

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

EST. 1883

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, JUNE 19, 1935

Number 2700

Give Me Hills To Climb

I never loved your plains!—
Your gentle valleys,
Your drowsy country lanes
And pleached alleys.

I want my hills! — the trail
That scorns the hollow.
Up, up the ragged shale
Where few will follow.

Up, over wooded crest
And mossy boulder
With strong thigh, heaving chest
And swinging shoulder.

So let me hold my way,
By nothing halted,
Until at close of day
I stand exalted.

High on my hills of dream —
Dear hills that know me.
And then how fair will seem
The lands below me.

How pure at vespertime
The far bells chiming!
God, give me hills to climb,
And strength for climbing!

This poem is in Arthur Guiterman's volume, "The Mirthful Lyre" (Harper & Brothers, 1918). It was set to music by Frank La Forge and issued as a song by G. Ricordi & Co. Mr. Guiterman was born in Vienna, Austria, of American parentage, and is now living in New York City. He has written many volumes of poetry.

"Treasured Flavor"

Wherever Gum and Candy are sold you'll find the Beech-Nut treasure trove . . . gems of flavor in Beech-Nut Gum . . . golden goodness in each Beech-Nut Fruit Drop . . . precious nuggets of refreshment in Beech-Nut Mints and Luster Mints. It's "treasure" and "pleasure" for your enjoyment. Step right up and say —
"Beech-Nut, Please!"

Beech-Nut GUM and CANDIES



TUNE IN ON
"RED DAVIS"
N.B.C. - W.J.Z. Network
MON. WED. & FRI. Nights

H. H. H. H.

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Fifty-second Year

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Number 2700

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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Printed by the Tradesman Company, Under NRA Conditions.

Along the Line of the Michigan Lake Shore

Spring Lake is a beautiful village located on M16 and the lake from which it is named. In the early days it was filled with music from the hum of sawmills, which converted millions of pine logs into lumber, and kept a fleet of large boats busy taking it to market. At the head of the lake was located blast furnaces, which converted iron ore into pigiron. Among the live merchants here are G. A. Ringold, Campbell's Pharmacy, J. L. Dornbos, Mulder Bros. & Sons, George Lewis Schwab, Wolbrink's Grocery and Market, also the Braak Cookie Co. The beauties of Spring Lake have attracted many of wealth to build costly summer homes here.

Muskegon, including the Heights, is the metropolis of western Michigan. It is also the leading lake port, with lines of passenger and freight boats, also a car ferry service to Milwaukee. Muskegon river tapped a large area of virgin pine timber, it having its source in Houghton Lake. For many years it was the leading lumber manufacturing center of the state. Muskegon lake was lined with sawmills and the harbor was filled with lake vessels marketing its valuable pine lumber, millions of feet, which were used in the building of Chicago and cities West and South. Many fortunes were made in those days and much of the money was spent in founding various enterprises and factories, which made continued progress possible, as the pine timber supply came to an end. Among the earlier lumbering companies, Hackley & Hume played a large part in laying the foundation for the future of the city. The Hackley hospital, parks and other memorials stand as a witness to Mr. Hackley's generosity and planning. The development of the dock and market facilities during the past few years is a credit to present day enterprise, and assures future growth. Muskegon factories were operating well during the Spring months, but

most of them have been compelled to reduce the working force, which has sent many back to the Welfare department.

A careful business survey shows the giant chain store corporations are getting 50 per cent. of the trade that centers here. This cuts deeply into the trade of the home merchants. They are trying to live on half of the business to which they are entitled. What Muskegon needs is leadership to clean up on these greedy invaders, which have no interest in the city but to exploit it. If only some of the old time pioneer business men could return and see what the Wall street corporations are doing to impoverish the city they helped to build, they would arise in their wrath and lead in an educational movement to rid the city of this octopus and restore trade to its citizens. If Muskegon merchants could have the trade that centers here to-day times would be much improved, as profits would remain here and be spent in improvements, which would provide jobs and restore happiness and peace. The Michigan Tradesman has always been a true friend of the independent merchants. It believes in the prosperity of the small business as well as the larger dealer. This is why it has sounded the warning "fog bell" to keep the ship of independent business off the rocks of chain store corporation greed. Years ago big business began its control and ownership of the press of the Nation. It realized that by controlling what the people read, it could more easily exploit them. This has permitted it to control many leading lines of business and has become a part of the great system which has concentrated wealth in the control of a few. It has created the vast army of unemployed and made it necessary to increase the national debt by billions to feed and care for them. It is lowering the national morale of the people. It is a destroyer of democracy. It permits a few to live in super luxury and the rest in fear and want. What has become of the American Spirit, that was never afraid to fight for justice and right? Many say the Michigan Tradesman should be read by the people, so they could be made to understand how they continue their own impoverishment by buying from chain stores. I wish this were possible. However, we will keep tolling the bell and sending out rockets of warning, as we believe there is an awakening in sight through coming legislative action, which will lead our people back to independence and former prosperity. We have a legislature made up of members loyal to the best interests of Michigan, as shown by their support of the state chain store license law. This also applies to the State Supreme Court. Through the ac-

tion of this law many chain stores have been closed. It is now up to the independent merchants to follow up this law with one that will make the license prohibitive for anyone to own and operate more than a very few business places. When the next Legislature meets, thousands of independent merchants should journey to Lansing and urge passage of an effective chain store license law, that will end their troubles and save the state millions of dollars annually that formerly stayed here, but is now removed by the chain corporations.

Whitehall and Montague are twin villages, separated only by White river and both located on M31. Here is located one of the big plants of the Eagle-Ottawa Tanning Co., which gives steady employment to many people. The beauty of White Lake, tributary to the big lake, makes it an ideal resort and many have built fine summer homes here. Whitehall has an excellent system of water works, its water supply drawn from deep wells. The power plant is located on an elevation of ground fifty-two feet above main street, and the ninety foot watertower provides strong pressure. The water system is always maintained at a high state of efficiency by Eugene Pierce, who has been in charge some twenty years. Among the active merchants here are Gee & Carr, E. A. Carlson, Chas. C. Kern, Adolph Peterson, A. L. Anger, Geo. H. Nelson & Co., also the State Bank. In Montague there are James Coon, C. F. Cordes, Stanley Houston, Fred E. Lewis, W. E. Sweet & Son, A. C. Johnson, Ripley Bros., O. Hartwig, also the White Lake Market Association. You will look long and far afield to find another such bunch of merchants all co-operating for the best interests of their community.

New Era is a prosperous trading center on M31. The local canning company is now busy on asparagus. Strawberries are now coming on and will be only a third crop, owing to late frosts. The New Era creamery makes a high grade of butter. Among the local merchants is John Vander Ven and J. VanderWall & Co. Both have large stocks of merchandise, well displayed, and they report a fair trade.

Shelby is one of the fine towns of Western Michigan. Here is where the luscious peaches grow, also other fruits, making it an important market. It was my pleasure here to meet Harry Royal, the genial local publisher, who many times has contributed timely articles to the Tradesman. Shelby merchants are loyal to the home community and are ever ready to advance its interests. It is too bad the people do not entrust them with their merchan-

dise needs, but many hand over their money to the chain stores, which have no interest here but to exploit the town and sap its vitality by taking away the profit on trade. If towns and cities were served by chain stores only they would soon be off the map. It is merchants like Chas. I. Atwater & Son, A. E. Barnum, K. L. Grant, A. J. Rankin, C. F. Schuster, O. L. Wilson, Miller & Raeth, Paul Livingston, Clifford W. Eader, C. E. Bechtel and Edgar A. Johnson, who, with others, have the best interests of Shelby in mind at all times. When a new chain store license bill comes before the next session of the legislature, these merchants will join with thousands of others to free Michigan from greedy chain domination.

Hart is the county seat of Oceana county, on M31. Here is located one of the large canning plants of W. R. Roach & Co. The fame of this fruit region is carried far and wide by the well known Hart brand on the shelves of nearly all grocers. Some day Michigan will have an active sales organization, similar to those on the Western coast. Then this state will come into its rightful place and the fruit industry here will be greatly expanded. We have the advantage of climate, better flavored fruits and less transportation charges. Hart merchants are wide awake and coming. Here I found a new type of food store, it being but half the standard width. There are no counters, only a few display racks. Shelving lines the walls and is filled with choice selections. Customers help themselves and goods are wrapped at the cash register. Many steps are saved for both customers and merchant. Among the business pillars of this beautiful little city are C. D. Bright, Robert L. Dorsch, James Fletcher, Chas. W. Langdon, L. S. Platt, Blondene Van Allsburg, F. G. Walker, O. W. Lattin and Hyde & Birke. Hart is a good town and its worth fighting for. After the smoke of battle has cleared away, from the coming second battle against the greedy chain corporations, old time prosperity will return here, as well as in other towns and cities of the state.

E. B. Stebbins.

Glass Production Maintained

Little or no change developed in production of most lines of glass products during the week. Demand continues at previous levels and the outlook is for increased production after the warm weather dull period is passed. It seems fairly certain, however, that production of pressed and blown glassware will ease up, notwithstanding that current orders are somewhat more plentiful than several weeks ago.

You can't push yourself forward by patting yourself on the back.

DRUGS

Michigan Board of Pharmacy

President—M. N. Henry, Lowell.
Vice-President—Norman A. Weess, Ewart.

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

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

Michigan State Pharmaceutical Association.

President—Benjamin S. Peck, Kalamazoo
First Vice-President—Joe Maltas, Sault Ste. Marie

Second Vice President—James Lyons, Detroit

Secretary—Clare F. Allan, Wyandotte
Treasurer—Henry Hadley, Benton Harbor

Executive Committee—A. A. Sprague, Ithaca, chairman; M. N. Henry, Lowell; J. Lacroix, Detroit; James W. Lyons, Detroit; Ray Jenson, Grand Rapids; Duncan Weaver, Pennville; Peter McFarland, Lansing.

BEST MEETING EVER HELD

By the Michigan State Pharmaceutical Association

The fifty-third annual convention of the Michigan State Pharmaceutical Association was held at the Plantind Hotel last Tuesday, Wednesday and Thursday. The registration was in excess of 400, making it the largest gathering of druggists ever held in the state. The meeting was called to order by President Mahar at ten o'clock Tuesday. An address of welcome was made by Walter Peterson, of the Kent County Retail Druggists Association, with response by President Mahar.

Secretary Allan read the following letter from the secretary of the National Association of Retail Druggists:

Washington, June 6—It was with extreme regret that I found myself in a position where I could not keep the engagement I had made with the officers of your association to speak before you at this meeting. You all know what has happened in Washington insofar as NRA is concerned and I believe you will agree that it is my duty to be in Washington to do everything possible to see that your interests are taken care of. Because of the necessity of my being there, it is impossible to attend your convention.

Nothing would have given me greater pleasure than to have been able to come to your meeting and greet my many friends, to contact many with whom I have never had the opportunity of becoming acquainted, and to give you information as to what the N.A.R.D. is doing in the interests of the independent druggists of this country. However, I am sure that you understand the position I am in and that you will be kind enough to overlook the inconvenience and perhaps some disappointment that my inability to attend has caused. I trust that this letter will indicate to you a few points that should be given serious consideration by the druggists of this country.

Permit me to express the appreciation of the National Association for the increased interest and support the druggists of Michigan have given during the past eighteen months. While our membership in Michigan is not as large as it should be, and not as large

as it must be in order to properly safeguard the interests of the druggists of the state, nevertheless we appreciate the improvement and thank our many friends there for their co-operation.

The druggists of Michigan should be congratulated on the very fine and efficient state association they have built up. We are appreciative of the splendid support that has been given us by your officers, and we wish to thank Mr. Mahar and your very efficient secretary, Mr. Allan.

It is very essential that the druggists of Michigan and of this country see the necessity of being organized through their local, state and national associations, so that they will be placed in a position to secure the many things to which they are rightfully entitled, and I trust that the convention in which you are now assembled will do everything possible for this complete organization of the retail branch of the drug industry.

The druggists themselves have the solution of their problems in their own hands. If a majority of the druggists would see fit to organize through their local, state and national associations, there is very little within reason that could not be accomplished. Many of the ills of the industry existing to-day could be removed quickly, and many that loom in the offing could be checked in a great deal easier manner that due to existing conditions will be a very hard problem.

I cannot urge you too strongly to support your associations because they are the only remedial agencies that you have to use. They are the only organizations that can bring about better conditions for you. Until the time comes when a large majority of the druggists of this country is impressed with the necessity of organization, you cannot expect greater results than you are receiving to-day. I know that every association in this country is doing everything within its power to help you in your business, but they are all handicapped by the fact that many of the druggists will not do anything to help themselves. Every druggist in the state of Michigan should belong to his local, state and national associations. He should be an active worker in these associations. Money spent in payment of dues is the best business insurance a druggist can carry.

The National Association of Retail Druggists has successfully come out of the financial position in which it found itself some months ago. It has cleared up all its indebtedness. It is a growing institution and is in a position to do the many things that its members have a right to expect. The officers of this Association are very proud of the record that has been established along these lines and also along the lines that have been beneficial to you as retail druggists and that will prove beneficial to you in the future.

The National Association has a definite program and is rapidly succeeding in carrying out this program. If we have the proper support of the druggists of the country, there is no question that this program will be carried out. The matter rests in your hands.

We have made changes in the organization which, in my opinion, will produce better results for our members. We have established a much stronger office in Washington. We are confident that this change will prove very beneficial to the members of the organization. It has already demonstrated its effectiveness by the recent regulations regarding alcohol. These regulations, for which the N.A.R.D. is responsible, will save each and every druggist in this country many times over the dues paid for membership. It not only will save you money but it classes the druggists as professional men. It is an accomplishment of which the N.A.R.D. is proud. We are very glad to say that Dr. Kelly, of the A. Ph. A., was of material help to us in securing these regulations, and the A. Ph. A. is entitled to your consideration and support.

There are many things to which I could call your attention, but it would require such a lengthy letter that I am not going to do so. However, if you will be good enough to refer to the October 18, 1934, issue of the N.A.R.D. Journal and read the reports of the officers delivered at the New Orleans convention, you will find a report of which any organization may be proud—a record that will give you the complete details of the many things this organization has done for you during the year. Of course, in these accomplishments we were aided by the state associations and they are entitled to their share of the credit. We would have been unable to bring about some of these things for your benefit if it had not been for the loyal support of associations such as Michigan's.

May I ask that this convention take some action in supporting the program that the N.A.R.D. is carrying on in behalf of the independent druggists of this country. This program has been outlined in the Journal many times and should be backed by every state association. It is only through co-operative efforts that we are going to be able to accomplish and put this program into effect.

A short time ago we wired the secretary of your association as follows: "N.A.R.D. Executive Committee in session urges you in name of your association to wire President of United States immediately lauding his sincerity and requesting him to sponsor any constitutional legislation to protect small business men. Unless this is done it perhaps means extinction of small independent merchants of this country."

I sincerely urge that you in convention assembled pass a resolution to the effect of the above statements and that it be sent to the President of the United States. I also urge every druggist in this room to write or wire the President to the effect that some constitutional legislation should be passed at this critical time to safeguard the interests of the small independent merchants of this country. Such legislation will be needed particularly in the drug industry until the industry itself governs its own affairs, but unfortunately at this time, there are many in

the industry who do not desire to play fairly and give you a fair deal.

May I again extend best wishes for a most successful and constructive meeting and thank the druggists of Michigan for the splendid support they have given this organization during the past year. I sincerely hope that the splendid co-operation that has existed between the officers of this association and the Michigan Pharmaceutical Association will continue during the coming year. I am sure that it will and I am sure that a year from now we will again be able to report progress. There is no question that much progress has been made during the past year, and if we work and fight together, this progress is going to continue and it will rapidly alleviate the ills that are now confronting the druggists in this country.

Again expressing my regret in not being able to be present, I am

Fraternally yours,

J. W. Dargavel, Sec'y.

At the afternoon session Secretary Allan read his annual report, which was published verbatim in last week's paper.

The Treasurer's report disclosed a cash balance in excess of \$500.

Wednesday forenoon M. N. Henry read the report of the

Board of Pharmacy, as follows:

Law passed creating the Board of Pharmacy—1885.

Governor at the time, Russell A. Alger.

First Board—George McDonald, Kalamazoo; Flor H. V. Von Emster, Bay City; Jacob Jesson, Muskegon; James Vernor, Detroit; Ottmar Eberbach, Ann Arbor. According to the Michigan Manual of 1887, Christian Eberbach was the original appointee, but resigned and was replaced by Ottmar.

First meeting of the Board—July 7, 1885, at the Hudson House, Lansing. Officers elected, President Eberbach, Secretary Jesson, Treasurer Vernor. All proprietors, all clerks with three years experience were eligible for full papers without examination. Clerks with at least two years and less than three years experience eligible for assistant's papers. Anyone else could be registered by passing an examination. First examination Nov. 5 and 6, 1885, fifty per cent, passing grade. High mark on that examination made by R. S. Forbes, Detroit, 89% per cent. First legal opinion given at this time by Ashley Pond. Among other things he ruled that there was no age limit, that assistants could remain only during temporary absences of the registered man. Minutes of a meeting held Dec. 28 show that G. W. Purcell protested against the registration of John Crisp and Henry Mesick. Protest denied. Protest against J. B. Wasson upheld. Reregistration denied. R. Irving Latimer, whom the governor just pardoned, took that first examination. E. E. Calkins, Arthur Mummeryand, John H. Gardiner, are also living reminders of that first examination. There, probably, were others. John D. Muir, a board member in later years, took the March examination in 1886 and was tied for second high. Maybe that is the reason he was so tough on us when

he was on the Board. Bert Collins, of Charlotte, took the same examination. Who says this is ancient history? Bert Collins can kill most of these young jaspers to-day, if they try to follow him. According to the records license number one was issued to Jacob Jesson, number two to James Vernon, George McDonald received No. 1470 and there is a notation with his registration that he passed the examination. Ottman Eberbach received No 1180; Flor H. J. von Emster No. 1179. For some reason which the records do not disclose, but which I suspect was to make them eligible for reciprocity, all members of the Board took the March examination in 1889 and, strange to say, each stood 100 per cent. in every subject for an average of 100 per cent. I doubt that there is another board in the United States that can boast that average. They took new numbers at that time and those were 3195, 3225, 3206, 3222, 3239. At this time von Emster was replaced by Stanley Parkill, so he took the examination also and received 100 per cent. along with the rest. The smallest number taking any given examination was at Petoskey in July, 1887, when six took the examination and four failed. This looks like 1935 as far as the percentage of failures. Lee M. Hutchins received No. 693. At the time of his resignation he was working in Ionia. The passing mark was raised from 50 to 60 per cent. for the July examination in 1887, from 60 to 70 per cent. in 1896; from 70 to 75 per cent. in 1899. It has remained at 75 per cent. since, but the minimum has been raised from 50 to 60 per cent. So far as the records show Frank Brackett, of Cheboygan, Reg. No. 45, has the lowest number of any of the active pharmacists. John Delzell, at Hersey, has number 55; Elmer Wolfinger, at Hopkins, has 64; C. E. Bird, at Saugatuck, has 330; D. G. Look, No. 1642; W. S. Winegar No. 47 Asst.

Four hundred and one less 341 equals 60 or the number of unsuccessful applicants for the years 1932, 1933 and 1934.

Of the number failing to pass:
 4 years college_ 2 3 years college_ 8
 2 years college_32 Assistants_-----18
 Total 60

You can make quite a speech on this: Suggested questions to have the group discuss

1. Should the Board limit the number of examinations which a candidate can take and if so how many?

2. There are at least 6—some as far back as the June examination in 1932 who have passed the examination and have never applied for their papers. How long should successful candidates be allowed to wait before taking their papers? Would you favor cancelling all of their records if papers were not applied for within one year? You can have some fun with this.

Of this group of unsuccessful candidates an incomplete check shows that 8 have taken the examination 5 times; 7 have taken it 4 times; 6 have taken it 3 times. Two or three never came back for the second shot—once was enough. About forty have taken the examination two times.

History of the Michigan Board of Pharmacy as compiled from the records. The records not being clear, some discrepancies may occur. The following men have served. The original appointments, made in 1885, were for 1, 2, 3, 4, 5 years respectively.

- 1885 Geo. McDonald, Kalamazoo, 1 year, re-appointed
- 1885 Flor H. J. von Emster, Bay City, 2 years
- 1885 Jacob Jesson, Muskegon, 3 years, re-appointed
- 1885 James Vernor, Detroit, 4 years, re-appointed
- 1885 Chris Eberbach, Ann Arbor, 5 years. — Resigned, succeeded by Ottmar Eberbach, Ann Arbor, re-appointed
- 1886 Geo. McDonald, Kalamazoo, 5 years
- 1887 S. C. Parkill, Owosso, 5 years, re-appointed
- 1888 Jacob Jesson, Muskegon, 5 years
- 1889 James Vernor, 5 years
- 1890 Ottmar Eberbach, Ann Arbor, 5 years
- 1891 Geo. Gundrum, Ionia, 5 years, re-appointed
- 1892 S. C. Parkill, 5 years
- 1893 C. A. Bugbee, Cheboygan, 5 years —Resigned, succeeded by L. E. Reynolds, St. Joseph
- 1894 F. W. Perry, Detroit, 5 years, re-appointed
- 1896 Geo. Gundrum, 5 years
- 1897 Henry Heim, Saginaw, 5 years, re-appointed
- 1898 L. E. Reynolds, 5 years—Resigned, succeeded by A. H. Webber, Cadillac, re-appointed
- 1899 Wirt P. Doty, Detroit, 5 years
- 1900 A. C. Schumacher, Ann Arbor, 5 years
Died, succeeded by C. B. Stoddard, Monroe
- 1901 John D. Muir, Grand Rapids, 5 years, re-appointed
- 1902 Henry Heim, Saginaw, 5 years
- 1903 A. H. Webber, Cadillac, 5 years
- 1904 Sid Erwin, Battle Creek, 5 years
- 1905 Will E. Collins, Owosso, 5 years
- 1906 John D. Muir, Gr. Rapids, 5 years
- 1907 Ed Rogers, Port Huron, 5 years
- 1908 W. A. Dohany, Detroit, 5 years
- 1909 Sid Erwin, 5 years, re-appointed
Resigned, succeeded by John Campbell, Pigeon
- 1910 Will E. Collins, 5 years, re-appointed
- 1911 E. T. Boden, Bay City, 5 years, re-appointed
- 1912 Ellis Faulkner, Delton, 5 years
- 1913 Chas. Koon, Muskegon, 5 years, re-appointed
- 1914 Leonard Seltzer, Detroit, 5 years
- 1915 Geo. Snyder, Grand Rapids, 5 years (now Detroit)
- 1916 E. T. Boden, 5 years
- 1917 H. H. Hoffman, Sandusky, 5 yrs.
- 1918 Chas. Koon, 5 years
- 1919 Jas. E. Way, Jackson, 5 years, re-appointed
- 1920 F. C. Cahow, Ann Arbor, 5 years
Resigned, succeeded by Oscar Gorenflo, Detroit — Resigned, succeeded by Alex Reid, Detroit, re-appointed
- 1921 J. C. Dykema, Grand Rapids, 5 years, re-appointed
- 1922 J. A. Skinner, Cedar Springs, 5 years

- 1923 Claude Jones, Battle Creek, 5 years
- 1924 Jas. E. Way, 5 years
- 1925 Alex. Reid, 5 years
Resigned, succeeded by J. E. Richardson, Detroit
- 1926 J. C. Dykema, 5 years
- 1927 Orville Hoxie, Grand Rapids, 5 years
- 1928 Clare Allan, Wyandotte, 5 years
- 1929 Howard Hurd, Flint
Succeeded by F. C. Gillespie, re-appointed
- 1930 Duncan Weaver, Fennville
Succeeded by V. C. Paskowski of Detroit
- 1931 Earl Durham, Corunna, 5 years
- 1932 M. N. Henry, Lowell, 5 years
- 1933 Norman Weess, Evart, 5 years
- 1934 F. C. Gillespie, St. Joseph

One interesting point about the early Board is that of the original members one, Flor H. J. von Emster was never licensed as a registered pharmacist, and two, Ottmar Eberbach and Geo. McDonald, lost their registration through failure to renew and were relicensed by examination in 1889 or 1890. Jacob Jesson and James Vernor were not licensed until 1889 and then by examination.

E. J. Parr presented the financial report of the Board of Pharmacy as follows:

Receipts Classified	
Apprentice Certificates	\$ 352.00
Registered Pharmacist, First Examination, 114...	2,280.00
Registered Pharmacist, Certificates, 93	1,860.00
Registered Pharmacist, Re-examination, 130.....	1,300.00
Reciprocal Registration, 9...	450.00
Duplicate Certificate, 17.....	34.00
Itinerant Vendor Licenses, 336	8,400.00
Drug Store Licenses, 1371...	4,113.00
Other fees, including: Law Books Postage Re-instatement fees Grades Reciprocal.....	138.60
<hr/>	
Total receipts, all sources.....	\$18,927.60
Disbursements Classified	
Personal Service.....	\$11,641.39
Supplies, Postage, Material, etc.	4,981.74
Traveling expense, equip- ment, automobile	661.12
<hr/>	
	\$17,284.25

Total amount of Receipts.....\$18,927.60
 Total Disbursements..... 17,284.25

Fred Taggart, chairman of the Legislation Committee, read the following report:

House Bill No. 262 introduced by Steele, February 27. To prohibit drug stores from operating lunch counters or restaurants. Passed the house May 17—died in committee in the senate.

House Bill No. 359 introduced by Morley, March 15, to permit anyone to sell aspirin. Died in committee in the House.

House Bill No. 409, introduced by Faulkner, March 26, to raise the number of days from 30 to 50 for the Board's per diem. Passed the House May 17. Died in Committee in Senate.

House Bill No. 500 introduced by Tomlin April 11. To raise the educational standards from two years of college of pharmacy to graduation. Passed the House. Passed the Senate. Signed by the governor. Means this: After Jan. 1, 1938, all applicants for examination must furnish proof that they have graduated from an approved college of pharmacy.

Senate Bill No. 289 introduced by Dawe March 21. To place barbeital, its derivatives and allied drugs under the State narcotic law so it would require a prescription to sell them. Passed the Senate—died in committee in the House.

Senate Bill No. 318, introduced by Hittle, March 28. A prophylactic and contraceptive bill. Reported out of committee once and re-referred to Committee. Dead.

There are about a half dozen different bills dealing with liquor. No one of them got to first base. The House and Senate do not seem to want the druggists to sell liquor, at least so they can make a profit. Everyone is willing to let everyone sell liquor if he will do it as an act of charity.

Adopted.
 The Resolutions Committee reported as follows:

Resolved—That the M. S. P. A. extend their congratulations and thanks to the Kent County Retail Druggists Association and to the Ladies Auxiliary for their hospitality and efforts in putting over one of the most successful conventions that has been the pleasure of the Michigan Delegates.

(Continued on page 18)

Putnam's **CANDIES**

FOR
SPRING AND SUMMER

<ul style="list-style-type: none"> Orange Slices Superior Jellies Cream Wafers Ass't Malted Milk Lozenges Cocoanut Sticks Banquet Mints Candy Hazelnuts 	<ul style="list-style-type: none"> Minty Mints Licomints Summer Bon Bons Cherry Ices Orange Ices Lemon Drops Jelly Beans
--	---

Also Bar and Penny Goods Specialties
ORDER FROM YOUR JOBBER

NATIONAL CANDY CO., Inc. **Putnam Factory** GRAND RAPIDS, MICH.

MOVEMENTS OF MERCHANTS

Sturgis—William Newman, 68, grocer died at his home June 16, following a brief illness.

South Haven—The Everett Piano Co., has decreased its capital stock from \$1,000,000 to \$200,000.

Niles—Dixie Grove, Inc., restaurant and dance hall, has a capital stock of \$15,000, \$12,000 being paid in.

Wayland—The Pet Milk Co. has awarded contracts for construction of a large addition to its local plant.

Allegan—The L. Perrigo Co., wholesale drugs, etc., has increased its capital stock from \$25,000 to \$250,000.

Greenville—Metzgers, Inc., organized to deal in farm produce, has a capital stock of \$20,000, all paid in.

Detroit—The Blair Distilling Co., 1515 Barlum Tower, has increased its capital stock from \$200,000 to \$300,000.

Detroit—The Corbet-Galton Coal Co., 15001 Fullerton avenue, has changed its name to Corbet-Galton, Inc.

Wayland—Leo Bailey will open a new Red and White grocery store Saturday. Lee & Cady furnished the stock.

Zeeland—The DeBruyn Co., Inc., dealer in general merchandise, has decreased its capital stock from \$100,000 to \$50,000.

Cedar Springs—Frank Randel, dealer in second-hand goods has sold the business to Gale Anderson, who has taken possession.

Howard City—J. E. Martin has remodeled the interior of his grocery at Whitefish lake resort, adding new shelving, etc.

Detroit—United Fish Distributors, Inc., 2517 Hastings street, wholesale and retail dealer in fish, has a capital stock of \$10,000, all paid in.

Detroit—The Industrial Propane Equipment Corporation, 1900 East Jefferson avenue, has changed its name to the Insto-Gas Corporation.

Detroit—The Economy Permanent Wave Shop, Inc., 1014 Detroit Savings Bank Bldg., has changed its name to Harlow's Beauty Studio, Inc.

Kalamazoo—F. B. Fifer and K. R. Quartermann have engaged in business at 1404 Stockbridge avenue under the style of the Paper City Food Products Co.

Olivet—M D Burkhead, 61, senior partner in the M. D. Burkhead & Son furniture and undertaking establishment, died at his home following a brief illness.

Detroit—Hydraulic Devices, Inc., 45 East Baltimore avenue, manufacturer and dealer in copper, iron and steel bushings, castings, etc., is capitalized at \$20,000, \$6,000 being paid in.

Kalamazoo—The Charles H. Osborn Co., which removed to this city from Hastings about a year ago, has changed its name to the Delight Foundation Garments. It is located at 224 Eleanor street.

Kalamazoo—Harry Baum, recently of Detroit, has engaged in business at 133 Portage street under the style of the Trading Post. Used furniture, oriental rugs, paintings and antiques will be sold.

Detroit—The Mechanix-Universal Aviation Service, Inc., 444 Bagley street, dealer in aircraft and aeronautical supplies, has a capital stock of 1,000 shares at \$1 a share, \$1,000 being paid in.

Detroit—The Warner-Robinson Construction Co., 2411 Trumbull avenue, general building and construction work, dealer in plumbing and heating supplies, is capitalized at \$1,000, all paid in.

Detroit—The Consumers' Steel Products Corporation, 6450 East McNichols has increased its capital stock from \$50,000 common and \$60,000 preferred to \$50,000 common and \$100,000 preferred.

Otsego—A. W. Hosler, who had charge of the shoe department in the old A. D. Hancock store for a number of years, has opened a modern shoe store at 122 South Farmer street, under his own name.

Kalamazoo—Riddle's Food Market is now in its new location, 1954 Portage street. The grocery department is under the management of W. H. Buras and Mark O. Riddle will manage the meat department.

Harbor Springs—The Eleanor Beard Shop, 242 Main street, Catherine Wetherell, manager, will open June 22 for the summer season. Sports dresses, sweaters and Suzanne bags have been added to the line carried.

Ishpeming—Levine Bros. Plumbing & Heating Co. of Marquette has opened a branch establishment at 208 South Second street under the style of the Ishpeming Plumbing & Heating Co., with Arthur Mood as manager.

Harbor Springs—The Wequetonsing hotel, L. G. Davis, manager, has been modernized and redecorated, a modern automatic elevator installed and all guest rooms recarpeted and windows redraped preparatory to its opening June 22.

Harbor Springs—Merton W. Deuel, of Petoskey and Louis Parrish of Harbor Springs, have leased the G. W. Melson & Co. grocery and meat store and will continue the business. The closing out sale of the stock will continue until June 22.

Scotville—Frank Claveau dealer in confectionery, radios, etc., whose store was badly damaged at the time of a fire in the store next door, is remodeling his building and installing a modern plate glass front. Many changes are also being made in the interior.

Battle Creek—Marvin J. Reed, 76 years old, retired jeweler and musician, died Tuesday after a long illness. A jeweler for forty-five years, he had operated stores in Bellevue Augusta, Hopkins, Grand Junction and Mulliken. He retired in 1919, because of failing sight. Mr Reed was a violinist and played with several orchestras in Michigan. His widow, a son and daughter survive.

Sturgis—William Newman, 68 years old, grocer here for forty-five years until his retirement ten years ago died Sunday at his home. He was a life member of all the local Masonic organizations and for many years was a member of the vestry of St. John's Episcopal church. He is survived by his widow, a son, four sisters and two

brothers. Funeral services were held Tuesday afternoon in St. John's church.

Detroit—The Detroit Retail Shoe Dealers Association raised annual dues to \$5 this week. This increase is intended to cover the added services which membership now offers. At the same time, Otto Bray was appointed chairman of a committee to stage a big membership drive. The outlying stores will be the especial object of this campaign. The organization now includes most important downtown stores, but has been rather weak among neighborhood merchants.

Detroit—Judge Henry S. Sweeney's one man grand jury will convene Wednesday in the grocery at 3414 Hastings St. where David Meister, proprietor, was shot to death by Patrolman Starling Markham. The shooting followed an attempt of the officer to issue a violation ticket to Meister for displaying groceries on the sidewalk. A coroner's jury decided that the officer shot in self defense when Meister and Charles Cash, his employee, attacked him. Cash was acquitted of felonious assault.

Battle Creek—Employment in Battle Creek's industrial plants has been boosted from 10 to 500 per cent. over that of June, 1934, it was revealed Tuesday. The Oliver Farm Equipment Co. has 500 men at work, as contrasted with 100 a year ago. The Rich Manufacturing Co., preparing to operate in a part of the former Advance Pump & Compressor Co. plant, is hiring men and will have 300 at work within eighteen months. The Postum Cereal Co. and the United Steel & Wire Co. report an increase of 10 per cent. in employment over June, 1934, and the United States Register Co., 50 per cent. The Kellogg Co., Michigan Carton Co., and Wilcox-Rich Co. report approximately the same as a year ago, but indications are that employment will be "stepped up a bit" within the next few months.

Manufacturing Matters

Harbor Springs—The Marie Grund Beauty Shop, Hexagon building, has opened for its eighth season.

Detroit—Rocky Dell Springs, Inc., manufacturer and dealer in mineral waters, has a capital stock of 2,500 shares at \$10 each, \$20,150 being paid in.

Marshall—The KleenKoil Company, Inc., manufacturer and dealer in beer coil cleaners and compounds, has a capital stock of \$20,000, \$6,270 of which has been paid in.

Detroit—Oliver J. Proteau, Inc., 5900 St. Aubin street, incorporated to manufacture and sell cigars, has a capital stock of \$5,000, of which amount \$1,200 has been paid in.

Detroit—The Smart Safety Engineering Corporation, 5985 Woodward avenue, organized to do a general manufacturing and mercantile business has a capital stock of \$50,000, \$28,000 being paid in.

The Supreme Court has, in effect, re-named the Brain Trust the "Brainless Trust."

Temporary Insurance Act Not Jeopardized

Failure of the Senate to act favorably upon the Eccles omnibus banking bill before July 1 need not necessarily jeopardize prospects for continuing the present temporary insurance of bank deposits, in the opinion of observers generally.

The Glass subcommittee has proceeded to perfect Title I of the omnibus bank bill, dealing with the insurance of bank deposits, and has made it available for independent action by the Senate in the event of such need.

That the Senate and House will pass Title I as a separate measure in the event of a deadlock over Title II, which contains the so-called central bank provision, is expected. It is pointed out that when it became apparent that the omnibus bill would not pass before June 16, provisions dealing with the requirement upon bank officials to reimburse their institutions for advances made to them were lifted out of that measure and passed.

Sentiment in Senate and House is overwhelmingly in favor of the proposed revision of the present insurance of deposits law and any move to forestall action thereon as a means of exerting pressure for the adoption of the omnibus bill as an entirety would be contested.

In the Local Wholesale District

William L. Berner has purchased the house at 515 Morris avenue, where he and his wife have resided for several years.

Robert S. Innes, who has worked in the office of city treasurer for several years, has taken the position of cashier and book-keeper for the Rademaker-Dooce Co.

Charles Plas, who recently opened a grocery store (Red & White) on Byron Center road, about one mile beyond Wyoming Park, has sold out to his brother, Jos. Plas.

J. W. Thompson, formerly salesman for the York Coal Co., has taken the position of traveling salesman covering Western Michigan for the Veltman Cookie Co.

Lee & Cady have installed two Red and White stores during the past week—L. A. Weaver, Lowell, and O. B. Garlinger, Lake Odessa.

Chain Store License Tax Collections

The Tradesman will have some very interesting disclosures to make next week concerning the status of the chain store license tax collections for 1934. As usual, the chains are giving a good exhibition of the cloven hoof.

Hand pumping is eliminated in a new, trigger-operated insecticide gun. It attaches to the garden hose, uses any water soluble insecticide, ejects a penetrating, wide-angle spray.

Enactment of the Bank bill would alarmingly jeopardize banks—also your savings and mine.

Americanism is returning.

Essential Features of the Grocery Staples

Sugar—Jobbers now hold cane granulated at \$5.50 and beet sugar at \$5.30.

Tea—The resumption of trading in the London market found traders here more inclined to do business. But the activity was restricted to immediate requirements, prices generally remaining unchanged.

Canned Fruit—Spot fruits show increased strength on account of the higher prices demanded by growers on new crop fruit and the probability that it is going to cost more rather than less to pack new goods, if the labor provisions of the recent codes are maintained. Thus, whereas peaches have been rather soft for some time back, they are being held somewhat firmer. The same seems to be true in apricots, cherries, and other items.

Canned Vegetables—The new canning pea crops which a short time ago indicated a record pack are slipping. The hot weather has been a factor in some localities, as in the Maryland, Delaware and Pennsylvania sections; cold weather has been a factor in some of the mid-Western States. The aphid is growing to be a real menace in other sections of the Middle West and in the Northwest. So while it seems that there will in all likelihood be plenty of peas, there might be too many of the wrong grades and not enough of the right ones. The present hot spell is what canners had feared would develop suddenly on a belated crop and change the picture drastically. The weather is going to be very important from now on in determining the character of the new pea pack as to quality, particularly on upper grades. The spot tomato situation seems to be well maintained. There is little left in the South and holders are generally asking 85 cents for No. 2s, although it is perhaps possible to do better than this. Corn is also unchanged, and pretty well cleaned up.

Canned Fish—A light production of canned salmon is indicated for this season. There will be only around 4,000,000 cases packed in Alaska in all, it is indicated. The pack of fancy salmon on Columbia River is also small.

Dried Fruits—The dried fruit market is expected to show somewhat more strength in raisins as a result of the recent action of the control board in voting to continue the price to growers which prevailed last season. This fixed price, together with an increase in the reserve tonnage from 15 per cent. to 25 per cent. is bound to have a strengthening effect, not only on new pack raisins but also on spot goods which have been inclined to sag of late. As for prunes, there seems to be little change in this item one way or another. Some holders show a greater disposition to clean out some stocks than others but there appears to be greater confidence in the future, and that will serve to bolster up spot stocks. Although the new crop looks to be about 15 per cent higher than a year ago, that would not be topheavy if reasonable export business were assured. Apricots are pretty well moved out and so are other minor items. Bus-

iness in the New York market is quiet, as usual at this season of the year.

Nuts—The shelled nut market is generally quiet. There is a little activity going on all the time, but nobody is anticipating requirements very far ahead. Cashews are in fair demand and doing relatively better than other varieties. Walnut pieces are doing fairly well. Imported almonds are a little firmer on the cleanup of domestic goods.

Olive Oil—The olive oil market showed little change abroad last week. Prices in both Italy and Spain remained steady and there was little business done for import. The market on spot shows a little heaviness, and demand here is rather routine, but there has not been much distress selling.

Rice—The rice market continues quite firm and because of the strong situation in spot rice, the chances are that there will be a firm price tone through the remainder of the present season. The South even expects prices to work into higher ground. Stocks of rice available in the South are limited to a few hands and there are only small quantities in distributing centers.

Spices—The feature of the spice market last week was the sharp advance in West India nutmegs. Although the East India sorts have failed to show any change, a slightly firmer feeling has developed in sympathy with the upward trend in the other grades. Comparatively few offers of the West India sorts are coming through from the source, shippers being reluctant to sell because of recent detentions here. Renewed interest developed in pimento after a slight lull, and it is believed that further activity will be witnessed in the article this week. Spot prices on black pepper have eased off slightly because of the lower prices being quoted for new crop goods. No price movements were noted in paprika, but sellers reported a little better enquiry at times. Sunflower seed has turned firmer because of a shortage of goods here and in California. Although quotations on French celery have held quite steady over the past week it is believed that an acute shortage may develop in the market before new crop Indian seed arrives here. Poppy is meeting with an occasional inquiry, but the demand is restricted to small quantities.

Review of the Produce Market

Apples—No. 1 Spys, \$1.75.
 Asparagus—Home grown, 40 @ 50c per dozen bunches.
 Bananas—4½c per lb.
 Black Raspberries—\$2.75 for 24 pints from Indiana.
 Butter—Creamery, 25½c for cartons and 25c for tubs.
 Beets—40c per doz. bunches.
 Cantelopes—The following sizes are now in market:
 36s ----- \$3.00
 45s ----- 3.25
 Cabbage—75c per bushel from Kentucky.
 Carrots—Calif., 50c per doz. bunches or \$2.75 per crate of 6 doz.
 Cauliflower—\$2.50 per crate for California.

Celery—Florida, \$4.50 per crate.

Cucumbers—Home grown hot house are held as follows in 1 doz. boxes:
 Extra Fancy -----75c
 No. 1 -----65c
 No. 2 -----50c

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

C. H. P. from farmer-----\$2.65
 Light Red Kidney from farmer-- 4.75
 Dark Red Kidney from farmer-- 5.75

Eggs—Jobbers pay 21 @ 22c per dozen for all clean receipts. They sell as follows:

Large white, extra fancy-----25c
 Standard fancy select, cartons----24c
 Current receipts -----23c
 Medium -----22c
 Cracks -----21c

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

Grape Fruit—Florida is held this week as follows:

54 ----- \$3.00
 64 ----- 3.00
 70 ----- 3.00
 80 ----- 3.00
 96 ----- 3.00

Green Beans—\$2.50 per hamper for Louisiana.

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

Green Peas—\$1.75 per hamper for Calif.

Green Peppers — 30c per dozen for Florida.

Honey Dew Melons—\$2 per case.
 Limes—16c per dozen.

Lemons—The price is as follows:

360 Sunkist-----\$4.50
 300 Sunkist----- 4.50
 360 Red Ball----- 4.00
 300 Red Ball----- 4.00

Lettuce — In good demand on the following basis:

California's, 4s and 5s, crate-----\$3.00
 Leaf, out door grown----- 3c
 Mushrooms—30c per box.

Onions—Texas Bemuda in 50 lb. sacks, \$2 for white and \$1.75 for yellow.

Oranges—Fancy Sunkist California Navels are now sold as follows:

126 ----- \$4.50
 150 ----- 4.50
 176 ----- 4.50
 200 ----- 4.25
 216 ----- 3.75
 252 ----- 3.75
 288 ----- 3.50
 324 ----- 3.00
 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.

Peaches—White stock from Georgia in ½ bu. baskets, \$1.25.

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

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

Poultry—Local jobbers pay as follows:

Heavy Fowls -----17c
 Light Fowls -----14½c
 Turkeys -----20c
 Ducks -----14c

Radishes—Outdoor, 6c per dozen bunches.

Red Raspberries—\$3 for 24 qts. from Ind.

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

Spinach—Home grown, 35c per bu.

Strawberries—Home grown are now in complete command of the market. Fine berries sell from \$1 @ \$1.50 per 16 qt. case. The recent rains have prolonged the crop at least ten days.

Sweet Potatoes—\$1.75 per bushel for Jerseys.

Tomatoes — Florida repacked, 85c per 10 lb. box; Toledo hot house, 85c per 8 lb. basket.

Turnips—40c per doz bunches for Kentucky.

Water Melons—Georgia stock is in large supply at 25c @ 40c, according to size.

Veal Calves—Local jobbers pay as follows:

Fancy -----11
 Good -----10
 Wax Beans—Miss., \$2.50 per hamper.

Deposit Velocity Declines

There is as yet no evidence of a material upturn in the average velocity of turnover of bank deposits. However, the total of deposits continues to rise.

The index of velocity of demand deposits of banks outside of New York city, as calculated by the Federal Reserve Bank of New York, declined to 65 in May, as compared with 68 for April. The rate of turnover was lower than for any except two months on record.

Velocity of demand deposits in New York city declined more sharply, the index of the Reserve bank falling from 48 in April to 41 for May.

As the total of demand deposits is still rising, it appears likely that velocity of deposit turnover may decline further in June. The seasonal decline in business activity will tend to restrain deposit turnover during the summer months.

Cash Grain Prices Decline

Cash grain prices are likely to continue under heavy pressure, owing to heavy marketings of the new crops.

All grain crops will be larger this year. Hence, the arrival of new crop grain on the market has a distinctly depressing effect.

The premium of cash wheat over the nearby option has narrowed by almost a cent a bushel during the past week. While harvesting of the new crops will be slower than usual this year, the movement to market should increase sharply after the end of this month.

The pressure of the new crops on the cash markets will be offset, as usual, by hedging operations in distant futures, so that the narrowing of the spread will continue only up to a limited point.

MUTUAL INSURANCE (Fire and Life)

Will Your Books Satisfy Your Insurance Policies?

There is a phrase of fire insurance which only occasionally comes to the attention of business men, although the policies of everyone of them contain it. I refer especially to policies of insurance on stock and fixtures and the contents of business buildings. Policies insuring against robbery or burglary also contain the provisions I am referring to.

I am discussing the clause in insurance policies which usually reads about as follows:

The company shall not be liable for loss or damage to any property unless books or accounts are kept by the assured in such manner that the company can accurately determine therefrom the amount of loss or damage.

It is astonishing how many cases have arisen out of this provision. Some business man with an insurance policy would have a fire or a robbery and make a claim under his policy! The first thing the adjuster would say would be "let's see your books." Well, business books are often fearfully and wonderfully kept. Lots of them are perfectly intelligible to the concern keeping them, but not so much so to an outsider. The insurance company finally gives it up in disgust and says, often with reason, "it is impossible for us, from these books, to accurately determine the amount of the loss or damage, therefore you haven't complied with the policy and we don't have to pay anything."

Let me say that the keeping of unintelligible books and accounts is not confined to small business men, although the reason will be different in the different cases.

I have a case before me now in which a business man—this time a grocer—lost his insurance. The grocer, who was named Assin, carried a burglary policy and claimed a loss of \$225 under his policy. The court gave it to him. The insurance company appealed on several grounds, the main one of which was that Assin had kept no proper books and accounts enabling the company to accurately appraise the loss. The appeal court sustained the appeal on this ground, speaking as follows:

The second subdivision of the first point depends upon the following policy provision: "The company shall not be liable for loss of or damage to any property unless books and accounts are kept by the assured in such manner that the company can accurately determine therefrom the amount of loss or damage." The quoted sentence is an effective part of the insurance contract. It was construed as follows: "Such a provision leads us to the view that the plain meaning of the provision is that, when it becomes necessary to accurately determine a loss by robbery and it appears that the keeping of books and accounts is material and necessary in order to attain that end, then in such a case the failure to have complied with provision (d) operates to defeat any liability for loss on part of the company."

It is clear from the testimony of Annie Assin, and from that of her son, Harry Assin, who assisted her in running the store, that no books were kept tending in any degree to enable either the insurer or the insured to determine accurately, or even loosely, the amount of loss or damage. The reference by Mrs. Assin to "customers' books" does not sustain a legitimate inference in her favor on the subject of the books required by the contract. There was not, and never had been, an inventory. There was no record of the purchases. There were no books, or data in the nature of books, from which anyone could tell what goods were on hand at any particular time. The items of loss claimed were compiled by the son, according to his testimony, from memory of what had been on the shelves, without the assistance of anything in writing from which the insurer might make check upon the accuracy or honesty of the claim. It was such a situation as, by the terms of the contract, relieved the insurer from liability.

Of course you say "this was a small business, inefficiently run. We would never keep books this way." Of course you wouldn't, but as I have said, some of the most elaborately and meticulously kept books are often the hardest for an outsider to understand, though crystal clear to the firm itself. Remember that the books must enable the insurance company to accurately determine the loss or damage.

I have had clients who were wiser than the average in that they knew of this provision in their policies, and took this method of satisfying it: they went to their insurance company and said "We want you to inspect our bookkeeping system in advance of anything happening so that if the time comes we will know what we are doing will satisfy you."

I'm forced to admit, however, that intelligence of this type in the handling of insurance is rare among business men.

Elton J. Buckley.

Situation Suggests Periods of Uncertainty

The volume of production and trade in May approximated that for April when seasonal factors are disregarded. Since the Supreme Court's NRA decision, the usual seasonal trend has continued. Nevertheless, the uneasiness existing soon after the decision has been transformed into an expectancy of improved business over the longer term. The action of the stock market last week apparently indicates a belief in good fall business. Of course, near term readjustments in the economic structure have to be expected. Th feeling of confidence indicates a belief of no drastic business recession or price maladjustments.

The actions of the various security markets also begin to indicate less attention to happenings in Washington. This, in spite of the indication that the administration has not changed its attitude toward reforms, as was brought forcefully to investors' attention last week when the President brought pressure with respect to the Utility bill. Nevertheless, there is a belief that natural causes have a greater chance for free operation. The situation suggests periods of uncertainty as the constitutionality of many of the bills, now being considered by Congress and likely to pass, will have to be tested.

Jay H. Petter.

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LAMONT REMINISCENCES

Some Interesting Facts About Early Day Pioneers

The Centennial anniversary of the statehood of Michigan evokes reminiscences of that hardy race of pioneers who, one hundred years ago, cleared not only the forests of our great commonwealth, but also hewed the path to the comparative ease and luxury of 1935.

In November or December of 1842 Esek Angell with his wife, Polly, sons Asa and Charles and daughters Amelia and Mary, driving two ox teams and a flock of sheep, set out from Portage county, Ohio, for the new home in the then West country. Mr. Angell had made the trip the preceding year and purchased from the Government the land known as the Esek Angell farm. The journey at this time took three or four weeks, ten miles being the utmost speed achieved in any one day. Before this time members of the Angell family had left the village of Angellville, near Plattsburg, N. Y. and settled in Battle Creek. After a brief visit there the family pushed on to Grand Rapids, then a struggling village with a few stores, a postoffice, and the river banks dotted with Indian wigwams.

The road to Lamont at that time was little more than a trail, but it led to shelter in the home of Lucinda Angell Maxfield and Ira Maxfield, her husband. Here our pioneers spent their first winter while their own frame house was being built. The Maxfield house, now almost a centenarian, is still standing on the old Maxfield farm, and rather reliable tradition has it that it was used as an underground railway station during the civil war. After moving to the new home in the spring our pioneer family was increased by the arrival of the sons, Ezra and William N. (later of Eastmanville and Grand Haven), who had remained to finish a term at an Ohio academy, and who made most of the journey on foot.

Among the many recollections of Mary Angell Slater, preserved by the writer, her daughter, was the statement that only six families preceded that of Esek Angell to the Lamont settlement, these being Zina and Harry Steele, for whom the village was christened Steele's Landing; families named Woodbury and Yeomans, respectively, Daniel Angell and Ira Maxfield. The last two came in the first or middle '30's from Angellville and about the same time Pascal Maxfield, a brother of Ira, and his wife Polly (a sister of Daniel Angell and Lucinda Maxfield) purchased land between Lamont and the present site of Eastmanville. County records show that Pascal's daughter, Maria Maxfield, taught the first school in Ottawa county at the magnificent salary of \$1 per week. She was succeeded by Matilda Angell (later Mrs. William Blakeney), who enjoyed a salary hike, receiving \$1.50 per week. At this time records show only four or six taxpayers in the district, among them Ira Maxfield and Daniel Angell. A tax receipt of 1841 in the Angell descendants' possession shows a tax of \$3.60 on 80 acres of land.

For many years "the old red house," the home of Harry Steele, stood on the river bank, a romantic landmark, just below the fork of the upper and lower hill roads. A long, rambling, dull red building, its staring windows, gaunt and bare, told an eloquent story of bygone days. Its long one-story kitchen and woodshed, ending almost at the river's edge at a little landing sheltered on one side by a clump of dark cedars, would have appealed to the imaginative as a picturesque and fitting setting for a modern mystery story. The house burned mysteriously about 1880.

About 1845 the influx of settlers must have been much more rapid, for the roster of young people of the '50's included the family names Phillips, Hedges, Calkins, Walling, Blakeney, Luther, Sumner, Baxter, Stoddard, Bateman and Babcock.

The old union school, now a part of the village, but formerly standing East and across the street from the M. E. church, was built somewhere between 1854-1857 and at one time employed three teachers. Mary Angell was one of its early teachers, and had also attended in this building under a Mr. Emery. In 1888, the writer taught the primary department in the same building. In its heyday, Lamont rivalled Grand Rapids, having several good stores, churches, sawmills a planing mill and a flourishing river trade. With the coming of the railroad, river traffic began to decline and with that began the decline of the village's fortunes. But—nothing has ever robbed it of one of the most picturesque locations and a quiet beauty that feasts the eye and calms the restless soul.

The following is quoted from "Reminiscences of Early Michigan," written and read by Mary Angell Slater before the Lamont Literary Society in 1885.

"And as the men and boys went forth to their duties, the mother took up her burden cheerfully, for as she worked she heard the ringing sound of the woodsmen's axe, and the crash of falling trees and the sounds brought with them a feeling of independence.

"Those who could not work must be storing their minds with knowledge, and the children looked up their books, and found Webster's Elementary spelling book with orthography in the first part and a little way over easy words for the beginner. Next in order were words a little more difficult—baker, shady, lady, with a reading exercise directly underneath. You turned to the back part and there were pronunciations—a book well adapted to the beginner or the advanced. Colburn's Mental arithmetic was then taken up, with Dabolls for the older ones. Thus equipped, they began to climb the hill of knowledge. And then their lunch baskets of Indian manufacture in which their frugal dinner was carefully placed. Boys in homespun with sheep's gray caps of alternate red and black; the gentler sex in the never-to-be-forgotten homespun and dyed of striped or plaided as fancy dictated; flannel gowns, cowhide shoes laced with an elegant leather string which was tied in a double bow in the most artistic

style—and before you stands the school boy and girl of fifty years ago.

"Coasting was a favorite pastime; not with a tiny sled with some euphonious name, but a board sufficiently long and wide for ten or more. They seated themselves and away they went, often to encounter some obstruction and be promiscuously precipitated into the snow. Nothing daunted, they carried it to the top of the hill and tried it again, with, perhaps, better success. I believe there was more real genuine pleasure derived from that one board than girls of to-day obtain from their fancy coasters.

"Merry Christmas came as it has for time immemorial and the stockings were hung. In fancy I see them now, the blue and the gray, hanging where Santa Claus could not fail to find them. Up in the morning early, the stockings were searched, and way down in the toe, we found a lone twisted nut cake—that and nothing more. Very substantial if not ornamental!

"Winter glided by, and by spring-time a house was framed and enclosed, a loose floor laid, and the family took up its abode.

And the ague took them badly,
And it shook them, shook them sadly,
Shook them till it made them yellow,
gaunt and bony.

November came and with it Death's relentless hand. He selected for his victim the youngest son, the pride and joy of a fond father and mother. He fell from a horse and was killed. Shrouded and coffined they laid him away where the busy winds sighed his funeral requiem among the tall pines. The silent dews of night fell upon his new-made grave.

"The years crept on apace and with them came the clearing of forests, the gathering and disposing of its productions. Quiet neighborhoods and thriving villages have grown up whose members meet and mingle under circumstances of cheerful communion, soothing one another in sickness, and misfortune, receiving life's blessings and enjoying its joys together. The most of that noble, heroic pioneer band who bore the heat and burden of the day are gone. They come not in our midst, we hear their footsteps no more.

Life's battle fought, the victory won,
To nobler lives have since passed on.
"May we who are reaping the harvest ever cherish their memory and the scenes of our childhood when fond recollection presents them to view."

Nina K. Slater.

International currency stabilization may be nearer than imagined. It is urgently needed

Trend Toward Small Bank Loans

While the total volume of commercial loans of the banks has tended slightly downward this year, bank officers state that this does not give a true picture of the situation.

In point of fact, a number of new loans have been made, especially to middle-sized and small business concerns, which have enjoyed an expansion in their rate of operations and improvement in their profits. On the other hand, a number of larger credit lines, which had caused some concern are being steadily reduced, and repayment of loans under them tends to contract the total reported.

This development, loan officers state, is typical of the early phases of a recovery period, and may continue through the rest of the year, at least.

Fear Use of NRA Records

Business men in a number of industries are said to be perturbed over the possibility that the Department to Justice may seek to use the records of the NRA in connection with proceedings under the anti-trust statutes.

The department is known to have approached one of the code authorities with a request for some of its records, explaining that they were to be used in "studies" being made in that particular industry at various points throughout the country.

The information which was gathered by the code authorities, particularly in the settlement of intra-industry disputes, it is believed, might offer valuable "leads" to the Department of Justice should it embark upon a general campaign under the anti-trust laws.

Haste Opposed

The proposal to amend the Constitution quickly should be vigorously opposed. Without the protection of the Constitution and its guardian, the Supreme Court, we should soon find ourselves on the facile descent toward dictatorship. And if the court is to be threatened with a curtailment of its powers whenever it presumes to do its duty in the face of hysteria, what sort of men will consent to serve on it? Not those, most certainly, of its old and splendid tradition. Or is the present clamor in Washington merely a hymn of praise to "That god of Abstract Justice that no woman understands"?



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BUYING OUTLOOK BRIGHTER

Facing numerous problems, but favored by the expectation that a 5 to 10 per cent. rise in retail sales will be experienced this fall as compared with a 2 per cent. rise for the first five months of this year, buying activity for the coming season in major department store and specialty shop lines of merchandise will get under way in the next ten days.

Many store representatives have already been in the markets making an intensive canvass of the situation and buyers' arrivals in New York are expected to increase beginning this week and next. Coast buyers, as usual, will be the first to operate, following adjustment of labor questions and completion of initial coat and dress lines here. Purchases for August sales are expected to be substantial in coats and furs between now and the week of July 10, while the peak of general apparel buying for the early fall season is expected to be reached about the last week of July.

As the wholesale season opens, the high-lights are:

Prices generally show much more firmness than was expected following the NRA upset, with staples particularly firm. While some producers are giving price guarantees, a strong buyers' market exists, however, and prices were held to be in a highly competitive "trading area."

Buyers, according to all indications, will operate quite normally but will place orders only after careful market surveys, in which the development of added sources of supply may be a feature. With consumer buying power still the major factor and the percentage of people on relief still high, the trend continues strongly toward low-end and popular-price merchandise. In fall buying, this may mean less emphasis on novelties and more on necessities.

Smaller retailers, particularly in the agricultural and industrial areas, are expected to maintain larger sales gains and improved profit ratios as was the case last year, although the better-balanced distribution of the President's work relief funds will aid the white collar workers in the larger cities and hence favorably affect the large stores.

Asked to summarize his views on the best procedure for retailers to follow, a market expert who is in constant touch with merchandise and price developments said:

"While prices currently are firm, and surprisingly so, we do not believe retailers should cover their fall needs much in advance. There are still too many uncertainties in the situation to warrant taking this step. As we see it, the best plan is to buy as close to a normal and quick delivery basis as possible. Where delivery requirements are three months, as in men's clothing, buy to that basis. Where the delivery requirements are one to four weeks, as in most women's apparel, buy to that basis. Unless conditions change radically, we do not anticipate any delivery difficulties in most department store lines.

"Buyers will do more intensive shopping of the market for this fall

than in many years past. Considering the changed situation, this is an inevitable development. Under the freer trading and more competitive conditions prevailing, the retailer will give his attention not only to the 'preferred resources' of the past, but also to other sources of supply which he finds in position to fill his needs."

Most manufacturers in the apparel lines continue to stand pat on the terms and group buying regulations. It is the consensus that the current situation gives the trade associations in these fields the largest opportunity they have had in all the years of their existence to demonstrate their effectiveness and at the same time puts them to the most severe tests of their ability to organize and co-ordinate their trades which they have ever faced.

Retail executives added that, throughout their Fall operations, they will endeavor to have sufficient "open-to-buy" funds which would enable them to take advantage of market developments as they arise. In some instances it was said that the open-to-buy percentages would be higher than for many years past and as high as would be consistent with keeping assortments well balanced. Turnover will be the sure guide to re-orders, was the consensus.

DRY GOODS CONDITIONS

With retail sales in this area running 4 or 5 per cent. ahead of a year ago, the recent improvement in trade continued last week. For the half month a slight gain is expected on the basis of deducting the extra business day in June last year from this period. Summer apparel, beach and sports wear, and main floor accessories were the most active departments.

Department store sales for May, which were reported upon by the Federal Reserve Board, made an irregular showing and ranged from losses of 8 per cent. in the Cleveland and St. Louis Reserve Districts to an increase of 11 per cent. in the San Francisco area. The New York district fell 4 per cent. behind the same month last year. For the whole country a decline of 1 per cent. was reported.

Easing in retail prices continues. The Fairchild index was .3 per cent. lower on June 1 and stood 3 per cent. under the level for the corresponding date last year. Price movements were irregular in May, women's apparel and home-furnishing lines advancing and piece goods, men's wear and infants' wear declining.

So far there has been surprising firmness, particularly on staples, in the wholesale merchandise markets. Except on clearance goods, prices have been well maintained, although the next month will probably test them severely. Demand was steady, with improvement in the popular price and low-end summer lines.

SURE PROOF OF FAILURE

On this second anniversary of the NIRA, the business index stands at 83.5. It was 91.4 when the act was passed, and to many commentators that difference of almost eight points stamps the recovery measure as a failure.

While figures do not lie, they are subject, as it has always been recognized, to different interpretations. The low of the depression was 60.0 for the week ended March 18, 1933. Within four months the depression high of 99.0 was reached. The banking measures and the Recovery act changed public psychology almost overnight. The pre-code boom shot operations close to the normal line.

A reaction was not difficult to foresee. Prices were marked too high and buying outsped demand. By early November, 1933, the spurt had subsided into a low of 72.5. New vigor spread through markets with dollar devaluation and by late April of 1934 the year's high of 85.8 was made by the index. Again there was recession. Prices were too high for restricted purchasing power. The low for the year came in mid-September at 71.8.

Automobile operations provided the next impetus toward the close of the year and the index reached a high of 88.2 for the week ended Feb. 2. Since then there has been a gradual decline, which only in the last three weeks has been reversed.

Three upturns have been made since the depression nadir, but we are 40 per cent. above that low even though we are also 8 per cent. under the level when the Recovery act became effective. That is not an achievement which should be waved aside too slightly.

LABOR CLAUSES STRESSED

Where the former Recovery act was concerned, there were two principal criticisms. One was that it "put the cart before the horse" by raising wages, and, therefore, costs, before markets were in a position to absorb those increases, and the second passed up this fault and emphasized the woeful lack of proper administration.

When employers granted improved working conditions and immediately proceeded to jack up prices well beyond their extra costs, then the cart and the horse were certainly in the wrong places. When production curbs were used to bulwark prices, the same effect was brought about. The basic principle of improving public purchasing power was not disturbed in the least.

So far as the administration of the act went, the less said the better. Constant changes in policy or no policy at all were the order of the day. It was surprising that as much progress was made as obtained under the circumstances.

In the new act emphasis is rightly placed at long last upon the labor provisions. If the voluntary codes put their "floors" under labor rates, and if they encouraged sound labor organization, then industry will be saved the vicious, downward spiral of pre-code days.

On the other hand, proper enforcement of the anti-trust laws and Trade Commission rules should check monopolistic practices and those artificial prices which have restricted markets. More production at higher wages and lower prices has been the answer to the problem since 1933.

SOCIAL DUTY DEFINED

Practical questions were very much to the fore at the convention of the National Retail Dry Goods Association which was held at Chicago last week, but leading speakers did not fail to emphasize the social responsibility which the distribution interests of the country bear to their own employees, to those from whom they buy and to the public at large.

It was indicated that the stores will strive to maintain their wage and hour standards on the former code basis. They will also be careful, so large retail organizations have promised, not to press for price or other concessions which will force manufacturers to lower their working standards.

Of considerable interest at these sessions was the action taken to endorse affiliation with the newly formed American Retail Federation. While the final decision was placed in the hands of the directors, sentiment was almost wholly in favor of the step. A strong telegram from the Resident Buyers Association of New York City was addressed to the meeting and pointed out that the retailers have as much right as manufacturing interests to organize for the purposes stated in order to secure national representation for all distribution interests.

When actual results were discussed, the Harvard Business School figures and the report prepared by the Controllers Congress on 1934 store operations appeared to give grounds for a more hopeful retail outlook. The average store made a profit in that year, the statistics showed.

COMMODITY PRICES EASING

Passage of the limited NIRA and the coal strike truce are of greatest interest in business quarters. The new NIRA will permit numerous industries wishing to continue their co-operation under the Recovery act, which expired Sunday, to establish voluntary codes. Permission is granted to unite upon collective labor bargaining, minimum wages, maximum hours and the elimination of child labor. But practices forbidden by the anti-trust laws or Federal Trade Commission edict are returned to a definitely illegal status.

Uncertain prospects, at least for the near future, continued to have a bearish influence upon commodity prices. Averages are moving lower, though by small degrees. Larger crops in the making have checked the foodstuff advance, and some signs of price weakness are now found in steel products. Industrial purchasing agents are buying only for current needs, although they still plan to order three to four months' supplies before Sept. 1.

So far the tendency in industry, where NRA code wages and hours have not been reaffirmed, has been to stretch working schedules while maintaining wage rates.

The NRA decision apparently has still to check the recent upturn in production. The index is again higher and at 83.5 has wiped out most of the loss which was sustained in the former six weeks. The coal strike threat, now removed by a truce, lifted carloadings sharply. All series, except steel mill operations and cotton cloth, were higher.

OUT AROUND

Things Seen and Heard on a Week End Trip

I found it convenient this week to call on Charles Renner, the new landlord of the Portage Point Inn, at Onkema. I could see at a glance that Mr. Renner deserves the reputation he has long enjoyed as one of the crack hotel managers of the country. Although he has had possession of the Inn only about a month he has worked great changes in the appearance of the property, inside and out. His formal opening will take place July 1, but in the meantime guests are being cared for in a most satisfactory manner. Those who have seen the hotel in former years will hardly believe their eyes when they visit the Inn this season.

Of course I could not pass through Manistee without calling on Harry Nelson at the Chippewa Hotel. I found his service fully up to the standard he established when he took hold of the property, less than a dozen years ago. He owns up to a small loss during the year, the first time this has happened since he made the stockholders very happy by putting the establishment on a high grade basis.

By the way, the desk used in the office of the Chippewa is the same one which did service in the old Morton House, Grand Rapids, for thirty or forty years. It looks very natural to old Grand Rapids people.

Made my first call on Eddie T. Moran since he assumed the management of the Stearns Hotel at Ludington. He has made changes for the better. The unsightly ends of the front porch have been removed and the uneasy front steps have been replaced by steps easy of ascent. The front office and lobby have been newly embellished and the dining room made very attractive by brush and paint. A commodious wine room has been installed in the basement. As the result of these changes and the delightful atmosphere maintained by the landlord ever since he took over the hotel, business is coming back to the hostelry in a rapidly increasing ratio. An important addition to the culinary department of the hotel is the engagement of R. H. Harris, formerly chef of the Medinah Athletic Club, Chicago.

At the Commercial Hotel, Pentwater, I bumped into our traveling representative, Mr. Stebbins, who made me very happy by handing me his report of calls on the trade for the previous two days. Mr. Stebbins says the merchants greet him with open arms whenever he puts in an appearance. I was pleased to learn that Mr. Sampson, the landlord of the Commercial, has completely recovered from his long illness.

Stopped at Whitehall long enough to call on Charles Seager, the musical genius of Muskegon county, who has given his town a National reputation as a musical center. Mr. Seager has been having some trouble with his ticker of

late and has written no comedies or operas for the past two months. He appears to be on the mend and hopes to resume his musical activities by fall.

John H. Schlosser has been on our subscription list several years, but I never knew his exact status until last Saturday, when I called on him at his place of business, six miles South of Ionia. It is located on a farm of 350 acres with a frontage of a mile and a half on the main road from Ionia to Portland. His business is so diversified that I do not see how he finds time to give every detail his personal attention, as I am assured he does. He handles fertilizers, farm implements, fence posts, wagons, bean pickers and high explosives. He sells all kinds of farm implements and the repairs they require from time to time. He does threshing, hay baling, feed grinding and lumber sawing. He maintains an elevator and buys and sells all kinds of grain and feed. His daily sales seldom fall below \$300. He gives steady employment to thirty men the year round. Notwithstanding his manifold duties, he finds time to handle the pen occasionally. He plays the creatures of his observation up on the backs of his business cards, as follows:

Be On Time

I knew a fellow once that lost
His girl by being late;
She met another fellow,
And the other got the gate.
I knew a young clerk once that lost
His job account of a snooze
He took one morning; someone else
Now fills that fellow's shoes.

I knew a fellow once that made
A million ere his prime;
He said the way he made it was
By showing up on time.
I know a guy who got to be
A railroad president;
If he said: "I'll be there at ten!"
Then "ten" was what he meant.

I don't care what you're doing,
Or what may be your aim;
To show up at the time that's set,
Will surely boost your game.
For there's only one thing better
To help you in your climb
And that's to be on hand, my friend,
Five minutes ahead o' time.

When you and I were young folks,
Forty years ago:
Beer was five cents a glass and
lunch was free.
Eggs sold at twenty-five cents for
three dozen.
Milk was five cents a quart.
The butcher gave liver for the cat
and treated the kids to bologna sausage.

The hired girl was satisfied with two
dollars a week and did the washing.
Women did not powder or paint,
smoke, play poker, or shake the shimmy.

The men wore boots and whiskers,
chewed tobacco, spat on the sidewalk,
worked eleven hours a day, and never
went on a strike.

A kerosene lamp and stereopticon in
the parlor were luxuries.

No one was operated on for appendicitis.

Folks lived to a good old age just
the same and walked miles to wish
friends a Merry Christmas.

But to-day, when we are old enough
to know better:

Everybody rides in automobiles or
airships, plays poker, shoots crap, plays
the piano with their feet, goes to the
movies, drinks lemonade, and blames
the H. C. L. on the republicans. They

never go to bed the same day they get
up—and they think they are having a
wonderful time.

This is the age of suffragettes, profiteers, and excess taxes, and—if you think life is worth living—I wish you a Happy New Year.

O. A. Kimball conducts a very busy store at 208 West Main street. I was amused with the following sentiment which I noted on his wall:

"Liberal credit allowed if you are over eighty and are accompanied by your parents."

I noted much activity by carpenters and painters in Ionia. More repair work is being done in the residence district than in any other Michigan town I have visited so far this year.

I am indignant over the condition in which commercial greed has brought the handling of live fowls in many cases from the grower to the consumer. There was a time when the crates used for this purpose were ample in size to enable a fowl to stand up like the proud bird he is. Now the crates are made with so little space between top and bottom that the fowls are cramped together so wickedly that they can scarcely move. As they are confined in this manner for hours and sometimes for days, frequently without food or water, they reach the consumer in anything but a sanitary and healthful condition. I dislike very much to be compelled to urge legislation to remedy this abuse, but it looks as though that is the only way it can be abolished.

My pharmaceutical friends must have studied a different arithmetic than I did in our school days. The Tradesman will be fifty-two years old next month. The Michigan State Pharmaceutical Association was not organized until fourteen months after the Tradesman was born, but the officers advertised the meeting held here last week as the fifty-third annual convention. How they figure this way is more than I can understand. I failed to meet a delegate who attended the convention who did not insist he had the time of his life.

Referring to the recital I gave in this department May 22 relative to the Newberry trial in the local Federal Court, a correspondent writes:

"One thing you overlooked in your graphic account of the Newberry trial. You failed to state President Wilson's pernicious activity in the matter was due to the fact that he needed one more vote in the senate to secure the enactment of the League of Nations proposition."

Another correspondent writes, "I was in Washington when Chief Justice White handed down his decision in the Newberry case. President Wilson was so dismayed over his fiasco to oust Newberry from the Senate and Judge White's denunciation of the manner in which the trial was conducted in Grand Rapids added fuel to the flames to such an extent that the Chief Executive refused to speak to

the Chief Justice from that time on or invite him to the White House, according to custom. Judge White suffered nothing in the estimation of the people because of this arrogant attitude on the part of President Wilson, because of his great learning in the law, the wonderful scope and fairness of his decisions and the superb poise he always maintained in all the relations of life. He was a popular idol in Washington, the same as Chief Justice Hughes is now."

The United States has certainly been very fortunate in maintaining the high character of the marvelous men who have held the office of Chief Justice of the Supreme Court. Nearly every one who has been appointed to this great office proved to be great in all the word implies. The present incumbent is universally conceded to be the greatest lawyer in the world.

I deplore the lack of attention paid to Flag Day this year by Grand Rapids people. Although hundreds of merchants were provided with flags and poles, not 10 per cent. of them made use of their flags on the occasion. The Tradesman had the only flag in evidence on North Ionia avenue. The Michigan Telephone Co. had the most complete outdoor display possible. It was a beautiful sight and brought many complimentary remarks from those who had occasion to pass the building on Flag Day. I hope I may never again be so disappointed in the indifference of downtown business men generally to this omission as I was this year. Very few business houses are without an ample supply of flags suitable for outside display and should avail themselves of the opportunity to give the people frequent glimpses of Old Glory.

William L. Brownell, the Poo Bah of Kalamazoo—merchant, manufacturer, advertising expert, official toastmaster, after dinner orator, high church Episcopalian, life member of all Masonic bodies and good fellow generally—who has been ill at his home for the past year, writes me as follows:

Kalamazoo, June 16—I appreciate your letter. I am always glad to hear from you. You have heard about old friends and old wine. You know, friend Stowe, that God only makes a very few really choice people. Most of those who cumber the earth are not good enough to be praised or bad enough to be damned. As the years go by, I am more than ever convinced that trouble is a sieve through which we sift our acquaintances. Those who are too big to pass through are our friends. I am proud to count you among those who were too big to pass through. Fifty-two years ago when I was conducting a prune emporium on South Rose street, where you first made my acquaintance and secured my subscription to the Tradesman, starting with the first issue in 1883, a civil war veteran stumbled into the store one evening. He was so starved he was nice and mellow. He said, "Comrade, how about a bite to eat?" I said, "Supper is all ready," and loaded the table down with crackers and cheese. That night they ran him in and the next morning, as he was being escorted over to the court, he broke away from

(Continued on page 23)

FINANCIAL

AT THE CROSS ROADS

Most Momentous Judgment Ever Delivered To the Nation

The Crusaders cannot ignore the inference that the decision of the United States Supreme Court in the famous NRA ruling has taken us back to the days of the horse and buggy. We cannot disregard the unfortunate assertion that wheat may nose-dive to thirty-six cents per bushel and cotton to five cents per pound. We are not going to thirty-six cent wheat and five-cent cotton unless congressional prejudice and political incompetence send us there. Unwarranted, discriminatory threats of politicians in control of Congress and demagogues seeking control are the only forces that have kept us in the depression for the past year—and they are the only forces that can sink us deeper into the mire of commercial stagnation.

We agree with the statement that the Supreme Court decision was the most momentous judgment delivered to the Nation since the great Dred Scott case. We go still further. It was the most ringing clarification of the rights of states and the liberties of our people ever handed down by the Supreme Court.

The decision as rendered sounds the death knell of political dictatorship. It has delivered a body blow to those attempting to usurp powers vested only in Congress. It has taken the scepters from the hands and the crowns from the heads of would-be political czars. It has clearly restated the democratic rights of the American people—and it was high time these rights were definitely defined. The decision demonstrates to the world that Constitutional democracy survives the attacks of dictatorially-minded politicians who were completely out of line with the principles of democratic government both in name and in practice. There was nothing unwise or unsound in the Supreme Court decision. The framers of the Constitution realized that emergencies would arise when hot temper would take the place of cool judgment; when temporary hysteria might completely alter the course of human progress . . . and to prevent intemperate action—destructive to democratic government—the Constitution wisely provided ways and means of handling shifting situations.

Our Constitution is a great document. It has been our compass for one hundred and fifty-eight years. There is not a single word in it that can be construed as abridging the just rights of any man. To change the Constitution it is necessary only to secure the consent of the elected representatives of the people in thirty-six of the forty-eight sovereign states. Common sense dictates that no change in the basic principles of the Bill of Rights should be made unless and until that number of states has signified its willingness or desire for a change. This allows ample time for hot-headed imagination to be check-mated by cool, sober reality.

If and when a majority of our people really want a change, we will have it.

But the decision of the Supreme Court emblazons to the world the fact that a few men, or an organized minority, cannot take control of this country or change the policy of government until the consent of the governed has been legally obtained.

We cannot have liberty without law. Courts do not make laws. Their job is properly to interpret laws. The Supreme Court is the final arbiter of Constitutional rights. Without it we have no compass. Without it we have no guaranty of either political, social or commercial liberty. Without the Supreme Court the party in power—under a wave of hysteria—could shackle the rights of the members of the opposing party any time they so desired. This would permit the party in power to install complete political despotism if the members of other political parties were shorn of the protecting influence of the Supreme Court with its nine able, seasoned, honorable, non-partisan judges. If we have a regard for liberty, if we desire untrammelled justice, then we must have a wholesome regard for the Supreme Court. The Constitution does not bind the peoples of the United States in any way except justly. Nor does the Supreme Court render its decisions on any other basis than absolute justice.

The will of the people is supreme in this country and the highest court in the land is the only guarantee that the will of the people shall remain the governing power of organized society within our borders.

The road the people shall travel to get what they want is well paved—well marked and well lighted—by the beacon firmly established by the Constitution. The famous decision of the Supreme Court, let us repeat, does not hamstring either the people or the government. It does hamstring political despotism. It deflates the self-assumed importance of over-ambitious politicians.

Now, let us use a little plain every day common sense. We need no new laws to start the wheels of industry turning. The people of the United States are standing on the brink of the greatest era of prosperity they have ever experienced—the only time in the entire commercial history of the country when an unfilled market of seventy-five billions of dollars confronted the Nation. And the only self-starter necessary to put every idle man back on productive payrolls is the return of political sanity—of Congressional justice—if you will. We have had a year and a half of discriminatory legislation and threats and counter-threats against business. And so long as these threats continue, all the laws in the world will not put our idle millions to work. Every politician in the country would understand this simple fact if he would remove the scales of prejudice from his eyes for one short hour. If the American people have ever used their cool, deliberate reasoning powers—now is the time to do so. This is no time to arouse unwarranted class hatred . . . it is no time for pettiness . . . it is no time for rash challenges by one great faction against another. We have everything in the palms of our hands to create unlimited and unprecedented

prosperity—everything but confidence in political justice—and it is high time that we placed the blame for continued confusion where it belongs. The business-baiters in Congress demand that the business interests of this country move forward—demand that the banks extend credit—and then turn and hoggie the business man with discriminatory laws and fill the air with threats of further strangulation.

There is no banker withholding credit from the man who rates credit. Business men, with billions of dollars worth of business at their command any time the political air clears up, are afraid to become financially obligated so long as powerful demagogues throughout the country—and inflammatory blocs in Congress seek to jeopardize—even destroy—the very solvency of American business.

We are not talking about big business. There are more than a million, five hundred thousand business institutions in the United States—ranging from one employe to one hundred thousand. In the palms of the hands of these million and a half business concerns rests the destiny of the American farmer, labor and professional man. Is it common sense to bully and hamstring the one element in the country on which rests the responsibility of signing every pay check? Is there any doubt that ninety-five per cent, of our million, five hundred thousand business men are honest? There is not. Is there any reason why we should not respect every honest business man to the same degree that we respect every honest working man and farmer? Is there any Christian justice in condemning ninety-five square business men for the dishonesty of five men who do not play square? Isn't it better to dethrone the commercial crook by making the honest business man an object of respect? We can encourage thrift and the desire to create only by respecting the man who saves and creates.

What a tragedy! We ask our children to be thrifty—we teach them to save—we inspire them to be successful—and then when by ability and thrift they become successful and responsible we condemn them for it! If it was honorable to save—build and create—thirty years ago, it is just as honorable to-day.


When we get to the point in American life where honorable success be-

comes distasteful to the public we shall have destroyed the very bulwark of democratic government. And that is almost exactly what we have been doing for the past five years.

The Crusaders do not condone a single dishonest business man. On the contrary. We bitterly condemn him. But we do discriminate between the destroyer and the builder. And we believe that the smallest shop-keeper is to the degree of his activity just as important to the prosperity of the country as the greatest corporation. The bulk of American labor is employed in small or moderately sized factories. The bulk of clerical help is engaged in small stores and offices.

When we frighten and hamstring business we scare the small operator with a half dozen employes just as much as the large operator with ten thousand men on the payroll. We require no change in the Constitution to give our million and a half business men confidence and courage to take advantage of the great commercial activity now before them. The opposite is only too true. It is fear of political policies leading to fundamental constitutional changes in our form of government that is holding back the floodwaters of prosperity.

Does any reasonable man believe that removing the bank resources from private management to political control will promote business confidence? Few men believe such a fairy story. Does any reasonable person believe that political invasion of the Utility field will foster the confidence needed before there can be an assumption of new obligations to equip power and light plants with five billions dollars worth of necessary improvements? Does that make sense? No. We need no new Constitutional Amendments—no new Legislation—to bring about prosperity. Enforce the laws we now have—dispense impartial justice to all elements of American life without discrimination, and the wheels of industry will turn again full time. Business asks no favors. Business seeks no preferred position. It does request impartial con-

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sideration from the people and our law makers. The Constitution of the United States was written with the expressed intent of dealing justly and fairly with all people. The Supreme Court has decided that business is entitled to justice. Whenever our political leaders and Congressional law-makers come to the decision that business should be treated with the same yardstick that is used in dealing with labor and agriculture, prosperity will begin to show in every part of the country. Laws will not help—but impartial application of justice will do the job.

The Crusaders will fight with all their power any and all attempts to enlarge national bureaucracy. We will fight open and hidden moves to take from the states the right to govern intra-state commerce without interference from bureaucrats two thousand miles away. We will fight the attempt of a political appointee who requests Congress to give him the power completely to regulate barn-yard activities in localities thousands of miles from his would-be bureaucratic office in Washington.

We resent federal invasion into the fields of private enterprise where government already has complete regulation and absolute authority to protect the rights of every citizen. If the government fails the people it is due to political incompetency and not because of lack of power to give the people complete and impartial justice. We bitterly resent placing the banking structure of America into the grasping hands of machine politics.

And we resent and intend to fight from Battery Park to the Golden Gate every attempt of a hysterical bloc in Congress to give one great faction in America dominating control over all other factions. All those who believe in really preserving democratic government—who believe that the time has come to bring about a return of prosperity by the simple guarantee of impartial justice to all of our people—are urged to join the militant Crusaders and help Wake Up America and revive the spirit that made us a free country in the first place.

When from time to time you have been stirred to indignation because of some new example of political racketeering, haven't you often said, "I wish there was something I could do about it."

Well, there is something that you can do about it. Political racketeering is made possible only by Organization. And only through organization, as it is represented by the Crusaders, can you combat the rackets, the incompetence, and the isms to which you are opposed. Your voice alone echoes only 'round your own fireside. Multiplied by thousands it will echo throughout the land.

Take the first step to-day simply by writing the Crusaders, Box 200, Chicago, Illinois. Become a Crusader. Add the volume of your voice to that of thousands of other right-thinking men and women. Whether you contribute only your moral support to the organization or whether you contribute funds to carry on its work, by all means join.

Fred G. Clark.

Treasure at your door —in Michigan



IN VACATIONS, as in all pleasures, tastes vary widely; but no matter what your secret dream of a vacation be, you can find that private paradise within the borders of your native State.

Would you whip a crystal stream for trout? In Michigan you may choose among many sites, following rippling shallows and probing limpid pools where you thrill to that sudden tugging at your line.

Would you tour by motor? The highways of Michigan are among the finest in the world—roads of romance that lead through shaded valleys, over hills from which unfolds a view of distant water, or picturesque sand dunes, or the forest where the deer and beaver live.

Would you spend your time playing golf? In every part of Michigan there is a course that awaits your coming.

Do you like canoeing, sailing, boating? Then you can make your choice among Michigan's five thousand lakes—whether you prefer one like a mill-pond in which you may paddle along a pine-fringed bank, or one in which your sail or motor will give you the freedom of a sparkling inland sea.

Spend your own vacation in Michigan. Call its unsurpassed facilities to the attention of your out-of-State friends. By doing so, you will assist them toward a happier holiday. 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, a Michigan organization that prospers only as the citizens of Michigan prosper.



MICHIGAN BELL TELEPHONE COMPANY

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

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

Secretary—Herman Hansen, Grand Rapids.

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Hiking For Elder Not So Bad

Walter Scott was crippled in one leg from infancy; yet he walked almost literally all over Scotland and made foot forays into England, though not quite on the plan of his cattle "lifting" ancestors.

I have been crippled from infancy. I have walked as much as thirty-two miles in a single day in Scotland and, in my youth, hiked considerably in America for lesser distances.

I suspect that there ends the parallel between Scott and me; but I know this, and I feel certain he would endorse it: that to see a region, be it plain, lake, mountain, river, brook or stream, one must walk. One must go leisurely, unhurried, stopping frequently, without premeditation, minus plan or schedule, fancy free, unmindful of time, date or other hampering scheme.

To get the true inwardness of this nothing equals mountain climbing, as A and I discovered thirty years ago when we tackled Williams Canon, just back of Manitou, Colorado. Our guide was an ancient Madisonian, then resident of Manitou, peculiarly son of a former Madison grocer; and he was already past 70. His first caution was: "Go slow. Tenderfeet always start fast and, in this rarified air of high altitudes, their hearts give out."

We promised to be good, but soon required checking. Slowly as we thought we were proceeding—and we were then thirty years younger than in 1935—he had to remind us by precept and example, that the first law is to go slow; incredibly slow, it seemed to us, forgetful that our start was from 6,000 feet up and our destination was over 8,000. But we learned. We made a good trip and got back unharmed; and I did it again alone fifteen years later on the same plan.

Now we've lived fifteen years where there's scenery to see which one would be justified to journey round half the globe, the like whereof Americans do journey that widely to visit—the Bay region of San Francisco. We have been less neglectful of it than many natives, for we have explored most of the Bay and its various inlets, harbors and shelters; and both rivers to Sacramento and Stockton in our own craft. But we have not yet done justice to our contiguous mountains.

Yet within an hour from our home we can comfortably reach an easy trail on which we can walk with slight effort to several shelters or return to our electric trains and ferries. Our friendliest peak is Tamalpais—a word which I shall interpret to you in a later story—friendly because close at hand, not difficult to come at and it stands alone so that we, at sea level, get full benefit

of its every foot of altitude, only 2586 feet at the peak.

For many years a "furnicular" railroad ran to the peak with side branches to Muir Woods redwood forest park, a road said to be the crookedest railway in the world. But, like some other railways, this crookedest one got into straitened circumstances—killed by the auto—and a few years back the rails were torn up and the grade turned into a toll highway. We went up that railroad to the principal points some years ago, but had not been on the trails or in the woods since then.

Now lately the Northwestern Pacific advertised that it had free maps for hikers in Marin county, the region in question. I got one and, finding it carried meager information on trails themselves and virtually nix on shelters, phoned "Information Department" for further details. Then in line with much previous experience, had difficulty first in making the "informant" understand what was wanted; second, was told they had no details; and, third, on my protest that, inasmuch as the road advertised the jaunts contiguous to its lines—spending some money therefor—it seemed as if strangers could gain some points, I got the characteristically voluble barrage of reasons why the information asked for was not forthcoming. All that held no interest for me, and I hung up. Often this happens in America, more commonly in this Western land of "independence" among employes. Any suggestion that information not obtainable from the time table should be forthcoming gives umbrage to the "informant"—the enquirer is obviously in the wrong.

Then John Cuddy, head of Californians, Inc., our worthy San Francisco booster organization, giving me the simple hint—which is hereby passed gratuitously to the railroad aforesaid—told me to ask the taxi men at the Mill Valley station to carry us as far as 50c would pay for. That would probably put us right on the old right of way trail, after which going would be easy. That fixed things and gave us more. We learned how to telephone to the Mountain Home, a good shelter, and other little things that smoothed the way.

Thus the two of us, by street car to ferry, thence to the sweet little Mill Valley station, nestled down amid the foothills, and by a modern, new, comfy taxi up the steep grades for about three miles, for 50c total. That put us onto the old grade, lots less steep than the highway, at a point where already the view over the Bay to the city and all the intervening countryside was a joy for every foot of our way.

Slowly, by easy stages, deliberate step by step, with frequent pauses for rest and to sweep the ever widening vista, seeing it all, missing none because of haste, we wound our way around the gentle curves, up a grade so gradual as to be imperceptible, we walked. I had a fair pack on my back, because we had not known what lay before us, and we were well provided with good, home-grown sandwiches plus a moderate flask of fine California

Burgundy and water. So we refreshed ourselves when the spirit moved us, in the clear sunshine, enjoying the soft mountain zephyr, absorbing the beauty of the way, constantly moved to exclaim over the variety and abundance of the wild flowers.

The main peak was in view all the way, deceptively near, as always, in this pellucid atmosphere; but we were content for this first time to go part way. By 1:30 we got to Mountain Home, where we rested an hour and got some hot lunch and coffee.

Then, as we had learned, we could phone for the taxi which would pick us up and take us down for \$1; but we also learned of the Tenderfoot Trail, said to be specially easy and not too long, so we braved that. Experience should have taught me that this would be a bit too much, also that it is more arduous to go down than to climb any steep incline; but experience was long back, so we started.

The way was charming through the shades, with shrubs close on every hand and delightful glimpses every few yards, and we did not hurry. Soon—deceptively soon as it proved—we reached the paved road. Enquiring of two road men, we learned it was "about half a mile" to the station, which was just nix. But long before we got there, we realized that "half a mile" may be quite like the Londoner's "four minutes walk"; and that is, conservatively, between 30 and 45 minutes' active hike.

But we got home, tired, of course, but not done out; and quite a bit more

pleased to know that we had this first day covered five miles of charming mountain trails—which, at near three score and ten, is not so bad!
Paul Findlay.

Grocery Buyers Limit Orders

Retailers operating in the wholesale grocery market confine their purchases almost entirely to merchandise for current selling, while the demand for futures in the canned goods primary division is practically at a standstill because of price and production uncertainties. Buyers of canned goods are interested only in low-priced spot stocks for immediate delivery, but as the end of the season approaches, these are becoming more scarce. Price-cutting continues to spread in the retail branch of the industry, with some distributors offering cereals at 50 per cent, and sugar at 15 per cent, under replacement cost, while nationally advertised brands of coffee, which formerly sold for 27 cents per pound, are down as low as 15 cents.

Standard electric irons are converted into cordless models through a new wired ironing stand. The iron's simply placed on the stand, and a special plug makes electric contact.

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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.

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MEAT DEALER

Special Effort Wins First Timers to Store

Is it worth while to make a special effort to extend a welcome to all the newcomers, or should the meatman simply handle them kindly and courteously and not let them know that he realizes they haven't been in his store before?

Recently the writer interviewed a number of meat dealers on this topic and found some divergent opinions. But most of them declared that, in their opinion, it is good business to welcome newcomers and find out where they live and then tell them that their regular patronage will be highly appreciated—provided that this can be done without interfering with the regular routine of the establishment's business.

For instance, if it is quiet in the store when a newcomer enters and purchases meats, it is a good plan for the proprietor of the store to greet the new customer in some such way as this:

"Are you the folks who are moving into that new house on Eighth street?"

Generally this sort of an opening will result in the newcomer giving full and complete information as to identity, residence, former location, kind of meats liked by the family and all that sort of thing. And, following this, it is the easiest sort of a thing for the meatman to put himself on friendly terms with the new customer and thus make sure of getting the newcomer's trade regularly.

This sort of an opening, it was declared by several of the dealers interviewed, secures much better results, as a general thing, than some such opening as this:

"Your face isn't familiar to me. Aren't you a stranger in this section?"

This latter opening is couched on too personal a basis. It sounds too much like the questioner had it in mind to get fresh. And so to such questions the customer is quite likely to give answers which will get the market man nowhere. Furthermore, after he has asked such questions of the stranger, the latter is quite apt to feel offended and not to patronize the place any more.

The first opening, it is very evident, is put over by the meatman in the effort to establish friendly business relations with the customer. It should always be remembered that all openings should make the customers see conclusively that the dealer has nothing in mind beyond the extension of his meat business.

In addition to emphasizing this point some of those interviewed called attention to the fact that the average first timer in a meat shop will never announce himself as being a stranger in either the shop or the neighborhood and that, consequently, if the owner wants to really place the stranger and find out if he is a new resident of the section, it is up to him to make the advances.

"I can always tell the strangers in my shop," said one dealer. "We have a very busy store, many of our patrons being people who, perhaps, do not appear very frequently. Consequently, there are always a great many faces among the customers which aren't familiar to me. These people could be perfect strangers in the store or they could be former patrons who hadn't been coming for some time. So, just by trying to pick out the familiar faces in the crowd of patrons, it would be pretty hard for me to determine which were former patrons and which were newcomers. So I have to use other methods.

"The method I use," he continued, "is to note how the people conduct themselves in the shop and how they talk. For instance, if a woman looks around vaguely for the clock, then I know that she is a stranger and I approach her accordingly in the effort to get her business. Regular patrons and patrons who have been in the store only once or twice, know where the clock is located and so look directly at it without without having to hunt for it when they want to know what the time of day is.

"Again the regular patrons and the people who have bought meats at the store once or twice have an assurance about the way in which they act when in the store which the strangers do not have. The former patrons know the routine in which we handle customers. They know where the different kinds of meats are to be found, they know just where we weigh purchases and all that sort of thing. The newcomers hesitate a little in their movements and so show me conclusively that they are strangers.

"Also the former patrons are generally more conversational than the strangers. The strangers tell what they want and nothing more except in rare cases where they announce that they are strangers and in such cases, of course, we act accordingly."

But, once you have discovered that a patron is a stranger, what should you say in lining her up as a regular patron?

"I always tell them," said one live wire dealer, "that our neighborhood is a mighty good neighborhood in which to live and to work and to buy goods. I tell them that our neighborhood is growing and that we are proud of the progress we are making and that we are proud of the class of new people coming into the neighborhood. This sort of thing flatters the customer without letting it appear as though we were trying to do that. It makes the customer feel that she is wise to come to such a good neighborhood and it flatters her to feel that we consider her to be a superior sort of a person. And all this makes her feel kindly toward our store so that when we go on and say that we hope we will have the pleasure of serving her regularly in the future, she assures us that she will be glad to give us her patronage.

Wilburt Russell.

Good resolutions, like electricity, must be harnessed to produce good results.

It Costs Money Not to Sell Sausage

Every retail meat dealer should give more attention to the sale of sausage and ready-to-serve meats. This applies as well to all packers.

In all lines of food products, those that are ready to serve or are most easily prepared are growing in popular favor. The growth and spread of delicatessen stores is proof of this fact. This type of store could not exist if it did not serve a real public need.

There can be no doubt that the retail meat dealer is better adapted to the handling of ready-to-serve meats than any other type of store; yet, the tendency on the part of many retail dealers seems to have been to let another type of store specialize in the handling of these products.

This attitude is costing many a retail dealer an appreciable volume of trade and profits which rightfully belong to him, which he can get if he will just put a little effort and thought to the proper display and sale of such meats.

Here are some suggestions:

1. Display is a big factor in building and maintaining a demand for sausage and ready-to-serve meats.

- a. Use a special case or part of a big case.

- b. Put the case near the front of the store.

- c. Use name cards and price tags—to identify product and to draw attention.

2. Buy a variety of kinds of sausage and prepared meats.

3. Buy moderate quantities of each kind.

- a. So as to keep product fresh.

- b. So as to not take up too much room.

4. Handle the product daintily and keep it clean. It goes on the table as it leaves the shop.

5. Tell customers how to use the products in attractive combinations.

6. Stress the importance of their being quickly prepared or ready to serve.

Taxes will tax recovery.

Proof of Popularity of Meat Dishes

That meat dishes are popular with school children, that they are essential for tissue building and that more consideration should be given to meat in the school lunchroom are points stressed in an article by Miss Anna E. Boller, director of the department of nutrition of the National Live Stock and Meat Board and dietitian at the Central Free Dispensary of Rush Medical College, Chicago, in the current issue of a national school publication.

Proof of the popularity of meat dishes or of dishes made with meat is given by the author in citing studies which she and her co-worker conducted in a Chicago grade school. In this study half of the children were given a meal containing a dish with meat, and the other half were given a dish of the same caloric value without meat.

"It was interesting to observe," says Miss Boller, "how much better satisfied the children were with the meat dishes and to hear the comments of appreciation on the part of the group receiving meat in contrast with the group that did not have meat. In spite of the fact that the children liked the meat dishes better, there was a greater demand for extra helpings of the dishes without meat. The doctor who supervised this work thought this factor of great interest and said, 'one speculates as to whether a meat dish may not satisfy the appetite better than some other.'"

Miss Boller points out how economically meat can be served if it is wisely purchased and well prepared. She stresses the fact that much may be done with the less-demanded cuts of meat, especially if they are ground. "There are so many ways of serving ground lamb, beef, or pork," she states, "that with some imagination and little effort, many interesting dishes can be prepared which will be inexpensive and nutritious and will appeal to the children."

The article brings out that meat is a source of the essentials so necessary in the child's diet. These include high-quality protein, iron and vitamin.

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HARDWARE

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

Loss Leaders in the Hardware Trade

For a simple and clear illustration, let us take the case of a small manufacturer who almost a generation ago started to make a certain line of merchandise. He worked hard. He had his troubles. He lived economically so he would have more money for his business. Gradually, through the years, his business expanded. His ambition was to make the very best goods in his line, and he believed in time consumers would appreciate the quality of his goods and call for them. He anticipated because of this demand that there would be less and less sales resistance. Of course, his goods cost more to manufacture than those of some of his competitors because his raw materials were better selected, and his inspection was closer. Not only did he inspect his product, but he inspected his employees, and by a system of encouragement and elimination, he built up an organization of loyal, expert mechanics.

Finally the time came when advertising became an important factor in American selling. This manufacturer, in order to maintain and increase his sales, decided to advertise and called in the services of a well-known and successful advertising agency. With them he studied his product. Researches were made among consumers, retailers and jobbers. Some faults in presenting his goods, in their packaging, etc., were discovered, and corrected. As the years passed his profits by reason of large sales increased, and he put most of these profits back into the business. As a result of his intelligence, his work and the amount of his investment, his line became one of the best known and most acceptable in the United States. His brand was known everywhere. The brand stood for quality of the goods. It has not only consumer acceptance, but consumer appreciation and demand. His goods, therefore, were not only easy to sell, but his arrangements with his jobbers and retailers were such that they were sold at a fair price to the consumer, and also afforded a fair profit to them.

While these things were happening to this particular manufacturer, other things also were happening to the business of the country. First, mail order houses developed. They claimed in all of their catalogs and advertising that they undersold all competitors. Their argument was the cut price. Then later chain stores developed on a large scale. Their argument, too, was the cut price.

Now of course it was clear that to offer a cut price on some unknown brand would not impress the consumer. The consumer naturally would wonder about quality. But to offer a cut price on a well-known nationally advertised brand, left no question in the consumer's mind. A cut price on that brand was a bargain. These cut prices

on well-known brands were advertised in catalogues, in newspapers and in show windows. They led to orders being sent by consumers to mail order houses, and also to consumers going to the cut price chain stores to get these nationally advertised goods at cut prices.

The manufacturer outlined above, after all the years of intelligent labor and all the money he had put into his business, found his line offered at cut prices by this class of merchants from one end of the country to the other. If he didn't sell them direct, they obtained his goods indirectly, through other dealers or brokers. Then what happened? Because of the very small profits they were able to make under these new conditions, this manufacturer's oldtime customers among the jobbers and retailers ceased their efforts to push his goods and bought other lines not so well known. They bought "special brands" and trained their clerks to sidetrack our manufacturer's line and sell the "special brands."

The above story is just a sample of what happened to hundreds of manufacturers in this country who had devoted their lives and their fortunes to building up a business on goods of high quality. On account of the Sherman law it was impossible for this manufacturer to control the resale price of his jobbers and retailers. Of course he attempted moral suasion, but the independent jobbers and retailers took the stand that it was necessary for them to meet this cut price competition on his goods (and they were probably right.) Therefore, the manufacturer found that he could not get any support from most of them. It was a price question pure and simple, and the problem had to be answered by price. It was not only a price question, but it was a vicious circle, because if this manufacturer cut prices to his jobbers and retailers on his standard line, the mail order houses and chains in turn reduced their prices and at the end the manufacturer was just where he started, except for great losses in his profits. To make another cut to meet this situation simply meant more losses.

What was the end of all this? Along came the Capper-Kelly bill. This bill, among other things, permitted a manufacturer to enter into an agreement with his sales agents, both jobbers and retailers, to maintain a reasonable resale price on his line. Also to take legal steps to stop the cutting of prices on his line. The Capper-Kelly bill led a hazardous career. It was approved and attacked, but while the approvals were strong, the attacks were much better organized and more effective. The question of a resale price became an issue in the Chamber of Commerce of the United States. In this Chamber of Commerce there are all kinds of dealers, what we know as independents, also mail order houses, chain stores, department stores, etc. The independents were not well organized, but the department stores, mail order houses and chain stores were. So the Capper-Kelly bill, although approved

by the Chamber of Commerce, did not get anywhere, and we were confronted with the curious situation of the minority of the dealers selling a certain line, that is those with sales of 10 to 20 per cent. of the total amount of sales in the country, dictating the prices at which the goods should be sold by all the others. On the face of it this seems hardly possible and certainly unfair, but facts are facts, and that was the situation.

Then came the codes, and an effort was immediately made through the NRA to do something to cure this situation. It was admitted that a manufacturer was entitled to protection on his line, and that jobbers and retailers were entitled to a fair profit. But opposition was thoroughly organized. It was fully recognized by the great department stores, by the mail order houses and by the chain stores, that if they had to sell these well-known, well advertised, national brands as the same price as their independent competitors, it would be a death blow to their system of doing business. Therefore, they fought not only openly but subterraneously, and to anyone acquainted with the inside of this fighting, it was an interesting conflict.—Saunders Norvell in Hardware Age.

Popular and Novel Innovation in Club Life

The Cabana Colony Club patterned in many respects after famous winter resorts is a novelty to the Middle West. Cabanas on the beach suitable for a stay of a day or a season; an attractive beach club; an ideal dancing patio; club house and dining room; beach equipment and recreational facilities are a part of the club's physical properties. The Cabana Colony Club has a policy of offering its members a different program of gay and unusual activities, dinner dances, tea dansants, continental style buffet luncheons, water sports, etc. Two types of cabanas are featured at the club, one suitable for over night occupancy or stay of the season. Ship deck studio living room which is transformed at night into a bedroom, dressing rooms, shower and toilet facilities complete this unit. The cabanas are attractively decorated and furnished. The studio couches, for instance, provide an admirable addition to the lounge by day and open into twin beds with Beautiful mattresses by night. The other type is a day time cabana with dressing room, shower and private porch with comfortable lounge chairs and other equipment. The beach is equipped with beach umbrellas, sun chairs, play ground equipment for children and beach games for adults. You live at the water's edge, dine, dance and entertain at the club house and patio.

The Club, although operating on a strictly membership basis, extends its facilities to non-residents for a short period, providing they make the necessary application at the Club office.

Less than ten minutes drive from the Cabana Colony Club and North Shore development are two excellent golf courses known to thousands of golf enthusiasts. Spring Lake Country Club extends golf course privileges to

members of the Cabana Colony Club and residents of the North Shore. The Club is famous as being the site for the Western Michigan Golf Tournament, held annually for many years. This tournament ranks as one of the major attractions of the Great Lakes Resort Region, bringing socialites from many inland cities for sport and entertainment. Newer than the Spring Lake Country Club course, but already popular, is the Pontaluna golf course, adjacent to the North Shore.

Quarterly Test of Steel Prices

The steel industry should encounter little difficulty in maintaining stable competitive conditions during the balance of the current quarter, executives of leading companies assert. However, when new prices are announced for the fourth quarter, at least temporary demoralization may occur.

Major producers in the industry are expected to conform to the stability policy favored by the Iron and Steel Institute. On the other hand, many smaller producers who are not members of the institute, are not bound by its program. Accordingly, when new prices are quoted for the fourth quarter some price cutting by such concerns is expected.

Competition from such concerns may prove rather serious on lighter products, such as sheets and light plates. On the other hand, in heavier products such as rails, price cutting by these mills would be unimportant because of their relatively small capacity.

The steel industry does not expect to formulate a voluntary agreement for submission to the NRA or the Federal Trade Commission. Since such agreements would provide no control over recalcitrant minorities, there is little incentive for adopting them.

Discouragement on Low-Cost Housing

Due to continual changes in policy at Washington, manufacturers of building materials have largely abandoned hope that low cost housing under the work relief program will furnish a substantial demand for their products this year.

Particular concern is caused by the determination at Washington to favor relief projects requiring a relatively small expenditure for materials. Since at least half of the cost of slum-clearance construction is absorbed by material costs, such projects will not receive much support.

On the other hand, since the new policy would necessitate abandonment of many other projects, there will be more money available for plans that are found acceptable.

Administration regulations providing aid for private construction of low-cost housing have tended to discourage organization of new limited dividend corporations, builders say.

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 Medalle, N. Medalle & Co., Manacelona.
 D. W. Goodnow, D. M. Goodnow Co., Howell.
 W. R. Mehlohose, A. Loeffler & Co., Wyandotte.

Confusion Waning In Trade Divisions

Encountering fewer impediments as the confusion of the two weeks preceding waned rapidly, trade continued to rise last week, according to the review of Dun & Bradstreet, Inc., which points out that the absence of serious labor disturbances and important changes in the price structure permitted freer operations in nearly all divisions.

Although consumer buying followed closely weather variations, the agency states that the previous expansion was extended, while in the wholesale markets there was less hesitation in the covering of future needs. Slackening of the industrial pace from Spring peaks has been at a slower rate than usual at this season, the report says.

Helped by the higher temperature, retail sales broadened at the quickest rate experienced since the Easter shopping season in a number of centers, although the estimated gain for the country as a whole was not more than 3 to 8 per cent. over the comparative totals of a year ago, it is stated. In some parts of the New England States sales rose by 4 to 8 per cent., but the average for the district is reported only slightly above that of a year ago. In the East, reports show an increase ranging from 2 to 5 per cent.

"Allowing for the decline in the rural districts affected by the Mississippi and Mississippi River floods, real volume in the Southwest was lowered slightly for the week, but was 15 to 20 per cent. over the corresponding period in 1934," according to the agency. "In the South the increase ranged from 8 to 10 per cent., with a larger gain in the farm areas.

"In spite of labor difficulties in the lumber industry, retail sales on the Pacific Coast continued to move upward, reaching a level 15 to 18 per cent. higher than that of a year ago. In some sections in the Middle West attempts to move hot-weather apparel ran afoul of low temperatures, but the increase over last year's figures varied from 5 to 10 per cent."

With hurried calls for Summer merchandise contributing to the bulk of the enlarged volume, many of the wholesale markets experienced the most active week since the latter part of April, the report says. Orders specified immediate shipment of vacation requisites, swim suits, beachwear, traveling accessories, sporting goods and gift items. Dresses of sheer cotton, silk and rayon moved out rapidly, according to the review, while orders

for coats of white and pastel shades "were ordered in the largest quantities in three or four years, with a shortage developing in some of the most popular styles."

"Buying for Fall also increased, as the realization grew that, instead of being reduced, prices on many items would be advanced during the next two months," the report adds.

Silverware Industry Optimistic

Spring sales of manufactured silverware show a sizable gain over the preceding year, according to early reports from producers. With practically all purchases for June promotions completed by retailers, manufacturers are now turning attention to the preparation of Fall merchandise. Interest in the price situation is still keen, but producers are confident they can hold quotations close to present levels for some time to come. The trend to higher quotations for commercial silver, it is hoped, will be checked by the measure now before Congress authorizing the government to make silver available to commercial interests at prices established by the Federal silver purchasing policy.

White Coat Shortage Reported

Re-order activity in a variety of Summer items has been well maintained. An outstanding feature has been the shortage which has developed on white coats to retail from \$6.98 to \$10.95. Spot shipments are almost impossible to obtain and buyers are placing orders for forward delivery. The shortage is due to the fact that white fabrics are in limited supply, and the mills are behind on deliveries. Buyers reported this was the first Summer in a long period when shortages of white garments were noted. Low-end dresses, retailing up to \$7.95, were in active request, as was sports and beach wear.

Sweater Reductions Refused

Sweater mills turned down requests of buyers this week for Fall goods at opening levels and held out for the 50 to 75 cents, a dozen advances put into effect recently, it was learned. Buyers had no basis for their offers outside of believing that there might be a weakening in prices following the Recovery Act demise, mill agents said. They added that, with wool prices going higher and with no change in the hours and wages of the industry, further rises are likely instead of any reductions. Even with the advances, current levels are still unprofitable, they said.

Work Shoe Output Declines

While shoe production this year is very close to that of 1934, the output of men's work shoes has dropped substantially. Since the start of the year the figure has been about 20 per cent. under 1934. Last year the monthly average was about 2,500,000 pairs, while this year it is about 2,000,000 pairs. Government projects in 1934, such as the CCC, the CWA and others, resulted in substantial purchases of work shoes, the figure in the early months jumping about 50 per cent. over 1933. Accordingly, the reaction this year is not unexpected.

Higher Education of Women

In the ensuing half century it has been abundantly shown, both here and elsewhere, that advanced education as such has no untoward effect on women's health, even if it cannot be safely combined with an active social career, and that women are not unfitted by it for marriage, although they may well be rendered more critically discerning in the mates they accept for the matrimonial voyage.

Unquestionably they are made less docile, for they are now fully aware of the vigor and integrity of their own thought processes, while the simultaneous opening to them of practically every door in the world of business, the professions and politics, has robbed them forever of any disposition to accept the male as an inevitably superior person.

James Rowland Angell.

Assured on Hardware Prices

Uncertainty regarding the price trend in hardware disappeared in the wholesale market last week, and commitments for late Summer needs were placed freely by retailers. Purchasing for immediate shipment also rose sharply, as active consumer-buying in the early days of the week found retailers' stocks depleted on many wanted items. Wide interest was attracted in the market by the circulation during the week of manufacturers' announcements that NRA wage and hour standards would be strictly observed in the industry. Jobbers who are preparing to shop for early Fall goods were assured by producers that the new season's prices would show no declines from Spring.

Kitchenware Volume Up Slightly

Demand for popular price kitchenware showed some improvement in the wholesale market last week, but the volume of sales was still considerably below expectations. Buyers are hesitant about placing large orders until assured that the collapse of codes and code regulations will not make a market difference in prices. Producers have asserted that they will adhere to code wage and hour requirements in the majority of kitchenware lines and others are expected to follow suit. Selling agents predicted that the market will be back on a normal volume basis before the close of the coming week.

Corporations Wound Up

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Jackson Construction Co., Jackson. Jonesville Gravel Corp., Jonesville. Consolidated Holding Co., Detroit. Love Construction & Engineering Co., Muskegon. Pittsburg Water Heater Co., Detroit.

McGraw Grocery and Meat Market Co., Detroit.

The Ondello Co., Wyandotte. West Elm Realty Co., Monroe. Hanna Motor Sales, Inc., Detroit. Napel Co., Traverse City. National Beverage Co., Detroit. S. J. Peterson & Co., Foster City. Buffalo Iron Mining Co., Iron River. The Credit Clearing House, Detroit. Select Motor Sales, Inc., Detroit. Standard Michigan Sugar Co., Detroit.

Jensen-McNeill, Inc., Hamtramck. Abbey Realty Co., Detroit. Kirchner Holding Corp., Detroit. Haynes Lumber Co., Port Huron. National Heliofloor Co., Detroit. Kirsten Dental Laboratory, Inc., Detroit.

Watson Brothers Steel Co., Detroit.

Circumstances Alter the Case

Because centralization of government has succeeded in other countries where essentially different peoples live and different conditions and circumstances obtain is no proof that these same wholly foreign measures can be forced upon the American people and applied to conditions on this continent. American liberty resides in local self-government and the autonomy of the forty-eight sovereign States with their varying conditions and circumstances. Europe is old, stabilized and comparatively exhausted, America is still very young, undeveloped and abounding in untouched resources. We are still pioneers.

Widened use of timber framing is seen through the development of ring-type metal joint connectors, said to give stronger joints, to be lighter, cheaper than ordinary fastenings.

Thirty-six hundred eggs per hour are said to be handled by a new automatic egg breaking and separating machine.

For PROMPT service and ECONOMY'S Sake

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GRAND RAPIDS, MICH.

HOTEL DEPARTMENT

Death of the World Famous Landlord at Riverside

Los Angeles, June 15—(Air Mail.) The distressing news of the sudden passing, early this (Saturday) morning, of my good friend Frank A. Miller, Master of the Mission Inn, at Riverside, Cal., almost overwhelms me, for without doubt, he was one of the best friends I had in the whole hotel fraternity. I knew him a half century ago when he was in the hotel service in Wisconsin and I was employed as a traveling salesman. Through the purest accident, five years ago, I discovered him in the capacity of owner of one of the most charming hostleries in the entire world. During a period of illness, with which I was afflicted three years ago, he bestowed upon me manifold courtesies, not the least of which were frequent visits during my convalescence. Over a long period of years he constructed the famous Inn and filled it with authentic objects of art from all over the world. As host of the famous hotel, he was untiringly instrumental in drawing to Riverside distinguished persons and gatherings of great importance. At his hotel during their time he entertained Presidents McKinley, Theodore Roosevelt, Taft and Harding, besides distinguished writers, educators and many other notables. Mr. Miller's activities in the cause of Japanese-American amity resulted in his citation in 1929 with the Japanese royal decoration of the Order of the Rising Sun. He was a prime mover in the activities of the Institute of World Affairs, a gathering of scholars of world economics and sociology, and accounted one of the more important factors in Oriental-American accord. He was also founder of the annual Easter sunrise service atop Mount Rubidoux, one of the most celebrated pageants, and in which he had as an able second, Frederick Warde, famous as a tragedian. At the solicitation of Mr. Miller many of my visiting Michigan hotel friends have been participants in his hospitality. He leaves the widow, a daughter, Mrs. Hutchinson, and a sister, Mrs. Richardson, all of whom have been active in the affairs of the Mission Inn for a long period. Frank S. Verbeck.

Los Angeles, June 14—Now that the Hotel Greeters of America have reached the successful stage, some particular, exclusive individual, at the recent national convention held here, suggested that they build a wall around the organization, something it should be very careful to avoid. This is what he wants to do: "Any active member who for a period of six months or longer has ceased to be affiliated with the hotel industry in a manner which would make him eligible originally for that classification or who has taken up another vocation shall be transferred to inactive membership and deprived of all rights and privileges of active membership." Provided he pays his dues he may remain under the status of "inactive" membership. Some of the greatest organizers for Greeterism have been individuals who at one time were actively engaged in hotel service, but who for some reason or other have become disconnected with the profession though still feeling the desirability of its continued success. They have expended much effort in helping the movement toward success, besides paying their dues. Some day they may be back in the harness and active membership and during the interim cannot help but be beneficial to the organization, as well as to the individual. I could mention a number of faithful scouts in Michigan who have done this very thing. They have never asked for anything from the association except fraternity, but have at all times given something to it. The suc-

cess of Greeterism has not been due to any particular interest on the part of the rank and file, but to a very few who have had a vision and applied their efforts to practical ends. It were better to stamp out such a movement in its incipency than to eventually flounder on the rocks of oblivion. History repeats itself and many an organization is facing depleted membership because there were no "Georges" to keep up their enthusiasm.

At a recent pow wow of adherents to a certain party, covering a considerable area in the middle of the Nation, there was a lot of "sobbing" over the pitiable condition of the poor agriculturalist, who is always expected to be in on the game until after the votes are counted, when recollection of his woes becomes a "hair-trigger" affair until the next election. Now, so far as I have been enabled to demonstrate to my own satisfaction, the farmer is no more in need of this special commiseration than the rest of us, and if given the opportunity of attending to his own affairs, will do as well as the next fellow without the specially broadcasted sympathy of the professional politicians. To be sure, for a long period he was the victim of special conditions and was the easy prey of a lot of "knowing" ones, but he, as a rule, is just as much alive to conditions as the industrial being. I can well remember, when I was a lad, upon the farm, that labor saving machinery was considered the bane of the farmer's existence. His farm was used as a field for experimentation and he, the farmer, usually footed the bill. They came along in an order about like this. A binder attachment was offered for the old-fashioned reaper to take the place of a half-dozen laborers. It was what was known as a wire binder, held sway for about a year, when it was superseded by the one using twine. But the farmer held the sack and submitted to the loss. There was the hay-loader, the spud-harvesting machine and many other contrivances, all of which looked good to the agriculturalist, but many of which were impracticable. Of course, conditions have changed and the experimental stage has passed. The farmer is no longer considered the "rube" of the old days, except by the political life-savers. Of course, it may be hard to teach an old dog new tricks and there are still a considerable number of the producing class who resent the suggestion of "book" farmers but this number is decreasing as our agricultural colleges thrive, but the politician has little to do with this and seldom thinks about it until election day approaches. To be sure, the depression has hit all classes, but the farmer has just as large a vision as the other classes. He is just at present functioning with organizations which are non political, such as the profitable marketing of his products, beginning with the problem of transportation to profitable markets, and restricting production so that there will be little cessation in demand. Political units may rant and ostensibly worry over the affairs of the "horny-handed son of toil" but that is as far as it will ever go toward actual relief from this source. Never will they look into the cause of agricultural depression, but will continue to froth at the mouth in emphasizing their woe over his condition.

There is a little lesson in, I might say, applied psychology. I picked up in a five and ten department store here, while making a trifling purchase, but included in which were a number of small items "fifteen, fifteen, ten, fifteen, ten, ten, fifteen—ninety cents. Is that all right?" said the young lady saleswoman, looking up trustfully. It was. With a smile she volunteered this: "I always put it up to the customer before recording on the cash register. If you add it up before the customer, and

say 'Is that right?' it sort of compliments them. Anyway, it makes them feel you aren't putting anything over. And lots of times people buy lots of small items, and the total is bigger than they expect—sometimes bigger than they have money to pay for. In that case they are likely to say they didn't intend to take something or

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other, and that I wrapped it up by mistake. But when I check the packages and add up and get their approval before ringing the bell everybody's satisfied. And that's what makes business good." Showing that the diplomats are not all in the consular service.

Pentwater had a birthday celebration a few days ago, for Mrs. Ellen Jensen, widow of Nels Jensen, a former resident of that city, a most intelligent and deserving woman whose acquaintance I have enjoyed for many years. She was born in 1859, almost in the immediate neighborhood where she now resides, in the very midst of an almost trackless forest. A daughter, Winnie, well-known in business and social circles, is with her and together they constitute an interesting and happy family.

Ralph T. Lee, proprietor of Hotels Lee Crest and Lee Plaza, Detroit, and president of the Michigan Hotel Association, has appointed Emery Tourville, manager of the Douglass House, Houghton, a regional vice president for the twelfth district, succeeding Jon Deglman, who has removed from the state.

Henry Nelson, manager of Hotel Chippewa, Manistee, has appointed Don Greenway, former auditor of Hotel Rowe, Grand Rapids, catering manager and steward, which allows Henry more time for the entertainment of his legion of guests, all of whom admire his capabilities in that direction.

F. F. Morrison, formerly proprietor of the B. & M. Tavern, at Germfask, has taken over operation of Hotel Seney, formerly operated by Ty. Wenshell.

The Parker House, at Hastings, conducted for many years by the late Fred Parker, but closed since January last, has been reopened by R. W. Guyney, of Detroit. The hotel has been thoroughly rehabilitated.

M. T. Cumminskey, who has been engaged in hotel work in Detroit for some time, has been appointed business promotion manager of Hotel Fort Shelby in that city.

The Battle Creek Sanitarium is installing an air-conditioning system in its main dining room and a number of its guests apartments, to be completed in time for the season's requirements. Air conditioning is regarded to be a great boon to those subject to hay fever, who obtain immediate relief from its application.

The Wisconsin legislature recently adopted a law requiring all hotels and other catering establishments to serve two-thirds of an ounce of Badger State butter and a like quantity of cheese with every meal representing an investment of 25 cents or more. According to H. L. Ashworth, business manager of the Wisconsin Hotel Association, the law, presumably unconstitutional, will probably be observed generally as a compliment to the dairy interests. There is no provision in the measure as to how the products shall be served, and no penalty for violation is specified.

Clark McGiffert, manager of Mather Inn, Ishpeming, has opened a new cocktail lounge in the basement of his hotel, which is said to be of some class. It has a seating capacity of 85.

The Colonial Inn, at Whitehall, has opened a unique "Frontier Room," decorated with relics of the lumber era, many of them more than 75 years old. It will have a seating capacity for 50 people.

The new Michigan law regulating fire protection in hotels, seems to have

been accepted gracefully by hotel owners throughout the state. It requires that all hotels shall have at least two exits, and the smaller hotels must provide ropes or other equipment in every room, while houses of three or more stories must either be fire-proof or must have an automatic sprinkler system, or an employe watch system, with a manual fire alarm.

There will be no necessity for worrying about hotel accommodations or charges therefor, if you decide to visit the San Diego exposition this season. Through a co-operative arrangement with the San Diego Chamber of Commerce, a visitors' housing bureau has been established to take care of requirements beyond the capacity of the numerous hotels, which may be necessary during the peak of the travel period. Every service will be placed at the disposal of visitors to expedite their location in suitable quarters at reasonable rates.

The chain racket has hit the hotel advertising field. You write your five friends and omit the top name, etc., and no chance for graft anywhere.

The Hotel World-Review well says: "The election by the executive council of the American Hotel Association at its recent meeting of Thos. D. Green, to the post of executive director of the A. H. A. for a period of five years from the termination of his present arrangement this fall, was perhaps the one thing needed to assure a continuation of the progressive and constructive policies of the national body. There are, of course, many other men of ability in the A. H. A., but there is none who has been so closely identified with this body as President Green, elected to his present post in 1925 and re-elected at each succeeding convention. In every sense of the word it has been the thing closest to his heart, and in a changing world the hotel operators may now feel that one thing is steadfast—they have Tom Green to watch out for their interests at least until the autumn leaves fall in 1940." In which sentiment I unanimately agree.

Mrs. Blanche Hartmann and Mrs. Ruby Krause have opened a tea room in the delightful Grand Rapids suburb known as Lamont. I am fortunate in enjoying the acquaintance of the first mentioned young lady, have enjoyed her hospitality on various occasions, and can state truthfully that if her colleague meets up to Blanche's acquirements, travelers in that direction will find this institution a delightful resting place. When, and if, I get back to Dear Old Michigan this summer, I will be attuned to the song:

"Let's have another cup of coffee,
And give me another piece of pie."
Of course, assuming that tea will not be their only offering.
Frank S. Verbeck.

Turning Over a New Leaf

On July 1, 1935, we begin a new fiscal year in the affairs of our Association. As usual, we have a new President, an experienced and highly respected merchant, D. Mihlethaler, Harbor Beach

Mr. Mihlethaler is a good business man and has great organizing ability. His advice will be of much value in directing the affairs of the Association. We have already called a meeting of the Board of Directors of the Association and have summoned to this meeting not only the outgoing directors but those who were elected for the ensuing year.

This meeting will be held in Lansing on Thursday, June 27. It will be prac-

tically an all day session. The work of the officers and board of directors will be divided in committees and committee assignments made. We expect to have a Committee on Program, on Finance, New Members, etc., and duties assigned so that our official Board can be helpful to the headquarters office and to each other. A complete report of this meeting will be the topic of our next News Letter, about July 10. The office will be closed the entire week of July 4, the only vacation we expect to take in 1935.

Our Secretary and Treasurer, Leon F. Rosacrans, of Tecumseh, has been re-elected for the ensuing year. He has taken the trouble to make a careful investigation of our finances pertaining to the payment of membership dues and other receipts and disbursements.

On his own initiative he has sent out a letter to certain delinquent members telling them of the importance of co-operating in the payment of dues, so that we may continue to serve the Association with sufficient funds to do the job well. Those who receive the letter will, of course, know its contents. Others who are more prompt in payment are urged to send their checks to the headquarters office as early as possible after they receive their statements the first of July.

H. W. Bervig, Secretary of the Hardware Association, has issued a circular giving a list of more than 100 articles of merchandise purchased by farmers and used in agricultural producing which are exempt. The giving of this list to the proprietors of stores belonging to the Michigan Retail Dry Goods Association is doubtless unnecessary, but any member desiring to see the list for use in discussing tax sales exemptions with farmer customers can secure a list by writing to Mr. Bervig, Olds Tower, Lansing.

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

Lace Dresses Popular

The cotton lace dress has come to the fore as one of the fastest-selling popular-price cotton shop items, according to a report prepared by Tobé, fashion authority and merchandising consultant. These dresses, she says, are popular both in sports and dressy types. Eggshell leads in color choice, with \$5.95 the big-volume price line.

Tobé adds that the dressmaker bathing suit continues as the most important type of the summer season and "stores should be covered on this important fashion." It is being featured in silk prints, acetates, polka dot silks and cottons and vivid cotton plaids.

She reports that a leading store has just staged a separate accessories fashion show, with excellent results. One of the original features of the event was the showing of the "right" and "wrong" accessories side by side on the same costume. Stores here, Tobé said, report a daily increase in the fashion and sales importance of turbans.

Metal tubes will be used in one manufacturers' fall line of radio receivers. Greater continued efficiency is claimed for them. They are not interchangeable with glass tubes.

Thirty-six New Readers of the Tradesman

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

- J. E. Dekker, Muskegon
- George Vanderlaan, Muskegon
- J. G. Swanberg, Muskegon
- B. W. O'Connell, Muskegon
- B. & M. Market, Muskegon
- N. Ouwerkerk, Muskegon
- Wm. Kampenga, Muskegon
- Albert J. Antekeier, Muskegon
- Olof Kvarnberg, Muskegon
- Henry Bialik, Muskegon
- N. Martin, Muskegon
- Frank Weislo, Muskegon
- K. Matuzeski, Muskegon
- Tony Lack, Muskegon
- F. Sorenson, Muskegon
- Olson Bros., Muskegon
- A. E. Carlson, Muskegon
- Ole Sunquist, Muskegon
- Albert Grinwis, Muskegon
- J. D. Raymond, Luther
- Miller & Reath, Shelby
- Paul Livingston, Shelby
- Clifford W. Eader, Shelby
- C. E. Bechtel, Shelby
- Edgar A. Johnson, Shelby
- O. W. Lattin, Hart
- Hyde & Birke, Hart
- A. E. Ainger, Whitehall
- Axel C. Johnson, Montague
- O. Hartwig, Montague
- Ripley Bros., Montague
- Thorvald Petersen, Ludington
- Elmer Abrahamson, Ludington
- Harold W. Rohmoser, Ludington
- Ed Daron, Ludington
- Old Kent Bank, Grand Rapids.

Industry's Responsibility

Whether the NRA decision, with its far-reaching implications, is to result in putting brakes on recovery, will depend largely not upon government but upon the people themselves. A heavy responsibility rests upon industry and business. A glorious opportunity confronts them to make good the promise that, once relieved from the burdens NRA imposed, activity would be increased, employment would be provided, confidence and courage would govern, and recovery leap forward. Labor is confronted with a like responsibility, a like opportunity; to be fair minded, to be reasonable, to meet the good-faith employer in good faith and half way, and to cooperate wholeheartedly for the common good. A dog-eat-dog policy, chiseling, slashing, greedy grabbing for unfair advantage, can be nothing short of suicidal.

In the Weyerhaeuser and other cases it is reported that it was not possible to read the license plate of a suspected car. No wonder. Even with good eyes and at a relatively short distance the plates are illegible. That is because the figures are too small, that in many states they are not white on black, or the reverse, and that they are arranged in one row. Psychological tests indicate that it is easy to recognize three figures at a glance, but no more. Make the license plates with large figures in white and black and clearly arranged in short groups and you will help the police and not the outlaws.

Business alleges double-dealing.

BEST MEETING EVER HELD

(Continued from page 3)

Resolved—That President Mahar, Secretary Allan, James Lyons, chairman of Convention Committee, Jake Dykema, Arrangements, Louis Beal, Program Committee, be extended hearty congratulations for their sincere efforts in promoting one of the most successful conventions of the Association.

Resolved—That the fees of the M. S. P. A. be set at \$10 per year and inasmuch as the Executive Committee has already been given the authority to hire a full time Secretary at the Jackson convention (1933) this be referred to the Executive Committee for immediate action.

Resolved—That the President of the M. S. P. A. call quarterly meetings in various sections of the state to bring about closer co-operation of the local organization.

Resolved—That a Resolutions Committee be appointed by the incoming President for the next convention.

Resolved—That the M. S. P. A. go on record as being opposed to the dispensing of drugs for welfare patients through other channels than licensed drug stores and that copy of said resolutions be sent to the State Welfare Director.

Resolved—That the M. S. P. A. in convention assembled wire the President of the United States in view of his sincerity that he immediately sponsor any constitutional legislation to protect small business men. Unless this is done it may mean the extinction of small merchants of this country.

Resolved—That the M. S. P. A. sponsor a fair trade act to protect trade mark owners, distributors, and the public against injurious and unecconomic practices in the distribution of articles of standard quality under a trade mark, brand or name.

Adopted.

The Trades Interest Committee made the following report:

In reporting nothing accomplished by the Trades Interest Committee the chairman feels a deep sense of regret.

Being a bit foggy as to the duties of the committee your chairman has been waiting around for a job to do. The NRA has taken care of the price situation as well as it could be taken care of.

He attended the first of the quarterly meetings, which were authorized by our last convention, in Lansing, which, by the way, was a bang up good meeting and well attended. If the other three have been held he has not been invited to attend.

Inasmuch as Mr. Parr asked that no new legislation be attempted during the past season of the legislature, due to a membership not exactly friendly to the druggists, and as the liquor problem was well taken care of by Mr. Drolet and Mr. Lyons, and as no legislation inimical to the druggist was introduced there did not seem to be anything for your committee to do, providing our duties included that work which I did.

Frank J. Jones, chairman,
John Weisel,
G. H. Fletcher,

George Lincoln,
Al. Uglov.

Adopted.

At 5 p.m. Dutch luncheon for men was given by the courtesy of Tunis Johnson Cigar Co.

At 6 p.m. dinner for the ladies was held at the Blythefield Club, through the courtesy of Hazeltine & Perkins Drug Co.

At 9 p.m. men joined ladies at the Blythefield Country Club for dance, through the courtesy of Hazeltine & Perkins Drug Co.

Thursday morning the election of officers resulted as follows:

President—Benjamin S. Peck, Kalamazoo

First Vice-President—Joe Malts, Sault Ste. Marie

Second Vice-President—James Lyons, Detroit

Secretary—Clare F. Allan, Wyandotte

Treasurer—Henry Hadley, Benton Harbor

Executive Committee—Ray Jenson, Grand Rapids, Peter McFarlane, Lansing.

Ladies luncheon was given at Kent Country Club at noon, through the courtesy of the Ladies Auxiliary. Men's luncheon was given at the Cascade Hills Country Club, followed by golf tournament.

The feature event of the convention was a dinner dance and outstanding floor show at the Pantlind, which closed the event Thursday evening. Special dance band was engaged for the evening by the courtesy of Hazeltine & Perkins Drug Co.

All joined in the statement that the 53d convention was the most successful ever held by the organization. There was not a hitch anywhere in the programme from start to finish. The weather was perfect, and everyone was in a mood to enjoy himself every moment.

I wish to pay this tribute to L. Wilson Hutchins and the Hazeltine & Perkins Drug Co. They both do more for our organization, when it holds an annual convention in Grand Rapids, than any other wholesale drug house in Michigan. Nothing is too arduous or too expensive for them to undertake. As entertainers they beat anything I have ever seen.

Clare F. Allan,
Sec'y M.S.P.A.

John G. Steketee, who has been ill for some weeks was unable to attend the convention as expected. The following letter of sympathy was sent him by interested members of the convention:

"Brother John: The M. S. P. A. wishes to let you know that your smiling face is missed very much. Its members are all very sorry to learn of your affliction and assure you of their appreciation of your loyalty and co-operation in the past.

We sincerely hope that you will be able to be with us again in the near future.

With best wishes from the members and officers."

James E. Mahar, Pres.
Henry Riechel,
Peter Vellema,
O. J. Dutmers,
Committee.

Mr. Steketee is reported by his family as improving.

Wages and Living Standards

The decent labor and competitive standards maintained in this country prior to the depression were the result of voluntary conduct on the part of industry and not the result of any compulsion by law or otherwise.

There is absolutely no reason why American industry cannot maintain the standards which have been in existence for the past two years without the compulsion of law. The question today is whether, as business men, we can be trusted to treat labor fairly and to assure a decent standard of living, or whether it is necessary by force of law to compel us to do these things.

It is probably not too much to say that the very future of our industrial

history will depend largely upon the immediate conduct of American business men in meeting this crisis.
Lawrence B. Elliman.

Sweet clover is that weed which in recent years has fringed the roadsides. Just why it seems to like the edge of the road since the high-speed era began has puzzled many. I think I have solved the problem, and high speed is the answer. Modern roads require a well-drained margin, which is the first requirement for sweet clover. The lime from the cement and crushed stone fills a second need. The cars spread the seed by air-suction all along the edge of the road—even drawing seed from a distance of twenty feet. Carbon dioxide and other sulphur compounds from the exhaust furnish plant food for the clover.

Does Coughlin get all the money his misguided followers cough up?

Many second-rate bonds look first-rate bargains.

**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)

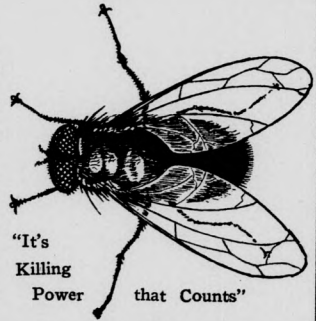
20 years Michigan Druggists have
preferred Parsons bulk chemicals.

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.

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

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

Table with columns: ADVANCED, DECLINED, and various food items like Hams, Smoked Pickles, Spring Lamb, Good Lamb, etc.

Table with columns: AMMONIA, BREAKFAST FOODS, and items like Little Bo Peep, Kellogg's Brands, Corn Flakes, etc.

Table with columns: APPLE BUTTER, BAKING POWDERS, and items like Quaker, Clabber Girl, Royal, etc.

Table with columns: BROOMS, BRUSHES, and items like Quaker, Warehouse, Little Daisy, etc.

Table with columns: BUTTER COLOR, CANDLES, and items like Hansen's, Electric Light, Plumber, etc.

Table with columns: BEANS and PEAS, CANNED FRUITS, and items like Dry Lima Beans, Apples, Apple Sauce, etc.

Table with columns: BURNERS, BOTTLE CAPS, and items like Queen Ann, White Flame, Single Liquor, etc.

Table with columns: BLUEG, and items like Am. Ball, Boy Blue, etc.

Table with columns: BLEACHER CLEANSER, and items like Lizzie, Lincx Wash, Clorox, etc.

Table with columns: K C, and items like 10 oz., 15 oz., 25 oz., etc.

Table with columns: GOOSEBERRIES, GRAPE FRUIT, and items like Michigan, Florida Gold, etc.

Table with columns: GOOSEBERRIES, GRAPE FRUIT JUICE, and items like Michigan, Florida Gold, etc.

Table with columns: GOOSEBERRIES, GRAPE FRUIT JUICE, and items like Michigan, Florida Gold, etc.

Table with columns: Pineapple, Honey Dew, String Beans, Choice, Whole, No. 2, etc.

Table with columns: Plums, Raspberries, Black, Imperial, No. 10, etc.

Table with columns: Raspberries, Red, Premio, No. 10, etc.

Table with columns: Strawberries, Jordan, No. 2, Daggert, No. 2, etc.

Table with columns: CANNED FISH, Clam Chlder, Clam Chowder, Clams, etc.

Table with columns: CANNED MEAT, Bacon, med, Beechnut, Bacon, lge, etc.

Table with columns: CANNED MEAT, Bacon, lge, Beechnut, Beef, lge, etc.

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Table with columns: CANNED MEAT, Bacon, lge, Beechnut, Beef, lge, etc.

Table with columns: CHEWING GUM, Adams Black Jack, Adams Dentyne, etc.

Table with columns: CHOCOLATE, Baker, Prem., 6 lb. 1/2, Baker, Pre., 6 lb. 3 oz. 2 60, etc.

Table with columns: CIGARS, Hemt, Champions, Webster Plaza, Webster Golden Wed, etc.

Table with columns: COCONUT, Banner, 25 lb. tins., Snowdrift, 20 lb. tins., etc.

Table with columns: CLOTHES LINE, Atlanta, 50 ft., Keystone, 50 ft., Corona, 50 ft., etc.

Table with columns: COFFEE ROASTED, Lee & Gady, 1 lb. Package, Ryco, Boston Breakfast, etc.

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SHOE MARKET

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

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

Secretary-Treasurer—Robert Murray, Charlotte.

Field Secretary—O. R. Jenkins, Portland.

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

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

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

"Fair Deal" with Less Discount Concessions

"Buying discounts" are again part of the game of buying merchandise. There is this to be said for the NRA—it did solve the problem of discounts by making terms uniform. Merchants—large and small—could give their attention to the purchase of merchandise, use all their trading skill in that field and forget the discount racket for a time. But now comes the sinister menace of chiseling extra discounts after all the rest of the transaction has been completed. Large buying groups and large operators rush crudely into the field of industry with demands for concessions. One group, last week, it is reported, wanted a universal 10 per cent. but fortunately it trespassed but slightly on shoes; and what's more to the point, general letters sent out demanding extra discounts have been pretty much ignored.

A real testing of Fair Deal methods is taking place in the shoe industry and, in the few weeks since the Supreme Court decision, the industry at large has stood firm for current prices and the spirit of NRA discount terms.

Two factors have aided in holding terms and preventing concessions: First, the majority of manufacturers have had to pay more for leather and materials to be used in the first run of shoes now in the cutting for July and August delivery. In most cases they didn't ask the retail trade for the necessary advances. It is generally expected that orders taken after July 1 will be at a higher price because of hide, skin and leather conditions the world over. Shoe factories, by and large, were giving more for the value and were therefore financially in no position to give discount concessions.

The second reason was that any extra discount or concession must of necessity be taken out of something other than materials and no manufacturer is ready to take it out of labor in longer hours and lower wages.

So, for the moment, the subject of discounts and concessions in shoes remains but a topic of conversation. But the battle of words will soon come to an end, when factories need orders for

operation. Factory cost sheets at that time will certainly indicate that in the majority of cases no extra discount can be taken except out of wages and hours or reserves. As to the latter, there are no surplus moneys that can be used to "buy" business for factories by the extra discount method.

Serious economic as well as social problems grow out of unfair price concessions. The resulting competitive advantage should be curbed by some method. What then can be done? First—if a retail operator uses "loss leaders" as his bait, teach the public to buy only that "loss leader" from that store. In the recent cigarette war, the public was wise to the game. It bought only the cartons of cigarettes and many a merchant sent in employes, friends and family to buy the stock at below-cost figure. This, in a way, cured the price-cutters of "loss-leader" habits. Giving the offender a dose of his own medicine is something new and original and effective.

But there is very little "loss leading" in shoes for there are few common trade-marked articles sold in stores that can be so manipulated. The second avenue of correction is down the path leading to the Federal Trade Commission. In this week's issue we tell the story of what the Federal Trade Commission can do in the correction of general unfair practices. The Commission itself recommends that Section II of the Clayton Act be amended to read as follows:

"It shall be unlawful for any person engaged in commerce, in any transaction in or affecting such commerce, either directly or indirectly to discriminate unfairly or unjustly in price between different purchasers of commodities, which commodities are sold for use, consumption, or resale within the United States or any territory thereof or the District of Columbia or any insular possession or other place under the jurisdiction of the United States."

That would put real teeth into correction of price discrimination. The Act as it now reads may be evaded by making a small difference in quantity the occasion for a large difference in price. Another way to diminish extra-discount concessions is for the industry to either reaffirm its code discount provisions or post the percentage of discount that is given for actual volume sold. No merchant, be he large or small, challenges the economics of lower costs through larger production.

What business men resent are concessions given because of the name, size and general prestige of the favored one. Some industries have solved their discount problem by sending a flat discount check for the annual volume of business after deductions, credits, etc. Other industries give volume discounts on the basis of the size of each order. What the shoe merchant resents is the discount that is given loosely to the department store, mail-order house, the chain store and the big operator for any and all orders—such discounts being a broad discrimination and, in a way, a favored-customer concession. We have actually seen orders for sin-

gle pairs carry the department store discount.

It is the return of all the evils that come through price discrimination that menaces the future of business. When an order is a definite transaction, call it trading or barter if you will, as to the merchandise qualities, the values and everything else, then it is normal, natural business. But, when after all the necessary transactions are completed, the discount chiseler puts on the high pressures that come through size, prestige and dominance, that's the thing that is resented and merchants want to see justice done and hope that through the medium of the Federal Trade Commission fair competition will again be made the law of business.—Boot and Shoe Recorder.

Shoe Exhibit To Be Held Here Four Days

Grand Rapids, June 17—Your Committee, in accordance with the resolution passed at the annual meeting held in Grand Rapids last year, hereby announces that the annual show of the Michigan Shoe Exhibitors Association will be held on January 12, 13, 14 and 15 at the Pantlind Hotel in Grand Rapids. This is the week following the National Show, and we believe it will appeal to all the exhibitors as the logical time at which it should be held.

A tentative plan has been arranged as follows: On Sunday, Jan. 12, the time will be devoted to the setting up of the displays. On Monday night we will have a joint banquet with the shoe retailers of Western Michigan. On Tuesday, Jan. 14, we are planning an elaborate style show with many new features, which we know will be pleasing to the spectators. On Wednesday, the 15th, we will have a cabaret party and dance, which proved so popular last year.

We are going to ask that you make your reservations as soon as possible for this show direct to the Pantlind Hotel, giving them your requirements as to the amount of table space desired. Every reservation will be placed in the order in which it is received, so it will be advisable to get in your reservation as soon as possible. If any preference for a certain floor is desired, this should also be stated. In allowing the hotel to handle these reservations, we believe it will insure each exhibitor being taken care of with the necessary space and with tables at the time of his arrival.

We have had a great many requests from the dealers of Western Michigan as to the dates of this convention, and a number of travelers have reported that the dealers are very enthusiastic about again coming to Grand Rapids. We, therefore, feel that this will be another bang-up show.

If there is any further information that you desire at this time, address your inquiry to the Michigan Shoe Exhibitors Committee, Pantlind Hotel, and the matter will receive our prompt attention.

Rodney D. Schopps,
Sec'y Executive Committee.

Greatest Shoe Buying Season Is Predicted

Chicago, June 18—Eugene A. Richardson, of Boston, managing director of the National Volume Shoe Manufacturers' Association, declared here this week that "this year will be one of the greatest buying years in the history of the shoe industry, certainly the best since 1929." Mr. Richardson said that "buyers soon got down to business" when they found manufacturers would not cut prices as a result of the invalidation of NRA.

Relief scandals afford taxpayers no relief.

When on Your Way—See Onaway

And especially this Summer because of the Michigan Centennial Celebration under initiative and direction of the Michigan Historical Commission and Michigan State Historical Society and, don't forget, the Onaway Chamber of Commerce.

See what's ahead; Wednesday the 19th (the day this good Tradesman magazine goes to press) our entire community, inviting the tourists to participate, forms at the city hall and visits the historic Rainy Falls; some exercises there and then to the Lost River for basket picnic dinner. And so on throughout the entire Summer on the following dates—July 4, July 25, August 15, Sept. 5, Sept. 26, Oct. 17, the final color trip. On these trips we visit Mount Onaway, Lake Sixteen, Black Lake State Park, Ocqueoc River Falls (Holding a pageant of the Chipewya Indians), Canada Creek Ranch (five lakes, 12,000 acres), Dead Man's Bend, Black river, Shanty Rapids. An entire Summer recreation and scenic tour for the tourists.

Memorial day was the first event at the big sink holes and Big Tomahawk lake, with an attendance of 1500 people, Entertainment, sports and games. And while you are here get in on the fishing contest and win some of the attractive prizes on exhibit.

We are pleased to note that C. Oscar Strand is President of the Gideon Society of Grand Rapids. Mr. Strand is well known in Onaway and one of the best of the best.

Roy Badgero, the barber, is erecting a large fire proof business block adjoining the post office, and the contract calls for completion Sept. 4.

Andrew Johnston has re-finished the interior of his market, equipped same with new shelving and added a line of groceries.

Ed. M. Everling, the garage man, has beautified the grounds adjoining his business place by landscaping the entire area, setting beautiful trees, shrubs, etc., with rock-garden effect.

That tired feeling will leave you when you see all these things and hay fever patients really do stop sneezing.
Squire Signal.

Living beyond your means ultimately means meanness.

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

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

Phone 33674
John P. Lynch Sales Co.
SPECIAL SALE EXPERTS
Expert Advertising
Expert Merchandising
209-210-211 Murray Bldg.
Grand Rapids, Michigan

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

OUT AROUND

(Continued from page 9)

the constable, ran over to me and placing his arm about my shoulders, he said, "Comrade, I've had a hell of a time since I saw you last." "Well, that's the kind of a time I've had, but I've done my work without missing a stroke or sobbing on any one's shoulder. Good luck to you!"

Wm. L. Brownell.

Some of the dry goods merchants of Western Michigan are considering the organization of a stock company to undertake the establishment of a co-operative wholesale dry goods store, to be located in Grand Rapids. A preliminary meeting was held here last Friday, attended by thirty merchants. At the conclusion of the meeting the matter was referred to the following committee, which was appointed to shape up the organization: Henry McCormack, Ithaca; F. E. Davy, Ewart; Henry Holtvluer, Grand Rapids; W. D. Baltz, Grand Haven; Lee Sears, Rockford; Ross Shoecraft, Fremont; E. H. Heater, Traverse City. The above are expected to have their report ready for the next meeting to be held at the office of the Grand Rapids Wholesale Grocery Co. Friday of this week. E. A. Stowe.

Proceedings of the Grand Rapids Bankruptcy Court

June 8. On this day the schedules, reference, and adjudication in the matter of Clare P. Williams, bankrupt No. 6276, were received. The bankrupt is a merchant of Boyne City. The schedules show total assets of \$878.32 (of which \$405.80 is claimed exempt), and total liabilities of \$1,205.17, listing the following creditors: City Treasurer, Boyne City \$ 10.27 City Clerk, Boyne City 4.21 Orlie H. and Margaret M. Burlew, East Jordan 75.00 Lampkin Cleaners, Boyne City 1.83 John Lynch, Boyne City .18 Central Drug Store, Petoskey 13.13 Kahler & Friend, Petoskey 41.74 Lake Drug Co., Petoskey 66.13 Michigan Bell Tel. Co., Petoskey 31.54 Porter's Dry Goods Store, Petoskey 42.68 Eokol Drug Co., Petoskey 12.25 John Koboski Coal Co., Petoskey 27.25 Newton and Mundhenk, Petoskey 10.41 Petoskey Electric Co., Petoskey 15.05 Review Printing Co., Petoskey 15.86 S. Rosenthal & Sons, Petoskey 20.00 De W. Mast, Petoskey 4.02 Welling Dept. Store, Petoskey 6.50 Hoffers Repair Shop, Petoskey 1.85 Zaiger Beverage Co., Petoskey 10.31 Perry Sales Co., Petoskey 23.04 Petoskey Gas Co. 32.04 City of Petoskey 36.15 Potchman Dept. Store, Petoskey 17.70 Petoskey Shore Store 6.80 C. H. Leismar Racket Store, Petoskey 2.62 Atkin Service Station, Petoskey 6.57 Petoskey Storage Battery 36.44 Harbor Springs Furn. Co. 18.27 L. Winkelman's Dept. Store, St. Ignace 2.85 G. B. Baker, Boyne City 16.19 Rouse & Sons, Boyne City 12.23 Mich. Bell Tel. Co., Boyne City 47.80 Clate Cadwell, Boyne City 5.00 Nulph Dry Goods Store, Boyne City 1.42 Gerrie Drug Store, Boyne City 1.25 W. W. Bailey, Boyne City 2.80 Sanitary Meat Market, Boyne City Young & Chaffee Furn. Co., Boyne City 46.70 Mich. Co-Op Co., Boyne City 1.29 Worthing & Sons, Boyne City 4.12 S. B. Neymark, Boyne City 4.00 Boyne City Hdwe. Co., Boyne City 14.48 Shaw-Naylor Co., Boyne City 12.91 Grand Traverse Grocery Co., Traverse City 82.71 Hankey Milling Co., Petoskey 25.60 Nell Krantz, Petoskey 10.16 Nat'l Biscuit Co., Cadillac 13.80 Northern Creamery Co., Charlevoix 54.19 Petoskey Cigar Co., Petoskey 42.48 Swift & Co., Chicago 21.50 J. F. Booth Drug House, Springfield 12.00 G. A. Brehm & Sons, Cadillac 6.25 C. W. Mills Paper Co., G. R. 12.75 P. F. Collier & Sons Corp., Detroit 2.80 Standard Business Institute, Chicago 75.00 Ed. Palthorp, Admr., Petoskey In the matter of C. G. Fleckenstein Co., a Michigan corporation, bankrupt No. 5715, final meeting was held under

date of June 7. Fred G. Timmer, trustee, was present in person and represented by George A. Farmer, attorney. Certain creditors were present in person. Certain bidders were present in person. Harris E. Galpin, attorney, was present for the bankrupt. Trustee's final report and account was approved and allowed. Order was made for the payment of expenses of administration and for the payment of dividend of 66 per cent. on preferred labor claims. No objection to discharge. Final meeting adjourned without date. Files will be returned to the District Court.

June 11. On this day the schedules, reference and adjudication in the matter of Hudson H. Van Pool, bankrupt No. 6285, were received. The bankrupt is a grocery store clerk of Grand Rapids. The schedules show no assets and total liabilities of \$5,689.59, listing the following creditors: Morris Bros., Comstock Park \$ 130.79 Toledo Plate & Window Glass Co., G. R. 32.00 Chas. J. Steed, North Park 80.00 Riverside Fuel Co., G. R. 146.25 Ackerman Elec. Supply Co., G. R. 396.39 DeBree Bros., G. R. 225.20 P. F. Glitzen, G. R. 475.00 Sund Electric Co., G. R. 311.00 L. Posthumus, G. R. 30.00 Yonkers & Graves, G. R. 465.00 Geo. Mienkus, G. R. 40.00 Gelock Transfer Line, G. R. 85.00 A. B. C. Loan Co. 100.00 Jansen & Kelley, G. R. 223.20 R. D. Riser, Estate, 120.00 Consumers Power Co., G. R. 77.00 Comstock Park State Bank, G. R. 78.00 General Sheet Metal Works, G. R. 800.00 Atkins Insurance Agency, G. R. unknown Ferguson Supply Co., Detroit, unknown Commercial Elec. Supply Co., Detroit, unknown R. M. Hughes, Detroit, unknown G. R. Gas Light Co., unknown Mich. Warming & Ventilating Co., G. R. 2,800.00 Mosher Roofing Co., G. R. unknown North Park Hardware, G. R. unknown J. & G. Daverman, G. R. unknown Estate of Rosa Beuter, unknown Betty Eberhart, unknown R. H. Matthews 74.76

June 11. On this day the reference and adjudication in the matter of Petersen's Drug Store, Inc., bankrupt No. 6272, were received. The bankrupt is located in Grand Rapids. This is an involuntary case, and the schedules have been ordered filed. Upon receipt of same the assets and liabilities will be made known. In the matter of Hans A. Wendel and Richard F. Wendel, co-partners d/b/a Hans A. Wendel & Co., proprietors of the Bank of Onekama, a private banking house, bankrupt No. 5498, final meeting of creditors was held June 7. Fred G. Timmer, trustee, his attorney, M. C. Hinton, Smith Seal & Strawhecker, attorneys for certain creditors, and several account bidders were present. The trustee's final report and account, and all attorney bills were approved and allowed. Certain property and assets were offered for sale and the same after being secured, upon motion said assets were transferred to Fred G. Timmer as trustee for creditors whose claim have been proved and allowed, such assets to be liquidated and after payment of expenses, balance of funds to be distributed to creditors. An order was made for the payment of expenses of administration and a first and final dividend on preferred claims of 94 per cent., there being no funds for dividend to general creditors. No objections made to bankrupt's discharge. The meeting adjourned without date and files will be returned to the U. S. District Court.

June 13. On this day the schedules, reference, and adjudication in the matter of Nellie B. Jorda, bankrupt No. 6286, were received. The bankrupt is not employed of Shelby, Michigan. The schedules show no assets, and total liabilities of \$1,132.69, listing the following creditors: Thomas Reed and Rex R. Royal, co-receivers of Churchill and Webber Bank, Shelby \$1,132.69

June 13. On this day the schedules, reference, and adjudication in the matter of Lloyd E. Cook, bankrupt No. 6287, were received. The bankrupt is a salesman of Grand Rapids. The schedules show total assets of \$500 (all of which is claimed exempt), and total liabilities of \$7,935.42, listing the following creditors: G. R. Savings Bank \$6,000.00 G. R. Store Equipment Co. 1,935.42

June 14. On this day the list of creditors in the matter of Fags Brewing Co., bankrupt No. 6238, were received. The total liabilities of \$20,411.37, listing the following creditors: Krause Milling Co., Milwaukee \$1,888.96 Mich. Gas & Elec. Co., Niles 8.50 Western Union, Niles 17.40 Mich. Bell Tel. Co., Niles 70.00 Ind. Mich. & Elec. Co., Buchanan 75.00 Murray W. Sales, Detroit 21.75 City of Niles 5.00 Olson & Telnger, Chicago 9.25 Niles Daily Star, Niles 46.00 Niles Waste Paper Co., Niles 3.09 Overly Shee T Metal Co., Niles 34.38 America Sales Book Co., Elmira, N. Y. 40.20 American Antifurion Co., Brooklyn, N. Y. 18.43

Andy Stop & Shop, Niles 5.77 Babbitt Lumber Co., Niles 25.63 Bing & Lust, New York City 477.52 Bird of Public Works, Niles 38.43 Bd. of Public Works, Elec. Dept., Niles 18.32 Bd. of Public Works, Water Dept., Niles 12.37 Crane Co., Indianapolis 29.89 S. E. Dunn & Co., Detroit 13.80 Detroit Pump & Mfg. Co., Detroit 462.50 Funk Brothers, Ins. Co., Niles 51.83 Ernecke & Salmstein, Chicago 50.00 Casper Grathwohl, Niles 12.58 Robert Gano, Niles 2.75 LaPointe Garage, Niles 6.25 J. Le Cave, Buchanan 1,141.41 Wiconsin Matting Co., Manitowac .50 Nelson Transfer Co., Buchanan 2.85 Peltz Kaufer Co., South Bend 90.31 E. H. Power Supply Co., Niles 99.20 Reliable-Engine-Boiler Room Supply Co., Chicago 100.00 Ricker Brothers, Chicago 29.00 Riverside Foundry Flv. Co., Kalamazoo 4.99 W. A. Stanner, Niles 109.38 South Bend Supply Co. 182.93 St. Bernard Electric Co., Niles 1.25 Solar Sturge's Mfg. Co., Chicago 336.19 Schoolcraft Sheet Metal Works, Niles 81.54 S. M. Simpson & Son, Niles 5.32 Smith Alsop, South Bend 22.38 Wahl Institute, Chicago 8.59 Universal Brewery Equipment Co., Detroit 4,500.00 Kalamazoo Tank & Silo Co. 3,900.00 Ingersol Steel & Dies Co., Chicago unknown Carl Prazee, Niles 474.20 William Sarnoff, Niles 4,000.00 Skalla Tribune, Chicago 70.00 American Perforator Co., Chicago 17.85 Frazee Motors Inc., Niles 1.64 Detroit Free Press, Detroit 2.77 Associates Truck Co., South Bend 2.20 Grand Rapids Herald 22.13 State of Michigan 12.59 Stanner Electric Co., Niles 1.44 Wolverine Motors, Niles 658.90 P. P. Schnorbach, Manistee Kawner Co., Niles 9.50 Kerr Hardware Co., Niles 118.65 Hoffman & Moller, Long Island City 4.50 On this day the schedules, reference, and adjudication in the matter of Roland A. Foote, bankrupt No. 6289, were received. The bankrupt is a salesman of Grand Rapids. The schedules show total assets of \$850, (of which \$700 is claimed exempt), and total liabilities of \$2,939.39 listing the following creditors: Citizens' Loan Investment Co., Lansing \$ 30.00 Associates Investment Co., G. R. 360.50 T. K. Aehs, Lansing 15.04 Borden Sales Co., Detroit 18.84 Duxing Paper Co., Lansing 16.50 Kraft Phenix Corp., Chicago 21.92 Miller Richardson Co., Rome City, New York 11.40 W. J. Reist, North Star 55.94 Walter R. Davis, Saginaw 77.00 Consumers Power Co., Lansing 10.06 Lansing Gas & Fuel Co., Lansing 30.00 Jake Reed, E. Lansing 9.00 Dr. L. Darling, Lansing 215.00 Dr. Prall, Lansing 10.00 Sparrow Hospital, Lansing 76.00 Ziltz & Baer, Lansing 18.00 Lewis Bros., Lansing 16.40 Sheffield Cheese Co., Green Bay 652.92 Traviccanti Bros., Chicago 176.00 Island City Pickle Co., Eaton Rapids 111.23 Dr. A. Straus, Lansing 38.00 Sam Davis, Lansing 135.00 Dean & Harris, Lansing 115.00 Chris Ruhland, Lansing 415.90 Universal Radio Service, G. R. 10.00 American State Bank, Lansing 300.00

Items From the Cloverland of Michigan

Sault Ste. Marie, June 16—Commencing Monday the Sault will celebrate New Bridge week. One thousand dollars in prizes are to be given away by the Sault merchants, to be divided among the 75,000 in the Sault's trading area in the shopping bargains offered during the week of June 17 to 22. The contractors announced to-day that the bridge will be open for traffic July 3, weather permitting, the merchants who are co-operating with the Retail Merchants Committee of the Chamber of Commerce each will have signs in their windows announcing their participation and the fact that they will give prize tickets with each 50 cent purchase or with each 50 cents paid on account during all of next week. The drawing for all of the prizes is to be held at the city hall at 9:15 Saturday evening of next week.

A new state highway short cut from Curtis, Mackinac county to Blaney Park Schoolcraft county as proposed by the Michigan highway department, will save considerable time and mileage between Sault Ste. Marie, Newberry, Manistique, Gladstone, Escanaba

and Menominee.

Joseph Fletcher, who for the past two years has been on the retired list, has purchased the grocery stock of Fred Smith, on Maple street, and has put in a new stock of groceries, confectionery, meats and soft drinks. He will give the business his personal attention and will give the East end of the city another up-to-date store.

If you aren't in love with your job, keep quiet about it or the first thing you know your job may get another lover.

Louis Nelson, of Rudyard, has purchased the former James Thornton farm, one mile from Rudyard, and has taken immediate possession.

William Freeman, real estate broker who was engaged in real estate in the Sault prior to 1933, is opening a brokerage office in the Adams building. Mr. Freeman came to the Sault in 1928 and, in addition to being manager of the Northern Adjustment Co., sold real estate. He continued this combination until he left the city, from 1933 to January, 1935, when he returned to the Sault. He did adjustment work for a number of banks in Lower Michigan. When he returned to the Sault he again took over the management of the Northern Adjustment Co. and recently reached a decision to re-enter the real estate field.

The daily boat service to the falls on the Tahquamenon river started Saturday, June 15. Lunches and refreshments will be served on the boat. This is one of the trips that is greatly enjoyed by the tourists, as well as our local people.

Sometimes a fellow wonders whether the science of statistics is a branch of economics or of politics.

The White Star Northern Oil Co.'s retail station on Ashmun street and Dawson has been leased to the Wieneke-Soo Co. The station was obtained in order to give adequate service in conjunction with the company's regular garage activity. The same White Star products, previously handled at the station, will be continued, as will the policy of prompt service to cars of all makes. Loe Donnelly, the manager for the White Star Co., will continue in the new management.

The opening of the Lincoln cafe at 113 Portage avenue took place last Wednesday. James Briskas, the proprietor, has been looking after the re-decoration and remodeling of the cafe for the past month and has now one of the finest eating places in Northern Michigan. Mr. Briskas is an expert chef and has all up-to-date fixtures as well as refrigerating coolers for the various foods. A noted traveler, who was one of his first customers at the opening, said that he has traveled the world over and in all of his travels he has seen very few eating places arranged more attractively than the Lincoln cafe.

The trouble with a lot of men who spout so profusely about capital and labor is that they never had any capital and never did much labor.

William G. Tapert.

You may succeed when others do not believe in you, when everybody else denounces you, but never when you do not believe in yourself.

BUSINESS WANTS DEPARTMENT

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

Sacrifice Sale—Grocery, oil station, living quarters, and garage. Near school on M56. By owner, Stewart Anderson, Stockbridge, Mich. 741

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

L. M. Glover Co., Inc., of Cambridge, Mass., dealer in janitors' supplies, has entered into a stipulation with the Federal Trade Commission to cease and desist from use of the phrase "Rubber-Var" in the sale of its products so as not to mislead buyers into believing that the preparation so designated is the one known as "Rubber-Var" and manufactured by Continental Car-Na-Var Corporation, of Brazil, Ind. According to the stipulation, the Glover company caused certain of its products to be invoiced and billed as "Rubber-Var," when in fact the product so listed was not the "Rubber-Var" produced by the Continental company.

Selling a so-called "short wave converter" under the trade designation "Python," Irving S. Manheimer, of New York City, trading as "Grenpark Company," dealer in radios, has entered into a stipulation with the Federal Trade Commission to cease and desist from misleading advertising of this product. Manheimer agrees to stop making representations to the effect that, by use of his converter in connection with a radio receiving set, the set will be able to intercept foreign transmission over short waves "from all the far corners of the world" or that "foreign stations can be obtained regularly or whenever they are on the air." The respondent agrees also to cease the use of any representations which may tend to mislead buyers into believing that the user of a radio set equipped with his product can obtain continuous and satisfactory reception of short waves from foreign countries under all conditions, when this is not the fact.

Unfair competition in the sale of candy so packed and assembled that it may be sold by means of a lottery is prohibited by the Federal Trade Commission in orders to cease and desist issued against Universal Theater Concession Co., and Bob Hofeller Candy Co., both of Chicago, and Gordon Howard Co., of Kansas City. Sale of candy by methods which involve a lottery, gaming device or gift enterprise through distribution to concessionaires in and operators of burlesque theaters, traveling shows, tent shows, medicine shows, circuses and carnivals, and other places of amusement, is specifically enjoined in the orders. The orders specifically direct the respondents to cease supplying to or placing in the hands of these concessionaires and operators assortments of candy which may be used, without alteration or rearrangement of the contents, so as to conduct ing value, is also banded under the same assortments certain small individual candy packages of uniform appearance, but containing other articles or coupons entitling the purchaser to other articles of merchandise of varying value, is also banned under the Commission orders.

Two companies selling treatments for diseases have entered into stipula-

tions with the Federal Trade Commission to cease and desist from unfair advertising practices.

Dr. Hunter Laboratories, Little Rock, Ark., vendor-advertiser of "Dr. Hunter's Rational Treatment For Epilepsy," agrees to discontinue representing that its preparations are a competent treatment for epilepsy, unless the assertion is qualified to indicate that the product will do no more than lessen the severity or frequency of epileptic attacks. This company will also stop advertising that its preparations are a new or strange chemical discovered in recent years and that experience with them is proving that they have opened up a new day glorious with hope for the epileptic.

"Grove's Laxative Bromo Quinine Tablets," as sold by the Grove Laboratories, Inc., St. Louis, will no longer, according to the stipulation, be advertised by any of the following representations: That bromo quinine goes right to the seat of the trouble; that it is a cold remedy, or that it has been the standard cold and gripe tablet of the world.

The Federal Trade Commission has issued a consent cease and desist order against Union Concession Co., of Chicago, prohibiting unfair competition in the sale of candy so packed and assembled that it may be sold by means of a lottery.

The Federal Trade Commission has issued complaints against the International Distilling & Distributing Corporation, of Washington, D.C., and the Sunrise Distilling Corporation, of Chicago, alleging unfair competition through use of the word "Distilling" in their corporate names and on stationery and labels, when in fact they are not distillers.

Louis A. Arenberg and Joseph G. Plotkin, of Scranton, Pa., trading as Arenberg-Plotkin Shoe Co., under a stipulation with the Federal Trade Commission will cease using the words "Approved by Dr. Aren" to designate their products, when the latter have not been approved or sanctioned by a doctor of that name. The co-partners also agree to cease and desist from the use of "Doctor" or the abbreviation "Dr." as a trade name for shoes or in any way which may tend to deceive buyers into believing that the shoes are made in accordance with the design of a doctor and contain special orthopedic features as a result of medical advice, when this is not true. Arenberg and Plotkin caused the words "Approved by Dr. Aren" to be stamped across the soles of certain shoes sold in interstate commerce, according to the stipulation.

The Federal Trade Commission has been formally advised of two U. S. Court of Appeals decisions upholding its orders to cease and desist, relating to misrepresentations of medical preparations known as "Ironized Yeast," "Kruschen Salts," and "Radox Bath Salts." The "Ironized Yeast" case was decided by the United States Circuit Court of Appeals, Sixth Circuit, Cin-

cinnati, having arisen on petition for review by J. G. Dodson and Mrs. C. M. Dodson, of Atlanta, trading as Ironized Yeast Co., against whom the Commission had issued an order to cease and desist. The court affirmed the Commission's order without opinion except the comment that the Commission's findings of fact were "amply supported by evidence" and "legally sufficient to authorize" issuance of the cease and desist order. Among representations prohibited by the Commission's order were allegations that Ironized Yeast will cure or relieve indigestion, constipation, nervousness, tired feeling or skin eruptions, except when such conditions result from a deficiency of vitamin B or iron or both, and that it will free users thereof of such diseases overnight. Other assertions banned were that Ironized Yeast is more effective than yeast and iron used separately and that persons deficient in shape or form will be transformed into well developed persons by its use, unless such representations are limited to improvement in health resulting from increased appetite and gain in weight where such persons have been deficient in vitamin B or iron or both.

The "Kruschen Salts" case was decided by the United States Circuit Court of Appeals, Second Circuit, New York City. It arose on petition for review filed by E. Griffiths Hughes, Inc., of Rochester, N.Y. The court affirmed the Commission's cease and desist order against Hughes, Inc., and in its opinion discussed the findings and evidence at length, reaching the conclusion that the findings were supported by the evidence. The order to cease and desist prohibited representations that Kruschen Salts constitutes a cure or remedy for obesity or that it will of itself reduce excess fat. Representations were also prohibited to the effect that Radox Bath Salts has therapeutic value when used in the bath; that it releases great quantities of oxygen when so used; that its use at home combines the properties of world famous spas or produces the effects of treatment at such places; that it stimulates or energizes the body, or that it is imported from England.

Medicine Industry To Widen Research

With a view to raising the manufacturing standards and methods in the various branches of the country's package medicine industry, The Proprietary Association this week will launch a comprehensive program of research, built along permanent lines, through the re-organization of its scientific division, it was announced last week by Frank A. Blair, president. The membership of the Association comprises 80 per cent. of the package medicine manufacturers throughout the country, with an annual sales volume of \$300,000,000.

Re-organization of the division, which will require about three months to complete, will be under the direct supervision of Dr. George F. Reddish, of St. Louis, who has been named chairman of the committee on scientific methods and practices, succeeding Dr. E. C. Merrill, of Boston. Dr. Reddish

was formerly Associate Professor of Bacteriology of the Medical College of Virginia, and he served as senior bacteriologist in charge of testing of anti-septics and disinfectants of the United States Food and Drug Administration.

Dr. Frederick J. Cullen, general representative of the Association, serving ex officio as secretary, will assist in the re-organization program. Dr. Cullen was formerly chief of drug control of the Department of Agriculture.

Mr. Blair stated that a committee of three scientists will be named shortly to co-operate in co-ordinating the various activities concerned with the Association's research program.

The scientific division will co-operate closely with the various interested Government agencies, including the Federal Food and Drug Administration, the Bureau of Standards, the Bureau of Public Health, the Federal Trade Commission and the Department of Agriculture.

Pointing out that the package drug manufacturers operate the most extensive laboratories of any industry in the country, Mr. Blair said that the principal purpose of the division will be to use these facilities scientifically, through the Association's headquarters here, in working on problems of research dealing with public health and the development of scientific methods and practices. Thus, Mr. Blair declared, the manufacturers will be in a "better position to answer erroneous attacks on the industry with facts obtained through scientific research."

Under the proposed plan, the Association will have a board of consultants representing all of the manufacturers' laboratories, which will co-operate with the active members of the section not only in the development of standard practices and methods, but also to furnish data which will be made available to manufacturers in connection with their promotional campaigns. This information will also be made available to the advisory committee on advertising, established nearly a year ago to co-operate in promoting truth-in-advertising in all branches of the industry in tising in all branches of the industry on a voluntary basis.

Edward H. Gardner, executive secretary of the advertising division, states that copy representing advertising having a total cost of more than \$40,000,000 has passed through the office of the division during the last ten months.

Members of the Association, who had previously endorsed the Mead bill, are now in favor of early adoption of the Copeland Food and Drugs act, which recently passed the Senate and is awaiting action in the House of Representatives. Declaring that the bill in its revised form is "fair and at the same time effective," James F. Hoge, counsel for the Association, said that under the terms of the measure legitimate industry will receive protection against unscrupulous competition.

Music comparable with that of the pipe organ can be had in schools, small homes, etc., through a new electric organ, smaller than an upright piano. It is played just as is a pipe organ.

**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!**

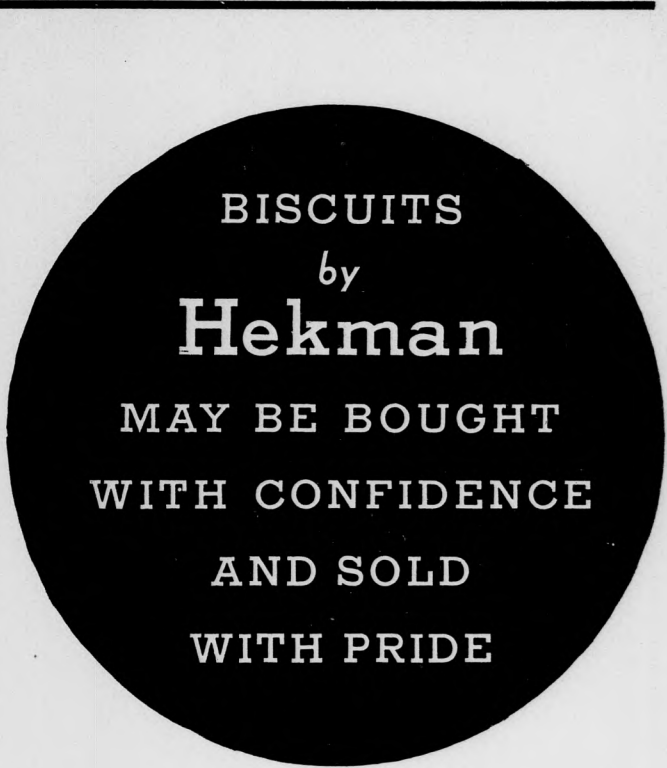
A complete line of canned vegetables and fruits.

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

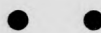
What every merchant knows

A "SHOE DEALERS" Policy represents
a real adventure in thrift ✓ ✓ ✓

because —



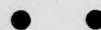
It saves you money — dividends to policyholders, of 25 to 30 per cent since organization, is a record to be proud of.



It saves worry — prompt and careful adjustments.



It saves costly errors — our insurance auditing service meets a popular and growing need.



MICHIGAN  **SHOE DEALERS**
MUTUAL FIRE INSURANCE COMPANY
Mutual Building . . . Lansing, Michigan