

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, MAY 22, 1935

Number 2696

## THE CARPENTER

I wonder what He charged for chairs at Nazareth,  
And did men try to beat Him down,  
And boast about it in the town—  
“I bought it cheap for half a crown  
From that mad Carpenter!”

And did they promise and not pay?  
Put it off another day?  
Oh! Did they break His heart that way?  
My Lord, the Carpenter?

I wonder, did He have bad debts?  
And did He know any fears and frets?  
The Gospel writer here forgets  
To tell about the Carpenter.

But that's just what I want to know.  
O Christ in Glory, here below  
Men cheat and lie to one another so,  
It's hard to be a Carpenter!

**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.**

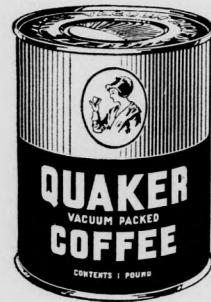
BISCUITS  
by  
**Hekman**  
MAY BE BOUGHT  
WITH CONFIDENCE  
AND SOLD  
WITH PRIDE



**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**

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Fifty-second Year

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## MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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### Some Things the Crusaders Stand For

The Crusaders have adopted a formula for the creation of a truly American movement, which has only one purpose in mind—the welfare of the entire American people. The Crusaders believe in community action. New York and Washington had little to do with the building of Kokomo, Kalamazoo or Kansas City—and the thousands of like centers throughout the United States—but these communities had every thing to do with the developing of a great New York and Washington. A return to prosperity will depend on the return of co-operative, unified action in the thousands of communities that make up these United States.

It is the purpose of The Crusaders to organize constructive militant Crusader units in all active American communities to destroy the power of the vicious or misguided malcontent, and to encourage labor, business, civic and agricultural elements to pull together. The 95 per cent. square element of labor, business and farmers should get together, work together, respect each other and build together. It can be done, and to the same extent that hate-making, character-assassination and rumor-spreading have destroyed community security, so will Truth, Tolerance and Co-operation between these elements restore community prosperity. The following, then, is the organization formula upon which the Crusaders are building.

1. The organization must be voluntary. Its officers, trustees and leaders must serve without pay. This principle not only removes the organization from any element of racketeering, placing it in position to attack all types of racketeering, but has a practical advantage, because voluntary effort requires much less money than paid or professional effort.

2. It must be non-political, in that no officers, trustee or leader may be a candidate in any manner for public office.

3. It must be non-partisan, in order to be free to support or attack members of any political party, when such support or attack seems advisable for the common good.

4. It must be non-factional and non-sectional, in order that it cannot be branded as representing any class, group, creed or race.

5. It must be a decentralized organization of local groups, with the national organization existing for the sole purpose of stimulating, coordinating and aiding local activities.

Experience has proven that the utmost voluntary effort can be secured by local groups working for a common purpose under local leadership.

Local leaders know better how to stimulate interest in their particular community than a central group operating from a distance.

Local abuses of political power can be more effectively corrected by local groups.

We intend to create an active unit in every one of the thousands of localities throughout the country, and just as rapidly as the job can be done, it will be done! We know there are enough conscientious responsible citizens in every community in this country to form an effective organization to checkmate the destructive forces that have caused so much damage in the past few years.

It is folly to assume there are more radicals and visionaries than there are sound, constructive citizens in any community.

Since we request the public to join us in the monumental task to which we have dedicated our efforts, we want to make perfectly clear to everyone what our principles and policies are before they cast their lot with us. We believe with Thomas Jefferson that a nation least governed is best governed.

We differentiate between government control and government regulation. We favor intelligent regulation, where necessary, to safeguard the rights of the people, but we oppose the idea of government control in any commercial phase.

We are strictly against federal operation of private enterprise. We believe thoroughly in the theory laid down by George Washington that the government should always be the servant of the people and never their master. We advocate loyal adherence to this policy that marks the sole difference between freedom and despotism. We are strictly and unalterably opposed to communism, fascism, socialism and radical departures from proven policies of democratic government.

We believe in humanizing the attitude of the strong toward the weak. Instead of pulling down the strong to the level of the weak, it is our purpose

to encourage and assist the weak to become strong.

We believe that every man has a definite obligation to his fellow men which he has no right to ignore. And the more prominent and successful a man becomes, the more seriously he must recognize his obligations to the community. We advocate preserving and expanding every sound creative force responsible before the stock crash, for the greatest nation-wide prosperity known to man, and we intend to prevent by organized strength throughout this country the evils that caused the panic.

To do this effectively, we must draw the line between the builder and the destroyer. We must encourage the builder and squelch the destroyer.

We offer no pot of gold at the end of the rainbow. We believe that security and happiness must be earned, and earned by self-supporting work. All people since the beginning of time who tried to get something for nothing ended up with nothing. And the man promising real wealth or goods without one hundred per cent. work in payment is just as dangerous to society and as destructive as the stock swindler who gulled millions into parting with their savings for a like purpose in 1929.

We do bring you Hope. We do point out the way for every man desiring work to have work to do at fair wages. With Truth we explode the fallacy that economic reasons keep millions on dole.

We can—by organized effort—with Truth for ammunition, deflate the power of the demagogue and irresponsible soothsayer.

We repeat this part of our first educational broadcast, "the demagogue the communist, the fascist and the brain trust are right or they are wrong." They cannot bunk the people into believing they are right—when we furnish the facts to prove they are wrong. The brain trust claims we are overproduced—that the United States is fully developed and as an expanding nation we are now going down hill. We can prove that this basic charge of the brain trust is exactly 100 per cent. wrong. Our Research Department will furnish you information regarding the unfilled seventy-five billion dollar market which will employ thirteen million more men than are working in this country now. Since we have only ten million idle we should now be faced with a labor shortage and not a job shortage. With banks loaded with money to finance activity, only one thing holds this country from moving ahead as it has never moved ahead in its existence . . . and that is the fear of responsible people concerning governmental attitude toward private enterprise, and possible irresponsible destructive legislation as now proposed

by many demagogues in various parts of the country.

To end the panic is an organization job. It is a matter of bringing into action the complete truth which will explode the wild-eyed, subversive theories in all parts of the country and deflate the power of demagogues and mountebanks to any longer prolong the depression.

In this great campaign the Crusaders seek only the Truth and on a platform of Truth they justify their existence. Truth and Truth alone can free this country from the tenacious grip of business paralysis. Truth will prove the judgment of our forefathers sound. It will prove the judgment of our present crop of political racketeers and demagogues unsound.

If a few individual business men have dishonestly taken advantage of our people, Truth will destroy them. If certain individuals among our men of wealth have dishonestly used their power, Truth will expose them. "Know the Truth and the Truth shall make you free." This biblical statement will always be a sound doctrine. To fight misinformation and malice with Truth and Tolerance the Crusaders dedicate themselves to the job of rallying the people of these United States into an irresistible constructive force to re-establish Faith and re-install confidence and enthroned Common Sense.

### Wake Up, America

Let's decide for ourselves where we are going. We have seen too much of unopposed political racketeering by organized blocs, of unopposed pirating of public funds by vote-hungry politicians, of unopposed organized minorities taking selfish advantage of the present economic crisis, of unopposed alien and un-American groups seeking to throw overboard those principles of individual liberty which inspired our forefathers to found this nation.

We don't just "view these things with alarm." We are sick of them. We of the younger generation see nothing ahead but continually increasing burdens, with suppression of the initiative necessary to overcome these burdens. We, therefore, call to action the young men and women leaving school and college—and all of the younger generation—who desire a voice in the creation of conditions under which you must live your lives.

To the millions of us, who are today without property, who want opportunity to build our own security through our own efforts, instead of becoming pawns for bureaucrats to move about on the economic chess board as they see fit, and to the women of every community, we especially appeal for active participation in this country-building Crusade. . . . Fred G. Clark,

National Commander of Crusaders.



## IN THE REALM OF RASCALITY

### Questionable Schemes Which Are Under Suspicion

After a formal complaint has been tried, the Federal Trade Commission considers all the facts in the case and decides whether to order the respondent to cease and desist from the practices charged or dismiss the complaints. Orders to cease and desist were made public in five cases in April. They are listed as follows:

#### False Representations Designed to Secure Agents

Duralith Corporation, New York City, and others, engaged in the manufacture of a plastic paint or wall texture designated "Duralith", directed to discontinue representing that the product is waterproof or washable and may be applied in one operation by anyone; to discontinue representing that Duralith has never been distributed in the territory for which a distributor is being solicited and that it has been successfully distributed in great volume, with monthly repeat orders, in other parts of the United States, the demand being fifty per cent. above that of all competing products, and that distributors are sending in letters expressing their pleasure at their success, unless such are the facts, and other representations.

#### False and Misleading Advertising

Evans Fur Co., Chicago, and others, engaged in the sale of fur garments, directed to discontinue representing in advertising matter, by radio, or in any other manner, that garments purchased by respondents for resale are manufactured by them; to discontinue representing that garments are sold at prices less than the retail prices of garments of similar value, due to the elimination of the middleman's profit, often amounting to as much as 50 per cent. of the retail price, when such are not the facts; and to discontinue representing by pictures or in any other manner that the garments sold are worn by certain popular moving picture actresses, unless the garments are so worn.

#### Representation of Domestic Products as Imported Products

Jules V. Riviere Perfumes, Inc., New York City, engaged in the manufacture of perfumes, directed to discontinue the use of the words "Paris" and "France" on labels, cartons, or in advertising matter descriptive of a domestic product, in any manner that would suggest the products originated in France or Paris; and to discontinue the use of the name Jules V. Riviere, or any part thereof, and any words in the French language, on labels, cartons, and in advertising matter circulated by means of radio or publications, descriptive of domestic products, without a printed or oral statement clearly showing that the products are made in the United States.

#### Misbranding

John F. Bolon Cigar Co., Bethesda, O., engaged in the manufacture of cigars, directed to discontinue the use of the words "Tampa," "Tampa Kid," "Habana Fabrica de Tobaccos," "Vu-

elta Abijo," "Vuelta Abijo Fabrica de Tobaccos," "Turkey," "Matchless Turkish Blend," or words of similar import, either alone or in connection with the words "Garcia Sweets," to designate or describe cigars that are not cured in rum.

Edward M. Kahn Corporation, New York City, engaged in the manufacture of narrow ribbons, directed to discontinue the use of the words "Taffeta", "Silk," and "Pure Dye" in advertising matter or on labels to describe or designate narrow ribbons that are not made entirely of silk.

Audrey Products Co., of Cincinnati, has entered into a stipulation with the Federal Trade Commission to cease advertising that its "Aubrey Herb Tea" alone has value in treatment for the reduction of overweight, or that it removes toxin from the blood stream and that by its use one can "slenderize" easily and safely. The company will also cease making the allegation that weight reduction is based solely on a continued normal elimination. The herb tea will no longer be advertised as a remedy for high blood pressure, stomach or kidney troubles, liver disorders, arthritis, swollen ankles or a rundown condition.

Suppression of price competition in the jobbing of automobile parts and accessories in the Birmingham, Ala., territory is alleged in a Federal Trade Commission complaint against Birmingham Automotive Jobbers Association and its officers and members, who are said to constitute a majority of this class of jobbers and to occupy a dominant position in that territory.

Charging the respondents with seeking to bring about elimination of price competition among themselves, the complaint says that in September, 1933, they entered into an agreement, combination or conspiracy to fix and maintain uniform prices, and since that time have carried it out in their sales to dealer-customers, garage and fleet owners and others.

They agreed, according to the complaint, to use manufacturers' resale schedules and to fix uniform prices for automotive parts and equipment, repair jobs involving only labor, and repair jobs involving both automobile parts and labor. They also fixed schedules of discounts to be allowed by them to certain classes of purchasers of parts and accessories and, the complaint says, agreed to require certain classes of purchasers to resell parts and accessories bought from respondent members at list prices of the manufacturers or at prices fixed by the association. They are said to have agreed that whenever a member should see fit to change a price on a part, accessory or on labor, except on close-out items, he should notify either the association secretary or each member before the change should be put in effect.

Van Kannel Revolving Door Co., of New York City, is charged in a complaint issued by the Federal Trade Commission with violation of the Clay-

ton law through acquisition of controlling stock in two competing companies, the Atchison Revolving Door Co., of Independence, Kan., and Revolving Doors, Inc., of New York City.

Such acquisition, according to the complaint, substantially lessens competition between the respondent and the acquired companies and between the acquired companies themselves, and restrains trade in the sale of wood and metal revolving doors and tends to create a monopoly in the respondent in the manufacture and distribution of these products.

As a result of the acquisitions, the complaint says the Van Kannel company now occupies a dominant position in the wood and metal revolving door industry, controlling the manufacture and sale of more than 60 per cent. of the total volume of sales of these products in the United States.

The Atchison Revolving Door Co., according to the complaint was organized about March 9, 1929, with an authorized capitalization of 4,000 shares of stock of \$100 par value each, all outstanding, having turned over to its predecessor, Atchison Revolving Door Co., its entire capitalization in exchange for the Atchison plant and other physical properties. About the same time, Van Kannel purchased for \$400,000 all capital stock of The Atchison Revolving Door Co. by paying \$100,000 in cash on delivery of the stock and the balance in installments running over ten years.

Van Kannel, according to the complaint, about August 13, 1930, acquired 7,600 shares of the total 12,600 shares outstanding of Revolving Doors, Inc.

### Currency Stabilization Not Particularly Bright

The trend of business over the last few months has indicated it has a momentum of its own. Although seasonal recession has occurred, the level of business is good, taking into consideration labor troubles and other uncertainties. One encouraging feature is the revival of residential building. Although no particular improvement is expected in business over the next few months, there is belief that next fall will see considerably greater volume. At that time relief works expenditures should have a sustaining influence. The fact that business holds relatively good in spite of uncertainties, may also account to some extent along with the inflationary psychology for the improved stock and lower grade bond prices last week.

Of course, political uncertainties still exist. The bonus situation is believed to be really a struggle over greenbacks. The Patman bill is not expected to be passed by the Senate over the veto. Should it be defeated some assistance to the high grade bond market could be expected as future bills for issuance of greenbacks hardly have the political appeal which the bonus bill had. Nevertheless, the reform motive remains, as indicated in the public utility holding company bill which came out of the Senate Committee very much like the original bill. Whether or not the elimination phase of this bill will be finally enacted is unpredictable. Currency

stabilization prospects are not particularly bright inasmuch as there is apparently no indication of any leading country taking the lead.

J. H. Petter.

### Trends in Retailing of Foods

1. Market or combination stores are getting more of the food business.
2. Specialty or single-line stores are slowly losing out.
3. Slip-shod credit stores are out of date.
4. The grocery business is drifting toward larger stores.
5. Personality of the merchant and the store are more important to success than ever before.
6. Dollar sales dropped 38 per cent. from 1929 to 1933, but increased 8 per cent. in 1934.
7. 27 per cent. of all the money people spend goes to food stores, the country's greatest single business.
8. Stores that sell meats and produce in addition to groceries had 31 per cent. of the total food business in 1929; by 1933 their proportion had increased to over 41 per cent.
9. Grocery stores without meats were heavy losers of volume from 1929 to 1933, as were the general stores, but exclusive meat markets suffered the greatest loss.
10. The number of grocery stores not handling meats declined 15 per cent. in four years. Combination stores increased 21 per cent. in number, general stores showed a shrinkage but exclusive meat markets showed the largest shrinkage—a decrease of 23 per cent. in number.
11. The number of individually-owned food stores declined less than 3 per cent. during the depression. The number of chain store units declined over 6 per cent.
12. The number of individually-owned combination stores increased 17 per cent. while the number of chain combination stores increased 30 per cent.
13. Individually-owned grocery and combination stores increased their business 9½ per cent. in 1934, while chain stores increased theirs about 6 per cent. The most important requisites to success in the retail food business are an attractive modern store; credit control; a store large enough for efficient operation and customer appeal—with a full line of goods, including meats; a comparatively low operating expense; and finally a store with personality.
14. The old-fashioned slip-shod credit store is as out of date as the horse and buggy.
15. The sales of credit stores declined more rapidly than the sales of cash stores during the depression.
16. The slip-shod credit stores suffered even larger losses, while stores that had their credits under control did considerably better.
17. Housewives themselves hold a slip-shod credit grocer in contempt; they no longer have confidence in him.
18. Grocers must either adopt a system of controlled credit or else go on a cash basis.
19. Controlled credit means, first of all, that there must be an understanding with each customer as to the amount of credit.



20. The small stores have grown smaller and larger stores have grown larger. Small stores not only lost dollar sales but actually lost tonnage. The medium-sized stores did better. The large stores doing \$1,000 a week or more did still better. The large stores increased their tonnage every single year.

21. The large store has a more impressive front, more inviting interior and displays. It offers a better selection of merchandise and generally has a fresh meat department with a full line of groceries. The activity of the large stores attracts new customers.

22. After all is said and done, the greatest single factor in success is the merchant himself. Personality is one of the greatest single factors in success to-day.

23. The master food merchant has a pleasing personality; he commands confidence; he has well-trained employees; he is adapted to his work; and is intelligent enough to grasp the principles of food store management.

24. Individually-owned grocery stores which can adjust their operations to these modern conditions have a very bright future ahead.

#### There Is No Success For the Man—

- Who vacillates.
- Who is faint-hearted.
- Who shirks responsibility.
- Who never dares to take risks.
- Who thinks fate is against him.
- Who is discouraged by reverses.
- Who does not believe in himself.
- Who expects nothing but failure.
- Who is always belittling himself.
- Who is always anticipating trouble.
- Who waits for something to turn up.
- Who complains that he never had a chance.
- Who is constantly grumbling about his work.
- Who never puts his heart into anything he does.
- Who blames circumstances or other people for his failures.
- Who expects to eliminate from his work everything that is disagreeable or distasteful.
- Who is forever wishing that he were doing something else instead of the thing he is doing.
- Who clings tenaciously to old ideas and old ways of doing things and is a slave of precedent.

Who shuts himself within his own little life so completely that he cannot take interest in anything outside of it.

Who thinks the times are always out of joint, and that he was not born at the right moment, or in the right place.—Success.

#### Suggestion

A food store in the South used a piece of dry ice and put it in an old-fashioned coffee pot containing water. Dry ice, of course, causes the coffee pot to "steam" just as though there were coffee being actually brewed in it. This feature was put in the center of a window generously banked with coffees and attracted wide attention. To make the setting more realistic, several cups of black coffee were placed near the coffee pot together with creamer, sugar bowl and other service.

#### MEN OF MARK

##### F. T. Marty, President Grand Rapids Wholesale Grocery Co.

Frank T. Marty was born on a farm in Allegan township, near Allegan, Aug. 22, 1874. His father and mother (maiden name Josephine Strofer) were both born in Switzerland. Mr. Marty's school days were confined to the instruction afforded by the red school house.

After devoting some years to the Marty farm he spent one year in the factory of Phelps & Bigelow at Kalamazoo. Two subsequent years were devoted to the manufacturing depart-

ment of the L. Perrigo Co., Allegan. In 1900 he formed a copartnership with W. J. Koloff and engaged in the grocery business at Allegan under the style of Koloff & Marty. A year later S. J. Wise was admitted to partnership and the firm name was changed to Koloff, Marty & Co. Two years later Mr. Wise bought the interest of Mr. Koloff and the firm name was changed to Marty & Wise. Later on F. L. Switzenberg purchased an interest in the store, when the firm name became Marty, Wise & Co. Jan. 1, 1920, Mr. Marty sold his interest in the business to his partners and removed to Grand Rapids, having already taken over the management of the Grand Rapids Wholesale Grocery Co. in September, 1919. He found the or-

ganization \$68,000 in debt and in poor repute with banks, creditors and stockholders. Based on a careful inventory the stock was not worth over 15 cents on the dollar. Mr. Marty realized he was up against a tough proposition and prepared to reverse the situation at the earliest possible time. He issued \$27,000 8 per cent. preferred stock, which he sold to his stockholders at par. The interest on this obligation was paid promptly and the entire issue was retired at maturity April 1, 1930. The remainder of the indebtedness was gradually retired. He now has \$105,300 worth of stock outstanding in the hands of 351 members of his company

troit. Genevieve is married to Jack Ryan and resides at Tampa, Florida. Mr. Marty is a member of Trinity Methodist church of Grand Rapids and the Odd Fellows lodge at Allegan. He is a deer hunter and an inland lake fisherman. He attributes his success to hard work, but those who know him best realize that shrewdness in buying and scrupulous care in the selection of his associates and employees has had much to do with the remarkable success he has achieved in the handling of food products.

#### Printing Greenbacks

If it is justifiable to issue 2,000,000,000 of new currency for the bonus, why should not that "simple" method be adopted for meeting other financial problems? Why not "ease" the relief burden by turning out a fresh supply of crisp greenbacks? Why not retire government debts that way? Why not lift the processing taxes and pay the farmers' benefits with nice, clean bills? These and many other similar proposals might be expected to be raised, if the President failed to veto the Patman bill and the style were set.

#### Silverware in Good Demand

Orders for sterling and plated silver hollow ware continue good in the wholesale market despite the rise in quotations made by producers two weeks ago. Retailers are covering on flatware requirements for immediate delivery and are buying hollow ware heavily for graduation and wedding presents. The rising prices of silver, and publicity attendant upon the increases, producers said, has enhanced the consumers' regard for silver products and created an unusual demand for the cheaper grades of sterling ware.

#### Mandel Heads Convention Group

A convention committee comprising more than sixty leading business, industrial and financial figures in Chicago has been appointed for the Summer convention of the National Retail Dry Goods Association in that city from June 10 to 13. Leon Mandel, general manager of Mandel Brothers, has been named chairman of the committee, the personnel of which also includes Mayor Edward J. Kelly. The convention is the first general Summer gathering the association has ever held.

#### German Sign Draws Them

The words "Hemgemechte Wurst" in large letters on the front of the Stark & Schmeisser market on Paulina street, Chicago, increased the sausage trade twofold and made a lot of new customers for the store. New customers explained they had not known before that it was obtainable there.

The real problem with which modern government has to deal is how to protect the citizen against the encroachment upon his rights and liberties by his own government, how to save him from the repressive schemes born of the egotism of public office.

A new luminescent paint, for any surface, is said to remain luminous for 12 hours after exposure to light. It contains no radio-active matter, is non-inflammable, non-toxic.



F. T. Marty

and has accumulated a surplus of \$77,557.67. The total sales last year were \$1,281,852.35. The officers of the corporation are now as follows: President—F. T. Marty Vice-President—P. J. Hoekzema Sec'y & Treas.—Archie Lindberg Merchandising Manager—Temple R. Lovett. Directors—H. G. Stanton, L. V. Eberhard, B. J. Christensen, Richard Andringa, E. T. Marty, P. J. Hoekzema and Archie Lindberg. Mr. Marty was married Dec. 27, 1898, to Miss Annie E. Wise, of Allegan. They have had three children, two sons and a daughter. Lawrence E. is in charge of the coffee department of the house. Norman L. is in the office of the General Food Co. in De-

## MOVEMENTS OF MERCHANTS

Central Lake—Roy Mathers has bought out the Darling grocery stock here.

Jackson—The Pierce Clallam Timber Co., 510 Peoples Nat'l. Bank Bldg., is capitalized at \$50,000, \$21,580 being paid in.

Detroit—The McGivern-Haldeman Co., 307 West Fort street, has changed its name to the Metropolitan Development Co.

Muskegon—The Muskegon Firestone Auto Supply & Service Stores, Inc., succeeds the Muskegon Firestone Service Stores, Inc.

Escanaba—Islands, Inc., jobber and distributor of hardware, notions, candy, etc., has a capital stock of \$50,000, \$4,500 being paid in.

Albion—Thieves entered the department store of the George T. Bullen Co. and carried away the contents of the cash register, about \$50.

Detroit—The Excelsior Laundry Machinery Co., Inc., 525 East Jefferson avenue, has decreased its capital stock from \$50,000 to \$10,000.

Flint—The Genesee-Paint Stores, Inc., 513 Harrison street, dealer in paint and wallpaper, has a capital stock of \$20,000, \$10,000 being paid in.

Holland—Fred Steketee, who recently sold his grocery stock in Allegan to Charles Sheffer, has taken a position with the Gil-boat Co. of this city.

Detroit—The Outdoor Neon Corporation, 2451 Grand River avenue, electric signs and kindred articles, has a capital stock of \$1,000, all paid in.

Bridgman—The Bridgman Economy Store, Inc., dealer in merchandise for personal, household and general use, is capitalized at \$10,000, all paid in.

Detroit—The Michigan Stone Co., 14100 Welland avenue, organized to quarry, fabricate and erect stone, has a capital stock of \$10,000, \$3,000 being paid in.

Detroit—State Roofers, Inc., 4735 Buchanan avenue, production of roofing materials, has a capital stock of 3,000 shares at \$1 each, \$3,000 being paid in.

Detroit—Cosmetics, Inc., 103 West Atwater street, drugs, cosmetics, pharmaceuticals, etc., has been incorporated with a capital stock of \$5,000, all paid in.

Cadillac—D. B. and J. B. Wooley, twin brothers, have opened their new drug store. It is located in the store formerly occupied by the Richard E. Harmon drug stock.

Alanson—Walter W. Fairbrain, the hardware dealer, has been in the University hospital at Ann Arbor the past six weeks. He is expected to be able to return home soon.

Sandusky—The W. R. Polewacz Co., Inc., dealer in general merchandise, has decreased its capital stock from \$100,000 to 1,000 shares no par value, book value \$60 a share.

Detroit—The Main Market Co., 4349 Grand River avenue, wholesale and retail dealer in meats and dairy products, has a capital stock of \$10,000, \$4,000 of which has been paid in.

Negaunee—Mrs. Martin Lerlie, of Ishpeming, will open a restaurant in

the building formerly occupied by the Princess Cafe, on Iron street. It will have a seating capacity of about 50.

Detroit—The Cilocon Corporation, 2730 Union Guardian Bldg., manufacturer of bottles and feeding appliances for infants, has a capital stock of \$100,000, \$2,500 of which has been paid in.

Bay City—The Laetz Foundry Co., 800 Woodside avenue, has merged its business into a stock company under the same style with a capital stock of \$15,000, \$8,000 of which has been paid in.

Beer Lake—Herb Krohn has completed the work of remodeling the store building he will occupy with his bakery and will open the place for business May 25, under the style of the Home Bake Shop.

Muskegon—The Arcade Pharmacy has changed its capital structure from \$10,000 preferred and 200 shares no par value to \$25,000 common. Anthony L. Mazurkiewicz succeeds Louis V. Simpson as manager.

Holland—Walter C. Van Meeteren, proprietor of the Holland Battery Shop, 9 West Seventh street, has sold a half interest in it to Harold Vande Bunte. The business will be continued under the same style.

Detroit—Henry Gunter, dealer in groceries and meats at 9137 Kercheval avenue, has merged the business into a stock company under the style of Gunter's Markets, Inc., with a capital stock of \$25,000, \$5,000 of which has been paid in.

Detroit—Samuel Berk, dealer in groceries and meats, at 13022 East Jefferson avenue, has merged the business into a stock company under the style of Samuel Berk, Inc., with a capital stock of 500 shares at \$10 each, \$5,000 being paid in.

Lyons—The purchase of the local branch factory of the Ypsilanti Reed Furniture Co., will be the issue of a special election called in the village of Lyons for May 27. The factory, which has been idle since 1928, is being sought by the village as an aid in attracting new industry.

Petoskey—William C. Wykes and son, Richard Wykes, of Grand Rapids, have purchased Bathke Food Market, groceries and meats, taking immediate possession. Theodore Bathke, former owner, will devote his entire attention to his wholesale meat and poultry business on Ingalls avenue.

Jackson—Twenty years ago, Walter S. Goff, of Jackson, ran a grocery store in Hoxeyville, and among his customers was a man who moved away owing him \$12.33. The account was forgotten. Last week, however, Goff received a letter from his debtor, inclosing a money order for the full amount.

Belding—J. W. Ferdon and C. Vanden Bos, both of Grand Rapids, have purchased the Belding Lumber Co. and all of its property, taking immediate possession. Peter Vanden Bos, brother of one of the proprietors, will manage the business, succeeding Harry Dimmick, who has acted in that capacity for a number of years.

Lansing—William Howard Driver, 39, of 218 North Hayford avenue, was

sentenced to serve 18 months to 10 years in Jackson prison when he appeared before Judge Leland W. Carr of circuit court Saturday on a charge of embezzlement. Driver was charged with embezzling \$159.04 from the Elliott Grocer Co., where he was employed as a salesman.

Newberry—The resignation of Andrew Westin, Newberry merchant, from the McMillan township Board of Education has been accepted by the Board, and William V. Johnson, another merchant has been appointed to fill his place until the expiration of the term in July. As a token of his service the board voted a resolution of appreciation to Mr. Westin at its last meeting.

Belding—The Belding Hosiery Mills, which was forced to discontinue operations a few weeks ago because of lack of orders, has received enough orders to justify it in resuming operation. Former employes are being returned to their places as rapidly as possible. A new superintendent is being installed in the person of Fred Dost, of Long Island City, New York. He is an outstanding man in the hosiery industry.

Detroit—Friends and relatives honored Simon Loewenstein, dean of Detroit livestock men, at an open house Sunday in his home, 2932 Webb Ave. Mr. Loewenstein is 75 years old to-day. Born in Germany, he came to this country about forty years ago and has lived in Detroit ever since. He is president of S. Loewenstein & Son, wholesale meat dealers. Extremely active for his age, Mr. Loewenstein has gained fame as perhaps the only packer who flies to the markets to purchase cattle. He often flies as far as Omaha.

Greenville—The Gibson Refrigerator Co., which a year ago obtained a Government loan of \$350,000, has been operating at a slight profit for the last three months producing a new line of electric refrigerators which are gradually increasing in sales. The company, completely reorganized in personnel and executive setup during the past six months with the assistance of a special representative of the Reconstruction Finance corporation, has greatly reduced its overhead and effected important operating economies.

Muskegon Heights—Two Muskegon Heights merchants were victimized by a bad check artist on May 2, it was revealed yesterday when the checks which had been drawn on the Owosso State Savings bank were returned yesterday to the Heights. Chief Chester A. Derby of the police department was notified. Both checks were made out to a "J. Williams" in the same handwriting, and were endorsed in identical writing, despite the fact the descriptions given of the stranger varied. One said he was about six feet tall, and the other said he was of medium height. The Weston Hardware on Peck street was defrauded by one check for \$12.75, and R. O. Boyd at the Schoenberg Meat Market on Broadway avenue, with the other check for \$6.95.

Detroit—A grand jury investigating food prices, turned its attention to a meat cutters' strike at the plant of Lowenstein & Son, 1945 Adelaide

street, which began Dec. 14. Nine persons were questioned about the strike. Harvey King, treasurer of the strike committee, was ordered to appear with the records of funds collected for relief of the strikers. The grand jury probably will investigate alleged misuse of the funds. The strikers said that they had been questioned about recent window-breakings in stores which buy their meat from the Lowenstein firm. The thirty-four union crooks who went on a strike were said to have put emery into crankcases of the cars and sugar in the gasoline of customers who came to buy goods and left their cars outside.

## Manufacturing Matters

Lowell—William Christiansen, ice cream manufacturer, has opened an ice cream parlor in Saugatuck, with Miss Ruby Eickhoff as manager.

Detroit—The Perfecton Egg Grader Co., Inc., 1201 Guaranty Bldg., organized to manufacture and sell egg graders, is capitalized at \$10,000, \$8,500 being paid in.

Detroit—The Safe-way Sales, Inc., 7338 Woodward avenue, organized to hold patents, manufacture machinery, has a capital stock of 2,000 shares at \$1 each, \$1,000 being paid in.

Detroit—The Acco Products Co., 11643 Linwood avenue, organized to manufacture and market food products, extracts and commodities, with a capital stock of \$1,000, all paid in.

Grand Haven—The soy bean, little known to American farmers until the past few years, has been suggested to many Ottawa county farmers by the county agricultural agent's office as a good income crop. Leo R. Arnold, county agent, believes soy beans will become an increasingly valuable crop in the future and calls attention to their use in more than 100 manufactured products. It is found in more than fifty human foods, is present in many prepared animal foods and used in paint, enamel and soap manufacture. Soy beans are an emergency crop on many farms and, being a legume, assist in building up the nitrogen content of the soil. **Soy beans have been planted with corn to serve as fall pasture.**

There is also a new exterior house paint, described as proof against staining from copper screening, rusty nails, etc., also against cracking and fading.

Tarnishing of metallic blouses and gowns is also retarded by new garment bags made of moisture-proof transparent cellulose backed with gauze.

It is by believing in, loving and following illimitable ideals that man grows great. They live before us as the image of that under which we are to grow forever.—Stopford Brooke.

Pears or apples are peeled, cored and halved or quartered, then routed to a conveyor by a new machine. It is said to handle 40 pears or 50 apples a minute.

A man's real limitations are not the things he wants to do, but cannot; they are the things he ought to do, but does not.



**Essential Features of the Grocery Staples**

**Sugar**—Jobbers now hold cane granulated at \$5.40 and beet sugar at \$5.20.

**Tea**—The first hands tea business during the week has been fairly satisfactory, though not large by any means. Prices are steady, however, in spite of this, owing to firmness in primary markets. The market for new Japan teas opened during the week, slightly under last year. Consumptive demand for tea is moderate.

**Coffee**—The market for future Rio and Santos coffee green and in a large way began the week with a slight advance due to improvement in Brazilian exchange and the issuance of figures showing a decrease in world's coffee stocks. There were further slight advances in futures during the few days following this, and about the middle of the week the market turned easy again, also due to conditions in Brazil. Spot Rio and Santos green and in a large way has not changed materially, although there have been slight declines. Milds have shown a slight fractional decline. The jobbing market on roasted coffee is about unchanged for the week. Consumptive demand good.

**Canned Fruits**—Canned fruits have shown little decided change in the past week. A certain amount of business is being done in spot goods, but only in a replacement way, and it is doubtful if this present season will see much more business along this line. Supplies of spot goods are light and surpluses are pretty well confined to No. 2½s tins. The other sizes, particularly the No. 10s, are short.

**Canned Vegetables**—Although there has been considerable "shopping around" for filling-in bargains in canned vegetables, the market has shown a much stronger undertone this week. Large supplies of old stocks are more difficult to locate at sharp price concessions, although large distributors are in the market for immediate supplies of low-priced goods for their current promotions, which are receiving favorable consumer response. Futures prices are holding up well, although large buyers have assumed a waiting attitude because of the uncertainties with respect to canners' and distributors' codes. The National Canners Association has called a conference to be held in Washington, May 22 and 23 to take up NRA and AAA questions. With the first operations of the new season scheduled to open on peas toward the latter part of next month, any surpluses there are of old goods are being pressed on the market now at prices close to those at which futures were sold recently. However, some of the lots offered have been off-grade and have not found ready outlets.

**Canned Fish**—Holders are looking forward to improvement in the demand for salmon as the period of greatest consumption is at hand. Generally speaking, salmon is firm with further advances likely in Alaska grades. California tuna fish is short as the pack is light. It also looks like a slim packing season for Maine sardines. Other tinned fish unchanged.

**Dried Fruits**—Dried fruits are moving out in a routine way here, with prices holding in such a narrow range as to be quotably unchanged. The supply of fruits on spot is quite moderate as the summer season approaches and thus prices have not been under pressure. The trade both here and in the interior is taking goods against immediate requirements only. There seems to have been a reasonably well sustained movement into consuming channels, but during the summer months retail outlets usually keep their supplies of dried fruits at low ebbs and turn to something more seasonal. The Coast reports continued quiet for shipment, and occasionally there is a little evidence of pressure, limited as a general thing to some of the smaller packers. As far as the large packers are concerned, they seem content to hold their present supplies, and there is little reason to look for any marked reactionary influence in California. The new apricot crop is to be relatively short again, although larger than last year's exceedingly small crop. The export outlook has shown a little improvement.

**Beans and Peas**—The entire line of dried beans and peas continues very dull. Prices none too steady.

**Nuts**—The market has been generally routine here and there is no feature reported. Somewhat increased demand for walnuts has been noted by some sellers due to expansion of demand in the ice cream trade. This is a seasonal affair. Shelled Brazils have been moving a little better to the candy manufacturers. Cashews are in fair demand and almonds about the same.

**Olive Oil**—The olive oil market showed no definite change last week. Prices in both Italy and Spain continued steady and any slight fluctuations of recent weeks were too narrow to have any bearing on the market here. There is a fair demand reported for olive oil on spot and prices are steady.

**Rice**—As millers expect to clean up all holdings of spot rice before the new season, the market continues very strong in the South, to somewhat higher. It is now a question of supply and demand and prices will react to the individual positions of the various kinds available for shipment. Thus, good quality long grain are taken readily, often at a premium. The statistical situation in general is so good that it is doubtful if the Government could find sufficient quantities at a price for relief outlets. Demand has been somewhat more active here.

**Salt Fish**—Mackerel and other salt fish are still quiet, but it is no more than reasonable. Prices remain unchanged, being mostly steady throughout.

**Syrup and Molasses**—Sugar syrup remains unchanged. Supply is light and the demand large enough to absorb it promptly. Prices firm. Compound syrup dull and unchanged. The finer grades of molasses steady with a normal demand.

A new gasket material consists of alternate layers of thin sheet aluminum and fine wire mesh, bound by an elastic compound.

**Review of the Produce Market**

**Apples**—No. 1 Spys, \$1.50 and \$1.75.  
**Artichokes**—80c per dozen.  
**Asparagus**—Home grown, 30c @ 40c per dozen bunches.

**Bananas**—4½c per lb.  
**Butter**—Cartons, 27c; tubs, 26½c.  
**Cabbage**—80 lb. crate from Tenn., \$1.75.

**Calavos**—\$2.25 per case from Calif.  
**Carrots**—Calif., 50c per doz. bunches or \$2.50 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 are held as follows:

Extra Fancy ..... 50c  
Firsts ..... 40c  
Thirds ..... 30c

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

C. H. P. from farmer.....\$2.80  
Light Red Kidney from farmer... 4.75  
Dark Red Kidney from farmer... 5.75  
Light Cranberry ..... 5.10  
Dark Cranberry ..... 4.10

**Eggs**—Jobbers pay 23c per dozen for all clean receipts. They sell as follows:

Large white, extra fancy.....27c  
Standard fancy select, cartons...26c  
Current receipts.....25c  
Medium .....24c  
Cracks .....23c

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

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

**Green Beans**—\$1.25 per hamper for Florida.

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

**Green Peas**—\$1.75 per hamper for Miss.

**Green Peppers**—50c per dozen for Florida.

**Honey Dew Melons**—\$2.50 per case.

**Limes**—21c per dozen.

**Lemons**—The price is as follows:

360 Sunkist.....\$4.00  
300 Sunkist..... 4.00  
360 Red Ball..... 3.50  
300 Red Ball..... 3.50

**Lettuce**—In good demand on the following basis:

California's, 4s and 5s, crate....\$3.85

Leaf, hot house..... 10c

**Mushrooms**—35c 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  
Turkeys .....20c  
Geese .....15c  
Ducks .....15c

**Radishes**—Outdoor, 10c per dozen bunches.

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

**Spinach**—Home grown, 50c per bu.

**Strawberries**—24 qt. case from Kentucky, \$3.

**Sweet Potatoes**—\$1.75 per bushel for Jerseys.

**Tomatoes**—Florida repacked, \$1.25 per 10 lb. box.

**Veal Calves**—Local jobbers pay as follows

Fancy .....11½  
Good ..... 9 c

**Wax Beans**—La., \$1.20 per hamper.

**Whortleberries**—Alabama, 30c qt.

**Underwear Market Firmer**

While comparatively few orders have resulted from the action last week of heavy cotton underwear mills in setting base prices on Fall goods, the market has been established on a firmer basis. Salesmen can now go on the road, without fear that a competitor will suddenly come out with a new construction at a lower price. The steady advance in cotton and inflation talk also give salesmen logical arguments as to why requirements should be covered now, together with the fact that the manufacturing season is being shortened.

**Sweater Prices Due to Rise**

Prospects of increased prices in wool sweaters brought a sharp improvement in demand last week. With yarn quotations moving up 2½ to 10 cents per pound, agents declared price advances in sweaters will be necessary when current material inventories are exhausted. The rises should range from 75 cents to \$1.50 a dozen, depending on the weight of the sweaters, it was said.

**Seven New Readers of the Tradesman**

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

George B. Winget, Ithaca  
Jerry Martin, St. Johns  
L. W. Smith, St. Johns  
A. J. Cook, St. Johns  
Eric H. Gee, Pewamo  
Charles A. Sheffer, Allegan  
Aldrich & Rae, Remus.

Athena's gift: Above all will I set in his heart restless longing for that which is good, and hope, and courage never to submit, and faith in his fellows, however evil they may be.

Furniture manufacturers are offered a new "invisible" ball-bearing castor. Made of heavy-gauge steel and finished in dark bronze, it has a bell-shaped skirt which conceals the wheel.

Milk distributors get their bottles back and the children get some candy through a new device which passes out a stick of gum or a sweet every time an empty bottle is deposited in it.



## MUTUAL INSURANCE (Fire and Life)

### Fire Is the Best Thing Out

In \*Lakewood, we find that fire prevention pays. In 1920 our fire loss was \$12.51 per capita. In 1934 it had dropped to 46 cents per capita. Our lowest loss on record was 11 cents per capita in 1933. Low fire losses are due among other things to education of firemen in the use of small hose lines which reduce water damage to a minimum.

Fire prevention in Lakewood dates back more than twenty years, when the late Fire Chief Joseph H. Speddy shocked a complacent residential suburb into the great need of adequate fire protection. Supported by an aroused people, public funds were provided for up-to-date fire stations, fire alarms and most important of all, an adequate and an efficiently-trained fire fighting force.

A good axiom to remember is that public support for a fire department and cooperation with fire prevention activities varies directly with the service that is given.

No better illustration of this is seen than when the late Chief Speddy wrote in 1928, "Since the organization of our department we have endeavored to keep in mind that a fire department should be run on the same good business principles as any other business or organization. We have never seen any reason to cause us to change our opinion.

"The continued hue and cry of the average citizen is for efficiency and the nearer you come to satisfying his demands, the better support the fire department will receive. In other words, it is simply a question of selling the fire department to the citizens by giving them the best possible service.

"This can be accomplished by the intensive training of the members of the department, discipline, and prompt, efficient service to offset the general opinion that a fireman's job is a lazy one and that a department is made up of 'ne'er-do-wells' or men who are failures in the average walk of life, which of course is not true."

The Lakewood Fire Prevention Program is not unlike similar programs in other cities. It is a year around activity. It may be said that every week is fire prevention week. We have adopted many suggestions from the Insurance Department of the Chamber of Commerce of the United States, the National Board of Fire Underwriters, the National Fire Protection Association, the Western Actuarial Bureau and others. With these ideas, the one thing which the local community must add to insure success, is the "esprit de corps."

\* Lakewood, Ohio, has for several years won national and state recognition for its excellent fire loss record. This article gives you the point of view of the civilians who worked with the fire department in setting the record. Many a fire chief can take this article to his local Chamber of Commerce in order to win its increased support in putting fire prevention across to the public.

The practice of quoting figures on fire losses per minute, and giving shuddering totals of the deaths and accidents in quick jumps of rhythmic sounding millions, may all be true but usually they are of such magnitude that nearly everyone gives up and says, "It is too bad. What can I do about it?"

Too often speakers and writers using this method present their side instead of the side of the people. In our opinion this technique is lacking in that it does not win attention. It stresses the "why" of fire prevention and not the "remedy." We have attempted to give the people, both children and adults, simple rules on how fires may be prevented.

A ready response from citizens has been responsible for perhaps 99 per cent. of the effectiveness of the work. The long list of cooperating persons would include those connected with the city administration, the fire department, teachers in our public and parochial schools, industries, stores, churches, many clubs and organizations, fire insurance agents, fire insurance company representatives and the newspapers.

A few years ago we realized that we were trying to get results with the same old fire prevention stunts. Our program was going stale. It was hard to attract attention because even young school children had seen some of the things before.

We took some of the old standby promotions and dressed them up in new clothes. Then some new ideas were added. Each year this revising process takes place with all members of the fire prevention committee taking an active part.

Our program called for more intensive education of adults through the children. Through the YMCA, families were encouraged to conduct fire drills in their homes at least once every two or three months. General instructions were given on what each member of the family should do, if fire broke out in the home in the dead of night. A home fire drill is an effective means of creating fire consciousness among adults.

No fire prevention program can succeed without good educational work in the schools. In addition to the speakers before school assemblies during fire prevention week and fire drills each month, Lakewood teachers encourage children to write stories, poems and even songs on fire prevention. Lessons on fire prevention given to children of school age are indelibly stamped in their minds and are carried through life.

While the public school curriculum was being revised, some enterprising teachers wrote fire prevention hints into various subjects, like arithmetic, English, etc., so that the child would become acquainted with the operation of the fire department and the prevention of fires. By this indirect method of teaching, the importance of fire prevention is being stressed continuously.

Twice a year, during the spring clean-up campaign and Fire Prevention Week, school children in the grades third to sixth inclusive, con-

duct an inspection of their homes and fill out reports for the fire chief. Experience of schools indicates most effective results are obtained in these grades. A phenomenal increase in the number of children making inspections was obtained by placing the schools both public and parochial, on a competitive basis. The high percentage of 94.5 per cent. of those students responding was reported as compared with 62 per cent. in the previous year. A silver trophy was awarded to the school showing the best results. Four schools reported a 100 per cent. return!

In addition to having a town inspection it is advantageous to follow it up with inspections by members of the fire prevention committee cooperating with the fire chief.

The chairman of our committee, Mr. C. E. DuCharme, who has had long experience in the fire insurance field, undertook a thorough inspection of all schools, churches, theaters and private sanitariums in conjunction with the fire department. Mr. DuCharme prepared a written report of each inspection which contained a description and diagram of the structure, and a list of recommendations to make the building more safe from a fire and loss of life standpoint.

A copy of each report was sent by Fire Chief C. A. Delaney to the responsible parties in charge of the individual properties. Far-reaching results have been accomplished. The only school building considered a serious fire trap and one which easily could have resulted in a large loss of life was abandoned for school purposes the very next year, as a result of the survey. It is our intention to further this special activity by personal inspection of industrial plants.

While firemen make monthly inspections of all mercantile buildings, our fire prevention committee has found it advantageous to make occasional inspections in congested districts. We are perhaps fortunate in having on our committee men who are thoroughly experienced in fire inspection work, who have no fear of public criticism or political pressure and can be expected to make unbiased reports of actual conditions.

These supplemental inspections are made with the full knowledge and cooperation of the fire department and

in many cases one of our assistant fire chiefs accompanies the inspector, thereby increasing to a maximum the quality and efficiency of the inspection service. We would commend this practice to other communities in the elimination of bad fire risks.

During Fire Prevention Week last year forty business establishments were inspected by the committee. Of this number half of them were open to criticism.

Twelve out of the twenty were criticized for defective wiring, involving make-shift or temporary electric light cords hung on nails or over piping. In some cases paper shades over high powered electric light bulbs were found. Where chemical extinguishers were installed, three were found empty and several badly in need of recharging.

A year after the Cleveland Clinic disaster our chairman personally made an inspection of the local municipal hospital which revealed the storage of X-ray films in wood cases. An immediate report to city authorities resulted in the purchase of metal cabinets for film storage.

False alarms have for years presented a serious problem to all communities, not only because of the danger of accident which might result in the loss of life and the possibility of wrecking expensive pieces of fire fighting equipment, but mainly because it necessarily takes the equipment out of the station and thereby deprives a given section of the community of fire protection temporarily.

Our fire and police departments working hand-in-hand, have to a large extent discouraged the turning in of false alarms, by apprehending these thrill-seekers who turn in alarms just for the fun of it.

An effective method of demonstrating to industrial employes, school students and citizens on the proper method of pulling a fire alarm is by mounting a fire alarm box on a truck and making demonstrations at industrial plants, schools and in various parts of the city where fire alarm boxes are located. We find it is quite effective.

Another valuable promotion is a campaign to reduce the number of fires and to increase the number of fireless weeks during the year. Cooperation of newspapers, schools and clubs is obtained in such a campaign. Even large cities can observe such a cam-

**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**

paign. By dividing a city by wards and placing them on a competitive basis it is possible to obtain astonishing results.

The extension of our fire prevention program to the neighboring communities of Rocky River and Fairview has been made with a minimum of effort with the fire chiefs and public officials of these communities, cooperating with our committee. Over a period of years it is believed this extension work will result in great saving in fire losses and possibly lives.

Probably the most valuable advertising promotion was the Fire Prevention Good Will Tour made first in 1930 when 25 leading business and professional men journeyed by bus to Washington for the class award in the Inter-Chamber Fire Waste Contest. Visiting numerous chambers of commerce en route, these emissaries of the gospel of fire prevention promoted the cause in other communities. In addition it kept fire prevention before the eyes of our people at home, and helped to create a more aggressive civic leadership. Four of these so-called Good Will Tours have been made.

There are still many chambers of commerce or similar organizations which do nothing or close to nothing to promote fire prevention. Some chambers give the reason that the fire insurance agents in their cities do not help support their organization and why should they help the cause of fire insurance?

Of course, both the organization and the agents are wrong. First of all, any chamber of commerce holding the above attitude is short-sighted. Second, every fire insurance agent and if possible every fire insurance company representative should belong to the local chamber of commerce, as many valuable suggestions come from this source. If there is no need for a fire prevention program, then there is no need for a chamber of commerce.

Most of those engaged in commercial organization work will agree that there are few promotions which will give quicker results, or a greater return in dollars and cents than a fire prevention program.

A fire broke out in a factory in a mid-western city several years ago. The blaze destroyed so much of the plant that several thousands of workmen were thrown out of work for three or four months before production could be resumed.

Then there might have been a chance that that particular factory would not have been rebuilt, because it has been estimated that 60 per cent. of the factories destroyed by fire never rebuild or resume operations.†

A cardinal principle of every wise chamber of commerce is to "keep what industries you have." How well do we do it? The prevention of a possible fire in a factory is an industry saved for the town.

Members of the average chamber of commerce perhaps should be shown

† "Only 40 per cent. of industrial plants rebuilt in 1932."—Charles W. Ehlers, Manager, Southern Exchange, Savannah, Ga., writing in Insurance Field.

the need of keeping what industry they have by adequate fire protection, water supply, and other improvements, rather than to spend oceans of time and money for the glittering new industry at the end of the nebulous rainbow.

Fire prevention does not have to be sold to the average city. But it should be emphasized more. Perhaps the way it is presented would be streamlined to win attention, in the same way that the automobile manufacturers this year dressed up practically the same old chassis with bright, new, and attractive metal coverings.

Russell Frey,

Sec'y. Chamber of Commerce, Lakewood, Ohio.

#### It's Not So

The Irish potato is not a potato and did not come from Ireland. It's a tuber plant and came from Peru.

Mustard gas is not gas nor is it mustard; it is a volatile liquid.

A June bug is not a bug; it is a May beetle.

The Egyptian Sphinx is not a sphinx; it is the statue of the goddess Arma-chis.

Sealing wax contains no wax; made of shellac, Venice turpentine and cinnabar.

The white ant is not an ant, nor is it white; belongs to the order of orthoptera and is brown.

A pineapple is not an apple, nor is it pine; it's a berry.

Rice paper is not made from rice; made from a pithy plant called "tung-tsau."

Catgut does not come from a cat; it is obtained from sheep.

The silver fish is not a fish; it is an insect.

Banana oil is not made from bananas; is a byproduct of petroleum.

The mulberry is not a berry; it is a multiple-stone fruit.

An alligator pear is not a pear; nor is it an alligator; it is a berry.

#### Somewhat Personal

Little Boy (looking at mother's new opera wrap): "How some poor beast must have suffered so you could have such a fur coat!"

Mother: "Hush, Roscoe, You must not talk that way about your father."

Certain theorists want to do away with leadership in industry. They have only to look at the countries where there is little such leadership, and little employment of capital, to see that these are the very places where conditions for the masses are the most hopeless and degrading.

Whatever deprives a man of personal individual motive for self-improvement and robust exertion will not make him free, but on the contrary more servile and in the long run less intelligent, industrious and free, for freedom is a matter of character and will power.

He who reveals to me what is in me and helps me to externalize it in fuller terms of self-trust, is my real helper, for he assists me in the birth of those things which he knows are in me and in all men.

#### SOME TRENDS IN TRADE

##### Sidelights on the General Business Situation

Five days after delegates to the Chamber of Commerce convention adopted a series of resolutions criticizing the New Deal policies as being stifling to business, the industrial stocks on the New York Stock Exchange zoomed to the highest average close since 1931.

If you are a New Deal supporter, you can argue that business conditions are improving despite the retarding influence of many business men who are not "playing ball" with the Administration; if you are anti-New Deal you can convince yourself that the natural forces of recovery are sufficiently strong to overcome retarding influences in Washington.

Certain it is that business volume is not receding in accord with predictions made by many so-called experts. These calculations were based on a theory that the Spring expansion of trade would be followed by at least a normal seasonal let-down running well into the Summer. Even those most firmly committed to the expectation of a let-down in business have agreed that there will be a revival in the Fall. These expectations are based on the taking hold of credit inflation, the resumption of Government spending through the \$4,800,000,000 work-relief blank check, and the upturn in housing construction.

While business activity is very likely to decline on a seasonal basis during the next two months, present indications point to a decline of less than normal proportions. General Dawes said the other day, as he puffed on his underslung pipe: "I still have more than 60 days in which to make good my prediction that not later than June or July should be the beginning of a great sustained demand for durable goods, and the commencement of a year of full business prosperity in the country."

General Motors' April sales were the largest reported for any month since the Summer of 1929—and the same can be said about their four months' sales. The Chrysler Corporation reported net profits for the first quarter which came within 4 per cent. of its total earnings for the entire year of 1934. Net profits for the quarter of \$2.12 per share showed an increase of 177 per cent. over the first quarter last year on an increase of 57 per cent. in dollar sales. Net earnings were the largest for any first quarter in the corporation's history, and were exceeded only in the second quarter of 1929.

New passenger car sales in the United States during April totaled 335,000 units, according to a preliminary survey made by R. L. Polk & Co. This compares with 261,000 cars registered in March and is a gain of 50 per cent. over a year ago.

Department store sales in April increased 12 per cent. over last year, but on a seasonally adjusted basis, and allowing for the later date of Easter, the index fell from 82 in March to 74.

The farmers' share in each dollar consumers spent for 10 major food

items shrank from 56.3 cents before the War to 35 cents in 1932, and increased to 45.6 cents in February, 1935.

This year thirty-four good 200-pound hogs will buy a small automobile; last year it would have required eighty-three. This year thirty-eight bushels of Iowa corn sold on the farm buys a new suit of clothes; last year it would have required eighty-seven. This year eighty-three 6 pound hens buys a large standard radio; last year 123 would have been required.

The survey made in 43 states by the magazine *Electricity on the Farm* shows that 70 per cent. of the farmers expect an increase in income during 1935 with the main body of increase expectations in the range between 10 and 30 per cent.

Last week's steady soaking rains were general throughout the Middle-west and much of the Southwest. In the district most severely affected by the drought last year, the rainfall in April was 153.6 per cent. of normal as against 36.2 per cent. last year.

Production of farm equipment has been stepped up steadily since the beginning of the current year; the total of employed has been lifted and all manufacturers report improved earnings. Although operating at practically capacity, factories producing tractors, incubators and small agricultural implements have been unable to meet their shipping dates. Aside from the automobile industries, farm equipment manufacturers were the largest users of steel during the first quarter.

Retail trade in the fortnight following Easter was at a higher level than had been expected—thanks quite largely to better weather conditions.

Luxury articles are in much greater demand and the total of dollar sales of the jewelry industry for the first quarter was approximately 20 per cent. above the comparable three months last year.

Employment in the Detroit area, as of April 30, was at 110.8 per cent. of the 1923-1925 average, and has been remarkably steady for the past four months, as at no time has the index been lower than 101.4.

Electric power production last week made a counter-seasonal gain, as did also lumber production. Steel mill operations were down fractionally to 42.2 per cent. of capacity.

In recoveries from major depressions one of the signs that progress is being made is the increasing number of industries able to attain sales peaks that are even higher than in the previous periods of prosperity. In 1934 new high records were made over such a wide field as cigarettes, tin cans, Diesel engines, gasoline and electric refrigerators.

Commercial cars and light type motor trucks will reach an all-time record in 1935. There seems to be special significance in this development because the industry is not a new one and hasn't the ability for rapid growth enjoyed by young industries.

The electric refrigerator industry is almost sure to set another new high record this year, and the year to date

(Continued on page 23)



### COMPROMISE MAY PREVAIL

While the code, association and business executives who will descend on Washington this week, will make a determined effort to have the NRA continued for two years, they might be willing to accept a compromise extension for one year, provided that price-fixing is clearly defined and the "intra-state" provision of the Clark resolution is amended, it was indicated here yesterday.

At the same time, economic and other developments of the last week reduced somewhat the fear of both industry and buyers that termination of the NRA would result in chaos. Chief among these are the growing inflationary sentiment, the rising price trend in a variety of lines and the realization that in the dry goods field jobbers are protected by the "up and down" clauses in sales contracts.

The latter clauses specify that in the event of any price change created by governmental action both mills and buyers are protected. Ray Bell, president of the Association of Cotton Textile Merchants of New York, the members of which generally use the protective clause, said it was intended to work both ways and that, if the NRA was ended, his group would try to organize uniform market action.

Sol A. Herzog, who framed the report of the legal subcommittee of the Industry and Business Committee for Extension of the NRA, declared that it should not be difficult for the House and the Senate to agree on a compromise. An extension of the act for one year would mean yielding to a certain degree on the part of both houses.

He suggested that price-fixing should be defined to mean agreements between competitors to fix definitely selling prices, in order that such practices as price fixing, preferential discounts, cost systems and other similar practices would not be abolished.

The clause exempting any "persons" wholly engaged in intrastate business should be changed to specify any "industries," he urged, otherwise codes could not possibly survive.

Sylvan Gotschal, also a member of the legal committee, in a statement issued yesterday, declared that since the NRA "is still a long way from assuring a decent wage for everyone," it should not be ended in less than two years at the least.

"It has only just gained the experience to enable it to choose the right way in which to use its powers," he said. "It has weeded out its personnel and co-ordinated its functions. Now it can really pull together all the scattered benefits it has created and weld them into a solid system."

Gathering momentum from its inception, the meeting in Washington on Wednesday promises to bring together the largest assembly of business men seen in the capital in a long time. Various code authorities and association executives are working strenuously to round up all the support possible for the Recovery Act and to make it articulate for the first time since the act was started.

In the various merchandise markets the sudden upswing in prices was en-

couraging to buyers, who felt that it would reduce to a certain degree any harm that might result from termination of the Recovery Act.

The rising price trend in raw wool brought about advances in fabrics and wool blankets, with the result that clothiers were encouraged to cover their Fall commitments. Shoe prices started to move higher, stimulating demand from retailers. Furniture and rugs joined the upward trend.

In the industrial field, quotations on metal, particularly lead and zinc, began to work higher. Purchasing agents, who will convene here tomorrow for their annual convention, are expected to express confidence in the price outlook and to predict substantial expenditures for all types of products in the near future.

While all these factors are encouraging, the fact remains, however, that industry is still concerned to a degree over the possible ending of the NRA, either immediately or through a 9½ months' liquidation period, it was asserted.

Consequently, a very determined fight by industry can be expected on Wednesday, before a compromise is accepted, executives said.

### DRY GOODS CONDITIONS

Adverse weather conditions last week reduced retail trade in many sections of the country. Some improvement was noted here toward the close of the period, but barely enough to bring sales volume up to the level of a year ago. Summer lines were slow and the best activity was reported on home furnishings.

According to present indications, sales in this area for the month so far are running about 4 or 5 per cent. under those of last year at this time. In other sections of the country where there are increases the gains range from 4 to 12 per cent.

While they are considerably disappointed over results of the Spring season, retailers believe there is still time for Summer offerings to find a much improved demand. More favorable weather before Decoration Day should bring about quite a spurt, they feel.

Due attention is being given to the influence of inflation rumors, which have obtained wider circulation. Executives recall the jump in retail business that took place in the Summer of 1933 in similar circumstances and are on the watch for developments along this line.

Wholesale merchandise markets furnish some evidence of this trend. Prices have firmed in a number of lines and advances have been announced in spite of the slow retail demand. Thus, in the week higher wool costs forced up men's wear fabrics and wool blankets and are likely to lead to rises on sweaters and wool hosiery. Furniture prices are higher and floor covering advances impending. Shoe quotations have also been marked up.

### NIRA OUTLOOK VAGUE

Just what will be decided upon the question of extending the NIRA is still very much in the dark. The Senate last week voted for a lease of nine and one-half months, with a ban on price-fixing and limitation of the act to in-

terstate trade. The House will support the President, it is said, and approve of two years with less stringent modifications.

The debate was enlivened only a little last week by the contribution of ex-President Hoover, who condemned the Recovery Law as fostering monopoly and Government bureaucracy. It was almost immediately recalled that he was one of the chief proponents of the trade-practice conferences while Secretary of Commerce and endeavored to put the weight of the Government behind these agreements until the Federal Trade Commission found price-fixing flaws in them.

The Supreme Court decision in the Schechter case still continues to be all-important, regardless of action by Congress or the views expressed on one side or the other, it would seem. If that decision is unfavorable to the NIRA, then the chances are that any extension of the Recovery Act is unlikely or else the legislation will take a very restricted form.

From the standpoint of direct influence upon business, the revived factor of inflation sentiment must be taken into account. Dropping of the NIRA would mean increased competition and lower prices, but if inflationary influences are more dominant they may prove sufficiently strong to offset any such development.

### TAKES CASE TO PUBLIC

In an advertisement headed "The Primer of Price Fixing and How It Affects Your Pocketbook," R. H. Macy & Co., Inc., took its case on manufacturers' code provisions to the public. This retail organization has been a leader in the movement to eliminate agreements among producers that have the effect of reducing free competition.

The advertisement runs in story form, detailing each step with small illustrations in the cartoon manner. Smith makes goods and sells them for \$12 a dozen. Brown is skillful, pays "proper wages" and sells for \$10 a dozen. The Jones store would ask \$1.39 for the Smith article, but can offer the Brown goods at \$1.14. Smith tries to get Brown to agree on a price of \$12.

The store points out that the law prevented this formerly, but now, under cover of code devices, the manufacturers can get together for a "plain price raid on you." Drugs, books and tobaccos are specifically cited as examples of artificial prices. "Price-fixing codes," the company declares, "ignore you—and ignore your merchant—whose job it is to protect you from artificial high prices."

While the retail attack upon producers' code is weakened in some respects by the desire to break down selling term agreements which properly cannot be classified as price fixing, nevertheless the public has a real need for information on the pricing question and merchants are likely to encourage goodwill on their behalf by giving it.

A new fever thermometer case has a spring arrangement which, by a few motions of the hand, lowers the mercury.

### POLITICAL INFLUENCES

Coincident with some easing in industry, political influences of a contradictory character were in motion during the week. The veterans' bonus issue headed in an inflationary direction, while the invitation of Secretary Morgenthau for world stabilization of currencies was a move the other way. The Senate showed its lack of confidence in the NRA by voting for only a 9½ month extension and then passed the Wagner Labor Disputes bill, which might encounter legal difficulties as great as the recovery measure. Constitutional lawyers insist that the Wagner bill would be quickly consigned to oblivion if enacted. It is one of the worst pieces of legislation ever presented to Congress.

The business index has slipped back again after its forward movement, four of the component series moving lower. Only railroad carloadings were higher. The power series was unchanged. However, strikes in the lumber and automobile industries were responsible for lowered outputs. The settlement in the automobile line, according to trade advices, should mean resumed gains. Sales are holding to their wide increases over a year ago.

Building construction so far is not disclosing many signs of sharing the burden of recovery with the automobile industry. The April figures indicated a small gain over March, but on a seasonally adjusted basis they were lower. Residential building, however, is increasing by more than the seasonal quotas.

### RETAIL BODY LAUNCHED

Incorporation of the American Retail Federation last week and the action of the directors of the National Retail Dry Goods Association in endorsing the new distribution group proved that the organizers have not been intimidated by the attacks which led to the vote for a Congressional enquiry. They are going ahead with their plans for a body that will represent the distribution interests of the country and serve as their mouthpiece in National affairs.

As set forth by its president, Colonel Sherrill, the aims of the organization will be to contact National and state retail bodies (organizing the latter when necessary), research for the use of retailers and publicity at Washington. In order to leave no small ground for complaint on the score of representation, the dues for organizations were reduced from \$500 to \$100 and the individual memberships raised from \$25 to \$250 to avoid competition with existing associations.

Action of the dry goods association in recommending affiliation with the American Retail Federation, although final endorsement will be put up to the general membership at its convention next month, leads the way in what will probably be a procession of retail organizations toward this co-ordinated effort. Some associations may await the findings of the investigation by Congress, but the enquiry should help rather than hinder the new distribution body.



## OUT AROUND

## Things Seen and Heard on a Week End Trip

I had the pleasure last week of visiting two of the best county seat towns in Michigan—St. Johns and Ithaca.

Passing through Fowler last Thursday I noted that E. C. Piggott, who has been a leading merchant of that town for several years, was moving to Lansing, where he will be located at 223 North Ferguson street.

Of course, my first call at St. Johns was on O. P. DeWitt. "If I live until 3 o'clock p.m. May 18," said the genial wholesale grocer, "I will have rounded out fifty-four years in the grocery business—nineteen years as a retailer and thirty-five years as a jobber. I will be seventy-eight years old next January. My two sons will continue the business when I am handed a harp and a one way ticket to the Great Hereafter. I have never had a partner except my sons, who appear to be disposed to maintain the same policy I have found to be profitable to us and satisfactory to my customers."

Replying to my enquiry as to the condition of business in St. Johns, he said: "St. Johns was once a strong manufacturing town. Now that we have lost most of our factories, we are practically an agricultural town. Our farmers we have with us 365 days a year. If we had factories as formerly we would be subjected to the annoyance and losses of strikes and layoffs and shutdowns. I think St. Johns people are content to let well enough alone and accept the situation which confronts them with satisfaction."

I undertook to call on the President of the two banks—National and state—which were guided so many years by the late John C. Hicks. I refer, of course, to Coleman C. Vaughan, who has held many offices of trust and responsibility and invariably given complete satisfaction to all concerned. Mr. Vaughan was out of town when I called on him.

I found Ithaca in an amiable mood, patiently awaiting her fate as a probable rival of Mount Pleasant and Clare as a center of oil production. Wells are now being drilled all around the town and every indication points to greatly increased activity in the near future. The state geologist is currently reported to have remarked on several different occasions that the Ithaca district presents the best prospects for successful oil production of any location he has in mind.

Perhaps it will be just as well that Ithaca did not prove to be a pioneer in this movement, because by developing later she may be able to avoid many mistakes which other districts have made.

I was delighted to make the acquaintance of Editor McCall, of the Gratiot County Journal, which is one of the

best county seat weeklies in Michigan of which I have any knowledge. Mr. McCall has been a persistent patron of the Tradesman for years. He has done me a great injury by not calling my attention to his publication years ago. It would have been a great pleasure and satisfaction to me to have been able to see what an able exponent it is of a strong town.

I have long had my attention called to the superior service supplied by Geo. B. Winget, the Ithaca meat dealer. I thought on him last week and asked him how he managed to acquire and maintain the reputation he has so long enjoyed in the meat line. "I can answer your enquiry in a few words," he replied, "Keep your market clean. If you do this there is no reason why there should ever be any unpleasant odors to annoy your customers. I handle no Chicago meat. All the fresh meat sold in my market is slaughtered in my own abattoir. Some day when you have time I would like to take you out to my slaughtering establishment. I think you will be as well pleased with what you see—and fail to smell—there as you do in my market here in town. There is no need of offensive odor in a meat market if the owner knows his business and conducts it with the same care his wife uses in her home."

I had not been to Ithaca for three years and was very much pleased with my reception at the hands of the merchants I called on. There was but one exception, which I think I will play up in as graphic a manner as I know how in a future issue of the Tradesman. I forgive bad accounts every year to the amount of hundreds of dollars—made bad by death, illness or failure—but when a man in good circumstances repudiates his own signature for a little matter of \$3 I think he should be unmasked, so others will not be deceived by his chicanery.

I wish I were equal to a proper characterization of Ithaca and her business men. The latter contain more than the usual percentage of high grade gentlemen. The stocks carried are large for a town the size of Ithaca, properly priced and cleverly displayed and handled. The town has every appearance of thrift and its banks are in good condition and ably managed. Its newspaper is above par. What more could any town have?

I was sorry to see that the Mary Jane Creameries had temporarily suspended operations at Kent City. I was told that this condition was due to a difference of opinion between the owners which would likely have to be straightened out by resort to the courts.

I found a new grocer and meat dealer in Grant in the person of V. R. Thurmann. He occupies the store recently vacated by Mr. Henderson, who has removed to Newaygo and leased the store formerly occupied by Thompson's Grocery. Mr. Henderson handles both groceries and fresh meats under the auspices of the Red & White.

Grant people evidently have a pull on the road commission at Lansing. She is doubling the width of her cement pavement on M 27, both North and South of the village.

As I sat in the Valley Inn, at Newaygo, discussing a sandwich with my companion, I could not help thinking of the difference between the hotel of to-day and the old Courtright House, which was about as bad a hotel as could be conceived. Mr. Hedler has converted the filthy old hulk of a hotel into one of the most inviting resting places in Michigan. He has reduced the large dining room into an adequately sized coffee shop and built a new brick kitchen conveniently located to the eating department. Entirely new equipment has been installed. He will convert the remainder of the dining room into two or three stores, as the tenants may require.

I was told that the Newaygo Engineering Co. is gradually regaining its former proud position in the manufacturing line, due to the improvement in business.

Plans are contemplated to increase the seating capacity of the Kimbark Inn rathskeller, at Fremont. Two basement store rooms will be put in service and opened through archways into the present rathskeller. New refrigeration equipment will be installed, including a cold room for meat and vegetable storage. All draught and bottled beer will be cooled in the one cold storage plant. New tables and booths will be installed, increasing the seating capacity to 150. A small food counter and grill for short orders and sandwiches will be included in the remodeling.

Lamont will celebrate the one hundredth anniversary of its founding June 20, when many former residents of the town and surroundings are expected to put in an appearance. The young people who are attending school in Lamont, assisted by their principal, have issued a very commendable pamphlet describing some of the historical features of the community, which is sold for 35 cents. If the invitation committee is efficient, I expect to see present on this occasion of the celebration many men who have made their mark in the world like George W. Cady, the two Babcock boys and others.

With revenues from the chain store tax showing a decrease for the first four months of 1935, as compared with the corresponding period of 1934, together with the fact that only one of the twenty-eight litigants contesting their 1933 and 1934 taxes, has paid its tax since the state supreme court sustained the act recently, Orville E. Atwood, Secretary of State, has laid plans for examination of the whole situation. Increase in the number of chains, with decrease in the average number of units in each organization, has already furnished one clue to reduced revenue. As to the contested levies, Harry S. Toy, attorney general, furnished with a list of the twenty-seven litigants, is in-

vestigating the legal aspects which may be involved. Bonds were long ago posted to guarantee payment of 1933 and 1934 taxes, but meanwhile, 1935 taxes are overdue. Collections from Jan. 1 to May 1 this year, were \$75,988, contrasted with \$111,565 for the same period of 1934. Taxes are due April 1 for each current year.

Since the United States District Court was established in Grand Rapids it has been presided over by seven judges, as follows:

Judge Withey  
Judge Severans  
Judge Wanty  
Judge Denison  
Judge Knappen  
Judge Sessions  
Judge Raymond

Judges Withey and Wanty died while on the bench. Judge Severans died after retirement. Judges Denison and Knappen were soon promoted to the Court of Appeals, where they both served many years, Judge Knappen dying a few years ago when he was on the retired list. Judge Denison went on the retired list a year or two ago and is now engaged in private practice at Cleveland.

The present judge is the youngest man who has ever presided over the local court. He was selected by Arthur C. Denison, at the request of Chief Justice Taft, who was requested by the President to designate a younger man than had been the custom in making appointments up to that time.

Five of the seven judges were residents of Grand Rapids. Judge Severans was from Kalamazoo and Judge Sessions was from Muskegon.

Probably the most important case that ever came before the court was the determination of the Wilson administration to destroy Senator Newberry by convicting him of using illegal methods to secure his election. He and over a hundred of his supporters were indicted by the grand jury. The trial in the Federal court occupied many weeks and the proceedings and outcome were eagerly watched all over the country. Criminal methods were adopted by the prosecution in the attempt to secure conviction. I was subpoenaed as a minor witness for the Government. Before I was placed on the stand I was taken to a sweat box on an upper story by one of the attorneys for the Government and told what I was expected to swear to on the stand. I told the man I would not swear to the statements because such action on my part would render me guilty of perjury. He told me that if I failed to repeat his exact words when on the witness stand I would find myself in Fort Leavenworth inside of a month. I told him I could better afford to go to prison than to swear to a lie.

A few minutes later I was called to the witness stand and answered the questions put to me by the Government attorney who had threatened to send me to prison. I was then turned over to the attorney for the defense, who asked me if I had been instructed what to swear to before going on the

(Continued on page 23)

## FINANCIAL

### Good Merchants' Chances Unimpaired

Because my quotation from Dun & Bradstreet last month has brought many questions from men who "can hardly believe" such figures, further examination is indicated.

D & B do not broadcast details; but I surmise that the 2071 grocers who send in their statements must be selective; and such merchants can and often do continue to make exceptional earnings even after diminishing returns begin to work, as noted below.

But it is well to remind ourselves that grocery earnings of 9.66 per cent. on sales are far within what is commonly accomplished in the first year of their experience by fledgling grocers who make the grade. More: Every factor indicates that alert, intelligent, diligent men have the same chances to succeed now as ever before.

D & B reported 1521 grocers' 1933 records: Expense, 12.18 per cent.; profit, 9.66 per cent.; stock turn 12 times. That shows merchandise cost of \$100 sales, \$78.16. \$9.66 profit on \$78.16 is 12.56 per cent. minus capital earnings. It yields \$115.92 annual earnings—148 per cent. plus—on 12 turns.

Anybody unfamiliar with the grocery business would naturally incline to feel that such earnings were beyond belief. Yet in fact, as applied to successful grocers during their first year's operation, they are far too conservative to reflect actualities.

This is commonplace experience: Men start on virtually any sum of money—capital—\$100, \$50, \$25 or even less—and not only keep their shops, but keep their families and build business.

To be conservative, assume \$200 to start. End of first year we find tangibles valued at \$800 to \$1200, without debts; net capital-earnings of 400 per cent. to 600 per cent. against which 148 per cent. plus looks quite modest. And permit me to insist that I do not talk of what once happened—not a thing of rare occurrence. I talk about conditions so general as to be standard.

Instances are everywhere. In any grocers' gathering this story will evoke response from three or four with just such history behind them.

What is the explanation? It is various but here are indispensable elements:

1. Money-capital is the least important. Crucial capital is character, aptitude, knowledge, ability, plus the unremitting diligence men contribute in full measure only to their own vital affairs.

2. Lack of credit compels maximum use of every dollar—not an item nor quantity beyond absolute current needs.

3. Stock turn speedier than possible in any bigger business.

4. Minimum expense.

5. Virtual absence of waste and loss. Why, then, does not this small grocer rush forward into affluence? Because these elements cannot be kept working as effectively in a big business

as in a little one; the law of diminishing returns cuts profit-per sale. When we get beyond the one-man stage, or where husband and wife no longer can handle all of it, help is hired; efficiency is diluted, expense increased, waste creeps in, and no grocer ever makes money so fast again as during his first year.

But where the master sticks diligently to his job, supervises closely, sets precept and example before his help, and cleaves to other fundamentals, net profits of 6 per cent. and even 9 per cent. can be made on sales, one year with another, in a business of moderate size. Then as diminishing returns work to lessen sales-profit, increased volume offsets it. A \$30,000 business paying 5 per cent. on sales, yields \$1500 a year, while \$100,000 sales on 2½ per cent. produces a net of \$2500.

Beware as of a pestilence the let-down of the second year which wrecks so many grocers, like the quantity-purchase temptation. Salesman says: "Why buy a case, George? That was okeh last year when you had no money or credit. Now you have both—why not use 'em? Take five and get 10 per cent. off." "George" falls for one and then another until he is loaded with stock and debts; stock turn is slowed; surplus must be handled, rehandled, insured and stored. Unless he comes to in time—and most do not—failure is certain. Then we have another Little Fellow "wrecked by Big Business competition" or some other bogey—when, in fact, he wrecked himself.

So: The seed of success germinates most fully, the business plant flourishes most vigorously, when the elements indicated prevail not only to start with, but permanently. "Eternal vigilance is the price of this thing!" was a favorite saying of Phil Armour.

There is perennial opportunity, unchanged, undiminished, constant thru the decades, always responsive to the same old forces: Hard work, sound planning, skill and clear thinking; and success holds constant with those who, having attained the highlands indicated, do not depart from the ways whereby they got there.

And lest there be misapprehension, let us note that good earnings are not confined to any one kind of grocery business. Highly successful merchants operate on a gross of 3 per cent. to 11 per cent. below the D & B grocers' 21.84 per cent. There are many kinds of customers and the most successful grocers are those who serve some one segment of the people on a clearly defined plan.

For internal administration, consider other elements:

Men who pay as they go can hardly be backed off the boards. It is sound practice that nothing be bought beyond a 30-day requirement. Nothing equals "The nimble sixpence." Only when actual cash-surplus has accumulated is one justified in "taking advantage" of any concession; for by then one is pretty apt to know where he is heading. But "when in doubt, don't" will always be sound.

As for credit, by all means give it, if you know how to handle it. It is highly profitable and a great stabilizer in skillful hands; but never take it! Few fallacies are so delusive as "borrow to take discounts." That is a snare if ever there was one.

Once each week every grocer should ask himself: "Seeing I progressed rapidly when my resources were virtually nil, why abandon the methods which brought me success—why not continue on the same lines permanently?"

Again, here is nothing new; but it is better than new. It is sound and so demonstrated by all experience—solid rock on which we can safely build. We may be certain that such grocers as are quoted by D & B cleave to such elements; hence they manifest what we have witnessed through all this depression: That good merchants' chances have not been impaired in any respect or degree. Opportunity, in fact, seems better than ever. Paul Findlay.

### Advantages Over "Visionary Dreams of Utopian Bliss"

Life insurance offers the American people the best possible plan of social security, Colonel C. B. Robbins, manager and general counsel of the American Life Convention told some 1,500 members of the Chicago Association of Life Underwriters yesterday at a breakfast at the Hotel Sherman opening Life Insurance Week.

If the people of the United States would all take advantage of the benefits offered them by the institution of life insurance, all of the visionary dreams of Utopian bliss to be obtained through confiscation and redistribution of the workers' hard earned dollars would quickly be disposed of, Colonel Robbins declared. During the last five years, life insurance companies have distributed nearly \$15,000,000,000 to their policyholders and their beneficiaries, he pointed out.

"Life insurance, while offering all the real benefits claimed for any of these plans, in addition, has the inestimable value of providing security through the

energy, self-reliance and individual effort of the people themselves, rather than depending upon the confiscation of the property of some for the benefit of others," Colonel Robbins continued.

"Over half the population of this nation, and in this half are found the producers and earners, have now invested in life insurance the sum of twenty-two billions of dollars; yet their average individual policy is only for \$1,670, and the average share of assets per policy only \$346. What a field there is for additional insurance!

"Make no mistake about this! America has been built through the toil and the sacrifice of its people. Destroy personal initiative and self-reliance, and you have destroyed the nation. Protection of property rights is vital; confiscation is ruinous.


"The vast accumulation of funds placed in the keeping of the life insurance companies of America, represents the self-denial and savings of our people, but it also represents for each one of them a certain degree of financial independence attained through his own efforts and gives him the proud distinction of being one of those faithful and patriotic citizens of America who, through their toil and personal initiative, have brought this nation from a wilderness to the mightiest in the world."

Taking up the spectre of inflation which is sometimes advanced as an excuse for not buying more life insurance, Colonel Robbins declared that there is no more fallacious argument than that inflation will destroy life insurance. "If inflation raises the price of farm products so that farmers can pay their mortgage loans, interest and principal, that will help the life insurance companies," he pointed out.

"If inflation raises the price of real estate, the companies can sell at a

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"After five years of depression, and for the first time in the history of life insurance, you will have in the mind of your prospect a co-operative factor, due to the record of life insurance during the years of depression. Men's fortunes have undergone terrific shocks, but their life insurance has stood out not only because of its stability in times of bewilderment, but as the only thing left for the benefit of the family. Men who thought well of it before, now think more of it than ever for they have found their judgment confirmed, and those who have never carried it have observed its stability for the past years."

**Corporations Wound Up**

- The following Michigan corporations have recently filed notices of dissolution with the Secretary of State:
- Broadway Building and Finance Co., Detroit.
  - Franklin Glider Corp., Ypsilanti.
  - Peoples Investment Corp., Pontiac.
  - Orange Screen Co., Detroit.
  - Ginsberg Brothers, Detroit.
  - Quality Auto Sales, Inc., Cadillac.
  - Ford Bacon & Davis Construction Corp., Detroit.
  - American Sanitary Lock Corp., Detroit.
  - Schweinsaupt Brothers, Saginaw.
  - Muskegon Land Contract Co., Detroit.
  - Iron Mountain Mercantile Co., Ltd., Iron Mountain.
  - Rockne Motors Corp., Detroit.
  - Hallorans National Detective Agency, Grand Rapids.
  - Concord Oil and Gas Co., Muskegon.
  - Fennville Hardware & Implement Co., Fennville.
  - Herman Golantry Co., Detroit.
  - S. & M. Co., Detroit
  - Sunny Service Stations, Inc., Detroit.
  - R and S Purchase Corp., Detroit.
  - Willcox Engineering Co., Saginaw.
  - Geo. W. Brink Distributing Co., Detroit.
  - B. Berkovitz & Sons Corp., Detroit.
  - R. L. Kantlehner, Inc., Jackson.
  - National Oxygen Co., Detroit.
  - Specialty Curtain Co., Detroit.
  - Lake Shores Distilling Co., Ludington.
  - North Muskegon Development Co., Muskegon.
  - Nunn-Bush Shoe Co., Detroit.
  - J. Calvert's Sons, Detroit.
  - Conservative Agency of Detroit, Detroit.
  - City Properties Lease Corp., Battle Creek.
  - Linwood Construction Co., Detroit.
  - White Star Steamship Co., Detroit.
  - Charis Corp., Detroit.
  - The Due-Flo Co., Detroit.

- Riverside Lunch Co., Inc., Detroit.
- Kotex Co., Detroit.
- Booth Fisheries Co., Detroit.
- Em Ark Drilling Corp., Lansing.
- Tratton Wayne Studios, Inc., Detroit.
- O. C. Allen Co., Detroit.
- H. & L. Holding Co., Detroit.
- Lawn Equipment Corp., Detroit.
- The Light House, New Buffalo.
- Western Realty Co., Detroit.
- De Luxe Gardens, Inc., Grand Rapids.
- Detroit Iron City Engineering Co., Detroit.
- Rightway Equipment Corp., Detroit.
- Vibratone Corp., Detroit.

**Kent Extends Cash Relief Plan After Study**

Cash relief as a substitute for grocery orders has been initiated on a limited basis in a number of counties, with satisfactory results in most instances.

In Kent county a study of the effects of cash relief, undertaken at the request of the county relief commission, resulted in the extension of the plan to a larger number of clients. A number were asked to write their opinions of cash relief as compared to other forms. They were almost unanimous in saying that the plan has more dignity and helps preserve self-respect. One client wrote:

"Charity in any form is a very bitter medicine which circumstances compel us to take. I can't say that it is easier to accept cash than other forms of relief, but it is much more convenient and is more adapted to the individual needs of the family."

It was found that many families were losing the ability to handle money and tending to rely more and more on relief. In fact, some were reluctant to accept cash, fearful lest they would not know how to use it to the best advantage after months of dependency. On the other hand, to quote from the report, "cash relief has raised the morale of many families and has made some of them more anxious to return to private employment.

At a recent meeting, the State Emergency Relief Commission reiterated the rule that clients be given free choice as to where relief orders are to be cashed, and specifically directed that in future no county relief administration shall be permitted to write the name of any particular vendor on a grocery order. It was suggested that such orders be made out to "any grocer," and that a similar procedure may be extended to the purchase of other commodities by relief clients.

**Proceedings of the Grand Rapids Bankruptcy Court**

May 13. On this day the schedules, in the matter of Traverse City Milling Co., debtor No. 6022, were received. The schedules show total assets of \$108,693.99, and total liabilities of \$75,242.43, listing the following creditor:

Michigan sales tax	\$ 165.25
State and County taxes	3,822.25
Personal taxes	757.61
Harold Richardson, Traverse City	unknown
Frank Votruba, Traverse City	10,000.00
Municipal Acceptance Corp., Chicago	8,192.00
Vilter Mfg. Co., Milwaukee	16,815.00
Traverse City State Bank	450.00
Traverse City Credit Exchange	8.00
Grand Traverse Auto Co., Traverse City	92.29

Hyde & Company, Chicago	66.52
L. Twelles Seed Co., Milwaukee	109.68
Michigan Trust Co., G. R.	2,318.11
Jesse Cole, Mesick	453.51
Master Craft, Corp., Kalamazoo	27.95
Chelsea Milling Co., Chelsea	106.90
Western Chemical Co., Kansas City	57.04
George Whiting, Traverse City	1,350.15
Sinclair Refining Co., Chicago	26.81
Sinclair Refining Co., Chicago	26.81
Valley City Milling Co., Traverse City	10.85
Traverse City Record Eagle	34.00
Michigan Public Service Co., Traverse City	73.78
Chase Bag Co., New York City	76.39
Shippers Bag Supply Co., Chicago	33.55
Electric Chemical Co., Cleveland	113.26
Belt Life Mfg. Co., Triffin, O.	4.75
American Agricultural Chemical Co., Detroit	84.65
Allied Mills, Inc., Traverse City	805.27
Ranney Refrigerator Co., G. R.	70.50
Pilsbury Flour Mills Co., Detroit	460.42
Atwill Coke & Coal Co., Chicago	154.26
Harry W. Lautner, Traverse City	5,852.24
Joseph & Elizabeth Kroupe, Traverse City	1,018.66
John and Antonia Eukla, Traverse City	3,039.08
C. E. Jamieson & Co., Detroit	9.78
Grand Traverse County Treas.	3,822.25
Jerome Wilhelm, Traverse City	1,324.63
Mary Drachka, Traverse City	580.01
Grace Wilhelm, Traverse City	727.70
Mary Wilhelm, G. R.	3,745.56
Matilda B. McManus, G. R.	458.78
Harold H. Richardson, Traverse City	unknown
Vivian Manufacturing Co., St. Louis	24.66
Burns & Wynkoop Co., Traverse City	53.16
City of Traverse City	105.46
Tisch-Hine Co., Manistee	55.45
Voigt Milling Co., Manistee	449.94
Edward W. Bartak, Traverse City	230.91
Mich. Bell Telephone Co., Traverse City	62.62
Frank Votruba, Traverse City	9,160.89
Minnie F. Votruba, Traverse City	2,329.91
Amelia Votruba, Traverse City	115.62
Tweedle & Myers, Traverse City	30.00
Traverse City Iron Works	414.25
Edith Bartak, Traverse City	1,278.66
Blue Diamond Coal Sales Co., Cincinnati	2,094.39
Red Jacket Coal Co., Cincinnati	197.63
Clare & Foster Inc., Traverse City	unknown
Oscar Johnson Service, Traverse City	8.16
Bundy's Brief Service, Traverse City	13.04
Lloyd E. Smith & Co., Traverse City	273.11
Kaleva Produce Co., Kaleva	175.90
Nora Beardsley, Traverse City	622.35
Kistler Service Station, Traverse City	4.11
Arcady Farms Milling Co., Traverse City	101.33
M. J. Neahr & Co., Chicago	57.40
Walter & Hemming, Traverse City	5.46
French's Electrical Welding Shop, Traverse City	1.50
In the matter of Edward Nessen, bankrupt No. 6213. The first meeting of creditors has been called for June 5.	
In the matter of Russell J. Thrall, bankrupt No. 6175. The first meeting of creditors has been called for June 5.	
In the matter of Simon Vander Ploeg, as Van's Grocery, bankrupt No. 6226. The first meeting of creditors has been called for May 29.	
In the matter of Blakeslee Brothers, bankrupt No. 6230. The first meeting of creditors has been called for May 29.	
In the matter of Harry Sullivan, individually and as surviving partner of the co-partnership Worm & Sullivan, bankrupt No. 5886, final meeting of creditors was held under date of May 14. Fred G. Timmer, trustee, was present in person. No others were present or represented. Trustee's final report and account was approved and allowed. Balance bills, notes and accounts receivable was offered for sale, and there being no bidders, was abandoned as worthless and burdensome. Order was made for the payment of expenses of administration as far as funds on hand would permit, there being insufficient funds to cover administration expenses. No objection to discharge. Final meeting adjourned without date. Files will be returned to U. S. District Court.	

**Air Conditioning Sales to Gain**

With the approach of warmer weather air-conditioning manufacturers anticipate a substantial expansion in sales of equipment for commercial installations.

Sales so far this year have recorded increases ranging up to 400 per cent. over a year ago, various manufacturers report. Inquiries by retail stores, hotels and restaurants indicate a growing interest in such equipment, even in the Northern States. A substantial impetus to commercial instal-

lations will result from the proposed increase in the limit on modernization loans under the Federal Housing Act to \$50,000, officials predict.

In the residential field, sales of winter air-conditioning equipment predominate. The introduction of air circulators for residential use is meeting with success also. Substantial sales of this equipment are anticipated until the cost of more complete air-conditioning installations can be reduced to levels that would prove attractive to the average homeowner.

**Firmer Cotton Goods Prices Anticipated**

Moderate improvement in most divisions of the cotton goods markets is currently anticipated over the next few months in the trade. Prices are held likely to advance from the present unprofitable levels, although an expansion in demand sufficient to provide a really substantial stimulus to production is not yet in sight.

The production curtailment initiated several weeks ago is beginning to reduce accumulated mill stocks in many lines. Absorption of cloths and cotton garments in retail trade is now heavier than the current rate of output.

Inventories in distributors' hands have generally declined since the break in raw cotton prices several weeks ago. With greater stability in the price of cotton expected by the trade, at least until the new crop appears in August, merchants will be more inclined to round out their depleted stocks, it is predicted.

**Higher Lumber Prices in Prospect**

Owing chiefly to the lumber strike on the Pacific Coast, which has resulted in an almost complete shutdown in this heavy producing area, lumber dealers predict firmer prices.

A sharp increase in the demand for lumber had already developed before the walkout began. Accordingly, with stocks reduced by curtailment of production undertaken since last year, higher prices are already being quoted.

In the Northeast, production will not reach a peak for several weeks yet, as logging streams are just being cleared. Consequently, the curtailment of lumber supplies from the Pacific Coast region cannot be immediately replaced by higher output here.

New orders received by producers in regions unaffected by the Coast walkout have showed a sharp increase last week. Accordingly, if the strike is prolonged, shortage of lumber may develop in some sections of the country.

A new small figuring machine weighs but seven pounds, measures 5½ x 8½ inches. It adds, subtracts, multiplies, divides, uses neither paper nor ribbon, is offered for small business and personal use, verifying totals, calculating, etc.



## 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.

### Some Questions Which Can Be Easily Answered

"Give a few of your reasons for the success of a grocer," next asks my merchant correspondent. It is well that he asks for a few reasons. He knows reasons are innumerable and that each is modified by environment and other factors.

One might put first: That the grocer know his business, but perhaps that is less vital than that he should have the trading instinct; for the trade-instinct has led men quite ignorant of business rules to an initial success. Then if he gathers knowledge as he progresses, he develops into the finest character of merchant.

Assuming a grocer already established, making fair progress though not startling, who wants to go forward steadily, but surely and securely, I should put first that he take careful stock of his environment, his neighborhood and normal trade area and particularly the predominant character of his customers and prospective customers. Then fit his business primarily for the majority of the folks he wants to attract and likewise—most important—determine the terms on which he wants their business. Then bend every effort toward the building of the kind of trade he wants to do.

Next question: "Give your reasons for failure or limited success of a grocer," may be considered with the other because the two dovetail. A prime reason for grocer-failure to attain success quite compatible with his business, locality and general opportunities is lack of definite plan.

The established grocer sketched above has attained first-stage development on drastically limited resources through the standard process of hard work, long hours and close, personal care of his business. He has had to sell for cash for want of capital. Now let us assume his environment is that of a typical small American town, sufficiently remote from big centers to be self-contained; a rural-residence place where home ownership is the rule and "everybody knows everybody else."

No field is ever more advantageous to build a strictly family business, but the course must be well plotted in advance. It is a great advantage that the character of every resident can be known pretty accurately; and such knowledge is essential for safety in taking the next step. That is the extension of family credit.

There should be no mistake about the nature of credit. It is not "accommodation," not charity, not neighborliness. It is just a fact that our lives are permeated with credit and business thrives on its use. But the use of credit is not its abuse. Use nourishes.

Abuse kills. The fledgling merchant in any line in such environment as I indicate must make himself master of credit essentials.

Now, to build good credit trade, the merchant must do his own selecting. Plenty folks will always apply for credit in any town, since there are always those who seek to get without paying. Care will enable you to sidestep that pitfall, but only care and unceasing determination that you will not be a victim.

But other applicants will be worthy, and those you can largely know about in advance. Where you do not know, regardless of impression, do not go on hunches. Have your system laid out for examination of applicant—details obtainable from department stores, clothing merchants, leading neighbors and your association headquarters—and that system will be just as good as your own operation of it. It can not be better than you make it.

But not less important—probably more important—is to devote time and study and grasp every opportunity to invite the credit trade of families whose record you have studied and found worthy. Such folks may come to you occasionally and buy for cash or they may never have entered your store. It is easy to offer an account to those who come occasionally. If that be done the right way, the offer flatters delicately and often effectively. If, then, the terms be set forth—tactfully, of course, but with absolute clarity—you add good accounts as rapidly as your capital will finance them.

Personal solicitation should be worked with those who do not call on you and if that be done right, you will soon have a fine line of steady customers who buy all their supplies from you.

But let this sink in: Credit rules must be as the Biblical laws of the Medes and Persians—"which altereth not." If you fail to get that idea in full significance, you will not succeed as a credit operator. And then get this: if you can not administer credit, it is unlikely that you will get far on a cash basis. Character rules eventually in both departments.

The final thought is so commonplace in its sound that its vitality may not get over in its full importance. But never try to imagine you will get far without it. It is this:

Know your merchandise—every item of it—to its utmost element of quantity, quality, uses, limitations, and every other factor and point, always from the standpoint of your customer. Be a purchasing agent for those who trade with you and think always from the standpoint of those who are to use the goods—those who trust you to get them the best value for their money.

This is quite different from price-selling, though price is always a vital element in any sale.

But, for instance, is the prune French or imperial? What is the difference and why? If it be marked 50/60, what does it count? If the count is actually 59, so that it slides under the wire by a familiar bit of trade chicanery, you can not change that condition single-handed. But you can know the facts

and carefully give them to your customers.

Here are two yellow free peaches, 2½ size cans. One is priced several cents more than the other. Why? "Heavier syrups," do you answer; or "one sweeter than the other?" Well, but how much sweeter—what is the actual weight of each syrup? This information is in a little booklet, free to askers from Cannery League of California, San Francisco.

Why are home-canned peaches often better than what we buy? That is a question with a perfectly logical answer; but do you know the answer? Can the equal of home-canned be produced commercially? From what region may the best peach be obtained—and what is "the best" from various standpoints?

How can you divide with your customer the 5½ to 6c a coffee can costs, giving her better value and making more for yourself as reward for that service to her? Not by taking somebody's offhand word, believe me; but you can do this by giving thought, taking time and making a wise decision.

Now get this: You can not possibly harm yourself in any way, nor jeopardize your profits by doing your absolute utmost for your customers—and telling the truth, unvarnished, unadorned. Nor need you a good memory in this since you have no lies to keep straight. No final words could be more vital.

Paul Findlay.

**Inflation and Forward Buying**  
Forward buying in primary markets remains restrained, despite enthusiasm generated by the rise in the stock market and a widespread belief that the Patman bonus bill may be passed over the President's veto.

Manufacturers of consumer goods, such as foods, report moderate gains in forward sales since the first of May. There has been freer buying of speculative staples in the markets, however, by users of these products.

On the other hand, buying offices report retailers show little disposition to increase future commitments latterly. The uncertain future of NRA price control provisions neutralizes the bonus bill and inflationary considerations in the minds of many buyers.

A new liquid preparation brushed over their surfaces, permits easy removal of stamps from envelopes, labels from glass or fabrics. It contains no acid or alkali to harm the latter.

### Service Counts More With Women Than Price

The Ladies' Home Journal recently investigated the relations between women and their grocers. There were 1,752 interviews with housewives, 2,123 inventories taken of the goods found on shelves in private homes, 1,014 interviews with individual grocers, 213 interviews with chain store managers, 37 interviews with chain store executives, and 100 interviews with the wholesale grocers.

Half of the women gave over one-half of their business to one store. The balance shopped around.

Just how do women pick out the store to which they give most of their business? One thousand four hundred and forty-eight women said they liked the service the store gave—prompt attention in the store, smiling clerks, credit, and delivery. Only 724 said "lower prices" and approximately the same number, "the store was conveniently located." Only three in ten said that the one reason they gave most of their business to one store was because it carried the brands they wanted.

Many merchants feel that "price" is the greatest influence in inducing women to trade at their stores. They will be interested in these facts:

1. Women are not nearly as familiar with current prices of the things they buy as many people think they are.

2. In their consideration of why they trade at one store only a small percentage said "Price."

Americanism is returning.



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## MEAT DEALER

### Ancient Roman Bootleggers Peddled Sausage

"How about a little nip of sausage?" may have been the whispered query of a Roman bootlegger long ago.

For in the early days of the Christian church, sausage, because of its popularity at feasts and revels, was banned for a time as an instrument of the devil.

But it was too popular to be banished for long. It is a matter of history that the decree was repealed; and in the meantime, there must have been non-conformists who were only too ready to slip a slice of sausage inside their boots and step out to make a little extra-legal money.

But sausage had been a food when the town by the Tiber was only a little mud village; or even earlier. Helen of Troy, whose beauty "launched a thousand ships and burned the topless towers of Ilium," probably enjoyed many a dainty bite of sausage. And Ulysses' wanderers must have found strength in it for the long days spent with their oars. For no less an authority than Homer tells us that sausage was a food of the ancient Greeks.

But it was in the middle ages, when the guild craftsmen reached their power, that sausage making became an art. How patiently the old Italian butchers must have worked to perfect the blending of meat, wine, and strong spices that made the sausage of that romantic land so famous. Here was a beginning of artistry in food, to rival the growth of the other arts.

In Germany, where winters were colder, elaborate preparations for preserving sausage were not necessary. Through the long centuries the students at their corps meeting halls, and the burgomasters in their beer gardens, would sit through many an evening—smoking, drinking, and eating sausage with rye bread. No bootlegging was needed there!

### Start Them Off With Appetizers

The American term for "hors d'oeuvres"—appetizers—is even better than the French idiom, because it tells what the dishes are used for. The idea of an appetizer is to shift your appetite into high gear, and put your senses of appreciation in tune with the symphony of flavors which is to follow.

There are dozens of ways of making appetizers. Women who pride themselves on their ability to serve something novel find a real joy in making and serving appetizers, because they can always find a way to make some that are different from any they have served before. And after the appetizers are prepared, there are many interesting and novel ways of serving them. Some hostesses like to mount them on toothpicks stuck in a big red apple, or an orange, like so many pins in a pin-cushion. A tray bearing an apple or two, with each apple bristling with toothpicks carrying delicious appetizers, is enough to stimulate any appetite.

The various kinds of sausages are ideal for use in appetizers. For example, small pork sausages, or frank-

furts or Vienna style sausages cut into small pieces, are used by many housewives. The spicy dry sausages are fine for pepping up a tired appetite, and liver sausage is a favorite with many discriminating hostesses.

Here are some recipes for highly unusual appetizers that will make your guests sit up and take notice—and then march through the meal like a conquering army:

#### Liver Sausage and Olive Butter Canape

- 6 oblong pieces of bread
- 1 tablespoon butter
- 6 tablespoons liver sausage
- 2 tablespoons olive butter
- 1 teaspoon grated onion
- ½ cake cream cheese
- 6 stuffed olives
- Sardine paste.

Saute' bread in butter. Combine liver sausage, olive butter, and onion. Mix to a smooth paste. Spread on bread. Decorate with stuffed olives, topped with sardine paste. Pipe cream cheese around edge of the canape.

#### Sausage and Prune Appetizer

- 6 prepared prunes
- 12 small Vienna sausages.

Place a prepared prune on a toothpick between two sausages. Toast under broiler.

#### Bologna and Liver Sausage Slices

- ¾ lb. liver sausage
- 4 tablespoons anchovy paste
- 2 tablespoons mayonnaise
- 5 slices large bologna.

Mash liver sausage. Mix anchovy paste with mayonnaise. Spread sliced bologna with mayonnaise mixture and cover with liver sausage. Repeat process until all materials are used. Place one on top of the other. Set in refrigerator until well chilled. Slice in pie fashion.

### Keep Cool in the Kitchen

"Food surely has to be good to attract people these warm days," remarked a restaurant owner recently. "It seems as if people are about ten times more particular about their food in summer than in winter. But here's a tip—if you'll just make the food look attractive enough, they'll eat as big a meal when the temperature is 100 degrees above, as when it's 10 degrees below."

The dietists tell us that we should eat a balanced diet throughout the entire year, and that means that we must eat just as large a variety of foods in summer as in winter — meat, dairy products, fruit, green leafy vegetables and cereals.

There are dozens of ways in which you can serve meat and yet keep cool in doing it. Here's a suggestion—cook a shoulder roast of beef or pork, serve it hot for dinner to-night, serve it sliced cold to-morrow, and put it into salad form the next day. That means two entire meals when it won't be necessary to do any cooking over a hot stove.

Then there is an amazing number of ready-to-serve meats—an almost endless variety. Those meats offer a complete solution to the problem of how to get away from the kitchen. Almost all types of sausage are ready to serve when you buy them, and in addition

there are tasty luncheon loaves, cooked ham, jellied tongue, and many other items which form the foundation for fine summer meals.

Protein from animal sources, such as that in meat, is considered vitally important to our health and well-being by medical authorities everywhere. The protein which is found in meat is of high quality and completeness; it satisfies every bodily need for nitrogen, and has a dynamic quality not shared by all protein foods. So watch your summer menus and be sure that they contain it in adequate amount.

### Business to Resist Seasonal Decline

While the general trend of business activity is downward, some observers expect the recession next month to be less severe than earlier anticipated.

Labor troubles during May will cause a considerable curtailment of activity in the automobile, lumber and related industries. Lumber output in June will benefit accordingly, if the Coast strike is settled by that time. While automobile production will be lower next month, the recession may be less as Chevrolet fills accumulated orders built up during the strike period.

There is a growing belief in business circles that cash payment of the veterans' bonus will be passed over the President's veto in some form. The stimulus from enactment of this measure would be felt immediately, especially in automobile and other durable consumers' goods fields.

The Journal of Commerce index of business activity declined last week to 70.2 from 71.7 for the week ended May 4, chiefly because of smaller motor and lumber output.

### Rayon Turns Upward

The rayon industry has definitely turned upward from its seasonal depression, according to trade observers, with the outlook for a normal month's production for both May and June. Shipments in May are actually exceeding those for April by 30 to 75 per cent., manufacturers state.

The larger producers report that actual sales of viscose yarn for June delivery are already equal to half of a month's production. Orders now being received indicate that the entire month's output will be disposed of. Sales of acetate yarn by these manufacturers have also improved. The smaller viscose producers, who have been relatively inactive, are now expected to increase output as well.

In addition, there is a revival of demand in the markets for staple lining fabrics. Specialty dress materials are also enjoying more active buying for the fall season. Curtailment on the part of weavers has resulted in a contraction of stocks so that an increase in mill operations appears probable.

### Higher Prices for Metal Products

Higher prices for many metal products are in prospect owing to recent advances in quotations for base metals. Lead and zinc prices in particular have gained persistently, and seem likely to go still higher.

Lead stocks have been materially reduced in recent months, due to material increases in consumption. The automobile industry required large amounts of this metal and will continue to be a substantial purchaser.

The active painting season is beginning also, and paint producers' takings of lead will increase materially. Moreover, increased modernization work and new residential construction will augment consumption of this metal.

Zinc stocks in the United States at the end of April were the lowest since last September. The strike in the tri-State ore district will further restrict supplies and thus strengthen the market.

Fields are won by those who believe in the winning.

### Modern Store Equipment

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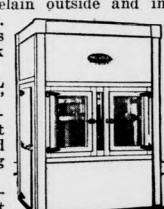
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## HARDWARE

Michigan Retail Hardware Association.  
President—A. D. Vandervoort.  
Vice-President—W. C. Judson, Big Rapids.  
Secretary—Harold W. Bervig, Lansing.  
Treasurer—William Moore, Detroit.

### Lead and Zinc

The price of lead advanced \$3 per ton during the past week in three stages. This was the eighth rise of \$1 per ton in what might be called this series. Prices fetched up at 3.90c to 3.95c per pound, New York, and 3.75c per pound, East St. Louis. Each rise seemed to stimulate rather than retard the demand. Purchasing came from many quarters but the corrodors were always in the lead among the buyers. Should the same rate of demand continue this week it is easy to imagine a price of 4c, New York, before the end of the period.

On Commodity Exchange Saturday there were neither trading nor price changes in lead or zinc.

The net change for zinc during the week was a rise by \$1 per ton, the week closing at 4.25c per pound, East St. Louis. Here at the beginning of a new week it is appropriate to pause to gauge present zinc values. The present price is the highest since August, 1934, when the average price for the month was 4.28c, East St. Louis. The average price for 1934 had been 4.16c. The average for 1932 had been 2.88c. In the magic year of 1929 the average had been 6.49c. News from the tri-State district today will be of extreme importance. Will the price of zinc concentrates have advanced after its long stability at \$25 to \$26 per ton? Will there be important developments in the strike of zinc miners?

### Tin Made Substantial Rise

Tin made a net rise for the week of  $\frac{3}{4}$ c per pound, closing at 51 $\frac{1}{2}$ c per pound. A fair demand for the metal is believed to have taken place in this market, though the true situation is difficult to gauge because of secretiveness on the part of tin dealers, importers, etc., concerning the true state of business. At the close of the week it was announced that tin plate operation have risen another 5 points to 85 per cent of capacity. The settling of automobile strikes also implies higher consumption of tin in that field.

Congressman Charles Faddis has notified the tin trade that he plans to re-introduce his bill providing for an embargo against the export of tin plate scrap. This will doubtless be welcomed by the American detinning companies who visualize a more abundant supply and cheaper materials for the raw materials with which they work. Representatives of the steel scrap trade state that shipments of tin plate scrap are relatively very small.

### Commission Complains of Silverware Maker

False and misleading representations in the sale of silverplated holloware is alleged in a complaint of the Federal Trade Commission against Excelsior Silverware Corporation, 103-105 Mott street, New York.

The complaint alleges that the respondent's use of the words "Sheffield Reproductions" to describe its products is misrepresentation of the character and quality of such articles and tends to deceive the buying public into the erroneous belief that the products advertised are of a quality and workmanship associated with Sheffield silver. Use of this term is said to tend to induce the purchase of this company's ware by a substantial part of the trade in preference to silverplated ware made and sold by competitors, some of whom deal in wares manufactured in Sheffield, England, and others of whom refrain from using such terms to advertise wares not made by the copper-rolled plate process of the silversmiths of Sheffield, England.

Friday, June 21, is designated for the respondent to show cause why an order to cease and desist from the practice alleged should not be issued.

### Glass Which Bends Like Steel

Glass that will bend like a sheet of steel is the latest product of the flat glass industry. Its commercial possibilities are enormous, glass men say, although the industry is not quite ready to produce it in large volume.

This type, described as the world's hardest glass, is heat treated in a new electric furnace designed especially for the strengthening process. The Libbey-Owens-Ford Glass Co., of Toledo, is one of two companies with licenses permitting use of the process in the United States. The Toledo concern is installing two of the English furnaces in its plant at Ottawa, Ill.

The treatment consists of placing a sheet of ordinary plate glass in the furnace and heating it until it is plastic. Then a blast of cold air is suddenly directed against the glass, creating high strain. This process develops high compression on the outer wall of the glass, while the interior is under tension or a pressure in the opposite direction. This action gives the glass a strength from four to six times that of ordinary glass. It will support tremendous weight, can be twisted or bent and will resist breakage to an unbelievable degree.

### June is Best

Which you rather—er have it June  
Days when she is caling clear  
To her fields and there commune  
In the sunshine of the year  
With the fairies  
Woods and flowers  
Where your share is  
Sun-kissed hours;  
You can't beat it if you try  
Like a mother's lullaby.

Which you rather—if could you wish  
And you really wanted fun  
Wouldn't you choose a brook to fish  
Just as soon as June begun  
Waters dancing  
Off with care  
But entrancing  
Spell you there;  
Can't describe it if you try  
Like a mother's lullaby.

Which you rather—er have it June  
That's the month I love the best  
Then the days are loveliest  
With the medders full o' tune  
Birds a'wingin'  
In the air  
And a-singin'  
Even there  
You can't beat it if you try  
Like a mother's lullaby.  
Charles A. Heath.

Why not a minimum domestic price and no fixed export price?



### Lines of Interest to Grand Rapids Council.

The pot luck luncheon last week at the home of Mrs. Gerald Wagner was a decided success. The sun decided to shine and the women of the Auxiliary enjoyed a delicious luncheon beautifully served. The bridge was exciting, for there was a prize for each table this time and everyone was happy. This was the last luncheon scheduled for the year, much to everyone's regret for these luncheons have been well attended and greatly enjoyed.

Good company and good discourse are the very sinews of virtue.

The Darcy Wilcox family is moving to Detroit the first of June. We shall miss them and are wondering if there aren't about enough of our members in Detroit now to form a good sized Grand Rapids Alumni Association.

Our good friend and brother Chaplain, Raymond J. Shinn, is to be congratulated upon becoming a Shriner recently.

The writer made a trip to Chicago this week and is wondering how many of us realize how well off we are. It may not be the thing to do to criticize one of our neighbors, but the thought came to mind that a good many unemployed might be doing some real constructive work in clearing the highways and by-ways of cast off car frames, rusting debris—just piles and piles of junk. A little work for idle hands and a good number of miles would be cleared of a deplorable sight. Take a tip from me and take a trip from Michigan and back. We can well pat ourselves and our State Highway Commission on the back as we compare the condition of our highways here in Michigan with those in close proximity to the big city. We are privileged; but what we have most often least appreciate.

Next to excellence is the appreciation of it.

We are expecting the arrival of friends from all parts of our state. The Michigan Pharmaceutical convention is to be held in the fair city of Grand Rapids on June 11, 12 and 13. The Pantlind Hotel will be the headquarters for this coming event, and judging from the last convention held here we are anticipating a thoroughly enjoyable time for all those who attend.

We must have the press of the crowd to draw virtue from us.—Angelo Patri.

It is a pleasure to know that E. W. Kline is now home from the hospital and that he is enjoying a steady recovery, although he still finds it necessary to use his crutches. The boys will remember that Mr. Kline broke his leg when moving into his new home at 1517 Eastern avenue.

Fred E. Morley, who resides at 511 North Park street, is now home from the hospital and is getting along as well as can be expected. Mr. Morley

broke his hip February 4. He has our best wishes for a speedy recovery.

June 6 the Secretary-Treasurer's Association of Michigan jurisdiction of the United Commercial Travelers will hold their annual meeting prior to the opening of the state convention at Saginaw.

The Team Workers division of the Michigan jurisdiction of UCT will also hold their meeting the same evening.

We regret the loss of Brother Percy Brown, who died May 15 at Blodgett Hospital from complications due to an abscessed lung. He was born November 15, 1887, and joined the UCT on December 3, 1921.

A. J. Feldhaus and wife, who are now living at the Lennox Hotel, Detroit, were in Grand Rapids over the past week end on a combined business and pleasure visit.

Past Senior Councilor L. L. Lozier, attended a meeting in the parlors of the First Methodist church, Sunday evening, May 19. Brother Lozier reports that he heard a very fine talk by E. Ross Fara, who is the Safety Director of Grand Rapids.

It may not be your duty but you can find it a pleasure to remember the shut-ins. There are a number mentioned on the sick list this week. Try and call on them.

The only way to have a friend is to be one.  
T. F. Fishleigh.

### Residential Building Trend Rising

Encouraged by the rise in the volume of new building permits latterly, building material companies now look forward to a further rise in the rate of gain in residential construction during the next few months.

Residential construction awards during April were more than 86 per cent larger than during the same month last year. Building permits, which give an indication of the size of future construction awards, were 122 per cent greater than in 1934.

The downward trend of building costs is apparently being checked as a result of increased activity. However, since rents have continued to advance, the incentive for new building is still increasing. Growing fears of inflation are causing growing interest in both the purchase of existing buildings and new construction, especially of homes.

### Administration on Defensive

Anti-New Dealers aver they discern the arrival of "alibi" time in the Administration, predicating this thought upon the use of the radio, the lecture platform and the "hand out," or press release, by Government officials whenever there is biting criticism of the program.

The Department of Agriculture is seen intensely sensitive to criticism of its "economy of scarcity," the influence of the cotton bloc in the Senate, and the charges that its cotton program is responsible for the loss of our foreign markets. To its defense the critics merely reply "time will tell."



## 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.  
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 Sid Medalie, N. Medalie & Co., Man-celona.  
 D. W. Goodnow, D. M. Goodnow Co., Howell.  
 W. R. Gehlhose, A. Loeffler & Co., Wyandotte.

### E. B. Collins, Pioneer Salesman, Passes Away

Edward Burke Collins was born in Goderich, Canada, on February 7, 1857, and came to Michigan at the age of fourteen.

As a young man he became associated with the J. L. Hudson Dry Goods interests at Ionia. Later, he moved to Carson City, where on February 22, 1882, he married Florence May Pennington. Their wedding took place at the dedication of the Methodist Episcopal church, where both Mr. and Mrs. Collins gave their services for a period of over fifty years.

To this union were born four children, Mollie, Florence, George and King.

After a few years in retail business at Carson City, he entered the employ of the Baumgartner Wholesale Dry Goods Co., of Toledo, as a traveling salesman.

Later, he joined the old dry goods firm of Strong, Lee & Co., of Detroit, and continued with them until they sold out to Burnham, Stoepel & Co.

He served Burnham, Stoepel & Co. for twenty-seven years, the last seven years of which he was sales manager of the Western Michigan offices in Grand Rapids.

During his long period of untiring service to the Michigan dry goods trade, he endeared himself to, and won the confidence of, thousands of merchants, who knew him as a man of the highest integrity and of strong religious scruples.

In 1932 he celebrated his golden wedding anniversary and shortly afterward, his wife passed away.

Since this time he has made his home with his daughter, Mrs. James E. White, of Ewart.

One week ago he was stricken with a heart attack which developed into a coronary thrombosis and he passed away Saturday evening at 7 o'clock.

Surviving are a daughter, Mrs. James E. White, of Ewart, a son, E. King Collins, of Grand Rapids, and two sisters, Mrs. J. E. McCloskey, of Lakeview, and Mrs. Bert Heath, of Detroit.

Funeral services were held at Carson City, in the Methodist Episcopal church, Monday afternoon. Burial was in the Carson City cemetery.

The only way in which one human being can properly attempt to influence another is by encouraging him to think for himself, instead of endeavoring to instill ready-made opinions into his head.

### Housewares Purchases Heavy

Housewares buying advanced materially in the wholesale market last week as stores concluded purchases for early Summer promotions. Off-price merchandise, to be retailed at prices 25 to 50 per cent. under early spring levels, was purchased freely for immediate and late June delivery. Buyers displayed little interest in regular fall merchandise which is being exhibited in a small way in some of the showrooms. Manufacturers expect to have the new season's merchandise ready by the end of this month, but will show only a few items prior to the opening of the housewares trade show in midsummer. All producers are striving for innovations for fall and are guarding new items carefully.

### Hold to Chinaware Price Rise

Manufactures of domestic chinaware stand firm against any change in the price advance announced three weeks ago, despite protests last week by retail buyers. Insisting that raises of 7 to 17½ per cent. on dinner sets are justified both by higher labor and raw material costs, producers will enforce the regulations when the active buying season opens in the next few weeks. Retailers have held up current orders because of the price rise and have intimated that they will turn to Japanese and other foreign merchandise unless producers relent. The chief complaint centers on the fact that, under the new rules, minimum orders for 1,000 dozen plates of the same pattern are required before a store is granted the minimum price rise of 7 per cent.

### Price Report Worries Rug Trade

While another company joined the list of rug and carpet mills planning price advances, rumors of possible price cuts on medium-price axminsters have caused widespread discussion among floor-covering buyers. One of the major companies is rumored to be planning minor reductions to bring two of its axminster rug numbers more in line with the market. Other producers fear the cuts will be greater than necessary and are prepared to meet the new prices. The latest rug mill to announce an impending price advance was the Hugh Nelson Columbia Carpet Mills, Inc., of Philadelphia, which will increase quotations June 3. Details of the price change will be announced later this month, mill officials said.

### Order Goods for Lamp Shades

Re-orders for low-price table and floor lamps for summer promotions brought a sharp increase in sales volume to the wholesale market last week. A large number of house furnishings buyers, in the city to attend trade shows, visited the lamp showrooms to inspect special displays of early fall merchandise set up for their benefit. They took only a mild interest in new goods, but placed substantial requisitions for lamps in the price ranges of \$2.95 to \$10 for immediate delivery. Commitments were all re-orders on items which have had an exceptionally good sale in the last three weeks.

### Orders Up on Small Appliances

Experiencing the most active demand in two weeks, selling agents for major

electrical appliance manufacturers sold a large volume of low-end merchandise for late June and early July delivery. Almost all of the goods represented specially priced products for use in mid-Summer promotions in electrical appliance and department stores. Irons, toasters, juice extractors and coffee percolators were in best demand. Another feature of yesterday's buying was the unusual interest displayed in electric fans. Re-orders for immediate shipment were numerous.

### Summer Apparel Orders Gain

Orders for summer apparel showed some increase during the week, but heavy volume business is still dependent upon the arrival of warmer weather. Retailers are pushing present stocks and are holding re-orders down to fill-ins on best sellers. The stores are noting a fair business on low-end dresses and re-orders have come through steadily on garments to retail from \$5.95 to \$10.95. Linen suits and swag-ger coats are also figuring prominently in the business being received. White and pastel coats, corduroy types and angoras are also receiving marked attention in the buying done by retailers.

### Retail Collections Up 0.13 Per cent.

Retail collections showed an increase of 0.13 per cent. in April, according to the twenty key store index issued by the Credit Bureau of Greater New York, Inc. Sixteen of the twenty reporting stores have had an average increase for the year to date of 0.93 per cent. against the same period in 1934. Increases have been shown in the index for twenty-three out of the last twenty-four months. Ten of the twenty firms

showed gains last month. The highest collection percentage was 63.50, as against 55.60 last year. The lowest was 31.10, as compared with 31.48 in April, 1934.

### Low-End Glassware Call Heavy

Calls for replacement merchandise have brought a rise in demand for low-end glassware in the wholesale market. Jobbers purchased large quantities of beer glasses for immediate shipment and also contracted for small quantities for delivery the middle of next month and early in July. Buyers for retail stores are stocking specially priced glasses and glass dinnerware for special summer sales to be launched within three weeks. Tea sets, including plates, cups and saucers, tea glasses and pitcher, in shades of green, blue and amber are wanted for these sales in services for four and eight persons.

### Lace Dresses Meet Active Call

Lace dresses in the low-end category have sold well this season and promise to meet an active demand well through the coming months. Interest in colored lace types has been particularly active in the dress lines up to \$6.75. Eyelet batistes have shared in the business, but are reported as less active this season than the corded lace types. Navy and all the pastel shades have been favored. Dealers report increased attention is also being given silk laces for evening wear, especially the Chantilly types.

To meet the great tasks that are before us, we require all our intelligence, and we must be sound and wholesome of mind. We must proceed in order. The price of anger is failure.

## GRAND RAPIDS PAPER BOX Co.

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

### WHOLESALE

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**ARMSTRONG'S LINOLEUM**

Same Day Shippers Instant Service

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For PROMPT service and ECONOMY'S Sake

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GRAND RAPIDS, MICH.

## HOTEL DEPARTMENT

### The Commercial Hotel Is By No Means Doomed

Los Angeles, May 18—Alluding to the "hatless" contingent, varying from billiard balls to Lord Fauntleroy locks, Will Rogers suggests there is a special Providence which tempers the wind to the shorn lambs, and there is nothing underneath these scalps that could possibly be affected by either heat or cold. Maybe Will is not so far out of the way. Medievalists and archeologists suggest that McGilligans' Sons of Rest and the Ancient Order of Humility are largely made up of these. But there are the Aimees, Sinclairites, Utopians, Technocrats and the Nudists, originally from California incubators; how are they to be accounted for? And now we have the Townsendites and chain letter writers, all accredited to California. California's emancipation from these pests possibly may depend on an early visit of the fool-killer. Certainly we have our fill of them.

Joe Denawetz, whom we all know, will be the official delegate from the Michigan Greeters to the National convention to be held here next month. Joe will certainly have his hands full absorbing Michigan's share of the entertainment to be supplied on this occasion. Better bring a few more stalwarts with you, boy, or else provide a battery of shopping bags to carry home what honorably belongs to the Wolverines.

One of the special offerings in the entertainment line, to be afforded the Greeters, during their visit here, will be the "Night in Hawaii," at the Biltmore Hotel. It being on the program of the Ladies' Auxiliary, presumably mere men will be excluded, especially during the rendition of the "hula hula" dance. Never mind, boys. Wine is as free as water out here.

At a recent meeting of the Milwaukee Hotel Association, H. L. Ashworth, business manager of the association, stressed the fact that the problem of rising food costs compelled the immediate attention of the members. A few hotels have increased their restaurant and dining room prices, but there has been no concerted action as should be.

The annual convention of the American Hotel Association, according to a definite official announcement, will be held at Atlantic City November 13 to 16, in close proximity to the National Hotel Exposition, which is carded for November 18 to 22, in New York City.

One of the great chain hotel organizations of the country, recently tried the experiment of operation without the "tipping evil." They made a service charge of a modest sum which was to offset the hold-up feature of the gratuity game. But it wouldn't work out. The waiters were dissatisfied, but the guests were even more resentful than the employes of what they regarded as an infringement on their personal liberty. It seems the average guest is not only willing but anxious to reward service. What they really object to is a hold-up for service not performed.

The hotel, through custom made law, is asked frequently to extend generous credit to people of whom their organization knows little or nothing and this custom has proved costly. To be sure the traveler has been educated by years of usage to regard the hotel as a clearing house, and is no doubt warranted in asking the hotel man to take care of his negotiable paper, but, unless a guest is well-known (and many of them take advantage of one

on this score) there is an increasing tendency to incur loss through the medium of "skippers"—an element who check in and out of hotels without the formality of consulting the cashiers. Bad checks are also the bane of the hotel man's existence. I refer to such as are purely personal in character, although forgeries of valid drafts, and those spurious in character are quite common. I have always advocated a policy of refusing to cash personal checks for everyone who could not satisfactorily qualify. The hotel fraternity will do well if they can establish a rule to carry on a ban against this class of paper. It is true the courts discourage this species of fraud, but the expense and trouble in prosecuting such cases more than offsets the successful termination of same.

One of the features I admire about these convention affairs of the Greeters, is that they do not countenance any hold-up practices in securing the wherewithal to entertain. I remember at the convention held in Detroit some years ago, the bills were all paid in full and there was no aftermath. Aided by the donations of the Detroit Hotel Association, the various banquets, sight-seeing excursions, dinner dances and other forms of amusement were financed within the association. For the forthcoming convention in Los Angeles, there is close co-operation between employers and employed, and it will not be necessary to "pass the hat" after the smoke of carnage has blown away. This shoulder-to-shoulder action makes a hit with me.

In a recent issue of the Saturday Evening Post one writer sounds an interesting note with reference to the future prosperity of the country, especially making the claim that unless all signs fail, there is nothing but prosperity ahead of us. This seems like a reasonably safe bet. But one of his observations which was especially interesting to me and to the hotel operator particularly, was the action, during the past few years, of many establishments, in reducing their traveling forces. This is no doubt true as has been observable for the past several years. There are, however, many reasons for a falling off of the commercial trade, which are not due particularly to a reduction in the sales forces. As in many other fields the automobile is responsible to a large degree for the decreased transient hotel business. The traveler no longer waits for the departure of any particular train, but as soon as his canvas of the town is completed, he hies himself to the next. He now has an abbreviated territory, spends more time at home with his family and accomplishes just as much. The commercial hotel, conveniently located is by no means doomed, but it is compelled to arrange its schedule to take care of a different class of patronage, even more numerous than the salesmen, who have nothing else to do but travel and spend money, leaving it usually where the lamps are trimmed and burning, and from the number of people out here who are enjoying this program I should say it might eventually prove a solution of the whole problem.

As I well know from personal experience, when you leave Honolulu they hang leis about your neck and play "Aloha" with such heart-rending melody that you always want to return. Perhaps that is where the cry originated for the long draw-n-out "Farewell-I-I-I," the cry that overtakes departing guests at Camp Baldy, and makes one feel he will be missed. As a rule traffic to Mt. Baldy does not become active until late in June, on account of melting snows which impede traffic, and disturb road surfaces, but Doc Moore advises you that as a special courier for the Greeters, you must familiarize yourself with all the offerings which are to be made to them, well!—what's the use of argument. We

headed for Baldy the other morning by way of North Broadway to Huntington Drive and thence to Foothill Boulevard, taking the cut-off at Claremont, which heads directly to the foothills, and eventually leads into the main road to Mt. Baldy. The first thing to attract our attention was a sign pointing to the Padua Hills Little Theater, which makes a very interesting stop-over, though we could not avail ourselves of it. At the beginning of the grade, alongside of a mountain stream, can be seen the remains of the first hydro-electric plant in the world, where can be found the first telegraph pole that ever carried electric wires. Lying on the ground, there was a quite noticeable contrast to the steel towers which now carry the load. A short time afterwards I was renewing acquaintance which I originally contracted eight years since. At an interesting wayside inn we lunched on mountain trout, caught within fifty yards of the kitchen stove. It is said that Old Baldy never enthuses—but we did, and any lack of cordiality on his part was made up by the upper San Antonio high falls. They tumbled and splashed and threw out rainbow trout galore. It is just fourteen miles from Foothill Boulevard to these falls, and worth all the gasoline costs to get there, especially if you have an "easy mark" for host. There are many splendid resorts in this particular region and later on it will be teeming with life. The Sierra Club has a mammoth lodge here, where soon its members will be enjoying wild life to the fullest extent. There was Ontario Peak, that, so it is said, is the most perfect specimen of a mountain to be found anywhere. It is only 8752 feet

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RATES—\$1 up without bath.  
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Excellent Dining Room  
Rooms \$1.50 and up  
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Is truly a friend to all travelers. All room and meal rates very reasonable. Free private parking space.

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The Most Popular Hotel  
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

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

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GRAND RAPIDS

750 ROOMS \$2 UP



high, but its peak is like a church steeple. Anyone who stands on the very peak of Ontario, stands on one foot, for there isn't room for the other. Of course no story of this season is complete without some reference to the yucca blossoms. But the yuccas will not be ready for another week or so, just coincidental with the Greeters convention. It is one of the most convenient and close-in trips that Los Angeles offers to visitors, and you folks from Michigan will miss something if you fail to make it. It will only absorb five or six hours of your young lives.

Forest Beach Hotel, a resort hotel at Harbor Springs, has been acquired by Miss Rosalie P. Seese, of Chicago, who will make various improvements in its physical condition, in time to open the season's business. F. J. Lynch will be active manager of the hotel.

I am pained to learn of the passing of Fred Van Nes, who has been associated with Edward Dalton in the operation of Hotels Dalton and Dal-Van at Jackson, for many years. He and his surviving partner are well known to the Michigan fraternity, having been members of the Michigan Hotel Association ever since its inception, and were always winning favorites with the commercial travelers. I have no further advice on the subject, but no doubt the two institutions will continue operation the same as before.

Uncle Sam promises to get a line on a bunch of hi-jackers who are dealing in old gold and jewelry, that is swindling the unsuspecting public by fraudulent acid tests of same. In one case I know of out here, a friend of mine offered discarded jewelry, etc., to four different alleged assayists in one day, all of whom proved a very low test on the offerings. At the suggestion of the writer, he appealed to the government assay office, with the result that he realized two-and-a-half times the amount offered by the gangsters. By their machinations testing bars of 18-carat gold were fraudulently stamped 10-carat, and really high ratio offerings were taken in on that basis, giving the impression that "all that glitters is not gold," an incident well worth remembering if you are contemplating disposing of family heirlooms by this method.

A writer in a hotel publication says that the drug store came into the field in the eating game because the hotel man didn't think the sandwich trade was of sufficient importance to even go to the trouble of supplying a tasty article. Consequently the enterprising druggist saw the point and nailed the opportunity. Now the lowly sandwich carries the banner as a coin producer.

Frank S. Verbeck.

#### Has Been With Us Fifty Years

Hopkins, May 20—Enclosed find my check for \$3 to pay for another yearly subscription. It is now fifty years since I subscribed for the Michigan Tradesman under the name of Visner & Dendel. I was then twenty-six years old. Am now seventy-six and still running my own business as Dendel's department store, one of the largest stores in the state in a country town the size of Hopkins. I have the largest home tulip garden in the state. You should bring Mrs. Stowe down to see a real tulip show.

W. H. Dendel.

A swivel head on a new bolt clipper allows it to be slipped under or around obstructions to reach hard-to-get-at bolts. It cuts with full power whether straight on or at angles.

Confiscation to spread wealth would mean spreading poverty. Consider Russia.

#### Fair Trade Bill Back To House

Senate Bill No. 391 passed the Senate last Friday. This is the so-called fair trade bill, which is opposed by every retail merchant who does his own thinking. It was first introduced in the House, where it was turned down by the State Affairs Committee. Then it was introduced in the Senate by Senator Cotter, who has been very active in forcing the bill through the Senate.

Monday the bill was sent over to the House, where it was referred to the same committee (State Affairs) which turned it down when it was originally introduced in the House.

The bill under consideration provides for an additional tax of \$10 per year on Michigan merchants, both wholesale and retail, which will create a fund of \$850,000 per year. The man who is responsible for the movement expects to be appointed chief commissioner at a salary of \$7,500 per year and have the handling of the \$850,000.

Some of the provisions of the bill look extremely impractical. For example, it provides that merchandise shall not be sold at less than cost plus overhead. Suppose, for example, a dealer buys an item for \$1, has an overhead of 25 per cent. which is 33 1/3 per cent. on cost. This means he must sell it for not less than \$1.33. However, a syndicate store buys the same item for 80c. It has a 33 1/3 overhead, which is approximately 50 per cent. on cost. This would mean that the item could be sold for not less than \$1.20. The independent could not sell at the syndicate price because he would be violating the law.

#### Rising Used Car Inventories

Stocks of used cars in dealers' hands have been mounting rapidly, they report, and constitute a real threat to the stability of current trade-in values for new cars.

The increase in such inventories over those of a year ago at this time is approximately equal to the gains registered in new car sales, finance company officials indicate.

The size of second-hand car inventories of individual dealers varies with the make of new cars distributed by them. Those who have been unable to secure prompt delivery of new cars report very moderate stocks, equal to about a 25-day supply only. On the other hand, stocks of other dealers range from a 40- to a 50-day supply. Should the latter group be forced to cut used car prices to reduce stocks, however, all dealers would be affected, necessitating a reduction in trade-in values generally.

Motor company officials hold that present stocks are not excessive in view of the heavy new car sales this year. The approaching summer holidays furnish the best season for sales of used cars, they

say, and express confidence that dealers' inventories will be sharply reduced at that time without price slashes.

#### Advance in Crude Rubber Anticipated

Owing chiefly to the adjustment in supply by the international restriction committee, the price of crude rubber may soon advance, according to trade opinion.

The efficacy of the restriction scheme has been increased by the decision of Siam, which seemed likely to expand her output, to remain in the agreement. Likewise, an increased export tax upon native-grown rubber in the Dutch East Indies, effective June 1, will strengthen control over shipments there. Since exports during the second half of the year will be restricted to 65 per cent. of the production quota, a further curtailment of stocks is in prospect.

In the United States, consumption of crude for the first four months of the year totaled 177,624 tons, as compared with 172,616 tons last year. The accumulation of tires produced last winter in anticipation of labor troubles has retarded domestic demand. Accordingly, it appears improbable that 1935 consumption will reach 500,000 tons, as earlier forecast in the trade, and this consideration was partly responsible for recent low crude prices.

#### Frazier-Lemke Bill Effects

The new Frazier-Lemke farm mortgage refinancing bill now being actively pressed before both houses of Congress would force institutional lenders to withdraw entirely from the farm lending field, insurance company executives state. In addition, the measure would prove considerably more inflationary than the Patman bonus bill.

The measure provides that all existing farm mortgages shall be refinanced at a rate of 1 1/2 per cent. Institutional lenders would thus be forced to accept cash payment of their loans and to withdraw from the field since their obligations would prevent acceptance of the 1 1/2 per cent. Farm Credit bonds that would be offered in exchange.

Although the bill would thus further narrow the field of investment for institutions, its chief danger is its inflationary character. This arises from the provision that requires the Federal Reserve banks to purchase up to \$3,000,000,000 of the 1 1/2 per cent. bonds with new Federal Reserve notes.

#### Dreams Were Simple

The psychiatrists meeting in Washington were told that the ancients knew psychoanalysis. No less a personage than Hippocrates, father of medicine, is said to have treated nervous ailments by analyzing the patients' dreams. Presumably there is sufficient authority for the claim, yet the ancient world as

known to the layman seems to have taken its dreams in quite the opposite sense from the psychoanalyst.

The ancient dream interpreters stuck close to face values. When Pharaoh dreamed of seven fat kine and seven lean kine it meant seven years of plenty and seven years of famine. When Jacob dreamed about the ladder ascending to heaven the accepted interpretation was close to the text of the dream. You can only wonder what one ladder and seven emaciated cows would become in the hands of a psychoanalyst.

#### More Summer Goods Re-orders

Re-orders on Summer lines were larger in the primary market last week, with indications that the week would see much more activity in apparel and accessories. The mail orders received indicated retailers were rounding out stocks prior to extensive Memorial Day promotions. Low-end dresses, linen coats and suits and white and pastel coats were in active request, with reports indicating that retailers in a number of centers were now beginning to get active turnover of these types of warm-weather apparel. Panamas were outstanding in millinery, and manufacturers look for a spurt in these types. Improvement is expected shortly in sports and beach wear.

#### Second Overall Rise Held Back

The predicted second advance in overall prices has failed to materialize, although one manufacturer has moved up quotations an additional 25 cents per dozen. In the local trade, indications are that some plants are not satisfied as yet with their present volume of business and that they wish to book additional orders before increasing quotations. Despite the two denim increases, competition is still strong in the industry and, until several of the leaders take definite action in raising quotations, other manufacturers will hold to present levels, it was said.

#### Brown Raises Shoe Prices

A price advance of approximately 4 per cent., chiefly on men's styles, was put into effect by the Brown Shoe Co., according to reports in the New York market. This follows rises of 2 1/2 to 15 cents per pair by other important producers last week. Chief interest in the market centered on what action the International Shoe Co. might take. According to advices from St. Louis, officials said no increases were contemplated as yet. Morse & Rogers executives stated that all announcements would have to emanate from the St. Louis headquarters.

#### August Coats Stress \$58 Range

Those retailers who in the past have staged August coat sales will continue their policy for the coming summer, according to reports in the coat trade. The need of obtaining the additional volume in August to meet the sales figures of previous years was cited as a major factor in the decision. The leading price range at retail, it was reported, will be the \$58 line, which was also outstanding last year. Retailers who will stage the promotions are already beginning to place orders.

Thank God for the Supreme Court!

## 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. Farr, Lansing.  
Examination Sessions—Three sessions are held each year, one in Detroit, one in the Upper Peninsula and one at Ferris Institute, Big Rapids.

### Michigan State Pharmaceutical Association.

President—J. E. Mahar, Pontiac.  
Ex-President—Duncan Weaver, Fennville.

First Vice-President—Ben Peck, Kalamazoo.

Second Vice-President—Joseph Maltas, Sault Ste. Marie.  
Treasurer—Henry Hadley, Benton Harbor.

Secretary—Clare F. Allan, Wyandotte.  
Executive Committee—M. N. Henry (chairman), Lowell; Benjamin S. Peck, Kalamazoo; A. A. Sprague, Ithaca; Leo J. Lacroix, Detroit; James W. Lyons, Detroit; Ray Jensen, Grand Rapids; Duncan Weaver, Fennville.

### Distribution Evils Cut Into Drug Trade

To eliminate some of the evils of indiscriminate distribution—substitution of products, "footballing," dealer apathy and profitless volume—many drug manufacturers throughout the country have switched to the selective method of distribution, according to a Nationwide survey completed last week by the National Wholesale Druggists Association.

Selective distribution, which confines the sale of products to those outlets which will handle them in a "sound manner," has afforded the manufacturers many advantages in price and profit protection under the drastic changes in business, it is stated in the report, which was made in co-operation with the Bureau of Business research of the Harvard School of Business.

Of the total production of drug manufacturers, 63 per cent. was distributed throughout the country by service wholesalers, of which there are 215, the report states. Twenty-three per cent. of their output was sold direct by manufacturers to chain store organizations, while the balance of 14 per cent. went direct to independents and other distribution channels, including department stores.

The survey divides the country into eighty-four trading areas for drug wholesaling. Each territory is illustrated with a map showing the cities, towns, villages and counties covered by the service wholesalers. In making the survey, the association received more than 145,000 report cards showing that, to handle their \$300,000,000 annual volume, the service wholesalers throughout the country covered 97 per cent. of the 55,000 independent retail drug stores and employed 3,135 salesmen, or one for every seventeen stores.

At the beginning of 1935, the report shows, the merchandise inventory of all of the service wholesalers was \$50,600,000. The number of items stocked by them generally averaged 25,000 to 50,000. In one warehouse recently checked by the Department of Commerce, it is stated, the total number of items stocked was 86,000. The minimum number of items stocked by the smallest houses was not less than 16,000, while the maximum number stock-

ed by the largest houses exceeded 100,000.

"Keeping a product available at all times to retailers and consumers in every section of the country is, as manufacturers realize, both an essential safeguard against lost sales and an effective insurance against unnecessary and costly waste in advertising coverage" the report states.

The survey was made under the direction of the manufacturers' committee of the association, of which John T. Woodside is chairman, while the material was assembled by Kenneth Laird.

### 58,407 Drug Stores in U. S. During 1933

Washington, May 22—A special report on drug store retailing in the United States prepared by retail division of the 1933 census of American business, a civil works administration project, shows that there were 58,407 drug stores in operation in the United States against 58,258 in 1929. Their sales in 1933 totaled \$1,066,252,000 against \$1,690,399,000 in 1929.

Of the 58,407 stores analyzed in the report 3,766 or more than 6 per cent. were units of chains, and 54,641 or 93.6 per cent. were classed as independent stores. Independents did 75 per cent of the total drug business in 1933. Operating expenses increased in ratio to sales because of reduced sales volume from \$27.11 per \$100 of sales in 1929 to \$30.88 per \$100 of sales in 1933.

### Pressure Groups

The theory of the Founding Fathers was that the people would elect representatives who would assemble in Washington and, after deliberation and debate, would pass laws wanted and needed by all the people of the country.

It has been learned, however, that if an important group of people can agree upon what they want, organize under some imposing name and have the benefit of leaders who seem to speak with strong backing, they can exert more power than a great mass of unorganized voters.

The pressure groups have a legal right to ask what they want, for it comes under the constitutional provision regarding petition. It is desirable that sections of the population make their wants known. Still, it is obvious that pressure groups sometimes exert an influence upon the government altogether out of proportion to their numbers and deserts.

### Honor Where Due

No matter what mistakes President Roosevelt may have made or what quarrel citizens may have with his policies or his methods, the shining fact remains that but for his intelligence and courage we should have the Bonus Bill a law in this country within the next two weeks. He stopped it. His force in the Senate checked many a wavering Senator. The threat of a Presidential veto has knocked the Bonus Bill in the head; and one good, long, clean, red mark of merit should be chalked up in Franklin Roosevelt's record. Here he was a patriot, far-seeing, absolutely honest politically and courageous to his own hurt.

A new era is dawning on the world. We are beginning to believe in the religion of usefulness.

### Newest Check Swindle

A different way of working the check swindle racket is reported from Los Angeles. As described by Southern California Grocers Journal, the swindler removes statements of accounts from residence and apartment building mail boxes. Presenting the statement to the cashier of the merchant issuing it, together with a fake check for a larger amount than the statement, he aims to get the balance in cash. Of course all he is interested in is this change.

It is suggested that if such a check is presented at a store, the post office inspection department should be notified by phone.

### Mystic and Scientist

Fellowship is essentially a thing of the spirit. The scientist will continue to tell us much about the material world, but he will not always hold the oracular position he now occupies. When we want to know the real nature of the world we will turn in future to

the mystic, not as we do now to the philosopher or the scientist. The mystic experiences directly the essential drive of the universe, he reaches his conclusions by direct inspiration, and he will be looked upon as the type of what the race is developing toward in its slow, evolutionary way.

### Business in Leash

Undoubtedly business is being checked both by the financial burden of complying with New Deal regulations and paying the salaries of payroll riders, and by fears arising from the grip that patronage greed seems to have on Congress. A recent estimate that \$20-billion in new business is held at the starting post by New Deal smothering of initiative probably is not far out of line. Now that business is improving, the administration can help it by taking whatever credit it cares to claim and removing the shackles from the courage and initiative of business leadership.

Business alleges double-dealing.

**Certified  
INSECTICIDES**

TO-DOT (Super Household Fly Spray  
—Bulk or bottled)  
FLY-DI (In bulk only to the Drug  
trade)  
TO-DOT—(Cattle and Dairy Sprays)

**DISINFECTANTS**


PAR-DIP (Disinfectant and Animal  
Dip—Cans or bulk)  
No. 4 CRESOL (In bulk only to the  
Drug trade)

20 years Michigan Druggists have  
preferred Parsons bulk chemicals.

Write for Bulk Prices—

**Parsons Chemical Works**

MANUFACTURING LABORATORIES  
GRAND LEDGE, MICH.



"It's  
Killing  
Power  
that Counts"

## 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.

<b>ACID</b> Acetic, No. 8, lb. 06 @ 10 Boric, Powd., or Xtal, lb. 07 1/4 @ 30 Carbolic, Xtal, lb. 36 @ 43 Citric, lb. 33 @ 45 Muriatic, Com'l., lb. 02 3/4 @ 10 Nitric, lb. 10 @ 15 Oxalic, lb. 15 @ 25 Sulphuric, lb. 02 3/4 @ 10 Tartaric, lb. 33 @ 40			<b>FLOWER</b> Arnica, lb. 50 @ 55 Chamomile 60 @ 70 German, lb. 60 @ 70 Roman, lb. @ 1 40 Saffron American, lb. @ 75 Spanish, ozs. @ 1 25			<b>POTASSIUM</b> Bicarbonate, lb. 30 @ 35 Acetate, lb. 69 @ 1 04 Bichromate, lb. 16 @ 24 Bromide, lb. 64 @ 85 Carbonate, lb. 48 @ 72 Chlorate Xtal, lb. 20 @ 29 Powd., lb. 19 @ 27 Gran., lb. 32 @ 40 Iodide, lb. 1 85 @ 2 14 Permanganate, lb. 30 @ 50 Prussiate Red, lb. 90 @ 1 00 Yellow, lb. 50 @ 60		
<b>ALCOHOL</b> Denatured, No. 5, gal. 38 @ 50 Wood, gal. 50 @ 60			<b>FORMALDEHYDE, BULK</b> Pound 08 @ 20			<b>QUASSIA CHIPS</b> Pound 25 @ 30 Powd., lb. 35 @ 40		
<b>ALUM-POTASH, USP</b> Lump, lb. 05 @ 15 Powd. or Gra., lb. 05 1/4 @ 16			<b>FULLER'S EARTH</b> Powder, lb. 05 @ 10			<b>QUININE</b> 5 oz. cans, ozs. @ 77		
<b>AMMONIA</b> Concentrated, lb. 06 @ 13 1-F, lb. 05 1/4 @ 13 3-F, lb. 05 1/4 @ 13 Carbonate, lb. 23 @ 30 Muriate, Lp., lb. 13 @ 30 Muriate, Gra., lb. 07 1/4 @ 13 Muriate, Po., lb. 22 @ 28			<b>GELATIN</b> Pound 55 @ 65			<b>ROSIN</b> Pound 04 @ 15		
<b>ARSENIC</b> Pound 07 @ 20			<b>GLUE</b> Brok., Bro., lb. 20 @ 20 Gro'd, Dark, lb. 15 @ 25 Whl. Flake, lb. 27 1/2 @ 35 White G'd., lb. 25 @ 25 White AXK light, lb. 25 @ 25 Ribbon 42 1/2 @ 50			<b>ROOT</b> Aconite, Powd., lb. @ 90 Alkanet, lb. 35 @ 40 Alkanet, Powd., lb. @ 50 Belladonna, Powd., lb. @ 50 Blood, Powd., lb. 35 @ 45 Burdock, Powd., lb. @ 60 Calamus, Bleached, Split and Peeled, lb. @ 75 Calamus, Ordinary, lb. @ 25 Elecampane, lb. 25 @ 30 Gentian, Powd., lb. 17 1/2 @ 30 Ginger, African, Powd., lb. 16 @ 25 Ginger, Jamaica, Limed, lb. 38 @ 55 Ginger, Jamaica, Powd., lb. 30 @ 40 Goldenseal, Powd., lb. 2 00 @ 2 20 Pileasore, White, Powd., lb. 20 @ 30 Indian Turnip, Powd., lb. @ 50 Ipecac, Powd., lb. 3 00 @ 3 60 Licorice, lb. 35 @ 40 Licorice, Powd., lb. 15 @ 25 Mandrake, Powd., lb. @ 40 Marshmallow, Cut., lb. @ 59 Marshmallow, Powd., lb. @ 60 Orris, lb. @ 25 Orris, Powd., lb. 40 @ 45 Orris, Fingers, lb. @ 1 75 Pink, Powd., lb. 1 50 @ 2 25 Poke, Powd., lb. @ 30 Rhubarb, lb. @ 70 Rhubarb, Powd., lb. @ 50 Sarsaparilla (Honduras, cut) 1 20 @ 1 20 Sarsaparilla, Med., Cut, lb. @ 50 Squills, Powd., lb. 42 @ 50 Tumeric, Powd., lb. 15 @ 25 Valerian, Powd., lb. @ 50		
<b>BALSAMS</b> Copaiba, lb. 60 @ 1 20 Fir, Cana., lb. 2 00 @ 2 40 Fir, Oreg., lb. 50 @ 1 00 Peru, lb. 3 50 @ 4 00 Tolu, lb. 1 50 @ 1 80			<b>GLYCERINE</b> Pound 19 @ 45			<b>SEED</b> Anise, lb. 40 @ 45 Canary, Recleaned, lb. 10 @ 15 Cardamon, Bleached, lb. @ 2 00 Caraway, Dutch, lb. 25 @ 30 Celery, lb. @ 90 Coriander, lb. @ 2 00 Fennel, lb. 15 @ 25 Flax, Whole, lb. 30 @ 40 Flax, Ground, lb. 06 1/4 @ 15 Hemp, Recleaned, lb. 08 @ 15 Lobelia, Powd., lb. @ 25 Mustard, Black, lb. 17 1/4 @ 25 Mustard, White, lb. 15 @ 25 Poppy, Blue, lb. 20 @ 25 Quince, lb. 1 00 @ 1 25 Rape, lb. 10 @ 15 Sabadilla, Powd., lb. 45 @ 55 Sunflower, lb. 11 @ 20 Worm, Levant, lb. @ 5 50 Worm, Levant, Powd. @ 5 75		
<b>BARKS</b> Cassia Ordinary, lb. @ 20 Ordinary, Po., lb. 20 @ 30 Saigon, lb. @ 30 Saigon, Po., lb. 50 @ 60 Elm., lb. 40 @ 45 Elm, Powd., lb. 38 @ 45 Elm, G'd., lb. 38 @ 45 Sassafras (P'd lb. 50) 38 @ 45 Soaptree, cut, lb. 20 @ 30 Soaptree, Po., lb. 35 @ 40			<b>GUM</b> Aloes, Barbadoes, so called, lb. gourds 35 @ 40 Aloes, Socotrine, lb. 45 @ 50 Powd., lb. @ 75 Arabic, first, lb. @ 20 Arabic, sorts, lb. 17 @ 25 Arabic, Gran., lb. @ 25 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. @ 75 Myrrh, Pow., lb. @ 50 Shellac, Orange, lb. 42 @ 50 Ground, lb. 42 @ 50 Shellac, white (bone dr'd) lb. 45 @ 56 Tragacanth No. 1, bbis. 1 75 @ 2 00 No. 2, lbs. 1 50 @ 1 75 Pow., lb. 1 00 @ 1 25			<b>SAL</b> Epsom, lb. 03 @ 10 Glaubers Lump, lb. 02 @ 10 Gran., lb. 03 1/4 @ 10 Nitre Xtal. or Powd. 10 @ 20 Gran., lb. 09 @ 20 Rochelle, lb. 17 @ 20 Soda, lb. 02 1/4 @ 08		
<b>BERRIES</b> Cubeb, lb. @ 75 Cubeb, Po., lb. @ 30 Juniper, lb. 10 @ 20			<b>HONEY</b> Pound 25 @ 40			<b>SANDALWOOD</b> Sandalwood E. I., lb. 3 00 @ 3 60 W. I., lb. 4 50 @ 4 75		
<b>BLUE VITRIOL</b> Pound 06 @ 15			<b>HOPS</b> 1/2 s Loose, Pressed, lb. @ 75			<b>SASSAFRAS</b> True, lb. 1 90 @ 2 40 Syn., lb. 1 00 @ 1 40 Spearmint, lb. 3 50 @ 4 00 Tansy, lb. 5 50 @ 6 00 Thyme, Red, lb. 1 75 @ 2 40 Thyme, Whl., lb. 2 00 @ 2 60 Wintergreen Leaf, true, lb. 5 60 @ 6 00 Birch, lb. 4 00 @ 4 40 Syn. 75 @ 1 20 Wormseed, lb. 3 50 @ 4 00 Wormwood, lb. 5 50 @ 6 00		
<b>BORAX</b> P'd or Xtal, lb. 06 @ 13			<b>HYDROGEN PEROXIDE</b> Pound, gross 27 00 @ 29 00 1/2 lb., gross 17 00 @ 18 00 1/4 lb., gross 11 00 @ 11 50			<b>SASSAFRAS</b> True, lb. 1 90 @ 2 40 Syn., lb. 1 00 @ 1 40 Spearmint, lb. 3 50 @ 4 00 Tansy, lb. 5 50 @ 6 00 Thyme, Red, lb. 1 75 @ 2 40 Thyme, Whl., lb. 2 00 @ 2 60 Wintergreen Leaf, true, lb. 5 60 @ 6 00 Birch, lb. 4 00 @ 4 40 Syn. 75 @ 1 20 Wormseed, lb. 3 50 @ 4 00 Wormwood, lb. 5 50 @ 6 00		
<b>BRIMSTONE</b> Pound 04 @ 10			<b>INDIGO</b> Madras, lb. 2 00 @ 2 25			<b>SASSAFRAS</b> True, lb. 1 90 @ 2 40 Syn., lb. 1 00 @ 1 40 Spearmint, lb. 3 50 @ 4 00 Tansy, lb. 5 50 @ 6 00 Thyme, Red, lb. 1 75 @ 2 40 Thyme, Whl., lb. 2 00 @ 2 60 Wintergreen Leaf, true, lb. 5 60 @ 6 00 Birch, lb. 4 00 @ 4 40 Syn. 75 @ 1 20 Wormseed, lb. 3 50 @ 4 00 Wormwood, lb. 5 50 @ 6 00		
<b>CAMPBOR</b> Pound 72 @ 85			<b>INSECT POWDER</b> Pure, lb. 31 @ 41			<b>SASSAFRAS</b> True, lb. 1 90 @ 2 40 Syn., lb. 1 00 @ 1 40 Spearmint, lb. 3 50 @ 4 00 Tansy, lb. 5 50 @ 6 00 Thyme, Red, lb. 1 75 @ 2 40 Thyme, Whl., lb. 2 00 @ 2 60 Wintergreen Leaf, true, lb. 5 60 @ 6 00 Birch, lb. 4 00 @ 4 40 Syn. 75 @ 1 20 Wormseed, lb. 3 50 @ 4 00 Wormwood, lb. 5 50 @ 6 00		
<b>CANTHARIDES</b> Russian, Powd. @ 4 50 Chinese, Powd. @ 3 00			<b>LEAD ACETATE</b> Xtal, lb. 17 @ 25 Powd. and Gran. 25 @ 35			<b>SASSAFRAS</b> True, lb. 1 90 @ 2 40 Syn., lb. 1 00 @ 1 40 Spearmint, lb. 3 50 @ 4 00 Tansy, lb. 5 50 @ 6 00 Thyme, Red, lb. 1 75 @ 2 40 Thyme, Whl., lb. 2 00 @ 2 60 Wintergreen Leaf, true, lb. 5 60 @ 6 00 Birch, lb. 4 00 @ 4 40 Syn. 75 @ 1 20 Wormseed, lb. 3 50 @ 4 00 Wormwood, lb. 5 50 @ 6 00		
<b>CHALK</b> Crayons White, dozen @ 2 60 Dustless, dozen @ 6 00 French Powder, Com'l., lb. 03 1/2 @ 10 Precipitated, lb. 13 @ 15 Prepared, lb. 14 @ 16 White, lump, lb. 03 @ 10			<b>LICORICE</b> Extracts, sticks, per box. 1 50 @ 2 00 Lozenges, lb. 40 @ 50 Wafers, (24s) box. @ 1 50			<b>SASSAFRAS</b> True, lb. 1 90 @ 2 40 Syn., lb. 1 00 @ 1 40 Spearmint, lb. 3 50 @ 4 00 Tansy, lb. 5 50 @ 6 00 Thyme, Red, lb. 1 75 @ 2 40 Thyme, Whl., lb. 2 00 @ 2 60 Wintergreen Leaf, true, lb. 5 60 @ 6 00 Birch, lb. 4 00 @ 4 40 Syn. 75 @ 1 20 Wormseed, lb. 3 50 @ 4 00 Wormwood, lb. 5 50 @ 6 00		
<b>CAPSICUM</b> Pods, lb. 60 @ 70 Powder, lb. 62 @ 75			<b>LEAVES</b> Buchu, lb., short @ 70 Buchu, lb., long @ 75 Buchu, P'd, lb. @ 75 Sage, bulk, lb. 25 @ 30 Sage, loose pressed, 1/4 s, lb. @ 40 Sage, ounces @ 25 Sage, P'd and Grd. @ 35 Senna Alexandria, lb. 35 @ 40 Tinnevela, lb. 25 @ 40 Powd., lb. 25 @ 35 Uva Ursi, lb. @ 30 Uva Ursi, P'd, lb. @ 35			<b>SASSAFRAS</b> True, lb. 1 90 @ 2 40 Syn., lb. 1 00 @ 1 40 Spearmint, lb. 3 50 @ 4 00 Tansy, lb. 5 50 @ 6 00 Thyme, Red, lb. 1 75 @ 2 40 Thyme, Whl., lb. 2 00 @ 2 60 Wintergreen Leaf, true, lb. 5 60 @ 6 00 Birch, lb. 4 00 @ 4 40 Syn. 75 @ 1 20 Wormseed, lb. 3 50 @ 4 00 Wormwood, lb. 5 50 @ 6 00		
<b>CLOVES</b> Whole, lb. 30 @ 40 Powdered, lb. 35 @ 45			<b>LIME</b> Chloride, med., dz. @ 85 Chloride, large, dz. @ 1 45			<b>SASSAFRAS</b> True, lb. 1 90 @ 2 40 Syn., lb. 1 00 @ 1 40 Spearmint, lb. 3 50 @ 4 00 Tansy, lb. 5 50 @ 6 00 Thyme, Red, lb. 1 75 @ 2 40 Thyme, Whl., lb. 2 00 @ 2 60 Wintergreen Leaf, true, lb. 5 60 @ 6 00 Birch, lb. 4 00 @ 4 40 Syn. 75 @ 1 20 Wormseed, lb. 3 50 @ 4 00 Wormwood, lb. 5 50 @ 6 00		
<b>COCAINE</b> Ounce 13 75 @ 15 40			<b>LYCOPODIUM</b> Pound 50 @ 60			<b>SASSAFRAS</b> True, lb. 1 90 @ 2 40 Syn., lb. 1 00 @ 1 40 Spearmint, lb. 3 50 @ 4 00 Tansy, lb. 5 50 @ 6 00 Thyme, Red, lb. 1 75 @ 2 40 Thyme, Whl., lb. 2 00 @ 2 60 Wintergreen Leaf, true, lb. 5 60 @ 6 00 Birch, lb. 4 00 @ 4 40 Syn. 75 @ 1 20 Wormseed, lb. 3 50 @ 4 00 Wormwood, lb. 5 50 @ 6 00		
<b>COPPERAS</b> Xtal, lb. 03 1/4 @ 10 Powdered, lb. 04 @ 15			<b>MAGNESIA</b> Caro., 1/4 s, lb. @ 30 Carb., 1/4 s, lb. @ 25 Carb., Powd., lb. 15 @ 25 Oxide, Hea., lb. @ 70 Oxide, light, lb. @ 75			<b>SASSAFRAS</b> True, lb. 1 90 @ 2 40 Syn., lb. 1 00 @ 1 40 Spearmint, lb. 3 50 @ 4 00 Tansy, lb. 5 50 @ 6 00 Thyme, Red, lb. 1 75 @ 2 40 Thyme, Whl., lb. 2 00 @ 2 60 Wintergreen Leaf, true, lb. 5 60 @ 6 00 Birch, lb. 4 00 @ 4 40 Syn. 75 @ 1 20 Wormseed, lb. 3 50 @ 4 00 Wormwood, lb. 5 50 @ 6 00		
<b>CREAM TARTAR</b> Pound 25 @ 38			<b>MENTHOL</b> Pound 4 93 @ 5 24			<b>SASSAFRAS</b> True, lb. 1 90 @ 2 40 Syn., lb. 1 00 @ 1 40 Spearmint, lb. 3 50 @ 4 00 Tansy, lb. 5 50 @ 6 00 Thyme, Red, lb. 1 75 @ 2 40 Thyme, Whl., lb. 2 00 @ 2 60 Wintergreen Leaf, true, lb. 5 60 @ 6 00 Birch, lb. 4 00 @ 4 40 Syn. 75 @ 1 20 Wormseed, lb. 3 50 @ 4 00 Wormwood, lb. 5 50 @ 6 00		
<b>CUTTLEBONE</b> Pound 40 @ 50			<b>MERCURY</b> Pound 1 75 @ 2 00			<b>SASSAFRAS</b> True, lb. 1 90 @ 2 40 Syn., lb. 1 00 @ 1 40 Spearmint, lb. 3 50 @ 4 00 Tansy, lb. 5 50 @ 6 00 Thyme, Red, lb. 1 75 @ 2 40 Thyme, Whl., lb. 2 00 @ 2 60 Wintergreen Leaf, true, lb. 5 60 @ 6 00 Birch, lb. 4 00 @ 4 40 Syn. 75 @ 1 20 Wormseed, lb. 3 50 @ 4 00 Wormwood, lb. 5 50 @ 6 00		
<b>DEXTRINE</b> Yellow Corn, lb. 06 1/4 @ 15 White Corn, lb. 07 @ 15			<b>PETROLATUM</b> Amber, Plain, lb. 12 @ 17 Amber, Carb. lb. 14 @ 19 Cream Whl., lb. 17 @ 22 Lilly White, lb. 30 @ 35 Snow White, lb. 22 @ 27			<b>SASSAFRAS</b> True, lb. 1 90 @ 2 40 Syn., lb. 1 00 @ 1 40 Spearmint, lb. 3 50 @ 4 00 Tansy, lb. 5 50 @ 6 00 Thyme, Red, lb. 1 75 @ 2 40 Thyme, Whl., lb. 2 00 @ 2 60 Wintergreen Leaf, true, lb. 5 60 @ 6 00 Birch, lb. 4 00 @ 4 40 Syn. 75 @ 1 20 Wormseed, lb. 3 50 @ 4 00 Wormwood, lb. 5 50 @ 6 00		
<b>EXTRACT</b> Witch Hazel, Yellow Lab., gal. 95 @ 1 65 Licorice, P'd, lb. 50 @ 60			<b>PITCH BURGUNDY</b> Pound 20 @ 25			<b>SASSAFRAS</b> True, lb. 1 90 @ 2 40 Syn., lb. 1 00 @ 1 40 Spearmint, lb. 3 50 @ 4 00 Tansy, lb. 5 50 @ 6 00 Thyme, Red, lb. 1 75 @ 2 40 Thyme, Whl., lb. 2 00 @ 2 60 Wintergreen Leaf, true, lb. 5 60 @ 6 00 Birch, lb. 4 00 @ 4 40 Syn. 75 @ 1 20 Wormseed, lb. 3 50 @ 4 00 Wormwood, lb. 5 50 @ 6 00		
<b>EXTRACT</b> Witch Hazel, Yellow Lab., gal. 95 @ 1 65 Licorice, P'd, lb. 50 @ 60			<b>POTASSA</b> Caustic, st'ks, lb. 69 @ 1 04 Liquor, lb. @ 40			<b>SASSAFRAS</b> True, lb. 1 90 @ 2 40 Syn., lb. 1 00 @ 1 40 Spearmint, lb. 3 50 @ 4 00 Tansy, lb. 5 50 @ 6 00 Thyme, Red, lb. 1 75 @ 2 40 Thyme, Whl., lb. 2 00 @ 2 60 Wintergreen Leaf, true, lb. 5 60 @ 6 00 Birch, lb. 4 00 @ 4 40 Syn. 75 @ 1 20 Wormseed, lb. 3 50 @ 4 00 Wormwood, lb. 5 50 @ 6 00		
<b>EXTRACT</b> Witch Hazel, Yellow Lab., gal. 95 @ 1 65 Licorice, P'd, lb. 50 @ 60			<b>PLASTER PARIS DENTAL</b> Barrels @ 6 00 Less, lb. 03 1/4 @ 06			<b>SASSAFRAS</b> True, lb. 1 90 @ 2 40 Syn., lb. 1 00 @ 1 40 Spearmint, lb. 3 50 @ 4 00 Tansy, lb. 5 50 @ 6 00 Thyme, Red, lb. 1 75 @ 2 40 Thyme, Whl., lb. 2 00 @ 2 60 Wintergreen Leaf, true, lb. 5 60 @ 6 00 Birch, lb. 4 00 @ 4 40 Syn. 75 @ 1 20 Wormseed, lb. 3 50 @ 4 00 Wormwood, lb. 5 50 @ 6 00		
<b>EXTRACT</b> Witch Hazel, Yellow Lab., gal. 95 @ 1 65 Licorice, P'd, lb. 50 @ 60			<b>SOAP</b> Castile, Conti, White Box @ 15 75 Bar @ 1 60 Powd. 50 @ 55			<b>SASSAFRAS</b> True, lb. 1 90 @ 2 40 Syn., lb. 1 00 @ 1 40 Spearmint, lb. 3 50 @ 4 00 Tansy, lb. 5 50 @ 6 00 Thyme, Red, lb. 1 75 @ 2 40 Thyme, Whl., lb. 2 00 @ 2 60 Wintergreen Leaf, true, lb. 5 60 @ 6 00 Birch, lb. 4 00 @ 4 40 Syn. 75 @ 1 20 Wormseed, lb. 3 50 @ 4 00 Wormwood, lb. 5 50 @ 6 00		
<b>EXTRACT</b> Witch Hazel, Yellow Lab., gal. 95 @ 1 65 Licorice, P'd, lb. 50 @ 60			<b>SODAS</b> Ash @ 03 @ 10 Bicarbonate, lb. 03 1/4 @ 10 Caustic, Co'l., lb. 03 @ 10 Hyposulphite, lb. 05 @ 10 Phosphate, lb. 23 @ 28 Sulphite Xtal, lb. 15 @ 25 Dry, Powd., lb. 12 1/4 @ 20 Silicate, Sol., gal. 40 @ 70			<b>SASSAFRAS</b> True, lb. 1 90 @ 2 40 Syn., lb. 1 00 @ 1 40 Spearmint, lb. 3 50 @ 4 00 Tansy, lb. 5 50 @ 6 00 Thyme, Red, lb. 1 75 @ 2 40 Thyme, Whl., lb. 2 00 @ 2 60 Wintergreen Leaf, true, lb. 5 60 @ 6 00 Birch, lb. 4 00 @ 4 40 Syn. 75 @ 1 20 Wormseed, lb. 3 50 @ 4 00 Wormwood, lb. 5 50 @ 6 00		
<b>EXTRACT</b> Witch Hazel, Yellow Lab., gal. 95 @ 1 65 Licorice, P'd, lb. 50 @ 60			<b>SULPHUR</b> Light, lb. 04 1/4 @ 10			<b>SASSAFRAS</b> True, lb. 1 90 @ 2 40 Syn., lb. 1 00 @ 1 40 Spearmint, lb. 3 50 @ 4 00 Tansy, lb. 5 50 @ 6 00 Thyme, Red, lb. 1 75 @ 2 40 Thyme, Whl., lb. 2 00 @ 2 60 Wintergreen Leaf, true, lb. 5 60 @ 6 00 Birch, lb. 4 00 @ 4 40 Syn. 75 @ 1 20 Wormseed, lb. 3 50 @ 4 00 Wormwood, lb. 5 50 @ 6 00		
<b>EXTRACT</b> Witch Hazel, Yellow Lab., gal. 95 @ 1 65 Licorice, P'd, lb. 50 @ 60			<b>SYRUP</b> Rock Candy, Gals. 70 @ 85			<b>SASSAFRAS</b> True, lb. 1 90 @ 2 40 Syn., lb. 1 00 @ 1 40 Spearmint, lb. 3 50 @ 4 00 Tansy, lb. 5 50 @ 6 00 Thyme, Red, lb. 1 75 @ 2 40 Thyme, Whl., lb. 2 00 @ 2 60 Wintergreen Leaf, true, lb. 5 60 @ 6 00 Birch, lb. 4 00 @ 4 40 Syn. 75 @ 1 20 Wormseed, lb. 3 50 @ 4 00 Wormwood, lb. 5 50 @ 6 00		
<b>EXTRACT</b> Witch Hazel, Yellow Lab., gal. 95 @ 1 65 Licorice, P'd, lb. 50 @ 60			<b>TAR</b> 1/2 Pints, dozen @ 1 00 Pints, dozen @ 1 50 Quarts, dozen @ 3 75			<b>SASSAFRAS</b> True, lb. 1 90 @ 2 40 Syn., lb. 1 00 @ 1 40 Spearmint, lb. 3 50 @ 4 00 Tansy, lb. 5 50 @ 6 00 Thyme, Red, lb. 1 75 @ 2 40 Thyme, Whl., lb. 2 00 @ 2 60 Wintergreen Leaf, true, lb. 5 60 @ 6 00 Birch, lb. 4 00 @ 4 40 Syn. 75 @ 1 20 Wormseed, lb. 3 50 @ 4 00 Wormwood, lb. 5 50 @ 6 00		
<b>EXTRACT</b> Witch Hazel, Yellow Lab., gal. 95 @ 1 65 Licorice, P'd, lb. 50 @ 60			<b>TURPENTINE</b> Gallons 63 @ 78			<b>SASSAFRAS</b> True, lb. 1 90 @ 2 40 Syn., lb. 1 00 @ 1 40 Spearmint, lb. 3 50 @ 4 00 Tansy, lb. 5 50 @ 6 00 Thyme, Red, lb. 1 75 @ 2 40 Thyme, Whl., lb. 2 00 @ 2 60 Wintergreen Leaf, true, lb. 5 60 @ 6 00 Birch, lb. 4 00 @ 4 40 Syn. 75 @ 1 20 Wormseed, lb. 3 50 @ 4 00 Wormwood, lb. 5 50 @ 6 00		

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

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

Table with columns: ADVANCED, Hams, Fancy, Skinned, 3/4c, Ham, Dried Beef, Knuckles, Bacon, Fancy, Wet Shrimp, Alaska Salmon, Diced Carrots, Corned Beef Hash, Imperial Pineapple, DECLINED, Bottle Caps, Split Peas, Sauer Kraut.

Table with columns: AMMONIA, BREAKFAST FOODS, Kellogg's Brands, Corn Flakes, Instant Postum, Postum Cereal, Post Toasties, Post Bran, Post Bran, PBF, White Swan Par, Blue Berries, Eagle, Cherries, Hart, Supreme, Hart Special.

Table with columns: APPLE BUTTER, Quaker, 12-28 oz., Doz., Rumford's, 10c, per dozen, 6-oz., 2 doz., 12-oz., 5-lb., Calumet, 4-oz., 2 doz., 16-oz., 5-lb., K C, 10 oz., 4 doz. in case, 15 oz., 2 doz. in case, 25 oz., 2 doz. in case, 5 lb., 1 doz. in case, 10 lb., 1/2 doz. in case.

Table with columns: BAKING POWDERS, Clabber Girl, 10-oz., 4 doz. case, 2 lb., 1 doz. case, Royal, 2 oz., doz., Royal, 6 oz., doz., Royal, 12 oz., doz., Royal, 6 lbs., doz., BROOMS, Quaker, 5 sewed, Warehouse, Winner, 5 sewed, Eagle.

Table with columns: BRUSHES, Scrub, New Deal, dozen, Stove, Shaker, dozen, Shoe, Topoen, dozen, BUTTER COLOR, Hansen's, 4 oz. bottles, Hansen's, 2 oz. bottles, CANDLES, Electric Light, 40 lbs., Plumber, 40 lbs., Paraffine, 6s, Paraffine, 12s, Wicking, Tudor, 6s, per box.

Table with columns: BEANS and PEAS, Dry Lima Beans, White H'd P. Beans, Split Peas, Split Peas, Scotch Peas, Apples, Imperial, Apple Sauce, Harts, Apricots, Forest, Quaker, Gibraltar, Superior, Supreme, Quaker, Imperial, Pineapple Juice, Doles, Diamond Head, Doles, Honey Dew.

Table with columns: BLEACHER CLEANSER, Lizzie, Linceo Wash, Clorox, Clorox, BURNERS, Queen Ann, White Flame, and 2, doz., BOTTLE CAPS, Single Lager, case, per case.

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Table with columns: Pineapple, Silced, Honey Dew, sliced, Honey Dew, tid bits, Honey Dew, No. 2 1/2, Honey Dew, No. 2, Honey Dew, No. 1, Ukelele Broken, No. 10, Ukelele Broken, No. 2, Quaker, Tid Bits, Quaker, No. 10, Quaker, No. 2 1/2, Quaker, No. 2, Quaker, No. 1, String Beans, Choice, Whole, No. 2, Cut, No. 10, Marcellus Cut, No. 10, Quaker Cut No. 2, Wax Beans, Choice, Whole, No. 2, Cut, No. 10, Marcellus Cut, No. 10, Quaker Cut No. 2, Beets, Extra Small, No. 2, Hart Cut, No. 10, Hart Cut, No. 2, Hart Diced, No. 2, Quaker Cut No. 2 1/2, Plums, Ulikit, No. 10, 30% syrup, Supreme Egg, No. 2 1/2, Supreme Egg, No. 2, Primo, No. 2, 40% syrup, Prepared Prunes, Supreme, No. 2 1/2, Supreme, No. 10, Italian, Raspberries, Black, Imperial, No. 10, Premio, No. 10, Hart, 8-ounce, Raspberries, Red, Premio, No. 10, Strawberries, Jordan, No. 2, Daggett, No. 2, Quaker, No. 2, Canned Fish, Clam Ch'der, 10 1/2 oz., Clam Chowder, No. 2, Clams, Steamed, No. 1, Clams, Minc'd, No. 1/2, Finnans Haddie, 10 oz., Clam Bouillon, 7 oz., Chicken Haddie, No. 1, Fish Flakes, small, Cod Fish Cake, 10 oz., Cove Oysters, 5 oz., Lobster, No. 1/4, Shrimp, 1, wet, Sard's, 1/4 Oil, Kless, Salmon, Red, Alaska, Salmon, Med. Alaska, Salmon, Pink, Alaska, Sardines, Im. 1/4, ea. 6@13 1/2, Sardines, Cal, Tuna, 1/2 Van Camps, doz., 1/2, Van Camps, doz., Tuna, 1s, Van Camps, doz., Tuna, 1/2, Chicken Sea, doz., Tuna, 1/2, Bonita, 1 1/2.

Table with columns: CHEWING GUM, Adams Black Jack, Adams Dentine, Beaman's Peppin, Beechnut Peppermint, Doublemint, Peppermint, Wrigleys, Spearmint, Wrigleys, Juicy Fruit, Wrigley's P-K, Teaberry, CHOCOLATE, Baker, Prem., 6 lb. 1/2, Baker, Pre., 6 lb. 3 oz., German Sweet, 6 lb. 1/4, Little Dot Sweet, 6 lb. 1/2, CIGARS, Hemt. Champions, Webster Plaza, Webster Golden Wed., Websterettes, Cincos, Garcia Grand Babies, Bradstreets, Odins, R G Dun Boquet, Perfect Garcia Subl., Kenwad, Budwiser, Isabella, Coconut, Banner, 25 lb. tins, Snowdrift, 20 lb. tins, CLOTHES LINE, Atlanta, 50 ft., Keystone, 50 ft., Corona, 50 ft., Coffee Roasted, Lee & Cady, 1 lb. Package, Ryco, Boston Breakfast, Breakfast Cup, Competition, J. V., Majestic, Morton House, Quaker, Vac Tins, Quaker, in glass jars, Coffee Extracts, M. Y., per 100, Frank's 50 pkgs., Hummel's 50, 1 lb., CONDENSED MILK, Eagle, 2 oz., per case, Cough Drops, Smith Bros., Luden's, Vicks, 40/10c, COUPON BOOKS, Tomatoes, No. 10, No. 2 1/2, No. 2, Quaker, No. 2, Catsup, Quaker, 10 oz. doz., Quaker, 14 oz. doz., Quaker gallon glass, dozen, CRACKERS, Zesta Crackers, 1-lb. pkgs., Hekman's Toasts, 1-lb. pkgs., Saltine Soda Crackers, bulk, Saltine Soda Crackers, 1-lb. pkgs., Saltine Soda Crackers, 2-lb. pkgs., Saltine Soda Crackers, 3 1/2 oz. pkgs., Butter Crackers, bulk, Butter Crackers, 1 lb. 1.60, Butter Crackers, 2 lb. 3.12, Graham Crackers, bulk, Graham Crackers, 1-lb. pkgs., Graham Crackers, 2-lb. pkgs., Graham C's, 6 1/2 oz. pkgs., Junior Oyster C's, 1 lb. 1.76, Club Crackers, 1.76, CREAM OF TARTAR, 6 lb. boxes, DRIED FRUITS, Apricots, Extra Choice, Standard, Citron, 10 lb. box.

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Table with 2 columns: Item Name and Price. Includes Currants, Dates, Figs, Peaches, Peel, Raisins, California Prunes, Hominy, Bulk Goods, Pearl Barley, Lentils, Tapioca, Jiffy Punch, Assorted flavors.

JUNKET GOODS: Junket Powder, Junket Tablets. MARGARINE: Wilson & Co.'s Brands, Nut, 100% Veg Oil, America Farms. MATCHES: Diamond, Searchlight, Swan, Diamond. Safety Matches: Red Top, Congress, Standard. MUELLER'S PRODUCTS: Macaroni, Spaghetti, Egg Noodles, Egg Vermicelli, Egg Alphabets, Cooked Spaghetti.

FRESH MEATS: Beef (Top Steers, Good Steers, Med. Steers, Com. Cattle), Veal (Top, Good, Medium), Lamb (Spring Lamb, Good, Medium, Poor), Mutton (Good, Medium, Poor), Pork (Loins, Butts, Shoulder, Spare ribs, Neck Bones, Trimmings).

HERRING: Holland Herring (Mixed, keg, Milkers, kegs, Boneless Herring, Cut Lunch), Mackerel (Tubs, 60 Count, Falls, 10 lb. Fancy fat), White Fish (Med. Fancy, Milkers, K K K K Norway, Cut Lunch, Boned).

SOAP: Am. Family, F. B., Fels Naphtha, Flake White, Ivory, Fairy, Palm Olive, Lava, Camay, P & G Nap Soap, Sweetheart, Grandpa Tar, Williams Barber Bar, Williams Mug, Lux Toilet.

TEA: Japan (Medium, Choice, Fancy, No. 1 Nibbs), Gunpowder (Choice), Ceylon (Pekoe, medium), English Breakfast (Congou, medium, Congou, choice, Congou, fancy), Oolong (Medium, Choice, Fancy), TWINE (Cotton, 3 ply cone, Cotton, 3 ply balls).

SPICES: Allspice Jamaica, Cloves, Zanzibar, Cassia, Canton, Cassia, 5c pkg., doz., Ginger, Africa, Mixed, No. 1, Mustard, 10c pkgs., doz., Nutmegs, 10@90, Nutmegs, 105-110, Pepper, Black, Pure Ground in Bulk (Allspice, Jamaica, Cloves, Zanzibar, Cassia, Canton, Ginger, Corkin, Mustard, Mace Penang, Pepper, Black, Nutmegs, Pepper, White, Pepper, Cayenne, Paprika, Spanish).

SHOE BLACKENING: 2 in 1, Paste, doz., E. Z. Combination, doz., Dri-Foot, doz., Bixbys, doz., Shinola, doz.

STOVE POLISH: Blackene, per doz., Black Silk Liquid, doz., Black Silk Paste, doz., Enameline Paste, doz., Enameline Liquid, doz., E. Z. Liquid, per doz., Radium, per doz., Rising Sun, per doz., Packers Meat, 50 lb., Crushed Rock for ice cream, 100 lb., each, Butter Salt, 280 lb. bbl., Block, 50 lb., Baker Salt, 280 lb. bbl., 6 lb. lb., per bale, 20, 3 lb., per bag, 25 lb. bags, table.

PROVISIONS: Barreled Pork (Clear Back, Short Cut), Dry Salt Meats (D S Bellies), Lard (Pure in tierces, 50 lb. tubs, 20 lb. pails, 10 lb. pails, 5 lb. pails, 3 lb. pails, Compound, tierces, Compound, tubs), Bologna, Liver, Frankfurt, Pork, Tongue, Jellied, Headcheese, Sausages.

SEASONING: Chili Power, Celery Salt, Sage, Onion Salt, Garlic, Ponelty, Kitchen Bouquet, Laurel Leaves, Marjoram, Savory, Thyme, Tumeric.

WICKING: No. 9, per gross, No. 1, per gross, No. 2, per gross, No. 3, per gross, Peerless Rolls, Rochester, No. 2, Rochester, No. 3, Rayo, per doz.

WINE: F. O. B. Grand Rapids Cider, 40 strain, White Wine, 40 grain, White Wine, 80 grain.

SALED PEANUTS: Fancy No. 1, 12-1 lb. Callop's case.

SHOULDER: 50 lb. tubs, 20 lb. pails, 10 lb. pails, 5 lb. pails, 3 lb. pails, Compound, tierces, Compound, tubs.

SALT: F. O. B. Grand Rapids (Quaker, 24 lb., Quaker, 36-1 1/2, Quaker, Iodized, 24-2, Med. No. 1, bbls., Med. No. 1, 100 lb. bk., Chippewa Flake, 70 lb., Packers Meat, 50 lb., Crushed Rock for ice cream, 100 lb., each, Butter Salt, 280 lb. bbl., Block, 50 lb., Baker Salt, 280 lb. bbl., 6 lb. lb., per bale, 20, 3 lb., per bag, 25 lb. bags, table).

SEASONING: Chili Power, Celery Salt, Sage, Onion Salt, Garlic, Ponelty, Kitchen Bouquet, Laurel Leaves, Marjoram, Savory, Thyme, Tumeric.

WICKING: No. 9, per gross, No. 1, per gross, No. 2, per gross, No. 3, per gross, Peerless Rolls, Rochester, No. 2, Rochester, No. 3, Rayo, per doz.

SHOULDER: 50 lb. tubs, 20 lb. pails, 10 lb. pails, 5 lb. pails, 3 lb. pails, Compound, tierces, Compound, tubs.

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WICKING: No. 9, per gross, No. 1, per gross, No. 2, per gross, No. 3, per gross, Peerless Rolls, Rochester, No. 2, Rochester, No. 3, Rayo, per doz.



WOODENWARE: Baskets (wood handles, Market, drop handle, Market, single handle, Market, extra, Splint, large, Splint, medium, Splint, small), Churns (Barrel, 5 gal. each, Barrel, 10 gal., each, 3 to 6 gal., per gal.), Pails (10 qt. Galvanized, 12 qt. Galvanized, 14 qt. Galvanized, 12 qt. Flaring Gal. Jr., 10 qt. Tin Dairy), Traps (Mouse, wood, 4 holes, Mouse, wood, 6 holes, Mouse, tin, 5 holes, Rat, wood, Rat, spring, Mouse, spring), Tubs (Large Galvanized, Medium Galvanized, Small Galvanized), Washboards (Banner, Globe, Brass, single, Glass, single, Double Peerless, Single Peerless, Northern Queen, Universal), Paper Food Dishes (1/2 lb. size, per M., 1 lb. size, per M., 2 lb. size, per M., 3 lb. size, per M., 5 lb. size, per M.), WRAPPING PAPER (Butchers D F, per 100, Kraft, per 100), TOILET PAPER (Quaker, 100 rolls, Silk Tissue, 100 rolls), YEAST CAKE (Magic, 3 doz., Sunlight, 3 doz., Sunlight, 1 1/2 doz., Yeast Foam, 3 doz., Yeast Foam, 1 1/2 doz.), YEAST-COMPRESSED (Fleischmann, per doz., Red Star, per doz.).

WOODENWARE: Baskets (wood handles, Market, drop handle, Market, single handle, Market, extra, Splint, large, Splint, medium, Splint, small), Churns (Barrel, 5 gal. each, Barrel, 10 gal., each, 3 to 6 gal., per gal.), Pails (10 qt. Galvanized, 12 qt. Galvanized, 14 qt. Galvanized, 12 qt. Flaring Gal. Jr., 10 qt. Tin Dairy), Traps (Mouse, wood, 4 holes, Mouse, wood, 6 holes, Mouse, tin, 5 holes, Rat, wood, Rat, spring, Mouse, spring), Tubs (Large Galvanized, Medium Galvanized, Small Galvanized), Washboards (Banner, Globe, Brass, single, Glass, single, Double Peerless, Single Peerless, Northern Queen, Universal), Paper Food Dishes (1/2 lb. size, per M., 1 lb. size, per M., 2 lb. size, per M., 3 lb. size, per M., 5 lb. size, per M.), WRAPPING PAPER (Butchers D F, per 100, Kraft, per 100), TOILET PAPER (Quaker, 100 rolls, Silk Tissue, 100 rolls), YEAST CAKE (Magic, 3 doz., Sunlight, 3 doz., Sunlight, 1 1/2 doz., Yeast Foam, 3 doz., Yeast Foam, 1 1/2 doz.), YEAST-COMPRESSED (Fleischmann, per doz., Red Star, per doz.).

WOODENWARE: Baskets (wood handles, Market, drop handle, Market, single handle, Market, extra, Splint, large, Splint, medium, Splint, small), Churns (Barrel, 5 gal. each, Barrel, 10 gal., each, 3 to 6 gal., per gal.), Pails (10 qt. Galvanized, 12 qt. Galvanized, 14 qt. Galvanized, 12 qt. Flaring Gal. Jr., 10 qt. Tin Dairy), Traps (Mouse, wood, 4 holes, Mouse, wood, 6 holes, Mouse, tin, 5 holes, Rat, wood, Rat, spring, Mouse, spring), Tubs (Large Galvanized, Medium Galvanized, Small Galvanized), Washboards (Banner, Globe, Brass, single, Glass, single, Double Peerless, Single Peerless, Northern Queen, Universal), Paper Food Dishes (1/2 lb. size, per M., 1 lb. size, per M., 2 lb. size, per M., 3 lb. size, per M., 5 lb. size, per M.), WRAPPING PAPER (Butchers D F, per 100, Kraft, per 100), TOILET PAPER (Quaker, 100 rolls, Silk Tissue, 100 rolls), YEAST CAKE (Magic, 3 doz., Sunlight, 3 doz., Sunlight, 1 1/2 doz., Yeast Foam, 3 doz., Yeast Foam, 1 1/2 doz.), YEAST-COMPRESSED (Fleischmann, per doz., Red Star, per doz.).

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## SHOE MARKET

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

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

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

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

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

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

### Capturing the Public's Imagination

We live in a hard and puzzling time. What the world needs is clear thinking and there is little of it, for it comes chiefly with the habit of hard thought in early life. There is one thing that we have too much of. It is imagination. The young man who has a job, or for that matter hasn't a job, spends his idle hours in feeding his imagination. He can do it with the movies, the radio, the sweepstakes, the betting machines and even the chain letters. Millions of hours spent in delusions of grandeur. Too few hours spent in good hard thinking on the subject of the job—and its exchange of goods for money—trading.

We can't get away from the simple thinking that exchange of goods and services makes prosperity. Only goods and money, turning over, makes business—not theories, subsidies and doles. We see a nation spending far in excess of its imagination. No man can comprehend the work-hours stored up in the loan of a billion dollars, and when it comes to \$4,700,000,000 plus a bonus of \$2,000,000,000 — our imagination ceases. We face the stark reality: "Well, if these huge expenditures will not buy back prosperity, what will?" All these moneys must be paid back through taxation and if the ratio of the business dollar to the tax is twenty to one, then we must through business channels, develop an exchange of goods and services twenty times the expenditures now to be invested in the purchase of prosperity. We are absolutely staggered by the size of the problem and so is everyone else.

If our imagination as adults is therefore inadequate to comprehend the problem of complex society as it now exists, what is the dilemma of the youth who is just entering business, or the million boys and girls entering college and the thirty-three million children now studying arithmetics in the schools. Is their future to be confusion worse confounded?

Is there a universal need for a return to hard thinking on what actually produces a state of prosperity? If it is the exchange of goods and services, and that alone, then it is high time that we went back to training for trading. We

need to have less of imagination and "long chance" thinking and more of the belief that interesting things must be developed to increase the desire and sale of goods and services to the American public and to the world at large.

As an example: The shoe industry hasn't really started to sell its full quota of shoes. It moves shoes from creation to production, to the retail shelves in a jerky mechanism of hopes, ventures and expectations of ultimate sale. The shoes on the merchants' shelves then become more a hazard than an asset because the merchant hopes that he has hit the right colors, patterns and styles; and particularly sizes and prices. If he could only, at this point, harness the imagination of his helpers in business to make every pair more desirable to the public of his community than dollars in their pocket, then he would be doing his individual share to bring back prosperity. The more shoes sold, the more prosperous the state of business and this same example, multiplied in every line of business, would restore us nearer to the prosperity we enjoyed in the past—and nothing else.

External spending of millions of dollars will not do the job with the speed and certainty that it can be done by accelerating interest in individual businesses. Not only shoes but practically every other business is looking forward to a stale period known as the Summer slump, just because it has been traditional; but here and there some one merchant or business man captures the imagination of the public and moves millions of dollars of trade in his direction.

We had occasion, the other day, to see the silliest little thing in the world sell in the million unit class. It was, believe it or not, a knit stocking to put over a drinking glass to prevent its slipping on a card table or dripping. You may term it a silly little gadget but it is bringing real prosperity to an erstwhile hosiery mill.

Let's harness the stream of imagination to the machinery of trade. The same young man who spends a "bored day" at a factory or store is often the life of the party in his eight hours of leisure following work. Teach him to be "the life of trade" during the work hours.

High compliment can be paid to the automobile industry for capturing the imagination not only of the public but the spirit and enthusiasm of its workers from the machinery to the final sales person. The same enthusiasm can be developed in shoes. Let's stimulate imagination for goods.—Boot and Shoe Recorder.

### Shoe Prices Up 2½ to 15 Cents

The upward trend in quotations of low and medium priced shoes, forced by the rise in leather, started last week, when leather manufacturers advanced levels 2½ to 15 cents a pair on its lines. Other companies were reported to have marked up prices in similar amounts, some making advances as high as 15 cents a pair. The 10 to 15 per cent. advances in sole and upper leather in recent weeks were primarily responsible for the rise in shoe quotations and,

if the upward trend in the material continues, further increases in foot-wear levels are expected.

### Items From the Cloverland of Michigan

Sault Ste. Marie, May 20—This clean up week certainly was a move in the right direction. Each year seems to be an improvement over the previous year. It is not only beautifying the city, but it stimulates employment. It is most interesting to notice some of the smaller towns and villages. Take Cedarville and Hessel, for instance. One calling there would get the impression that they were new towns, with the many newly painted houses and all of the stores all redecorated and newly painted inside as well as on the outside, getting ready for the tourist season. At Cedarville quite a number of cottages are now occupied by the Summer visitors and from present indications the merchants are looking for a better tourist business than what they had last year.

Full emphasis will be placed in the Sault on the observance this week of the 300th anniversary of the American high school. In accordance with the proclamations issued last year by President Roosevelt and the Governor, American problems classes will take over the city government, working side by side with city officials. The purpose is to show how the schools to-day seek to harmonize with the life of to-day.

A bridge to span the St. Marys river between Michigan and Canadian Sault has been under agitation for some time. It is suggested as a public works project in the new \$4,800,000,000 program. The cost of the bridge has been estimated at \$3,500,000, with Canada co-operating in the construction. Representative Edward H. Fenlon, of St. Ignace, phoned last Friday that following action from Lansing of the State Affairs Committee of the House, the bill would be taken up on general orders at that time and would probably come up for final passage to-day.

A job you like that pays a living is the most priceless of all possessions.

Mrs. Nina McPhee opened her store for the season last week. She will cater to the local trade as well as the tourists. She has put in a new stock of confectionary and refreshments. Mrs. McPhee will give the business her personal attention.

Alvin Hossack, of Cedarville, expects to visit Grand Rapids in the near future. While there he will pay the Tradesman a visit. He has been a subscriber of the Tradesman for many years and an admirer of Mr. Stowe, who, he says, has done more to benefit the merchants than any other man in Michigan.

The warning spread by an anthropologist that the American blonde is passing is no help. He does not say which way she went.

George Girrbach, the popular manager of the Sault Creamery, announces that the creamery has taken on orange-ade in connection with milk, which is being delivered by the route salesmen from the milk wagons. While this is a new venture here, it looks as if the new product should be a success.

Lawrence Brown and Jack Sandie, two of the Sault's well known men, left for Hillsboro, Wis., last month, where they purchased the New Royal theater and expect to remain in Hillsboro. They have become experienced in the theater business during the past six years, having worked in all of the Sault theaters. They have a host of friends here who wish them every success in their new venture.

Travel leads us to a true appreciation of home.  
William G. Tapert.

### Shoe Output Lower So Far

Shoe production for the first four months of this year ran nearly 2 per cent. under that for the corresponding period of 1934, according to estimates. With the April output figured at 32,000,000 pairs as against 33,119,000 in the preceding month, the total for the first four months of this year comes to about 124,234,000 pairs. In the corresponding period of 1934 the production was 126,553,000 pairs. Output this month, according to reports, is holding fairly steady, although a seasonal let-down usually appears at this time.

### Expect More Glass Trade Gains

Reactionary influences in the glass industry are losing their force and a new move toward better levels is seen for the immediate future. Flat glass is showing an encouraging firmness. Incoming orders for window glass have gone further ahead and promise to feature further gradual advances through the remainder of the month, reflecting the increase in new building. Orders for better grade glassware for table and home did improve materially this week, but gains are now anticipated.

### Cuts Out Expenses and Taxes

Nebraska business people are to be congratulated on the fact that their state has no bonded debt, and the legislature has just defeated both a sales tax and an income tax. Nebraska reduces expenditures rather than increasing taxes, and thus adjusts itself to the lessened income of its taxpayers. Direct taxes levied by the state and all of its subdivisions have declined from \$66,000,000 to \$42,000,000 in five years.

## TROUBLE IN THE AIR . . .

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

## MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

MUTUAL BUILDING, LANSING, MICHIGAN  
DETROIT GRAND RAPIDS SAGINAW



## OUT AROUND

(Continued from page 9)

stand. I replied that I had been taken to a sweat box and told I must swear to a lie or go to prison. Judge Severans, who was the trial judge, became very angry over my reply and told me I must not repeat the words sweat box again. He was certainly under high pressure from Washington to secure a conviction of the men accused of wrong doing and became very much prejudiced against the men on trial. The jury brought in a verdict against many of the defendants, but resort to the Supreme Court set aside the verdict and exculpated the defendants from wrong doing. The opinion, which was written by Chief Justice Taft, placed the Federal court of Grand Rapids and the attorneys sent here by the Attorney General of the United States to try the case in a very unenviable position. Members of the jury have told me since that they were given to understand that if they failed to bring in a verdict of guilty they would fare very poorly if they ever came up before the court. The manner in which the case was conducted was a disgrace to the Wilson administration and placed the court in an unenviable position in the minds of all fair minded people.

Considering the stinging blows Judge Taft gave the infamous tactics of the Federal attorneys in the Newberry case, I never expected to see a repetition of the conduct in this country, but right now we are confronted with a similar situation in Detroit. After indicting twenty or more bankers in the jurisdiction of the Federal courts at Detroit, Attorney General Cummings looked over the list of Federal judges of that city and decided that Judge O'Brien was in a position to handle the trials of the accused in an acceptable manner. On the trial of the first two or three men indicted for criminal practices the jury acquitted them. The outcome created so much opposition on the part of the administration at Washington that proceedings were brought against Judge O'Brien to relinquish the trial of the remaining accused persons. This demand the trial judge refused to concede and now the administration is bringing to bear all the pressure it can command to accomplish its purpose. In the meantime both the city and county legal organizations have adopted resolutions sustaining the position of Judge O'Brien and condemning the action of the Attorney General of the United States in no uncertain terms. I think it is a great disgrace that the Roosevelt administration should resort to such underhanded methods. I think it is pretty cheap business for the representatives of the Government to attempt to intimidate witnesses (as in the Newberry case) and coerce judges (as in the O'Brien case), and I shall continue to condemn such practices as long as I live.

There are two features of our Federal courts which I greatly deplore. One is that they are rich men's courts, where poor people have small chance of securing even handed justice. The fees demanded by the clerk of the court

are wretchedly high. A Government tribunal should, in my opinion, be a poor man's court. Another feature for which I have the greatest possible contempt is the grand jury system, where a man can be indicted through the secret machination of an enemy, without knowledge that proceedings are being carried on against him. Such a system does not appeal to me as either fair or manly. I cannot understand why such methods should be resorted to by a great country like the United States, which boasts that everyone accused of crime shall have a square deal, which he certainly does not have under the grand jury system. Even if acquitted on trial the stain of his indictment clings to him all his life.

Fortunate is the man whose nature is such that he is ambitious of no greater fame than that of a thorough-paced citizen in the neighborhood where his lot is cast. If a man must be famous above the common citizenship, fortunate is he who acquires that distinction through notable and good works, in some quiet, rural locality or small urban center, where fame must rest on substantial character, the faculty of doing things with a masterful hand, a reputation for honesty of purpose and the uninterrupted exercise of a helpful public spirit.

E. A. Stowe.

## SOME TRENDS OF TRADE

(Continued from page 7)

shipments are more than 40 per cent. ahead, with some units running well above that average. Westinghouse, for example, more than doubled its business in the first quarter.

Sixty-five per cent. of the metal-working machinery in the United States is over ten years old, according to a survey made by American Machinist. In 1930 only 48 per cent. was that old; in 1929 only 44 per cent. The magazine estimates that there are 1,345,447 "master tools of industry" being used in this country, that 336,745 will have to be replaced within the next five years just to hold our own in the battle against obsolescence, and that to get back to 1930 efficiency will require the purchase of 563,800.

The Securities and Exchange Commission, whose administration has met with the favor of Wall street, has adopted a modified rule dealing with the information which must be included in advertisements in newspapers and periodicals with the expected result of an increase in this form of advertising. The purpose is to limit the information which must be included in advertisements so that it will not purport to give complete information, but the attention of the investor will be called to this fact, with the announcements that the complete information can be obtained from the registration statement for the security on file with the commission.

The only way in which one human being can properly attempt to influence another is encouraging him to think for himself, instead of endeavoring to instill ready-made opinions into his head.

## Eight Credit Musts

1. Establish complete identity of the prospect.
2. Secure a thorough and comprehensive history of the applicant's standing.
3. Keep a thorough and complete record system.
4. Make sure you have secured enough information to enable you to find "skip" customers.
5. Make no exceptions to the established credit rules, not even to friends or relatives.
6. Insist upon prompt payment of every account so that arrears do not pile up.
7. Take no statement, written or oral, for granted, but investigate every detail.
8. Turn down every "poor" risk—let the other fellow lose money on them.

## An Estate

Not every father is able to leave his son a big estate made up of lands, mortgages and bonds, but any father can bequeath to his children an estate worth indefinitely more—one for which they will rise up to call his name blessed. He can leave an honorable name, a good reputation, the memory of a Godly life and a record of fair dealing. He can teach his son to have a profound respect for a fact, a deep reverence for character, a thirst for knowledge and a willingness to work. If any youth has all this he will not need any money that may be willed to him; if he does not have this no money left him will do him much good. This is an estate any man can leave to his children.

## Four Hundred Portland Grocers Oppose NRA

NRA has terminated the uniform store operating-hour agreement for Portland, Oregon, sought under the retail food and grocery code. Opposition by 399 stores is shown by an NRA survey.

All of the uniform store hour agreements have failed. Boise, Idaho, was the first city in the United States to put the plan into effect. They went into it with a large majority and much enthusiasm. It was touted as a model test of principle. Boise gave it up! And now Portland! It's the difference between the theoretical and the practical.

## Men's Styles Forecast

Shirred backs, inverted pleats and sport models in smooth worsteds will be popular for Fall in men's clothing, although the demand for such types will be about 50 per cent. under that enjoyed during the Spring and Summer season, according to the Fall style forecast issued yesterday by the National Association of Retail Clothiers and Furnishers. A sharply increased demand for double-breasted styles was also predicted.

On the college campus, the corduroy slacks which have been popular will be replaced by the woolen types in the favor of students, the report indicated. In the furnishings lines, a greater demand for the wider spread collar on collar-attached shirts was forecast.

In commenting on the clothing styles, the report indicated that there would be less emphasis on the bi-swing models in sport types.

A new B battery for battery-operated radios eliminates the usual tangle of wires and connections. Instead of binding posts it has a plug-in socket, making connections simple, easy, neat.

Gas finds a new use through a new gas-operated summer air conditioner for domestic or industrial purposes. The equipment affords independent control of temperature and humidity.

A versatile new gas range has, in addition to the usual features, a large-sized trash burner and a built-in gas circulating heater which will heat the kitchen and adjacent rooms.

A track-laying tractor attachment which serves as a rear driving unit for motor trucks has been developed. It permits high-speed hauling over poor roads or across country.

Mower knives on a new power lawn mower are removable permitting use of the motor for other power purposes.

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 Expert Merchandising  
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**M. GOLDSMITH**  
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 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, 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, 24 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—One Burroughs bank book-keeping machine. Good shape. One safe 62"x35"x41" inside vault time lock. B. C. Ellar, Receiver, Alba, Mich. 728

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—Thirty-six-room brick hotel. Best location in the city. Owner recently lost his wife, and is nearly blind. Inquire H. C. Clark, St. Johns, Michigan. 734

MANUFACTURER WANTS A FEW MORE—Salesmen or distributors calling on hardware and plumbing trade, wholesale and retail. Few territories open. Good side line. Selling fast. Every home needs one. Address Dept. 2—, 890 St. James Ave., Springfield, Mass. 735

### Questions of Interest to Grocers and Clerks

No. 1. Question: How can spots and stains be removed from linoleum?

Answer: Most spots can be removed from linoleum with soap and water. Sometimes it is necessary to use a mild abrasive or a soft cleaning powder. Benzine or naphtha will remove grease, shoe polish, and similar stains.

No. 2. Question: What is sodium chloride?

Answer: Sodium chloride is the chemical name for pure salt.

No. 3. Question: What are the two ways of figuring stock turn?

Answer: To figure stock-turn, either divide Annual Sales at Cost Price by Average Inventory at Cost Price, or divide Annual Sales at Selling Price by Average Inventory at Selling Price. But do not make the mistake of dividing Annual Sales at Selling Price by Average Inventory at Cost Price.

No. 4. Question: When a customer buys only her necessities, such as bread, milk and sugar, from a grocer, what does that suggest?

Answer: When customers buy only daily necessities, it strongly suggests that they are not "sold" on the store, and are buying only when they can't avoid it. Wise grocers, when this occurs, will re-study their store's appearance, merchandise, arrangement, prices, service, etc., ferret out weak spots, and make the necessary changes. In such a check-up it is well to appraise the store from a woman's viewpoint, keeping in mind that shining cleanliness, cheerful courtesy, fair prices clearly marked, open-display, and complete

market service are what most women to-day look for in their favorite food store.

No. 5. Question: What is the proportion of meat to vegetables in canned chow mein?

Answer: Canned chow mein is usually two-thirds vegetables and one-third meat (chicken or pork).

No. 6. Question: Is there any way to get rid of the odor of food while cooking?

Answer: When cooking anything which has a strong odor put a small pan of vinegar in the stove or on the stove and there will be no scent of cooking in the air.

No. 7. Question: How often should lighting units be cleaned?

Answer: Lighting units should be cleaned with soap and water at least once each month, and oftener in districts where there is much smoke or soot. Unless the units are clean you will waste money by paying for light you do not get.

No. 8. Question: What type of independent food store increased its tonnage during the depression?

Answer: Combination (full-line) stores increased tonnage 29.7 per cent. from 1929 to 1933, figures compiled by this magazine show. This increase was gained at the expense of the three other major types of food stores—grocery stores, general stores and meat markets—which lost 17.8, 13.3, and 41.8 per cent. in tonnage respectively. Indications are that combination stores will continue to gain at the expense of specialty stores.

No. 9. Question: How wide should store aisles be?

Answer: Store aisles should be from five to six feet wide wherever possible. Four feet is about the minimum.

No. 10. Question: How can grocers and their clerks take a daily inventory of their personal appearance?

Answer: Six checks on personal appearance which should be made daily are: Is my collar fresh? Hair barbered? Was my razor recently used? Linen spotless? Are my shoes shined? Hands clean?—Kentucky Grocer.

### Far Flung Line

Recruits in the campaign against war and fascism certainly cannot be accused of setting themselves a limited objective. Eradicating the war-instinct in man and nations should be in itself a fair-sized task. The struggle against Fascist dictatorship in itself should keep a person busy. But not content with the two hefty opponents specified in the title, a good many fighters against war and fascism go on to nominate a third enemy, which is capitalism.

One anti-war speaker the other day emphasized the close relationship between war, fascism and capitalism, and "showed" that they presented a single problem. Another speaker on the same occasion showed that war and fascism spring from the same source—"the inability of capitalism to meet the problems of the day." If the friends of peace, on their way to end fascism and war, feel compelled to dispose of capitalism en route, they are writing themselves a pretty large order, involving

the disruption of large areas of peace in its execution.

### Business Failures Up

Marking the first increase in more than a month, retail failures rose to 219 for the week ended May 16 from 218 in the previous week, according to Dun & Bradstreet. The figure was seven higher than in the corresponding week of 1934. Higher totals were shown in the East and the South, while reductions were shown for the West and the Pacific Coast.

Insolvencies with liabilities of \$5000 and over in each instance numbered 130, against 126 such defaults in the previous week and 133 a year ago.

Failures in the Dominion of Canada were the highest for any week since February 28. The total was forty, against twenty-one last week and twenty-six in the corresponding period of 1934.

### Develop Standard Fabric Tests

Half of the program for setting up tests for fabrics has been completed, it was announced by Ralph Abercrombie, chairman of the committee of serviceability of fabrics. Agreement, he said, has been reached on a standard method of testing fabrics involving washability, color fastness, crocking, dry cleaning, tensile strength and slippage. The second half, dealing with a standard method of rating these tests, is now being developed and will be ready shortly. The methods when completed will be placed before the fabrics, apparel and cleaning industries represented on the committee for adoption.



## ONE for each member of YOUR STORE FAMILY

Your people are ambitious to make more sales. So are you. See that they—and you—have every opportunity. See to it that each member of your staff gets and reads the TRADESMAN. Every one of them will enjoy and profit by it. So will you. Because they'll be kept abreast of everything that is new in merchandising, selling, advertising and display. And the cost is trifling — \$3 a year, for 52 weekly issues. In more and more progressive stores you will find that every man in the place has his own copy of the TRADESMAN. Sometimes the store pays for the individual subscriptions. Sometimes the individual pays. Sometimes it's 50-50. But at all times everybody is happy. Write us. TRADESMAN COMPANY, Grand Rapids.



## IF ASIA CAME TO AMERICA

If a vast swarm of Asiatics had flown the Pacific and allotted themselves to our towns and cities in proportion to the possibilities of the retail business and proceeded to embark in the same, the effect on our prosperity could not have been more lethal than when the chain stores with their devastating invasion swept America.

If the chain store doing business in the next room to an independent merchant was operated by Mongoloids, it could not be more deadly on him or the community.

As a matter of fact, a lot of tactics which have been employed by Wall street, would have aroused the holy wrath of our people if they had been put over by a swarm of Asiatics.

It is estimated that the chains do fifty per cent. of the business, so it is only necessary to double that and our communal life with its sacred traditions is destroyed.

Picture these big reds and yellows which took over America's main streets interesting themselves in the welfare of our souls or the education of our populace. If the chains got the upper hand it were better that higher education in America be abandoned for it inspires a desire for the appointments of culture which the concentration of wealth makes abortive. The fact is, higher education is not necessary in order to shove canned food over a counter year in and out for some organization which does all of the thinking. In such a spot, it is neither essential or ethical to know whether Julius Ceasar crossed the Rubicon or caught the last boat for Hoboken.

As we all know, the influx of chain stores was received with open arms and rousing cheers by a large part of our population.

There is an adage to the effect that the misfortunes of even our best friends are not altogether displeasing to us and a large proportion of citizens enjoyed the predicament in which the old town merchants were caught.

But there is a law of compensation which cannot be ignored forever and the gratification of this grudge trading has cost millions of Americans all they had: for the steady flow of profits to absentee owners over a period of years at last brought the great collapse and millions who enjoyed seeing the heat turned on the old town retailers, have had their vision sharpened by a pickled mist which clarified while it burned.

However, the pitiful part is that a lot of those people are too old to come back and their satisfaction was purchased at an awful price.

There was another feature which developed along with the depression, which also worked directly against the independent merchants. The billions for relief went to the poor people and as a class they have traded in the chain stores because they thought they got more for their money, thus the chains got the billions.

Normally, the chains should have suffered in proportion to the independent merchants by the depression, but this flood of relief money went into their cash registers and was whisked away to Wall street and their prosperous business reports were read with dismay by the independents. There is no use of the home owned stores trying to get any of this relief business. It doesn't appear to be possible in most cases.

The only way to do is to go at it right and by legislation rid the state of Michigan of these stores. There are numerically enough independent business men in the state to do that effectively and quickly, but, unfortunately, there are only a handful who care to bestir themselves into action.

Just suppose the Michigan Tradesman was read by the wives of 86,000 independent business men in Michigan and we could point out to the ladies how easily the chain store competition could be removed from the state and how quickly these wives would be removed from penury to affluence and these ladies would go into the fight and win it for their husbands, but unfortunately the assistance of the fair sex can not be enlisted as outlined and their husbands will continue to sit by the hearthside and bemoan their fate.

Just keep right on economizing, Mrs. Independent Merchant's Wife, I am telling you that this is not necessary, but perhaps the habit is now so well established that you would hate to have it broken and be able to buy all the things you have gone without.

There were domestic reasons which caused Rip VanWinkle to take to the mountain side in consternation and incidentally, he also has his exemplars on the dreamline.

Time marches on—science reveals that other strange creatures in by gone ages stomped and snorted in our streets and just as surely as they vanished, the chain stores are now on the way out.

The Iowa wholesalers and retailers, right in the heart of America, have just set an example of what appears to be prohibitive legislation as far as chain stores are concerned, which will be followed by other states. It may be pleasant and agreeable for Michigan Independent merchants to dream by the fireside, but it is also expensive.

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