

The Little Bronze Button

How dear to the heart of each gray-headed soldier
Are the thoughts of the days when we still wore the blue,
While mem'ry recalls every trial and danger
And scenes of the past are brought back to view.
Though long since discarding our arms and equipments,
There's one thing a veteran most surely will note;
The first thing he sees on the form of a comrade
Is the little bronze button he wears on his coat.

*The little brown button,
The sacred bronze button,
Thee Grand Army button
He wears on his coat.*

"How much did it cost?" said a man to a soldier.
"That little flat button you wear on your coat?"
"Ten cents in good money," he answered the stranger,
"And four years of marching and fighting to boot."
The wealth of the world cannot purchase this emblem,
Except that the buyer once wore the brave blue;
And it shows to mankind the full marks of a hero,
A man who to honor and country was true.

Then let us be proud of the little bronze button
And wear it with spirit both loyal and bold.
Fraternally welcome each one who supports it.
With love in our hearts for the comrades of old.
Each day musters out whole battalions of wearers.
And soon will be missed the token so dear.
But millions to come will remember with honor
The men who'd the right that bronze button to wear.

John L. Parker.

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

MICHIGAN TRADESMAN

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, MAY 29, 1935

Number 2697

MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

Printed by the Tradesman Company, Under NRA Conditions.

Forgotten 40 Million

Of all the phrases coined by the recovery evangelists, none has attained wider currency than the political image of "the forgotten man." This symbolic American is used on every occasion, to support every "plan." That he is dressed up to suit any particular argument becomes readily apparent to anyone who takes the trouble to meet this neglected individual as revealed by his discoverer, Professor William Graham Sumner in 1885. To him, he was

"The simple, honest laborer ready to earn his living by productive work. Independent, self-supporting and asking no favors. Wanting to make a contract and fulfil it with respect on both sides and favor on neither side. A man who must get his living out of the capital of the country, getting a better living the larger the capital is."

How far the advocates of "social justice" have departed from the Sumnerian concept is at once suggested by the direction of public thinking to-day which popularizes penury and penalizes thrift. In every avenue of national planning it is possible to detect more than the ominous shadow of a will to discredit success, to coddle the unworthy in the name of "the more abundant life," to dignify shiftlessness and downright laziness with the specious label of "underprivileged."

We lose sight of the fact that the hard money for social ideals must come from the citizens who earn, those who consume a little less than they produce, those who sacrifice to save. This is true, whether the bill be paid by taxes through political machinery, or by voluntary contributions. No matter through which conduit it flows it must come ultimately from

"middle-class America," from the thrifty, productive, conserving army of men and women. You see them all about you, these real forgotten men, the self-starting, self-winding folks, who still have enough of the country's original backbone in their system to tread bravely the hard road which alone will lead to genuine recovery.

Nor are the constituents of this sustaining group mere figments of fireside fancy. They are among the 40,000,000 "gainfully employed." They are the small "capitalists," the people who have backed their belief in business, banks and insurance. They are the home-owners, those with savings in stocks and bonds, buyers of automobiles and the other good things of life. They are the workers everywhere on forge and farm and mine and bench, who, patient and unwhimpering, are carrying on. They are the American standard of living in the flesh.

To feel that "like cotton in the South and the grains in the West, the white collars are being plowed under in an excess of experimentation," may be as premature as it is alarming. What is immediately in view is the danger of making pauperism an American custom at the expense of individual competency.

This great intermediate group of citizens may be willing to serve as the cannon fodder of the social planners. Who is there to test patriotism by income! The unemployed, the destitute, the worker on a bare subsistence wage, the farmer on drought-ravaged land have no monopoly of anxiety, loss and sacrifice. On the hard path to better times these 40 million citizens lying between the extremes of affluence and poverty are bearing burdens all the more exhausting because of the aggressive apathy in high places.

Whether it be reliance on their own resourcefulness or the salty lesson of experience, the members of the great middle classes expect no Samaritan. They look to themselves for succor. They are the country's real forgotten and neglected. Their tragedy is that they are remembered only when their earnings and their savings are needed to make good the promises spawned in political laboratories. Merle Thorpe.

Thirty Hour Bill Given Prestige

The possibility of the enactment of the Black 30 hour bill to meet the situation created by the Supreme Court decision invalidating NIRA codes, is foreseen by

some venal and unscrupulous Senate leaders, although no decision has yet been reached as to taking up this legislation for passage.

This bill, it is pointed out, does not come within the prohibitions resulting from the Schechter case decision since it approaches the problem by a different means.

The Black bill would deny entry into interstate commerce products of any unit of industry failing to observe its provisions. It is recalled that the Supreme Court by a 5 to 4 decision in the child labor case denied the right of Congress to place a similar restriction upon interstate commerce, but Senator Black is confident that his bill would meet the objections of the divided court at this time.

It is understood that the Black bill has been intentionally withheld from attempts to secure Senate action until the present decision could be handed down, the purpose being then to present it at an opportune time for Senate consideration.

Coupled with voluntary codes of fair competition and bolstered up by anticipated contemporary state laws, its infamous labor union proponents believe that it will fill the void created by the recovery law decision.

Weather Aids Retailers

Encouraged by advent of the warmer weather, retailers predict a substantial improvement in sales for the immediate future.

For the month of May as a whole dollar sales volume is expected to show a slight decline from a year ago, owing to the poor showing of the first three weeks, when unseasonable weather prevailed.

The stimulus to sales from more favorable weather may prove short-lived, however. Many store executives are inclined to view June prospects pessimistically since industrial activity is now declining. The trend was upward at this time last year. Only a material increase in the rate of Government relief expenditures would cause June sales to exceed those of last year.

After the Schechter Case

The Schechter case is so sweeping in its scope that it means the immediate termination of all NRA codes.

Three courses of action to meet the situation are being given active consideration among those interested. One group of trade association executives is urging a revival of fair trade practice con-

ferences under the auspices of a re-organized Federal Trade Commission.

Among lawyers, the suggestion is advanced that the benefits of the code system may be sought through amendment of the anti-trust laws, so as to permit advance approval by the Government of voluntary agreements to regulate competition.

It is also suggested that a voluntary system of codes, or a law permitting codes only for industries engaged in interstate commerce and with specific description of code provisions, would be feasible under the doctrines of the Schechter case.

Guffey Bill Support Grows

The decision of the Supreme Court in the Schechter case, soft coal operators predict, will increase support for the Guffey regulation bill in the industry.

Recent amendments to the bill suggested by its advocates are held likely to make it more acceptable. The proposal to limit its term to a period of four years will temper the opposition of those who object to permanent legislation. Likewise, elimination of the provisions for production control and allocation, pending study of the situation by the National Coal Commission, will reduce opposition.

However, strong doubts are now expressed that the Guffey bill is constitutional, in view of the Supreme Court's decision in the NRA case. However, with the NRA code ended it is felt that operators may unite behind the bill and avoid a test over its legality until the whole structure is clarified.

Clearing Up the Debris

Considerable confusion exists as to the future course of procedure of many individual industries as a result of the elimination of the NRA for the time being.

Both the Washington and local code organizations, where not connected with trade associations, will probably cease to function immediately. Question is being raised as to the status of assessments and fines collected involuntarily under the law in the past, and whether they may be subject to recovery.

Hopes are expressed that the Administration will indicate its future course of action without delay, so as to permit interested parties to conform their plans thereto.



Lines of Interest to Grand Rapids Council

The Michigan State Police are displaying a poster giving information regarding automobile accidents. The information given is very enlightening as well as depressing. Two of the important points of information is the number of deaths in Michigan, due to automobile accidents, during the past year as well as the number of persons injured. The amazing facts are these; nine hundred and forty-three deaths and ten thousand, seven hundred and thirty-six persons injured. These are the official figures. The total number of injured would, doubtless, be a little higher, as frequently minor injuries are not reported. If drivers of cars would be compelled to walk past a row of nearly a thousand caskets and more than ten thousand hospital beds they would be surprised at the time required and the distance covered. When we reflect upon the economic loss, as well as the total grief of the families and the pain endured as a result of the large number of deaths and accidents, it becomes truly appalling. True, some pedestrians who were injured might have prevented some of the accidents by exercising more care; but the burden of responsibility is still with the drivers of automobiles. We should expect children at play, and some adults who are preoccupied with problems of daily life, to walk into danger and safeguard them by having our cars under complete control and our brakes in the best possible condition. Many public officials and private firms have done much to remedy careless and erratic driving, but death still claims much too large a toll of human life. The United Commercial Travelers have their safety committees to encourage careful driving, but the number of accidents still shows an alarming increase. What can we as an order do about it? I would like to see one very simple thing tried. I propose that every member of the order wear a pennant sticker of the order on windshield and rear window, and the avowed purpose in his heart that those pennants shall be an emblem of sane and careful driving under all circumstances and conditions. The influence of good example carries more weight, frequently, than a long lecture on safety. By following this suggestion, we would at least be fair to the order that carries protection for our families and ourselves and we would be giving a splendid example of good citizenship: for we can scarcely reconcile good citizenship with reckless or erratic driving, when we endanger the lives and property of other citizens by so doing. Our membership has done much toward promoting safety, but we seem to need a "crusade" on this very important phase of traveling. Let us give it our serious attention.

The Salesman's Club of Grand Rapids, an organization of furniture men, are sponsoring a ball on June 29 in the Pantlind Hotel ballroom in honor of visiting furniture buyers who will be in the city at that time. We are informed that in order to make this event a grand success a large number of very handsome door prizes will be donated to the holders of the lucky numbers on the admission tickets. This has all the earmarks of a real good time and we suggest that all members participate who can arrange to do so.

Poppy day offers every right thinking and loyal American an opportunity to express his appreciation by contributing to the welfare of those less fortunate. The disabled veterans of foreign wars unflinchingly gave their best, but unfortunately were not privileged to return to again engage in civil life with their original physical possessions. It certainly behooves us all to pause in recognition of their great sacrifice and contribute to their welfare in our humble way. May Poppy day be a source of happiness to us all. Give what you have. To some one it may be better than you dare to think.

Although the Ladies' Auxiliary held their last regular meeting in May, they will again meet Saturday night, June 1, at the same time the Council does.

Sam Westgate, a Specialty man for Mills Paper Co., has returned to Grand Rapids, after spending two weeks on special work in Traverse City.

Jack Imonen, formerly manager of the Automotive Parts Co., of this city is now located in Muskegon at 1169 Third street, where he has engaged in business for himself under the name of Motor Service and Supply, Inc. We know that Jack will be glad to see his many friends at his new location whenever they happen to be in Muskegon.

Many members will be agreeably surprised to learn that our Local and Grand Secretary, Homer R. Bradfield, has become a grandfather a second time. On April 3 the new arrival, a girl, was born to Dr. and Mrs. George Karl Bolander, who reside at 13211 South Marlowe avenue, Detroit. Mrs. Grace Bolander is the daughter of Mr. Bradfield.

We are informed that Harry Nash, member of our Council Executive committee, who is now living at the Antlers Hotel, Milwaukee, will spend Decoration day week end with his friends in Grand Rapids.

It is regrettable to learn that Bob Groom is confined to his home, due to illness. The doctor has prescribed a good long rest for Bob. We all send him our best wishes and hope that he will enjoy a rapid recovery.

Brother Pilkington and his family motored to Tulip Lane west of our Fair City Sunday, May 12, and although the tulip display was well worth the effort, the snail pace traffic congestion irked Brother Pilkington somewhat. However this esthetic sense expanded, and the trip was worth the wear and tear on his nerves.

Grand Councilor W. H. Keltie, of the Illinois jurisdiction of U.C.T., has sent us an application for Clayton J.

Lynch, 55 Quimby street, Grand Rapids. We are certainly pleased to receive this application and appreciate this type of co-operation by a brother councilor of another state.

May Scribe—T. Fishleigh.

Joseph C. Grant, the Battle Creek dry goods dealer, publishes the following advertisement in the Battle Creek daily papers relative to the U.C.T.:

The Jos. C. Grant Co. is happy to extend the greetings and a hearty welcome to the United Commercial Travelers who will assemble in Battle Creek for their annual convention.

We are happy to welcome this great organization because the writer once was active in its ranks and to-day continues his membership.

This Battle Creek home owned and home operated institution is proud to pay tribute to the men and women still engaged in this work and gladly extend our sympathies to their many problems. Changing times have raised havoc with a once very important factor of the business world—The Traveling Man.

The havoc raised with the Traveling man is one of the great contributing causes of present day conditions.

Not many years ago thousands and thousands—yes—hundreds of thousands of traveling salesmen were visiting hundreds of thousands of independent retail merchants throughout the country and doing a valuable service to every community in America by bringing the local independent merchant what he needed for his trade in the community which he served.

Came then the chain store and the elimination of thousands and thousands of traveling men's jobs and the elimination of everything else except the cash from the customers' pockets to the pockets of the millionaire bench managers in the already over developed financial centers of America in the far off distant cities. At this same time followed a period of trade stagnation as these high grade, above average traveling men became unemployed—their salaries stopped—the millions of dollars that were spent in hotels and for transportation stopped from circulation.

Result—high-grade, high-character men out—hotels in bankruptcy—thousands of them throughout the country closed and boarded up—railroads in a bad way—all because of the thousands of traveling men out of jobs and not the same money being spent for the same useful purposes.

And, of course, this was all economy but of no benefit to the consumer—the cutting down of the Traveling man cut down the quality and the selection of merchandise of the consuming public.

One bench manager buyer took the place of several hundred traveling salesmen and hundreds of communities wore exactly the same hats and the same dresses.

Happily all traveling men were not eliminated—not all manufacturers fell for the new spell. For that reason today there are still a few of these fine gentlemen who still have their jobs and who represent the manufacturers

of the better kinds of merchandise and the newer things that should be shown and sold—so that we independent merchants still have the edge when it comes to the right merchandise at the right time at the right price—because the up and coming traveling men bring it to us right when it's hot.

And so we are happy to be an independent Battle Creek home owned and home operated institution that may buy from the intelligent—well paid representative (traveling man) of the progressive manufacturers—who does not subsidize his soul to the syndicate store.

We are happy to deal with traveling men—Even though their territory in Battle Creek is now limited—because today our city has 164 of these foreign owned companies doing in excess of 6 million dollars per year. Nevertheless we hope the day is not far distant when at a United Commercial Travelers Convention—you will be able to report things turning back to the point of full employment of your idle members—with none on the Welfare rolls and that will be the most important step toward the return to normalcy and better times in America.

This is food for thought for every traveling man and his wife—think it over, just how loyal are you to your own pay envelope and your family's welfare—Mr. Traveling Man?

Business Trend Slightly Downward

In spite of adverse Washington influences, business is holding up relatively well. Of course, the trend is downward slightly in excess of the seasonal decline, as was expected. The lack of stimulating influences from Washington can be attributed to the uncertainties as to various legislative features that remain to be considered. The utility bill is now expected to be quite drastic. The Wagner labor dispute bill is expected to be passed, which is believed to be a source of labor disturbances for an extended period. The banking bill may prove to be the major inflationary factor.

The difficulties of France brings to the front again the necessity of worldwide currency stabilization. Yet in the face of many of these reform measures the President's veto message along with other statements and developments recently indicates the discarding of some of the radical monetary theories with the greater acceptance of the canons of sound finance. Also, there are indications that Congress is much less convinced of the soundness of such "yardstick" projects as the TVA, in spite of the indicated passage of more or less drastic utility bill, so that concentration into operating company issues in the utility group rather than holding companies is still advisable.

Jay H. Petter.

A narrow, close-fitting flush joint in a new vitrified-clay wall coping supplants the usual raised joint. The coping also embodies a design said to bond it to the wall more securely.

Energy will do anything that can be done in this world; and no circumstances, no opportunities, will make a man without it.—Goethe.

HOPE FOR COPPER

Control of Output and Better Demand Are Noted

Recent developments show a more encouraging outlook for copper. The improvement thus far is comparatively slight, but it rests on two good foundations. First and most dependable is a better demand here and abroad.

Excess reserve stocks are also gradually undergoing reduction. The removal of this incubus is absolutely vital to the prosperity of the industry. Happily, this phase of the situation is receiving earnest attention, and the folly of accumulating an enormous oversupply will be avoided in the future.

Existing agreements between world copper producers has brought output under complete control. This achievement ranks as one of the most sensible basic features that has been accomplished in recent years. Rigid adherence to present plans will prevent wasteful producing practices, promote economical operation and make possible the maximum ultimate recovery.

There is emphatic need, however, for reasonably higher prices. If we are to have better times for capital and bigger pay envelopes for workers, there is need for more ideal conditions in industry. The day of cut-throat competition should be past for all time. The country is moving forward to that end.

Among the largest potential consumers of copper are the power, light and communications companies. Agitation against these industries, and the uncertainties resulting therefrom, have curtailed their buying operations in the copper market. In 1926 the consumption of copper for power, light telephone and telegraph purposes was about 226,000 tons, which was far below the peak year. In 1933 the consumption was only 51,000 tons. Full figures are not yet available for 1934, but it is probable that they did not exceed the 1933 consumption.

A huge market for electrical goods and equipment is in sight if the effort to shackle the public utilities is abandoned. A recent survey revealed outlets that would cause the utilities to spend \$3,000,000,000 to serve new business. The average electric bill to consumers in this country is estimated at only \$33 a year. The nation's tax bill in 1934 was estimated at about \$9,000,000,000. This is an average of about \$300 per family, or about nine times the amount of the electric bill. Attention might well be directed to reducing the tremendous burden of taxation. A drastic cut here would be a major adjustment which everybody would heartily welcome.

Fifty-three years ago the annual production of copper in the United States was less than 100,000,000 pounds. In 1929 the output was more than 2,000,000,000 pounds. About forty-five years ago we were just beginning to apply electrical energy to industry and transportation. It was not until 1895 that the first electric power was transmitted commercially from Niagara Falls.

Since 1900 we have seen electricity become of greater service to human activities than any other manufactured product. Its service has become a ne-

cessity of modern life. This means increased use of copper.

A total of nearly \$25,500,000,000 was recently invested in the public utility business of the nation, exclusive of the steam railroads. This industry is most important to the copper industry. The great corporate enterprises of the country are ready to move forward in a large way once it is felt that tearing-down policies are to be abandoned. When that day arrives it will let loose a great pent-up demand for copper.

R. J. Houston.

Campaign Against Bankers as a Class Is Deplored

To one who has devoted his business life to banking, who long since discovered the way to the heart of the client is of necessity through the pocketbook, an approach as intimate as that of priest or doctor, the campaign against bankers as a class evidences loose and shallow thinking and is a dangerous type of generalization.

Some of the younger generation go so far as to suggest that "the old-time banker is extinct; that the banking of the future must be conducted on an entirely new principle—working for the public welfare." The critics of the banking profession cannot be familiar with the country banker, as he exists all over the United States.

When George Rae of the North and South Wales Bank, Liverpool, wrote in 1885, out of an experience of forty years, "The Country Banker: His Clients, Cares and Work," he described in homely language a profession that then and through all the intervening years has exercised an influence for good that is beyond measure.

The country banker will continue to act in his pastoral capacity and will survive mob hysteria, economic error and the unjust criticism leveled at the profession as a whole, which has resulted from individual cases of breach of trust, delusions of grandeur or boom megalomania in high places.

Let me describe briefly one of the many country bankers whose friendship it has been my privilege to enjoy.

As I reached his home town, in the Middle West, the brakeman called out in a cheery voice as the train slowed down, "Hello, Bob!" He hailed my friend the president of the local National Bank, who stood on the platform. The time was just after the war. Two days later the Governor of a Federal Reserve Bank called him the first banker of his State, told how he had carried Liberty Loan campaigns over the top, exceeding his quotas, what his country owed to the man's loyal enthusiasm and self-sacrificing devotion.

My friend is the National bank of his town. He has led it from small beginnings to its present importance. He is no longer young. He is rich in the affection of his town-folk and neighbors. He is everywhere respected. He lives in simple comfort as befits his station. He is everywhere respected. He is for America all the time. There are no foreign securities among his assets. His bank is always liquid. His first duty, as he sees it, is to his community, and the use of the capital, surplus and deposits committed to his care are de-

voted, first, to local productive uses, to assist in the creation of a better town through helping the individual citizen and local enterprise.

How many workmen he has helped to become home owners and people of property he alone knows. How many lean on his judgment he probably fails to realize. In all humility, in cheerfulness, in patient endeavor, he does his daily task, calling out the best in all who come in contact with him.

In banks, small and large, wearing no master's collar, guided by conscience, with native shrewdness, knowing the value of money, its uses and abuses, with inborn character and ability that have brought well-reserved promotion and laid responsibility on capable shoulders, the country banker goes among his fellows, guides, advises, helps, develops, keeps a keen eye and clear head when others waver, stumble or fall.

The country banker is not in the public eye, he has to be sought out, but he helps for the asking. He delights to build character, to work unselfishly. It is the country banker who combats financial heresy. He is the backbone of our banking system.

The country banker will survive. He will continue to wield an influence for good that far exceeds his own estimate of himself, his ability or his knowledge. Guided by experience, the servant of his clients, the leading citizen of his town, he shuns publicity, serves wisely and will survive the mob hysteria which from time to time upsets reason.

Franklin B. Kirkbride.

Forward March To Grand Rapids

The fifty-third annual convention of the Michigan State Pharmaceutical Association will be held at the Pantlind Hotel, Tuesday, Wednesday and Thursday, June 11, 12 and 13.

It is up to every druggist in Michigan to be there and help form a constructive program for the coming year. A constructive program has been prepared, both from a business standpoint as well as super entertainment.

John W. Dargavel, of Chicago, Secretary of the National Association of Retail Druggists, will head the list of speakers. He promises to give you the low-down on National drug problems.

Lee Wilson Hutchins will give the address of welcome at the mixed luncheon Tuesday noon.

Tuesday afternoon speakers will be Harry J. Rendell, Jr., of the Harry J. Rendell Co., and R. J. Wilkinson, Business Manager of the Master Photo Finishers Association.

Wednesday morning will be devoted to committee chairmen reports, followed by an address by Mr. Dargavel.

Wednesday afternoon speaker will be W. N. Terry, of the Goodrich Rubber Co.

Thursday morning's speaker will be F. J. Nichols, of the National Cash Register Co.

The entertainment for this convention has been arranged by J. C. Dykema with dinners, bridge parties and golf, arranged so you will be busy every minute. Thursday night you will be entertained with a dinner dance and floor show.

This is your chance to help formulate your Association program for the coming year, so be there. The Druggists of Michigan cannot progress without a united organization. Your business and yourself are interested in the advancement of pharmacy. Let's make this our most successful convention.

Clare F. Allan, Sec'y.

An Irish Idea About Clerks

The last issue of the Irish Grocer, of Dublin, contained some suggestions for improving relations between a grocer and his clerks, which will sound novel to American grocers, some of them anyway. Here they are:

1. Do I infuse the spirit of friendliness, of happiness, of contentment among my staff?

2. Do I trust them with regards to prices I pay, and profits I make?

3. Do I treat them decently, or do I bully and grouse at them all day long?

4. Do I inquire about their home life, wife, mother or kiddies? And do I try and infuse a little happiness by sending them small gifts?

5. Does my message boy do my business credit, or does the poor little chap have to trudge along on a hard world with nothing but complaints from me?

6. Would it pay me to call my staff around each month and discuss as a team how we could improve trade?

7. Would my staff work happier and more willing if I gave them a little supper and a visit to a show every three months?

8. Do I pay them a living wage, or do I go into the cheapest labor market—believing that it pays me to save on wages when I really lose in the long run?

9. Do I give my staff credit for any increased sales, or do I pat myself on the back and tell the world what a good salesman I am?

10. Am I sure that my staff work as a team or do they fall out because I favor one and find fault with another?

Changes in the Wagner Bill

Amendments will be incorporated in the Wagner labor disputes bill at the President's request are unlikely to make the measure more acceptable to business.

Since the President has already indicated acceptance of the majority rule principle, he is not expected to affect that provision of the bill. Hopes are largely abandoned for an amendment like that sponsored before the Senate by Senator Tydings to forbid coercion of employees by unions as well as by employers. Opposition of union leaders to such a change appears to be too strong.

Some liberalization of the restrictions against financial support of employe representation plans by the employer may be included as a concession to industry, however. Also, the provisions in the original bill providing powers of arbitration for the National Labor Relations Board may be reinstated.

King Cotton's crown is being wrench off by New Deal bungling.

MOVEMENTS OF MERCHANTS

Pittsford—The Burkholdt hardware stock was recently badly damaged by fire.

St. Joseph—The Swigert Furniture Shop, Inc., retail dealer, has a capital stock of \$3,000, all paid in.

Three Oaks—The Three Oaks Shipping Association has changed its name to the Three Oaks Co-Op., Inc.

Harbor Springs—The Harbor Inn Cafe and Bakery which has been closed all winter, is now open for business.

Detroit—The Brighton Sand Co., 1310 Majestic Bldg., with a capital stock of \$75,000 has \$10,000 paid in.

Detroit—Tubewald, Inc., Oaklawn at Manchester, has changed its name to the Standard Steel Tube Company.

Otsego—Holland's Dairy has installed a Carrier-Brunswick unit in its plant. Sold and installed by Boot & Co.

Grand Rapids—Burt's Place, Stocking avenue, has installed Carrier-Brunswick equipment for beer. Sold and installed by Boot & Co.

Highland Park—Vincent Cleaners, Inc., 11833 Third avenue, has been incorporated with a capital stock of \$3,000, \$2,000 being paid in.

Iron Mountain—Fire damaged the jewelry stock and store fixtures of A. Franmini, to the extent of about \$2,500, which is covered by insurance.

Detroit—The Cadillac Paint Manufacturing Co., 433 Leland avenue, has changed its name to the Reliance Paint & Varnish Manufacturing Co.

Newaygo—The Truman Market has recently installed a Carrier-Brunswick refrigerating plant for his market. Sold and installed by Boot & Co.

Detroit—The L. M. Chrysler Coal & Dock Co., 6-233 Gen. Motors Bldg., dealer in fuels of all kinds, has a capital stock of \$1,000, all paid in.

Detroit—The Horst Manufacturing Co., 17005 Fullerton avenue, general machine and tool business, has a capital stock of \$5,000, all paid in.

Detroit—The Corbett-Galton Coal Co., 15001 Fullerton avenue, dealer in fuels and building materials, is capitalized at \$50,000, \$1,000 being paid in.

Grand Rapids—Boot & Co. has sold and installed Carrier-Brunswick refrigeration for beer in the Johnson Service Station, 4670 Division avenue.

Battle Creek—The Larkin Beverage Co., 55 South Monroe street, has installed Carrier-Brunswick equipment for beer storage. Sold by Boot & Co.

Grand Rapids—Boot & Co. has sold and installed Carrier-Brunswick refrigeration in the candy store of Dean Camburn, 1 Division avenue, North.

Grand Rapids—The Avenue Cafe, Division avenue, has installed a Carrier-Brunswick refrigerating plant for his restaurant. Boot & Co. sold and installed it.

Shelby—The Harrison Basket Co. is now in regular production, with 75 employes on the payroll. Bushel baskets, strawberry and cherry crates are being featured.

River Rouge—The Gennaro Square Deal Sales, Inc., 10710 West Jefferson avenue, dealer in auto accessories, has an authorized capital stock of \$4,000, \$2,600 being paid in.

Flint—The Master Decorators, Inc., 609 Patrick street, wholesale and retail dealer in paint and paper, has a capital stock of 5,000 shares no par value, \$1,500 being paid in.

Marquette—Frank Micin has engaged in business at the foot of East Hewett avenue, dealing in ice cream, candy, tobacco and conducting a gasoline and oil station.

Birmingham—White's Inc., 81 Maple avenue, retail dealer in baked goods, confections, restaurant, has an authorized capital stock of \$5,000, \$1,000 of which has been paid in.

Detroit—The Jane Lee Dress Shop, Inc., 735 Penobscot Bldg., dealer in dresses, millinery and accessories, has a capital stock of \$10,000, \$2,000 of which has been paid in.

Detroit—Herbert K. Weimer has acquired the stock in the Dilger Hardware Store, 11645 Hamilton avenue. He will conduct the business as the Weimer Hardware Co.

Fulton—Marvin E. Bitner has purchased the store formerly owned by Lewis E. Best and has acquired Mr. Best's hardware stock, to which he has added additional stock.

Detroit—The Atlas Fur Co., 8843 Linwood avenue, organized to manufacture, recondition and deal in furs, has a capital stock of \$5,000, of which \$3,000 has been paid in.

Battle Creek—Stanley Zuk, has installed a meat cooler and Carrier-Brunswick refrigeration in his market at 254 Riverside Drive. Boot & Co., sold and installed the job.

Detroit—The United News Co., 24 West Jefferson avenue, wholesale dealer in stationery, novelties and toys, has been incorporated with a capital stock of \$10,000, all paid in.

Roscommon—The People's Market, Inc., has been incorporated to deal in groceries, meats and general merchandise, with an authorized capital stock of \$3,500, \$3,000 being paid in.

Grand Rapids—The Coney Island Restaurant, 1212 Madison Square, has purchased and had installed by Boot & Co., Carrier-Brunswick refrigerating machinery for use in its restaurant.

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

Detroit—The common council has reduced the grocer's city license from \$25 to \$10 annually for grocery stores and to \$5 for meat markets. This is expected to save retailers \$50,000 in taxes yearly.

Kalamazoo—The New Sanitary Dairy Co., 1334 North Westnedge avenue, dealer in milk, butter and other dairy products, has a capital stock of 25,000 shares at 50 cents each, \$3,000 being paid in.

Detroit—The Knight-Menard Building Co., 1441 Times Square, dealer in lumber, builders supplies and mill work has been incorporated with a capital stock of 25,000 shares at \$1 a share, \$1,800 being paid in.

Battle Creek—Phil Rose, who has been manager and buyer of the men's and boys' clothing department of the Grand Leader store for the past 14

years, resigned and assumed the management of the Unclaimed Freight Store, 35 East Michigan avenue.

Muskegon—The Highland Park Dairy Co. has spent more than \$10,000 in equipment and remodeling of its plant preparatory to branching out into the ice cream business, placing "Dari-Maid" ice cream on the market. B. C. Seifert is owner of the plant.

Hillsdale—Charles H. Swift has sold his grocery stock to J. R. Morris, who has availed himself of the sale in bulk law by depositing \$1,500 in the Hillsdale State Savings Bank. As the total indebtedness is \$5,060.29, the creditors will receive about 20 cents on the dollar.

Petoskey—Mrs. David Cohen and Mrs. J. C. Levinson, who conducted the Sarasota Sports Shop here last year, have opened an all year store at Lake and Howard streets, with a stock of ready-to-wear apparel for women. It will be conducted under the style of Eleene's.

Sault Ste. Marie—The Booth Produce Co., 317 West Portage avenue, wholesale dealer in fruits, vegetables, grocers' supplies, liquors, tobaccos and confections, has merged its business into a stock company under the same style with a capital stock of \$50,000, \$3,000 being paid in.

Grand Haven—Orville Yeager, proprietor of Beverly Inn, which burned to the ground recently, has opened at the former Miami club location on Lake Shore Drive. The new Beverly Inn includes a main dining room with a seating capacity of 250 and several private dining rooms.

Ravenna—Construction of an addition to the Ravenna creamery and the installation of several new pieces of machinery have enabled the plant to manufacture casein. The plant capacity is approximately 30 tons of whole milk a day. While only about four or five tons are being handled at present, the amount is expected to increase until the capacity is reached.

Holland—Vaudie Vandenberg, local business man, has taken his place at the Chamber of Commerce desk in the Warm Friend Tavern to substitute for William M. Connelly, manager, who is away on a two weeks' vacation. The vacation, first enjoyed by Mr. Connelly in two years, includes a trip to Washington, D. C. and other points east. The Chamber of Commerce official is accompanied by Mrs. Connelly.

Cadillac—Reorganization of the Michigan Potato Growers' Exchange, the nation's oldest co-operative potato marketing association, functioning on a membership basis, into a co-operative stock company with a capitalization of \$50,000 has been announced by Fred P. Hibst, general manager. Joseph T. Bussey, Lake Leelanau, will remain as president of the new organization which will be known as the Michigan Potato Growers' Exchange, Inc.

According to this year's Bawl Street Journal, the United States will cancel the French war debt if France takes back Louisiana.

The bigot is the other man who will not swear that our creed is true.

Manufacturing Matters

Plymouth—The Beach Appliance Corporation, manufacturer and designer of electric irons, etc., has a capital stock of \$10,000, \$6,500 being paid in.

St. Joseph—The Gillespie Co., has just installed a Carrier-Brunswick refrigerating unit for manufacturing ice cream. Sold and installed by Boot & Co.

Detroit—Custom Boats, Inc., 12934 Evergreen Road, manufacturer and dealer in boats and trailers, has a capital stock of \$5,000, \$2,000 being paid in.

Canned Shrimp Shortage Looms

Buyers of shrimp who do not realize how short the spring pack this year actually is had better fill their needs or they may go short before the new season pack, according to E. M. Lapeyre, general manager of the Grand Caillou Packing Co., Houma, La. Because of unreliable catches of shrimp this year, coupled with excessively heavy headless, fresh shipment and the advanced price asked by fishermen, the packers are putting up very little shrimp, he declared. Fishermen are asking \$8 per barrel for shrimp as a bottom price, which puts any stock canned this spring above the current market and practically the only shrimp being canned are to fill orders already on the packers' files.

According to the shrimp section, National Cannery Association, the pack from January 1 to the middle of May amounted to only 89,437 cases (48's, 1's) based on can company reports, as compared with 127,862 cases during the same period in 1934. The pack during the first half of May was only 8,067 cases, compared with 30,318 cases in the first half of May, 1934. The season closes, legally, June 15, but many packers consider their plants as through canning already.

Humphrey Ruling Linked With Bank Bill

The Senate Banking and Currency Committee in its contemplated revision of Title II of the omnibus banking bill will give consideration to the Supreme Court decision in the Humphrey case as having a direct bearing upon the question of the removability of members of the Federal Reserve Board.

The court ruled that "the President does not have illimitable power of removal."

There has been a great deal of discussion during the hearings before the Glass subcommittee of the desirability of giving extreme independence to the board, one of the factors being a grant of assurance of retention in office for the full period of the appointment with removal only for cause.

In the Humphrey case it was contended that it was the intent of Congress that the Federal Trade Commission be independent of the President and that, therefore, he was in error in deposing the late Commissioner William E. Humphrey.

Essential Features of the Grocery Staples

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

Tea—A slightly better business is reported from the first hands tea market during the week. Prices in this country show no special change, although primary markets, notably India and Ceylons, are a little easier. Consumptive demand for tea is about as usual.

Coffee—The market for Rio and Santos coffee green and in a large way began the week with a fractional advance. Later this was lost and prices declined to some extent. Demand is rather poor. The destruction of coffee is still going on in Brazil. So far over 35,000,000 bags have been destroyed, nearly a million of which since the first of this year. Actual Rio and Santos green and in a large way have been relatively weaker than green coffee and the week shows a slight fractional decline from the last report. Milds have shown improvement during the week and prices are a bit firmer. Jobbing market on roasted coffee is unchanged for the week. Consumptive demand good as coffee is cheap.

Canned Fruit—There has not been much doing in future California fruits. Apricots have been offered here, and some offerings of future cling peaches were made several weeks back, but much of this was probably a testing of the New York market to determine distributors' ideas about future prices. Apricot growers are talking of high prices again on the new crop, because it is reported in some places to be running 50 per cent. of normal. As a result, growers have been talking of asking \$60 a ton for No. 1 fruit.

Canned Vegetables—The canned vegetable market showed little change here last week, and there was not enough trade interest apparent to test prices generally. The removal of the bonus issue for the time being should have a healthy effect on the future position of foods, and the unseasonable cold weather this spring is causing a little concern in some pea growing sections regarding the outlook for new crop.

Canned Fish—The demand for salmon has been fair to good. Most buyers bought enough to last a while before the last advance, especially Alaska reds. Figures published elsewhere show a very large salmon pack, but a big consuming season is expected and holders are predicting advances in salmon shortly. In fact, some predictions are that Alaska red salmon will be \$2 per dozen in a large way in the near future. This would mean a further advance of about 15 cents. Other tinned fish unchanged but not much demand.

Dried Fruits—Prices on dried fruits here show a number of revisions in the latest list to reach the trade. Popular brands of California prunes have been revised downward pretty much through the various sizes, some grades of apricots are lower and Thompson raisins are off fractionally. Demand here is following pretty much along seasonal lines. Buyers are taking goods as needed against prompt requirements,

but, as usual, are not booking far ahead. There was little new from California. Prunes continued slightly easy on the Coast and there was some shading in Thompson raisins. Demand for shipment to distributing centers was slow.

Beans and Peas—Trade in dried beans and dried peas is still very poor and the general tone of the market is easy. It is still a buyer's market almost entirely.

Maple Syrup—Maple Syrup production in Pennsylvania this year will be larger, it being estimated from reports by manufacturers that approximately 700,000 gallons will be refined from the annual spring sap flow this year. It takes about 20,000,000 gallons of sap from about 500,000 Pennsylvania trees to secure this production. The State ranks fourth in the United States in the production of this syrup and its by-product maple sugar, Vermont, New York and Ohio surpassing it.

Nuts—The market shows little week-to-week change here. There is a fair movement of walnuts, particularly pieces, and almonds, cashews and pecans are moving in a routine way. Buyers are operating more or less on a hand-to-mouth basis. Prices abroad show continued steadiness, and importers are not taking a future position. Walnuts are somewhat more active because of the increased demand from the ice cream trade.

Olive Oil—The olive oil market remained about unchanged last week. Quotations from Italy were just a shade higher, but this had no material effect on the New York market. Prices in Spain were pretty much unchanged. Demand for oil here is routine, and prices on the spot are being very well maintained.

Rice—The rice market was somewhat more active here last week. The grocery trade seem to have greater confidence in the future and are covering their requirements farther ahead, even though prices here are well above former levels. The situation in the South continues very strong, as evidenced by the fact that the Government will probably not be able to buy up its 500,000 pockets for relief outlets, at least out of the present crop. This is probably just as well, for it would cause skyrocketing in prices and affect the industry adversely next season. A proposal to revise the compensatory tax on brewers' rice is under consideration in Washington, but the general opinion is that nothing much will be done about it this season.

Syrup and Molasses—Sugar syrup is still in limited production with a steady demand. Prices firm, Compound syrup dull after rather heavy buying. Prices unchanged. The better grades of molasses are unchanged and selling quietly.

Salt Fish—Demand for mackerel and other salt fish is very quiet and will continue to be for some time. Undertone is still strong on account of light stocks.

If well thou hast begun, go on; it is the end that crowns us, not the flight.

Social security would be more secure if not enacted without further study.

Review of the Produce Market

Apples—No. 1 Spys, \$1.50 and \$1.75. Artichokes—80c per dozen. Asparagus—Home grown, 50 @ 60c per dozen bunches.

Bananas—4 1/2c per lb. Butter—Cartons, 26c; tubs, 25 1/2c. Cabbage—50 lb. crate from Tenn., \$1.55.

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, \$4 per crate; 12 stalks to bunch, 50c.

Cucumbers—Home grown hot house are held as follows in 1 doz. baskets: Extra Fancy 50c No. 1 40c No. 2 30c

Dried Beans—Michigan jobbers pay as follows for hand picked at shipping stations: C. P. H. from farmer \$2.70 Light Red Kidney from farmer... 4.75 Dark Red Kidney from farmer... 5.75 Light Cranberry 5.10 Dark Cranberry 4.10

Eggs—Jobbers pay 22c per dozen for all clean receipts. They sell as follows: Large white, extra fancy 26c Standard fancy select, cartons 25c Current receipts 24c Medium 23c Cracks 22c

Egg Plant—\$1.50 per doz. from Fla. Garlic—15c per lb. Grape Fruit—Florida, \$3.50 for all sizes.

Green Beans—\$2 per hamper for La. Green Onions—Home grown, silver skin, 20c per dozen. Green Peas—\$1.75 per hamper for Miss.

Green Peppers—40c 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

Lettuces—In good demand on the following basis: California's, 4s and 5s, crate \$4.50 Leaf, hot house 8c Mushrooms—32c 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, 30c per bu. Idaho, \$2.50 per 100 lb. sack. New cobbler from the Carolinas, \$3.50 per bbl. of 160 lbs.

Poultry—Local jobbers pay as follows: Heavy Fowls 20c Light Fowls 17c Turkeys 20c Geese 15c Ducks 15c

Radishes—Outdoor, 8c 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 12 1/2 Good 11

Wax Beans—La., \$1.75 per hamper. Whortleberries—Alabama, 30c qt.

How about the scores of thousands of telegrams that poured in upon President Roosevelt demanding the bonus? We are, in some respects, a volatile nation. Now that the bonus veto has gone over in such a big way there will be people to question the authenticity of all those telegrams to your Representative, your Senator and your President. Indeed, it would be no surprise if the wire companies are discovered to be the hidden hand behind the bonus crusade as they are behind Mother's Day and other emotional upheavals that can only be satisfied on a telegraph blank. Why has no one written a book showing that the telegraph companies are the power behind Father Coughlin?? It just pours telegrams after every one of his speeches, and books giving the inside story about the White House and Congress have been written on much less than this. Actually there is enough genuine bonus sentiment to explain the wired outpourings. Those telegrams were organized, no doubt; but then we organize everything in our democracy; even frog-jumping contests.

History is rapidly becoming a race between education and catastrophe.

Never stand begging for that which you have the power to earn.

The price of freedom is the risk of choosing the wrong cause.

A great man is one who can have power and not abuse it.

A vetoed fiat-money bonus will stand to Roosevelt's credit.

Men watch the clock most when sleeping on the job.

To kill a little time is to murder a big opportunity.

The bank bill is rank-bureaucracy at its worst.

New Dealers are making too many misdeals.

MUTUAL INSURANCE (Fire and Life)

Taking Additional Insurance as Ground for Voiding Policy

As a general rule, fire insurance policies carry a standard provision that requires permission of the company if additional insurance is taken out upon the property covered. And it is usually provided, that a violation of this clause renders the policy null and void.

Furthermore, the courts, in construing stipulations of this kind, have usually enforced them according to their terms. It follows, an insured should be very careful to see that the provisions of his policy are complied with, in taking out additional insurance. Here is a point of business law that has been a frequent source of unexpected loss to business men, and, as an example of judicial reasoning in a case of this kind, the following decision is squarely in point.

Here, plaintiff, a merchant, carried two policies of fire insurance on his property amounting to \$1,500 each. Each policy contained the following provision, in respect to the taking out of additional insurance upon the same property.

"The entire policy unless otherwise provided by agreement indorsed thereon or added thereto by the Secretary, shall be void if the insured now has or shall hereafter make or procure any other contract of insurance, whether valid or not, on property covered in whole or in part by the policy ***"

The plaintiff here decided that he should have more insurance on the property covered, and claimed to have notified one C., who had written the policies here involved and was also treasurer of the company, that additional insurance would be applied for. C., plaintiff claimed, offered no objection, and the plaintiff procured additional insurance in another company in the amount of \$1,500.

A loss followed, and the defendant insurance company that had written the first policies, refused to pay on the ground that it had never given permission for the additional insurance. The facts showed that plaintiff had never obtained the indorsement of the secretary of the company upon the policies, consenting to the second policies, as was required by the provision heretofore quoted.

Plaintiff, however, took the position that the consent of C., who had written the first policies and who was also an officer in the company, was sufficient to bind the company. In reply to this, the defendant pointed to the written provision of the policies, stood squarely thereon, and insisted that the act of plaintiff in securing the additional insurance voided his policies.

The parties failed to reach any agreement, and plaintiff filed suit upon his policies. The district court found for the defendant, and that plaintiff take nothing. From this plaintiff appealed, and the higher court in reviewing the

record and in affirming the judgment, among other things said:

"It is contended that the provision quoted above was waived because plaintiff gave notice to C. of his intention to procure additional insurance—that C. was not only defendant's soliciting agent, but also its treasurer and a member of its board of directors and a member of its executive committee. Plaintiff argues that C. was related to defendant in so many capacities that notice to him should be construed as notice to it.

"Even so, notice of an intention to procure additional insurance would not strike down the provision *** that the policies sued on would be void if additional insurance were procured without agreement indorsed by defendant's secretary on the policies sued on. Nothing in the by-laws of the defendant authorized C., who solicited the insurance, to waive or abrogate that by-law. Neither was he authorized to do so by his office of treasurer, or as a member of the board of directors, or as a member of the executive committee.

"It is elementary law that a director of a corporation has no authority to obligate it by the mere fact that he is a director. The corporate authority is exercised by the board itself, not by individuals comprising its personnel. *** It seems clear that the procurement of additional insurance without agreement with the defendant indorsed on plaintiff's policies by the secretary of the company voided the policies, and the judgment of the district court was correct. Affirmed."

So ended the case. The court holding that plaintiff's failure to obtain the indorsement of the secretary of the company, consenting to the additional insurance, prevented a recovery. That the notice to the soliciting agent, even though he was an executive officer of the company, did not waive this provision. And, as an example of how strictly the courts may enforce provisions of this kind, this case is hard to beat. Leslie Childs.

Restricting the Ballot

The indiscriminate bestowal of the ballot has brought into our national life grave abuses and evils. Citizenship means not alone rights and privileges but duties and obligations as well. For these reasons the right to the ballot should not be given unconditionally to everyone alike. There should be added conditions imposed more weighty than those of age, soundness of mind, which is questionable in many of the voters of to-day, and registration. When vital issues come before the people, the intelligent and thoughtful vote is submerged in the vote of the many who go to the polls bearing no responsibility whatsoever in the life of the community in which they live, and few knowing the significance of the issue upon which they vote. During the Colonial period of our country the ballot was restricted to certain classes of individuals, a policy that should be followed to-day. Florence Geehr Miller.

A modern food expert is one who can look at a calf and tell how many chicken sandwiches it will make.

Looking For Work At Sixty-Three

Newaygo, May 28—On account of my failing health I had to get out of business, after forty-five years of hard work, but not much to show for it. At one time we enjoyed from \$35,000 to \$50,000 a year business, but that day in Newaygo is past and gone. In a short time, unless things change, very few real independent merchants will be left in the country. According to E. B. Stebbins, in your own city, 50 per cent. of retail trade goes to greedy chain corporations; on Monroe avenue you find very few independent merchants left, and to-day Grand Rapids business men and women are receiving less than half of the trade of the city and it is no wonder Grand Rapids, as well as the smaller places, is financially sick. Is it getting any better? I hope so. I could not sell first quality merchandise on a one per cent. profit and pay my over-head expenses. With the chain stores buying in car-load lots, coffee, cigarettes, sugar, etc., perhaps they can and when you get right down to the facts you can't blame anyone in these trying days if they buy where they can buy the cheapest. Of course, quality with some cuts no figure, especially among the famers.

Now, Mr. Stowe, you have always been a good friend to the Thompsons and may it continue. It was my ambition to take the Tradesman at least as long as you were the editor. Perhaps I can. The front door of our store has hardly ever been closed in sixty years and now that we have rented again to Ralph Henderson, wife and son, Max, who come here highly recommended, perhaps the door will still stay open. He has spent a lot of money and now has a fine modern up-to-date grocery and meat market. It is one of Lee & Cady's Red and White and they are enjoying a nice trade and it ought to get better, as Newaygo is a good summer town. When you are up this way again, Brother Stowe, drop in,

and see them and please pardon this long letter.

At present I am feeling fine, and looking for any kind of an honest day's work, but it is the same old story: "How old are you? Sixty-three? Too old and inexperienced." An old age pension at 65 is the salvation of the country and perhaps with your good friend, A. H. Vandenberg, as head of the Nation in 1940 (I don't think any Republican can bear Roosevelt in 1936), we can once more get back on solid ground. Wm. G. Thompson.

This country is in the position of a hostess who has so much food prepared for her family that she can't get it from the kitchen into the dining room.

Utility holding companies, sentenced to death by New Dealers, will probably get a reprieve, thanks to public sentiment.

The past without progress availeth little, but progress built on a solid past makes for dependability.

Goodwill in the heart is more essential to happiness than a well-filled pocket.

States aren't, after all, to become vassals of Federal autocrats or bureaucrats.

If it is not in the interest of the public it is not in the interest of business.

We better give up the things we cannot keep for the things we cannot lose.

The worst of it is that long-tongued Huey isn't short of brains.

Money buys only the cheaper things.

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MUTUAL SERVICE AND EFFICIENCY

In Unity There Is Strength

In the public utility industry we have an example of the first congressionally endorsed, permanent, federal invasion of the field of private enterprise. Money for building government projects is raised by assessing the tax payer to build plants to compete with the business of the tax payer. This action inspired Norman Thomas, the Socialist leader, to declare that the Tennessee Valley Authority public utility project was true socialism. And Mr. Thomas ought to know!

But the brain trust is not satisfied with the government competing with private enterprise. The brain trust leaders in Congress now demand the right—through the instrumentality of the "public utility bill" to destroy the financial structure supporting the companies with which government yardsticks are competing. The sponsors of this iniquitous bill declare the holding company is unnecessary—that it adds to the burdens of the tax payer and performs no real service. This, of course, is plain tommy-rot! The holding company adds no burden to the tax payer since it has little or nothing to do with rates charged. The holding company is the back-bone of the public utility industry. These great public service corporations make it possible for the operating utility companies to expand their service into small communities where the very smallest locality can get the benefit of cheap electrical power. Without this service from the holding company thousands of small communities would be paying much higher electric rates than they now enjoy.

It is apparent that the Wheeler-Rayburn bill is not aimed at destroying holding companies as such. This is patent—for the holding company has little or nothing to do with the price the operating company charges the consumer for power.

In our opinion the real intent of the Wheeler-Rayburn bill—and those supporting it—is to break up the holding companies so that the operating companies, weakened by the removal of their great financial back-log, will become an easy prey to the government's proposed nation-wide power system. In a nutshell this—beyond reasonable doubt—is the real object of this bill! What The Crusaders say on this subject may appear to some people as a prejudiced viewpoint; however we will quote Mr. David P. Lillienthal, who is the government's key-man in directing the destinies of the Tennessee Valley Federal Project, and therefore one of the greatest enthusiasts for government operation in the field of private enterprise. He wrote an article on Public Utilities in the Columbia Law Review in 1929. Mr. Lillienthal at that time had no axe to grind. He had been a member of the Wisconsin Public Service Commission and in that position was familiar with holding companies. Here is what he said: "The holding and management company has come upon the field, demonstrated its prowess, and in a relatively few years changed the entire economic nature of the public utility industry. Isolated plants have given way to great systems

whose lines span several states and serve hundreds of communities, all operated under unified managerial and financial supervision. The spread of rural electrification, the amazing advances in telephony, the rise of super-power systems—these and many other technological developments so intimately related to public welfare are directly attributable to the efforts of the holding company. Perhaps most important of all, to the holding company must go the credit for the unprecedented flow of capital into the public utility industry, making possible extensions and improvements of service."

Think that over carefully!

The holding companies and the public utility companies should be judged on their record, and here is the record which no one disputes—and, we may add, it is one of the most brilliant records of continuous rate reductions recorded in all the pages of the world's industrial history. Taking 1900 as a basis of one hundred per cent, we find the following astonishing facts. By 1910 the cost per kilowatt hour of electric service was reduced to 57. In 1918 to 49. In 1920 to 44. In 1930 to 36 and in 1935 to 32—a reduction under efficient private management of sixty-eight per cent. in the cost of electricity for household use.

Let us compare this thirty-five years of steady rate reduction to the same thirty-five year period dealing with all other commodity prices. Again using 1900 as one hundred per cent.—By 1910 the average price of all commodities rose to 125—in 1920 to 275! In 1930 it stood at 153 and in 1935 at 141.

While all other commodities in this country ski-rocketed upward during the past thirty-five years, we find that electrical rates to the household have been drastically reduced. That record speaks more eloquently than any statement from The Crusaders.

Now, let's go one step further. Five million Americans, and through insurance companies and savings banks tens of millions more, now own the public utility corporations of the United States. So, when we hit the holding companies and operating companies it is Main street that feels the crushing blow!

From March, 1933 to April 1st, 1935, industrial common stocks have increased on an average of ninety-seven per cent. Now understand that on March 1st, 1933 all stocks were at a low ebb. By April 1st, 1935 industrial common stocks had nearly doubled in value—but—holding companies and operating public utility company common stocks not only decreased thirty-nine per cent. but also went below the bottom reached in 1932. And this paralyzing reduction took place when the business of the public utility companies was increasing. It simply means that the public utility policy of the government and the threatened action against this industry by Congress have cost the investors in a healthy industry billions of dollars, and have reduced the purchasing power of the country to the tune of hundreds of millions.

Now, let's look at another phase of the paralyzing effect of the government program and the proposed congress-

sional action. The public utilities of this country spent over nine hundred millions of dollars in expansion and improvements in 1930. They spent only a hundred million in 1934—less than in 1933—the year of the bank panic! The public utilities now are hundreds of millions of dollars short in development, equipment and expansion. 1934 should have seen at least a million people engaged directly or indirectly in furnishing the electrical industry with what it needed during that year. Public utilities had the earning power to justify development, but the fear of government interference—the fear of government competition—the fear of congressional persecution held back the normal development of America's greatest enterprise. This fear kept a million men off payrolls in 1934 and will keep a million men walking the streets in 1935.

Here is what has actually happened: The government spent sixty million dollars on its power projects in 1934. The expenditure of this money scared into hiding many hundreds of millions that private companies might have spent. That is not all!

The government invasion into the power industry has destroyed more than three billion dollars of actual utility stock value in the last two years. The threat of congressional action destroyed more than a billion dollars of actual value of utility stocks in two months. And all this has happened when the forces of reconstruction in this country are trying to increase buying power and put more people to work. If this makes sense, Baron Munchausen was the paragon of truth!

Public utilities have been attacked because their stocks went too high in 1929. They did—but so did every other industrial stock, of the blue-chip variety or otherwise. We do not attack industry on this count. Out in Iowa in 1920 farm land was selling for five hundred dollars an acre that sold in 1932 for as low as fifty dollars an acre. Yet, no one has said, and no one is foolish enough to claim, that the farmers who sold land for five hundred dollars an acre—or the farmers who bought land for five hundred dollars an acre, were crooks. The men who bought farm lands at inflated values erred in judgment just as the men who purchased stocks at inflated prices.

We should have sane and common sense regulation so that we can preserve all of the constructive phases of our great progress in the past. Each state has a public service commission or public utility commission which has the power and authority to regulate completely the price we pay for electricity and power.

If these governmental agencies cannot regulate efficiently, how can they possibly operate competently? Think that one over!

Neither public utilities nor any other private enterprise should become the football of politics. In government operation we fill the public utilities with political job holders and we expand the political spoils system. The Crusaders believe it is a monumental mistake to give any political party the

power to operate industrial enterprise, since no political party has shown willingness to free itself from the efficiency-destroying contamination of the political spoils system and the blundering incompetency that it enthrones!

The Crusaders are not interested in public utilities as such, but they are interested in the tens of millions of Americans whose savings are invested in utilities. We, as Crusaders, are concerned with whether we are to surrender the principle on which this country was founded. And we do not hesitate to say that the passage of this class legislation will proclaim to the world that the principles of democracy on which the Government of the United States was founded have proven a failure. Weigh these words carefully. The passage of this bill will remove from the foundation of democracy the most solid rock that supports it.

Fred G. Clark,
National Commander of The Crusaders

As Meats Go Up

The higher wholesale prices of meats brought about the following remark from a prominent manufacturer:

"Unless something is done about adjusting the retail prices, there will be 500 or more meat men go broke within a very few weeks."

The wholesale prices of meats are going higher and higher, and many retailers are not raising their retail prices accordingly.

There are always so many more of the cheaper cuts in both lamb and beef that the higher prices on the better cuts are not given the proper consideration by many who are not trained butchers. Loss in bones and trimmings must also be taken into account.

Many grocers who sell fresh meats do not keep separate accounts, and the losses in the meat departments continue to cut into the profits of the grocery department.

One grocer said last week that he kept account of a rump of beef, and after he sold it all he had a profit of \$1.05. Another member lost \$.09 on the same cut.

We advise all members to watch their meats carefully—keep the accounts separate until you are sure you are going right, then go ahead!

Royalty and Rouge

I think the reason King George and Queen Mary are said to not "look with favor on rouge, lipstick and bare backs" is because they have an acute taste for beauty unadorned. A sweet mouth and beautiful teeth certainly lose attractiveness with an application of lipstick, and a weak mouth with homely teeth cannot with safety be featured. A very slight application of a delicate rouge is a godsend to a too pale woman, and a really beautiful back is a delight to look upon, but, doubtless, what Their Majesties object to is the vulgar display of a total lack of beauty. My personal impression of Their Majesties when I was once fortunate enough to meet them at Buckingham Palace is that they are both the sweetest, most normal, most natural people in the world.

Mary Anderson Sanborn.

TRADE UNWORRIED

Outlawing of NRA codes with the indicated effect of the Supreme Court decision on other phases of New Deal legislation, presages a restoration of greater confidence and stability to the food and grocery manufacturing industry, and heralds an early expansion program in many divisions of the trade.

Grocery distributors, on the other hand, received the decision outlawing codes with mixed emotions. While leading trade members in many instances refused to comment on the verdict, pending more complete reports on the text of the ruling, the hope was expressed in several quarters that new legislation would be developed to perpetuate legally the very few constructive features of the NRA code program.

Opinions as to the effect of the ruling on competitive conditions within the industry varied, although little concern was evident regarding the possibility of any sharp price breaks. While an immediate resumption of chiseling practices in distribution was feared by some, majority sentiment inclined to the belief that strong and advancing markets would tend to minimize the immediate effect of the dropping of code regulations.

The Supreme Court decision on NRA should promote activity and expansion operations in the food and grocery manufacturing industry, and is particularly welcomed by that trade because of its probable effect on the Wagner bill and other New Deal legislation. The decision very definitely means the end of NRA and presages the restoration of confidence to industry. The court's findings should encourage food and grocery manufacturers to plan their activities further into the future. The industry is pleased to have the Constitution restored to its rightful place, and is "tickled to death" to have the position of business placed on a basis which will permit of sound planning for future operations.

The NRA decision means that the Wagner bill, and other pending legislative measures of a questionable character, uncertainty over which have tended to retard expansion in the food manufacturing field, would likewise fail to stand up in law.

DRY GOODS CONDITIONS

Adverse weather in many sections of the country is again responsible for unsatisfactory results in the dry goods trade. Low temperatures do not inspire buying of summer goods in spite of the near approach of Decoration day. Main floor departments and home wares were the most active here.

Department store sales in the metropolitan area for the half month proved somewhat of a surprise, since the decline of 2 per cent. reported by the Reserve Bank, was less than had been estimated by a good margin. A decrease of 4 to 5 per cent. was looked for and now the tendency is to figure that the loss for the month may be held to 3 per cent. under last year.

Besides the weather there have been various other disturbing or unsettling influences upon trade. Large automo-

bile sales have cut into merchandise budgets and higher food costs have the same effect. Moreover, it is not clear what the substitution of work relief at the low wages announced for direct relief may have upon the expenditures of those in distress.

The impression of the relief director is that the work program will furnish more money than the dole, but comparative figures are not offered. Since trade gains in many parts of the country can be traced directly to relief funds, this question has considerable importance for retailers.

Wholesale market activities dragged in the week, due to slack retail trade. However, there were favorable evidences here and there. Early fur coat orders, for instance ran 10 to 20 per cent. ahead of a year ago at the buying conventions. The sharp rise in wool is bringing along price increases in fabrics.

DEMAND UNCERTAIN

A strike in one section of New York City against meat prices, with pickets demanding a cut of 10 per cent., might be accepted as a straw in the wind of public reaction toward the mounting cost of living. In other parts of the country merchants have noted a definite trend toward the medium and lower price lines of merchandise. Family budgets are growing somewhat cramped, although large sales of automobiles indicate that money can be found for other than necessities.

Just what the impact of inflation upon the country in the present circumstances will mean is rather difficult to make out. Certainly the millions upon relief rolls, who will be transferred in the near future to work relief at low wages, do not augur well for the price advances that are said to be in prospect. The market is still far from normal and it is not likely that restricted consumption can very long carry higher prices.

Retailers will shortly arrange their merchandising plans for the fall. Within two or three weeks they will commence their buying. From present indications they face more problems than usual in attempting to gauge what consumer demand will be in the new season. Their testing out of this demand will have to be particularly thorough. Some consuming groups, and those smaller in number and often early buyers, are likely to yield more business, while others that comprise the mass demand will purchase less and more carefully.

MUNSHAW BILL ENACTED

The passage of the Munshaw state-use bill by both houses of the Michigan Legislature closes the feud that existed between the Senate Rules Committee that refused to permit adjournment until the bill was released, and the House committee that refused to comply with the request. The signing of the bill is reported assured as Governor Fitzgerald is on record favoring the legislation.

The new law prohibits the sale of prison made goods on the market. It was one of the most bitterly fought pieces of legislation in the state. Prison manufacturing interests, seeing one

after another of their profit making sources of income collapse, made a particularly strenuous fight to retain the production of prison made goods for sale on the open market.

The major features of the new statute are as follows:

Section II of the bill provides: From and after sixty days after this act shall become law it shall be unlawful to sell or exchange or to offer for sale or exchange, or to purchase any prison products otherwise than exclusively through the State Purchasing Agent, or his successor, and then only for use or consumption in the penal, charitable and/or other custodial institutions of this state or for departments of this state or otherwise as specifically provided in this act; nor shall the labor of prisoners be sold, hired, leased, loaned, contracted for or otherwise used for private or corporate profit or for any other purpose than the construction, maintenance or operation of public works, ways, or property as directed by the Governor.

Section II reads: Wilful violation of any of the provisions of this act by an officer of the state or of any political subdivision thereof, or by any officer of any institution of either, shall be sufficient cause for removal from office; and such officer shall also be subject to prosecution as hereinafter provided.

Section 12 provides: Any person, firm or corporation who shall wilfully violate any of the provisions of this act, shall be deemed guilty of a misdemeanor and, upon conviction thereof, shall be punished by a fine of not less than \$100 nor more than \$500, or by imprisonment in the county jail for a period of not more than ninety (90) days, or by both fine and imprisonment, at the discretion of the court.

EFFECT ON CANNING TRADE

Representatives of leading canning corporations would not comment publicly on the Supreme Court's decision, but intimated that the action would have an important bearing on costs during the 1935 packing season.

The principal effect of NRA in the canning industry has been the raising of labor costs due to wage and hour provisions of the code for the canning industry. Cannery men in particular have felt the effects of the Administration's wage and hour program due to the seasonal nature of their business, and the fact that continuous cannery operation for short periods is often necessary during the "glut" created by simultaneous ripening of heavy canning crops.

Just what effect the Supreme Court's decision will have on packing costs, however, depends upon the attitude of the industry as a whole toward the maintenance of present wage and hour schedules.

REFERENDUM OR FINANCE

What is considered as an unusual sign of the times, indicating the growing interest of voters in the intricate subject of governmental financial policy, is contained in the recent announcement that Switzerland will hold a referendum on June 2 to ascertain whether the Swiss people wishes to re-

main on the present gold standard. Until recent years, the settlement of so important a question, involving considerable specialized knowledge for a proper understanding, was left almost entirely to government bankers. Today, however, the public in each important nation appears to be taking a livelier interest in such subjects than ever before in history. In connection with the forthcoming Swiss referendum, advices received in banking quarters here indicate that the Swiss people will support the government, which has turned its face steadfastly against proposals for devaluation of the Swiss franc.

STEEL OPERATIONS STEADY

The decline of a half point in the rate of steel operations which was forecast yesterday for this week by the Steel Institute was not interpreted as bearish news in Wall Street. On the contrary, it was felt that the industry is giving a remarkably good performance, in view of uncertainties surrounding the fate of the Steel Code and the approach of the season when operations usually slump sharply. Last June operations declined 50 per cent. within a fortnight when consumers, who had been laying in a supply of steel in anticipation of increased price on July 1, were confronted unexpectedly with reductions. Few observers believe there will be such a sharp reduction in operations this June, but if the Steel Code's open-price provisions are scrapped, it would not be surprising if buyers again showed hesitancy.

UTILITIES CHEERFUL

The fact that so many elements of the NRA were found to be unconstitutional yesterday by the United States Supreme Court brought much cheer to public-utility executives, who not only have in mind the Wheeler-Rayburn bill eliminating holding companies and regimenting operating companies, but also are waiting for legal decision of two types to come from the highest court of the land. The first is that as to the constitutionality of the TVA; the others are as to the constitutionality of Federal grants and loans to municipalities to erect public plants to compete with those of private companies.

STRAW HAT RESPONSE FAIR

Local stores were moderately encouraged by the response to the official opening of straw hats on Saturday. While sales were only fair, the warm weather brought in more purchasers and merchants expect that by the end of this week the volume will be substantial. Most of the business was done on the low and medium price sennits and Panamas, although the better-class retailers reported that their business had been good. The fact that previously lightweight felts had sold freely is expected to delay immediate purchases of straws, however.

Too bad our labor riots can't be broken up as easily as they are in Scotland: there they just pass the hat.

Banks should bestir themselves to stave off threatened anti-legislation.

OUT AROUND

Things Seen and Heard on a Week End Trip

I had a most wonderful outing last week. I paid brief visits to Greenville, Sidney, Stanton, Crystal, Ferris Center, Elm Hall, Riverdale, Vestaburg, Cedar Lake, Edmore and McBrides. I had not visited the seven or eight last named towns for three or four years.

I found the merchants of Greenville keenly interested in the attitude of Congress and the Legislature on such legislation as would result in the advantage of the independent merchant. They are strongly organized and hold frequent meetings to discuss the situation and to make their influence felt whenever their feel that such action is desirable. I do not think there is another town in Michigan where the independent merchants are keyed up to so high a pitch as is the case in Greenville. I have had more assistance from that town than any other city in Michigan. I feel that the merchants of Greenville will go further and act quicker than the merchants of any other town with which I am on a working basis. In communicating with my Greenville friends I usually confine my correspondence to C. L. Clark, the dry goods merchant, who has the happy faculty of getting in touch with his brother traders in the quickest time possible. They take action with equal promptness.

Sidney is not as strong a trading point as it was some years ago. The mercantile requirements of the town are admirably served by Peter Peterson and the banking requirements by the Bank of Sidney.

Stanton looks to me as though it was on the verge of an improvement in business. If it could get a little help from the discovery of oil near town it would do much to rejuvenate the community.

I found Crystal people greatly excited over the remarkable oil development which is now in progress almost within a stone's throw from town. Fred T. Kimball, who has done much for the town of his adoption in the past and who is a man of wide vision and excellent judgment, believes the oil business will put Crystal on the map with the other towns which have become oil centers. The well equipped and well conducted general stores of E. S. Hammondtree and Alva LaSalle are a decided credit to the town.

I was grieved to learn that A. H. Newburg, the hardware dealer, was seriously ill with pneumonia at the hospital at Alma. I hope to see his prompt recovery. His capable wife is conducting the store during his absence with care and thoroughness.

The general store of D. Hicks has been in existence at Elm Hall about forty years or such a matter. A capable son is being trained to assume the management of the store when the time comes.

En route to Elm Hall I stumbled on the general store of Merton Swarthout at Ferris Center. I recall the owner of the store as a former employe in the wholesale dry goods establishment of the C. J. Farley Co., Grand Rapids.

My first call at Riverdale was on William Horton, for whom I was so fortunate as to collect an \$830 account at Detroit about a dozen years ago. Because of the assistance I rendered Mr. Horton in this matter, he always greets me like a long lost brother. I wish I could render every merchant in Michigan the same kind of service I did Mr. Horton. I have helped many merchants and seldom received as much as a "thank you." Charles Nunn's general store also looked good to me.

The same remark applies to the general stores of Clarence Caris and I. G. Fookes & Co., at Vestaburg. Dr. Hubbard, the village druggist, had been called into the country to attend a patient so I was disappointed in not being able to shake his hand in accordance with my custom when I visit Vestaburg.

I was surprised to find business conditions in Edmore below par, due to the decline in the production of the oil wells which promised so much prosperity for the community a year ago. About the most disappointed man I met was A. Cooley, proprietor of the Phoenix Hotel, who enlarged his facilities to an extent which is not justified by the recession in the oil industry. His hotel is clean and wholesome and I certainly hope he may experience a business revival in the near future.

McBrides is going on in the same old way. The manager of the McBrides Mercantile Co. was out when I called. Arthur J. Steere, who has been engaged in business at Entrican and McBride over forty years, has every appearance of prosperity. C. M. Larsen, who discontinued activity as a merchant some months ago, has resumed business at the same location.

Drove over to Holland Saturday to see the parade of the Veterans of Foreign Wars. The efficient policemen stationed at the downtown corners saw to it that I did not get near enough to the parade to hurt anything. Of course, I called at the office of the Secretary of the Chamber of Commerce, where I was informed he had been given a two weeks' vacation in token of the very effective work he put in on tulip week. They called it a "vacation," but I was told by others that Mr. Connolly is expected to spend most of his time in Washington in the effort to obtain enough of the President's five billion allowance to build a twenty foot cement road from Toledo to Holland via Adrian, Marshall, Battle Creek, Allegan and Hamilton. If anyone can accomplish such a result Connolly can, because he is a go-getter of the highest degree. How Grand Haven ever permitted such a constructive genius to be grabbed off by a neighboring town is more than I can understand.

The tulips were at their best on Saturday. The official tulip week was held about ten days too early in the season to overcome the lateness of the spring. The display this year is the largest and finest ever and reflects much credit on the enterprise of our Holland neighbors.

The North American and South American, which have spent the winter seasons in Black Lake for many years, helped out the hotels in entertaining the crowds which came to Holland last week and the week before by opening their dining and sleeping service to the strangers who flocked to Holland in large numbers.

Green, the anarchist, who bosses the so-called American federation of labor, warns Congress and the President that unless the union measures, such as the Wagner bill, the 30 hour law and the closed shop are enacted he will call strikes from one end of the country to another to create a condition of anarchy which will result in chaos. This is in keeping with union plans and ideas to destroy the greatest republic the world has ever seen. Threats of this kind are frequently made by union officials, but they seldom amount to anything because there has never been a time when 5 per cent. of our people could coerce and destroy the other 95 per cent. Green's exact words are as follows:

Unless the Congress gives to our particular group which is but a small portion of the workers of this nation, just what we want, no matter how detrimental that may be to the general welfare, we shall proceed with a general strike, to throw out of employment every man and woman in the country with all the hunger and want and strife that sort of thing brings.

Green is a competent leader for the gang of union conspirators against the peace and prosperity of the Nation, who pretend to respect labor, but have no connection with honest labor at any point. We ought to prohibit by law the use of the word labor by such marplots. All they stand for is the dagger of the assassin, the torch of the incendiary, the idleness of the honest laborer and the starvation of women and children.

Green's bombastic threat reminds one of the threat the infamous Gompers made to Coolidge when he replaced striking union policemen and firemen in Boston with members of the state militia. He said he would see to it that Coolidge was never again elected to office of any character, not even pathmaster. Inside of two years Coolidge was President of the United States and Gompers was not admitted to the White House, which he had ruled with a strong hand during the six years Wilson acted as President and the two years Mrs. Wilson undertook to act as the chief executive of the Nation. The first time Gompers put in an appearance he was told that Mr. Coolidge would never exchange a word with him.

If President Roosevelt wishes to restore himself to the respect and confidence of decent people everywhere he will send word to Green and his gang to cease calling at the White House and leave Washington, bag and baggage. Men of the Green type have no right to accept the courtesy of free people and abuse the privilege.

In my article on the Newberry trial in last week's Out Around I used a name incorrectly. In writing of the infamous methods used by the Government attorneys on that occasion I used the word Severans as the trial judge. I should have used the word Sessions instead.

Lansing, May 24 — Cotter's Senate bill No. 290 (Fair Trade Commission) was killed by the House this morning. Referred to the Ways and Means Committee, which means its death.

Senator Saur. I think it was well that the House of Representatives snowed this bill under on its second appearance in the House. On its first appearance it was referred to the proper committee, which made an adverse report on the proposed law. Evidently feeling that the creation of another Government organization was not needed at this time the House accepted the report at face value and laid the bill on the table. By so doing it saved every merchant in Michigan \$10, which the creation of the law and its administration would have involved. If the fee had been placed at \$1 per year, it would have produced a fund of \$85,000 which would have been sufficient to meet the expenses of administration five times over, but the income of \$850,000 per year, as disclosed by me in this department several times, would have been too great an incentive to graft to justify the Legislature in meeting the pressing demand of the promoter for action. The same plan will probably come before the next Legislature two years hence, when merchants who believe that opportunity for graft should not be legalized by the Legislature should be active in meeting the issue, the same as they were at this year's session of the law-making body.

In this connection I wish to express my gratitude to Senator Saur, of Kent City, for the pains he took to keep me posted on the way things were going at Lansing while the Legislature was in session. The information he furnished me proved to be very valuable in keeping me in close touch with the situation. By working together we did the merchants of the state a real service, for which Mr. Saur should be properly thanked by every mercantile organization in the state.

One of the National union organizations recently entered a Michigan city and proceeded to form a union of workers in its line. About the time the walking delegate got ready to make a demand for higher wages and shorter hours, the factory closed down on account of the non-receipt of expected orders. As the members of the union were not in receipt of any wages, they

(Continued on page 23)

FINANCIAL

Propaganda By Films

The motion picture is one of the most powerful instruments of propaganda in the world. At this moment when we face the perils of inflation, public opinion might be turned by pictures showing the Germany of 1923, when the mark was devalued and people with a million marks could not buy a sandwich.

They could show to-day that stabilization is the one thing needed to establish credit, and that the United States is anxious to stabilize currency, while it is England who refuses to stabilize it.

Then, when you hear talk of sharing wealth and destroying capitalism, bring your propaganda guns to bear. What is capitalism but the right to be thrifty and enjoy the savings of your thrift and your initiative?

Use the motion picture to show that the United States of America still is the land of boundless opportunity.

Labor Disputes Bill

This bill, although it is allegedly designed to protect the worker, actually substitutes half freedom for the full freedom the worker now enjoys. The Wagner bill denies full freedom of association to the worker unless he be part of a majority. A minority may constitute an organization, but it can neither select its own agents nor sell its own labor, and the individual is excluded from consideration.

Senator Wagner's bill is the product of mental deplopia, two eyes which look in the same direction and see different things. This instrument violates the most elementary requirements of fair play and raises a host of serious constitutional questions. Above all, it is so vague and ambiguous in the obligations it imposes upon the employer that it would become, if enacted, a prolific multiplier of dispute and litigation.

High Liquor Taxation

Disagreements in the administration, apathy in Congress and demands of domestic distillers for the highest tariffs obtainable against imports make tariff reductions on foreign strong liquors highly improbable. The Tariff Commission favors lower duties; imported liquors in good demand sell at from two to three times the prices of their domestic competition. But Treasury Secretary Morgenthau is firmly opposed and will not recommend reductions either to Congress or to the President.

With the States and Uncle Sam collecting \$500,000,000 a year from this source, both are moved by fears of losing dollars when lower taxes are suggested. Such is their stand notwithstanding that the totals being collected are disappointing. Costs of liquor-law enforcement deducted, they are still more disappointing.

An American Economy

Mathematical redistribution of wealth cannot do the trick under the present economic system. The money would be right back where it started from with-

in a very short time. An equal enjoyment of progress in science, machinery, transportation and the natural resources of the country can permanently bring about economic security and uniform happiness to all of the people of the country.

This new economy must necessarily be an American economy. It must fit the temper, the viewpoint and the tradition of the American people. It cannot be an imported article. It must be worked out to fit the conditions in this country, based upon the mistakes of the past and the suffering of the present.

Private Munitions Industry

The United States at every military crisis in its history has found that private industry engaged in the making of munitions or private industry which could be converted to such manufacture was its main reliance. When national existence, liberty or technical security depend upon the ability of the people to defend themselves, access to the necessary arms affords the only chance of salvation. If any people can be deprived of the means wherewith to defend themselves when they are threatened they are hopeless and helpless. Aggression could have no better policy than to bottle up the supply of modern munitions of war. That means the supremacy of the strongest. It is a policy of ruthlessness. The unprotected peoples must bow the head to it.

A Glut of Silver

We have stored up tons of silver in the Treasury that for all practical monetary purposes might as well be iron or copper, or sand or sugar. And while doing this we have stirred up grave trouble in the countries depending upon silver as the basis of their money, China in particular, one of our best customers. It was loudly proclaimed that our silver program would be of great benefit to China, but the reverse has proved to be true. If the Secretary of the Treasury doesn't have a sensation of nausea when he looks at that vast store of useless silver, he ought to have, and from his indifferent reference to it in his radio address we suspect that he has.

Savings Banks To Cut Interest On Savings

Beginning June 1, savings accounts in the National Bank of Detroit, Detroit Savings Bank and Commonwealth Commercial State Bank will receive 1½ per cent. interest instead of 2 per cent. now being paid. The Manufacturers National Bank has been paying the lower rate for months. The United Savings Bank and the Industrial Morris Plan Bank will reduce their rates from the current 2½ per cent. to 2 per cent. June 1.

Bankers declare that the lower rates are made necessary by the low return being received on securities in which savings funds may be invested.

Cotton Loan Politics

Had Mr. Roosevelt been talking in terms of pure statesmanship, he would have told the farmers that government loans on cotton at 12 cents a pound, when Brazil is selling cotton at less than 5 cents, have created a problem

which has him and all his advisers stumped. For the next year and a half, however, all agricultural questions will be dealt with on a political basis, and the President will be tickled to death if a realistic discussion of the cotton problem can be postponed that long.

Proceedings of the Grand Rapids Bankruptcy Court

In the matter of Robert A. Johnston, bankrupt No. 6242. The first meeting of creditors has been called for June 10.

In the matter of A. B. Spidle, bankrupt No. 6131. The first meeting of creditors has been called for June 4.

In the matter of Traverse City Milling Co., Debtor No. 6022. The first meeting of creditors has been called for June 4.

In the matter of C. G. Fleckenstein Co., bankrupt No. 5715. The final meeting of creditors has been called for June 7. The trustee's final report will be approved at such meeting. The sale of assets has been called for June 5 at the premises formerly occupied by the bankrupt at the corner of Hovey and Park Sts., Muskegon Heights, Mich. The property for sale consists of real estate subject to bond issue, Tannery machinery and equipment and office furniture and equipment appraised at \$6807.92. Miscellaneous items of shoe leather and soles, sholders and bellies, whole and half heeling scrap leather and chemicals, and one truck, appraised at \$3106.35. All interested in such sale should be present at the date and time above stated. The property will be open for inspection the date of sale and two business days next preceding the sale. The trustee is Fred F. Timmer, Grand Rapids, Mich.

In the matter of L. & B. Cartage Corp., bankrupt No. 5533. The final meeting of creditors has been called for June 7. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of Doyle Composition Co., bankrupt No. 5595. The final meeting of creditors will be held on June 7. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of Bank of Onokama, bankrupt No. 5498. The final meeting of creditors will be held on June 7. The trustee's final report will be approved at such meeting. A dividend is questionable.

May 24. On this day the schedules, reference and adjudication in the matter of Frank J. Graham, bankrupt No. 6254, were received. The bankrupt is a stock buyer of Hastings. The schedules show total assets of \$100 (all of which is claimed exempt) and total liabilities of \$2,599.59, listing the following creditors:

R. E. Colby, McCords	39.08
A. L. Coons, Lowell	25.00
Elmer Dinaamen, Alto	30.00
Farmers State Bank, Alto	230.00
Geo. Hardware, Lowell	10.00
G. R. Welding & Supply Co.	10.20
Albert Guyer, Alto	50.00
Robert Hahn, Lowell	50.00
Eric Hahne, Alto	20.00
M. N. Henry, Lowell	20.18
Lily Sowerby Irving, Lowell	675.00
Leander Kline, Alto	100.00
William Klahn, Lowell	100.00
Beatrice Krum, Lowell	300.00
D. G. Look, Lowell	6.35
Mich. Bell Telephone Co., Lowell	10.17
Frank G. Obermeyer, G. R.	45.00
Doris Roth, Lowell	300.90
Dr. B. H. Shepard, Lowell	50.00
S. O. S. Garage, Lowell	190.00
Daniel Wingerer, Lowell	50.00
Walter Wingerer, Lowell	90.00
Welch Chemical Co., G. R.	130.61
George and Anna Layer, Alto	25.00
Van Andel & Flikkema, G. R.	9.00
Central Petroleum Co., Cleveland	34.00

Competitive Selling of Governments

The new attempt of the Treasury to sell a block of \$100,000,000 of 3 per cent. long-term direct obligations to the highest bidders is believed aimed chiefly at getting a better price for its new issue.

Hitherto, such offerings have been arranged so that they would tend to sell at a premium of ½ to 1½ per cent., in order to assure adequate subscriptions. By offering bonds to the highest bidder, the Treasury evidently hopes to obtain the full market price.

However, the move involves certain dangers. Fears of continuous new offerings of this kind may discourage certain institutional investors from buying long-term Governments. Also, co-operation of dealers may have to be curtailed. Even quite large issues on fixed dates were relatively less disturbing, some will feel.


Also, many investors dislike to buy bonds at substantial premiums, such as would have to be paid on a 3 per cent. bond at this time.

New Evaporated Milk Pact

AAA officials are confident that a new marketing agreement for the evaporated milk industry will be ready to replace the present pact, expiring on May 31.

The existing agreement was canceled by Undersecretary of Agriculture Tugwell because AAA would not sanction proposed amendments presented by the industry. Now, officials believe, the industry's "bluff" has been called.

When confronted with a marketing season just opening without the guiding hand of an agreement, industry members hurriedly took a poll and found that producers representing 69.5 per cent. of the industry's volume favor a new agreement to replace the expiring pact.

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**CONSUMERS POWER
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IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

The Federal Trade Commission has issued complaints charging Distillers Brands, Inc., of Cincinnati, and Quality Distillers, Inc., of Los Angeles, with unfair competition and violation of the NRA code for the distilled spirits rectifying industry. According to the complaints, the respondents' use of the word "Distillers" in their corporate names, and on labels, has a tendency to deceive buyers into believing that they manufacturer and distill liquors from mash, wort or wash, when in fact they are not distillers.

Unfair competition and violation of the NRA code for the distilled spirits rectifying industry are alleged in a Federal Trade Commission complaint against Liberty Distilleries, Inc., of Baltimore, engaged in rectifying, blending and bottling of liquor. According to the complaint, the respondent, by use of the word "Distilleries" in its corporate name, represents to customers and furnishes them with the means of representing to their vendees, both retailers and ultimate consuming public, that it manufactures its liquors by the process of distillation, when in fact it is not a distiller.

Gem Products Sales Co., Camden, N. J., has entered into a stipulation with the Federal Trade Commission to stop misleading representations in advertisements of a cleansing preparation called "Laundry Gems."

The company agreed to cease asserting that by use of its preparation clothes can be laundered without rubbing or scrubbing, or can be soaked clean, or that dirt, grime and grease spots disappear as if by magic. The advertisements will no longer claim that the preparation will add strength or wear to clothes or will prevent woolens or flannels from shrinking, according to the stipulation.

False and misleading representations in the sale of silver plated hollow-ware is alleged in a complaint of the Federal Trade Commission against Excelsior Silverware Corporation, of 103-105 Mott Street, New York City. 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 silver-plated ware made and sold by competitors, some of whom deal in ware 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.

Unfair competition in the sale of radio receiving sets is alleged by the

Federal Trade Commission in a complaint issued against Harry G. Cisin, of New York City, trading as Allied Engineering Institute. Cisin is charged with advertising an "All Wave Air Scout Sensationally Priced" radio set at \$8.50 complete, ready to use with two coils, ear-phones and tubes," when in fact the sets are not all-wave nor sensationally priced. Other representations alleged to be false and misleading are that the sets were "10-550 Meters," "Highly Sensitive," "Powerful," "Selective," and provided "Standard broadcast entertainment," "Remarkable performance," and "Foreign receptions. These phrases were inserted in periodical advertising, according to the complaint.

The Federal Trade Commission has ordered Puritan Stationery Co., of Philadelphia, to cease and desist from advertising or labeling its "Ambassador Linen" or any other stationery by use of the words "rag content" unless in fact such stationery and paper is manufactured with a rag content of not less than 25 per cent. The company had not sold stationery with a rag content of less than 25 per cent. since March, 1933, according to findings, but up to the end of 1932 it had sold stationery designated as "rag content," not knowing that to justify using this term, its stationery, made out of wood pulp or fibre, should contain not less than 25 per cent, rag content. A stipulation as to the facts with the Commission's Chief Counsel was approved by the Commission and taken in lieu of testimony. In the stipulation, the respondent agreed that the Commission might enter and serve upon it an order to cease and desist from the acts of unfair competition set out in the petition.

Unfair competition in the sale of coupons redeemable in silverware, earthenware or chinaware, is alleged by the Federal Trade Commission in a complaint against Security Silverware Distributors, Inc., of Chicago, and its officers, William C. and Lorena Steffy, also trading as the Atlas Globe China Co., Advertising Department, and as Bordeaux China Co. Coupons redeemable in ware were sold to local retail dealers to be distributed among their customers as a means of stimulating business, according to the complaint. The respondents are alleged to have made representations tending to deceive the public into believing them to be connected with International Silverware Co., a silverware manufacturer, and with the Atlas Globe China Co., and that Bordeaux China Co. was a manufacturer of chinaware or earthenware and that the respondents were its agents. Also, the complaint says that "the silverware with which respondents have pretended to redeem certificates, coupons or cards, purporting to be redeemable in silverware, has not been and is not genuine Rogers '1847' Silverware or Rogers Silverware or genuine Rogers Silverware," as was represented. The respondents also are charged with failure to refund to retail dealers certain sums promised upon redemption of certificates. These practices are alleged to unfairly divert trade

from competitors selling the type of wares described or selling coupons for redemption in such wares.

Items From The Cloverland of Michigan

Sault Ste. Marie, May 27—Good health seems to be our biggest asset. According to reports we are advised that men and women live longer now than did those of half a century ago. The life span has been increased seven years. The gain is the result of knowledge. Sickness and health are tragedies in the experience of individuals, but from the point of view of the interests of the community, they are just plain bad business. The service of every able-bodied man to society as a whole has a certain definite cash value. If he lives and keeps well he ought to be counted upon to contribute to the wealth of the community. This is one justification for spending money collected from the public to protect public health. It is community insurance. Millions are wasted every year, because persons are laid up by sickness. It is the business of organized society to protect itself against attacks of diseases which grow out of bad living conditions. Public money is justifiably spent in preventing the accumulation of filth, in providing a safe water supply, in enforcing quarantine regulations, in spreading health information and in providing clinics for the treatment of those unable to secure medical service at their private expense.

The Standard Oil Company dealers from Sault Ste. Marie and vicinity, including most of the stations in the Eastern Upper Peninsula attended a meeting held here at the American Legion club house last week. The meeting was under the Standard Oil's auspices to give dealers opportunities to study the most efficient and modern methods of serving motorists. After the meeting, entertainment was furnished by the Grassbacks Boys, visiting artists from Canada. The American Legion Auxiliary furnished refreshments.

Humphrey Marshall, the popular manager of the Metropolitan Life Insurance Co. here, returned Sunday from Canada, after spending the weekend fishing for brook trout, bringing back the largest brook trout of the season. Several of his friends are having a rare treat of the speckled beauties furnished by Mr. Marshall.

If the general drift to sales taxes keeps on, what will happen to sales?

The Johnson pavilion, formerly Gleason's pavilion, at Brimley, opened for the season last Saturday. Fred Johnson will be assisted by Rudolph Lindstrom, who will have charge of the beer garden in connection with the dance hall. The building has been remodeled and redecorated.

The Chard's restaurant, at Hessel, opened for the season last week and will specialize on fried chicken dinners.

Charles Morantzes has opened a cigar and confectionery store at 106 East Portage street, in the building formerly occupied by Rose Andary. The store has been remodeled and redecorated, and the display in the new store is arranged most attractively. Mr. Morantzes has had several years experience in the cigar business as assistant manager for Jim Catel's Place on Ashmun street.

W. B. Robertson, proprietor of the Robertson shoe shop and one of our city commissioners, is able to be out again, after several months illness.

Referring to banks, I have a friend who keeps a list of all the banks in the country, so as to be able to say that he keeps a bank account.

A new glass front has been placed in the Canteen store on Ashmun street, which has made a big improvement in the appearance as well as enlarging the store space.

Tom Fornicola, proprietor of the Uncle Tom's cabins, on the Ashmun

hill, expects to open his refreshment cabin next week, in connection with his Gas and Oil branch.

William Bell, who has been spending the winter in California, has returned to spend the summer at the Sault. He met many former Sooiters in the West who are getting along nicely. Mr. Bell noticed many improvements in the Sault since he left last year and says the old Sault is one of the best places in the country.

The driest yarn I ever heard was about an Irishman and a Scotchman. They went into a tavern to get a drink and the Irishman discovered he had no money. It is now rumored that an attempt was recently made to form a society to suppress jokes about the Scotch, but that it failed—I suppose for want of financial support. I never had but one close friend and he was a Scotchman. William G. Tapert.

Women's Work

Mrs. Ellen S. Woodward, who has charge of the women's department of the Federal Emergency Relief Administration, gave assurances last week that women will not be neglected in distribution of jobs under the new works program. As an example of the kind of employment they may be given, she cited preparation of maps, illustrations and text material for a guidebook of all points of interest in the United States—a "Baedeker of America." At present such information is only partially available in local and regional guidebooks.

New Employables

Large corporations are hiring more college graduates than at any time since 1930, but private industry will not be able to absorb all the members of all the classes of 1935. That conclusion was reached last week by W. Emerson Gentzler, secretary of appointments at Columbia University. "Unless new fields of employment are opened to college graduates," he said, "they will have to begin competing for positions hitherto taken by high school graduates."

Less Arson

The National Board of Fire Underwriters is convinced, for a very good reason, that prosperity is returning. The reason is that fewer persons are setting their houses afire to collect insurance. It was disclosed at last week's annual meeting in New York that fire-loss reports for 1934 were 11.6 per cent. less than for 1933.

They Asked For It

Officials of the Lackawanna Railroad advanced a novel explanation last week for their 25 per cent. increase in fare on the ferries running between Hoboken and New York. The price was boosted from 4 cents to 5, they said, because passengers grumbled about the necessity of keeping stocked with pennies.

Sheet metal (up to 14 gauge hot-rolled steel) is cut rapidly, accurately by a new portable electric cutting machine. Blades are easily removed for sharpening.

No matter how much work a man can do, no matter how engaging his personality may be, he will not advance far in business if he cannot work through others.

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 Lallie, Coopersville; Martin Block, Charlevoix.

How to Cope with Competition on Profitable Basis

Under NRA's 6 per cent. minimum margin rulings, many grocers are put to it to meet pricings by large competitors—chains, markets and other.

The condition is aggravated, not improved, by the establishment of basic minimums because since now nothing can be sold below cost, more items can be and are priced down to the 6 per cent. basis.

Grocers appeal to salesmen to solve this problem—usually in vain, because salesmen commonly think only of sales to the grocer, not what sales the grocer makes; and price is about all the salesman usually studies. But recently a grocer was fortunate in that he asked this question of an intelligent, thoughtful salesman, and talk went on about thus:

Salesman: Do you want me to cover that question fully, to the end? If you do and will listen patiently, I'll try to clear it up for you. More: I am sure that what I tell you will be sound, because I see it work out here and there, and those who work it are highly successful grocers.

Grocer: Go ahead. I'll be good. You can have your full say.

So the rest of this talk is the salesman's. I do not put it in quotes because I want it to be quite clear, but I continue in the first person, as that is how the salesman spoke.

First, let us face some facts. We have conditions which you and I know are there—chain units and others—heavy competition. You did not make those conditions, nor did I; but we have to live with them or pass out.

In the old days things were often sold below cost—below your cost anyway; but those were few, so quite often you met those prices. You even beat them sometimes, which did you no good.

When minimum margins were set, you welcomed the change, thinking one trouble at least was finished. Now we see that minimums pretty promptly become maximums: "stop" prices become top prices; minimum wages become the best wages paid for given grades of labor. Now, in face of a growing number of things offered at 6 per cent. of some big man's cost, you feel that you "can't" meet that condition. Why "can't"? You can if you go about it right, but you must know how and why you do it and the right way to proceed. So—

When your big competitor advertises his "specials" at the week end, your cue is to price those items exactly at his prices. Do not display them specially, unless you like to set out a few inside the store, but price them on your selves and elsewhere in exact line

with his and for just as long as he so prices them and no longer. Result will be that your customers will find you in line and, as the weeks pass, they will realize that you are in line, always, on everything.

That's the first step. It is crucially important. Why?

The answer is this: Your really important capital is your customers. With trade you may make success if you handle it skilfully. Without trade nobody every could make money. So your first consideration is to keep the trade you have—more important than to get new trade, though most grocers fail to get this idea straight. If, then, to keep a customer you sell him a loss item, you have chances to recoup later. If you lose her through failure to meet some price, an important bit of your capital is gone.

From another angle: What is the value of a customer? You will make great efforts—spend money advertising and on special offers—make fine displays—install fixtures, all to get customers. What is a customer then worth on the basis of simple cost? Go back six months, count the rings on your register, divide the result by all your expenses—rent, light, heat, power, repairs, wages, living, everything for which you have paid money—by the number of rings and you will have what a customer has cost you. You may then know how precious she is, how desirable that you keep her.

If, now, you persist in meeting the other fellow's specials week after week, soon you will have the reputation of being "right"; and if you never try to beat those specials, you will not stir up antagonism. By strictly minding your own business, paying close attention to the real wants of your trade, knowing your goods intimately so your recommendations can be taken at par, you will steadily build up a paying business. On this basis what you lose on 6 per cent. items, or meeting the other fellow, will prove a profitable course—not a losing one.

But that is not all. Merely to meet the other fellow is to give him the initiative. You will always be a follower so long as you do no more than that. Your real work is to set your own pace, on your own plan, and follow that consistently. What do I mean? This:

The offerings you "meet" are week-end items. They are specials for Friday and Saturday. But those are days when you are always busy anyway, without special effort. So be content simply to meet offerings on those days. Then think and plan offerings of your own for Monday and Tuesday of each week. Put your pressure where you want it—on the slow days when you want and can afford to pay for extra trade, through little concessions in price.

Offerings of this sort may be advertised, if you are able to advertise. You can print them on little circulars, distributed in your neighborhood or otherwise. But if you do not advertise that way, simply display the items, talk about them, offer them to every customer by telephone, and talk them up

to every caller. That is to say—sell them—impress their worth on your callers—make the values apparent.

What results from all this? Many. You select your own offerings and don't get the idea that those must always be sold without profit. If you use good judgment, you will sell all of them with some profit, many at regular prices; because, you see, these will be your goods—your brands—your selections from your own stock—offered fully as much because your customers are going to respond to the merits and novelties of what you offer as to price; and if you work it right, far more so.

This is the way to build profitable business—to exercise your salesmanship—to make your personality work over time—to make not only extra sales, but extra sales at extra profits. This is the way, also to fill the valleys in the beginning of the week; and extra effective at a time when your folks are not in the week-end rush. Before you know it, your business will take on a new complexion. You will find yourself trading up to a higher level—not necessarily abandoning the lower priced items but moving a bigger proportion of finer goods. You will uncover many wants in your customers that you did not know existed.

So there you are. That is the story. We have now got round the circle. For we have met present conditions and turned adversity into advantage—simply by making our brains work a little. And the basis, you will not fail to notice, is vigorous retention of every

customer, the most valuable capital you or any other merchant can have. Paul Findlay.

Corporations Wound Up

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State:

Boyd & Horin Lumber Co., Detroit.
Center Grove Land Co., Detroit.
L. C. Fosket & Son, Inc., Howell.
Varnan and Wright, Detroit.
Van Dyke Housewrecking Co., Detroit.

Wilks Distributing Co., Jackson.
Harwill Realty Co., Detroit.
Old Dutch Refining Co., Detroit.
White Star Refining Co., Lansing.
Your Drug Stores, Inc., Grosse Pointe Park.

A. A. Clarke Co., Muskegon.
Briarbank Garage, Inc., Bloomfield Hills Village.

Alladin Products Corp., Detroit.
Eastern Market Food Co., Detroit.
Morris Market Co., Detroit.
Northwestern Terra Cotta Co., Detroit.

Nelson Carmody Motor Freight, Traverse City.
Northern Motor Transportation Co., Rockford.

Graham Brothers, Detroit.
F. S. Torrey Veneer Co., Grand Rapids.

D. G. & M. Co., Detroit.
Dee-Vee Stove Co., Detroit.
En-No Co., Detroit.
Hudson Produce, Inc., Hudson.
Swift & Co., Detroit.

Thank God for the Supreme Court!

YOUR PROFITS Grow out of OUR Service!

In a nutshell what you want is a fast turnover, "customer-satisfaction" line, with good profit.

"Uneeda Bakers" gives you these three things, every way you figure it!

You don't have to carry a big stock. Our men call on you so often that you're never overstocked. You buy only what you can sell. The stock moves so fast it is always fresh, clean, appetizing.

We have bakeries covering the country and over 250 distributing branches to give you this business-building service. It will pay you to be a "Uneeda Bakers" store.




NATIONAL BISCUIT COMPANY

"Uneeda Bakers"

MEAT DEALER

Factors in Successful Retail Operation

Efficiency in meat retailing should not be judged solely from the rather narrow aspect of making larger profits, for it is well to keep in mind the old adage: "He profits most who serves best."

By better retailing we usually mean retailing wherein the wastes and costs are reduced to a minimum; where, by the application of the most up-to-date methods, the consumer receives some benefit through lower prices for the same quality and quantity of service and merchandise, and the dealer benefits through more nearly adequate returns on his investment. When this combination of conditions obtains, both sides are apt to feel better satisfied and we are apt to have a more nearly contented citizenship.

One often hears large profits spoken of as the sole measure of business efficiency. But there are many other things to consider in establishing a basis for such measurement. Among the more important measures which indicate relative efficiency between merchants is the rate of turn-over of the stock of merchandise. Probably there is no other one common term concerning which there is greater lack of understanding, especially as to its effect on the rate of profit on investment.

From the point of operating efficiency the percentage of gross margin to sales is particularly significant, as is, to a less degree the percentage of net profits on sales. But the rate of return on investment is much more significant and much more fundamentally important than the sales figure.

Nothing illustrates better the relation of stock turnover to profit on sales and return on investment than the achievements of a street-corner "newsie." One gave me his experience for his evening's work. He started the day with \$1 in change as his capital, 75 cents of which he invested in papers, keeping 25 cents for change. The 75 cents purchased for him 50 papers which he sold for \$1, or with a gross profit on sales of 25 per cent. As soon as he had sold out those 50, he returned and reinvested his 75 cents in 50 papers more. In all he sold 500 papers, the sales price being of course \$10, the cost price \$7.50, with a gross profit of \$2.50—still 25 per cent. on sales.

Now, let us see what happened to the rate of return on investment. You remember, we started with \$1 capital, and at the end of the day he has \$2.50 profit, a rate of return of 250 per cent. on his investment in a part of one day. Of course, out of this must come whatever expenses he must pay directly for his business, which are rather small—and it would probably be well to consider what should be allowed as salary. This return on investment of 250 per cent. for the part of the day is achieved by ingenuity and hard work which any of us could envy. Consider, too, that this return is achieved without any price reduction sales, or other means of business building which are

nearly always open to the men in established business.

There are many ways to larger stock turnover, but it is a problem worthy of the best brains we have. It is usually somewhat closely tied up with better satisfaction for the customer in the way of lower prices, and hence narrow gross margins, or better service, or some other form of satisfaction which the customer appreciates. A large number of meat dealers have achieved this large turnover and each can in some measure approach it, but it takes careful study and careful planning—probably the hardest work that any of us ever attempt.

Important as it is, it cannot be understood, nor can the rate of turnover be known without adequate book-keeping. Book-keeping in the retail meat trade will enable the compilation of accurate turnover figures. Approximate figures seem to indicate about 60 turnovers a year, but they vary enough to make certain that there is room for improvement practically everywhere.

Another item closely associated with this is the sales per hour per employe. Wages are the most important single item in the expenses of a retail market, and to keep the employes employed full time is no small problem. We often hear it stated that it is impossible to reduce the number of employes or to reduce their wages. No doubt this is often true, but our observations lead us to think that the condition could be overcome were the proprietor to deviate to it some very careful thought. It may not be that in the particular location it is possible to increase the sales of fresh meat or any one kind of meat per sales person, but usually there is some alternative, such as the manufacture of cooked products or the addition of other foods, such as fresh vegetables and fruits and canned goods. The full utilization of the time of your employes frequently spells the difference between success and failure. William Riley.

Margarine a Factor

Margarine sales have received considerable impetus this year as a result of higher butter prices, and the margarine interests at last appear to have outmaneuvered their daily opponents in the game of lobby and counter-lobby which has been such an important feature in the development of the margarine industry in the face of united opposition on the part of dairy groups.

While the drive for new revenues has witnessed numerous bills intended to impose heavy taxes on margarine in various states this year, with few exceptions these bills have limited the levy to margarine containing imported oils.

Domestic agricultural interests, at last really awake to the potentialities for increased consumption of vegetable oils in the manufacture of margarine, have become articulate in voicing their demands, and more favorable treatment of the domestic product has been the result.

Reports from many states in which margarine has hitherto been

a negligible factor indicate steady sales gains this year, and the grocery trade, to which margarine was for many years a step-child, is beginning to view the volume possibilities of this product with a more favorable eye.

Commodity Prices Turn Peak

Although commodity prices soared to a new peak for the recovery period early last week, due largely to a new inflation flurry, any material further broad price advance this year seems doubtful if Congress avoids inflationary measures.

Constantly improving crop prospects in most sections of the country indicate that grain and food prices may tend toward lower levels. Consumer resistance will be another influence in this group.

Uncertainty over the continuation of code provisions has already affected prices of many manufactured products. At least a dozen industries have suspended open price filing within the last month, which has resulted in lower quoted prices in most cases. In other industries, sellers are reported offering lower prices for delivery after June 16 if codes are not extended.

On the other hand, in the case of the nonferrous metals, petroleum products and textiles, producers' stocks have been so reduced that any increase in consumption will result in firmer prices.

Pressure on Meat Prices

The outbreak of a consumers' strike movement against prevailing meat prices in New York last week indicates growing resistance to higher living costs, and especially to further advances in live stock quotations.

Following the successful strike in San Francisco, where retailers were forced to reduce profit margins on meats, the New York demonstration arouses concern in the meat trade. That the strike was at least partly responsible for declines in dressed meat prices here during the past week seems certain. Live stock prices were lower at Chicago and Omaha during the week as well as in New York.

Retailers contend that profit margins should be larger than last year, since they are handling a smaller volume. Accordingly, reductions in retail prices forced by such consumer demonstrations may tend to force down live stock prices, despite the reduction in animal numbers occasioned by the drought.

A light, compact new safety razor folds into an enamelled metal case the size and shape of a fountain pen. The case also carries spare blades, and fits vest pocket or purse.

Talking and eloquence are not the same: to speak, and to speak well are two things. A fool may talk, but a wise man speaks.

Wholesale Grocery Prices Cut

With a strong movement on among distributors to dispose of their holdings of certain lines of staple groceries and allied items, the sharpest price-cutting in several months has developed in the wholesale market. Retailers have been fairly heavy buyers during the last few days, picking up stocks for immediate delivery to use as leaders in their week-end promotions and for special events next month. While the purchasing of foodstuffs at retail continued to show steady gains this week, wholesalers are operating cautiously in the primary markets. Some market estimates place the volume of retail business so far this month at 15 per cent. ahead of that for May last year.

How He Caught His Trout

He had hard luck fishing, and on his way home he entered the fish market and said to the dealer:

"Just stand over there and throw me five of the biggest of those trout!"

"Throw 'em? What for?" asked the dealer in amazement.

"So I can tell my friends I caught 'em. I may be a poor fisherman, but I'm no liar."

Modern Store Equipment

40-50 South Market Ave. Telephone 82176
GRAND RAPIDS, MICH.

DISTRIBUTORS OF

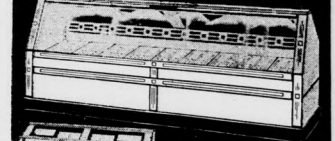
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INVESTIGATE and you'll choose

DRY-KOLD REFRIGERATORS



because only

BALANCED HUMIDITY can produce Perfect Refrigeration.

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

Hard rubber doors and runners. Cork insulated.

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

Complete Equipment for Finest Markets.



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

HARDWARE

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

Office Girl Tries Her Hand at Diary-ing

April 15.—They have all gone off and left me alone this afternoon. When they get back they'll be asking all that happened and wonder why I didn't get more accomplished. I won't have much time to record happenings to-day. Things are moving pretty fast in our store these days.

April 22.—I collected a hard account to-day, collected it by accepting some corn binder parts. Last fall a farmer sent his boy to town for these parts. It is hard to turn a boy down and we had no real reason for refusing to credit this particular customer for repairs. He had always paid us promptly.

But the depression must have broken his morale. A dozen statements have gone to him, I suppose. And to-day one of his daughters brought in the parts and said that her father had got the pieces from a neighbor's old binder and had never used these parts. And "would we please give him credit for them?" I told the girl to lay them down and I would give her father credit. She went out. A county engineer was waiting in the office to see our boss and he observed the whole transaction. When the girl had gone he said he had never heard of such an unreasonable demand from any farmer. He was still raving when the girl came back.

"Daddy said to be sure to get a written receipt for the bill," she said. Then the engineer collapsed.

On second thought it would seem queer to anybody but an implement dealer to have a customer demand a receipt under such circumstances.

April 27.—The troubles of the rest of the people who work around here are not worth mentioning compared to the things I have to put up with. For instance, if the boss is out of fix, he doesn't fight it out with the party who has ruffled him. He takes it out on me! I'm a glutton for punishment. But some time I'll get too much and then I'll quit.

If a sale goes sour, it's always my fault. That pest of a salesman, Archibald, can always think up something that I did or didn't do that spoiled his chance of closing the deal. If I have sent literature, I sent the wrong stuff or at the wrong time. If I leave the prospect alone, I should have circularized him. If he has spent days working a man up to the point of signing an order and finds out that the man hasn't any money, he blames me. I should supply him with cash, I suppose, and me working for an implement dealer!

If Nick stops to visit his wife on the way out to a job and I charge too much time, that is my fault, too. The customers tell me about it. "You should know," they say when I protest that I didn't know he stopped.

May 1.—Such a business! Such a country! Last week we were wheezing

with dust asthma and in our imaginations were seeing our crops burn out again. We had almost reached the place where we were ready to write to our Congressman and tell him to move us to Washington. People were speculating on how we could get through another winter without even a cutting of alfalfa again this year.

And then it rained. And it is like a new country. People are actually smiling to-day.

Out in the showroom, in the repair department and in the shop people were planning how they are going to harvest a bumper hay crop and what they will do for storage space for corn this fall.

And they were signing orders. In actual sales it was the biggest day this business has ever had, according to the Boss. And it was all transacted right here in the store.

Archibald claims that he should have credit for all these sales that were made to-day. And to do the pest justice, he has been working on these sales for a long time, some of them all during the depression. I have been working on them, too, from the office angle. But when it came right down to getting the order, they sort of wanted to give it to the Boss himself. Why should we quarrel, so long as it comes to us instead of stopping down the street or going on to the next town?

Our Boss says that the sales we made to-day and that we are bound to continue to make, folks on the outside will think are just falling into our laps because they can't know the effort that we have been putting forth during the days of the depression when it seemed wasteful to burn gasoline or spend postage or to pay for advertising. Nobody except those who have lived through it can ever appreciate the downright grit that it took to keep on working. Yet, we all knew that if we let down for even one week it would be too much effort to get started again.

May 3.—Archibald has a specialty salesman to help him now. Archibald would be the last to admit it, but he never has run up the sales thermometer near to the bursting point on washing machines and other household appliances. I would not wish to hint that he does not appeal to the ladies. I would pass over his shortcomings by saying merely that he speaks best the language of the barnyard.

There is a keen rivalry between Archibald and the new man whom I have named Nitroglycerine for short because he is so high-powered. They both take themselves very seriously.

May 4.—Score one for Archibald. He, with the help of a special manufacturer's representative, sold a combine to-day. Archibald privately claims that the special representative really did him harm and almost prevented him from closing the deal. Anyhow, when Nitroglycerine came dashing in to announce that he had nearly closed a deal, Archibald nonchalantly waved in his face the order for a combine. And now Archibald claims that the reason he did not sell many washing machines was because he was gunning for bigger orders.

May 6.—I wonder when I'm to have some assistance in the office. They keep dumping new duties on me. Anything that nobody else can do they pass on to me. And all the drudgery that has no honor attached to it they give to me. Some day I will quit and then we'll see how they get along.

Farmers are beginning to telephone now, to know if we have this part or that one and how much is it. And then if they say they can buy it for a nickel less by driving twelve miles for it, I'm supposed to give them some sweet answer. Sweet, my left eyebrow! After walking out to the repair room to see if we have the part and probably spending ten minutes getting the farmer back on the line to give him the information, I don't trust myself to do anything except hang up the receiver.

This telephone business adds to my worries considerably. I'm supposed to keep the prospect list up to date, to keep tab on the stock, to see that all prospects are called on and a report of the calls filed. This is my own idea and it is a great help to the next salesman who happens to call on the same prospects, and it gives us a written record of each deal to date, if the farmer happens to come in.

Only to-day one farmer did say to Boss, "Well, I've decided to take up Archibald's offer on that deal. I'm ready to write out my check for \$100."

We referred to Archibald's report on "that deal" and found that the proposition he had made was \$150 cash difference. And, in accordance with our custom, the Boss refused to deviate from that figure. I thought of this scheme after we had had a good many farmers play one of us against the other to get a better price. It makes me some extra work, running after them all to see that they report their transactions. But, after all, there's a lot of satisfaction in knowing that one is doing a job as well as it is possible to do it.

May 8.—We're overrun with salesmen, wanting to sell us goods, wanting to help us sell stuff, asking us why their firms are not getting more of our business. It is my job to weed them out. I try not to let my personal feelings enter into business matters, but it's bad luck for the salesman who calls me "little girl." I couldn't trust a man like that.

I could have sold a windmill to-day but deliberately but firmly said, "No." He wanted to buy on a year's credit, and said quite frankly that he had his money on interest and if he could buy for twelve months without interest, it would suit him. He has money, too. Rip Van Winkle. He's been asleep for about six years, poor soul. He probably will never wake up, and it's barely possible that he will find somebody who really wants to expose one of their mills to the elements for twelve months rather than to keep it safely sheltered until it can be sold for cash or on reasonable terms.

May 11.—It rained again. The farmer who bought the combine from Archibald was in to-day. I asked him if he was taking good care of his wheat. He says he will take care of the wheat and all he asks is that the machine is on

his farm and ready to go when the grain is ripe. He wants it delivered as soon as it is convenient for us. He wants his boy to get used to it before it is time to drive it into the field.

This farmer is one of our best and most interesting customers. Born in Russia, he came to this country many years ago. He lived in western Kansas in the big wheat country, has gone through many seasons of drouth and adversity. He has been in our territory all during the depression. Strangely enough he thinks that he is living in Paradise. He says he and his family have known the first comfort and security they have ever experienced. This in spite of the fact that all around him people were complaining and moaning because times were so desperately hard! Sometimes I get kind of ashamed of ourselves, we are so soft.

May 13.—It rained once more. And Nitroglycerine came grinning in with a new sales story. It probably would not be worth repeating except that he had a check to back up the story. And the check is signed by a man from whom we have tried in vain to get some business for several years.

According to Nitro he walked into the barn where this farmer and his three sons were trying without much success to shear a sheep. He offered to show them how to do a shearing job and they gladly accepted his offer, admitting that they had never shorn any sheep before. They had never seen Nitro before and did not know that he was a salesman. He stayed and sheared sheep for them for half a day and when he had finished the farmer invited him in for dinner and offered to pay him for his work.

Nitro said, "All you owe me is to buy a washing machine." And the man paid the debt. Just another incident that helps us to understand why selling is one of the most interesting jobs in the world.

May 17.—We've been re-tagging all of the repair bins. This year we are late finishing up. Our Boss took a notion that every bin had to be repainted and that I had to letter all of the tags by hand. He said some flattering things about my beautiful lettering and I rose to the bait like the poor fish that I am.

I decided during a lull in my office duties that I would finish tacking up the last of the tags. I found a nail keg to stand on and had tacked up precisely four tags when the telephone rang. I did not get back to bin tagging because I had some very good prospects in looking at some merchandise. I forgot completely about the nail keg until the Boss came limping into the office.

"Who left that infernal nail keg out there by the mower repair bins?" he wanted to know, "I ran into it and I think I've broken my toe and chipped a piece off my knee cap. I can't see any excuse for anybody being so careless, especially you, Millie. If you would stay in the office it would help matters materially."

I was too stunned to reply, which is saying that I was in a bad state. I am

(Continued on page 23)

DRY GOODS

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

Stores May Buy Early

Despite the uncertainty which continued to prevail with regard to the future of the NRA, retailers last week began to give more attention to the placing of Fall orders. The view gained among retailers, as among other business men, that the prospect of inflation is now beginning to loom up more definitely and may be a substantial factor in Fall operations.

It was not indicated as yet that any pronounced early buying rush is in the making, but comments indicated it would not be surprising if many retailers push ahead the completion of their early Fall buying plans by a week or two over the preliminary period indicated earlier in the month. Instead of waiting until around the end of June, it is expected that early buying of a wide variety of staples, fur garments, cloth coats for August sales and many items of home furnishings, will be in full swing early next month.

On the score of inflation itself there is a considerable body of opinion in the retail field which holds that the stores should avoid the inventory speculation which featured their operations in 1933 and buy on a rising market as their needs dictate. Action of this kind, of course, would be influenced to a considerable degree by delivery difficulties which might arise.

Higher Cotton Expected

European consuming centers of American cotton are expecting a steady advance in raw cotton prices for the balance of the year, Santiago Suarez, Mexican consul in Rotterdam, Holland, said at the Hotel Lincoln yesterday. Mr. Suarez, en route to Mexico for a vacation, said that Germany, England, Italy and Czechoslovakia, among other countries, were anticipating price rises in current purchasing. Because of the excellent market possibilities for cotton, he said, he is promoting the use of the Mexican-grown staple.

Trade between Holland and Mexico, he continued, has been improving steadily in the last two years. Within the last six months, Holland's purchases of Mexican coffee, rice, sugar and oil have risen sharply, he concluded.

Garment Men Warned

A warning that sharp advances in the prices of raw wool and tops, accompanied by the withdrawal by the mills of their fabric lines, should not induce garment manufacturers to attempt to place large forward orders was issued yesterday by Samuel Klein,

executive director of the Industrial Council of Coat, Suit and Skirt Manufacturers, Inc.

"The wool market is rising to a degree wholly beyond expectations," Mr. Klein said. "One day last week the price of wool tops rose 10 cents a pound, or between 15 and 20 per cent. Wool dealers are predicting an increase of 100 per cent. in the price of raw materials. There have been as yet but few increases in the prices of Fall wools for our trade. Still, it does not appear to be advisable for coat and suit makers to make large woolen goods commitments at this time. The mistakes of two years ago must not be repeated, although there are indications that the present rise has a sounder economic basis."

Re-order on Electrical Goods

Volume re-orders for specially priced merchandise surprised manufacturers of electrical household appliances this week. The buying was all for immediate shipment and came from retailers in a number of near-by states who are running special promotions of electric irons, percolators and other articles this month. Because of the success of the sales, stores are planning to carry the events into June and, according to buyers, are considering making them regular May events in the future. Started by manufacturers as a means of building up a lagging sales volume, current sales have exceeded the expectations of both retailers and producers, it was said.

Glassware Lines Show Upturn

Several divisions of the glassware industry, notably pressed and blown glassware, reported a sharp upturn during the past week, The American Glass Review said. Prospects were reported as bright for fairly active operations in the glassware factories until June 1, when wage conference preparations get under way. In the flat glass branch general conditions continue good. While shipments have not continued to gain, there has been no serious setback. The volume of residential building reported for April was good news to the building glass trade and continuation of the rise is expected.

Oppose Shoe Price Rises Now

While admitting that there is some justification for higher prices, shoe retailers complain that the advances now going through will narrow their margins, inasmuch as they cannot hope to pass these increases on for some time to customers. Retail shoe volume to date is below that of last year and, with food taking a greater portion of consumer budgets, price advances are not advisable at this time, it was felt. Merchants expressed the hope, however, that by Fall business and purchasing power will have increased sufficiently to eliminate consumer resistance to higher quotations.

Active Demand for Silverware

With demand for sterling silverware the best in several years, manufacturers are busy shipping last-minute orders for June delivery. Rising silver prices have brought a strong demand from consumers for sterling articles

for both June wedding and graduation gifts. Starting with extreme low-end merchandise, the demand has now spread to medium-price goods and most of this week's orders were for quantities of the latter-type merchandise. Producers feel confident that the demand will continue brisk through June and will revive again in the Fall if silver quotations remain around present levels.

Hardware Sales Above Year Ago

In spite of cool weather, which had an adverse effect upon demand, sales volume in the wholesale hardware market was well above the levels for the corresponding week a year ago, jobbers report. Demand fell somewhat under the average for the early part of the month. Re-orders were substantial on popular-price garden accessories and such seasonal household items as electric fans, vacuum bottles and screening. Marine hardware orders fell slightly and are expected to decline for the balance of the season. Orders for builders' hardware and tools were below last week's level by a slight margin.

Chinaware Sales Off Sharply

Complaining that consumer buying of domestic chinaware is far below seasonal levels, buyers for retail stores hold commitments for dinner ware to a minimum in the wholesale market. The stores, at odds with producers over recent price increases insist that they would place orders now in spite of the controversy if consumer demand justified such purchasing. Wholesale volume so far this month, selling agents said, has been the smallest for any similar period this year and is well below the figures of last May.

Urges Hosiery Curtailment

In order to strengthen the position of the hosiery industry, the National Association of Hosiery Manufacturers has recommended to mills that during the coming six weeks they impose upon themselves whatever curtailment is possible. This suggestion is in line with the association's general policy of recommending manufacture against orders only. It is expected that, as a result of the proposal, a widespread effort will take place in the industry shortly to participate in the proposed curtailment.

Sales of Kitchen Supplies Gaining

A marked increase in the demand for equipment and supplies for hotels, schools, hospitals, restaurants and other institutions is reported by John Marshall, of the A. J. Marshall Co., Detroit. "Our sales have been the best in the past several years," said Mr. Marshall, "and these institutions are not only buying more supplies and equipment but they are selecting much better grades of merchandise.

"Everything indicates a marked improvement in business conditions. Our company has been receiving a large share of this increased business as our store is better equipped than ever before and all of our departments are ready to supply immediate service and make good our slogan "Everything You Need."

Blessed is the man who, having nothing to say, abstains from giving us wordy evidence of the fact.

Trying to equal or improve on the service of other merchants is better than envying them.

GRAND RAPIDS PAPER BOX Co.

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

WHOLESALE

LINOLEUM, CARPETS AND RUGS

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For PROMPT service and ECONOMY'S Sake

Against FIRE and WINDSTORM Hazards

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320 HOUSEMAN BLDG.

GRAND RAPIDS, MICH.

HOTEL DEPARTMENT

Big Time Anticipated By the Hotel Greeters

Los Angeles, May 28—Well, I am going to have just as good a time as any of the Michigan "bunch" over the news that we have not lost Charley Renner altogether, but that he is going to be back there this summer, operating the Portage Point Inn, at Onekema, for John W. Blodgett, who recently came into possession of same. When Charley hid away to Florida to get back into the hotel game, I naturally donned mourning habiliments the same as his legion of former co-workers among the Michigan fraternity, though I was loath to believe that he had forsaken the old skirmishing ground altogether. They say now that if he makes a success of the Onekema proposition, he will henceforth "spit" his time between Michigan and Florida, which will be some consolation. All right, old boy! If I make my annual visit to Michigan this season, you can misuse me as much as you like, but you cannot, by any means, keep me off the premises.

Smith Welsh's hotel, the Waldorf, at Toledo, has just undergone almost complete rehabilitation. A new coffee shop and grill room have been added to the equipment. The coffee shop follows a modern design. The grill room is a modernized version of an old English inn. The main dining room and banquet hall have been re-decorated, as well as two private dining rooms. Smith is slightly over the "line," but we still regard him as a very near neighbor.

When the Hotel Greeters of America gather in Los Angeles for their 1935 "silver anniversary," next month, they will be fully guaranteed five days of unalloyed joy, absolutely free of rain, earthquakes, humidity and excessive heat. Leigh A. Fuller, who is in charge of all the details of the convention has also personally taken every precaution and received every assurance that weather conditions will be perfect. The Biltmore, where most of the business sessions will be held, is the largest hotel on the Pacific Coast. Registrations will be made there four days out of the five allotted for the convention. The Biltmore, under the ownership of Baron Long, who, by the way, enjoys the acquaintance of a lot of the Michigan contingent, is famous for its Biltmore Bowl, the largest and most spectacular night club in the world, with its two floor shows, and continuous entertainment from 7:30 to closing. The Rendezvous, a night club in the afternoon, is the only entertainment of this nature in all America. The Greeters will have free swing in both these institutions. Then there will be Ambassador Hotel Day, and two sessions will be held there. The official photograph will be taken on its lawns, and there will be a joint luncheon of Greeters and the Auxiliary. The Ambassador is situated in the residential district, whereas the Biltmore is in the business section. On a Wednesday, during the convention, the Greeters will follow the flying fishes over to Catalina Island, the Wrigley estate, twenty-five miles out in the blue Pacific, where they can consort with the pelicans and the parakeets, laughing jackasses, and the bluejays in the marvelous aviary; lol! on the sandy beaches; toss down the hatch a few foaming beakers in the St. Catharine's cocktail corner, take trips to the movie locations over the mountain roads, or shake a leg in the spectacular Casino to the music of one of America's outstanding orchestras. Also there will be dancing and other "wild life" on the boat, both going and coming. And this is only the prelude or overture, to "goings on" which will be offered the hoteliers during their

stay in Los Angeles. Now, girls and boys, don the Old Gray Bonnet and go to it.

A prominent hotel man here who has recently added baths to many of his hotel rooms, voiced a sentiment which I have entertained relative to hotel baths for a long time: "The number of travelers who insist upon having rooms with baths and then fail to use the bath, is quite large. It is not at all unusual for people to come in, register, and then hurry out to some evening entertainment without taking time to more than giving their hands a stinky dip. Then they come in late, leave a call for 6 a.m., and at 6:15 are checking out, in order to catch a train, sleepy-eyed and looking as if they had not even given their faces a dip." When you come to think of it, men in their own homes take a bath not to exceed a couple of times a week on the average, but get them in a hotel lobby with pen in hand they make a loud howl for their "bawth," for the reason, presumably, that it sounds well and gives out the impression that bathing is an obsession with them. Of course, the hotel man has no kick coming, especially if he is long on rooms with baths. Reminding me of a nephew of mine who, at the tender age of five, impertuned his mother to provide him with "cambric" coffee (a decoction of warm water with a few drops of coffee added). When asked why, he said it made him feel "sporty."

Culmination of the chain letter craze occurred here this week when several alleged beneficiaries who had publicly acknowledged that they had received winnings in sums aggregating large amounts, confessed that they had been deceiving the public in consideration of receiving the sum of \$3 each for broadcasting their good fortune. Promptly on the heels of this disclosure the city council passed an emergency ordinance making it a misdemeanor to operate such affairs.

The writer disannexed himself from a "two-bit" coin the other day for the purpose of witnessing a so-called rocking chair marathon. The contestants had to stick to their "teetering" for fifty minutes of every hour. Except for this there would be no stoppage for a snooze. There were fifteen contestants at the start and they had to do more than just sit—they had to keep the old rockers in motion to get the first prize and share in the gate receipts. When they get around to a lazy man's tournament—to find who can stay in bed the longest—there will surely be a lot of competition. Maybe I will be there.

An uproar caused by a couple of blatherskite preachers here recently to secure pardons for those responsible for the crime of wholesale murder in the bombing of the Los Angeles Times building, a quarter of a century ago, in which a score of lives were blotted out, has calmed down somewhat since the public broadcast of the evidence adduced at the trial on that occasion, which resulted on their prompt conviction after they admitted their guilt to save their necks from the noose. General Otis, owner of the newspaper at that time, but who passed on years ago, was a fighter of unionism from the word "go." I always had a great deal of admiration for him and his work. In 1888 I made a journey to Los Angeles which resulted in the sale of a new "dress" for his paper, representing Barnhart Bros. & Spindler, well known to the printing fraternity. At that time Los Angeles claimed 18,000 population and the entire business section was clustered around what is known as the Plaza. But it is of General Otis of whom I would speak. He was one of Los Angeles' leading figures. No man in the city ever did more for its advancement or was more greatly hon-

ored by his constituency than this editor, statesman, soldier and citizen. He always stood for what was right, for "liberty under the law." He opposed the creation of monopolies, and especially fought for the freedom of the individual, for his right to work for whom he pleased, for such a wage as was mutually agreeable, without the interference of labor organizations. He stood also for the freedom of employees. When other newspapers and the politicians were kowtowing to the unions he was fighting them to a standstill, although he was willing at all times to treat such matters fairly and openly with his employees. The walking delegates didn't like him in the least and it was in the carrying out of a program to vent their spleen that the Times building was dynamited at an hour of the night when all loyal employees were at their posts of duty. The union fiends who planned the deed are serving life sentences, but others who were almost equally guilty got off with lighter sentences, one of whom was never off the union payroll during his incarceration in prison. Recently he was convicted in the East for further criminal activities. A beautiful statue, erected at the head of Wilshire boulevard, is a memorial to General Otis and carries the inscription: "Liberty, under the law." Opposite this statue is the art museum, donated to the city by this veteran.

The Greeters of America have a wonderful home at Denver, and are constantly on the qui vive to secure funds for the maintenance of same. Michigan—with two of the strongest charters in the organization, Detroit

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The Most Popular Hotel
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RATES—\$1 up without bath.
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Excellent Dining Room
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Have You Seen Our New

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

Pantlind

GRAND RAPIDS

750 ROOMS \$2 UP

and Grand Rapids—is always active in doing its bit toward this deserving enterprise. My knowledge of conditions in Michigan warrants me in predicting that her part will always be accomplished.

The local weather bureau announces it has been compelled to add more help to its force of prognosticators. Judging from the results in this "neck of the woods," some greenhorns have been trying to do a man's work and have overplayed. Reminding me of a story the late Gen. W. H. Sears, formerly at the head of the canning industry, at Pentwater, used to tell about a local character at Chillicothe, Ohio, who used to predict the weather conditions with such a wonderful degree of certainty that one of the Cincinnati newspapers sent a representative out there to interview the chap and ascertain what basis he had for making his claims. "Well!" he said, "I always read the government forecast and predict exactly opposite."

The Hotel World-Review says editorially that "those who have experienced the increased dining and guest room comfort to be found in air-conditioned establishments will not willingly content themselves with the offerings of the weather man during the heated days and nights of mid-summer, and the operator who meets this demand on the part of such public as is able and willing to pay for it, will reap the early harvest. Few will now question that, before many years have passed, air-conditioning, not only for summer but all-year-round comfort, will be the standard equipment for first-class hotels." The railroads are generally adopting this newly discovered system and even the bus lines are featuring it. Out here in California, where the weather is "naturally" ideal during all seasons in the year, there is almost a universal demand for this added comfort, and the response is highly satisfied. It is claimed this movement was well under way when the depression struck and caused cancellation of plans of this nature. Maybe the air-conditioning wave may be regarded as a sure indication of the return of prosperity. "Hot" air certainly is not.

Efforts are still continued by summer resort associations and operators to have labor day activities retarded for two weeks, or until September 15, in the hope that by so doing, the resort season may be extended accordingly. There is no gainsaying the fact that in Michigan, particularly, the most delightful weather conditions are experienced during the entire month of September. The season for mosquitoes and other pests is over, the fish bite more viciously and general conditions are more admirable. But the resort owner has this obstacle to contend with in making any change in the labor day dating: In order to make the season extension more profitable for him, the time for opening and closing of the city schools would have to be extended concurrently. It seems unusual to connect resorting with educational activities, but they overlap just the same.

Frank S. Verbeck.

News Notice From Michigan Board of Pharmacy

Lansing, May 27—The Legislature has gone and some of my troubles are at an end—others are still pending, but this gives me the breathing space I need to write you.

In addition to my legislative matters to look after, I have been out of the city ten days during the month of May, and also my secretary had the misfortune to lose her mother and she was gone a week and that week I did all the correspondence work for the office, so this May has been one of our busiest.

You have had most of our doings in

the Tradesman as reported by others. However, I attended Pharmacy day at the University of Michigan, at which Dean Jordan, of Purdue, was the principal speaker. He gave an excellent address on the proposed legislation at Washington regarding foods and drugs.

The next activity of the Board of Pharmacy will be a June examination to be given at Ann Arbor beginning Tuesday morning, June 18 at 9 o'clock at the College of Pharmacy rooms.

The Board of Pharmacy shows a regular schedule for its examinations. There are four schools of pharmacy in Michigan, all of them located in the Lower Peninsula. The June examination is alternated between Ferris Institute, at Big Rapids, and the University of Michigan, at Ann Arbor. The February examination is alternated between the Wayne University College of Pharmacy, at Detroit, and the Detroit Institute of Technology College of Pharmacy, at Detroit. Then the August examination is held in some city in the Upper Peninsula.

For the two examinations given in the Lower Peninsula this has been an ideal arrangement, as it gives the Board the facilities of the laboratories for their practical examinations. For the Upper Peninsula we have to ship and carry much material which we do not

have to do for the Lower Peninsula examinations.

It will not be long now before the annual convention at Grand Rapids, and I shall see you at that time. In the meantime, Mr. Stowe, I wonder if you could use a weekly report from this office giving changes in drug stores, etc., just the same as we sent out to our inspectors and at what time would be the proper time for this to reach you in order to be published in the current week's edition?

I was in hopes that before this time I would have some material ready along the inspirational line, but have not been able to find the time to prepare an article.

I do want to go on record most emphatically in favor of the extension of the NRA, providing some price protection is given in the code and providing there is some attempt made to enforce these codes.

You will have been informed from the newspapers that there was not much legislation passed by this Legislature. I tried to get the doings of last Friday, but was informed that the Senate Journal and the House Journal would not be published probably before next Wednesday or Thursday because of the immense amount of material to be checked. Therefore I do

not know which bills passed and which bills did not pass and in talking with various members of the House I have not found anyone yet who is positive as to just what would happen with any of the bills. The confusion in the last few days, of course, is terrible.

I am enclosing a copy of this week's report in case you can use it, and it was material such as this that I had in mind that I might send you in addition to an occasional letter from a personal standpoint.

E. J. Parr,
Director of Drugs and Drug Stores.

New Drug Stores:

Glenns' Pharmacy, Ellsworth
Houseman's Pharmacy, 601 E. Liberty, Ann Arbor

Ray's Pharmacy, 101 N. Second St., Alpena

Imperial Pharmacy, 15408 Mack, Grosse Pointe

Seyburn Pharmacy, 7769 Mack, Detroit

Economical-Cunningham Drug Stores, 214 So. Main, Ann Arbor.

Change of Address:
From Dickman's Drug Store, 120 Main, Davison—to 2923 Corunna Road, Flint.

Drug Stores Out of Business:
Franklin Pharmacy, 133 No. Franklin, Saginaw.

Decoration Day



FOUR SCORE and seven years ago our fathers brought forth on this continent a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal. Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battlefield of that war. We have come to dedicate that portion of that field as a final resting place for those who here gave their lives that the nation might live. It is altogether fitting and proper that we should do this. But, in a larger sense, we cannot dedicate—we cannot consecrate—we cannot hallow—this ground. The brave men, living and dead, who struggled here have consecrated it far above our poor power to add or detract. The world will little note nor long remember what we say here, but it can never forget what they did here. It is for us, the living, rather, to be dedicated here to the great task remaining before us—that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion; that we here highly resolve that these dead shall not have died in vain; that this nation under God, shall have a new birth of freedom, and that government of the people, by the people, for the people, shall not perish from the earth.

ABRAHAM LINCOLN.

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. Piaskowski, Detroit; Earl Durham, Corunna.
 Director—E. J. Parr, Lansing.

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

Michigan State Pharmaceutical Association.

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

First Vice-President—Ben Peck, Kalamazoo.

Second Vice-President—Joseph Maltas, Sault Ste. Marie.

Treasurer—Henry Hadley, Benton Harbor.

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

Some Unusual Happenings

The proprietor of a drug store in a large city was given a tip that two of his clerks were stealing from him. The proprietor went to a nearby restaurant and wrote out an order for \$17.75 worth of goods; hailed a messenger and handed him the order with a twenty dollar bill; told the messenger to go to this store and get these goods. When the messenger returned with the package the proprietor went directly to his store and looked at the reading of the cash register and saw not \$17.75 on record; he then opened the cash register and saw no twenty dollar bill. The clerk was arrested and put in jail so quickly that he did not know what it was all about. Then they called the messenger to identify the clerk. They asked him, pointing to the prisoner: "Was this the clerk that sold you these goods?" The messenger answered: "No, I did not go to this man's store for them; I went to the store on the next block where they pay me a commission."

The clerk sued the proprietor for false arrest and imprisonment and got enough money from him to buy a store of his own.

It was too bad that the messenger did not follow directions, but the proprietor was careless in not watching to see that the messenger went to the store where he was told to go. The package should have been examined both inside and outside to see if paper, string, price and markings could be identified as coming from his store.

One drug store at the time of incorporation employed clerks that could invest from one hundred to five hundred dollars in capital stock. The incorporators guaranteed these clerks the legal rate of interest and posted a bond assuring them that they could get their investment back on demand. This was done to get a better and more thrifty set of clerks. Their money was not needed or wanted, only their interest in the business. The same store named one preparation of its own after each clerk, again to win their interests.

One student while attending college of pharmacy found it difficult to ob-

tain a drug store position with college privileges. He procured a sensible side line to sell to druggists on a commission basis. This side line did not produce the returns expected, but by having work that brought him in contact with the retail drug trade he found at last the desired drug store position.

* * *

A widow had a drug store on her hands that she wanted to sell. She knew that the clerk that was managing it for her could prevent the sale of this store if he so desired. So she made him the selling agent and told him that he could split fees with brokers or traveling salesmen, but it had to go through his hand. This put the clerk in a position where he would try hard to sell the store on account of the commission, get the best possible price. The store was sold for all it was worth.

* * *

Before states had prerequisite laws, many college of pharmacy students would pass their State Board of Pharmacy examinations before graduation. In a city drug store a clerk both working and attending college was visited by an inspector of the Board of Pharmacy. After the necessary samples were purchased for evidence, and paid for, the inspector made his mission known. The clerk became abusive to the inspector and called him many vile names. In due time notice was served on the proprietor to pay a fine to the Board for allowing an unlicensed clerk to sell medicines. The paying of this fine was promptly refused. Suit followed. The clerk who sold these medicines to the inspector testified that he took the State Board examinations on January tenth.

On January twentieth the inspection was made and on January thirtieth he received word from the State Board of Pharmacy that his examination was successful and that he was licensed to practice pharmacy. The Court held that the clerk was licensed at the time he sold the medicine. The case was dismissed. The error occurred by the different departments not being in close touch with each other and the Board. The unusual instance was that the clerk had taken his examination at the time the inspection was made but had not heard whether he had passed or not.

* * *

One proprietor of a drug store sent his son away to attend pharmacy school. He said after his boy graduated he wanted him to stay away from home and work in other stores a year or two before entering the old family store. The proprietor said that his store was a father to son affair and his son would make the third generation of the family to work there. The father said: "None of us has had any outside experience and from a standpoint of store training, what one knows we all know and what one does not know none of us know. I want my son to get some variety of experiences before becoming my partner." This is a good plan, if the son does not return to his old home with too many incompatible ideas.

L. sold his store. For a few days after the business changed hands he could be seen in the rear working very hard with overalls on. When asked some years later why he had worked so hard for his successor without any pay he made the following answer: "The buyer married a girl in this town and that was what brought him here. This store always enjoyed a profitable business on our own preparations; in fact customers would pass other drug stores and travel a long distance to come here for them. That line was one of our best anchors. Still, when the new owner's attention was called to this he did not seem to be much interested; about all he could talk of was more modern things. I surmised that my successor might neglect this line and finally lose the entire family trade of those customers who had been using these preparations so long; as well as allowing the crude material, wrappers and containers go to waste that was used for these preparations, unless

things were made easy for him. So hundreds of our own preparations were put up. The chief reason was that I did not get all cash when the business was sold and was anxious to have him be successful enough to pay me the balance, which he did only by a hair's breadth." Caleb Carman.

Parachutes which can be built into the seats of cabin planes without sacrificing comfort or appearance are now offered. Harness is out of sight, yet instantly, easily donned.

A celluloid instead of metal base is used in a new, economical process for producing half-tones. It's said to shorten production time, give good tone quality and detail.

We cannot hope to develop the type of civilization we want in this world unless we progress along educational lines. Thomas J. Watson.

It always happens when one driver is in a big car and the other in a reverie.

**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—

"It's
Killing
Power
that Counts"



Parsons Chemical Works
 MANUFACTURING LABORATORIES GRAND LEDGE, MICH.

SEASONABLE ITEMS

SEED DISINFECTANTS

CERESAN DuBAY No. 738 SEMESAN BELL NU-GREEN

INSECTICIDES

PARIS GREEN LIME and SULPHUR ARSENATE of LEAD
 ARSENATE of CALCIUM BORDEAUX MIXTURE
 COPERCARB OXO BORDEAUX

S PONGES 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.

Table listing various acids, alcohols, ammonias, arsenics, barks, berries, vitriols, borax, brimstone, camphor, cantharides, chalk, capsaicums, cloves, cocaine, copperas, cream tartar, cuttlebone, dextrine, extracts, formaldehyde, fuller's earth, gelatin, glycerine, gums, honeys, hops, hydrogen peroxide, indigo, insect powder, lead acetate, licorice, leaves, lime, lycopodium, magnesia, menthol, mercury, morphine, mustard, naphthaline, nutmeg, nuxvomica, oil essential, oils heavy, opium, paraffine, pepper, pitch burgundy, petrolatum, plaster paris dental, potassa, potassium, quassia chips, quinine, rosins, roots, sal, seed, soap, soda, sulphur, syrups, and turpentine.

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

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

ADVANCED

- Pork Loins-1/2c
Pork Spareribs-1 1/2c
Corned Beef Hash-3c

DECLINED

- Top Steers & Heif-1c
Spring Lamb-1 1/2c
Canned Asparagus-10c
Mazola
Paper Dishes

AMMONIA

- Little Bo Peep, med... 1 35
Little Bo Peep, lge... 2 25
Quaker, 32 oz... 2 10
Star, 12-oz... 80

BREAKFAST FOODS

- Kellogg's Brands
Corn Flakes, No. 136... 2 40
Corn Flakes, No. 124... 2 37
Pep, No. 224... 2 37
Pep No. 250... 1 05
Krumbles, No. 412... 1 55
Bran Flakes, No. 624... 2 37
Bran Flakes, No. 650... 1 00
Rice Krispies, 6 oz... 2 40
Rice Krispies, 1 oz... 1 10
All Bran, 16 oz... 2 30
All Bran, 10 oz... 2 75
All Bran, 8 oz... 1 10
Whole Wheat Fla., 24s 2 00
Whole Wheat Bis., 24s 2 31
Wheat Krispies, 24s... 2 65
Post Brands
Grapenut Flakes, 24s... 2 10
Grape-Nuts, 24s... 3 90
Grape-Nuts, 50s... 1 50
Instant Postum, No. 3... 5 46
Instant Postum, No. 10... 4 70
Postum Cereal, No. 0... 2 33
Post Toasties, 36s... 2 40
Post Toasties, 24s... 2 40
Post Bran, PBF, 12... 1 74
Post Bran, PBF, 24... 2 36
Amsterdam Brands
Gold Bond Par., No. 5 1/2... 7 50
Prize, Parlor, No. 6... 8 00
White Swan Par., No. 6... 8 50

Blue Berries

- Eagle, No. 10... 8 50

Cherries

- Hart, No. 10... 5 70
Hart, No. 2 in syrup... 2 25
Hart Special, 3... 1 25

- Supreme, No. 2 in syrup... 2 25
Supreme, No. 2 1/2... 3 20
Supreme, No. 2... 2 30
Gibraltar, No. 10... 9 25
Gibraltar, No. 2 1/2... 2 75

Cherries-Royal Ann

- Supreme, No. 2 1/2... 3 20
Supreme, No. 2... 2 30
Gibraltar, No. 10... 9 25
Gibraltar, No. 2 1/2... 2 75

Figs

- Beckwith Breakfast, No. 10... 12 00
Carpenter Preserved, 5 oz. glass... 1 85
Supreme Kodota, No. 1... 9 90

Fruit Salad

- Supreme, No. 10... 12 00
Quaker, No. 10... 11 75
Supreme, No. 2 1/2... 3 70
Supreme, No. 2... 2 70
Supreme, No. 1... 2 10
Quaker, No. 2 1/2... 3 15

Gousberries

- Michigan, No. 10... 5 35

Grape Fruit

- Zeneda No. 2... 1 35

Grape Fruit Juice

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

Loganberries

- Premio, No. 10... 6 75

Orange Juice

- Phillips No. 1 Can. dz. 95
Phillips No. 2 can. dz. 1 35

Peaches

- Bakers solid pack, No. 10... 7 50
Premio halves, No. 10... 6 70
Quaker, sliced or halves, No. 10... 8 50
Gibraltar, No. 2 1/2... 2 00
Supreme, sliced No. 2 1/2... 2 15
Supreme, halves, No. 2 1/2... 2 25
Quaker, sliced or halves, No. 2 1/2... 2 15
Quaker sliced or halves, No. 2... 1 70

Pineapple Juice

- Doles, Diamond Head, No. 2... 1 45
Doles, Honey Dew, No. 10... 6 75

Pineapple, Crushed

- Imperial, No. 10... 8 40
Honey Dew, No. 2 1/2... 2 40
Honey Dew, No. 2... 1 90
Quaker, No. 2 1/2... 2 35
Quaker, No. 2... 1 90
Quaker, No. 1... 1 10

APPLE BUTTER

- Quaker, 12-28 oz., Doz... 1 60

BAKING POWDERS

- Clabber Girl
10-oz., 4 doz. case... 3 50
2-lb., 1 doz. case... 2 30
Royal, 2 oz., doz... 80
Royal, 6 oz., doz... 2 00
Royal, 12 oz., doz... 8 85
Royal, 5 lb., doz... 20 00

Rumford's

- 10c, per dozen... 91
6-oz., per dozen... 1 40
12-oz., per dozen... 2 25
5-lb., per dozen... 12 25

Calumet

- 4-oz., 3 doz. case... 2 17
8-oz., 2 doz... 2 79
16-oz., 2 doz... 4 85
5-lb., 1/2 doz... 6 00

K C

- 10 oz., 4 doz. in case... 3 85
15 oz., 2 doz. in case... 2 45
25 oz., 2 doz. in case... 4 12
5 lb., 1 doz. in case... 5 90
10 lb., 1/2 doz. in case... 5 75

BLEACHER CLEANSER

- Lizzie, 16 oz., 12s... 2 15
Lanco Wash, 32 oz. 12s... 3 00
Clorox, 24 pints... 2 80
Clorox, 12 quarts... 2 55

BLUING

- Am. Ball, 36-1 oz., cart. 1 00
Boy Blue, 18s. per ca. 1 35

BEANS and PEAS

- Dry Lima Beans, 25 lb. 2 20
White H'd P. Beans... 4 95
Lanco Wash, 32 oz. 12s... 3 00
Split Peas, yell., 60 lb. 8 85
Split Peas, gr'n, 60 lb. 6 65
Scotch Peas, 100 lb. 6 65

BURNERS

- Queen Ann, No. 1... 1 15
Queen Ann, No. 2... 1 25
White Flame, No. 1 and 2, doz... 2 25

BOTTLE CAPS

- Single Lacquer, 24 gross case, per case... 3 60

String Beans

- Choice, Whole, No. 2... 1 80
Cut, No. 10... 7 25
Cut, No. 2... 1 35
Marcellus Cut, No. 10... 6 00
Quaker Cut No. 2... 1 20

Wax Beans

- Choice, Whole, No. 2... 1 80
Cut, No. 10... 7 25
Cut, No. 2... 1 35
Marcellus Cut, No. 10... 5 50
Quaker Cut No. 2... 1 20

Beets

- Extra Small, No. 2... 1 75
Hart Cut, No. 10... 4 50
Hart Cut, No. 2... 95
Hart Diced, No. 2... 85
Quaker Cut No. 2 1/2... 1 20

Carrots

- Diced, No. 2... 95
Diced, No. 10... 4 25

Corn

- Golden Ban., No. 2... 1 55
Marcellus, No. 2... 1 25
Fancy Crosby, No. 2... 1 40
Whole Grain, 6 Bantam, No. 2... 1 65
Quaker No. 10... 8 00

Peas

- Oxford Gem, No. 2... 3 15
Sifted E. June, No. 2... 2 00
Marcel, Sw. W. No. 2... 1 55
Marcel, E. June, No. 2... 1 45
Quaker, E. Ju., No. 10... 8 00
Quaker E. J., No. 2... 1 45

Pumpkin

- No. 10... 4 75
No. 2 1/2... 1 20
No. 2... 92 1/2

Sauerkraut

- No. 10 Quaker... 3 50
No. 2 1/2 Quaker... 95
No. 2 Quaker... 75

Soinack

- Supreme No. 2 1/2... 1 65
Supreme No. 2... 1 32 1/2
Supreme No. 10... 5 40
Quality, No. 2... 1 10

Succotash

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

CANNED MEAT

- Bacon, med, Beechnut 3 50
Bacon, lge., Beechnut 3 75
Beef, lge., Beechnut 2 25
Beef, med., Beechnut 1 95
Beef, No. 1, Corned... 1 95
Beef, No. 1, Roast... 1 95
Beef, 2 1/2 oz., Qua., SH. 1 30
Corn Beef, hash, doz. 2 15
Beefsteak & Onions, 6 2 70
Chili Con Car., is... 1 05
Deviled Ham, 1/2s... 1 35
Deviled Ham, 1/4s... 2 20
Potted Meat, 1/4 Libby 48
Potted Meat, 1/2 Libby... 75
Potted Meat, 3/4 Qua... 85
Potted Ham, Gen. 1/2... 1 35
Vienna Saus., No. 1/2... 90

Baked Beans

- Campbell's 488... 2 77

CANNED VEGETABLES

Hart Brand

- Asparagus
Quaker, No. 2... 2 20
Hunt Picnic... 1 70
Hunt No. 1, Med. Green 3 00
Hunt No. 1, Med. White 3 15
Hunt No. 1 Small Green... 2 70

Baked Beans

- 1 lb. Sacc, 36s, cs... 1 80
No. 2 1/2 Sacc, doz... 1 10
No. 10 Sauce... 4 00

Lima Beans

- Baby, No. 2... 1 60
Marcellus, No. 2... 1 25
Scott Co. Soaked... 90
Marcellus, No. 10... 5 90

Red Kidney Beans

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

CHEWING GUM

- Adams Black Jack... 61
Adams Dentyne... 65
Beeman's Pepsin... 65
Beechnut Peppermint... 65
Doublemint... 65
Peppermint, Wrigleys... 66
Spearmint, Wrigleys... 66
Juicy Fruit... 65
Wrigley's P-K... 65
Teaberry... 65

CHOCOLATE

- Baker, Prem., 6 lb. 1/2... 2 45
Baker, Pre., 6 lb. 3 oz. 2 60
Germar Sweet, 6 lb. 1/4s... 1 88
Little Dot Sweet 6 lb. 1/2s... 2 60

CIGARS

- Hent. Champions... 38 50
Webster Plaza... 75 00
Webster Golden Wed. 75 00
Websterettes... 37 60
Cincos... 38 50
Garcia Grand Babies... 40 00
Bradstreets... 38 50
Odias... 40 00
R. G. Dun Boquet... 75 00
Perfect Garcia Subl... 95 00
Kenway... 20 00
Budwiser... 20 00
Isabella... 20 00

Cocoonut

- Banner, 25 lb. tins... 18 1/2
Snowdrift, 20 lb. tins... 18 1/2

CLOTHES LINE

- Atlanta, 50 ft... 1 90
Keystone, 50 ft... 1 85
Corona, 50 ft... 1 49

COFFEE ROASTED

Lee & Gagy

- 1 lb. Package
Ryce... 21 1/2
Boston Breakfast... 18 1/2
Breakfast Cup... 17 1/2
Competition... 10 1/2
J. V... 21
Majestic... 28
Morton House... 25
Quaker, in glass jars... 21 1/2
Quaker, in glass jars... 26 1/2

Coffee Extracts

- M. Y., per 100... 12
Frank's 50 pkgs... 4 25
Hummel's 50, 1 lb... 10 1/2

CONDENSED MILK

- Eagle, 2 oz., per case... 4 60

Cough Drops

- Smith Bros... Bxs. 1 45
Luden's... 1 45
Vick's, 40/10c... 2 40

COUPON BOOKS

- 50 Economic grade... 2 50
100 Economic grade... 4 50
300 Economic grade... 20 00
1000 Economic grade... 37 50
Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

CRACKERS

Hekman Biscuit Company

- Zesta Crackers, 1-lb. pkgs... 1 65
Hekman's Toasts, 1-lb. pkgs... 2 10
Saltine Soda Crackers, bulk... 12
Saltine Soda Crackers, 1-lb. pkgs... \$1.65
Saltine Soda Crackers, 2-lb. pkgs... 2.95
Saltine Soda Crackers, 3/4 oz. pkgs... 93
Butter Crackers, 1 lb. 1.60
Butter Crackers, 2 lb. 2.12
Graham Crackers, bulk 13
Graham Crackers, 1 lb. 1.60
Graham Crackers, 1-lb. pkgs... 1.65
Graham C's, 8 1/2 oz... 3.05
Junior Oyster C's, blk. 13
Club Crackers... 1 76

CREAM OF TARTAR

- 6 lb. boxes... 35

DRIED FRUITS

- Apricots... 23 1/2
Standard... 20 1/2
Citron 10 lb. box... 25

Table with 2 columns: Item and Price. Includes Currants, Packages, Dates, Quaker, 12s, pitted, 1 40, Quaker, 12s, regular, 1 10, Quaker, 12s, 1 1/2 lb., 2 00, Quaker, 12s, 1 lb., 1 45.

JUNKET GOODS
Junket Powder 1 20
Junket Tablets 1 35

FRESH MEATS
Beef
Top Steers & Heif. 20
Good Steers & Heif. 18
Med. Steers & Heif. 17
Com. Cattle 12

HERRING
Holland Herring
Mixed, kegs 85
Milkers, kegs 95
Boneless Herring, 10 lb. 15
Cut Lunch, 8 lb. pails 1 25

SOAP
Am. Family, 100 box 5 20
F. B. 60. 2 65
Fels Naptha, 100 box 4 35
Flake White, 10 box 3 45

TEA
Japan
Medium 13
Choice 23@28
Fancy 30@38
No. 1 Nibbe 38

Figs
Calif., 24-3 oz. case 1 80

MARGARINE
Wilson & Co.'s Brands
Oleo
Nut 13
100% Veg Oil Grown on America Farms 15

Veal
Top 15 1/2
Good 14 1/2
Medium 13 1/2

Mackerel
Tubs, 60 Count, fy. fat 6 00
Pails, 10 lb. Fancy fat 1 50

White Fish
Med. Fancy, 100 lb. 13 00
Milkers, bbis. 18 50
K K K K Norway 19 50

Gunpowder
Choice 34
Ceylon
Pekoe, medium 63

Peaches
Evap. Choice 15
Eva. Fancy 16 1/2

MATCHES
Diamond, No. 5, 144 5 72
Spaghlit, 144 box 5 72
Swan, 144 5 10
Diamond, No. 0 4 80

Lamb
Spring Lamb 19
Good 18
Medium 16
Poor 10

White Fish
Med. Fancy, 100 lb. 13 00
Milkers, bbis. 18 50
K K K K Norway 19 50

English Breakfast
Congou, medium 28
Congou, choice 35@36
Congou, fancy 42@43

Oolong
Medium 39
Choice 45
Fancy 50

Peel
Lemon, Torelli, 4 oz., doz. 90
Orange, Torelli, 4 oz., dozen 90
Citron, Torelli, 4 oz., dozen 80

Safety Matches
Red Top, 5 gross case 4 80
Congress, 5 gro. cs. 5 25
Standard, 5 gro. cs. 4 00

Mutton
Good 10
Medium 08
Poor 08

SHOE BLACKENING
2 in 1, Paste, doz. 1 30
E. Z. Combination, dz. 1 30
Dri-Foot, doz. 2 00
Bixbys, doz. 1 30
Shinola, doz. 1 30

SPICES
Whole Spices
Allspice Jamaica @24
Cloves, Zanzibar @26
Cassia, Canton @22

TWINE
Cotton, 3 ply cone 40
Cotton, 3 ply balls 40

Raisins
Seeded, bulk 7 1/2
Thompson's S'dless blk. 7 1/2
Quaker s'dless blk. 8
15 oz. 8
Quaker Seeded, 15 oz. 8

MUELLER'S PRODUCTS
Macaroni, 9 oz. 2 10
Spaghetti, 9 oz. 2 10
Elbow Macaroni, 9 oz. 2 10
Egg Noodles, 6 oz. 2 10
Egg Vermicelli, 6 oz. 2 10
Egg Alphabets, 6 oz. 2 10
Cooked Spaghetti, 24c, 17 oz. 2 20

Pork
Loins 25 1/2
Butts 22 1/2
Shoulders 19 1/2
Spareribs 15
Neck Bones 09
Trimnings 16 1/2

STOVE POLISH
Blackne, per doz. 1 30
Black Silk Liquid, doz. 1 30
Black Silk Paste, doz. 1 25
EnameLine Paste, doz. 1 30
EnameLine Liquid, doz. 1 30
Med. No. 1, 100 lb. bk. 07
Radium, per doz. 1 30
Rising Sun, per doz. 1 30
654 Stove Enamel, dz. 2 80
Vulcanol, No. 10, doz. 1 30
Stovall, per doz. 3 00

Seasoning
Chli Power, 1 1/2 oz. 65
Celery Salt, 1 1/2 oz. 80
Sage, 2 oz. 80
Onion Salt 1 35
Garlic 1 35
Ponilly, 3 1/2 oz. 3 25
Kitchen Bouquet 4 25
Laurel Leaves 20
Marjoram, 1 oz. 90
Savory, 1 oz. 65
Thyme, 1 oz. 90
Turmeric, 1 1/2 oz. 55

VINEGAR
F. O. B. Grand Rapids
Cider, 40 strain 25
White Wine, 40 grain 18
White Wine, 80 grain 24 1/2

California Prunes
90@100, 25 lb. boxes @06 1/2
80@ 90, 25 lb. boxes @06 1/2
70@ 80, 25 lb. boxes @07 1/2
60@ 70, 25 lb. boxes @07 1/2
50@ 60, 25 lb. boxes @08 1/2
40@ 50, 25 lb. boxes @09
30@ 40, 25 lb. boxes @10
20@ 30, 25 lb. boxes @11 1/2
18@ 24, 25 lb. boxes @14

WALNUTS
Almonds, Peerless 15 1/2
Brazil, large 13 1/2
Fancy Mixed 16
Filberts, Naples 16
Peanuts, vir. Roasted 11 1/2
Pecans, 3 star 25
Pecans, Jumbo 40
Pecans, Mammoth 50
Walnuts, Cal. 17 1/2 to 22

PROVISIONS
Barreled Pork
Clear Back 25 00@24 00
Short Cut, Clear 30 00
Dry Salt Meats
D S Bellies 20-25 20 1/2

SALT
F. O. B. Grand Rapids
Quaker, 24, 2 lb. 1 05
Quaker, 36-1 1/2 1 20
Quaker, Iodized, 24-2 1 45
Med. No. 1, bbis. 3 35
Med. No. 1, 100 lb. bk. 07
Chippewa Flake, 70 lb. 1 00
Packers Meat, 50 lb. 70
Crushed Rock for ice, cream, 100 lb. each 95
Butter Salt, 280 lb. bbl. 4 40
Block, 50 lb. 1 40
Baker Salt, 280 lb. bbl 3 80
6, 10 lb. per bale 1 03
20, 3 lb. per bale 1 03
25 lb. bags, table 45

STARCH
Corn
Kingsford, 24/1 2 35
Powd., bags, per lb. 4 1/2
Argo, 24, 1 lb. pkgs. 1 64
Cream, 24-1 2 20

WICKING
No. 9, per gross 80
No. 1, per gross 1 25
No. 2, per gross 1 50
No. 3, per gross 2 30
Peerless Rolls, per doz. 90
Rochester, No. 2, doz. 50
Rochester, No. 3, doz. 2 00
Rayo, per doz. 75

Hominy
Pearl, 100 lb. sacks 3 50
Bulk Goods
Elb. Macaroni, 20 lb. bx. 1 30
Egg Noodle, 10 lb. box 1 22
Pearl Barley
Chester 5 00
Chili
Lentils 10
Tapioca
Pearl, 100 lb. sacks 7 1/2
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant 3 50

Shelled
Almonds 39
Peanuts, Spanish, 125 lb. bags 9 1/2
Filberts 32
Pecans, salted 66
Walnut, California 55

Lard
Pure in tierces 15 1/2
50 lb. tubs 15 1/2
50 lb. tubs 15 1/2
20 lb. pails 15 1/2
10 lb. pails 15 1/2
5 lb. pails 15 1/2
3 lb. pails 15 1/2
Compound, tierces 13 1/2
Compound, tubs 14
Bologna Sausages 15
Liver 23
Frankfort 20
Pork 20
Tongue, Jellied 95
Headcheese 18

Colonial
Fifteen 4s 1 00
Twenty 3s 1 05
Six 10s 92
Iodine, 24, 2s 1 35
Iodine, 36, 1 1/2 1 20
Plain, 36, 1 1/2 1 20
Log Cabin Plain, 24, 2s 1 35

Gloss
Argo, 24, 1 lb. pkgs. 1 72
Argo, 12, 3 lb. pkgs. 2 25
Argo, 8, 5 lb. pkgs. 2 45
Silver Gloss, 48, 1s 11 1/2
Elastic, 16 pkgs. 1 38
Staley 24-1 lb. 1 70

WOODENWARE
Baskets
Bushels, Wide Band, wood handles 2 00
Market, drop handle 90
Market, single handle 95
Market, extra 1 00
Splint, large 8 50
Splint, medium 7 50
Splint, small 6 50

MINCE MEAT
None Such, 4 doz. 6 20
Quaker, 1 doz. case 90
Yo Ho, Kegs, wet, lb. 16 1/2
Smoked Meats
Hams, Fancy, 14-16 lb. 22 1/2
Hams, Fancy, Skinned 14-18 lb. @22 1/2
Ham, dried beef 14-18 lb. @25
Knuckles, 3-5 lb. @25
Smoked Picnics @19
Boiled Ham @33
Minced Hams @15
Bacon 4/6 Fancy @31

OLIVES-Plain
Quaker, 24 3 1/2 ozz. cs. 1 80
Quaker, 24 7 1/2 ozz. cs. 1 55
Quaker, 12, 11 ozz. 2 35
Temper, 12 22-oz. cs. 4 50
1 gal. glass, each. 1 50

Beef
Boneless, rump 20 00
Liver 15
Calf 95
Pork 11

Free Run'g, 32, 26 oz. 3 40
Five case lots 2 30
Iodized, 32, 26 oz. 2 40
Five case lots 2 30

SYRUP
Corn
Blue Karo, No. 1 1/2 2 72
Blue Karo, No. 5, 1 dz. 3 70
Blue Karo, No. 10 3 52
Red Karo, No. 1 1/2 2 92
Red Karo, No. 5, 1 dz. 3 99
Red Karo, No. 10 3 85

Traps
Mouse, wood, 4 holes 60
Mouse, wood, 6 holes 70
Mouse, tin, 5 holes 65
Rat, wood 1 00
Rat, spring 1 00
Mouse, spring 20

FRUIT CANS
Ball Mason
F. O. B. Grand Rapids
One pint 7 75
One quart 9 00
Half gallon 12 00
Mason Can Tops, gro. 2 45

OLIVES-Stuffed
Quaker, 24, 2-oz. cs. 1 87
Quaker, 24, 3-oz. cs. 2 70
Quaker, 24, 5-oz. cs. 3 37
Quaker, 24, 7 1/2-oz. cs. 4 16
Quaker, 12, 16-oz. cs. 4 35
1 Gallon glass, each. 1 99

RICE
Fancy Blue Rose 4 90
Fancy Head 6 00

Washing Powders
Bon Ami Pd., 18s, box. 1 90
Bon Ami Cake, 18s. 1 65
Brillo 85
Big 4 Soap Chips 8/5 2 60
Chipso, large 4 65
Chimaine, 4 doz. 3 60
Grandma, 100, 5c 3 50
Grandma, 24 large 3 50
Gold Dust, 12 large 2 20
La France Lait 4 dz. 3 65
Lux Flakes, 50 small 4 55
Lux Flakes, 20 large 4 33
Old Dutch Clean., 4 dz. 3 40
Rinso, 24s 4 65
Rinso, 40s 2 89
Spotless Cleanser, 48, 20 oz. 3 85
Sani Flush, 1 doz. 2 25
Sapallo, 3 doz. 3 15
Super Suds, 48 3 90
Sunbrite, 50s 2 03
Wyandot, Cleaner, 24s 1 52

IMIT. MAPLE FLAVOR
Orange, No. 1 1/2, 2 dz. 2 87
Orange, No. 3, 20 cans 4 34

Washboards
Banner, Globe 5 50
Banner, single 6 25
Glass, single 6 00
Double Peerless 8 50
Single Peerless 7 50
Northern Queen 5 50
Universal 7 25

FRUIT CAN RUBBERS
Quaker Red Lip, 2 gro. carton 75

PICKLES
Sweet Small
L and C, 7 oz., doz. 92 1/2
Paw Paw, quarts, doz. 2 80
Dill Pickles
Gal., 40 to Tin, doz. 8 20
32 oz. Glass Thrown 1 60

RUSKS
Postma Biscuit, Co.
18 rolls, per case 3 10
12 rolls, per case 1 39
18 cartons, per case 2 35
12 cartons, per case 1 57

BORAX
Twenty Mule Team
24, 1 lb. packages 3 35
48, 10 oz. packages 4 40
96, 1/2 lb. packages 4 00

Maple and Cane
Kanuck, per gal. 1 25
Kanuck, 5 gal. can 5 30
Kanuck, 24/12 Glass 4 00
Kanuck, 12/26 Glass 4 15

Paper Food Dishes
1/2 lb. size, per M. 1 79
1 lb. size, per M. 2 05
2 lb. size, per M. 2 40
3 lb. size, per M. 2 95
5 lb. size, per M. 3 85

GELATINE
Jell-o, 3 doz. 2 00
Minute, 3 doz. 4 05
Knock's, 1 dozen 2 25
Jelsert, 3 doz. 1 40

PIPES
Cob, 3 doz. in bx. 1 00@1 20

SALERATUS
Arm and Hammer 24s. 1 50

Washing Powders
Bon Ami Pd., 18s, box. 1 90
Bon Ami Cake, 18s. 1 65
Brillo 85
Big 4 Soap Chips 8/5 2 60
Chipso, large 4 65
Chimaine, 4 doz. 3 60
Grandma, 100, 5c 3 50
Grandma, 24 large 3 50
Gold Dust, 12 large 2 20
La France Lait 4 dz. 3 65
Lux Flakes, 50 small 4 55
Lux Flakes, 20 large 4 33
Old Dutch Clean., 4 dz. 3 40
Rinso, 24s 4 65
Rinso, 40s 2 89
Spotless Cleanser, 48, 20 oz. 3 85
Sani Flush, 1 doz. 2 25
Sapallo, 3 doz. 3 15
Super Suds, 48 3 90
Sunbrite, 50s 2 03
Wyandot, Cleaner, 24s 1 52

MAZOLA COOKING OIL
Pints, 2 doz., case 5 28
Quarts, 1 doz., case 4 96
5 gallons, 2 per case 12 10

WRAPPING PAPER
Butchers D F, per 100 5 88
Kraft, per 100 5 88

JELLY AND PRESERVES
Pure, 30 lb. pails 2 35
Imitation, 30 lb. pails 1 80
Pure Pres., 16 oz., dz. 2 00
12 oz. Apple Jelly, dz. 95
13 oz. Mint Jelly, dz. 1 60
1 oz. Cranberry Jelly, dz 90

PLAYING CARDS
Blue Ribbon, per doz. 4 00
Bicycle, per doz. 4 50
Caravan, per doz. 2 25

SAL SODA
Granulated, 60 lbs. cs. 1 35
Granulated, 18-2 1/2 lb. packages 1 10

TABLE SAUCES
Lee & Perrin, large 5 75
Lee & Perrin, small 3 35
Pepper 1 60
Royal Mint 2 40
Tobasco, small 3 75
Sho You, 9 oz., doz. 2 00
A-1, large 4 75
A-1, small 2 85
Caper, 2 oz. 3 30

Yeast Cake
Magie, 3 doz. 2 70
Sunlight, 3 doz. 2 70
Sunlight, 1 1/2 doz. 1 35
Yeast Foam, 3 doz. 2 70
Yeast Foam, 1 1/2 doz. 1 35

Yeast-Compressed
Fleischmann, per doz. 30
Red Star, per doz. 30



SHOE MARKET

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

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

Secretary-Treasurer — Robert Murray,
Charlotte.

Field Secretary—O. R. Jenkins, Port-
land.

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

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

Colossal Capacity for "Cobbler Think- ing"

This industry of ours is going to make greater economic progress when we have men come into it who have not spent a lifetime in shoes and become clogged with its "cobbler" thinking.

I had an experience the other day on buying a bedroom suite of maple furniture. I didn't like the wooden rod across the top of the dresser mirror. I thought it looked more like a yoke or a coat hanger, and I said to the furniture man, "I'll buy this suite if you will get me a top for the mirror like the one on this other model, made the same house. It is the same size, the same color, the same everything, and I will pay for the extra piece if you will ask your factory to send it on."

He said, "Nothing doing. Even though your purchase represents \$168, I couldn't get the factory to do anything out of the ordinary line of production. They are not in the part service business."

And yet you can go to any shoe store, and the clerk will volunteer to make a special pair, if he can't find your shoes in stock. The price of those shoes might be anywhere from \$3 to \$12, and, so help me, the factory puts through a special tag, and the whole machinery is rearranged to take care of that damned little item.

Specials and more specials; and if the shoes don't come up to the customer's expectations, they are shipped back to the factory. We had a letter from a dealer who had ordered a pair of special silver kid shoes in January, on a triple-A width, and he wanted to return them in March for a double-A. He raised the roof and asked for arbitration service on our part, with the factory, and enclosed affidavits of returned letters and everything. And the item was less than \$5.00.

Is this a business or is it business? That is the question. Some subscribers have been saying, "Why do you hammer and hammer on that line—'If She Wears Them, She Should Keep Them.' There will always be returns; there will always be complaints. We have got to give the customer everything."

Well, the reason why we reiterate on this one little irritation to business is because we know that it is necessary to start by diverting a brook into the proper channel if you eventually hope to make the river go in the right direction.

You can't make economic progress in this industry by getting out in the middle of a big river with a row boat and a pair of oars, a microphone and a Huey Long voice. You've got to start back at the very source of the trouble and work like the dickens to correct economic waste at that point.

One symbol of economic waste that is ever present is the practice of making sales that are not final. A sale and a service over the fitting stool must be made with greater care and greater accuracy so that the public can get a true appreciation of the shoe and its fitting. What folly it is to make only half a sale.

What can we learn from other industries that will help us make the sale of shoes more useful and less wasteful? Well, if a furniture man won't make a change on an item representing \$168, why should a shoeman go as far as he does on an item that represents a commercial transaction of less than \$10?

This may seem like a lot of steam and pother over an incident in business, but it is an irritation that goes right back to the grass roots of the major problem of the industry. The American public has got to be taught an appreciation of special service, for there is a loss to every store in every transaction that carries with it "improper returns," "unnecessary specials" and all of the itches and irritations that come about through indefinite transactions.

This industry of ours has a colossal capacity for magnifying trifles at the point of sale. It is time we grew up and became commercially a business.—
Boot and Shoe Recorder.

Oppose Neely Shoe Bill

Opposition to the Neely bill requiring the labeling of shoes to show the materials used was expressed by the Retailers National Council at the hearing to be held on the bill last week in Washington by the Senate Interstate Commerce Committee. Shoe manufacturers and retailers are strongly against the measure. The National Council of Shoe Retailers, representing 3,500 stores, sent a telegram to Senator Wheeler, chairman of the committee, declaring the bill was "not regarded as necessary or in the public interest and would be a serious hindrance to operations."

Children's Shoes Led Gain Here

The departments showing the biggest sales indicates in local stores last month included children's shoes, candy, boys' wear, juniors' and girls' wear, men's clothing, men's hats and caps, toys, radios, women's and children's gloves and small leather goods. The departments showing the largest declines from April a year ago were cotton wash goods, silks and velvets, domestics, books and magazines, toilet goods and patterns.

Civilization is the history of surmounting difficulties.—Hoover.

Retailers Preparing for June Increases

Retailers are planning for greatly increased June volume on the supposition that the unfavorable weather which has prevailed cannot last much longer, according to the market report prepared by Kirby, Block & Co. The continued cool spell, the report says, retarded business and has had a marked effect on both retail volume and the manufacturing markets. With the exception of a few favorable sections, stores are lagging behind the figures of May a year ago.

"Manufacturers," the report continues, "have curtailed production, are reducing their immediate stocks and are turning their attention to fall goods earlier than usual.

"Orders for men's and boys' wear for current delivery continued at a slow pace, due generally to the inclement weather. Retailers, however, are optimistic regarding the development of a demand for Summer sports wear as temperatures rise.

"Plans for Summer fur coat sales are in progress, with excellent selling possibilities because of the good styling and value offered in the new collections. Intermediate lengths from 33-inch trotteur and the 38-inch stroller models to the 41-45-inch swagger models will play an important part in these fashions. High style details, such as fur 'weskits,' novelties and gay tweed skirts to match the coat linings, will appeal to college girls.

"The new travel cloth coat lines again emphasize swagger styles with

new details including mass fullness to the back or front, or newer still, under the arms. Regulation belted models are again shown for basic stocks and also the princess types for slight figures.

"Dress department stocks are being printed for Decoration Day week-end business, particularly in the popular ranges to sell up to \$12.95. Jacketed washable crepe spectator sports frocks have the most pronounced call in white and pink mainly, with lilac and Dubonnet accents.

"The best selling item in sports shirts is the ribbed lisle knit slip-over with boat neck that can be worn with slacks or linen suits. It comes in navy, brown, white and pastel shades and retails at \$1."

Ignorance of the law is no excuse, the courts rule. Of course, anyone should be able to remember the two million or more laws which we are supposed to obey.

Statesmanship is the co-ordination of social forces and the adjustment of policy to growth. Politics is the strategy of party and the lust for the spoils of office.

In principle there is no difference between those who want to do a half week's work for a full week's pay and those who demand full pay for doing nothing.

Six months from now America will either be definitely soaring or definitely sinking.

TROUBLE

IN THE AIR..

TORNADO

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

AS WRITTEN BY THE

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

MUTUAL BUILDING, LANSING, MICHIGAN
DETROIT GRAND RAPIDS SAGINAW

SAVINGS - SERVICE - STABILITY

OUT AROUND

(Continued from page 9)

were unable to pay their dues to the union. Headquarters complained about the non-receipt of dues from the local officers, who replied that the men were unable to pay. Back came a telegram from headquarters: "If the delinquents don't pay in another week BEAT THEM UP." Now the men who are new to unionism are so exasperated they hardly know which way to turn. If they don't pay their dues, they know they will be beaten up. If they resign from the union, they are told they will be beaten up and their life will be in jeopardy. Being a union man is pleasant business for beginners. They soon get used to it and become sluggers themselves.

The Ypsilanti Reed Furniture Co. has sent the following letter to its creditors:

Ionia, May 25—This company has been operating under a receivership since February 20, 1934. While the operating losses have not been excessive, it is not the purpose of the court having jurisdiction to continue indefinitely an operating receivership. The time has come, in the opinion of all concerned, when we must look to some type of a reorganization plan, or face a complete dissolution of the business. This proposal that we are about to make is already concurred in by the former management of the company and by the receivers, and it is anticipated that it will also meet with favor on the part of the court if it can be brought to completion.

It is proposed to attempt to negotiate a loan, giving as security all of the property of the company, from the proceeds of which it will be possible to pay in cash 20 per cent. of all claims. The re-organized company will in addition issue enough stock, preferred as to dividends and assets, to make a further payment of 30 per cent. on all claims. This will be a first preferred issue, non-cumulative, and will be limited in amount to the exact requirements of meeting this 30 per cent. payment to claimants.

Each claimant is to accept this payment of 20 per cent. in cash and 30 per cent. in stock in full settlement.

Sufficient working capital will be provided through the loan to satisfactorily operate the business which would insure a continuation of the company on a sound basis.

This proposal has been submitted to a number of the larger creditors and already has their approval. The time that we have in which to act is short and it will be appreciated if we can have an early response. Your approval, noted on the extra copy of this letter that is enclosed, will be accepted by the court and by the agency to which we are making the application for the loan as evidence of your willingness to co-operate.

Fred W. Green.

I have discussed the situation at Ionia with several creditors of the above named company. All agree that the proposed compromise is a very liberal one, in view of the circumstances and conditions which confront the organization. The officers are struggling to effect a reorganization because they feel that if business in general picks up they will be able to re-establish themselves in the furniture business. They have a good plant, a good name as manufacturers of high grade goods in their line and they are never afraid to work.

There is some difference between the financial showing made by Governor Green and Governor Comstock. The former stands ready to pay 50 cents on the dollar. The latter presents figures which might enable him to pay 1/2 cent on the dollar. More likely the \$6,000 claimed assets of the Comstock estate will all be absorbed in handling a creditor's list of \$1,100,000.

Many years ago I learned what President Roosevelt and his supposedly competent advisers did not appear to know until they read the decision of the United States Supreme Court Monday of this week. I learned by bitter experience that it is a fundamental principle of America that a lawmaking organization cannot delegate the lawmaking power to another.

In undertaking to benefit the merchants of Michigan, fifty years ago, I noted that every fire insurance company used a different form of policy; that the conditions published in small type were different in each policy, so that settling a fire loss with one company had no bearing on settlements with other companies on the same loss. It occurred to me that the creation of an insurance policy commission to prepare and promulgate a uniform insurance policy form which all companies doing business in Michigan must use would be a good thing for all concerned. I succeeded in getting an authorization bill through the legislature and got it signed by the then governor. The commission was to be composed of the insurance commissioner, the attorney general and a third member to be appointed by the governor. I induced Governor Luce to appoint Charles Buncher, credit man for Edson, Moore & Co., Detroit, the third member. When the commission was ready for a hearing I passed the hat among Grand Rapids business men and raised \$2,500 to reimburse the late N. A. Fletcher to represent the cause of the people at the hearing. He had a dozen or more stock insurance attorneys opposed to him, but managed to evolve a form which met with a hearty reception at the hands of the insuring public. Later someone raised an objection to the form, solely on the ground that the Legislature had no authority to delegate this law making power to another body. The Supreme Court handed down a decision sustaining the objection to the procedure because of its unconstitutionality. The Legislature happened to be in session at the time, so we took our form into that body and had it approved in due and legal form.

When President Roosevelt began asking Congress to give him authority to do certain things along New Deal and NRA lines, I denounced the action in Out Around as clearly illegal and unconstitutional. I stated that the Federal Supreme Court would invalidate all such measures as fast as they are brought before that tribunal. This opinion has been repeated by me many times during the past two years, greatly to the disgust and annoyance of those who thought they could see some element of good in the New Deal,

which I could not. The decision of Monday fully sustains my position and vindicates my denunciation of the entire mess of New Deal undertakings which have temporarily changed our government from a republic to a dictatorship. The revival of prosperity has been postponed two years at least and the Government has burned up many million dollars which were absorbed by incompetents, imbeciles and worse.

I am sorry for President Roosevelt, because I really think he wanted to do something worthwhile for the American people. By making his bed with the labor union gang of marplots and by making many appointments which showed that he was a poor judge of men, he has involved himself and the country in a condition which is so near to chaos that he will never be able to work his way out.

Lee & Cady have devoted the month of May to the celebration of the fiftieth anniversary of their establishment as wholesale grocers. On embarking in business the founders—both now dead—decided to adopt three cardinal principles which have been tenaciously maintained every day since the organization opened its doors, as follows:

- Quality
- Price
- Service

These three features enabled Messrs. Lee and Cady and their able successors to build up the largest business in the state and one of the most profitable of its kind in the country.

The amount of rent paid for a business location depends upon its comparative desirability. In a town where all locations are equally good for retail store purposes, and where there are more locations offered than can be used, the rent for any one location will naturally be low, probably not more than would be paid for similar property used for residence purposes. Such a condition is rarely the case, however, except in small country villages having no special features causing a concentration of the retail business at any given point. Where there exists a considerable difference in desirability and where there is competition for the more desirable locations, the rents will tend to vary with the desirability. The more desirable the location is, the higher the rent will be. In other words, general rent, in the retail business, is paid for comparative advantages in location.

To illustrate, let us assume that a merchant has under consideration two locations, one in which he can make sales amounting to \$24,000 a year and the other in which he can make sales amounting to \$30,000 a year on the same capital investment. Eliminating all other possible differences between the two locations, let us assume that the sales in both cases will yield a gross profit or margin of 33 1/3 per cent. and that the expenses in each case, excepting the rent item, amount to 23 per cent. of the sales. The net

margin to cover rent and net profits would thus be 10 1/3 per cent. in each case, or \$2,480 for the first location and \$3,100 for the second. If both locations could be procured at the same rent, say \$40 a month, or \$480 a year, the difference in favor of the second location becomes evident, amounting to \$620.

But the owner of the second location, if he knows the value of his property, will want more than \$480 per year. He may say to the merchant, "My location will bring you an increase of \$6,000, or 25 per cent. more business than the other one. I must, therefore,

(Continued on page 24)

Office Girl Tries Her Hand at Diary-ing

(Continued from page 14)

still to a loss to express my chagrin. To think that he would speak to me thus, when I was only trying to help him out on his old repair bins. I didn't put the keg there for him to fall over. Why can't he look where he's going? Anyhow, a jolt might do him good. It would serve him right if I were to quit. Then where would they be? Some day I will quit, and then. Ah, there's that pesky telephone again.

Ellen Neuman.

Phone 89574

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

Cash paid for stocks of merchandise of every description including machinery, plants and equipment. Write or wire

M. GOLDSMITH
935 Radiot Ave. CADILLAC 8738
DETROIT, MICHIGAN

Complete modern Drug Store fixtures for sale at a great sacrifice, consisting of plate glass sliding door wall case, show cases, cash registers, counters, back bar soda fountain and utensils, etc.

ABE DEMBINSKY, Liquidator
171 Ottawa Ave., N. W.
Grand Rapids Michigan

BUSINESS WANTS DEPARTMENT

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

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 & Spittler 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

FOR SALE—Retail BAKERY. Best town in Central Michigan. Priced right for quick sale. Ill health. Address No. 736, c/o Michigan Tradesman. 736

OUT AROUND.

(Continued from page 23)

have 25 per cent. more rent for my location. Instead of \$480, I must have \$600 per year." Reducing these figures to percentages of the sales in each case, it will be seen that \$480 is 2 per cent. of the sales at the first location, and that \$600 is 2 per cent. of the sales at the second location. In other words, in raising the rent of the second location from \$480 to \$600 per year, the landlord is only keeping his rent in the same proportion to sales as exists for the first location. It is practically certain that under the circumstances the landlord would be able to get at least this amount of rent.

But the merchant tenant will still find the second location more desirable than the first. The gross margin in each case, it will be recalled, is 33 1/3 per cent. and the expenses of doing business amount to 23 per cent., plus 2 per cent. for rent or 25 per cent. of sales. This leaves a margin of 8 1/3 per cent. net profit in each case. Now 8 1/3 per cent., of \$30,000 or \$2,500, is \$500 more than 8 1/3 per cent. of \$24,000, or \$2,000. Thus \$500 is still the measure of desirability in favor of the second location.

In the bargaining process between the merchant and his landlord, especially if there are other merchants competing for the same location, the \$500 surplus just indicated will be an object of serious interest. Some one of the merchants is likely to offer more than \$600 a year for the location, thus virtually offering to divide this \$500 surplus profit with the landlord. In the competitive bidding that we are assuming to follow, the landlord finally closes with the merchant who offers to give him the greatest portion of it.

Under most circumstances, the landlord will not be able to get all of it, although that outcome is not impossible. As the rent is fixed at a higher and higher figure, the interest of the merchant begins to wane, certainly while locations of the first kind yielding net profits of \$2,000 per year are available. It is the surplus above \$2,000 that attracts their bidding. If no surplus is possible, the merchants will stick to the other locations. The landlord may possibly get \$300, leaving \$200 for the tenant. In this case the total rent would be \$900 a year, or, under the assumption of 3 per cent. of the sales. Thus on passing from poorer to better retail locations the proportion of rent to sales tends to increase.

There is another reason why rents tend to be higher, not only absolutely, but also relatively to sales for the better locations. The competition among the retail store manager of a town is generally very keen for these locations and the best locations naturally go to the highest bidders. While mistakes often result from such competitive bidding and store managers sometimes find themselves unable to pay the high rents agreed upon and succeed; still

in the long run, the highest bidder is likely to be the one who can make the most out of the property. There are probably as great differences in the managerial ability of merchants as there are differences in desirability of locations. The most efficient manager is the one who can make a location yield the greatest amount of profit. Hence the most efficient manager, other things being equal, is the one who is able to bid the most for the location.

In thus bidding against each other for good locations, store managers are likely to give to the landlord a share of the total product which might properly be attributed to the superior efficiency of the manager.

Take the case of the second location referred to in the illustration used. It was assumed that the merchant could make a gross profit of 33 1/3 per cent. and a net profit of 8 1/3 per cent. on his sales. Now, let a more efficient manager appear, one able to cut the selling expense from 25 per cent. to 20 per cent. of sales, or one able to buy the same goods at from 5 to 10 per cent. lower prices, or one able to increase the amount of the sales, and it becomes evident, other things remaining the same, such a manager will be able to clear more than 8 1/3 per cent. profit on his sales. Now, if the number of locations where such efficiency can be exercised is limited, and if two or more store managers of unusual ability should be found in competition for the same location, it is almost certain that the landlord will be able to get as rent more than 2 per cent. of the sales, the amount received by the owner of the poorer location.

Suppose three merchants, Smith, Brown and Jones, to be in competition for the place. Let us assume that Smith is a manager of good average ability and that, therefore, he is able to clear \$2,500 annually on the location, when the rent is \$600 per year. Brown is a more skillful manager and is able to make \$2,800 annually after paying the rent. Jones, let us say, is the most efficient of the three. He is able to make \$3,000 a year in the desired location. Smith feels that he cannot afford to pay more than \$600 per year for rent, and makes that as his bid for the place. Both Brown and Jones are willing to pay more if necessary. Since all three desire the place, the bids of Brown and Jones soon pass the \$600 mark and Smith drops out. Brown continues his bidding up to \$900 a year for the place. At this point he finds it will be impossible for him to go further, that other locations offer equal opportunities for him. Jones, the most efficient of the three, makes his bid just a trifle higher, say \$901, and then Brown drops out. The outcome is that the landlord receives \$301 more rent than he would have received if none other than merchants of average ability, such as Smith, had offered to take the place. Through Jones' superior talents as a store manager the location is made to yield \$500 more than

Smith or any other average merchant could have obtained from it. Because of the competition of other efficient men like Brown, the landlord is able to collect \$301 out of that \$500, leaving \$199 to Jones.

It thus seems that the business system is so contrived as to deprive the most efficient men of at least a part of the special product of their efficiency, and that this product is absorbed in the rent for location. To this the land-owning class would reply that the additional product is as much the result of the good location as of the superior man, and that the superior man would never have been able to demonstrate his special talents were it not for the superior location. As to the merits of this controversy, we need give no attention here, except to point out that product is everywhere the result of the economic combination of three things, land, labor and capital, and that since all three are absolutely essential, it is a most difficult, if not impossible, task to assign any exact measure to the contributions of each or to estimate definitely the exact product specifically attributable to each.

I am to-day sending the following open letter to Mr. Frank McKay:

My dear Mr. McKay—I am greatly pleased over your getting back of the Berkey & Gay reorganization. I think it is very greatly to your credit that you are doing so.

I think you are the only man in Grand Rapids who has the courage and vision to come to our rescue at a time when we need help as we have never needed help before.

Few of our citizens would embark in an undertaking which requires the expenditure of \$255,000 within sixty days, to say nothing of the working capital which must be immediately forthcoming to about as much more.

If I can be of any assistance to you in this emergency, by all means command me.

E. A. Stowe.

Wm. K. Boot, President of Boot & Co., sails from New York Saturday on the Statendam for Holland, landing at Rotterdam June 9. Mrs. Boot accompanies him. He will take his automobile with him, which will enable him to visit points in Belgium, France and Germany, as well as cover Holland. He and his wife were both born in Utrecht. They will sail for home Aug. 3 in the same boat they used in going.

E. A. Stowe.

Will Spend Day with Eli Lilly & Co.

The Hazeltine & Perkins Drug Co., which is the exclusive wholesale representative of Eli Lilly & Co., of Indianapolis, in Michigan, will send the following salesmen to Indianapolis Friday evening to spend a day with the house above named:

Harry E. Fairchild

Lee Wilson Hutchins

W. C. Wohlgemuth, City Order department head

Orrie Van Oostenbrugge, Chief

Stock clerk

R. E. Walker

A. W. Peck
P. B. Gilkey
W. E. Zank
Harry H. Knuth
R. L. Farnum
E. M. Laird
O. P. Town
Otto H. Kessel
O. S. Imerson
Karl A. Simon
A. M. Lewis
N. O. Linton, Mackinaw City
Austin Howard
Fred Schneider
A. B. Way
T. E. Reily
W. H. Reily
G. D. Van Vranken

Grand Rapids, May 28—I am enclosing the list of those who will make the Indianapolis trip, as I promised you this morning.

I have taken the privilege of marking after the name of W. C. Wohlgemuth the fact that he is the head of our city order department. Orrie Van Oostenbrugge is our chief stock clerk. All of the others, besides Mr. Fairchild and the writer, are our regular travelers except N. O. Linton, of Mackinaw City, who has substituted for Mr. Peck during the last two winter seasons. You may remember that our original trip through the Lilly plant was scheduled for March and was postponed because of the death of Frank Bockheim. Mr. Peck was in Florida at that time and Mr. Linton would have made the trip in his stead if the trip had been run off as scheduled. I have taken the privilege of inviting Mr. Linton to make the trip now, although Mr. Peck is back on his territory. Therefore we shall really have two representatives from the Northern Michigan territory.

We are leaving Grand Rapids Friday evening, May 31, and will spend the morning in the Lilly plant in Indianapolis and the afternoon in the biological farm at Greenfield, where extensive research work is conducted by twenty regular chemists.

I. H. Barker, who is the Lilly representative, will also make the trip.

Lee Wilson Hutchins,
Vice-Pres. and Gen'l Mgr.

Banquet to Red & White

The annual banquet of the Red & White was held Thursday, May 23, at the Pantlind Hotel. J. J. Potts acted as toastmaster. Talks were made by Asa Strouse, National Secretary and General Manager Red & White Corporation; H. T. Webb, National Advertising Director Red & White Corporation; Clarence Johnson, Woolson Spice Co.; William L. Berner, Manager Lee & Cady. Two hundred and fifty were present. Wm Lowman and A. Stellard were elected for three years as members of the advisory board.

The editor of a women's magazine tells us his readers constantly ask advice on stock speculation, and that he wants to discourage them. That's easy. Print an article that interest in margin trading is a sign of old age.

A Sing Sing correspondent who has a chance to write a weekly market letter for a high-pressure stock-selling outfit wants suggestions for a good pen-name.

Out in the Middle West we understand juries are acquitting natives who kill tourists driving cars flaunting the notice: "Watch My Dust."

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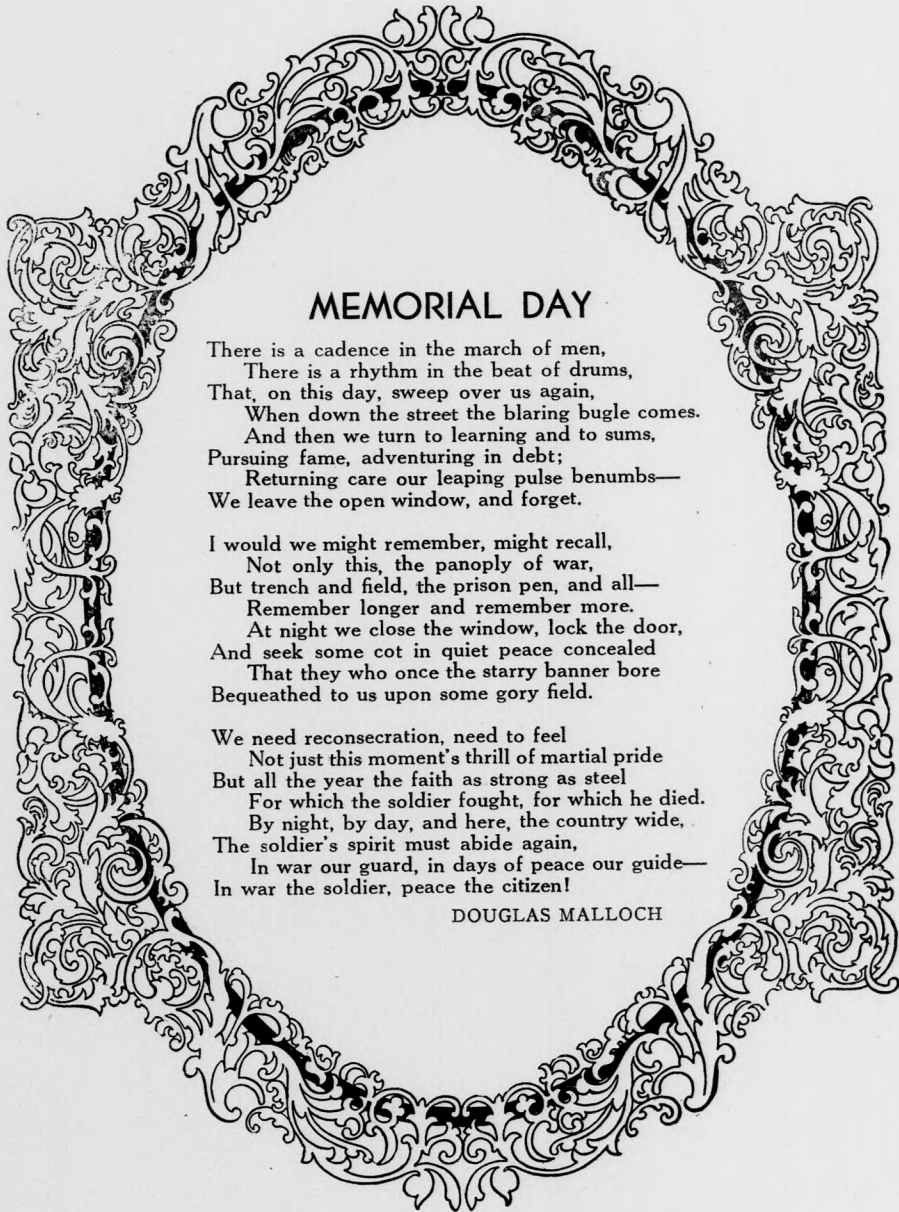
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MEMORIAL DAY

There is a cadence in the march of men,
There is a rhythm in the beat of drums,
That, on this day, sweep over us again,
When down the street the blaring bugle comes.
And then we turn to learning and to sums,
Pursuing fame, adventuring in debt;
Returning care our leaping pulse benumbs—
We leave the open window, and forget.

I would we might remember, might recall,
Not only this, the panoply of war,
But trench and field, the prison pen, and all—
Remember longer and remember more.
At night we close the window, lock the door,
And seek some cot in quiet peace concealed
That they who once the starry banner bore
Bequeathed to us upon some gory field.

We need reconsecration, need to feel
Not just this moment's thrill of martial pride
But all the year the faith as strong as steel
For which the soldier fought, for which he died.
By night, by day, and here, the country wide,
The soldier's spirit must abide again,
In war our guard, in days of peace our guide—
In war the soldier, peace the citizen!

DOUGLAS MALLOCH

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Banquet Mints	Lemon Drops
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