver.

Table with 2 columns: Item Name and Price. Includes Beef and Liver.

Table with 2 columns: Item Name and Price. Includes Beef and Liver.

Table with 2 columns: Item Name and Price. Includes Beef and Liver.

Table with 2 columns: Item Name and Price. Includes Beef and Liver.

Table with 2 columns: Item Name and Price. Includes Beef and Liver.

Table with 2 columns: Item Name and Price. Includes Beef and Liver.

Table with 2 columns: Item Name and Price. Includes Beef and Liver.

Table with 2 columns: Item Name and Price. Includes Beef and Liver.

Table with 2 columns: Item Name and Price. Includes Beef and Liver.

Table with 2 columns: Item Name and Price. Includes Beef and Liver.

Table with 2 columns: Item Name and Price. Includes Beef and Liver.

Table with 2 columns: Item Name and Price. Includes Herring and Mackerel.

Table with 2 columns: Item Name and Price. Includes White Fish and Shoe Blackening.

Table with 2 columns: Item Name and Price. Includes Stove Polish and Seasoning.

Table with 2 columns: Item Name and Price. Includes SALT and Soap.

Table with 2 columns: Item Name and Price. Includes Soap and Starch.

Table with 2 columns: Item Name and Price. Includes Soap and Starch.

Table with 2 columns: Item Name and Price. Includes Soap and Starch.

Table with 2 columns: Item Name and Price. Includes Soap and Starch.

Table with 2 columns: Item Name and Price. Includes Soap and Starch.

Table with 2 columns: Item Name and Price. Includes Soap and Starch.

Table with 2 columns: Item Name and Price. Includes Soap and Starch.

Table with 2 columns: Item Name and Price. Includes Soap and Starch.

Table with 2 columns: Item Name and Price. Includes Soap and Starch.

Table with 2 columns: Item Name and Price. Includes Soap and Starch.

Table with 2 columns: Item Name and Price. Includes Soap and Starch.

Table with 2 columns: Item Name and Price. Includes Soap and Starch.

Table with 2 columns: Item Name and Price. Includes Soap and Starch.

Table with 2 columns: Item Name and Price. Includes Soap and Tea.

Table with 2 columns: Item Name and Price. Includes Soap and Tea.

Table with 2 columns: Item Name and Price. Includes Soap and Tea.

Table with 2 columns: Item Name and Price. Includes Soap and Tea.

Table with 2 columns: Item Name and Price. Includes Soap and Tea.

Table with 2 columns: Item Name and Price. Includes Soap and Tea.

Table with 2 columns: Item Name and Price. Includes Soap and Tea.

Table with 2 columns: Item Name and Price. Includes Soap and Tea.

Table with 2 columns: Item Name and Price. Includes Soap and Tea.

Table with 2 columns: Item Name and Price. Includes Soap and Tea.

Table with 2 columns: Item Name and Price. Includes Soap and Tea.

Table with 2 columns: Item Name and Price. Includes Soap and Tea.

Table with 2 columns: Item Name and Price. Includes Soap and Tea.

Table with 2 columns: Item Name and Price. Includes Soap and Tea.

Table with 2 columns: Item Name and Price. Includes Soap and Tea.

Table with 2 columns: Item Name and Price. Includes Soap and Tea.

Table with 2 columns: Item Name and Price. Includes Soap and Tea.

Table with 2 columns: Item Name and Price. Includes Tea and Gunpowder.

Table with 2 columns: Item Name and Price. Includes Tea and Gunpowder.

Table with 2 columns: Item Name and Price. Includes Tea and Gunpowder.

Table with 2 columns: Item Name and Price. Includes Tea and Gunpowder.

Table with 2 columns: Item Name and Price. Includes Tea and Gunpowder.

Table with 2 columns: Item Name and Price. Includes Tea and Gunpowder.

Table with 2 columns: Item Name and Price. Includes Tea and Gunpowder.

Table with 2 columns: Item Name and Price. Includes Tea and Gunpowder.

Table with 2 columns: Item Name and Price. Includes Tea and Gunpowder.

Table with 2 columns: Item Name and Price. Includes Tea and Gunpowder.

Table with 2 columns: Item Name and Price. Includes Tea and Gunpowder.

Table with 2 columns: Item Name and Price. Includes Tea and Gunpowder.

Table with 2 columns: Item Name and Price. Includes Tea and Gunpowder.

Table with 2 columns: Item Name and Price. Includes Tea and Gunpowder.

Table with 2 columns: Item Name and Price. Includes Tea and Gunpowder.

Table with 2 columns: Item Name and Price. Includes Tea and Gunpowder.

Table with 2 columns: Item Name and Price. Includes Tea and Gunpowder.



Table with 2 columns: Item Name and Price. Includes various food items like Free Run's, Colonial, Borax, Washing Powders, and Grape Juice.

Table with 2 columns: Item Name and Price. Includes various food items like Syrup, Washboards, Paper Food Dishes, and Wrapping Paper.

Table with 2 columns: Item Name and Price. Includes various food items like Toilet Paper, Yeast Cake, and Yeast-Compressed.

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, Port-

land.

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

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

To Accelerate Normal Recovery

As close and continuous observers of American industry and trade, the business press is convinced that the well-being and prosperity of our people must depend, in the long run, upon the maintenance of constantly increasing efficiency of production and distribution. Only in this way can high standards of living for the American consumer be maintained.

To realize this objective it is essential that the development of new methods and processes for the manufacture of goods required by the consumer, together with the promotion of efficiency in distribution and merchandising, be stimulated in every legitimate way. The chief motivation of this development always has been, and we believe must continue to be the incentive offered by the profit system. So long as the competent and the enterprising can anticipate rewards proportionate to the skill and energy expended this progress, benefitting industry and the public alike, will continue.

Therefore, any tendency on the part of government to interfere with this vital process we believe is against public interest. Under the stress of emergency many measures have been adopted for the control of industry and trade which seem to us to be inconsistent with the tested principles which have been responsible for national progress and the well-being of the individual citizen in every walk of life. Whatever merit these measures may have, as expedients designed solely to meet the exigencies of a national crisis, it is manifest that they cannot be continued indefinitely without crippling the industrial structure, dislocating and unbalancing the national economy, and reducing the opportunities of the individual business man, worker and consumer.

We urge, therefore, that government discontinue at the earliest possible moment, all those temporary measures which have been found to interfere with the normal and healthy processes of American business, or which are not in keeping with traditional American policies of individual progress through competitive merit, or of progressively higher standards of living for the peo-

ple as a whole through continued increases in productive efficiency.

At the same time we recognize the right and duty of government to adopt those measures which are necessary for the protection of legitimate business and all other citizens from the exploitation of predatory interests, whether these be in the ranks of industry, finance or labor. We recognize the necessity of protecting the public from natural monopoly or monopolistic practices affecting production, rates, prices and wages. Industries which are naturally competitive should not be allowed to engage in monopoly practices without government regulation. We therefore urge that, to whatever extent industry opposes government regimentation, it shall as a matter of consistency and sound economics accept the principle and carry out the practice of free competition in the public interest.

We are opposed to government operation of business and competition with its own citizens.

We are opposed to government ownership and operation of railways.

We believe the restriction of free enterprise and competition through a system of government licensing of processors, as proposed in amendments to the Agricultural Adjustment Act, to be inconsistent with the interests of agriculture, business and the public.

We urge the elimination at the earliest possible moment of all artificial brakes upon freedom of individual initiative and enterprise, because we believe that through them alone employment can be expanded and normal incentives for business development and capital investment provided.—Boot and Shoe Recorder.

Advise Extra Shoe Promotion

The men's style committee of the National Shoe Retailers Association advise members that they are recommending continuance of the slogan adopted at the fall 1934 meeting: "Take a Chance on a Third." This plan, that is, one of carrying an extra, new or different type of shoe, met with good success during the last Fall and Winter. Shoes, which might be considered as "thirds," include the monk shoe, new pattern plain-toe oxfords, bow pumps for evening wear, new pattern wing-top oxfords, two-eyelet oxfords and napped finish brown or gray oxfords.

Big Things Ahead For Northport

Northport May 14—Regular army units of combat airplanes and anti-aircraft ground forces will stage army maneuvers at Northport, Michigan, beginning June 3.

Lieut. Col. Charles B. Meyers, commander of the 61st Regiment Coast Artillery Corps from Fort Sheldon, and Major William C. Goldsborough, commanding the 15th. Observation Squadron and the 21st Photo Section from Scott Field, Ill., visited Northport last week in search of a suitable location for the annual warfare drill that is a part of their training. They express themselves highly pleased with the territory in the vicinity of the Woolsey Memorial Airport.

The Leelanau township board and the Memorial Association, who have the new airport in charge, will put on extra effort to have the runways in readiness for the army's use on June 3. Since the dedication of the airport does not take place until July 14, this

visit from the regular army will make it necessary to accelerate some of the construction.

The men and equipment to take part in the maneuvers will number about sixty-eight officers, 475 enlisted men, 100 vehicles and eighteen airplanes. They will carry full equipment of anti-aircraft guns, powerful searchlight and an array of scientific equipment. Part of the practice will consist of the ground forces firing at moving targets in tow by the airplanes.

Lieut. Col. Meyers was well acquainted with Captain Woolsey and the fact that to his command goes the honor of the first to make use of the port which is to honor his friend is a fitting tribute to a close army comrade.

Paul E. Smith.

Higher Woolen Goods Prices Seen

The opening of the London wool market with prices 10 to 15 per cent. higher than at the last auction has greatly increased the probability of an early advance in prices of woolen goods, the trade feels.

Woolen mills here are reported sold ahead sufficiently to support capacity operations through July. Some are even booked through August and September. Despite such capacity operations, however, it is reported that few mills can make a profit at current quotations for woolens.

Since present prices were established the cost of many materials used in woolen manufacture, such as oils, chemicals and other textile supplies, has advanced, owing to the enlarged demand for skilled workers by many mills. Accordingly, any advance in quotations for the basic raw material will make an upward adjustment in prices for woolens imperative.

REPRESENTATIVE RETAILERS

C. F. Bettendge, Grocer at 1787 Alpine Avenue

C. F. Bettendge was born on a farm in Orleans county, New York, May 24, 1884. His father was of English descent. His mother was descended from the Pennsylvania Dutch. When he was ten years old the family removed to Michigan, locating on a farm ten miles from Grand Rapids on West Bridge street. After remaining on the farm eight years he came to Grand Rapids and entered the employ of the Seibert notion store, which was then under the management of John Heinsman. After eight years with this house he went to Lansing and worked in the dry goods store of J. W. Knapp Co. for five years. He then went to J. B. Sperry & Co., of Port Huron, as buyer, with whom he remained ten years. He then changed over to the Arbaugh Co., Lansing, with whom he remained four and a half years. Last week he came to Grand Rapids and purchased the grocery stock of J. McCleary, 1357 Alpine avenue, which he will continue under the style of the Bettendge's Food Shop.

Mr. Bettendge was married to Miss Vera Tinkler, Grand Rapids. They have one son, 26 years old who is a chemical engineer in Chicago.

Mr. Bettendge attends the Episcopal church and is a member of the Knights of Pythias. His hobby is bass fishing.

Human pride is not worth while; there is always something lying in wait to take the wind out of it.

TROUBLE

IN THE AIR..

TORNADO

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

AS WRITTEN BY THE

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

MUTUAL BUILDING, LANSING, MICHIGAN
DETROIT GRAND RAPIDS SAGINAW

SAVINGS - SERVICE - STABILITY

OUT AROUND

(Continued from page 9)

former has been crowded to capacity so far this week.

Considering the prominence of the Netherlands as a coffee producing nation on its islands in the East Indies I naturally expected to see Old Government Java coffee played up strongly. Instead, fresh milk was in evidence. I believe that a department devoted to the serving of the coffee named would prove a big drawing card, not only because of the merits of the brand, but on account of the fragrant aroma which accompanies its brewing.

When I started the Tradesman I felt it to be my duty to investigate every article of food and drink until I had discovered the best—at least to my taste. With this end in view I spared no expense in purchasing everything which came my way. While in Costa Rica in 1912 I saw the finest looking coffee I ever set eyes on. The kernels were large and clean looking. The handling of the coffee, so far as growing, curing and packing was concerned, was sanitary to the nth degree. I bought ten pounds of a grower and had it sent to Grand Rapids by express. On my return home I had it roasted. One cup was enough to last me a life time. It was the strongest stuff I ever tasted. The yard man was presented with the remainder of the purchase.

For years I heard much of the remarkable coffee served by the Hotel Belmont, N. Y. It commanded 30 cents a cup or 60 cents a pot. It was made fresh by the coffee maker every half hour during the day and evening. On my way to Bermuda in 1911 I spent a day at the hotel, waiting for my boat to sail, and in the meantime I drank several cups of the coffee. I sought an interview with the man who devoted his entire time to the preparation of the coffee. He told me it was clear Old Government Java and that he roasted a week's supply every Monday; that the roasted coffee was placed in air tight cans while it was still hot and ground as needed every half hour. I bought 10 pounds of him and had it shipped to my hotel at Bermuda. My coffee was shared by my seatmates at the table, who insisted it was the finest they had ever drank. The next table to mine was occupied for two weeks by President (to be) Harding and friends. One evening I had an extra pot of my coffee made for him. It was so much appreciated that it resulted in an acquaintance which was kept up by correspondence until Mr. Harding died.

When the Government adopted a rule that everything should be true to name, a change was necessary and Dutch houses who handle the brand at first hands from the growers changed the name to Ankola, which is the name of the province in Sumatra where the coffee has always been grown. Although it bore the name Java, it was never grown in Java.

When the kaiser declared war on the world I assumed he would commandeer all the coffee he could command in Amsterdam, which he subsequently did. I purchased 1,000 pounds of a local dealer in July, 1914, and we are now on the last bag. The stamps on the bags indicate that the coffee was eighteen years old when I bought it, so the coffee we are now using must be thirty-nine years old. It has changed color three times during the twenty-one years I have had it. I submitted samples from time to time to coffee importers in Boston, who assured me that East India coffees continue to improve for fifty years, which is the longest record they have. Rio coffees become useless after ten years. The kernels assume the aspect of hard rubber and cannot be roasted or ground.

The good people of Holland keep up an ancient and honorable Dutch practice by meeting at a certain restaurant twice a day, six times a week, and indulging in what they call a "koffie drinken." I do not often join in this affair when I am in Holland because the liquid served is strong enough to knock an ordinary man down, which means that probably pretty cheap Rio coffee is used. If the caterer would substitute Ankola coffee for the rank Rio now used he would easily sell twice as much coffee as he now hands out, even if he had to increase his price to 10 cents per cup. No one can create any stomach disturbance or interfere with his sleeping hours by using a half dozen cups of Ankola coffee, which is the mildest coffee of which I have any knowledge.

The same suggestion will apply to the Warm Friend Tavern which undertakes to play up many Dutch traditions and practices in keeping with the traditions of the town. If the landlord would discard the rank Rio coffee he now serves and substitute the mild East India coffee therefor, he would soon find his hotel had acquired as wide a reputation for good coffee as the Bancroft House, of Saginaw, enjoyed for thirty or forty years for corned beef hash under the friendly regime of the sainted Hawley Lyon.

J. B. Crawford has been named president of the Commercial National Bank of Ithaca to succeed the late John C. Hicks. N. E. Gibbs was chosen vice-president, the position previously held by Mr. Crawford. Mr. Crawford has been active in local banking since 1892, when he was made a director of the Ithaca Savings Bank. When the Commercial State Bank was organized with nearly the same stockholders as the old Ithaca Savings, Mr. Crawford was chosen as the first president. Later the bank was re-organized as a national bank. Mr. Crawford has served as vice-president for the past twenty-five years. E. A. Stowe.

A snug, form-fitting dressing for minor wounds consists of an antiseptic gauze pad packed by a new elastic adhesive tape which wraps about the injured member.

Items From the Cloverland of Michigan

Sault Ste. Marie, May 13 — Conditions seem to be entirely different in these days. We read the headline in our local paper this week, Can Banks Get Borrowers? Governor Eccles, of the Federal Reserve Board, says that either the banks must lend money to business or the Government must set up machinery to do it directly. In Mr. Eccles' position he should know whereof he speaks. No one can deny that the banks are loaded to the saturation point with low yield Government bonds, while the percentage of their loans to industry goes on decreasing, both rapidly and steadily. But whether the cause is that the banks will not or cannot lend their idle money is something else again. It is a matter of record that while some departments of the Government are verbally flogging the banks for not lending money, the Treasury Department, through its bank examiners, is furiously busy criticizing any loan that is not practically ready cash. Inasmuch as a business man does not borrow from the bank if the cash is immediately available, how many loans would be made under such conditions requires no imagination. And if the Treasury, heeding President Roosevelt's suggestions, has let up on absurd standards, is there anyone who has any confidence in present conditions? The President and congress want to borrow money. In other words, can the banks find borrowers, treasury or no treasury? If Mr. Eccles knows of any genuine business doing reasonably well under these conditions that cannot borrow favorably from its present bank, and will advertise that fact, eager bankers will break the door down into that fellow's office just as soon as the airplane can get them there. If conditions are otherwise, Mr. Eccles should specify.

Organization of the firm of Telgenhoff & Talsma, auctioneers, was announced last week at Rudyard Partners in the firm are Leon Telgenhoff and Egbert Talsma, of Dafer.

Question Shaw has opened a sign studio at 205 Ashmun street. Mr. Shaw is one of our popular young men who studied at the Detroit School of Lettering and has been working here for the past five years. Mr. Shaw heretofore has been able to do all of his work alone, but will now expand and add additional workers during the summer.

The Scotch patient was fumbling in his pocket. "You don't need to pay me in advance," said the dentist. "I'm not going to," was the reply. "I'm only counting my money before you give me the gas."

The formal opening of the Edlo Inn, in the Riverside Grove, took place last Wednesday. This new popular resort was formerly known as Beaver Park, located on the banks of St. Mary's river five miles South of the Sault. The building has been remodeled and completely redecored. A private dining room has been added and many other improvements made. The name was selected from the first names of the proprietors Edith and Louis Rapin. Lunches, special dinners and beverages will be served. The grove will be improved as a tourist camp with plenty of parking space. Mrs. Rapin was formerly a stewardess at the Country club and has many friends who wish them every success in their new venture.

Everett McCondra has purchased the gas and service station at the corner of Spruce and Magazine sts., formerly known as the Armstrong gas station. Mr. McCondra has redecored the store and will devote his entire time to his new enterprise. The location is among the best in the city. Mr. McCondra has been in the employ of the Marine meat market for several years where he has made many friends.

One trouble with this country is the number of legal ways there are to steal.

The Hat Box announced their formal opening of their new store, located at 519 Ashmun street, Monday morning of this week.

Jim Biskus, proprietor of the Lincoln cafe, on Portage street, which has been closed since last fall, when Mr. Biskus left to spend the winter in Florida, where he conducts a large fruit station, returned to the Sault last week and is redecorating his cafe, getting it in order for the opening, which will be in time to care for the large tourist business expected this summer.

Business now begins to show the grinchiness of convalescence.

Jake Schopp, the well-known merchant at DeTour, paid the Sault a visit last week.

William G. Tapert.

Zinc chloride and sodium bichromate are combined in a new wood preservative. It is said to have greater preservative value than straight zinc chloride and, like the latter, to be termite-repellent, fire-retardant.

Phone 22674
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 factories—bankrupts—courts—etc. 636 Eastern avenue, S.E., Grand Rapids, Mich. 713

For Sale—Store building in country town near oil fields. Well located. Living rooms above. Write Earl Nelson, 315 West Lapeer, Lansing, Michigan. 727

FOR SALE—One Burroughs bank book-keeping machine. Good shape. One safe 62"x35"x41" inside vault time lock. B. C. Ellar, Receiver, Alba, Mich. 728

FOR SALE—GROCERY FOR SALE. Modern, full stock. Near Lake Michigan. Fred Streiffing, Sawyer, Mich. 729

RECEIVERSHIP SALE—Retail hardware store, merchandise, accounts and notes receivable, real estate holdings will be sold as a going concern at Circuit Court Room, Court House at Hart, Michigan, on Saturday, June 1, 1935, at 10 o'clock A. M. Sale will be under direction of Court. For details, inventories, inquire Walter B. Gleye, Receiver of Colby & Spitzer Co., Hart, Michigan. 730

FOR SALE—GROCERY, meats and lunch room, directly opposite Hillsdale college, Hillsdale, Mich. Owner has other business. A. L. Burdick, 311 Pleasant St., Hudson, Mich. 731

Wish To Buy—Market and grocery in live town. Communicate with Mrs. C. P. Clarke, 818 De Graff, Grand Ledge, Mich. 732

FOR SALE—General stock in one of the best towns in Michigan. Will invoice between \$3,000 and \$5,500. Can be reduced somewhat to suit buyer. Would also sell building if desired. Address No. 733, c/o Michigan Tradesman. 733

Let Us Face the Facts

The writer has just completed an extended survey of business conditions in Grand Rapids, which includes interviews with merchants in every line of trade. A few report business a trifle better than a year ago, while the great majority say the volume of trade has fallen off. These are the reports from independent business men and women, many of whom were prosperous merchants for many years. A great many of these merchants formerly employed a considerable number of people, but to-day they are either doing all of their selling or have but a few clerks, compared with better days. A very large number of merchants are compelled to get along with depleted stocks, lack of credit and capital, as they see their trade gradually slipping away. Worry and deep anxiety for the future fill their hearts with fear. Recently the editor of one of the local daily newspapers said in an editorial, that Grand Rapids is "financially sick," when referring to an effort of the Industrial Association to raise a pittance of \$50,000 for the purpose of starting idle plants to give employment to labor. My four weeks in contacting the independent business men and women of Grand Rapids convinces me the editor is right. It may seem poor business ethics for a city editor or myself as correspondent of the Michigan Tradesman to picture unfortunate conditions in the home city, but the time is here when the people should know the facts and any conditions that have a bearing upon them. This is not the only city that is "financially sick." This situation prevails largely over the state, outside of a few localities in which the discovery of oil or unusual industrial activity has helped to make local conditions better. The writer was a former resident and taxpayer of this city and always had a kindly interest in its welfare. For this reason he recently wrote one of the local editors a short report of conditions among many local merchants for publication. It is regrettable that so many publishers forget the interests of the independent home merchants and cater to the big advertising chain store corporations. Grand Rapids is being bled white by the multitude of national chain store and mail-order corporations. My survey of the city shows over fifty per cent. of trade goes to the outside greedy chain corporations. There are very few independent merchants left on Monroe avenue and in many business centers. Before the advent of the chain stores business centering here went to home merchants and the profit on this trade remained here and the city was constantly growing. To-day Grand Rapids business men and women are receiving less than half of the trade of the city. Chain store competition has driven the profit largely out of the trade they do get and none realize a sufficient profit. The big national chain store and mail order corporations are declaring regular and special dividends, as they sap the profit on trade from Grand Rapids and other communities. No wonder Grand Rapids is "sick financially." If its home merchants could

receive the trade that centers here, as formerly, times here would be in far better condition. The local Association of Commerce, Rotary, Kiwanis and other social and business organizations of this city should study the causes of why Grand Rapids is "financially sick." I urge them to make business surveys for themselves and find out first hand what the foreign commercial invaders are doing to their home city. Let them debate the question as to which is more preferable, a city of home owned stores or a city of outside chain store corporations. Which class was it that built Grand Rapids and which has the welfare and best interests of the city, now and in the future? This is also true of other cities, and of the entire state. Chain corporations remove hundreds of millions of the profit on trade from this state that formerly remained here. It is no wonder our legislature finds it difficult to finance state institutions, public schools, etc. Let us face the facts as to why business is "financially sick."

E. B. Stebbins.

Grocery Prices Continue To Sag

With only momentary pauses, average retail quotations have moved downward for the last twelve months. Average monthly declines have been only about 0.35 per cent., however, and the total reduction from the 1934 peak to early April was less than 4 per cent. In part, the drop reflects increased price competition within the retail field itself, and in part similar developments in some producing industries.

The medium term outlook for retail prices is clouded by uncertainties as to NRA legislation. To a major degree, increases in retail quotations during late 1933 and early 1934 were the result of wage and hour limitation and price maintenance provisions of codes. Gold manipulation and heavy Government borrowings thus far have produced little, if any, inflation of internal prices, however effective they may be at a later date.

Accordingly, a complete abandonment of the NRA would be expected to result in at least a short period of chaotic price readjustments, particularly in such lines as books, drugs and tobaccos where retail as well as wholesale price maintenance regulations have been most effective. At least moderate inventory losses would result to retail stores.

Regardless of the fate of the codes, however, industry probably realizes that reductions of wages and lengthening of hours would increase pressure for unionization of labor which suggests that present wages would not be greatly altered. Since average retail prices do not include wide manufacturing or retail profit margins, there appears to be little danger of sharply lower price levels. Indeed, following the completion of a readjustment phase possible over the medium term resumption of the upward price movement can be expected. The time element, however, is uncertain.—Stand-ard Trade.

He that wrestles with us strengthens our nerves and sharpens our skill. Our antagonist is our helper.

Pity Mooney Cannot Stretch a Rope

(Continued from page 17)

succulent slice of meat between? Good butter is procurable at a reasonable cost and everybody wants it in conjunction with the use of bread, the price of the assembled creation is just about the same as it ever was, and yet the dispenser continues to hand out these false alarm dainties, when, at a fraction of a cent additional cost he could please his customer, do some worth while advertising and supply repeat orders. I wonder if it wouldn't be worth while to think it over?

There is a surprising amount of wild animal life in the canyons adjacent to Los Angeles. Coyotes are seen nightly in the city environs, while wild cats, opossums and weasels are frequently bagged. A local hunter told me a curious story about the 'possums. Until late years there have been none in California. One of the Southern families who had moved here planned for an old-time 'possum dinner and sent back to Georgia for a crate of eight of these animals. After their arrival some of the slats of the crate became loose and they took their leave. Since then they have constituted a growing population.

Someone complains about the soggy bacon served oftentimes at eating places. I can go the critic one better and will say that if the chef will lay his strips of bacon in a cold skillet and fry it over a slow fire he will turn out a product fit for the gods, and it will not arrive at the table looking as if it had been done up in curl papers.

Frank S. Verbeck.

More Economic Nationalism

Secretary Morgenthau's radio address on American monetary policy constituted in effect a strong declaration for more intense economic nationalism.

The Secretary apparently has leaned heavily upon the work of Foreign Trade Adviser Peek. Like him, he decries capital exports. Very little encouragement for a program of orderly transition to a creditor nation status may be expected from the Administration, as long as these ideas prevail.

The Morgenthau address tended to lend some confirmation to recent reports that the President was leaning toward a more nationalistic economic policy, and that he was withdrawing support from the Hull program for foreign trade revival.

The address seems quite unlikely to hasten an international stabilization pact. It indicated no readiness to agree to a readjustment of monetary parities, in the light of existing balance of payments relations, such as Great Britain contends to be necessary.

June 16 Important Date in Banking

June 16 is a momentous day with bankers and business men and each group is fearful of its arrival before needed legislation of interest to it can be enacted by Congress.

Banking and business leaders are said to be very apprehensive of the outcome of filibusters designed to defeat or delay Title I of the omnibus banking bill and the extension of the National Industrial Recovery Act, for existing laws on the matters covered will lapse by legislative limitation unless something is done in the meantime.

Title I of the banking bill provides a new basis for the Federal Deposit Insurance Fund, while Title III contains

a provision extending the time within which bank executives can liquidate indebtedness to their own institutions. Title II of the bill, called the central banking section, is much opposed.

Efforts on the part of certain high officials to secure a two-year extension of NIRA in face of adverse Senate sentiment, may inspire a filibuster that will defeat the whole program.

A New Flurry in Sterling

The rise in sterling to a high of \$4.88½ in the local market yesterday reflects merely the renewed shift of capital from France and other gold bloc countries to London. While seasonal influences favor higher sterling they would not alone account for such a sharp rise as has taken place.

The British Equalization Account is believed here to be intervening in the market right along, offering sterling against francs and converting the latter into gold. However, such sales of pounds have not proved sufficient to check the advance.

Since pressure on the franc now is ascribed mainly to a shift of American and other foreign balances out of Paris, rather than a large scale flight of domestic capital, buying of sterling from this source is held likely to decrease before long, especially if the June 2 Swiss plebiscite should favor retention of the present monetary policy there.

Clerks Not Receptive to Unions

Union efforts to sign up retail store employees have continued in 1935 in various trading centers, particularly Milwaukee and New York. In most instances, progress has not carried to the point where even the small minority representation deemed adequate for strike action has been obtained. With the spring peak of retail business reached and the seasonally dull summer months approaching, strike attempts probably will be held off until fall, when service interruptions would be more embarrassing. The grocery chain field may prove an exception, in view of the minor seasonal factors here. Meanwhile, national economic and legislative developments will play a major part in determining the extent of labor difficulties later this year.

May Revive Vinson Bonus Bill

There is some speculation as to whether there will not be a move in the House of Representatives to revive the Vinson soldier bonus bill in the event that the President vetoes the Patman bill and he is sustained by the Senate.

Chairman Pat Harrison, of the Senate Finance Committee, is of the opinion that no bonus legislation can now be passed in face of the disagreement among the various interests.

Efforts to append the Patman bill to other relief measures, such as the National Recovery Act and the economic security bill, are not expected to be successful.

Detroit—Sentinel Heat Appliances, Inc., 18970 Grand River avenue, organized to manufacture and sell oil burners and heat controls, with a capital stock of \$10,000, \$3,000 being paid in.

7 GOOD REASONS WHY YOU SHOULD STOCK

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

The brand you know



by **HART!**

A complete line of canned vegetables and fruits.

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



MAKE MORE MONEY SELLING QUAKER COFFEE

Vacuum Fresh

A DISTINCTIVE, RICH, MELLOW BLEND



5

Sale hits that make Quaker Coffee a fast moving money maker for Independent Merchants to Sell.

- ● POPULAR PRICED FOR VOLUME SALES
- ● HIGHEST QUALITY VACUUM FRESH
- ● EYE APPEALING ATTRACTIVE LABEL
- ● NEWLY DESIGNED VACUUM CONTAINER
- ● SOLD ONLY BY INDEPENDENT MERCHANTS



Check over your Coffee Department with our Salesman for Faster Sales and More Profit.

LEE & CADY

*Our Selection of Risks
is Insurance Economy For You*

WHY HELP PAY THE
LOSSES
ON POOR RISKS?

*Each year we are saving our
Michigan Policyholders over
\$400,000.00*

How?

BY SELECTING BETTER RISKS.

Benefit by joining our select group of policyholders

INSURANCE INQUIRIES INVITED

THE MILL MUTUALS AGENCY

DETROIT

Mutual Building
LANSING MICHIGAN
Phone 20741

GRAND RAPIDS