

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

EST. 1883

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, JUNE 5, 1935

Number 2698

## THESE THINGS ARE FREE

In gloomy tones we need not cry —  
“How many things there are to buy!”  
Here is a thought for you and me —  
“The best things in life are free.”  
The air, the sunshine and the sea,  
All gladness, beauty — these are free.  
Our faithful friendships, sympathy,  
The joys of living — these are free.  
The budding blossom, stalwart tree,  
God’s open country — these are free.  
All loving service, loyalty,  
Our God’s protection — these are free.  
The more we look, the more we see  
How many precious things are free.  
The heart will find more than the eye  
Of things we do not have to buy.  
Let’s stop and think; let’s know and feel,  
That things like these are truly real.  
Yes, we think how very rich we are  
When all the best of things are free.

JOHN MARTIN.

**7 GOOD REASONS WHY YOU SHOULD STOCK**

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

*The brand you know*



*by* **HART!**

A complete line of canned vegetables and fruits.

**FIRE and BURGLAR PROOF**

**SAFES**

**GRAND RAPIDS SAFE CO.**

**31-33 Ionia, N.W. Tradesman Bldg.**



**BISCUITS**

*by*

**Hekman**

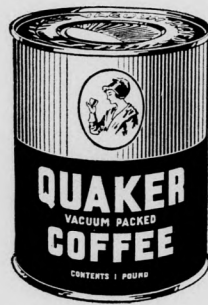
**MAY BE BOUGHT WITH CONFIDENCE AND SOLD WITH PRIDE**



**MAKE MORE MONEY SELLING QUAKER COFFEE**

Vacuum Fresh

A DISTINCTIVE, RICH, MELLOW BLEND



**5**

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

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



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

**LEE & CADY**

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Fifty-second Year

GRAND RAPIDS, WEDNESDAY, JUNE 5, 1935

Number 2698

## MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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### District Attorney Doyle Not In Accord With Tradesman

Grand Rapids, June 3—I have read with considerable interest your article on page nine of the Michigan Tradesman for May 22.

Fully appreciating "the power of the press," I nevertheless must adhere to that old adage "Fools rush in where angels fear to trade."

Comments on the Newberry trial. First, was it not Judge Sessions rather than Judge Severance who presided at the trial? Second, was it not Justice McReynolds (a good old Southern Democrat appointed by Wilson) who wrote the controlling opinion of the Court?

Justice Mc Reynolds, who wrote the opinion of the Court, in a nutshell decided for reversal, as said, page 247 of 233 U. S.:

"The Court below overruled a duly interposed demurrer which challenged the constitutionality of Sec. 8; and by so doing we think fell into error."

Sec. 8 refers to the Corrupt Practice Act, a Congressional act. In other words, as I interpret the opinion of the Court, the conviction was reversed because the act of Congress approved June 25, 1910, was unconstitutional. So you will see, my good friend, that this Congress of 1910 was not a Democratic Congress, but by solemn edict of a good Democratic Justice of the Supreme Court, Congress was told back in 1920 (the same as it was somewhat painfully told a few days ago) that its powers are limited. I want to impress upon you that it was a Democrat who told this to a Republican Congress presided over by a Republican President.

In a more serious vein, however, Mr. Stowe, I think you unduly criticize "the manner in which the case was conducted." I think

likewise that you are a little too harsh on the trial judge.

Justice White, who was for reversal, upheld the Constitutionality of the act of 1910, but was for reversal because "of the grave misapprehension and grievous misapplication of the statute." Justice White's concurring opinion certainly cannot be said to have "placed the Federal Court of Grand Rapids and the attorneys sent here by the Attorney General of the United States to try the case in a very unenviable position."

Justice Pitney also concurred in reversal, "but upon grounds fundamentally different from those adopted by the majority" of the court. Pitney joins White in that the act is constitutional. But Pitney, whose opinion Brandeis and Clarke concurred in, was for reversal because he found the trial court erred in that part of the charge "which assumed to define the extent to which a candidate must participate in expenditures beyond the amount limited in order that he may be held to have violated the prohibitions" of the statute (p. 292).

I have read the entire opinion in the Newberry case and, as I said before "fools rush in," or in a more modern method of expression, I may be "putting myself out on a limb," I cannot help but call your attention as a lawyer, to what I believe is a rather severe reprimand to the trial court and attorneys, when in fact the Supreme Court's opinion cannot by any stretch of the imagination "place the Federal Court of Grand Rapids and the attorneys sent here by the Attorney General of the United States to try the case in a very unenviable position."

Can a trial court be subject to such hash criticism when even, as in this case, the Supreme Court itself was divided in its opinion of the law?

Referring further to your article concerning the trial of the bankers before Judge O'Brien, I believe you are in error on the facts. Your article states that "Attorney General Cummings looked over the list of Federal Judges and decided that Judge O'Brien was in a position to handle the trials of the accused in an acceptable manner." You then state that after two or three were acquitted "The outcome created so much opposition on the part of the administration at Washington that proceedings were brought against Judge O'Brien to relin-

quish the trial of the remaining accused persons."

Your statement that the Attorney General "looked over" the list of Federal Judges and "decided" that Judge O'Brien was in a position to handle them is somewhat akin to the story of Bridget and Pat. The former asked Pat one morning why he was dressed in his best suit and was not going to work. Pat replied that he was going down to the court house to act as a juror for one of his friends.

But your statement is not correct. Before the trial of any of the bankers, Mr. Bard, who was representing the Government, objected to Judge O'Brien because, among other reasons, the Judge's wife was a debtor of the banks involved in the lawsuit before him. There must have been some merit in the Government's objections to Judge O'Brien, otherwise the Circuit Court of Appeals of this Circuit would not have ordered Judge O'Brien to show cause why he should not sit at the trial of the remaining cases.

Now, just one other matter on which you and I agree—the grand jury—and I am glad to see that you agree with President Roosevelt that we should depart from the "horse and buggy days." However, the Constitution prohibits the abolition of the grand jury, just as does the Constitution prohibit the delegation of Legislative powers to the President and as it likewise prohibits Congress from legislating on intrastate commerce. If you advocate a change in the Constitution as to the one, why not the other?

While, politically I violently disagree with you, personally I admire your spirit and believe you have more than atoned for your political sins in the most beautiful expressions found in "The Carpenter" on the front page of the Tradesman for May 22.

Thurman B. Doyle,  
United States Attorney.

I am glad to give place to the above letter and I appreciate the painstaking effort the writer took to present his side of the subject. He is a very fair man and his statements are entitled to careful consideration because of his inside knowledge of the matter and the time he has taken to look up the legal points involved in the controversy.

The statement that the trial judge was Judge Severans was a mistake. Judge Sessions was the

trial judge. The mistake was corrected in our issue of May 29.

I note Mr. Doyle does not undertake to justify the wretched manner in which Government attorneys sent here to try the case undertook to intimidate witnesses by threatening them with imprisonment in Fort Leavenworth if they did not perjure themselves on the witness stand.

E. A. Stowe.

### Furthering Interstate Compacts

Since they are fully aware of the difficulties involved in persuading various states to enact legislation regulating competitive conditions, advocates of such interstate compacts are discussing means of coercing states into taking such action.

The suggestion is made that a Federal law could be enacted to forbid the shipment of goods produced in a state with low competitive standards into one with laws establishing high standards. The prohibition of liquor shipments into dry States and the regulation of the movement of prison-made goods furnish ample precedent for such enactment, it is maintained.

State legislation is now regarded as the only means of carrying out the NRA program, in view of the Schechter decision. A constitutional amendment to give Congress power to regulate working conditions is not regarded as a serious possibility in most business circles.

### Another AAA "Purge" Forecast

Another shakeup in AAA personnel, similar to that which recently displaced Jerome Frank, Gardner Jackson and other so-called "radical" members of the Adjustment Administration, is believed by many here to be imminent because of the Supreme Court NRA decision.

The bone of contention, it is said, lies in differences of opinion over the AAA's authority to continue the licensing of certain agricultural commodity producers. Conservative officials hold the court's decision greatly weakens the licensing structure. Others, led by AAA Administrator Davis, assert that the program can be continued along old lines and remain within the confidence of the Constitution.

All officials, however, join in declaring that the matter is not precipitating another "purge" in AAA ranks.

Wink at small thoughts. Remember thou has great ones.



### Jaunt To Eli Lilly Plant at Indianapolis

In accordance with your suggestion expressed to me over the phone this morning, I am happy to furnish you with the details of the trip which our sales organization made last Saturday to the Indianapolis plant of Eli Lilly & Co.

We left Grand Rapids on a special pullman car on Friday evening and arrived in Indianapolis Saturday morning promptly. We were met at the station by R. C. Clark, who is in the sales administration department and who has as a part of his responsibilities the details of just such a trip as this one. As you will remember, there were twenty-three in our party from our own organization and I. H. Barker, who is the Grand Rapids Lilly representative. Mr. Clark was accompanied by one or two assistants and by Mr. Mossman, who is the manager of the district in which we are located, and by Mr. Nelson who is manager of the division in which Grand Rapids is located, which is the central division, with headquarters in Indianapolis.

Our group was taken to the Columbia Club, which is a very lovely club located on the Circle, right in the center of Indianapolis. This was our headquarters for the period of our stay. We were entertained at breakfast by Lilly & Co. and had the honor of having with us Eli Lilly, the grandson of the founder of the company. Mr. Lilly is President of the Eli Lilly & Co., and after breakfast he spoke for just a few minutes and gave us some background of the foundation and organization of the present Eli Lilly & Co.

I was very sorry to discover that J. K. Lilly, who is the son of the founder, and who is chairman of the board at the present time, was out of the city. I should have liked to have had every one of our men meet Mr. Lilly because not only is he a fine business man and a great gentleman, but he is a very close friend of my good father and I should have liked to have expressed to him personally my father's best wishes.

After breakfast we were taken to the main plant of Lilly & Co. and divided into groups of six, and given a three hour drill through the manufacturing division of this institution. A guide was furnished for each group of six, and these guides were taken from some of the "key" men in the various departments, so that they were prepared and equipped to answer almost any question which might be asked, and at the same time to express themselves intelligently and constructively as to the various things which we had the privilege of observing. I took the opportunity during the course of the morning to slip away for an hour and called upon two service wholesale druggists in Indianapolis, the Kiefer-Stewart Co. and the Mooney-Mueller-Ward Co. As you may know the Vice-President of the Kiefer-Stewart Co., A. Kiefer Mayer, is President of the National Wholesale Druggists' Association, and previously has served three years as chairman of the Board of Control. At the Mooney-Mueller-Ward Co. I had the privilege of seeing Wm. Mooney, Sr., who is a friend of my

father's and who spoke very affectionately of "Hank" Fairchild, whom of course we know as Henry B. Fairchild, (father of Harry E. Fairchild), one of the founders of our company.

I shall not attempt to describe the processes of manufacture in the Lilly plant because they are beyond my ability to explain, but, of course this institution has grown very rapidly and particularly so in the last few years and they have a large number of buildings and in fact within another year they will have rebuilt the entire plant—that is within that time they will have rebuilt the original plant which they put up on their present location. They are following an architectural plan which is very beautiful and it makes a magnificent contribution to Indianapolis. Incidentally, at this point let me say that Lilly & Co. employs, including their salesmen, about two thousand people. Several hundred of these are salesmen, and they have at present eighteen men employed in the British Isles and will have before another year twenty-four men calling on physicians and druggists in the British Isles. I believe I am correct in saying that they have twelve men contacting doctors and druggists in the state of Michigan.

At 12:30 we were taken to the cafeteria which is operated by the company for the benefit of its employes who care to take advantage of it, and were entertained at lunch by the officials of the Lilly organizations, including Eli Lilly, J. K. Lilly Jr., Vice-President in charge of sales, Edward Zink, General Sales Manager, and Mr. Wright, who is one of the directors of the company. After lunch we went to an assembly room where J. K. Lilly Jr. talked to us for a few minutes about the Lilly sales organization and its world wide scope. The facts and figures which he gave were startling, to say the least, and just let me say that at the present time Lilly & Co. has in the field one man contacting the trade for every 200 doctors in a given section. They have, for example, one man who has a territory of three square blocks in New York City where 200 doctors have their offices. On the other hand they have one man making the entire state of Arizona, where there are only 200 doctors in the entire state.

The entire sales organization is divided into seven sections and each division includes several districts. After this talk by Mr. Lilly we were taken to the research laboratories, which are across the street from the main building and which was opened about a year ago. This is a building 200 feet long and about fifty feet deep and is a three-story construction, with attached wing four stories high, which constitutes the animal quarters of the research laboratories. It is beyond my power to describe the various types of equipment in this research laboratory and attempt to tell what is done there. Famous scientists work there by the day and by the year, engaged in careful study and consideration of the major problems, with the hope that out of this study will come some remedy, if you please, which can be successfully used in the treatment of human ills.

No member of the Lilly organization gave us any idea of what this research laboratory might have cost either as to the building or its operation, but an informal statement was made to me that there might be within the walls of this laboratory a million dollars' worth of equipment. That may not be a fact exactly, and I have no way of checking this without making a direct enquiry, because the value of the scientific apparatus, etc., would be beyond by estimation or the estimation of any layman.

After this visit we were taken by bus to Greenfield, Indiana, where the Lilly biological laboratories are located and we had the opportunity of seeing this plant and listening to one of the leading doctors in charge of it. You will realize that is the plant in which the work is done in producing vaccines and serums. The farm itself on which the laboratory is located is a beautiful spot and a show spot and is illuminated at night by several lights because the main line of the Pennsylvania Railroad runs across the property, and you can understand what a wonderful advertising feature this is for Lilly & Co. You may realize that this biological laboratory is subject to inspection at all hours of the day and night by Government officials, and if they do not find everything exactly correct they have the right legally to deprive the laboratory of the opportunity to manufacture these items for the period of one year. You can realize that for that reason, and for other perfectly apparent reasons, the Lilly biological laboratory is 100 per cent correct at all times. Lilly & Co. has one way in which they try to "beat the game," so to speak, and that is they are constantly striving for standards which are way above the Government standards, realizing that if they can reach their own standards which they have set for themselves, they will run no risk at any time of failing to qualify under the Government's standards.

After we were returned from Greenfield we were entertained at dinner by Lilly & Co. and after dinner listened to a technical and very scientific talk from the chief pharmacist, and also from Edward Zink, the General Sales Manager. Shortly after that our train left for Grand Rapids and a very busy and happy day was completed.

Of course, as you know, Lilly & Co. has visitors every day in the year, and not only retail druggists who may be interested but groups from colleges of pharmacy and from wholesalers like ourselves, and the two things which struck Mr. Fairchild and me very forcibly are that, considering the number of people who call upon them, they are able to give so much personal attention to each group, so far as the executive family is concerned. We considered it a great honor to have not only two of the Lilly family but Mr. Zink and Mr. Wright with us nearly all day. In the next place we were impressed with the fact that while we were being educated and entertained we did not feel at any time but that they considered it a great privilege and pleasure and that they did not con-

sider it boring to them or simply a business proposition.

You probably realize that Lilly & Co. has 230 accounts in the United States. These accounts are all service wholesalers and all the goods they sell are sold through the agency of the service wholesaler and retail druggist. They do not deal directly with the retail druggist or doctor or other types of merchants. In a great many instances 10 per cent. of the total volume of business done by a service wholesaler is done on the Lilly line alone. That accounts naturally for the very close friendship and complete tie-up between the two organizations.

Some of our men had never made this trip and some of them had been through the Lilly plant in years past, and, of course, in the rapid progress of pharmacy, a trip of fifteen or twenty years ago would be nothing compared with the trip of to-day. Mr. Zink expressed a desire that such an institution as ours might have its sales force in a body make this trip at least once in five years. I think he is entirely correct and we pledged ourselves to go with our sales force through the Lilly plant again within a period of five years. This was a wonderful day for our institution. I know this little message sounds very enthusiastic, but I cannot express myself clearly enough to let you know just how wonderful all this appeared to us and what fine consideration and treatment we received at the hands of their organization. I don't believe that any one of our travelers left without feeling that in a way he was representing Lilly & Co. on his territory with the co-operation of the Lilly man, although he personally may not be compensated direct by Lilly & Co. for his efforts.

Lee Wilson Hutchins,  
Vice-Pres. and Gen'l Mgr. H. & P.  
Drug Co.

### Abiding Law and Law Abiding

It's just another day to me  
With all its time-filled treasury  
Becoming such a help in life  
Its recurrence too is rife  
With greater opportunity:—  
This just another day to me.

I would not ask to change the plan;  
This day-by-day set-up for man  
Affords munificence because  
It guides him with abiding laws  
To all of these must he subscribe  
Nor shall he boast, nor can he bribb.

The ages' pages plainly say  
That law abiding serves his day  
He might have wished oft in the past  
Immutability out cast  
Unmindful man did never make  
A law but what he tried to break.

What need we most? These new ideas  
And periwinkle panaceas  
Or every man where-e'er he is  
Conduct a law-abiding "biz"  
Be fair and honest with his self  
And thus a law unto himself.  
Charles A. Heath.

Freezing unit of a new refrigerator for rural homes consists of two metal balls joined by a metal tube. Heating the "hot" ball forces the refrigerant into the "cold" ball; the latter cools the cabinet as the refrigerant vaporizes and returns to the "hot" ball.

Exceptional corrosion resistance is claimed for a recently developed, quick-drying primer for aluminum and magnesium alloys and other metals. The pigment is zinc chromate, the vehicle is chiefly synthetic resins, with toluol as a thinner.



### Fear Results of Banking Legislation

Bankers are urging members of the Senate to provide a percentage limitation upon the amount of reserves that may be required of banks by the Federal Reserve Board, under the omnibus banking bill.

They place the figure rather arbitrarily at 30 per cent. What they fear is that the board, dominated by political influences, will require 100 per cent. reserves for demand deposits, with the proviso that of this amount, say 87 per cent. may be invested in Government securities. Thereafter, pressure would be upon the banks to make the required investments.

The provision of the bill in question carries out the theory of Dr. Currie, adviser to Reserve Board Governor Eccles, who considers full reserve requirements as necessary for the control of the amount of money in use, demand deposits being considered as money. The feeling is, therefore, that some central body could control.

The opposing bankers, however, aver that they see a situation wherein is set up a vastly different kind of banking system than the present one, and predict disastrous results to occur after the next Presidential election, with member banks' reserves heavily invested in Governments, which, in turn, would be collateral for notes culminating in a situation through which other nations have gone through with a great deal of grief.

### Wheat Referendum Disappointing

Since the Administration's agricultural program may have to depend largely upon voluntary cooperation, in view of the decision in the Schechter case, the vote of wheat farmers on continuance of production control promises difficulties for such a program.

Although the AAA staged an intensive campaign to get all wheat growers to vote in the referendum, only slightly more than one-third of the total participated, according to the returns announced so far. Only two-thirds of the contract signers, who have received two years of cash benefits, cast their vote in the referendum.

While a heavy majority of those voting favored continuance of the program, the proportion was much smaller than were the majorities accumulated in previous polls in favor of continuing the compulsory tobacco and cotton programs.

The lack of interest in the referendum revealed by those who failed to vote may be explained in part by the general belief that endorsement of the program was assured. Such apathy does not augur well for future purely voluntary control of production, however.

# Get in the Swim —in Michigan



WITH the passing of spring, every one begins to think about vacation; and as you plan yours, you demand at least two features: It must be spent amid the kind of surroundings you like best. Its cost must not exceed the amount you have fixed as a maximum.

No matter what sort of vacation you prefer, the ideal site for it lies right in the State of Michigan. You need not go farther—and your money will!

If your favorite sport is fishing, you have in Michigan's famed streams and myriad sparkling inland lakes the perfect angler's paradise. If you prefer golf, you can choose among hundreds of fine links throughout the State. If it is touring by automobile that appeals most to you, Michigan offers you alluring motor trails lined by an interesting variety of natural scenic beauties.



And if you are a lover of water sports, you will find your native State bountifully equipped to provide you with exactly the kind of vacation site you prefer. Here you can pick and choose among five thousand lakes, bodies of water ranging in size from a pond to a vast inland sea.

Spend your own vacation in Michigan. Call its unsurpassed facilities to the attention of your friends in neighboring states. By doing so, you will assure them of a pleasanter vacation. In addition, you will help to promote the popularity and prosperity of your native State.

It is for the purpose of doing our share in this promotion that this series of advertisements is being published by the Michigan Bell Telephone Company, an organization that prospers only as the citizens of Michigan prosper.

## MICHIGAN BELL TELEPHONE COMPANY

## MOVEMENTS OF MERCHANTS

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

Lansing—The Sherwood Paint Co., Inc., has changed its name to the Superior paint Co., Inc.

Marshall—Court & Westbrook, Inc., undertaker, has a capital stock of \$5,000, \$2,000 being paid in.

Owosso—The A. T. Scarlett Motor & Electric Co. has changed its name to the J. & R. Auto Sales Co.

Highland Park—The Highland Park Trust Co., has decreased its capital stock from \$500,000 to \$150,000.

Detroit—The Universal Devices, Inc., 3350 Clements avenue, has a capital stock of \$10,000, all paid in.

Detroit—Air Conditioning Engineers, Inc., 9823 Grand River avenue, is capitalized at \$12,500, \$2,500 being paid in.

Powers—Fire caused an estimated damage of about \$5,000 to the Big R. restaurant, R. A. LaLonde, proprietor.

Kalamazoo—The L. V. White Co. has changed its name to the Kalamazoo Diamond Oil Co., East Michigan avenue.

Bay View—Lewis A. Smith has returned from Orlando, Florida, and reopened his grocery store for the summer.

Holland—Milo DeVries, manager of the Home Furniture Store, 23-25 West Eighth street, opened for business June 1.

Detroit—Merchandising Plans, Inc., 1600 Buhl Bldg., has a capital stock of \$50,000, \$1,000 of which has been paid in.

Kalamazoo—The Charles H. Osborn Co., 224 Eleanor street, has changed its name to the Delight Foundation Garments, Inc.

Lowell—R. D. Hahn has completed the installation of a refrigerated display counter for meat, in his grocery and meat store.

Kalamazoo—The Albert Koopsen Paint & Wall Paper Store has removed its stock from North Burdick street to 133 North Rose street.

Ishpeming—Mather Inn has opened a new tap room. It is styled in early American and is located under the Georgian dining room.

Kalamazoo—Thomas Parker, proprietor of the Crystal Cafe, 116 Portage street, has remodeled the buildings to double its floor space.

Kalamazoo—The Economy Market, Paul Gerber, manager, opened for business at 1333 Portage street with a complete stock of groceries and meats.

Lowell—L. A. Weaver has remodeled his grocery store and meat market making more spacious quarters for displaying goods and serving customers.

Flint—The General Household Appliance Co., 130 East Second street, organized for the sale of radios and household appliances, has a capital stock of \$5,000 all paid in.

Kalamazoo—Ray Gage and Ernest Greene have engaged in business at West Michigan and Westnedge avenues under the style of the Gage & Greene, General Automotive Repair Shop.

Lansing—The Hazel Fox Gown Shop has opened for business at 513 West Allegan street. Its stock consists of wearing apparel for street, daytime or evening, millinery, foundation garments and hosiery.

Wyoming Park—Paul Gezon and wife left Tuesday for Washington, where they will visit a daughter who is in the employ of one of the departments. They expect to be away from home about two weeks.

Ishpeming—Earl Leininger, 43, proprietor of the Willam Leininger & Son furniture and undertaking business, died at his home, West Ridge street, of bronchial pneumonia, following a brief illness of a few days.

Ludington—Charles F. Engfer, who recently purchased the grocery, fruit, vegetable and meat store and farm known as the LaSarge store at Victory, remodeled and restocked it and opened for business June 1.

Whitehall—The Colonial Inn is installing a "Frontier Room", which will house relics of the lumber era, many of them 50 to 75 years old. The cost of the new room will be about \$1,200 and will provide a seating capacity for about 50 patrons.

Petoskey—Frank D. Goodrich, who recently came here from Alpena, where he conducted a restaurant and ice cream parlor, has opened a similar place of business at the corner of Lake street and Park avenue, under the style of The Goodrich.

Ludington—Newberg & Co., located in the National Bank building for the past 18 years, has removed its stock of wearing apparel for men, women and children, shoes, etc., to 106 West Ludington street, thus gaining much additional floor and display space.

Breckenridge—Fire leveled to ashes the Alex Chisholm & Son furniture, undertaking and general store, and the Ervay bakery last Friday noon causing damage estimated at over \$30,000. The cause of the fire, which seemed to have originated at the rear of the buildings, has not been definitely determined.

Lansing—Roy Hardy, who has conducted a cigar and tobacco store at the corner of Michigan and Washington avenues for the past 27 years, has closed out the stock and formed a partnership with Nat. Gold and engaged in the men's furnishings business at the same location under the style of Hardy's Mens Furnishings Store.

Marquette—Dr. James H. Dawson has purchased the Clifton hotel, changed the entrance from Front to Bluff street, redecorated the entire interior and refurnished the lobby and many of the guest rooms. The Wonder Bar will be opened June 15 under the management of Lee Mucin. Elmer Ocha is the manager of the Clifton, which he opened for business June 1.

Ludington—Chief of Police T. J. Barber warns Ludington residents against a house-to-house magazine salesman said to be operating in the city. The salesman, according to information given police is claiming that patterns printed in the magazine he is offering for sale will be handled by a local merchant. A check-up, however, showed that the merchant in question

had no knowledge of any such arrangement.

Detroit—The Arch-Aid Boot Shop, operated by J. E. Temple, has moved from 1253 Griswold street to 1111 Griswold street, locating in the third floor of the Kinsel building. It is now conducted in conjunction with the studio of Drs. Weiss, conducting a foot health parlor said to be the largest of its kind in the United States. In this connection, the Drs. Weiss conduct ten operating rooms with chiropodists in attendance, and have a separate X-ray room as well. The floor has been refitted for the accommodation of Temple's department.

Hart—The Colby & Spittler hardware store, the past year in the hands of receivers, has been sold at auction for \$2,150 to Joe Sycamore, of Grand Rapids. A small house and lot in connection with the property brought \$300. The Colby & Spittler business consisted of hardware and farm implements, located on the corner of Main and State streets in a two story and basement building, also owned by them. It is one of the oldest businesses of the town and had supplied the needs of farmers on a credit basis throughout all the years of its operation.

St. Johns—In the death of Robert Sayers Clark, the city of St. Johns lost one of its best known business men and bankers. Mr. Clark died at the age of 75 in the home he built forty years ago. When he was 15 years old he went to work for his father in a general store, in charge of the hardware department, and six years later assumed one-third interest in R. Clark & Co. Subsequently the firm name was changed to R. Clark & Son. In 1885 he bought an interest in a clothing firm which became Sullivan & Clark. A year later he sold out and joined with M. A. Hulse in establishing the Clark & Hulse clothing firm, which has been operated since that time. Nineteen years ago Mr. Clark helped organize the Farmers State Bank of St. Johns, which was merged with the State Bank of St. Johns in 1928. Mr. Clark served as the first president of the Farmers State Bank and continued for several years.

## Manufacturing Matters

Battle Creek—Clifford & Company, 707 Central National Tower, manufacturer of signs and specialties of wood, glass and wire, has a capital stock of \$6,000, all paid in.

Detroit—The J. M. Campbell Co., 814 Fox Theatre Bldg., organized to manufacture and sell building specialties and equipment fixtures, has a capital stock of \$5,000, \$1,000 being paid in.

Alpena—The Huron Industries Co., manufacturer and dealer in tools and parts, has merged its business into a stock company under the same style with a capital stock of \$75,000, of which amount \$56,000 has been paid in.

Muskegon—The Asmusen Roofing Co., 154 Ottawa street, manufacturer and dealer in roofing and accessories, has merged the business into a stock company under the same style with a

capital stock of \$5,000 of which amount \$2,500 has been paid in.

Filer City—The Fallen Drop Forge Co., manufacturer of drop forgings, has merged the business into a stock company under the style of the Fallen Drop Forge Corporation, with a capital stock of \$65,000 common and \$135,000 preferred, \$144,640 being paid in.

## Cloth Made as Paper Is?

How long will it be before we shall have another revolution in textile processes?

The first textile revolution caused a violent change in the life of every civilized nation by ushering modern industrialized production on to the world scene. The next one is not liable to be so upsetting to the general economic order. Nevertheless, the cotton-textile industry alone is our largest manufacturing industry, and when drastic process changes come, as they are sure to do, they are bound to cut deep into our economic and social structure.

Mysterious rumors that a long step has already been taken in the direction of revolution are now afloat.

There is no mystery about the fact that a certain New England mill is doing weird things in the textile field, the only mystery is "how?"

Known facts are that the fabrics turned out by this mill are so varied that some resemble parchment and others look like tapestries; that all sorts of novel color effects are produced; that texture ranges from the "softness of a silk handkerchief to the sturdiness of industrial belting." Also that the pattern and color scheme are so easily changed that the high cost of short runs, one of the textile industry's present curses, is avoided.

The mysterious new technique is believed by the Arthur D. Little organization, from whom our information comes, to be a combination of the technical methods of the textile, the paper and the rubber industries.

## Lower Prices Will Aid Retail Sales

Many retailers hope that lower prices resulting from termination of NRA codes will provide some stimulus to their sales volume over the next few months. However, they doubt that June dollar volume will equal that of a year ago, although the percentage decline may be less than in May.

Warmer weather and the lure of sharply lowered prices on a few items resulted in some improvement in retail trade last week. However, store executives report that sales in New York fell 4 to 5 per cent. below the corresponding week in 1934. Elsewhere, sales last week averaged only slightly lower than last year.

For the month as a whole, retail fell behind May, 1934, although out-of-town stores made a considerably better relative showing than did those in New York.

While retailers expect June business to register gradual improvement, they point out that a rapid spread of wage cutting would reverse such expectations.



**Essential Features of the Grocery Staples**

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

**Canned Fruits**—Things being what they are, such futures prices as have been named on California fruits have been interesting only in establishing an idea of how new packs would come out. Since prices to growers have not in most cases been established as yet, such quotations showed a disposition on some hands to take a chance. As a general thing, they are the smaller factors in the industry.

**Canned Vegetables**—New pack peas, standard ungraded, are quoted at 80c, factory, are running to unusually good quality. This price decline should not be particularly surprising, as the crop is large and unless something happens to alter present prospects materially, there will be plenty of peas.

**Canned Fish**—Alaska pink salmon has slid off to \$1, with some interests holding for \$1.05. However, the people that are quoting \$1 are important enough to come pretty close to establishing a market.

**Dried Fruits**—The remarks of the President on the fate of the New Deal did fruits no good, of course. The agreements under AAA with fixed prices to the growers provided the basis for present quotations pretty largely and sentiment in them was affected as it was in other commodities. However, there is this to be said: The remarks came at the usually dull season of the year, when there is only a thin interest in dried fruits for shipment, as far as spot goods are concerned. The effect of the statement on futures, had they been quoted, would be more upsetting. During the past few weeks, there has been a somewhat easier trend in the market for shipment, since packers with surpluses of whatever kind have been trying to move them out. There has not been any particular element of distress attached to these efforts, however, and except for prunes and raisins, surpluses still on the Coast are small. They consist largely of the lesser grades of apricots, some dried peaches and some pears, and a comparatively small amount of figs. The New York market is drifting along after somewhat seasonal fashion, with various items showing a little tendency to ease off where there is any serious sales pressure. Stocks, however, are in small compass and this being the low merchandising season, retail outlets are content to operate on the smallest of inventories.

**Evaporated Milk**—Evaporated milk packers hope for improving prices, as a readjustment of the farmer milk prices is under consideration. Many of the milk packers report slim profits during the first quarter of the year, owing to the high raw milk level. Sales quotas are holding in good volume, but some of the packers are using premiums to stimulate buying of their advertised brands.

**Maple Sugar**—Heavy maple sugar crop in the East has been reflected in this market with easier prices and resulted in keener merchandising for maple sugar sales.

**Nuts**—The shelled nut market is entirely routine here. There is only a hand-to-mouth business going on and interest seems to be most active in a few items like cashews, Brazils, walnut pieces, etc. Some expansion in demand for imported shelled almonds is expected because of the cleanup of domestic goods, but many buyers of California almonds have found themselves long and resales have been frequent.

**Olive Oil**—The market shows little change here. Prices are holding within a narrow range and there is no particular change in quotations abroad. Both Italy and Spain are steady and generally slightly higher than formerly and first hands here are taking their requirements in a replacement way.

**Rice**—The market continues active in a fair way here, with the effects of warm weather tending to make the grocery trade buy more closely. The fate of AAA will hardly mean anything to spit rice, but it will naturally have some adverse effect on new crop until it becomes more clearly apparent whether the act will withstand a Supreme Court test of its constitutionality. Brewers grades continue active.

**Review of the Produce Market**

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

Bananas—4½c per lb.  
Butter—Creamery, 25½c for cartons and 25c for tubs.

Cabbage—90c per bu. from Kentucky.

Calavos—\$2.25 per case from Calif.  
Carrots—Calif., 55c per doz. bunches or \$2.75 per crate of 6 doz.

Cauliflower—\$2.25 per crate for California.

Celery — Florida, \$4.50 per crate; 12 stalks to bunch, 55c.

Cucumbers—Home grown hot house are held as follows in 1 doz. boxes:  
Extra Fancy -----55c  
No. 1 -----45c  
No. 2 -----35c

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

C. H. P. from farmer-----\$2.60  
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 for all sizes.

Green Beans—\$2.25 per hamper for Louisiana.

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

Green Peas — \$1.60 per hamper for Calif.

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

Lettuce — In good demand on the following basis:

California's, 4s and 5s, crate----\$4.50  
Leaf, hot house----- 5c  
Mushrooms—30c per box.

Onions — Texas Bemuda in 50 lb. sacks, \$2.75 for white and \$2.50 for 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 ----- \$3.50  
216 ----- 3.50  
250 ----- 3.50  
288 ----- 3.50

Parsley—30c per doz. for hot house.

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

Potatoes—Home grown, 50c per 100 lb. sack, Idaho, \$2.50 per 100 lb. sack. New cobbles from the Carolinas, \$3.25 per bbl. of 160 lbs.

Poultry—Local jobbers pay as follows:

Heavy Fowls -----19c  
Light Fowls -----16c  
Turkeys -----20c  
Geese -----

Ducks -----15c

Radishes—Outdoor, 8c per dozen bunches.

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

Spinach—Home grown, 35c per bu.  
Strawberries—24 qt. case from Indiana, \$2.75 @ \$3. These are the best berries we have received to date.

Sweet Potatoes—\$1.75 per bushel for Jerseys.

Tomatoes — Florida repacked, 90c per 10 lb. box; Toledo hot house, \$1.10 per 8 lb. basket.

Veal Calves—Local jobbers pay as follows

Fancy ----- 12½  
Good ----- 11

Wax Beans—Miss, \$2 per hamper.  
Whortleberries—Alabama, 30c qt.

**Immediate Widespread Strikes Doubted**

Despite reiterated threats of vernal and unscrupulous union leaders to stage Nation-wide strikes to protect improved working conditions gained under the codes, labor disputes over the next few months will be mainly local in their inception and will be confined to the smaller industries, personnel executives state. The coal dispute, of course, is an exception.

Larger concerns in the more basic industries seem certain to maintain wage scales for the summer at least. The shortage of skilled labor in specialized lines

is increasing and supports existing wage rates, it is pointed out.

While the length of the working week will be increased in certain industries, industrialists doubt that much friction will result. Already at least two major concerns report requests from their employees for a longer work week to increase weekly earnings.

Over a longer period, however, serious disputes are feared, especially if organized labor should decide to make new drastic legislative demands, and seek to coerce Congress by strikes. A victory for labor in the coal controversy would greatly stimulate similar walkouts elsewhere it is feared.

**TVA Bill Being Fought**

Senator Norris insists that his TVA bill, which is designed to circumvent an adverse decision of a Federal Court in Alabama enjoining the sale of surplus power, is designed merely to clarify the law.

Opponents of the TVA program, who are fighting the Norris bill in the House, give the measure greater importance than the Senator. In fact, it is said that if it were not for the fact that the strategy of the opposition in the Senate was very bad, the measure would never have been adopted by that body.

It had been hoped in the Senate that Senator Harrison would step in with some of the legislation of which he is in charge and thereby delay the taking up of the Norris bill, but the plan was a weak one and the Norris bill was adopted.

The House Military Affairs Committee stands 13 to 12 against the legislation, but the Administration is seeking to persuade some of the former to change their position and permit the measure to become a law. How successful are these efforts will be seen shortly.

**Glass You Can Bend**

Not so sweeping, but still rather revolutionary, is glass than can be bent as sheet steel is.

News of this came out of England a year or so ago, and now, it is reported two American companies are licensed to manufacture the new product.

One important use: where glass has to stand great heat on one side, ordinary heat on the other, as for windows in furnace rooms, the new material will last longer.

Ordinary force will not break the new glass, but when it does go it crumbles instead of shattering.

Men need salvation more than they need anything else. Political reforms, the guarantee of social security, scientific achievements, are powerless to make an unsaved person lastingly happy. Men cannot be happy as long as they are estranged from God.—John H. McComb, D.D.

Taxes will tax recovery.

## MUTUAL INSURANCE

(Fire and Life)

### Incendiary Fires in Nebraska

In the investigation of suspicious fires the utmost care is taken to avoid publicity and reflections being cast on any innocent party or parties. It is a greater satisfaction to the investigator to be able to exonerate the suspected arson than it is to bring charges of arson against them.

In one year alone in Nebraska there were over two hundred suspicious fires investigated. On investigation it was firmly believed that one hundred and fifty of these fires were, without doubt, of incendiary origin. But only eight persons were convicted. This state of affairs is due to three primary causes. First—The most difficult case to prosecute is that of arson. Second—During the past year it has not been an uncommon incident to trace incendiary fires to people, who, only a few years ago, were leading citizens in their respective communities. In these cases such people bring into play friends of financial or political influence to rescue them when the authorities start to bear down upon them. Third—There are many honorable attorneys, but there are some not too honorable. The honest lawyer well knows the difficulty in getting arson convictions. So does the crooked lawyer who takes great pleasure and thinks it clever to defend a client whom he knows is guilty of incendiaryism.

People as a whole refuse to "get excited" over a set fire because they believe that it is the Insurance Company which pays. We feel that a little lesson on insurance is hereby justified.

Modern business practice has carried us far beyond the old pass-the-hat days, and those of us who now want insurance protection contribute to a common fund which is administered by the insurance company for the benefit of those who may suffer loss.

Because the insurance fund is a common fund, arson is looked upon as a very reprehensible act. It is a low and vicious crime. When a policy of insurance is issued to a man a certain trust is imposed in him—he is at least presumed to be a man of honor—worthy to be associated with all those who contribute to the fund. When a member of the group then, commits arson and collects, he has betrayed his trust and committed an act of gross injustice against his fellow members.

Probably it is because Nebraska insurance companies have become more vigilant, or because people are now aware of an up-to-the-minute inspector in Fire Marshal Davis, that few incendiary fires have occurred of late.

The time is not far distant when punishment for arson in Nebraska will be swift and certain. This will do more than anything else to discourage the burning of property to collect insurance. The arsonist strikes a match in a mere flicker of time with no thought of human life or loss of property. Why then should he be given prolonged at-

tention and undue consideration? Time mellow the cruellest crime. He who strikes at life and disregards the possessions of his fellow men should have the penalty exacted in the swift, certain movement with which he struck his match.

To protect the innocent and catch the guilty, every fire should be carefully examined and payment deferred until a thorough investigation has been made. This will work no hardship on honest men—but it will make it more difficult for crooks to collect insurance. As citizens of Nebraska each and every one of us has a duty to perform. Root out the arsonist. If you have the slightest suspicion that a fire in your locality was "set" do not hesitate to report it to the state fire inspector's office or to some other reliable authority—or to the insurance company. Your information will not be divulged and though your suspicions may have been in error no harm will have been done. On the other hand if the fire was of incendiary origin you will have done nobly by your friends, your insurance company and your State.

Arson does not pay. Those behind penitentiary walls can give testimony to this. True, the depression made crooks or otherwise honest citizens but to their utmost sorrow. With brighter days and better times ahead we hope that the crime of arson will come to nihil. Nebraska people can rest assured, however, that never ceasing vigilance will be kept, making the future path of the arsonist rough and difficult to tread.—Mutual Insurance Journal.

### Items From the Cloverland of Michigan

Sault Ste. Marie, June 3—At this time of the year, this is a Naton with but a single thought—vacation. Memorial day finds vacation time in full swing. And during the succeeding 3 months a large percentage of the people will have their annual furlough from the cares and labors of making a living. The vacation is an all revealing barometer of prosperity. There is no other country in the world where wage-earners and workers for small salaries can afford the luxury of a vacation trip, which is expensive and enjoyed at an additional expense of loss of earnings during the period of absence from work. So far this year many of the cottages at the Les Che-neaux Island are now occupied by the regular resorters, which is a good indication for another good tourist year. The same is also true at Mackinac Island, where the merchants are spending much money in dolling up their places of business and several new business houses have opened. All are optimistic and figuring on this being an exceptionally good season and building accordingly.

The Club Rendezvous, conducted by Robert Gillespie and J. D. Flannagan, has opened on Mackinac Island. The Rendezvous is on the second floor of the Truscott building at Main and Huron streets. It has been decorated in a color scheme of Chinese red and black. Light lunches are served. Both men are residents of the Island. Mr. Flannagan was former manager of the Mackinac Island liquor store.

George Lafleur has returned from Florida, where he spent the winter. He has opened his store at Cedarville with a new stock of confectionery, soft drinks and novelties. He reports a good business during the winter in Florida.

Already a man who isn't strong enough to push a lawnmower is swinging a golf club in good style.

Wm. Kirkbride, Jr., of Pickford, is in charge of the meat department for the H. P. Hossack & Co. store, at Cedarville. Mr. Kirkbride is an expert meat cutter, having had several years experience in his father's market at Pickford.

Robert Rector has purchased the interest of Charles Smith in the Ojibway service station on West Portage avenue and will continue the business, selling gas, oils and doing washing, greasing and repair work.

Hoban & Son, the well-known meat merchants at Mackinac Island, have discontinued credit and are now working on a cash and carry scale. This firm has enjoyed a good patronage for many years and are adapting the new plan with satisfactory results.

Henry De Molen has opened a grocery and confectionary store on East Spruce street in the building formerly occupied by Con. Harris, which has been vacant for the past year. The new store has been redecorated and several changes in the fixtures have been made. His son will assist in the store. The neighborhood is considered as one of the best in the East side and near the tourist camp, which has been a help to that section of the city.

The best way one can take beauty back from the woods is to carry it in his mind and soul.

Bernard Laprairie, who captained the Chicago Baby Ruth hockey team last winter, has opened a retail beer store at 116 Porter avenue, East. Mr. Laprairie expects to be a member of the United States Olympic hockey team next winter and make a trip to Germany.

A Bay City man could not convince the police last week that his business was not affected by the city ordinance against peddling and was obliged to

pay \$5 for a license to peddle plants and flowers in the city.

James Aloysius Byrne has opened a beer garden at 331 West Portage. Jim is well known in the city, having been active in the American Legion as a drummer, and has many friends.

Fire destroyed the new inn at Blaney Park last Wednesday, with a loss of \$25,000. The resort was owned by the Wisconsin Land & Lumber Co. Construction of a new inn will be started at once. In the meantime Celim Tavern and Bear Creek Lodge will be used as dining halls.

William G. Tapert.

One of the great weaknesses of the American executive is his indifference to those who misrepresent Business. The average man is too busily at work to reply to those who malign Business. He seems to accept the misrepresentation, libel and calumny as one of the necessary evils of Business and silently submits until finally the undenied lies grow into general beliefs, with the result that both the public in general and Business in particular suffer.—Charles E. Carpenter.

I have brought myself by long meditation to the conviction that a human being with a settled purpose must accomplish it, and that nothing can resist a will which will stake even existence upon its fulfillment.—Disraeli.

There's no danger of nicked fingers with a new portable electric fan—even though it has no guard. Looped rubber ribbons, which set at standard pitch when the fan's going, form the blades.

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MUTUAL SERVICE AND EFFICIENCY





**Lines of Interest to Grand Rapids Council**

The June meeting of Grand Rapids Council was called to order Saturday evening, June 1, at 8 o'clock by Senior Counselor Ghysels with about twenty-five members present. The attendance was small, but made up of those who were full of pep and argument.

The question of a joint picnic with Battle Creek and Kalamazoo Councils came up and was thoroughly discussed. A committee was appointed to complete the details of the where and when of the U.C.T. picnic. Those who will serve on that committee are L. L. Lozier, Gil Ohlman, Gerald Wagner, Ray Shinn and Tom Fishleigh. There is a bare possibility of the picnic being held at Gun Lake this year. The point is centrally located for Battle Creek, Kalamazoo and Grand Rapids members. The committee will be able to report more details at a later date.

It was announced during the meeting that H. R. Bradfield, who was appointed Grand Secretary to fill the unexpired term of the late Maurice Heuman, would be a candidate for that office at the Grand Council meeting which will be held in Saginaw June 6, 7 and 8. The delegates from Grand Rapids Council were instructed to lend their best efforts toward securing his election.

The Council was closed at 9:45 and the Senior Counselor advised the members that a recess would prevail until Sept. 7 when the fall activities would get under way.

Golf is the tie that binds many a husband and wife by separating them on Saturdays, Sundays and other fighting holidays.

The Supreme Court of the United States kicked plenty of feathers out of the Blue Eagle when it invalidated the N.R.A. The threat of the fierce bird kept a big majority of the chiselers in line and did much for recovery but it will now be a common dog fight among those who think they cannot do business without chiseling. Business is highly competitive, but there isn't any reason under the sun why fair and profitable means cannot be used to secure a satisfactory amount. It will be interesting to await the arrival of the "horse and buggy" days as predicted by some leading lights of the country.

This is the day of streamlined vehicles, but the trouble with the country to-day is that too many people have dreamed brains.

There is conversation going around that people in our fair city will be equipped with thought-o-meters, breath o-meters and look-o-meters. So much per thought, breath or look must be deposited before the meter will work. The amount collected will go to the city as a special tax. We understand this is due to the inability of the local government to function with the funds available under the 15 mill tax limit.

We assume that the aforementioned meters will not be resorted to, but we understand that other type meters are being seriously considered. The police department has been decimated without regard to the length of service. This move smells of the old axe used in retaliation for the affixing of signatures to a removal petition which was circulated against an official several months ago. A few more humorous moves in the city hall may cause the people to go on a funny spree of their own and transfer their allegiance to territory outside the city limits.

Nobody ever sees his own face in the glass. What he observes there is a compound, divided into three parts: one part himself as he really is, one part representing what he expects to see, and a third part what he wishes to behold.

A news writer in a recent periodical remarked that this has become a Nation ruled by letters and wire from those who desire certain legislation. It is our understanding that in a democratic form of government the people elect capable (?) men to represent their cause in the two houses at Washington and that these men are to function without interference. However, as things are now they are not solons, but receiving stations for avalanches of letters and bundles of telegrams. It is our opinion that this will soon be a government by Western Union and chain letters.

The veto of the bonus bill by our good President is either a gesture of good common sense or a brilliant political move. Assuming the first is true, the veto is backed by a veteran who makes this statement, "The men who fought for America in the emergency of 1917 are fighting against her in the emergency of 1935. The fight for the bonus is the ugliest episode in America's history. It has fouled the name 'veteran' beyond cleansing; new generations will not forgive us. It has dragged our uniform in the mud for sixteen years. It has shocked Europe's war sufferers even beyond the power of ridicule. What shall our own countrymen say of us when the bills come in? A woman in the state of Washington has answered that question; for nearly twenty years I have paid a tax in this state for soldiers compensation, skimping to do so—me, an old woman, carrying grown men on my back." If the gesture is a smart political move what is to hinder the speedy passage of the bill in the waning months of the present Government's power in 1936?

There is an unprecedented demand by newspaper composing rooms for extra supplies of ciphers. This is due to the New Deal dealing glibly in millions and billions and the ordinary supply of zeros carried by composing rooms is not enough to set up the newspaper copy. A lot of demand for nothings.

Tom Fishleigh spent Sunday up North, where he is making a two week trip in the interest of his company.

Past Counselor Groom is feeling some better after being confined to his home for the past ten days.

This issue will conclude our items until the fall session of the Council unless something of importance comes up. The Grand Council session will be reported in the following edition of the Tradesman. We are sure that Editor Stowe will grant this staff a vacation during the summer months when Council activities are dormant and the boys too lazy to think up items. After the Grand Council report we will say adios until September.

Notgniklip.

**Three Hundred Expected To Attend Saginaw Convention**

Saginaw, June 4—Three hundred United Commercial Travelers will meet here Thursday and Friday for the annual convention of the U. C. T. Grand Council at the Bancroft. Auxiliaries of the organization will hold their convention in connection with the men's session, members of the Saginaw auxiliary acting as hostesses.

Registration for the men will begin at noon Thursday at the Bancroft. Fred A. Phillips is general chairman for the convention. At 6.30 p.m. Thursday a team work dinner is scheduled, followed by a meeting of the executive and finance committees at 9 p.m. At 9:30 p.m. an entertainment is being arranged and the Lum council will meet at midnight.

The main session is slated for 9 a.m. Friday and will be opened by Oren M. Leidlein. Mayor Weber is to give the welcome address. Other speakers will be Mr. Phillips; J. Hugh Foster, of Chicago, supreme conductor; James G. Daly of Columbus, editor of Sample Case, and Allen F. Rockwell of Grand Rapids, grand counselor.

The forty-second annual executive session of the Michigan grand council will take place at 9:30 a.m. The council will reconvene at 1:30 p.m. and the closing event will be supper dance at 9 p.m. with supper at midnight.

If more salesmen would combine the use of sole leather with their gray matter, they would land more orders.

**A Victory for the Gold Bloc**  
The hard-pressed gold bloc has had the first solid crumb of comfort in some time, in the shape of a rejection by the Swiss of the New Deal proposal.

While not directly on the subject of devaluation, a majority for the referendum proposals would have forced the Government to borrow for public works, and thus to weaken its fiscal position. Under the circumstances, this might well have led to currency devaluation before long.

With the French politico-financial crisis passing also, the French and Swiss francs and the Dutch guilder seem likely to remain firmly anchored to gold, at least until lasting currency stabilization is arranged by Great Britain and the United States.

**Extended Painting Season Expected**

Heavy buying of the principal raw material indicates that paint manufacturers are expecting large sales for some time to come.

In addition to their active lead buying, paint makers are responsible for linseed oil deliveries during the last few weeks at the highest levels for any period since 1931.

Prevalence of cooler weather in most sections of the country has delayed actual painting somewhat during the past few weeks. Hence, manufacturers predict that the active season will extend over a longer period than is customary. Export sales of finished paints are improving also.

To executives: Take your vacations early.



### DRY GOODS CONDITIONS

More seasonal weather brought an upturn in retail trade last week in most sections of the country. In some cases the improvement was not enough to push volume ahead of a year ago, but in others there were gains ranging up to 10 per cent. Sharper price competition in this area as a result of the NIRA decision added to the number of shoppers. Summer goods and sportswear were most active.

Estimates on department store sales for the month just closed were more varied than usual. They agreed in looking for a loss and put it all the way from 2 to 5 per cent. Reports from other centers were more cheerful and it was thought that the country as a whole might show a gain.

Renewal of the spectacular price competition upon cigarettes, books and some toilet articles, which was so sharply criticized in pre-code days, quickly followed upon the Supreme Court Recovery Act decision early in the week. The losses are charged to advertising and the stores seek to promote the idea that other prices are correspondingly lower, though, as one executive put it, less than one-tenth of 1 per cent. of the stocks are affected.

Nothing official was given out on store wages and hours, but there were individual assurances that these will be maintained at code levels. Should price competition spread, however, some of these promises may prove difficult to carry out. Even under the revised NIRA it was not intended to retain the retail codes, for the reason that the business is typically intrastate.

For the near future the outlook in the retail business is somewhat uncertain, according to authoritative opinion. Lower prices should attract more trade, but lower wages, actual or threatened, would tend to reduce it.

### NIRA COLLAPSE UNSETTLING

As in trade, the collapse of NIRA had an unsettling influence upon major industry in the week. Automobile producers quickly announced that the end of the code regime would mean no change in policy and other large industrial divisions sought to continue their recovery agreements upon voluntary lines.

Fear of the "chiselers," however, was dominant if not expressed. It was recalled that after the assurances given at the Hoover conferences wage cuts came thick and fast. Some of those who promised to maintain rates were probably sincere, but many of them acted upon the theory that the race was going to the wage-cutter and "the devil take the hindmost."

However, there are some strong contrasts in the situation now and what it was in 1930. Price inflation and an excessive debt structure are not present and business recovery is under way. There are artificial conditions of one kind and another, but not the need for liquidation that existed then.

Industrial buyers are not unduly disturbed over possibilities. In fact, they assert that they are going ahead upon plans made earlier in the year. Some softness in prices is expected for the immediate future, which, they believe,

will be followed by a resumed advance as the work relief program gets under way and inflation influences are again active.

The business index has turned higher and stands at 81.5 for the latest week, as against 81.3 in the previous week and 84.7 a year ago. Larger automobile output, when a decline is seasonal, put this series higher and had the chief weighted influence. Car loadings also gained both on an actual and an adjusted basis.

### SHOULD GET TOGETHER

In the lighter industries the effect of the NIRA decision may prove more pronounced than in the heavier lines. The Retail Code restricted purchases to Blue Eagle products, for one thing, and the elimination of labels opens the door wide to marginal and sub-standard merchandise. Moreover, there are numerous small manufacturers, pressing for orders. Offsetting these influences on the other side of demoralization are only the trade associations and the labor unions, the latter particularly strong in the apparel industries.

Retailers may be expected to push strongly for the overthrow of code provisions to which they have objected. Last week there were demands not only for the pre-code discounts but for higher ones. Rules on returns and cancellations were being disregarded. Advertising allowances and shipping expenses were being sought.

Against this pressure the manufacturers' associations threw the weight of their memberships by taking over the enforcement of NRA standards. The proposal for a central organization of all apparel producers to lead the fight against unjust demands received widespread support.

Resident offices here were queried by client stores throughout the country on the market outlook. The retail price war in this city seemed to be accepted as the forerunner of similar competition in all centers and influenced store buyers in their search for price concessions.

Before this conflict of interests takes its costly toll it might be well for the trade and wholesale market associations to get together upon their differences.

### COMMERCE CLAUSE OBSTACLE

In his discourse upon the NIRA decision before the press on Friday President Roosevelt referred to the many appeals which have come from business interests for a continuance of the Recovery Act, while at the same time he made it clear that the Supreme Court's ruling on interstate commerce makes it impossible to go ahead with economic or social legislation on Federal lines.

If all activities except transportation are barred out from relief under the commerce clause, then the President suggested there is no way to proceed except in the direction of a constitutional amendment. In many quarters his remarks were considered too pessimistic, and yet the court seemed bound to uphold property rights at the expense of human rights.

Possibly a solution, short of a constitutional amendment, lies in requiring

licenses for all goods shipped by common carriers. Licenses would be issued only if shippers and consignees maintained proper wage and hour standards. Another way out is suggested in having trade and industry carry along their own recovery measure. This would follow along the lines indicated in this column before the Blue Eagle program was announced. Product, value and working standards would be drawn up for an industry by representatives of all interests and the public educated through intensive advertising to choose such goods in preference to those which were sub-standard and meant lower wages and reduced dividends.

### OFFERS CASH DISCOUNT

A discount of 2 per cent. on cash transactions has just been inaugurated by Strawbridge & Clothier, Philadelphia department store, and retailers throughout the country will probably follow developments with considerable interest. The store will also allow one per cent. on charge accounts paid within thirty days and has extended the credit period to sixty days after which carrying charges will be assessed.

In announcing the new plan last week Herbert J. Tily, president of the store and also head of the Retailers' National Council, suggested that all retail establishments might well follow the new discount set-up and end "discrimination" against the cash customer. He pointed out that it costs money to carry unpaid bills and the customers paying cash have been assessed for this expense. Less than half of the department sales of the country, he explained, are cash transactions and these are being penalized to carry the credit structure.

While little criticism was offered to this discount plan, retailers during the week were not so ready to commend it, although none disputed its logic. There appeared to be some fear that the move would start still keener price competition and the offering of other and less justifiable inducements to the buying public.

### WARNING TO WOMEN

A writer advocates the use of the electric needle to eliminate the beard and so save the large amount of time in shaving. Why this horror of mustache and beard? Men let hair grow on the head. Why not let it grow on the face? A man is ashamed of a bald spot on his head; and yet he makes his entire face bald and shamelessly deprives himself of a beard, the symbol of manhood. A beard or mustache gives strength, character and individuality to the face and marks the difference between men and women. In their hearts women like mustaches and beards and secretly admire and respect bearded men more than they do smooth-faced men. Women pretend to dislike beards and mustaches simply because style—woman's master—has placed the ban upon the beard. The mustache and beard are coming back. With them will come back man's old authority over woman. No wife ever got a divorce from a bearded patriarch. A bearded man tries to live up to his beard.

### THE GENERAL STRIKE

A general strike is in fact revolution. It is war against the Government, and against the public. No free and self-respecting society will permit one to continue any great length of time. Such a strike in America would meet with the same and a speedier fate than it met in Great Britain. There the entire populace turned out to break the strike, and organized labor lost prestige and influence beyond calculation.

The same would happen in this country. At present the majority of Americans wish well to the workers in their bargaining with employers, and are inclined to favor strikers on the theory that employers are often able to meet the demands of the strikers.

That is essentially different from countenancing a general strike, which is not a quarrel with employers at all, but an effort to do so much harm generally, to inflict such serious injury on industry and on the public that political action will be forced at Washington.

### UNCONSTITUTIONAL NIRA

The highest wage scale is the best wage scale, providing it is not out of balance with other factors in the national economy.

So far as the broader implications of the decisions are concerned, I am satisfied that they will eventually be recognized as vital steps forward in promoting a sane industrial recovery. Sooner or later we are bound to recognize that regimentation and bureaucracy have no part in our national economy. They can only produce one result—lowered efficiency, increased costs and reduced standard of living.

We have also to recognize the fallacy of the "theory of scarcity" upon which many of our recovery programs are based. Recovery can be promoted only by increasing productivity. Arbitrary and uneconomic increases of the factors that make up prices penalize productivity and retard recovery. Employment is reduced as well.

### SEEING AN ANOMALY

The President of the United States assuredly desires world peace; the members of Congress, among whom are numerous fathers of numerous sons of war age, undoubtedly want world peace; parents demand world peace and harmony, and young men desire and demand universal peace. No one will admit a desire for a catastrophe war, either local or general. And yet, what do we see on every hand? Preachers are denounced if they declare themselves against war; teachers are dismissed from service for teaching doctrine of peace; young men who would be eligible for conscription are beaten, arrested and jailed when they congregate to assert themselves for world peace; demonstrators against war and for peace are treated as traitors to the country.

The survival of the fittest means finally the survival of the self-controlled, because they alone can adapt themselves to the perpetual shifting of conditions produced by industrial progress.—C. L. Shaw.



## OUT AROUND

Things Seen and Heard on a Week  
End Trip

One of the grandest fights I have ever seen any man make is the struggle William R. Roach has made during the past half dozen years to regain his health under circumstances which would have staggered a less resolute man. But for the inspiration afforded by beautiful home surroundings and the hearty co-operation of his associates in business, I cannot help thinking he would have surrendered to the manifold afflictions which have crossed his path, but his hope and courage have never faltered. I expect to see him emerge from the present prolonged period of pain and resume his desk with his old-time cheer and good will to all.

H. K. Royal, manager of the Oceana Canning Co., made a business trip East last week, during which he visited the trade in Philadelphia, attended a meeting of canners in Washington, D.C., and accompanied a party of visitors to the old Washington home at Fredericksburg, Va., where a Michigan cherry tree has been planted on the spot where the legendary tree of that variety is purported to have been cut down in his early boyhood by the "Father of His Country."

J. F. Oswald, who has conducted a general store at Cressey thirteen years, has sold his store building, stock, residence and five acres of land to Charles McNulty, who has been associated with his uncle, H. G. Stanton, general dealer, five miles West of the city on West Bridge street for the past ten years. The transfer of ownership will take place this week. The entire transaction is a cash deal. Mr. McNulty is so fortunate as to have acquired his knowledge of the mercantile business under a shrewd and experienced merchant who has made a success of every branch of business he has ever undertaken.

Mrs. L. F. Hartmann and Mrs. Ben Krause have taken a lease of the Hill Top Inn, at Lamont, for the summer and will conduct it along the most approved lines. Food only will be served. Both are experienced housekeepers and expect to accord their dining customers perfect satisfaction. Mrs. Krause's mother, Mrs. Fankel, who had wide experience in handling large parties in churches and elsewhere, will be associated with the young ladies.

The Wm M. Ferry Hotel, at Grand Haven, has discontinued its popular 60 cent fried chicken dinners and substituted therefor regular full course dinners for \$1, which are greatly appreciated by the patrons of the Ferry. Among the beverages included in the menu for the charge above named is draft beer.

When I was President of the Grand Rapids Board of Trade—now Association of Commerce—we purchased 30,000 little elm trees in France, about five feet long and quarter of an inch in diameter. The trees cost three cents

apiece and we distributed them among the scholars of the public and parochial schools of the city for a penny apiece. All we asked was a signed agreement from the recipients to plant and care for the trees. The trees proved to be very hardy and I think those which were given proper attention have done well. The one on our home lot—planted by the daughter of E. D. Conger—is now fifteen inches in diameter two feet above the ground. I wonder how many readers of the Tradesman were equally fortunate in being able to show such good results from these little trees.

Grand Rapids, June 1—If I could be assured that our worthy officials and citizens of Grand Rapids would cooperate with me as wholeheartedly and loyally as you always stand ready to do it would be a simple matter to put this project into operation.

It requires a great deal of capital and understanding and your assistance is most necessary. It is imperative that the city and board of education accept Plant No. 2, so that Plant No. 1 may be relieved of taxes in order to receive a Government loan.

We have a city of which we may be justly proud, it is ideally situated and has every advantage of education and good clean recreation; our one drawback has been a means of getting employment for our people and relieve the city of its relief rolls and this can be accomplished if our officials will so see the light of day and put their shoulders to the wheel and help get this plant under way. It is a real opportunity for Grand Rapids. I am working night and day and gambling with what funds I have, but it is humanly impossible for one man to complete. If I can successfully see this through I have in mind several other industries which I believe may be obtained for our city. Just yesterday the town of Lyons donated both a site and plant to induce one of our firms to locate there, which shows to what extent other cities are bidding for the very things which I am most anxious to obtain for Grand Rapids.

You have always supported me so loyally and are one man who seems to understand that my plans to aid the city and state are wholly unselfish and if a few of our individuals could be made to understand this fact and divorce me from politics for the good of Grand Rapids it would be a nice piece of missionary work.

Frank McKay.

Two extracts from recent decisions of the United States Supreme Court might well be read together. One is an extract from Justice Cardozo's prevailing opinion in the West Virginia chain store sales tax case:

**The state may tax the large chains more heavily than the small ones, and upon a graduated basis, as indeed we have already held. Not only may it do this, but it may make the tax so heavy as to discourage multiplication of the units to an extent believed to be inordinate, and by the incidence of the burden develop other forms of industry.**

In principle there is no distinction between such an exercise of power and the statute upheld in *Magnano Co. v. Hamilton*, whereby sales of butter were fostered and sales of oleomargarine repressed. A motive to build up through legislation the quality of

men may be as creditable in the thought of some as a motive to magnify the quantity of trade. Courts do not choose between such values in adjudging legislative powers. They put the choice aside as beyond their lawful competence. "Collateral purposes or motives of a legislature in levying a tax of a kind within the reach of its lawful powers are matters beyond the scope of judicial inquiry."

The tax now assailed may have its roots in an erroneous conception of the ills of the body politic or of the efficacy of such a measure to bring about a cure. We have no thought in anything we have written to declare it expedient or even just, or for that matter to declare the contrary. **We deal with power only.**

In this case, Chief Justice Hughes and Justices Brandeis, Stone and Roberts stood with Justice Cardozo.

In the more recent railroad pension case Justice Roberts, writing the prevailing opinion, declaring the law unconstitutional, said:

**The theory is that one who has an assurance against future dependency will do his work more cheerfully, and therefore more efficiently. The question at once presents itself whether the fostering of a contented mind on the part of employe by legislation of this type is in any just sense a regulation of interstate transportation.**

If that question can be answered in the affirmative, obviously there is no limit to the field of so-called regulation. The catalog of means and actions which might be imposed upon an employer in any business, tending to the satisfaction and comfort of his employes, seems endless.

Provision for free medical attendance and nursing, for clothing, for food, for housing, for the education of children and a hundred other matters, might with equal propriety be proposed as tending to relieve the employe of mental strain and worry. Can it fairly be said that the power of Congress to regulate interstate commerce extends to the prescription of any or all of these things?

Is it not apparent that they are really and essentially related solely to the social welfare of the worker and therefore remote from any regulation of commerce as such? We think the answer is plain. These matters lie outside the orbit of Congressional power.

In this decision Justice Roberts was supported by Justices Van Devanter, McReynolds, Sutherland and Butler, while the Chief Justice wrote a vigorous dissenting report.

It is interesting to compare the two points of view but it must be remembered that what Justice Roberts could uphold in the West Virginia case was a state law; what he ruled against in the railroad case was an abuse of the powers of Congress.

Strict enforcement of Michigan's new apary inspection law has been instituted by Commissioner of Agriculture, James F. Thompson. The present legislature enacted the law placing Michigan in a leading position with other states in respect to this extensive industry, valued in this state at \$10,000,000 by Commissioner Thomson. Under the law every person, firm or corporation possessing or owning bees, shall register with the department of agriculture. Registration fees are \$1.50 per apiary of 10 colonies or more, or 75 cents per apiary for each apiary containing less than 10 colonies. Registration is required by June 1 each year. The law is designed to eradicate disease colonies of bees. Its passage by the legislature was sanctioned by the majority of beekeepers throughout the state. Twenty-five inspectors are now in the field Thomson revealed. They have full authority to inspect and then confiscate bee colonies when disease is detected.

Two bills of the recent legislature are of particular interest to automobile drivers of the state. One, Senate Bill No. 388, Senate Enrolled Act No. 131, provides that anyone whose operator's license has been suspended as the result of an accident, must, if he seeks reinstatement prior to the time set by the revocation order, apply to the circuit court of the county in which the accident occurred. The measure was drawn to guarantee to circuit judges the privilege of reviewing their own revocation orders.

The second measure, House Bill No. 340, House Enrolled Act No. 148, strikes the offense of driving while improperly registered, or while not registered at all, from the list of violations for which conviction automatically brings the operator under the stern provisions of the financial responsibility act of 1931. Since the latter act became law, nearly 1,000 operators have been brought under its provisions, chief "tooth" in the act being that the operator must prove his ability to meet accident claims up to \$11,000, which requires the posting of cash, securities or insurance policies, in this sum, with the Secretary of State.

Officials of the Department of State believe that with this future possibility eliminated, the penalty for the misdemeanor of driving while improperly registered, is made somewhat more proportionate to the offense. There are, at present, approximately 100,000 persons operating automobiles in this state, without operators' licenses.

I am so impressed with the leading editorial in the New York Times on the Supreme Court decision last Tuesday morning I am reproducing it in the Tradesman this week, with proper credit. How the Times could say as much in so small a space in the eight hours or so it had at its disposal between the delivery of the opinion by Chief Justice Hughes and the requirements of the pressroom is more than I can understand.

(Continued on page 23)

## FINANCIAL

### Leading Democratic Newspaper of America on the NIRA Decision

Two incidental reasons for satisfaction with the decision of the United States Supreme Court in the case of the National Industrial Recovery Act must catch every eye. The first is that Chief Justice Hughes spoke for a unanimous court. There can be no question now of asserting that the minority was right in a 5-to-4 decision; nor can there be invidious remarks about the Tories among the judges outvoting the Liberals. All are united in upholding the view that most of the provisions of NIRA are invalid under the Constitution. The second cause for gratification is that the judgment of the court came so long after the enactment of the law. Had it fallen near the time when the nation was enthusiastic about NIRA it would have been bad both for the court and the country. Now it follows closely upon a marked change of public sentiment. The Recovery Act had done its work, the chief benefit of which was to stir the people into hopeful activity and had come to be almost universally regarded as a piece of legislation now obsolete and ineffective. Nowhere will the opinion of the Supreme Court in the matter now provoke angry resentment. The judges simply pronounce to be dead a statute which the great mass of the people had already decided to be dead.

Taking the instance of codes under NIRA, we find the Supreme Court making a complete end of them. It decides that Congress had no constitutional power to delegate to the President authority to impose codes upon private business. Especially repugnant to the court was the grant of authority to him to make changes in the codes as he might please. The Constitution does not permit delegation of power to the President to do "whatever he thinks desirable." Going still further, the Supreme Court holds that no group in any industry may frame a code for itself through which the attempt is made to give the force of law. In other words, violation of the code, even when it is voluntary, cannot be punished by the courts. This seems to make the case against the codes complete. A large number of them had already been extinguished. The rest of them were ended by Mr. Richberg's announcement last night.

More striking and penetrating is the decision of the court that the Federal Government has no constitutional right to go into the States and fix hours and wages in industries which are not clearly and exclusively engaged in interstate commerce. Transactions, declares the court, which merely affect intrastate commerce, are not subject to Federal legislation and must remain within the control of the States. Otherwise, affirm the judges, we should soon have everything brought within Federal jurisdiction, with the result of setting up a "centralized Government" never contemplated by the Constitution. That part of the decision seems to do away with Section 3 of the Recovery Act and leaves it only a thing of shreds and patches. Congress may

attempt to piece the fragments together but it is now evident that if any revision of NIRA is to be made, it will have to be an entirely new law. Perhaps the old one will now be allowed to expire on its appointed date of June 16.

Great significance attaches to the ruling out by the court of business which merely "affects interstate commerce." That same clause, it will be noted, occurs in the Wagner Labor Bill. If it remains there and another judicial test is made, the consequence will be expected to be the same as in the rejection of NIRA as unconstitutional. It is a nice point to decide whether an industry is frankly engaged in interstate commerce, or merely affects it indirectly. Yet it was deemed vitally important by the Government, since the Solicitor General argued in this very case that intrastate transactions are frequently so interwoven with interstate commerce that the latter cannot be "effectively regulated without control over the former." That control the Supreme court has declared to be unconstitutional.

There will be more to say of this Supreme Court decision, as Congress may seek to gather up the fragments of NIRA. The action of the court seems so far to have met with general approval. Senator Borah says that by it "the Constitution is re-established." Two years ago Congress was ready to take great chances with the supreme law. Hereafter it may be more careful, since the evidence is now clear that the Supreme Court will not permit the Federal Government to usurp or encroach upon the constitutional rights of "indestructible States."—N. Y. Times.

### The "Yardstick" That Stretches

The chief argument on which friends of the Tennessee Valley project always fall back is the argument that, however impracticable the latter may seem to be, it has great value as a "yardstick" for power rates. In other words, we are told that, once it has been ascertained how much it costs the authority to produce power, we shall have a basis on which to determine the fairness of rates charged elsewhere by private producers.

Wendell L. Willkie, president of the Commonwealth and Southern Corporation, pointed out several months ago how far from reliable this "yardstick" was, and declared that private companies, given the special advantages enjoyed by this government-financed project and putting their bookkeeping on the same basis, could make rates even lower than those of the T. V. A. Mr. Willkie charged that the authority had written down its capital investment by 60 per cent., that taxes paid were much less than those paid by private operating companies and that in several other extremely important particulars the cost basis of the publicly operated T. V. A. and privately operated companies were far from comparable.

Those portions of the audit of TVA, by the Comptroller's office that have been made public would seem to indicate that Mr. Willkie had not over-

stated the case. This audit shows that the total net value of assets transferred to the T.V.A. in the form of plants and other properties was almost \$133,000,000, and it shows that these properties are capitalized by the authority—with no "break-down" of the figures given on the books, incidentally—at \$51,000,000, a "write-down" of 62 per cent. Or, put the other way about, the T.V.A. rubber yardstick has to be stretched two and a half times to come anywhere near the truth.

Its depreciation policy is likewise criticized in the Comptroller's audit, which says on this point:

"Despite the apparently excessively depreciated value at which the Muscle Shoals property was taken upon the books, the authority is not using the valuation basis for depreciation. Instead, it is basing depreciation on earnings from the sale of power by charging 10 per cent. of the gross revenue to operations as depreciation. On such a basis there has been husbanded \$82,618. Such reserve appears to be entirely inadequate. If the return from operations is to be properly determined the reasonable value of all things concerned, including depreciation of the original investment, must be taken into consideration. Assuming a very conservative rate of valuation the amount of depreciation would be approximately \$1,000,000 per annum."

In other words, the Tennessee Valley Authority has been able to give more favorable rates than private companies by resorting to such devices as carrying its plant at a fictitiously low figure and then by making ridiculously inadequate charges for depreciation. A private corporation that attempted jugglery of this sort would have to answer for it to its stockholders; and if it got by the stockholders it would have the blue-sky laws to deal with. But when the "stockholders" are only the taxpayers—well, that is a different story.—N. Y. Tribune-Herald.

### The Break In Farm Prices

Sharp declines in prices of agricultural commodities which have been increased by the AAA are arousing concern. The Administration may be forced to adopt drastic measures to stabilize farm prices, or turn to outright deflation, if this trend should continue, it is feared.

The broad decline in the commodity markets on Wednesday was largely due to fears that the AAA program would be held unconstitutional by the Supreme Court. This influence will probably dominate movements of agricultural prices until such time as a decision can be obtained, or until radical modification of the law to buttress its constitutionality can be enacted. If prices continue to sag, however, agitation to protect the gains made under the AAA is certain.

Inflationists, armed with a new argument, will also seek to benefit from the situation.


It seems likely that the Administration will first attempt to stabilize prices by crop loans, as is being done with cotton, before resort to inflation. However, with all curbs upon production removed if the AAA were invalidated, this procedure might well prove merely a prelude to direct inflationary measures.

### A Mother's Courage

Long ago in my first pastorate a little boy ten years old was run over by a truck in front of his own home and cruelly hurt—for weeks we did not know whether he ever would walk again. They picked up his broken body and carried it into the house and while they were waiting for the physician his mother sat beside his bed. He was badly scared. By and by he said: "Mother, are you frightened?" She pulled herself together, looked at him steadily, and said: "No, I am not frightened." "Well, then," he said, "I will not be either." His courage did not come from trying. He caught it from somebody. My soul! how many of the finest things in our lives we caught from our mothers!

Harry Emerson Fosdick.

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**IN THE REALM OF RASCALITY**

**Questionable Schemes Which Are Under Suspicion**

The Raladam Co., of Detroit, is charged with unfair competition in making false and misleading representations in aid of the sale of "Marmola" tablets, widely advertised by radio and otherwise as a remedy for over-weight, in a complaint issued by the Federal Trade Commission and based on representations made by the company since April 17, 1929, the date of a former order to cease and desist against Raladam. In the former case against Raladam, the United States Circuit Court of Appeals, Cincinnati, in 1930, set aside the Commission's order and was upheld by the Supreme Court, May 25, 1931, on the sole ground that the Commission had not shown the existence of substantial competition. Among ingredients of Marmola is desiccated thyroid, made, it is said, from the thyroid glands of the sheep, the cow, the pig and the goat. The complaint says it is a dangerous and powerful drug, its function being to burn up tissue, and that Marmola contains so much of it that when taken as directed it is liable to produce radical and harmful physical changes. "Such harmful changes may safely be guarded against only by the previous and continuing investigation, observation and advice of a competent physician," says the complaint. "There are several classes or types of obesity. In only a very small percentage of obesity cases is desiccated thyroid a safe and efficacious remedy and then only when administered by a competent physician." The complaint alleges that the following representations by Raladam are untrue: That reputable physicians endorse the use of ingredients contained in Marmola; that its use constitutes the same treatment as all modern doctors employ; that the virtues of Marmola ingredients are known by and prescribed by physicians the world over; and that Marmola constitutes a scientific remedy, safe, harmless and efficacious, that can be taken safely without medical advice and direction.

Rodgers Distilleries Co., of Chicago, and Western American Distillers Corporation, of San Francisco, have been served by the Federal Trade Commission with complaints alleging unfair competition and violation of the code of fair competition for the distilled spirits rectifying industry. According to the complaints, the respondents' use of the word "Distillers" or "Distilleries" in their corporate names, and on labels, has a tendency to deceive buyers into believing that they manufacture and distill liquors from mash, wort, or wash, when in fact they are not distillers.

Three companies selling preparations for use in treating diseases have entered into stipulations with the Federal Trade Commission to cease and desist from false representations of their products. They are: Cleveland Regol Company, Cleveland; King's Better Vision Institute, Los Angeles, and Dermolav Laboratories, Inc., New

York City. The Cleveland firm agrees to stop advertising that its medicine "Regol" is a competent or effective treatment for liver trouble, unless the representations are limited to functional disorders of the hepatic glands of the liver; for indigestion, unless limited to intestinal indigestion due to lack of bile; or for gas, unless limited to gas in the intestine due to intestinal indigestion. It will also no longer advertise that the preparation will afford permanent relief and has been effective in cases where operations have produced no benefits. King's Better Vision Institute (0863) will cease advertising that its course is capable of correcting wrongly shaped eyeballs, nearsightedness, farsightedness and other eye troubles and that the course is the outgrowth of thirty years of scientific research. It will no longer represent that use of "Eyezone" will change the shape of the eyes and prevent the need of glasses, or that the use of the "Spineometer" affords a competent remedy for various organic troubles. Dermolav Laboratories, Inc. (0864) agrees to discontinue asserting that either of its preparations, "Dermolav Liquid" or "Dermolav Scalpfood," will "grow" hair or cause scalp or skin defects to disappear.

Unfair competition in the sale of a beauty shop preparation for coloring eyelashes and eyebrows is charged in a Federal Trade Commission complaint against Louise Norris, of Kansas City, Mo., trading as Louise Norris Co. Although advertised as safe and harmless, the "Louise Norris Permanent Lash and Brow Coloring," according to the complaint, is not safe and harmless, but contains dangerous drugs or chemicals and its use as directed may result in inflammation or poisoning of the skin and other troubles, and may cause blindness or death. Contrary to the respondent's advertisements, the complaint says that this preparation is not scientific and is not approved by the United States Government or boards of health nor have medical authorities of high repute helped to perfect it.

Conde Nast Publications, Inc., of New York City, is charged with unfair competition in a Federal Trade Commission complaint alleging that the respondent entered into a combination and agreement with selected manufacturers and retailers in various parts of the country for sale of certain women's garments featured in Vogue magazine, published by Nast. This is the first complaint of its particular kind to be issued by the Commission. The principal charges are that the publishing company's practices have a tendency to mislead and deceive its readers into believing that its research and recommendations as embodied in certain published articles are disinterested, also to deprive the public of the benefits of normal price competition among retailers by constraining the latter to sell at prices arbitrarily fixed by the publisher and certain manufacturers. Also, the publisher's action is alleged to have caused manufacturers to limit the choice of retail dealers in each locality

to those selected by respondent, thus depriving the public of the benefits of competition among a number of dealers in each locality. According to the complaint, the Vogue publishers entered into contracts with various dress and garment manufacturers that Vogue should choose models of women's wearing apparel from the model lines of these manufacturers for featuring in the magazine's departments called "Vogue Smart Economies" and "Vogue's Finds of the Fortnight." The complaint says that for such featuring of models the manufacturers agree to pay the publication company a service fee of 5 per cent. of the amount collected on each sale of reproductions of the models chosen by the publisher to be featured. The manufacturers agree not to make or sell any other garment similarly designed. The complaint says the respondent also made agreements with certain retailers throughout the country who feature and sell these garments. The magazine publishes their names, the complaint says, and agrees to furnish a list of these selected retailers to the manufacturers with whom it enters into contracts, the manufacturers agreeing to sell only to the retailers in a given community so listed. Retailers signing contracts with the Nast publications agree to purchase a minimum of one of each garment featured in every issue of Vogue and to maintain the retail price thereof quoted in Vogue for at least one month after the on sale date of the magazine issue in which they are shown, according to the complaint. The publisher is alleged to have agreed that for at least two months after delivery of model garments to selected retail stores they shall not be sold by the manufacturers to any other store in the selected retailer's city, except under the same terms as between the selected retailer and the respondent.

**Proceedings of the Grand Rapids Bankruptcy Court**

In the matter of Burkhart & Son Packing Co., bankrupt No. 6123. The sale of assets has been called for June 13, at the premises formerly occupied by the bankrupt in Peninsula township, Grand Traverse county, (located on Old Mission Peninsula, approximately 8 miles north of Traverse City). The property for sale consists of machinery and equipment appraised at \$1,710.15. Real estate appraised at \$3,175. All interested in such sale should be present at the date and time above stated. The trustee is Fred G. Timmer, Grand Rapids. The property will be open for inspection the date of sale and the day preceding.

May 29, On this day the schedules, reference, and adjudication in the matter of Felix Kowalinski, bankrupt No. 6262, were received. The bankrupt is a baker of Grand Rapids. The schedules show total assets of \$3,982.91, (of which \$550 is claimed exempt), and total liabilities of \$4,729.83, listing the following creditors: City Treasurer, G. R. \$ 5.75  
G. R. National Bank 560.00  
Howard C. Lawrence, Receiver, 2,075.00

Elenbaas Bros., G. R.	1,106.77
Northwestern Consolidated Milling Co., Chicago	4.00
Ideal Coal Co., G. R.	92.76
E. B. Gallagher & Co., G. R.	91.50
Krebill Milling Co., Concord	35.00
Veenstra's Garage, G. R.	42.60
Michigan Bell Telephone Co., G. R.	8.42
Plankington & Co., G. R.	35.62
Buth Dary, G. R.	45.00
G. R. Paper Co., G. R.	39.00
Wilson & Company, G. R.	3.50
Watson-Higgins Milling Co., G. R.	196.95
John VanderVeen, G. R.	168.00
Voigt Milling Co., G. R.	92.52
Shimen Service Garage, G. R.	95.50
Becker Bros., G. R.	33.00
Bay State Milling Co., Winona, Minn.	9.00

In the matter of Simon Kratzenstein and Jacob Kratzenstein, co-partners doing business as Fashion Leader, final meeting of creditors was held May 14. Fred G. Timmer, trustee, was present in person and represented by Hilding & Baker, attorneys. Certain creditors were represented by Dunham & Sherk, Carroll, Kirwin & Holloway and Henry Miltner. One account bidder present in person. Trustee's final report and account was approved and allowed. Certain attorneys' bills were approved and allowed. Balance of accounts, bills and notes receivable was sold to William J. Romkema for the sum of \$12. Order was made for the payment of expenses of administration, preferred claims and a first and final dividend to creditors of 13.5 per cent. No objection to discharge. Final meeting adjourned without date. Files will be returned to U. S. District Court.

May 31. On this day the schedules, reference, and adjudication in the matter of Chester M. Courser, bankrupt No. 6263, were received. The bankrupt is a stationary engineer, of Grand Rapids. The schedules show total assets of \$492, (all of which is claimed exempt), and total liabilities of \$5,341.29, listing the following creditors:

Taxes	\$ 258.90
State Savings Association, G. R.	4,855.23
Union Bank of Michigan, G. R.	227.16

May 31. On this day the reference, and adjudication, in the matter of Four Flags Brewing Co., bankrupt No. 6258, were received. This is an involuntary petition, and the schedules have been ordered filed. Upon receipt of same the assets and liabilities will be made known. The bankruptcy is located in Niles.

June 3. On this day the schedules, reference, and adjudication in the matter of Cleveland W. Hurler, bankrupt No. 6267, were received. The bankrupt is a farmer of Grattan township, the schedules show total assets of \$9,270 (of which \$860 is claimed exempt), and total liabilities of \$18,112.28, listing the following creditors:

Taxes	\$ 394.45
Federal Land Bank of St. Paul, Minn.	7,528.37
Young & Chaffee Furn. Co., G. R.	56.00
Herpolsheimer Co., G. R.	86.00
International Harvester Co., G. R.	530.00
Belding Mercantile Co., Belding	273.00
Rockford State Bank, Rockford	1,270.00
Elgin W. Condon, Smyrna	125.73
C. C. B. Cutts, Rockford	240.60
Rockford Motor Sales, Rockford	36.05
George Dockery, Rockford	61.64
Squires & Co., Rockford	735.33
Glenn McBride, Rockford	113.06
Finch Bros., Rockford	90.00
C. F. Sears, Rockford	57.35
Coon & Co., Rockford	46.23
Albert Wooster, Rockford	690.00
P. Buckley, Rockford	112.00
William Bush, Rockford	60.00
S. Pajma, G. R.	140.00
Casner Estate, G. R.	614.06
William Myres, Rockford	95.00
Jacob Ryskamp, G. R.	133.33
G. R. Growers, Inc., G. R.	48.50
William Joyce, Cannonburg	55.00
Bella Cowles, Orleans	240.00
Roth Bros., Lowell, Mich.	120.00
Belding Savings Bank	1,291.59
Ambrose & Noble Spencer, Belding	disputed
Belding Oil Co., Belding	774.93
Bert Storey, Belding	16.00
John G. Hessler, Belding	673.96
G. M. Spencer Estate, Belding	200.00
Orville C. Bush, Pasadena, Calif.	1,180.00
Monroe Nurseries, Monroe	7.12
R. DeMaagd, Rockford	28.00
Ella Warner, G. R.	50.00

Some bosses pick men; other make men.



M. E. DAVENPORT

**DAVENPORT-McLACHLAN INSTITUTE ANNOUNCES SUMMER SCHOOL**

High School and College graduates who expect to seek temporary or permanent employment in business, will find their chances enhanced if they are prepared to serve employers in specific capacities.

**A PROFESSIONAL SCHOOL OF BUSINESS TRAINING**  
Private Secretarial, Stenographic, Business Administration, Public Accounting, Civil Service. We also offer short intensive courses for those who desire immediate employment.

215 Sheldon Avenue, S.E.

Grand Rapids, Michigan

## RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

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

Secretary—Herman Hansen, Grand Rapids.

Treasurer—O. H. Bailey, Sr., Lansing.

Directors—Holger Jorgenson, Muskegon; L. V. Eberhard, Grand Rapids; Paul Gezon, Grand Rapids; Lee Lillie, Coopersville; Martin Block, Charlevoix.

### High Grade Advertising by Small-Town General Merchant

George Cavalli, general merchant of Cloverdale, California, advertises so well that I have often reviewed his work. Until lately, he worked out his own circulars. Now he has changed off to the local newspapers and, considering small-town paper display limitations, he does a good job; considering that the town holds only about 750 people, the job is fine.

George talks to his people in his advertising about as he might chat personally; and that is a strong feature in any advertising. He also is liberal-minded; unselfish; hence profits in extra measure on the plan that "the liberal soul shall be made fat." Wonderful how self-forgetfulness centers returns right on ourselves! For instance somewhat condensed:

"The Spirit of Christmas comes to town. Your local merchants are prepared . . . They are the Santa Claus who support your local Red Cross, churches, schools, civic organizations. Give them your first call and watch your community prosper . . . This is going to be a fine foods Christmas. A basket, box or package of fine foods makes a wonderfully timely gift. We are prepared to take care of you with these."

There speaks George for his town. You may be sure he lost nothing by thus boosting everybody. Then he quotes: "Fine food gifts in baskets from \$2.50 up. Fine foods in fancy boxes, from \$1.50 up. Fine foods in fancy packages from 75c up." Then more specifically:

"Cross & Blackwell Marmalade, 50c, for two pound jar. From Seville oranges; bitter-sweet. Crosse & Blackwell mincemeat, one pound, 20c. From the finest ingredients; mixed with brandy and rum. Navel oranges, 30c per dozen, large size, new crop, sweet and juicy."

Those are examples of good advertising—not mere listings, but descriptive of the goods. Next step for George will be to give count on his oranges, a la Omaha. His customers will soon get the idea. His advertising will then be more definite and confidence inspiring.

Again: "Lost and Found. On taking our inventory we found that we were overstocked on the following items, so we are taking a loss, so as to turn them into cash. Palm Olive soap, 5c per bar; 256 bars only. Decorated cups and saucers, two for 25c; 172 sets only. Cookie jars, each 80c regular \$1.25. 11 only on hand. Bamboo leaf rakes, each 19c; thirty-eight on hand."

Again: Resolved—That we will continue to give during 1935 the same quality merchandise as we have in

the past. Price consistent with the quality. Come in and let us plan your grocery budget for this year. May you thrive in thirty-five."

Again: "The old saying: 'At a great pennyworth pause a while. Many are ruined buying bargains.' Considering quality our prices are fair, both to seller and consumer. The above quotation is applicable at this time." Then, after the usual descriptive quotations: "Thank you. Having sold the Economy groceries to Caul Baumeister, of Cloverdale, and Francis Sten, I wish to take this opportunity to thank all our friends and customers who have so loyally given us their support the past five years."

All of this is good stuff. I quote it in such detail because it is so chatty, so friendly, so unassuming, so merchant-to-customer in direct collaboration. I quote also because it so rarely appears in grocer advertising—in any other advertising, for that matter; for even in the big cities, where "experts" are supposed to flourish, this intimate tone is seldom met with.

That tone should be studied, emulated, striven after; but also it is not difficult to attain if the advertiser will simply range himself on the customer's side of the counter and take her part in the thinking and descriptions. What does she want to know? Well, she wants facts; the unvarnished truth about what she is offered or what she seeks. And if you think that way, you will not go far wrong, nor will you miss the tone very much.

More: cleave to that tone always. Do not let extraneous things creep in to mar the continuity of your friendly converse. Your own individuality will then shine through your advertising, and you should not mar the effect by departing, even temporarily, into strange, evanescent paths.

I say this because George departed a bit from grace since March, 1933, under the influence of NRA propaganda, and uttered some notes that rang false. For example, February 19 of this year:

"Let's put the chisel away. It was a sad experience while it lasted. That little tool—the 'chisel'—was one of the most depressing in the business world. No matter how good a product was; no matter how well you served your customers; no matter how much value you gave for your money, there was always someone around the corner with a chisel to offer something just as good for just a few cents less. Usually these so-called bargains were at the expense of quality and, as a result, the buyer got no more than he paid for—often less."

Now, that does not ring George-true. It is unfamiliar after what he has given us for 10, these many successful years. For in all that time he has pursued the even tenor of his efficient way, giving us full value, telling us simple facts in plain language about what he has had for us; and our confidence in him has grown until we have taken his every word at par—no slightest question occurring to us.

Now he casts indefinite aspersions on certain nebulous folks around the corner, and what is our reaction? Well,

we are like other folks. We are but slightly moved when a merchant complains against somebody who chisels: incidentally, about as silly and childish an expression as ever was invented. We think: "What's the matter with George? Is somebody cutting in on him? Apparently so, since he squeals thus openly. Maybe there's something to it. Let's step around that corner and see for ourselves."

A knock is a boost. People reason for themselves. If you let your light shine unshaded, it will illumine your area, provided it be a good light. And if it be not good, all your words will avail naught.

There are not many false notes in George's advertising. I have quoted what I think the worst. With the end of the Blue Eagle, good merchants will not be apt to be thus led into false by-paths. Let such stick to their job of offering honest values, speaking positively—never negatively—telling what they have, casting no asparagus on what the other fellow may not have. That is the true gospel of merchandising and George has followed it consistently, except the little lapses noted.

The one tie in with NRA I find which rings true is this: "Under the Blue Eagle we will carry on as usual—fair wages and fair hours for employees; fair selling practices for the consumer and fair prices. These are the principles of NRA—the new creed for American business. These have been our principles for the past twenty-three years, and will be adhered to."

That's good talk—positive, to the point, familiarly confidence breeding. Paul Findlay.

It doesn't take "talk" to sell goods anybody can talk. It's what you talk that lands the order.

**BE SAFE!  
DRINK**

**Schmidt's**  
FAMOUS  
and  
WURZBURGER

The Only Beer in Michigan with the Contents Printed on the Label.

The  
SCHMIDT BREWING CO.  
Detroit

*It's in  
the bag*

**... and SALES  
ARE SWEEPING  
AHEAD . . .**

**A**NOTHER history-making forward step in merchandising America's most popular blend of quality coffee.

More economical . . . more practical . . . more appealing . . . this new way of packing Chase & Sanborn's Dated Coffee is scoring a great success.

Everywhere sales are increasing . . . turnover is speeding up . . . grocers are enjoying quicker profits.

Feature Dated Coffee in the bag. A good display will help you sell more of it.

Product of  
STANDARD BRANDS INCORPORATED





## MEAT DEALER

### Farmers Paid Major Part of Plant Dollar

American housewives might "take a leaf from hotel and restaurant menu cards" if they wish to satisfy the appetite of their husbands for tasty meat dishes and at the same time keep well within their family food budgets.

This suggestion was given by Wm. Whitfield Woods of Chicago, President of the Institute of American Meat Packers, speaking recently before the Baltimore Kiwanis Club.

"Hotel and restaurant managers are familiar with the kinds of meat that men like and buy at luncheon," Mr. Woods pointed out. "If housewives would serve at dinner the kinds of meat their husbands buy at luncheon, they would find their husbands well satisfied and their meat bills relatively low."

### Appeal to Appetites of Men

Mr. Woods listed pot roast, beef and lamb stew, spareribs, roast shoulder of pork and lamb, and frankfurters as meat dishes which usually appeal to the appetites of most men.

"Such dishes," he said, "are conspicuous on the menus of hotels and restaurants and are accompanied frequently by other dishes that appeal to men, such as cabbage, sauerkraut, mashed potatoes, and turnips. They are comparatively low-priced and are easily prepared. By alternating them with such standard meats as steaks, chops, and rib roasts, housewives can make an appreciable saving on their weekly food budgets."

In discussing the division of the consumer's meat dollar, the speaker, who represents the trade, research, and educational association of the American meat packing industry, stated in part:

"Cash payments for live stock plus processing taxes comprise between 70 and 80 per cent. of the packer's income from all live stock products. Nearly half of the remainder goes into payrolls; another fourth, for supplies, power, fuel, etc.; and another fifth, for repairs, insurance, depreciation, taxes, interest, and other operating expenses. This leaves available as profits only about one-sixth of one per cent. per pound of live stock handled.

"For ten years back," he added, "the difference or 'spread' between the plant value of packinghouse products and the amount paid for live stock has been not more than two and one-half cents per pound of live stock bought—and almost all of this margin has been spent for payrolls, supplies, transportation, and other necessary items of expense.

"The two-and-a-half cent margin which includes all the costs of turning live stock into meat, is kept at a minimum by the spirited competition of more than 700 packing companies regularly purchasing live stock for slaughter. The various expenses such as taxes, etc., involved in that margin ordinarily do not change greatly from one year to the next and have increased little if any during the past year when prices have been above the abnormally low levels of 1932 and 1933."

Discussing the labor cost in processing live stock products, the speaker pointed out that, of the approximately \$200,000,000 paid out by the industry in wages and salaries in 1934, nearly \$150,000,000 went to its 131,000 wage earners, averaging about \$100 per month.

### Meat in Diet Aids Prevention of Anemia

"Culinary skill without scientific planning for the needs of one's family is like a beautiful dress that is ineptly seamed together, Miss Lucile Harris told 2,000 women in the Jefferson Plaza (in South Bend, Indiana) at the third session of The News-Times "Foods on Parade" cooking school.

"Miss Harris intermingles her instruction on preparation of new dishes with lectures on food values, menu planning and diet requirements—she stressed the importance of iron in the diet and the use of meat in the prevention of anemia.

"To bear out her statement that pale cheeks and listless bodies are the result of too little meat, Miss Harris related the results of a research conducted by Dr. Robert S. Herzog, of the Northwestern university medical school.

"Dr. Herzog's studies on the effect of low meat diets upon children carried him into the grammar schools of a poor section of the city. From these schools he selected 55 children, and studied their physical conditions and social histories carefully. Of these, he found 48 per cent. suffering from various degrees of anemia.

"Hot lunches were fed daily to this group—half of them being given a dish which included meat, and half, a hot, meatless lunch of the same caloric value.

"At the end of the study, those children whose lunch provided meat showed decided improvements in condition over the other group. Miss Harris said:

"The copper and iron that meat furnishes are needed not merely by youngsters. Anemia in grownups is quite as common and as dangerous. They, too, need meat in generous quantities, to be sure that they are as strong and well and energetic as a busy life demands.

"If, on the other hand, you want to lose weight, keep on eating meat. You want to shed fat, not muscle, and you need meat's iron and copper to make you radiantly and not anemically slender.

"Eat meat. You need to build up your muscle tissue, you need its minerals to guard against nutritional anemia."

Protection of articles in shipment or storage is lent by a new non-inflammable liquid which, after application, turns into a water-proof, air-tight coating of live rubber. It is sprayed, dipped, or brushed on, is said to strip off cleanly, easily.

Firemen speed to fires comfortably seated, sheltered from wind, weather and dangers of collision, in a new sedan-type engine. The enclosed body is of shock-resistant, all-metal type.

### Modification of Code Provisions

Substantial modification of numerous existing code provisions will be necessary if voluntary compliance with them under the auspices of trade associations is to prove successful, trade association officials assert.

Prevailing restrictions upon maximum weekly working hours will have to be liberalized in most industries, they say, to give reasonable likelihood of compliance. A forty-eight hour work week will be found a minimum that can be enforced, it is held, now that legal restraints are lacking. Readjustment in wage rates, while likely to be necessary in some cases, will not be as frequent as increases in working hours, they assert.

Moreover, fair trade practice provisions in many codes will have to be liberalized. All provisions contrary to the anti-trust laws will have to be removed as a matter of course, but others found unduly burdensome will have to be modified if voluntary compliance is expected.

### Interstate Compacts — The Way Out?

Grave doubts are expressed by trade association executives that the proposed establishment of interstate industrial compacts among the various States to regulate wages, hours and trade practices on a uniform basis is a practical solution to the impasse caused by the termination of the NRA codes.

In the first place, since many legislatures are not in session, well over two years may be required before important industrial States can pass such laws. Moreover, the temptation for certain States to refuse to pass such a law, or to establish lower standards to attract industries may prove irresistible.

However, there is a growing conviction in some industries that competitive standards cannot be maintained by voluntary agreements supervised by trade associations. Consequently, they may favor interstate compacts as the only constitutional method of enforcing compliance with recognized standards.

A simple method of etching initials on glassware, identifying marks on windshields, etc., is provided by a new etching compound and aluminum-foil stencils. The paste contains no Hydrofluoric acid.

Our attitude toward others is like the planting of different kinds of seed; it brings forth treatment from others like the seed we have sown. If we smile we receive smiles in return. If we frown, frowns come back. Our dealings with our neighbors are reflected back to us like the faces we make before our looking-glass. If by being kind to our neighbors we plant a kindness seed, it will grow and bring forth deeds of kindness for us to enjoy. Everybody appreciates kindness and good will coming from the other fellow. To be able to enjoy such pleasure we must not forget to be kind and express good will. If we want the warmth of friendship we must put the fuel of friendship on the fire of life.—Lowell Fillmore.

A new pneumatic tire, designed for use on horse-drawn delivery wagons, has extremely tough sidewalls to resist curb chafing, shallow tread design to minimize stone pickups. Assemblies of wheels, axles, brakes may be had with the tires.

## 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

# ROWENA

## "SIFTED THRU SILK" CAKE FLOUR

Already A Favorite with Particular Housewives!

### VALLEY CITY MILLING CO.

PORTLAND HOLLAND GRAND RAPIDS DETROIT TRAVERSE CITY KALAMAZOO

## 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.

### Comprehensive Review by the Michigan Hardware Association

The National Congress opens in Detroit 8 p. m., Monday, June 17 and closes Thursday afternoon, June 20. Every Michigan hardware dealer is invited to attend the most important hardware Congress ever held.

In preceding Congresses the subjects, as well as the speakers, were taken almost entirely from the hardware industry itself. In the Detroit Congress the field is much broader. The topic of the Congress is "Reading the Riddle of Competition" through 3 principal steps (1) a description of Syndicate Methods from inside syndicate organizations, (2) a description of what other retail fields are doing to meet syndicate competition and (3) suggestions for adopting and applying features of successful plans, wherever used, in hardware distribution.

See the June Hardware Retailer for more complete discussion of the program. Look over the entertainment program. It's a honey; then show it to your wife. Bring Her to Detroit With You the Week of June 17.

#### The Convention Program

Mon. "Our Program" N. E. Given, President National Retail Hardware Assn. "Government Competition" Congressman Samuel B. Pattengill.

Tue. "Syndicate Pricing and Buying"—Chas. F. Emerson of the Independent Grocers Alliance. "Syndicate Merchandising Methods" W. L. Stensgaard, formerly in charge of store promotion and display for Montgomery Ward Co. "Comparison of Syndicate and Independent Distribution Costs" C. N. Carter, C.P.A. "Consumer Cooperatives" (from the inside).

Wed. "Hardware Store Display and Promotion"—Nelson J. Waters, Paw Paw, Mich. "Outside Selling by Hardware Retailers"—R. A. Chandler, Sylvania, Ohio. "Helping Independent Druggists to Meet Syndicate Competition"—(By official of the Drug Institute of America). "A Successful Plan in the Food Field" L. W. Hitchcock Asst. to Pres. of the Red & White Chains.

Thu. "Planned Merchandising that Checks the Chains"—F. C. Buddenbaum, Gen. Manager Regal Stores, a voluntary food store group. "Jobber Service Plans in the Hardware Field"—H. W. Hirth, National Retail Hardware Assn. "A Jobber-Dealer Plan for Hardware Distribution"—Paul M. Mulliken, Illinois Retail Hardware Assn. "Cooperation the Key"—H. F. Stickney, an expert on methods for meeting syndicate competition.

A. D. Vandervoort, President.

#### The Roll Call

"Raise the roof" with "Michigan, My Michigan" when the Michigan delegation answers the roll call at the opening meeting Monday evening. The words must be memorized. Cut out and

retain them. We are proud of our state. Let's show that pride when we sing.

Michigan, My Michigan

(Tune: Maryland, My Maryland)

A song to thee, fair State of Mine,  
Michigan, My Michigan;

But greater song than this is thine,  
Michigan, My Michigan;

The whisper of the forest tree,

The thunder of the inland sea,

Unite in one grand symphony,

Of Michigan, My Michigan.

I sing a State of all the best,  
Michigan, My Michigan;

I sing a State with riches blessed,  
Michigan, My Michigan;

Thy mines unmask a hidden store,

But richer thy historic lore,

More great the love thy builders bore,

Michigan, My Michigan.

Registration. Registration will commence Monday morning, June 17. A registration fee of \$2 has been established for each Association member and \$2 for each lady guest. Ten dollars worth of entertainment for two dollars. The entertainment is open to association members, their wives and especially invited guests only.

Any hardware dealer may register, without charge, for as many of the convention sessions as he cares to attend.

Transportation to and from entertainment features is provided for out-of-town guests and for others if their own cars are not available.

#### The Entertainment Program

Monday evening (open to everybody)

Special features before program,  
dance and movies after program.

Tuesday afternoon (for registered ladies) Luncheon at Dearborn Inn;  
Trip through Greenfield Village.

Tuesday evening (for registered dealers and guests) Boat ride and special entertainment on the Steamer Tashmoo (Courtesy Wholesalers' and Manufacturers' Committee).

Wednesday afternoon (for registered ladies) Trip through Detroit News plant, entertainment at WJR radio station and tour through Fisher building.

Wednesday evening (for registered dealers and guests) Light Opera "Rose Marie."

Thursday afternoon (for registered ladies) Sight seeing trip to Belle Isle, Grosse Pointe, art center, lecture and organ recital at art center. (Entertainment concludes Thursday p.m.)

#### The Entertainment Program

At the National Congress, Michigan offers the most spectacular and comprehensive entertainment program that has ever been presented at a National Congress. This program has been in the making for an entire year. All possibilities have been carefully examined and the best of them chosen for the entertainment of the delegates and members attending the National Congress. Every hardware dealer in the state may attend the convention sessions. Every association member may participate in the entertainment.

Monday. The convention sessions open Monday evening. Special entertainment features will enliven the opening ceremony. Upon entering the

ballroom of the Statler Hotel, in which the opening meeting will be held, there will be seen an elaborate display, 50 feet long, of "Michigan—The Playground of the Nation." This display is installed by the courtesy of the Michigan Tourist and Resort Association. At the conclusion of the roll call of the Michigan delegation Curly Moulton, National Champion, will give his famous demonstration of expert bait casting. Following the programmed addresses a dance will be held in the banquet room, adjoining the ballroom. Continuous with the dance "Michigan Outdoor" movies will be shown in the ballroom. The opening day is "Michigan Day" at the Congress. All hardware dealers and their ladies are invited to be present.

Tuesday. On Tuesday there is a 1 o'clock luncheon at the Dearborn Inn which will welcome our guests, in these Colonial surroundings, with the hospitality that is truly American. After a delicious luncheon a special tour is arranged through Greenfield Village. Even those who have seen Greenfield Village before will appreciate the opportunity of visiting it again. Here are the houses of our forefathers, the church, the school, the country store, the courthouse, and the town hall, the blacksmith shop, the photographer's gallery, the old livery stable, the postoffice, the railroad station and the unforgettable and continuously growing museum. The Museum displays include early American textile displays, a gun and locksmith shop, hardware store, tinsmith shop, electrical and other exhibits.

Tuesday evening the Steamer Tashmoo has been chartered exclusively for the hardware group. This trip is in charge of the "Wholesalers and Manufacturers Committee." Thirty (30) entertainers including a ten piece orchestra, will enliven the evening with special acts between each third dance. A prize drawing will be held at 11:00 p.m., with refreshments later.

Wednesday. For the ladies, on Wednesday afternoon, a special trip has been arranged to the "Detroit News" Building—one of the most up-to-date newspaper plants in the country. This visit has always been very popular with convention groups. From the Detroit News Building the ladies will be taken to the Fisher Building where an entertainment, especially for them, will be provided by WJR radio station. After a tour through the Fisher Building return will be made to the Hotel.

There are no convention sessions on Wednesday afternoon so the men will be at liberty to do whatever they choose. Arrangements will be made for a golf tournament for such as wish to play golf, they can attend the baseball game between the Detroit Tigers and New York or can visit the automobile factories or Greenfield Village, or if they desire, can take the trip through the Detroit News Building and WJR radio entertainment.

Wednesday evening everybody will be the guests of the Association at Navin Field where the popular light opera "Rose Marie" with 200 voices will be given. This is a New York cast

under the expert direction of J. J. Schubert.

Thursday. Thursday afternoon the ladies will be taken on a sightseeing trip to Belle Isle, Grosse Pointe and the Art Center. After a visit to the Art Center and a special lecture on the Diego Rivera murals, especially arranged for our guests, an organ recital will be given by one of the finest musicians in the city of Detroit. The entertainment program concludes the same time as the convention program, Thursday afternoon.

NRA Declared Unconstitutional. The decision of the Supreme Court declaring NRA unconstitutional confirms the arguments advanced by the Association. The Supreme Court says "On the grounds discussed the attempted delegation of legislative power and the attempted regulation of intrastate transactions which affect interstate commerce only indirectly, we hold the code provisions here in question to be invalid." Without a doubt some new form of NRA will be presented in Congress. Vigilance will be necessary to see that the independent merchandiser will receive protection not accorded under the present codes of many manufacturers.

New Insurance Service Man. The Merchandiser announces, with pleasure, the addition of a new insurance service man, C. L. Blackburn, formerly of Grand Rapids. Mr. Blackburn is well known to the hardware fraternity of the state, having traveled for Patterson-Sargent Paint Co., Boydell Brothers Co. and other concerns. He will represent the United Hardware and Implement Insurance Co. (Iowa Hardware Mutual Ins. Company, Implement Dealers Mutual Fire Ins. Co. and the Ohio Hardware Mutual Ins. Co.). In addition to representing the endorsed hardware mutual insurance companies he will attend to association service in his territory.

Mr. Blackburn, who will headquarters in Lansing, represents the United Hardware and Implement Mutuals in the central part of the state, Arthur Borden, of Grand Rapids, in the Western part and E. J. Cliggitt of Detroit, in the Eastern part. Let these gentlemen audit your insurance policies. They have been able to point out savings for other dealers and may be able to do so for you. Give these boys a warm welcome when they call on you.

National Better Housing Day. The Federal Housing Administration announces a "National Better Housing Day" on Saturday, June 15. Everyone interested in building industry will find this a significant day in the program for the extension of interest in homes. Public attention will be focused on the fact that houses can be built, and financed under government insured mortgages for as much as 80 per cent. of the appraised value, giving the buyer 20 years to pay off in convenient monthly installments suited to his income. The campaign will be conducted in every important city and town in the country. Ground will be broken simultaneously for new model homes sponsored by local groups. There will be a national ceremony in Washington

(Continued on page 22)



## 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., Man-celona.  
 D. W. Goodnow, D. M. Goodnow Co., Howell.  
 W. R. Mehliose, A. Loeffler & Co., Wyandotte.

### Pacts Suggested Within Industries

With governmental control over the wages and hours of most workers eliminated by the Supreme Court decision voiding the NRA, a new foundation for governing business practices might be laid, with the old fair-trade practice rules sponsored by the Federal Trade Commission as the basis, Gilbert H. Montague, an authority on constitutional law and closely associated with several code groups, said here yesterday.

While during the two years of the NRA, Mr. Montague had been extremely doubtful of the validity of the Recovery Act, having pointed out on many occasions its apparent conflict with the law, he was somewhat surprised by the decisiveness with which the court had swept away the entire structure.

To his way of thinking, it is almost impossible for the government to frame legislation which will legally cover any substantial portion of workers. The sales organization for a manufacturing company, selling the product in every State in the Union, would come under the court interpretation of interstate commerce. But the workers, manufacturing that product, would be exempt, Mr. Montague pointed out.

Railroad workers, he continued, have always been regulated, because they were considered to be in interstate commerce. This consideration, however, was buttressed by the secondary fact that they were employed by a public utility, an added assurance that the government could regulate them.

In suggesting that the Federal Trade Commission might be utilized to salvage some of the fair-trade principles of the NRA, Mr. Montague said that the chief difficulty lay in legalizing the so-called Group Two rules. The Group One rules were those which had been clearly defined by law as unfair trade practices and as such were subject to government enforcement.

The Group Two regulations were generally special rules drawn up by an industry to cover practices peculiar to that field. Under the Appalachian coal decision, some of these practices, provided they were such as to prove demoralizing to the industry, might be outlawed for that particular industry. They would not, however, necessarily apply to other industries, Mr. Montague said.

He cited the Supreme Court decision in 1923 in the case of the Window Glass Manufacturers v. the United

States in which it was held that there was nothing in the Sherman act that forbade an industry-wide agreement for a six months' curtailment of production, when the industry was able to show that this curtailment was necessary for its existence.

In connection with these fair-trade practices, Mr. Montague suggested that the time might be ripe for Senator Nye to revive his measures of three years ago, in which he sought to make these practices legal and binding on the minority of an industry, when approved by the majority.

Stability in wages and hours could be achieved by contracts among business men, Mr. Montague pointed out, but he considered them difficult to enforce. In every industry, he said, the 10 to 15 per cent. minority would probably refuse to enter into such agreements and would be able to undermine the structure set up by the others. Several groups have already shown interest in such contracts, however, and have asked to draw up sample agreements.

The question of collecting damages in the event of violation of the contract is a difficult one, although a proper liquidated damage clause could be drawn and the money collected for infractions applied to future policing of the industry, Mr. Montague said.—N. Y. Times.

### Grocery Producers Plan No Cuts

Large manufacturers of staple grocery products and representatives of the principal canning interests state that they are planning no downward revisions in prices, as both branches of the food industry expect to continue the hour and wage provisions of their codes. Fear was expressed, however, that some of the smaller packers might take advantage of the labor situation and cut their prices sharply when the new packs come into the market. Although prices among wholesale distributors showed a firmer tendency yesterday, buying by retailers was at a low point because of the uncertainty in the market. Directors of the Associated Grocery Manufacturers of America, Inc., will meet at the Waldorf-Astoria Hotel next Tuesday to study the situation.

### Hardware Sales in Sharp Gain

Hardware volume continues brisk in all divisions of the trade this week. Jobbers report substantial reorders for all types of seasonal merchandise with electric fans to retail around \$5 an outstanding item. Sales for last month will show an advance of close to 15 per cent. compared with May, 1934. In a report made public by the National Retail Hardware Association, April volume was fixed at 11 per cent. above the corresponding month last year. Sales from Jan. 1 to April 30 also were 11 per cent. ahead of the 1934 figures for the same period. Southeastern and North Central States, the report explained, showed the sharpest gains.

A new line of lighting fixtures is made of molded plastic. The fixtures are available in a variety of pastel shades, are said not to fade, peel or craze.

### Men's Wear Sales Improve

While men's wear stores do not join in the wave of price-cutting that upset some other merchandise lines during the week, they report an improved volume of business principally due to the warm weather. Preparation for the holiday brought in requests for all types of sports clothing and furnishings, with lightweight suits receiving their first interest of the season. In a few instances, they said, customers asked whether they were going to reduce prices and when. In most cases the answer was "not until the July and August clearances."

### Firm Markets Surprise Jobbers

Dry goods jobbers were somewhat surprised last week at the absence of efforts on the part of mills to cut prices and bring in business. In previous years, similar occasions would have been followed by a wave of off-price offerings but under the NRA the markets have become so solidified that they were able to restrain any hysteria, jobbers said. While they expected that there would be some price readjustments on a number of lines, they did not believe they would be drastic, unless of course, something happened to break the commodity markets sharply.

### Retail Glassware Call Better

A stronger retail demand for glassware than was anticipated earlier featured the close of the month. While many factories have not been operating at close to capacity during recent weeks, general volume for the month compares well with the same month of 1934. Possible effect of the Supreme Court decision on glass industry codes was not clear immediately. It was not

believed there would be any change in wage rates and hours of labor, as most of the labor in the glass industry is governed by collective-bargaining wage agreements.

### Kitchenwares Ordered Freely

Small housewares markets continue active, feeling no effect of the NRA ruling so far as current business is concerned. Buyers or department stores reordered quantities of goods for immediate shipment without quibbling over prices. Kitchen tool lines, quoted at code prices, were in especially good demand for use in coming promotions and for regular sale. Buyers said they had received no instructions regarding forward contracts from their offices and for that reason were confining commitments to current needs.

### Sweater Prices Advances

Price advances ranging from \$1 to \$3 a dozen were put into effect this week by several large sweater mills on Fall lines. In one instance, the quotation on sport coats was moved up from \$19.50 a dozen to \$22.50. The increase was made necessary by the recent sharp advances in wool. Whether mills will be able to obtain these levels, in the light of the NRA collapse, was regarded as a question. Several mills have withdrawn lines from sale completely.

Ice serves as a refrigerant in a new summer air-conditioning unit, of portable or stationary type. Air is cleaned, cooled by an ice spray mist, dehumidified, then circulated by electric fan.

Political jawing discourages job-giving.

## GRAND RAPIDS PAPER BOX CO.

Manufacturers of SET UP and FOLDING PAPER BOXES  
 SPECIAL DIE CUTTING AND MOUNTING  
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320 HOUSEMAN BLDG.

GRAND RAPIDS, MICH.

## HOTEL DEPARTMENT

### Purple Mountains Rising Out of the Haze

Los Angeles, May 29—This marks the opening of the great International Exposition, at San Diego, just 130 miles away from the Angelic City, as the crow flies. Half of Los Angeles is down there—the rest awaiting their return—as the "standing room" sign will surely be displayed early. For the writer—it can rest a few days, and then I will try to tell my readers something about it.

But my faithful friend, Dr. Moore, is nothing, if not original, so last week-end he dragged me to the fore to plan certain routes—mostly original—for approaching the Southern City in the future. Traveling in a circle, so I would call it. Many a writer of boyhood adventure stories has disposed of the villain of the plot, in the last chapter, by handing him a whirling itinerary. The author just plants the doer of dark deeds in the midst of a thick jungle and permits him to wander around in a circle until he falls from exhaustion, etc. However, traveling in a circle is not always so tragic. In fact, it's unusually charming and enlightening in Southern California, if you are accompanied by a companionable and careful chauffeur. There are literally dozens of "circle" tours in this section that offer the motorist abundance and variety of scenic thrills which cannot be duplicated elsewhere. The king of them all, in my opinion, is that pivoting journey that takes you from Los Angeles up through San Bernardino and down toward Calexico, thence across the Laguna mountains to Tia Juana, Mexico, and north again to Los Angeles, with San Diego as an intermediate stop. It is a trip that offers a myriad of delights if you are in a rush and want to do it in a day; a hundred if you take three days and a thousand if you care to spend a fortnight searching out the beauties encompassed by this tour. It was our purpose to touch as many of the principle towns as we could on this trip, so our route led us from Los Angeles to Glendale, San Bernardino and Banning. This particular portion of the trip I have heretofore "treated" in these columns, so I will save the space for other purposes. Of course, there were flowers, miles of them. And those purple mountains rising out of the haze miles away. It is a country that makes one feel bigger, makes you want to grasp it all, see it all, cover every inch of the ground. And this not being a marathon, my kindly attendant assists me in "viewing" and kindly keeps his foot off the pedal. We slipped down a highway below sea level as we passed the Salton Sea, a shimmering body of turquoise on our left, through Brawley, Imperial, El Centro and into Calexico, which is located on the border line between California and Old Mexico. In Mexicala, just a step across the border, one witnesses the old order side by side with the new. Beyond the frontier resorts set among parched mud streets one finds the real Mexico. Here charming and picturesque thatch-roofed casas of adobe, complemented by hedges of ocotillo, outside bake-ovens, dove cotes and the inevitable patch of gaily colored flowers, all characteristic of the calm and serenity that is typical of these people. There is no hurry or bustle here. For there is always a glorious to-morrow to do what cannot be accomplished today. At Calexico a neat, vine-clad inn appealed to us, where we were supplied with many comforts, in consequence of which we made it a "night control," and enjoyed it amazingly. Next morning, headed due west toward San Diego, after miles of driving over a desert highway gaily bordered by ocotillos with their flaming blooms, our

route led us up through the rocky In-Ko-Pah gorge, said by many world travelers to resemble the famous Khyber Pass of Asia. Immense fawn-tinted boulders, like mammoth dinosaur eggs piled one upon the other, lined the smooth concrete highway that climbs to an elevation of more than 4,000 feet. Looking ahead between towering rocky crags we get a view of a great purple plateau that stretches for scores of miles below. This scenic valley is rimmed by rolling mountain chains, while nearer can be seen the cultivated area that the hand of man has transformed from a desert land into a garden of inexhaustive fertility. This productive country, which is a part of the famous Imperial Valley, incorporates over a half million acres that pours its wealth of lettuce into all parts of the entire nation—and at seasons when these products are not obtainable elsewhere. Thousands of more acres will, of course, be placed under cultivation with the completion of Boulder dam. At the higher altitudes the traveler is suddenly projected away from "soothing" temperatures that is Mexico, into the bright, frost-like briskness of the mountains. Even the vegetation of desert flowers and sage brush gives away to sturdy, green-cloaked pines. We dodge over the Mexican border line for a call at the world-famed Agua Caliente hotel, where one, if he desires, may share all the joys of Monte Carlo. At San Diego, we take a cursory glance at the exposition preparation at Balboa Park, all of which will be spoken of later on. And here we are once more, safe and sound in the City of the Angels, our "log" showing a distance of 597 miles traveled in two days, without a single depressing incident.

By the time this column is in print and distributed among its readers the International order of Hotel Greeters will have completed their "foray" upon the innocent and unsuspecting denizens of Los Angeles. I may possibly have something to say of their visit in my next offering.

Franklin Pierce, well known to the vast army of traveling men who have been patrolling Michigan for the past thirty years, gives a tangible excuse for my visiting Hollywood at least once each week. Sixty-four years ago, at Pentwater he started his business career by taking up the art of tinsmithing. From thence he drifted into the service of the Standard Oil Co. as a general salesman, retaining that position until several years ago, when he was retired on a pension for honorable service, moved to Hollywood, where he enjoys the environment of a beautiful home. I am enabled to state positively that he is enjoying good health, under guidance of his niece, Mrs. Ruth Adrian, formerly an executive with the W. R. Roach Co. Always glad to meet his old friends, of whom he has many who take delight in keeping in touch with him.

Our old friend, Andrew (Andy) Weisburg, manager of Hotel Oliver, South Bend, Indiana, announces a program of improvement for his establishment which, when completed, will make it an outstanding feature in the territory adjacent to the Michigan line. New dining rooms to meet the requirements of the present day, and new equipment of various descriptions are among the features to be introduced. As "Andy" is practically a member of our own Michigan Hotel Association, through constant attendance at its meetings, I feel justified in exposing his scheme to his unsuspecting brethren.

A. L. Wisley, operator of Hotel Top-In-A-Bee, at Mullet Lake, has taken over Cedar Lodge, Northport Point, formerly conducted by George Anderson, now manager of the Park Place

Hotel, at Traverse City. Mr. Wisley will operate both of the properties mentioned during the coming resort season.

I notice that Chas. H. Stevenson, formerly proprietor of Hotel Stevenson, Detroit, and at one time president of the Michigan Hotel Association, is representing the state organi-

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W. H. LILLARD, Manager

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The Most Popular Hotel  
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300 ROOMS — SHOWERS  
SERVIDOR

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J. Leslie Kincaid, President

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400 ROOMS WITH  
PRIVATE BATH

\$1.50 up

Dining Room  
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Delicious food served in pleasant surroundings at prices which have made the MORTON popular.

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RATES—\$1 up without bath.  
\$2.00 up with bath.  
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Excellent Dining Room  
Rooms \$1.50 and up  
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50 Baths 50 Running Water  
European  
D. J. GEROW, Prop.

## Occidental Hotel

FIRE PROOF  
CENTRALLY LOCATED  
Rates \$2.00 and up  
EDWARD R. SWETT, Mgr.  
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- Cocktail lounge — Popular afternoon and evening rendezvous.
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750 ROOMS \$2 UP



zation at a meeting of the executive council of the American Hotel Association, at White Sulphur Springs, W. Va., during the coming week.

Recognizing the importance of uniform practices in the cashing of checks for the traveling public, the American Hotel Association, through its protective committee, has collected all the rules available, which will be arranged and published in concrete form, and available to members of that organization as well as members of state associations affiliated therewith.

Just a word about Sherman Institute, the U. S. Vocational training school, at Riverside, which was handed me as a real surprise when I was motoring through that city the other day. Here are 1,000 Indian boys and girls, ranging in age from 10 to 20 years, who are learning to work and win their way in America of to-day. They represent sixty-eight different tribes, so that the school is, in effect, the Indian melting pot of the Southern coast. The only other school on the coast is in Oregon. The thing that impresses one most in this particular type of school is the fact that the rising generation of Indians does not think of itself as a beaten race, robbed of its birthright, but as a part of young America, with as good a chance as any group of young Americans. Instead, their chance in some respects is better. They are provided with good schooling, are well clothed, housed, fed and taught trades. Their foot-ball team is, so far as I know, invincible, and their published school annual compares favorably, both in reading matter and art—produced in their own printing office—with any high school publication I have seen anywhere. They look to be of a high order of intellect, and America should be proud of them.

Hotel men in adjoining states are becoming somewhat exercised over the activities of the several touring and resort associations operating in Michigan. They not only claim that it is having its effect on hotel business but is bringing new residents to the Wolverine State, enlisted from the ranks of tourists who have been brought there through the efforts of the various bureaus. Thus showing that the co-operation of the State and the various associations is bearing fruit.

The old-fashioned institution, known as pumpkin pie, is said to lead in year round sales, in the aggregate. Mother's mince pie carries off the ribbons during cold weather, but as an all-season attraction honest, good old pumpkin pie wins the sweepstakes. Another, I presume, of those scientific statements which may or may not be authentic.

A great many hotel operators seem to think that just because the feeding end of their institution is a losing one they should be in a rush to dispose of it. I think this is a common error. Years ago no one ever looked upon an institution as a hotel unless it had a dining room, and, in fact, more compliments were made to the former than the ensemble. To be sure, the ordinary dining room is not a source of great profit, but it helps to make the hotel popular. Why not try to continue in the good work and study some plan whereby it will return a profit. A popular dining room is a real asset to any hotel, even though the margin of profit accruing therefrom is not as great as from room rentals.

A Los Angeles fireman has just received a medal from the War Department for a gallant rescue of troops in the Philippines nearly forty years ago. All his comrades have probably died of old age since then, but the medal goes bravely on. The Nation does not forget, but its memory is no hair-trigger affair, as Will Rogers would possibly suggest.

William Childs, who forty years ago instituted what afterwards became the most comprehensive chain of modern priced restaurants in this entire country, and who was frozen out of his company on account of his decided stand against the inclusion of meat offerings on his menus, is now demonstrating very effectually that the vegetarians are numerous enough to make it worth while. Frank S. Verbeck.

#### Says United States Must Cease to be a Republic

Dr. William Wirt on a now memorable occasion quoted certain busy termites of the New Deal in Washington as saying that President Roosevelt was in a swift current from which, as another Kerensky, he could not extricate himself, and that when he had served the revolutionary purposes he would go the way of Kerensky and be succeeded by the real man.

A congressional committee investigated not the truth of the statement but the doctor himself. Having allowed some witnesses to give themselves a clean bill of health and having put Dr. Wirt in what was thought to be a hole, the investigators were satisfied with themselves and stopped.

Among the witnesses not called, naturally enough, was Mr. Roosevelt himself. He, however, has now taken the witness stand voluntarily, not before a committee but before the country, and says it is all true, only having decided to profit from Kerensky's example he will be Stalin.

Mr. Roosevelt's confessions at his press conference of Friday put him definitely in the open as the advocate of the abandonment of constitutional government, the suppression of the various states, and the establishment of a political autocracy free from judicial restraints and limitations of authority. In statements at once comprehensive and specific, he says that the union of states under the constitution has seen the end of its useful days. The President admits that his true purposes are those which have been attributed to him. The policy of his administration is to change the form of American government and the organization of society which it served and protected. There can be no further confusion of political issues in the United States. Mr. Roosevelt and his revolutionaries are through with American government as it has existed. They will seek to create in its place a form of government with which a large part of Europe is unfortunately now familiar. He says it is better.

A greater issue than that of 1861 is now before the people of the United States. Then it was only a question of whether a free people should lose the territory of certain states. Now the issue is whether the whole people shall lose everything that has made them free and their Nation great.

The chief executive of the American republic, Mr. Roosevelt, has thrown down his gage of battle and says the United States shall cease to be a republic under the laws which created it.—Chicago Tribune.

How to sell goods can be summed up in one word "Hustle." Always be on the job—anytime—to get the order.

#### Michigan Hotel Safety Act Now State Law

Repetition of a holocaust similar to the Hotel Kerns disaster Dec. 11 in which at least 31 persons, including seven legislators, lost their lives, was made more remote May 25 with approval by Gov. Frank D. Fitzgerald of the Brown hotel safety bill enacted at the recent legislative session.

As soon as the Governor had attached his signature, John C. Ketcham, Insurance Commission, announced plans for rigid enforcement of the act by the fire marshal's office, a division of the insurance department.

The Commissioner said the outstanding feature of the law is the provision that every establishment providing sleeping quarters for ten or more persons above the first floor must register before July 1 with the insurance department preliminary to mandatory inspections to be conducted regularly in the future.

The various classes of hotels, apartments, rooming houses and other places with dormitory facilities must comply with regulations adapted to their construction type and the number of guests they accommodate. The larger establishments of nonfireproof construction will be required to equip with automatic sprinklers, in addition to provide alarm systems and other safeguards. An important provision is made for adequate personnel and it is mandatory on managements to train their help in emergency conduct.

#### Things Which Are Not Taxable

Gross proceeds from sales of tangible personal property to manufacturers, producers, processors and/or agricultural producers which are purchased for consumption or use by them in manufacturing, producing, processing and/or agricultural producing are not taxable.

Gross proceeds from sales of tangible personal property to manufacturers, producers, processors and/or agricultural producers which enter into and become an ingredient or component part of the tangible personal property which they manufacture, produce or process are not taxable. The fact that the article manufactured, produced or processed is in a different form or of a different character is immaterial.

To illustrate: Examples of sales not taxable; sales of tools, dies, patterns; sales of machinery used or consumed in the process of manufacturing such as drill presses, punch presses, lathes and grinding machines; sales of lubricating oil to manufacturers for use on machinery such as that illustrated above; sales of coal, electricity, gas or fuel oil to a manufacturer for the purpose of operating machinery used directly in manufacturing a particular product and/or of seeds, fertilizers, feeds, drills, harrows, hayracks, loaders or grain binders to an agricultural producer or similar articles.

In many cases a vendor sells to a purchaser who buys for the purpose of using or consuming in manufacturing assembling, processing or producing, and also makes sales that come within the terms of the General Sales Tax act. The vendor will be required to jus-

tify any deduction from his gross sales made by this ruling. The Board will not attempt to prescribe the method the seller shall adopt, but he should secure from the buyer a certificate or other evidence to the effect that goods are purchased for the purpose of manufacturing, assembling, producing or processing and/or agricultural production.

#### Legal Bars That Wrecked NRA

The constitutional limitations on which the NRA came to grief in the Supreme Court decision of May 27 are found in four references, as follows:

Article I, Section 1. "All legislative powers herein granted shall be vested in a Congress of the United States, which shall consist of a Senate and a House of Representatives."

Article I, Section 8, Para. 3. "The Congress shall have the power \*\*\* to regulate commerce with foreign nations, and among the several States and with the Indian tribes."

Article I, Section 8, Para. 18. "The Congress shall have the power \*\*\* to make all laws which shall be necessary and proper for carrying into execution the foregoing powers, and all other powers vested by this Constitution in the government of the United States, or in any department or officer thereof."

Tenth Amendment. "The powers not delegated to the United States by the Constitution, nor prohibited by it to the States, are reserved to the States respectively, or to the people."

#### Agencies That Fall With NRA

Eleven governmental agencies, in addition to the NRA itself, are automatically ruled out of existence by the Supreme Court decision declaring the NRA unconstitutional. These are:

Automobile Labor Board.  
Consumers Advisory Board.  
Federal Alcohol Control Administration.  
Industrial Advisory Board  
Labor Advisory Board.  
National Industrial Recovery Board.  
National Labor Relations Board.  
Petroleum Administrative Board.  
Petroleum Labor Policy Board.  
Steel Labor Relations Board.  
Textile Labor Relations Board.

Not touched by the decision but due to expire on June 16, unless revived by new legislation, are the following:

Electric Home and Farm Authority.  
Subsistence Homesteads Corporation.  
Office of Special Adviser on Foreign Trade.

#### Nine New Readers of the Tradesman

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

A. C. Petersen, Stanton  
F. C. Hyde & Co., Riverdale  
Charles McNulty, Cressey  
Michigan Potato Growers Exchange, Inc., Cadillac  
Chas. Telgenhof, Zeeland  
Hieftje's Sanitary Market, Zeeland  
L. S. Vander Laan, Hudsonville  
B. J. Nyhuis, Hudsonville  
Community Co-op. Industries, Inc., Lansing.

## DRUGS

Michigan Board of Pharmacy  
 President—M. N. Henry, Lowell.  
 Vice-President—Norman A. Weess, Ewart.

Other members of the Board—Frank T. Gillespie, St. Joseph; Victor C. Plaskowski, Detroit; Earl Durham, Corunna.

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

### Michigan State Pharmaceutical Association.

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

First Vice-President—Ben Peck, Kalamazoo.

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

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

### Report From National Association of Retail Druggists

Representative Wright Patman of Texas has been appointed chairman of the Congressional Investigation Committee on the American Retail Federation, to replace Representative John J. Cochran, Missouri, who is ill. Representative Sol Bloom, New York, will take the place of Representative Warren, North Carolina, resigned. This investigation promises to be of great value in publicizing many of the practices which we have been fighting. Congressman Patman is an aggressive fighter and can be depended upon to conduct serious effort to expose the real purposes of this new retail group of chains and department stores. Hearings were scheduled to begin this week but have been postponed by Chairman Patman.

Five retail druggists appeared at these hearings during the week of May 20, N. Guy Miller, Purcellville, Virginia; John C. Emerson, Joplin, Missouri; Roy C. Start, Toledo, Ohio; Frank P. Kelly, Carbondale, Pennsylvania, and Mr. O'Hanlon, of Winston-Salem, North Carolina. These men expended money and valuable time to come to Washington to help in this fight. They were unusually successful in bringing to the attention of the Committee the need of the small man in business for the principles of NRA. Committee members indicated their intense interest in their testimony by asking them many questions. All retail druggists in the country owe these men a debt of gratitude.

Governor Lehman of New York and Governor Nice of Maryland have signed the Fair Trade Acts for their states. The measure is being pushed hard in Pennsylvania. All members of Congress have been supplied with copies of Roy Warnack's History of California Fair Trade act and with a letter setting forth the purposes and need for this type of legislation. Many acknowledgments have already been received indicating interest on the part of Congress. The Pennsylvania law was passed and sent to Governor Earle on May 28.

As a result of a compromise between Senator Copeland and Senators Bailey and Clark a drastically revised Copeland bill passed the Senate on May 28

and is expected to pass the House. The bill eliminates multiple seizures unless the product is eminently dangerous to health and modifies the definition of antiseptics. We feel that this bill, while not perfect by any means, will not seriously affect retail druggists.

Following is a copy of a letter mailed from the Chicago office which is self explanatory and we believe that it should be given the widest possible publicity through the various state and local associations. Its importance cannot be exaggerated.

My dear fellow member: At the recent meeting of the Executive Committee of the N.A.R.D. a matter of great interest and concern to the welfare of retail druggists was discussed which culminated in the adoption of the accompanying motion, which we believe is self-explanatory.

It is obvious that manufacturers who desire to avail themselves of the privileges to control the resale of their merchandise in the states that have adopted Fair Trade laws will find it undesirable to have a method of distribution in those states that is different from that followed in states not having Fair Trade Acts. Consequently, we know that some are considering at the present time means to operate with a uniform resale price in all states in order that their prices will not vary.

For many years cut prices have affected retailers unduly because of the competition between themselves. We now believe that with definite resale prices under Fair Trade laws, some of the burden of this highly competitive selling may be taken from the retailers' shoulders and thereby become the manufacturers' problem. In this sudden change of competition, the retail druggist must impress upon manufacturers that he must be taken into consideration and his profit protected. This can only be brought about by co-operation with manufacturers who will observe this necessary profit margin.

We feel that this problem is vital to the retail druggists of this country and ask you to assist us in defending the position of the druggists. This is a service and leadership that the N.A.R.D. is undertaking for your protection. Will you join this national movement to jointly assist the retailers under your direction in your state?

Since the adoption of Fair Trade laws by many states necessitates that a new policy of distribution or marketing must be considered by many manufacturers, which policy can be enforced in those states with Fair Trade laws, the number of which we know will be increased, we respectfully request the various state associations not to officially approve any new resale price minimums unless they conform with the N.A.R.D. Point No. 1, namely: "Stabilization of prices, discounts and profits to assure the efficient small individual druggist at least 33 1/3 per cent. margin of the minimum selling price."

The Executive Committee of the N.A.R.D. is hereby calling upon all state presidents and state secretaries to insist that this con-

dition be met by manufacturers who desire the co-operation of retailers in effecting the distribution of their merchandise under the contemplated new schedules now being formulated.

The Executive Committee of the N.A.R.D. feels that it is absolutely essential for the welfare of the druggists of this country to insist and demand that they receive a margin of 33 1/3 per cent. on all standard advertised brands of merchandise they distribute, and unless we have concerted action minimum prices on these items are likely to be set much lower than 33 1/3 per cent.

We are convinced that the theory advanced by some manufacturers, because of turnover, their items should carry a smaller mark-up is economically unsound, and these manufacturers should not be permitted to set a minimum resale price which does not carry 33 1/3 per cent margin on selling price.

Harvey A. Henry, President,  
 John W. Dargavel, Secretary.

### Druggists Escape Extra Liquor Tax

Michigan druggists will not have to pay a double stamp tax for liquor sold for medicinal use or for beverage purposes, John M. Terwilliger, acting collector of Internal Revenue, announced Tuesday.

Terwilliger's ruling sets at rest many inquiries he has received from retail druggists who were not sure whether they could sell their liquors for medicinal or other use on the one tax stamp.

In connection with the Government tax, Terwilliger said that the Medicinal Spirits Stamp Tax of \$25 will supplant the same priced tax stamp known as the retail liquor dealers' tax, which expires July 1.

The Government tax is in addition to the State tax.

A new electric tea kettle can be plugged into any outlet, heated on any range or, for hot water in a jiffy, can be both plugged in and put on a range. It whistles when it boils.

**Certified  
INSECTICIDES**

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

**DISINFECTANTS**


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

20 years Michigan Druggists have  
 preferred Parsons bulk chemicals.

Write for Bulk Prices—

**Parsons Chemical Works**

MANUFACTURING LABORATORIES  
 GRAND LEDGE, MICH.



"It's  
Killing  
Power  
that Counts"

**SEASONABLE ITEMS**

**SEED DISINFECTANTS**

CERESAN DuBAY No. 738 SEMESAN BELL NU-GREEN

**INSECTICIDES**

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

SPONGES CHAMOIS SKINS POLISHES  
 PICNIC SUPPLIES WAXES CLEANERS

**PAINT BRUSHES—VARNISH BRUSHES**

BATHING CAPS BATHING SUITS and SHOES  
 SODA FOUNTAINS and SUPPLIES

PAINTS ENAMELS LACQUERS VARNISHES OILS  
 TURPENTINE MOTH DESTROYER

RUBBER BALLS BASE BALLS MARBLES  
 GOLF SUPPLIES CAMERAS and FILMS PLAY GROUND  
 and INDOOR BALLS and CLUBS

ANT ROACH BEDBUG RAT MICE MOSQUITO  
 LICE FLEE TICK KILLERS, ETC.

Our prices are right and stock complete.

**HAZELTINE & PERKINS DRUG CO.**

Grand Rapids, Mich.



WHOLESALE DRUG PRICE CURRENT

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

ACID
Acetic, No. 8, lb. 06 @ 10
Boric, Powd., or Xtal, lb. 07 1/2 @ 20
Carbolic, Xtal, lb. 16 @ 43
Citric, lb. 33 @ 45
Muriatic, Com'l., lb. 03 1/4 @ 18

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

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

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

ARSENIC
Pound 07 @ 20

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

BARKS
Cassia
Ordinary, lb. @ 30
Ordinary, Po., lb. 20 @ 30
Saigon, lb. @ 40
Saigon, Po., lb. 50 @ 60
Elm., lb. 40 @ 45
Elm, Powd., lb. 38 @ 45
Elm, G'd, lb. 38 @ 45
Sassafras (P'd lb. 50)
Sassafras, cut, lb. 30 @ 30
Sassafras, Po., lb. 25 @ 40

BERRIES
Cubeb, lb. @ 75
Cubeb, Po., lb. @ 80
Juniper, lb. 10 @ 30

BLUE VITRIOL
Pound 06 @ 15

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

BRIMSTONE
Pound 04 @ 10

CAMPHOR
Pound 72 @ 85

CANTHARIDES
Russian, Powd. @ 4 50
Chinese, Powd. @ 2 00

CHALK
Crayons
White, dozen @ 3 50
Dustless, dozen @ 4 00
French Powder, Com'l, lb. 03 1/4 @ 10
Precipitated, lb. 12 @ 15
Prepared, lb. 14 @ 16
White, lump, lb. 03 @ 10

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

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

COCAINE
Ounce 13 75 @ 15 40

COPPERAS
Xtal, lb. 03 1/4 @ 10
Powdered, lb. 04 @ 15

CREAM TARTAR
Pound 25 @ 38

CUTTLEBONE
Pound 40 @ 50

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

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

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

FORMALDEHYDE, BULK
Pound 05 @ 20

FULLER'S EARTH
Powder, lb. 05 @ 10

GELATIN
Pound 55 @ 65

GLUE
Brok., Bro., lb. 20 @ 30
Gro'd, Dark, lb. 16 @ 25
Whi, Flake, lb. 27 1/2 @ 35
White G'd., lb. 25 @ 35
White AXX light, lb. @ 40
Ribbon 42 1/2 @ 50

GLYCERINE
Pound 19 @ 45

GUM
Aloes, Barbadoes, so called, lb. gourd. 35 @ 60
Aloes, Socotrine, lb. @ 75
Aloes, first, lb. @ 50
Arabic, sorts, lb. 17 @ 25
Arabic, Gran., lb. @ 35
Arabic, P'd, lb. 25 @ 35
Asafoetida, lb. 47 @ 50
Assafoetida, Po., lb. @ 70
Guaiac, lb. @ 65
Guaiac, powd. @ 1 00
Kino, lb. @ 1 25
Kino, powd., lb. @ 1 75
Myrrh, lb. @ 75
Myrrh, Pow., lb. @ 50
Shellac, Orange, lb. 42 @ 50
Shellac, white (bone dr'd) lb. 45 @ 55
Tragacanth
No. 1, bbls. 1 75 @ 2 00
No. 2, lbs. 1 50 @ 1 75
Pow., lb. 1 00 @ 1 25

HONEY
Pound 25 @ 40

HOPS
1/4s Loose, Pressed, lb. @ 75
HYDROGEN PEROXIDE
Pound, gross 27 00 @ 29 00
1/4 lb., gross 17 00 @ 18 00
1/4 lb., gross 11 00 @ 11 50

INDIGO
Madras, lb. 2 00 @ 2 25

INSECT POWDER
Pure, lb. 31 @ 41

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

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

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

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

LYCOPodium
Pound 50 @ 60

MAGNESIA
Carb., 1/4s, lb. @ 30
Carb., 1/8s, lb. @ 32
Carb., Powd., lb. 15 @ 25
Oxide, Hea., lb. @ 70
Oxide, light, lb. @ 75

MENTHOL
Pound 4 93 @ 5 24

MERCURY
Pound 1 75 @ 2 00

MORPHINE
Ounces @ 12 75
1/4s @ 14 40

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

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

NUTMEG
Pound @ 40
Powdered, lb. @ 50

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

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

OILS HEAVY
Castor, gal. 1 45 @ 1 60
Cocoonut, lb. 22 1/2 @ 25
Cod Liver, Norwegian, gal. 1 20 @ 1 50
Cot. Seed, gal. 1 20 @ 1 30
Lard, ex., gal. 1 55 @ 1 65
Lard, No. 1, gal. 1 25 @ 1 40
Linseed, raw, gal. 30 @ 35
Linseed, boil., gal. 33 @ 38
Neatsfoot, extra, gal. 80 @ 1 00
Olive
Malaga, gal. 2 00 @ 2 50
Pure, gal. 3 00 @ 5 00
Sperm, gal. 1 25 @ 1 60
Tanner, gal. 75 @ 90
Tar, gal. 50 @ 65
Whale, gal. @ 2 00

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

PARAFFINE
Pound 06 1/2 @ 15

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

PITCH BURGUNDY
Pound 20 @ 25

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

PLASTER PARIS DENTAL
Barrels @ 6 00
Less, lb. 03 1/4 @ 06

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

POTASSIUM
Bicarbonate, lb. 30 @ 35
Acetate, lb. 69 @ 1 04
Bichromate, lb. 16 @ 24
Bromide, lb. 64 @ 85
Carbonate, lb. 48 @ 72
Chlorate
Xtal, lb. 20 @ 29
Powd., lb. 19 @ 27
Gran., lb. 32 @ 40

Iodide, lb. 1 85 @ 2 14
Permanganate, lb. 30 @ 50
Prussiate
Red, lb. 90 @ 1 00
Yellow, lb. 50 @ 60

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

QUININE
5 oz. cans, ozs. @ 77

ROSIN
Pound 04 @ 15

ROOT
Aconite, Powd., lb. @ 90
Alkanet, lb. 35 @ 40
Alkanet, Powd., lb. @ 50
Belladonna, Powd., lb. @ 45
Blood, Powd., lb. 35 @ 45
Burdock, Powd., lb. @ 60
Calamus, Bleached, Split and Peeled, lb. @ 75
Calamus, Ordinary, lb. @ 25
Calamus, Powd., lb. @ 50
Elecampane, lb. 25 @ 30
Gentian, Powd., lb. 17 1/2 @ 30
Ginger, African, Powd., lb. 16 @ 25
Ginger, Jamaica, Limed, lb. 38 @ 55
Ginger, Jamaica, Powd., lb. 30 @ 40
Goldenseal, Powd., lb. 2 00 @ 2 20
Halebor, White, Powd., lb. 20 @ 30
Indian Turnip, Powd., lb. @ 50
Ipecac, Powd., lb. 3 00 @ 3 60
Licorice, lb. 35 @ 40
Licorice, Powd., lb. 15 @ 25
Mandrake, Powd., lb. @ 40
Marshmallow, Cut., lb. @ 59
Marshmallow, Powd., lb. @ 60
Orris, lb. @ 35
Orris, Powd., lb. 40 @ 45
Orris, Fingers, lb. @ 1 75
Pink, Powd., lb. 1 50 @ 2 25
Poke, Powd., lb. @ 30
Rhubarb, lb. @ 70
Rhubarb, Powd., lb. @ 30
Sarsaparilla (Honduras, cut) 1 20 @ 1 20
Sarsaparilla, Med., Cut, lb. @ 50
Squills, Powd., lb. 42 @ 50
Turmeric, Powd., lb. 15 @ 25
Valerian, Powd., lb. @ 50

SAL
Epsom, lb. 03 @ 10
Glaubers
Lump, lb. 03 @ 10
Gran., lb. 03 1/2 @ 10
Nitro
Xtal. or Powd. 10 @ 20
Gran., lb. 09 @ 20
Rochelle, lb. 17 @ 30
Soda, lb. 02 1/4 @ 08

SEED
Anise, lb. 40 @ 45
Canary, Recleaned, lb. 10 @ 15
Cardamon, Bleached, lb. @ 2 00
Caraway, Dutch, lb. 25 @ 30
Celery, lb. @ 90
Chicorium, Powd., lb. @ 2 00
Coriander, lb. 15 @ 25
Fennel, lb. 30 @ 40
Flax, Whole, lb. 06 1/2 @ 15
Flax, Ground, lb. 06 1/2 @ 15
Hemp, Recleaned, lb. 08 @ 15
Lobelia, Powd., lb. @ 85
Mustard, Black, lb. 17 1/2 @ 25
Mustard, White, lb. 15 @ 25
Poppy, Blue, lb. 20 @ 25
Quince, lb. 1 00 @ 1 25
Rape, lb. 10 @ 15
Sabadilla, Powd., lb. 45 @ 55
Sunflower, lb. 11 @ 20
Worm, Levant, lb. @ 5 50
Worm, Levant, Powd. @ 5 75

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

SODA
Ash 03 @ 10
Bicarbonate, lb. 03 1/2 @ 10
Caustic, Co'l., lb. 08 @ 15
Hyposulphite, lb. 05 @ 10
Phosphate, lb. 23 @ 28
Sulphite
Xtal., lb. 15 @ 25
Dry, Powd., lb. 12 1/2 @ 20
Silicate, Sol., gal. 40 @ 50

SULPHUR
Light, lb. 04 1/2 @ 10

SYRUP
Rock Candy, Gals. 70 @ 85

TAR
1/2 Pints, dozen @ 1 00
Pints, dozen @ 1 60
Quarts, dozen @ 3 75

TURPENTINE
Gallons 63 @ 78

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

The following list of foods and grocer's sundries is listed upon base prices, not intended as a guide for the buyer. Each week we list items advancing and declining upon the market. By comparing the base price on these items with the base price the 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

- Poor Lamb-3c
D S Bellies-1/2c
Pure Lard in tierces-3/4c
Smoked Hams-1/4c
Smoked Hams Fancy, Skinned-1/4c

- Boiled Ham-1/2c
Beef Liver-1c
Pork Liver-1/2c
Welch
Grape Juice-40c

AMMONIA

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

APPLE BUTTER

- Quaker, 12-28 oz... 1 60
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... 3 85
Royal, 5 lbs., 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
6-oz., 3 doz... 2 85
16-oz., 2 doz... 4 85
5-lb., 1/2 doz... 6 00

- K C
10 oz., 4 doz. in case... 3 35
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 16
Linco Wash, 32 oz. 12s 2 00
Clorox, 24 pints... 2 30
Clorox, 12 quarts... 2 56

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

- BEANS and PEAS
Dry Lima Beans, 25 lb. 2 20
White H'd P. Beans... 4 05
Split Peas, yell., 60 lb. 3 35
Split Peas, gr'n, 60 lb. 4 50
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

DECLINED

- Top Veal-1/2c
Pork Loins-13/4c
Pork Shoulders-1/4c
Spareribs-1/4c
Compound in tierces-1/4c
Compound in tubs-1/4c
Roasted Coffee-1/4c, 1/2c
Diced Carrots-5c
Honey Dew
Pineapple-50c

- Blue Berries
Eagle, No. 10... 3 50

- Cherries
Hart, No. 10... 5 70
Hart, No. 2 in syrup... 2 25
Hart Special, 2... 1 25
Supreme, No. 2 in syrup... 2 25
Hart Special, No. 2... 1 35

- Cherries-Royal Ann
Supreme, No. 2 1/2... 3 20
Supreme, No. 2... 2 30
Gibraltar, No. 10... 3 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... 1 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

- Goussberries
Michigan, No. 10... 5 35

- Grape Fruit
Zenada 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

- Pears
Quaker, No. 2... 8 50
Quaker, Bartlett, No. 2 1/2... 2 65
Quaker, Bartlett, No. 2... 1 95

- Pineapple Juice
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 80
Quaker, No. 1... 1 10

- 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 80
Quaker, No. 1... 1 10

- Pineapple, Sliced
Honey Dew, sliced, No. 10... 9 00
Honey Dew, tid bits, No. 10... 8 50
Honey Dew, No. 2 1/2... 2 45
Honey Dew, No. 2... 2 00
Honey Dew, No. 1... 1 10
Ukelele Broken, No. 10... 7 90
Ukelele Broken, 2 1/2... 2 25
Ukelele Broken, No. 2... 1 85
Quaker, Tid Bits, No. 10... 8 25
Quaker, No. 10... 8 25
Quaker, No. 2 1/2... 2 35
Quaker, No. 2... 1 90
Quaker, No. 1... 1 05

- Plums
Ulrik, No. 10, 30% syrup... 6 50
Supreme Egg, No. 2 1/2... 2 30
Supreme Egg, No. 2... 1 70
Primo, No. 2, 40% syrup... 1 00

- Prepared Prunes
Supreme, No. 2 1/2... 2 45
Supreme, No. 10, Italian... 6 50

- Raspberries, Black
Imperial, No. 10... 7 00
Premio, No. 10... 8 50
Hart, 8-ounce... 80

- Raspberries, Red
Premio, No. 10... 8 75

- Strawberries
Jordan, No. 2... 2 50
Daggett, No. 2... 2 25
Quaker, No. 2... 2 35

- CANNED FISH
Clam Ch'der, 10 1/2 oz... 1 35
Clam Chowder, No. 2... 2 75
Clams, Steamed, No. 1... 2 75
Clams, Minced, No. 1/2... 2 40
Pinnan Haddie, 10 oz... 3 30
Clam Bouillon, 7 oz... 2 50
Chicken Haddie, No. 1... 2 75
Fish Flakes, 7 oz... 1 25
Cod Fish Cake, 10 oz... 1 55
Cove Oysters, 5 oz... 1 35
Lobster, No. 1/4... 2 25
Shrimp, 1, wet... 1 50
Sard's, 1/4 Oil, kless... 3 97
Salmon, Red Alaska... 2 25
Salmon, Med. Alaska... 1 80
Salmon, Pink, Alaska... 1 85
Sardines, Im. 1/4, ea. 6@13 1/4... 1 00
Tuna, 1/2 Van Camps... 1 55
Tuna, 1/2 Van Camps, doz... 1 20
Tuna, 1/2 Van Camps, doz... 3 45
Tuna, 1/2 Chicken Sea, doz... 1 85
Tuna, 1/2 Bonita... 1 45

- CANNED MEAT
Bacon, med, Beechnut 3 50
Bacon, lge, Beechnut 3 75
Beef, lge, Beechnut 3 25
Beef, med, Beechnut 1 95
Beef, No. 1, Corned... 1 95
Beef, No. 1, Roast... 1 95
Beef, 2 1/2 oz., Qua., Sil. 1 30
Corn Beef Hash, doz. 2 15
Beefsteak & Onions, s. 2 70
Chili Con Carr., 1 s. 1 05
Deviled Ham, 1/2 s. 1 35
Deviled Ham, 1/4 s. 2 20
Potted Meat, 1/2 Libby 43
Potted Meat, 1/2 Libby... 75
Potted Meat, 1/2 Qua... 65
Potted Ham, Gen. 1/4... 1 35
Vienna Saus. No. 1/2... 90

- Baked Beans
Campbells 48s... 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 Size, 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

- String Beans
Choice, Whole, No. 2... 1 50
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... 2 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... 95
Quaker Cut No. 3 1/2... 1 20

- Carrots
Diced, No. 2... 90
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, S. W. No. 2... 1 55
Marcel, E. June, No. 2... 1 45
Quaker, E. J., 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 1/4

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

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

- Succotash
Golden Bantam, No. 2... 1 75
Hart, No. 2... 1 65
Pride of Michigan... 1 25

- Tomatoes
No. 10... 5 50
No. 2 1/2... 1 85
No. 2... 1 40
Quaker, No. 2... 1 10
Quaker, No. 2 1/2... 1 65

- CATSUP
Quaker, 10 oz... doz. 1 10
Quaker, 14 oz... doz. 1 40
Quaker gallon glass, dozen... 11 00

- CHILI SAUCE
Sniders, 8 oz... 1 65
Sniders, 14 oz... 2 25

- OYSTER COCKTAIL
Sniders, 11 oz... 2 00

- CHEESE
Roquefort... 68
Wisconsin Daisy... 16
Wisconsin Twin... 15 1/2
New York June, 1934... 24
Sap Sago... 52
Brick... 18
Michigan Plats... 15 1/2
Michigan Daisies... 15 1/2
Wisconsin Longhorn... 16
Imported Leyden... 24
1 lb. Limberger... 20
Imported Swiss... 50
Kraft, Pimento Loaf... 24
Kraft, American Loaf... 22
Kraft, Brick Loaf... 26
Kraft, Swiss Loaf... 22
Kraft, Old Eng. Loaf... 33
Kraft, Pimento, 1/2 lb. 1 65
Kraft, American, 1/2 lb. 1 65
Kraft, Brick, 1/2 lb. 1 65
Kraft, Limburger, 1/2 lb. 1 65

- CREAM OF TARTAR
6 lb. boxes... 35

- DRIED FRUITS
Apricots
Extra Choice... 23 1/2
Standard... 20 1/2
Citron
10 lb. box... 25

- CHEWING GUM
Adams Black Jack... 61
Adams Dentone... 65
Beaman's Peppin... 65
Beechnut Peppermint... 63
Doublemint... 65
Peppermint, Wrigleys... 65
Spearmint, Wrigleys... 65
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
German Sweet, 6 lb. 1/2... 1 86
Little Dot Sweet, 6 lb. 1/2... 2 60

- CIGARS
Hemt, Champions... 38 50
Webster Plaza... 75 00
Webster Golden Wed. 75 00
Websterettes... 37 50
Cincos... 38 50
Garcia Grand Babies... 40 00
Bradstreets... 38 50
Odins... 40 00
K. G. Dun Boquet... 75 00
Perfect Garcia Subl... 95 00
Kenway... 20 00
Budwaiser... 20 00
Isabella... 20 00

- Cocoaanut
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 & Cady
1 lb. Package
Ryce... 21 1/4
Boston Breakfast... 18
Breakfast Cup... 17 1/4
Competition... 16
Majestic... 27
Morton House... 27 1/2
Quaker, Vac Tins... 21 1/4
Quaker, in glass jars... 26

- 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... 1 45
Luden's... 1 45
Vick's, 40/100... 2 40

- COUPON BOOKS
50 Economic grade... 2 50
100 Economic grade... 4 50
500 Economic grade... 27 50
1000 Economic grade... 30 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... 11.65
Saltine Soda Crackers, 2-lb. pkgs... 2.95
Saltine Soda Crackers, 3 1/2 oz. pkgs... 1.12
Butter Crackers, bulk 13 1/2
Butter Crackers, 1 lb. 1 70
Butter Crackers, 2 lb. 3 33
Graham Crackers, bulk 13
Graham Crackers, 1-lb. pkgs... 1.65
Graham Crackers, 2-lb. pkgs... 3.05
Graham C's, 6 1/2 oz... 93
Junior Oyster C's, blk. 13
Club Crackers... 1 76



Table with 2 columns: Currants Packages, 11 oz. 13; Quaker, 12s, pitted 1 40; Quaker, 12s, regular 1 10; Quaker, 12s, 1 1/2 lb. 2 00; Quaker, 12s, 1 lb. 1 46

JUNKET GOODS: Junket Powder 1 20; Junket Tablets 1 35; MARGARINE: Wilson & Co.'s Brands Oleo

FRESH MEATS: Beef: Top Steers & Heif. 20; Good Steers & Heif. 18; Med. Steers & Heif. 17; Corn. Cattle 12; Veal: Top 15; Good 14 1/2; Medium 13 1/2; Lamb: Spring Lamb 19; Good 18; Medium 16; Poor 13

HERRING: Holland Herring: Mixed, kegs 85; Milkera, kegs 95; Boneless Herring, 10 lb. 15; Cut Lunch, 8 lb. pails 1 25; Mackerel: Tubs, 60 Count, fy. fat 6 00; Pails, 10 lb. Fancy fat 1 50; White Fish: Med. Fancy, 100 lb. 13 00; Milkera, bbls. 18 50; K K K K Norway 19 50; 8 lb. pails 1 40; Cut Lunch 1 50; Boned, 10 lb. boxes 1 16

SOAP: Am. Family, 100 box 5 20; F. B., 60c 2 65; Fels Naptha, 100 box 4 35; Flake White, 10 box 3 45; Ivory, 100 6s 5 05; Palm Olive, 14 4 box 6 70; Lava, 50 box 3 55; Camay, 72 box 3 95; P & G Nap Soap, 100@3 45; Sweetheart, 100 box 5 70; Grandpa Tar, 50 sm. 2 10; Williams Barber Bar, 9s 60; Williams Mug, per doz. 4 45; Lux Toilet, 60 3 96

TEA: Japan: Medium 19; Choice 23@30; Fancy 30@35; No. 1 Nibbs 32; Gunpowder: Choice 34; Ceylon: Pekoe, medium 63; English Breakfast: Congou, medium 23; Congou, choice 35@36; Congou, fancy 42@43

Fig: Calif., 24-3 oz. case 1 80; Peaches: Evap. Choice 15; Eva. Fancy 16 1/2; Peel: Lemon, Torelli, 4 oz., doz 90; Orange, Torelli, 4 oz., dozen 90; Citron, Torelli, 4 oz., dozen 90

MATCHES: Diamond, No. 5, 144 5 72; Searchlight, 144 box 5 72; Swan, 144 5 10; Diamond, No. 0 4 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; Pork: Loins 23 1/2; Butts 22 1/2; Shoulders 18 1/2; Spareribs 09; Neck Bones 09; Trimmings 16 1/2

SHOE BLACKENING: 2 in. 1. Paste, doz. 1 30; E. Z. Combination, dz. 1 20; Dri-Foot, doz. 2 00; Bixbys, doz. 1 20; Shinola, doz. 90; 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; E. Z. Liquid, per doz. 1 30; Radium, per doz. 1 30; Rising Sun, per doz. 1 30; 654 Stove Enamel, dz. 2 80; Vulcanol, No. 10, doz. 1 30; Stovoil, per doz. 3 00

SPICES: Whole Spices: Allspice, Jamaica @24; Cloves, Zanzibar @36; Cassia, Canton @24; Cassia, 5c pkg., doz. @40; Ginger, Africa @19; Mixed, No. 1 @30; Mixed, 10c pkgs., doz. @50; Nutmegs, 70@90; Nutmegs, 105-110 @43; Pepper, Black @23; Pure Ground in Bulk: Allspice, Jamaica @13; Cloves, Zanzibar @22; Cassia, Canton @22; Ginger, Corkin @17; Mustard @21; Mace, Penang @22; Pepper, Black @23; Nutmegs @25; Pepper, White @43; Pepper, Cayenne @26; Paprika, Spanish @36

WINEGAR: F. O. B. Grand Rapids Cider, 40 grain 25; White Wine, 40 grain 18; White Wine, 80 grain 24 1/2; TWINE: Cotton, 3 ply cone 40; Cotton, 3 ply balls 40; WICKING: No. 9, per gross 80; No. 2, per gross 1 25; No. 3, per gross 1 50; Peerless Rolls, per doz. 2 30; Rochester, No. 2, doz. 50; Rochester, No. 3, doz. 2 00; Rayo, per doz. 75

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

RAISINS: Seeded, bulk 7 1/2; Thompson's S'dless blk. 7 1/2; Quaker s'dless blk. 15 oz. 8; Quaker Seeded, 15 oz. 8; California Prunes: 90@100, 25 lb. boxes @05 1/4; 80@90, 25 lb. boxes @06 1/4; 70@80, 25 lb. boxes @07 1/4; 60@70, 25 lb. boxes @08 1/4; 50@60, 25 lb. boxes @09; 40@50, 25 lb. boxes @10; 30@40, 25 lb. boxes @11 1/2; 20@30, 25 lb. boxes @12 1/2; 18@24, 25 lb. boxes @14

PROVISIONS: Barbeled Pork: Clear Back 28 00@34 00; Short Cut, Clear 30 00; Dry Salt Meats: D S Belles 20-25 21; Lard: Pure in tierces 15 1/2; 80 lb. tubs advance 1/4; 50 lb. tubs advance 1/4; 20 lb. pails advance 1/4; 10 lb. pails advance 1/4; 5 lb. pails advance 1/4; 3 lb. pails advance 1/4; Compound, tierces 13 1/2; Compound, tubs 13 1/2; Sausages: Bologna 15; Liver 23; Frankfurt 20; Pork 20; Tongue, Jellied 26; Headcheese 18

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, bbls. 3 15; Med. No. 1, 100 lb. bk. 1 07; Chippewa Flake, 70 lb. 1 00; Packers Meat, 50 lb. 1 00; Crushed Rock for ice, cream, 100 lb., each 95; Butter Salt, 280 lb. bbl. 4 00; Block, 50 lb. 40; Baker Salt, 280 lb. bbl 3 80; 5, 10 lb., per bale 1 03; 20, 3 lb., per bale 1 03; 25 lb. bags, table 46

SEASONING: Chili Power, 1 1/2 oz. 65; Celery Salt, 1 1/2 oz. 80; Sage, 2 oz. 80; Onion Salt 1 35; Garlic 1 35; Ponelty, 3 1/2 oz. 3 25; Kitchen Bouquet 4 25; Laurel Leaves 20; Marjoram, 1 oz. 90; Savory, 1 oz. 90; Thyme, 1 oz. 90; Turmeric, 1 1/2 oz. 95

WOODENWARE: Baskets: Bushels, White Band, wood handles 2 00; Market, drop handle 30; Market, single handle 35; Market, extra 1 60; Splint, large 8 50; Splint, medium 7 50; Splint, small 6 50; Churns: Barrel, 5 gal. each 2 40; Barrel, 10 gal., each 2 55; 3 to 6 gal., per gal. 1 16; Pails: 10 qt. Galvanized 2 60; 12 qt. Galvanized 2 85; 14 qt. Galvanized 3 10; 12 qt. Marling Gal. Jr. 5 00; 10 qt. Tin Dairy 4 00; Traps: Mouse, wood, 4 holes 60; Mouse, wood, 6 holes 70; Mouse, tin, 5 holes 65; Rat, wood 1 00; Rat, spring 1 40; Mouse, spring 20

PEARL BARLEY: 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; Jiffy Punch: 3 doz. Carton 2 25; Assorted flavors

SHIPPED: Almonds 39; Peanut, Spanish, 125 lb. bags 9 1/2; Filberts 32; Pecans, salted 66; Walnut, California 55; MINCE MEAT: None Such, 4 doz. 6 20; Quaker, 1 doz. case 90; Yo Ho, Kegs, wet, lb. 16 1/2; OLIVES-Plain: Quaker, 24 3 1/2 oz. cs. 1 80; Quaker, 24 7 1/2 oz. cs. 3 55; Quaker, 12 11 oz. 2 35; Tempter, 12 22-oz. cs. 4 50; 1 gal. glass, each 1 50; 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 15-oz. cs. 4 35; 1 Gallon glass, each 1 99

SMOKED MEATS: Hams, Fancy, 14-16 lb. 23; Hams, Fancy, Skinned 14-18 lb. @23; Ham, dried beef Knuckles, 3-5 lb. @25; Smoked Picnics @19; Boiled Ham @33 1/2; Minced Hams @15; Bacon 4/6 Fancy @31; Beef: Boneless, rump 1b 20 00; Liver: Beef 16; Calf 25; Pork 11 1/2

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

SYRUP: Blue Karo, No. 1 1/2 2 72; Blue Karo, No. 5, 1 dz. 3 70; Red 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; GLOSS: Argo, 24, 1 lb. pkgs. 1 72; Argo, 12, 3 lb. pkgs. 2 26; Argo, 8, 5 lb. pkgs. 2 46; Silver Gloss, 48, 1s. 11 1/2; Elastic, 16 pkgs. 1 38; Staley 24-1 lb. 1 70

TUBS: Large Galvanized 8 75; Medium Galvanized 7 75; Small Galvanized 6 75; WASHBOARDS: Banner, Globe 5 50; Brass, single 6 25; Glass, single 6 00; Double Peerless 8 50; Single Peerless 7 50; Northern Queen 5 50; Universal 7 25; 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; WRAPPING PAPER: Butchers D F, per 100 5 88; Kraft, per 100 5 88; TOILET PAPER: Quaker, 100 Rolls 4 50; Silk Tissue, 100 rolls 3 59; YEAST CAKE: Magic, 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. 24

FRUIT CANS: Ball Mason: F. O. B. Grand Rapids: One pint 7 75; One quart 9 00; Half gallon 13 90; Mason Can Tops, gro. 2 45; FRUIT CAN RUBBERS: Quaker Red Lip, 3 gro. carton 75; GELATINE: Jell-o, 3 doz. 2 00; Minute, 4 doz. 4 05; Knox's, 1 dozen 3 25; Jelsert, 3 doz. 1 40; HONEY: Lake Shore 1 lb. doz. 1 90; JELLY AND PRESERVES: Pure, 30 lb. pails 2 25; Imitation, 30 lb. pails 1 50; Pure Fresh, 16 oz., dz. 3 00; 12 oz. Apple Jelly, dz. 90; 13 oz. Mint Jelly, dz. 1 60; 7 oz. Cranberry Jelly, dz. 90

PARIS GREEN: 1/2 s 34; 1s 32; 2s and 5s 30; 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; RICE: Fancy Blue Rose 4 90; Fancy Head 6 00; RUSKS: Postma Biscuit Co.: 18 rolls, per case 2 10; 12 rolls, per case 1 39; 13 cartons, per case 2 35; 12 cartons, per case 1 57; SALERATUS: Arm and Hammer 24s. 1 50; SAL SODA: Granulated, 60 lbs. cs. 1 35; Granulated, 18-2 1/2 lb. packages 1 10; COD FISH: Bob White, 1 lb. pure 25; Paragon, 1 lb. 19

WASHING POWDERS: Bon Ami Pd., 18s, box 1 90; Bon Ami Cake, 1 65; Brillo 85; Big 4 Soap Chips 8/5 2 60; Chipso, large 4 65; Chimaline, 4 doz. 3 60; Grandma, 100, 5c 3 50; Grandma, 24 large 3 50; Gold Dust, 12 large 2 20; La France Laun 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, 48s 2 59; Spotted Cleanser, 48, 20 oz. 3 85; Sani Flush, 1 doz. 2 25; Sapollo, 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. 4 96; 5 gallons, 2 per case 12 10; TABLE SAUCES: Lee & Ferrin, large 5 75; Lee & Ferrin, small 3 35; Pepper 1 40; Royal Mint 2 60; Tobasco, small 3 75; Sho You, 9 oz., doz. 2 00; A-1, large 4 75; A-1, small 2 85; Caner, 2 oz. 3 30



STARCH: Kingsford, 24/1 2 35; Powd., bags, per lb. 4 1/4; Argo, 24, 1 lb. pkgs. 1 64; Cream, 24-1 2 20; STARCH: Argo, 24, 1 lb. pkgs. 1 72; Argo, 12, 3 lb. pkgs. 2 26; Argo, 8, 5 lb. pkgs. 2 46; Silver Gloss, 48, 1s. 11 1/2; Elastic, 16 pkgs. 1 38; Staley 24-1 lb. 1 70

TRAPS: Mouse, wood, 4 holes 60; Mouse, wood, 6 holes 70; Mouse, tin, 5 holes 65; Rat, wood 1 00; Rat, spring 1 40; Mouse, spring 20

## 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.

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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. Olise, Grand Rapids;  
Fred Elliott, Flint; F. 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.

### After N.R.A. Comes Business Responsibility

The Supreme Court axe removed the head of the Blue Eagle in the "sick chicken" case when it declared unconstitutional the National Recovery Act. It also "caponized" all legislation that delegates power to interfere with intrastate business. From now on the Congress will remain within its legislative domain of interstate commerce instead of rambling all over the economic landscape with laws affecting business and social conduct.

The Supreme Court has a happy faculty of timing its decisions. In this case two weeks before the expiration of the Emergency Act, which has certainly served its purpose to date.

Two years ago this month, the need was great for some sort of dictatorial action that would check the coolie wage scale, the chiseler and the exploiter of child labor. Think back to those days and remember that some factories were paying less than a dollar a day for certain operations and that store labor was in many cases paid with even less. The tremendous surplus of labor through unemployment brought about a condition where there was no bottom to the wage scale.

The vicious spiral of reducing wages and reducing purchasing power made necessary a law, constitutional or otherwise, to serve as a check against the vicious habits developed in the depths of the depression. The shoe industry was, in many ways, a mild offender in comparison with the behavior of other industries, but all in all, the situation was intolerable to any civilization, so the NRA was born. It served its purpose well, when it kept within the bounds of reason.

If other industries had asked as little regulation as the shoe industry, from tanning to retailing, the spirit of the NRA would have continued without constitutional criticism. But other forces and other pressures put in all sorts of regulations, from "price-fixing" to "work-restrictions" and a thousand and one silly little things from regulating lunch periods to preventing a man entering a business because it was already over-machined.

So the NRA would have died anyway and the axe at this time simply ends the experiment two weeks before its automatic expiration. Months ago we indicated the possibility of NRA ending and the need for preparation for the aftermath.

Ruthless cutting of wages at this time will mean labor reprisals, strikes, riots and everything else menacing to real recovery. The low minimums as set up by the NRA must not be decreased. In fact, in many cases, the minimums are below ordinary standards of living when consideration is given to the living year as against the actual work time week. Of particular necessity is the need for maintaining current wages at retail, for clerk work is becoming seasonal and the many men who are dropped from the payroll during July and August must live somehow until jobs open up again in September.

The shoe man who holds his organization on a fifty-two week payroll is not only a real merchant but a real benefactor. He is living up to the spirit of the NRA and bettering it for his own good, for in that sort of a store craft-unionism is never needed.

Labor exploitation will be checked by two fortuitous circumstances: First—the bulwark of the huge governmental expenditures for relief work and the fact that if wages are cut too low, men and women will not work and will demand and receive the minimums now given through relief channels. In some parts of the country there is actually a shortage of labor because the people prefer to go on relief than to accept the dollar or two difference that is offered by employers who have evaded and avoided the codes. Second—world-wide recovery plus international increases in raw material prices and also credit inflation.

The important thing at the moment is to carry on, in the spirit of the NRA, the obligations to the worker, to the consumer and to the spirit of good business. If we are to have a period of selfishness and stupidity, following the discontinuance of the NRA, we will pay for it individually and collectively. In a way it is a good thing that this action comes in the Summer months: for business, if it is to continue as a living force, can adjust itself to competitive individualism before the coming Winter.

Business can accept some of the golden rules in the NRA and make them voluntary rules of business conduct. Because the policeman has departed we face the opportunity of getting government out of business providing we put individual good government into business. Anarchy and discord have no place in this new freedom. As merchants, our relationship with our neighbors and with our workers is on trial. It is our belief that industry in business will not fail this great opportunity.

Laws cannot make "dumb business men smart" but they can level down smart business men to the size of the dumb. For centuries we have developed business practice so that "he who

renders the best in goods and service gets the reward. We then tried to regulate vicious abuse of that principle in a depression, and learned some lessons and truths therefrom. Now with a return to "individuality" we will see if progress is possible without the stupid selfishness of both systems.—Boot and Shoe Recorder.

### Oldest Shoe Store in Detroit

Detroit's oldest shoe store, the Dendel Shoe Store at 553 West Jefferson avenue, has closed its doors. Louis Dendel, the owner, has decided to retire from business at the age of seventy-seven.

The store was founded in 1849 on land recently filled in, by Henry Dendel, father of Louis, and a three-story brick building was erected. The Dendel family lived over the store for many years. At that time, Jefferson avenue was the city's principal shopping district, although the population at the time was around thirty thousand, and a little later became a fashionable shopping district. It is now primarily a wholesale district.

The Dendel store in the old days made shoes as well as sold ready-made footwear, and six cobblers were employed there at one time. The old shoe-making equipment was kept in the rear of the store until very recently.

Louis Dendel started in the store as a boy about sixty-five years ago, and has worked there all his life. He has been sole owner since the death of his brother, Henry, Junior, in 1890. In the last half century the store has become a center for mariners and railroad men, many of whom brought a good trade in workshoes to the store.

The Dendel store is probably the oldest retail establishment in Detroit remaining in one location, and also the oldest in a single family solely. It even outdates old stores like R. H. Fyfe & Co.

Dendel has also issued a general challenge to shoe men, in the belief that his store has probably remained on one site longer than any other shoe store.

Louis Dendel is moving to a farm near Howell, where he will spend the remainder of his life. Commenting on his plans, he said: "I don't know just how I can stand it, getting away from the river front and my old cronies but with Mrs. Dendel, I am going to move

out to our farm and 'begin life anew' at seventy-seven."

### Comprehensive Review by the Michigan Hardware Association (Continued from page 14)

at which President Roosevelt is expected to participate. This will be broadcast over a nation-wide radio hook up.

There is a tremendous latent demand for new and better homes. Although there has been much talk since 1929 about vacancies and over-building, not enough new homes have been built in the last three years to replace those destroyed by fire alone. Hardware dealers should participate aggressively in the home building program. New homes mean the sale of more hardware—thousands of items are used in addition to builders and cabinet hardware. For more information write Federal Housing Administration, 1174 First National Bank Building, Detroit, Michigan.

Are You Meeting Your Responsibility? The merchant's responsibility to his sales people is to provide them with sales tools necessary to intelligent and profitable selling. The 1935-36 merchandise study course opens September 1. August 1 is the deadline for enrollment. The National office informs us that none can be accepted after that date. Turn lost sales into profit by enrolling your salesmen in the study course. There is no cost for enrollment and only sales people employed in association member stores will be accepted. Hardware Retailer Sales Manual, to be issued early this fall, will be the basis of study. Question folios, ten in all, will be sent each student, every 30 days. Each folio will cover one of the ten merchandising provisions in the Sales Manual. If interested sign the enrollment application appearing on pages 2 and 3 of the June Hardware Retailer.

For the first time in 41 years of Association history a joint meeting was held of wholesalers and retailers to consider the price problem and to work out plans for retailer-wholesaler co-operation. The meeting, under the direction of the Trade Relations Committee of the Michigan Retail Hardware Association and the National Association was participated in by the Ohio Retail Hardware Association and the National Association. Subjects discussed were: Price problems; selling

**TROUBLE IN THE AIR . . .**

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policies of wholesalers; analysis of wholesaler-retailer expense.

Participants. The Michigan Association was represented by Andrew Larsen, C. L. Goddeyne, E. O. Hatton, Chas. F. Taepke, Nelson J. Waters and H. W. Bervig. The Ohio Association was represented by Paul B. Sweger, H. F. Stotzer, George R. Hoffman and John B. Conklin. The National Association was represented by H. P. Sheets. The wholesalers represented were W. Bingham Company, Bostwick-Braun Company, Buhl Sons Company, Foster-Stevens Company, Jennison Hardware Company, Morley Brothers, Saginaw Hardware Company, Smith-Winchester Company, Stollberg Hardware Company, Geo. Worthington Company. Other wholesalers, who had been invited, were unable to attend.

The Price Problem. Members of the Trade Relations Committee presented the price problem, faced by retailers, in each of several departments of their hardware store. Actual merchandise was purchased in local mail order stores and compared with items taken from the hardware retailer's shelves. Complete lists (sent herewith to members) were supplied the wholesalers who agreed to study the merchandise and to supply retailers with merchandise, where possible, at a competitive price, quality considered.

Selling Policies. The Association representatives outlined the need for an establishment of specific selling policies on the part of wholesalers and the need for more strict control of the following sales: (a) factory sales for personal use by officials or other employees; (b) Merchandise not wholly or regularly stocked for resale by garages, oil stations, and similar outlets; (c) sales to stores masquerading as "unclaimed freight" stores; (d) sales for personal use of individuals, to schools, municipalities and other governmental agencies, including road commissioners; (e) sales to contractors, sporting organizations, farm co-operatives and others.

Distribution Expense. An examination of margin (gross profit) and expense over the seven year period from 1927 to 1933 indicated that the wholesaler had an average expense of 20.4 per cent with a margin of 22.0 per cent. Retailers had an expense of 29.2 and a margin of 27.0 per cent. The seven year period indicated a wholesaling profit of and a retailing loss. Following that analysis suggestions were made for reduction of distribution expense. In this reduction the retailer would play a large part in (1) concentrating his buying sources; (2) taking care of traveling salesmen more quickly; (3) making claims for shortage immediately on receipt of goods; (4) making claims for breakage of damage of transit to the carrier, not the shipper; (5) greater effort to pay invoices promptly. The wholesaler, it was pointed out, could reduce distribution costs by dropping areas or towns in which business could not be economically secured, eliminating individual accounts in which an established minimum could not be had, establishment of policies to reduce sale

of merchandise in "broken" packages and in standardizing selling policies.

Future Plans. Wholesalers unanimously agreed to assign the association the task of drawing up standardized selling policies and of preparing specific suggestions for reduction of distribution expense for presentation to the wholesalers and consideration at a later meeting to be held about August 1. The Association realizes its responsibility in initiating the meeting with wholesalers and will carry out the duties assigned to it. Members are requested to submit their suggestions in the formulation of selling policies and reduction of distribution expense.

Harold W. Bervig, Sec'y.

#### OUT AROUND

(Continued from page 9)

I have always favored the enactment of a Fair Trade Law, but it must be all that its name implies before I will ever give any legislative measure my support. The bill which passed the Michigan Senate at this year's session and was twice unanimously rejected by the House contained sinister features which no honest merchant could reasonably endorse. The element of secrecy which was thrown around the creation of the measure was such as to lead seasoned legislators to detect the Senegambian in the woodpile—and they acted accordingly. I congratulate the merchants of Michigan that the measure died of its own accord, without any opposition on their part.

If the so-called Fair Trade bill handed to the 1935 Legislature had been written by the chief attorney of one of the chain store systems or the attorney of the organization of chain store systems, it could not have been more favorable to the cause of the chains. How any organization of independent retail dealers could have been wheedled into endorsing such a measure is more than I can understand except on the theory that the members voted to approve the bill without ever reading it thoroughly and thus overlooked the obnoxious features contained therein.

The presentation of resolutions at the average convention is usually a huge joke. The secretary usually writes the resolutions or has them prepared by an assistant under his direction and control and hands them to the committee on resolutions to be signed. Nine times out of ten no member of the committee ever reads the resolutions or knows what he has approved until he hears the report read by the chairman of the committee or the secretary. It is then too late for him to give the matter mature consideration. When the report is finally printed and he reads it at his leisure he frequently finds himself very much surprised to note the kind of a report he authorized by lending his signature to the document. Things done in the hurly burly of a busy convention seldom represent the real thought and intention of the thinking men present. They may be utilized later as a club to force some one to line up with the clandestine

plans of the secretary or other officers of the organization.

In his heart to heart talk with the newspaper correspondents of Washington last Friday, President Roosevelt stated that his plans contemplated taking most of the authority away from the states and concentrating it with the chief executive, who would thus become a dictator. He said he would make his canvass in the presidential election next year on that basis. I have no fear of the outcome of such a crusade. The people of this country are too firmly attached to a republic to replace the head authority with a Stalin, a Hitler or a Mussolini.

Saginaw, May 31—I am extending to you an urgent invitation to attend the Michigan Grand Council session to be held in Saginaw, June 6, 7 and 8, 1935, with headquarters at the Bancroft Hotel. I impress upon your members that the Ladies Auxiliary of Saginaw Council, No. 43, have set up a program of entertainment that perhaps will never be equalled at any grand council meeting ever to be held. The men have spared no expense in making everyone feel that from Thursday evening on we will all be Going to Town.

Now for a resumé of what will happen when you arrive—Registration Thursday—no fees. Team work dinner—Thursday, 6 p.m. Meetings of committee at 9 p.m. Entertainment at 9:30 p.m. in the Gold Room of the Bancroft Hotel, entitled "Going to Town." From then on try and find out where Lum Council is going to meet—midnight. Friday, June 7—reception and registration and at 9 o'clock a.m. the Grand Council meeting all day and evening will bring forth grand ball and buffet luncheon to be held in Crystal Room and let your conscience be your guide in "Show me the way to go home." All free. Saturday morning we have arranged for a free golf game at the Grotto Country club. Bring your clubs and tee off and don't forget the 19th hole. We will then bid you good-bye and wish you Godspeed and a safe return to your home and loved ones.

Fred A. Phillips,  
Senior Counselor Saginaw No. 43.

#### Would Tinker With Constitution

Means of taking short cuts to amendment of the Constitution and for obtaining quick action in the United States Supreme Court in questions involving the constitutionality of any Congressional enactment are under consideration in official circles, it is indicated. President Roosevelt has hinted at a possible move to delimit the executive right of the States over intrastate matters as a means of getting around the Supreme Court's inhibitions as made positive in the Schechter case.

Senator Norris has intimated that consideration is being given to a proposal to amend the Constitution so as to deprive district courts the right to invalidate or tieup legislative acts on constitutional issues. He probably has particular reference to the decision of Judge William I. Grubb, in the Alabama District Court, enjoining the Tennessee Valley Authority from disposing of surplus power under certain conditions.

Proponents of the agricultural relief program would even go so far as to insure perpetuity of

AAA by constitutional amendment, and there is a note of seriousness about it, too.

#### Commodity Trend Points Downward

The downward readjustment of commodity prices seems likely to continue for some time, as a result of the NRA debacle and its aftermath. Quotations for several commodities most directly affected by code controls have not as yet been lowered materially, it is pointed out.

Sharp declines reported last week were largely confined to agricultural commodities, which were influenced by fears over the legality of the AAA. Retail price cutting is spreading rapidly, and retailers may be expected soon to exert pressure upon prevailing wholesale quotations for many manufactured products.

Lower prices are now being discussed even in industries where favorable statistical positions existed. Thus, despite lower cotton textile inventories, wage cutting and extension of the working week by many mills will probably bring lower prices if continued. Prices of copper and petroleum products are threatened similarly.

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To Trade—Either one or two houses in Mt. Pleasant, the growing oil city, for a good mercantile business, hardware preferred, in a good trading small town in Central Michigan. Send particulars. Lock Box 89, Mt. Pleasant, Mich. 737

## SOME TRENDS IN TRADE

### Sidelights on the General Business Situation

We all know of the big gains made in farm sections last year, but 1935 is a far better year. Government figures show that sales of general merchandise in small towns and rural areas for April were 37 per cent. higher in dollar volume than in the same month last year, and were 64 per cent. above the same month of 1933. April sales in rural areas were 101 per cent. of the 1929-1931 monthly average.

According to the Irving Fisher Index of Business Conditions, there is less of a slowing down than most people expected for this time of the year. As of May 20, conditions compared favorably with those of April.

The Bureau of Labor Statistics shows that there was a gain of 122,000 in industrial employment last month, the fifth consecutive gain. Especially notable was the gain in the durable goods industries, where both employment and payrolls were at a peak since the Spring of 1931.

The building uptrend is continuing—particularly in residential construction. In New York, estimates for the cost of new buildings filed with the city authorities in the first four months of the year, for Manhattan, are three times the corresponding totals for a year ago. In greater New York, building projects calling for an outlay of more than \$29,000,000 were placed on file. For the full year of 1934 less than \$19,000,000 was appropriated for building operations.

Improvement in business is reflected in the tax receipts of the government. March collections were \$557,304,493, as against \$390,352,846 in the same month last year.

Excise taxes on domestic distilled spirits are up 50 per cent. Likewise domestic wines. Receipts from beer jumped 25 per cent.; cigarette taxes reached an all-time high, and marked increases were shown in taxes on matches, toilet preparations, passenger cars and trucks, auto accessories, radio and phonograph records, mechanical refrigerators, sporting goods, excess profits, capital stock, estate and gift taxes.

Receipts from income taxes jumped 40 per cent. Among the states contributing the largest volume of income taxes, California gained 39 per cent.; Illinois, 60 per cent.; Massachusetts, 25 per cent.; Michigan, 58 per cent.; New Jersey, 24 per cent.; New York, 32 per cent.; Ohio, 51 per cent.; and Pennsylvania 40 per cent.

The same favorable trend is shown in preliminary reports of April collections. Liquor taxes for the first four months total 333.5 millions, an increase of 137.7 millions over the previous year.

New York is the sixth state to have a resale price maintenance law, generally called a junior Capper-Kelly bill. In Iowa and Maryland bills are now awaiting the signatures of governors.

For the country as a whole Dun & Bradstreet report that retail sales last

week averaged 5 to 10 per cent. larger than the comparative 1934 period, despite poor weather conditions.

The upward trend of farm equipment sales shows no sign of abatement. A Collier's field investigator made a survey of thirteen Twin Cities dealers in large lines of farm equipment, and found only one able to name a delivery date on tractor orders. All dealers stressed the fact that farmers are paying cash in the majority of cases.

It is no wonder farmers are buying; \$12 hogs were quoted in the Chicago stock yards on May 21. Only six times in the history of the yards have hogs reached this level during May.

The General Motors Fleet Sales Corporation reports that sales for April exceeded any single month in the history of the division.

According to a survey made by the Chicago Journal of Commerce, farm liquidation is practically over with. Prices of good farms are about 25 per cent. higher than a year ago.

The Department of Commerce is making special studies from the 1933 Census of Retail Sales. A current study shows that more than 53 per cent. of the retail stores in Massachusetts had a sales volume of less than \$10,000 in 1933. Altogether, these stores accounted for only 9 per cent. of the retail sales reported for the state in that year. Of the stores in the State, 35 per cent. did less than \$5,000 volume, and 8 per cent. of the stores did less than \$1,000 of sales per store. Some of these small stores had not operated for a full year when enumerated, or were regularly on a seasonal operation basis. Average sales of all stores in rural places were \$12,300, and the average for stores in urban places was \$24,000.

The significance to marketing executives in these figures seems to be the importance of having distribution in the right kind of stores.

The American Iron & Steel Institute, at their New York meeting last week, released the fact that barefoot horses and foreign competition have combined to cut the production of American horseshoes to 8 per cent. of the 1919 volume. Horses used 87 per cent. fewer shoes last year than in 1919, and the tonnage of imported horseshoes has increased 2,500 per cent.

Machine tool orders are now at a peak for five years. The head of the National Machine Tool Builders' Association states that manufacturers are becoming increasingly conscious that the short work week is a permanent institution, and that successful competition can be achieved only through the maximum of efficiency which lies principally in the development of precision machines of greater productive power at lower operating costs.

The Federal Deposit Insurance Corporation, a New Deal infant, now celebrating its seventeenth month anniversary with 14,000 banks and \$16,000,000,000 under its wing has had to pay off on only fifteen bank failings in that period.

A striking tribute to the honesty and ability of American workers was brought out in testimony the other day

in a suit brought by the Clark Blade & Razor Co., which charges the Gillette Safety Razor Co., and its subsidiary, Otto Roth, Inc., with conspiracy to obtain a monopoly on the sale of blades. The plaintiff claims that the Gillette Co. gave orders to its Newark subsidiary to make blades "so bad that the average customer would become disgusted and would go back to Gillette," and that the Gillette Co. then embarked on an extensive advertising campaign warning the public against "cheap blades" and "gyp blades," and promoting the Gillette "Blue Blades." A factory official testified that the honing device on machines was so adjusted that the blades were bound to be dull, but that great difficulty was experienced in maintaining this condition, because the factory workers were so accustomed to making good blades that automatically and without thinking they would readjust the honing device so that good blades were turned out.

Two years ago taxes were delinquent on 237,000 out of 486,000 parcels of property in Detroit. To-day that delinquency has been reduced to 31,000 and the amount of the delinquency has been cut from \$49,000,000 to \$9,500,000. City of Detroit bonds have jumped in two years from \$36 to \$98.

### And Textile Fibers From Oil

Here is another revolution that is coming out of the laboratories. Perhaps sooner than, perhaps not so soon as that of textiles.

Chemists have been digging into the atomic structure of naphtha, which is at present one of the fractions obtained when petroleum is broken down for the abstraction of gasoline and lubricating oil. Already they have identified thirty-five different hydrocarbons which they can extract from the naphtha if they wish, have detected six others and are on the trail of twenty more.

What is hydrocarbon? This is not the place for a definition, but if you know what benzene and toluene and ethyl alcohol are, you have a pretty good idea.

The significance of all this, as pointed out last month to the American Petroleum Institute, seems to be twofold. One is that, just as chemical magic made coal tar the source of thousands of products previously obtained, if at all, from other materials, so now petroleum may take away from coal tar many of the jobs the latter is now doing for the world. Secondly—and this stirs the imagination even more—we may have all sorts of synthetic products hitherto unavailable.

Chemically, for instance there is no reason why the textile field, and for that matter even the field of paper manufacture, cannot be revolutionized even further by supplying them with cellulose fibres derived from petroleum. And if this possibility seems also to be a threat to the farmer, what about the prospect that even starches and sugars and fats may come out of our oil wells?

Clean hits, no losses are provided by a new metal golf tee. It has an arm, free to spin, on end of which the ball's teed.

### Skins for Cars

In Michigan, industrial companies are trying out a new stunt for protecting highly finished assembly parts, newly finished automobile bodies, and any iron or steel which needs to be guarded against rust until used. The stunt is to spray or brush or dip with a special rubber solution.

The startling result is to give the item, be it a piston pin or be it a complete automobile, a rubber housing which can later be peeled off in a single sheet as easily as the transparent cellulose wrapping from a candy bar! Sounds funny, but it's true.

Somewhat more than skin deep, however, is another kind of surface protection announced in May as ready for practical use. This is a process which, it is said, will absolutely protect wood from warping or shrinking. First, the water content of the wood is expelled by a solvent; this is the part of the process which "licked" the problem. The second step is to replace the solvent with melted wax.

Golfers and tennis players are among those who will benefit; but big changes are also expected to result in the field of furniture, which may soon be expected to have a finish which will last "forever."

### Birth

Significantly and forcefully the beginning. Everything that is beautiful, bright and radiant. Simplicity and innocence personified. The birth of the golden morn escapes from the fullness of the night and reveals the clarity of glistening crystal. A babe is brought forth with tender love and such trustfulness as is not wont to falter. The flower in life's midst is blooming gloriously in splendor, knowing, feeling, realizing. But as the noon comes and vanishes unheeding, quickly follows the dusk. Clouds gather God calls his child—and birth is again transformed into birth.

If we will live with the determination to understand this world of ours and to develop our capacities to the fullest, our lives will widen in scope and meaning. We need mental derricks to lift our minds out of deep ruts of conventionality and spiritual vacuum cleaning which will enable us to have new mental furniture in every aspect of our lives, instead of living in just three rooms of our minds. A healthy curiosity and an ever-expansive attitude toward the world will enrich life far more than confining creeds and narrowing rituals.—John Walter Houck.

To-day is your day and mine, the only day that we have, the day in which we play our part. What our part may signify in the great whole we may not understand, but we are here to play it, and now is our time. This we know: it is a part of action, not of whining. It is a part of love, not of cynicism. It is for us to express love in terms of human helpfulness. This we know, for we have learned from sad experience that any other course of life leads toward decay and waste.—David Starr Jordan.



# "RAGS"

We called him "Rags." He was just a cur,  
But twice, on the Western Line,  
That little old bunch of faithful fur  
Had offered his life for mine.

An all that he got was bones and bread,  
Or the leavings of soldier-grub,  
But he'd give his heart for a pat on the head,  
Or a friendly tickle and rub.

And Rags got home with the regiment,  
And then, in the breaking away—  
Well, whether they stole him, or whether he went,  
I am not prepared to say.

But we mustered out, some to beer and gruel,  
And some to sherry and shad,  
And I went back to the Sawbones School,  
Where I still was an undergrad.

One day they took us budding M. D.'s  
To one of those institutes  
Where they demonstrate every new disease  
By means of bisected brutes.

They had one animal tacked and tied  
And slit like a full-dressed fish,  
With his vitals pumping away inside  
As pleasant as one might wish.

I stopped to look like the rest, of course,  
And the beast's eyes levelled mine;  
His short tail thumped with a feeble force,  
And he uttered a tender whine.

It was Rags, yes, Rags! who was martyred there,  
Who was quartered and crucified,  
And he whined that whine which is doggish prayer  
And he licked my hand—and died.

And I was no better in part nor whole  
Than the gang I was found among,  
And his innocent blood was on the soul  
Which he blessed with his dying tongue.

Well! I've seen men go to courageous death  
In the air, on sea, on land!  
But only a dog would spend his breath  
In a kiss for his murderer's hand.

And if there's no heaven for love like that,  
For such four-legged fealty—well!  
If I have any choice, I tell you flat,  
I'll take my chance in hell.

Edmund Vance Cooke.

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