

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, JUNE 26, 1935

Number 2701

The World Advances

New times demand new measures and new men;
The world advances, and in time outgrows
The laws that in our fathers' day were best;
And, doubtless, after us some purer scheme
Will be shaped out by wiser men than we
Made wiser by the steady growth of truth.
The time is ripe, and rotten-ripe, for change;
Then let it come; I have no dread of what
Is called for by the instinct of mankind,
Nor think I that God's world would fall apart,
Because we tear a parchment more or less.
Truth is eternal, but her effluence,
With endless change, is fitted to the hour;
Her mirror is turned forward, to reflect
The promise of the future, not the past.

JAMES RUSSELL LOWELL.

People Will Talk

You may get through the world but your march will be slow
If you listen to all that is said as you go;
You'll be worried and troubled and kept in a stew
For talkative folks must have something to do
And so they will talk.

If you're quiet and modest it will be presumed
That your humble position is slyly assumed;
You're a wolf in sheep's clothing or just a plain fool,
But don't get excited, keep perfectly cool,
And let people talk.

If you show resolution and boldness of heart,
A slight inclination to take your own part,
Some people will say you're conceited and vain,
But keep right on working and never explain,
For folks will still talk.

The best rule to follow is: Do as you please.
Then your mind will be quiet, your spirit at ease.
We all can be sure of some praise, some abuse:
Don't listen for comments, it's a plan not to use.
For people will talk.

SAMUEL DODGE.

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



A complete line of canned vegetables and fruits.

FIRE and BURGLAR PROOF

SAFES

GRAND RAPIDS SAFE CO.
31-33 Ionia, N.W. Tradesman Bldg.

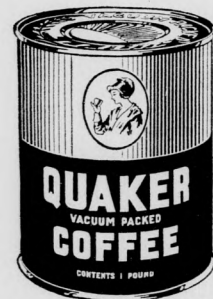
BISCUITS
by
Hekman
MAY BE BOUGHT
WITH CONFIDENCE
AND SOLD
WITH PRIDE



MAKE MORE MONEY SELLING QUAKER COFFEE

Vacuum Fresh

A DISTINCTIVE, RICH, MELLOW BLEND



5

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

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



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

LEE & CADY

MICHIGAN TRADESMAN

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, JUNE 26, 1935

Number 2701

MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

Printed by the Tradesman Company, Under NRA Conditions.

THE FARM CHEMURGIC

The Brotherhood of Industry, Science And Agriculture

"Farm Chemurgic," the title coined and applied to the program advocating the use of farm products as raw materials in manufacturing, resulting from the recent conference of agriculture, industry and science held at Dearborn, will undoubtedly mean much to the state of Michigan.

First of all, the state's leadership in the new movement has been generally accepted throughout the nation as a matter of course. It is another of the important national steps which have turned the eyes of the country in this direction.

The conference itself, attended by more than 300 of the outstanding leaders in the three major fields of American life, created an impression of serious thought rather than one of passing moment. It resulted in a definite program, the appointment of an organization committee to outline the work, and the establishment of offices in Dearborn.

It has been heralded, in wide-spread comment over the country, as one of the most important steps taken in recent years and one that is destined to loom large in the history of the United States. They speak of it as the beginning of a new era of progress in agriculture, industry and science.

While showing tremendous enthusiasm for the program, members of the Dearborn conference repeatedly declare that they see no quick remedy for the Nation's ills, no panaceas, or other "schemes." They plan to strive for steady progress, combining in research, experiment and new development, and seeing in their work over a long period of years an answer to the gigantic problem of farm surplus, thus reaching the basic cause of depression.

Geographic situations, naturally, will have much to do with the roles of various states in the program of Farm

Chemurgic. Here, again, Michigan steps to the fore. The state's varied climate offers many possibilities to the agriculturalist and scientist. New farm crops, aided by the latest cultural developments, are expected to provide an increased field for Michigan farmers. Many types of products, now foreign to this area, may find new production here in comparatively short time due to experimentation, as has been the case with alfalfa, soy beans and artichokes.

Utilization as cattle feeding of the by-products from farm produce manufacturing should enable the Michigan farmer to provide a larger domestic supply of improved meats. Actual tests have shown that cattle gain rapidly in value and quality with these types of foods in their rations.

There is little doubt but that the great automobile industry will assume a lead in developing Farm Chemurgic, as shown by the active interest taken by various motor magnates in the Dearborn Conference. In fact, the products of many hundreds of thousands of acres are already going into the manufacture of automobiles. They cover practically the entire range of agricultural products.

In this manner much of the Chemurgic farm produce grown over the country will find its first ready market in Michigan. The situation will react to the benefit of the Michigan farmer also as he will find his market close by, with comparatively small cost of transportation, and so be on a better footing to meet competition.

One of the most frequently expressed opinions at the Dearborn conference was that a solution to the Nation's economic ills could best be found by practicing an abundance of crops, using the surplus in manufacturing, as against a theory of scarcity. Most all authorities agree on the factor of restoring the industry of farming to a profitable basis as the most vital need of the country to-day. Farm Chemurgic leads toward a solution of the farm problem and contributing ailments. Likewise, it teaches of living on the current income of the land, rather than wasting the valuable mineral wealth and stores of the earth.

Michigan thus occupies an unique position in the movement of Farm Chemurgic. The state has become a leader in the field, stands to gain immeasurably from products of the farm and offers its great industries as a market for the surplus goods of the soil.

The concrete advantages of this program to Michigan by leading agriculturalists to produce products of the soil which can find a place in industry other than that of food-producing are, at the first view of the proposal, quite important. First and foremost is the operation which has been in progress since

Prof. Filibert Roth, the great Michigan arboriculturist, initiated for reforestation. The program for repetition of a timber crop for Michigan has already been in progress for thirty years. At best it is a slow process. Tree growth is required for lumber supply and paper stock supply. So far no results have come from the work of reforestation to supply a market. For a long time the thought of good men has been directed toward the production of an annual cellulose fibre crop which would form a basis for paper making. Michigan's spruces and poplars are already cut off. The newsprint paper stock supply has been coming from Canada, Newfoundland and Scandinavia. Much of the paper has been coming from Canada. Meantime, Michigan has a large equipment of paper-making machinery. The manufacturers of Kraft paper have been turning their attention to jack pine, of which Michigan has an extensive but definitely usable stock. Jack pine takes from fifteen to twenty years to grow into maturity. That is too long. Experiments have been made on wastes and annual products to secure a supply of fiber. One of these, for instance, was on the fibrous residue of sugar beets to find a substitute for ground wood. It was too soft. Some experiments on hardening it are now in progress.

Similarly, Dr. William F. Hale, in his new work, "Chemurgy," declares that, while there is a crop profit to the farmer from his corn, there is a greater profit still in his cornstalks, as the basis of furfural, a chemical substance which finds one of its uses in the composition of paint removers. This is the result of original research. The big use of agricultural product indicated by the Chemical Foundation is for corn, to be turned into alcohol for mixture with gasoline for motor fuel. Dr. Hale insists that, without depreciation of quality of motor fuel or increase in effective price a 10 per cent. alcohol blend can be made with gasoline.

Other uses of the fields for the raw materials of industry are already found in the soy bean crop, developed by Henry Ford, for cattle feed and oils for use in coatings. The Wisconsin farmers, with the return of beer brewing, are being directed into the planting of hops, the principal sources of which are now the Pacific Coast and foreign countries. The Wisconsin soil and climatic conditions are not at all different from those of Michigan. Investigators who are applying themselves to this subject declare that the English hops from Devon, said to be the best in the world for ale and beer brewing purposes, are acclimatable to Michigan. This would not necessarily be a new industry, because for many years the average old-time Michigan farm has

had a few hop vines. There is said to be an area near Gagetown that is specially favorable for hop culture. For many years hops were grown very extensively near Walkerville, Ontario, by the late Hiram Walker, the distiller, whose extensive cattle herds furnished the fertilizer.

In addition to hop culture Michigan has soil and climate for the production of tobacco of the grades raised in Wisconsin. Every Michigan farmer used to grow half a dozen tobacco plants as a curiosity or for domestic smoking, so that a return to tobacco as a diversification would be no novelty.

The chemurgists, as the industrial farm products promoters like to call themselves, see a great field in the production of Jerusalem artichokes as a source of sugar production. Beet sugar is sucrose, malt sugar is maltose, and Jerusalem artichoke sugar is levulose, sweeter than ordinary cane and beet sugar, and particularly useful in the diet of diabetics. The artichoke grows on mighty poor land, is reasonably independent of moisture and drought, and produces a higher tonnage per acre and an equal sugar content to beets. The artichoke production is in no way inimical to the beet sugar market or cultivation, because beets require a particularly good soil, while artichokes do not. Sunlight and air do more for them than for beets.

One place was reserved on the committee for a nominee by the American Farm Bureau Federation.

Of these Dr. Hale is a present Michigan citizen, Frank Knox used to be an editor at the Soo, Howard E. Coffin is connected with the Hudson Motor Car Co., and Mr. McCarroll is the Ford chief chemist. Both Henry and Edsel Ford are heartily behind the movement, which has its Michigan headquarters organization at Dearborn Inn.

That American trucks equipped with Diesel engines and employing soy bean oil for fuel could be successfully marketed in the Far East is a novel idea recently advanced to the American Trade Commissioner at Singapore, and made public by Richard Stephenson, district manager of the Detroit office of the Bureau of Foreign and Domestic Commerce.

The sponsor of the plan is the representative of a German Diesel engine company located in the Orient. He is desirous of obtaining the agency for American motor trucks in which he will install his Diesels. He claims, according to the Trade Commissioner, that he has interested the Chinese government in his engine, and has demonstrated to Chinese officials that it could be run on either soya bean or coconut oil. The Chinese were particularly interested in the soya bean oil trials, be-

cause of the fact that they were not always assured of the supply of Diesel oil, while they could always depend on getting soya bean oil.

At present quotations Diesel fuel is slightly lower in price than soya bean oil. However, if there is a glut on the market for the latter, it could be used to advantage as a motor fuel.

Summarized Report of National Convention at Indianapolis

Albert E. Mocker, of the New York Journal of Commerce, thus summarizes the annual convention of the N. A. of R. G. at Indianapolis under date of June 20:

Co-operative action for the preservation of fair trade and other features of NRA codes and utilization of present funds of the national food and grocery distributors' code authority and the services of the members and officers of the code body in making effective, with the Federal Trade Commission's aid, fair trade practice rules for the industry, was voted at the closing session of the National Retail Grocers convention here to-day.

Retiring officers were re-elected and Dallas was selected as the convention city for 1936.

The convention went on record as indorsing the Patman bill recently introduced in the House designed to correct certain trade abuses which, it is claimed, work to the advantage of the chains and against the interests of independent grocers and food brokers.

Resolutions were also adopted opposing the practice of wholesale grocers engaging in retail operations direct to the consumer in any way, opposing Sunday selling, indorsing the Capper-Kelly fair trade bill, demanding a fair profit for the retailer on all sales and opposing the practice of foods products manufacturers in advertising or marking on containers resale prices for their products, where such resale prices do not show a fair margin of net profit to the retail grocer.

The Association's decision to attempt voluntary code operation was summed up in the following resolution:

Whereas—Codes of fair competition created pursuant to the National Industrial Recovery Act purposed among other objectives to eliminate unfair practices in competition and while effective were reasonably successful in achieving that purpose, to the benefit of the independent retail grocer and the entire industry and specifically:

1. Practically eliminated destructive loss leader selling.

2. Materially equalized wage levels as between competitive types of distribution.

3. Severely restricted the practice of unfair differentials in buying.

4. Equalized opportunity in competition in buying and selling as between large and small operators.

5. Raised the levels of honesty and truthfulness in advertising.

6. Encouraged sound economic practice in merchandising and constructive co-operative trade action to the benefit of all concerned, and

Whereas—Evidence clearly proves that such results must be made permanent if individual enterprise in food and grocery distribution is to be preserved

and the food and grocery industry is to remain a constructive factor in our national economic structure, therefore it is the sense of this convention that prompt and effective co-operative trade action for the attainment of the high principles set forth in the codes of fair competition continue in order that the equitable equalization of opportunity in competition be reinstated upon a sound legal basis and that this may be attained this convention for and in behalf of the independent retail grocers of the United States recommends the immediate enactment of:

A—The Nye-King Senate Bill No. 3007 amending the Federal Trade Act to give legal status to trade practice conference agreements and rules to declare unfair methods of competition and unfair or deceptive acts or practices in or directly affecting commerce as unlawful.

B—That the members of the National Food and Grocery Distributors' Code Authority now in process of dissolution constitute themselves a voluntary national code practice conference for food and grocery distribution for the specific purpose of (1) in conference with the President, members of Congress and the Federal Trade Commission to find the most practical and effective program for establishing standards of fair trade practices in food and grocery distribution and to inform the members of the trade in regard thereto; (2) to request the Federal Trade Commission to promptly call a trade practice conference meeting for all factors of the food and grocery trade for the specific purpose of amending the rules for the grocery trade as approved in 1932, to bring them in line with current trade experience within the scope of the most advanced legal opinions; (3) that the State and local associations use the present State and local code authorities or establish another board better qualified to police, report and eliminate the unfair trade practices in their respective districts.

(4) That in view of the practical impossibility of effecting a pro rata return to contributors the members of the National Code Authority with advice of competent legal counsel consider the advisability of utilizing balances in hands of code authorities remaining from assessments under the codes for expenses incidental to maintaining co-operative trade action in behalf of and for the purpose of effecting the elimination of unfair trade practices in food and grocery distribution through definite and legally enforceable standards of fair competition.

Action on the resolution indorsing the Patman fair trade practice amendment measure developed considerable discussion on the wording of the original resolution, which, many retailers apparently believed, might have adversely affected the campaigns under way in some States to secure chain store tax legislation.

The resolution, as adopted in amended form, read as follows:

Whereas—The individual grocer has been handicapped and penalized in the past because of unjustified price differentials to the chains which are not

based on the actual difference in cost, and

Whereas—The individual grocer has been discriminated against through advertising allowances to the chains which are not and cannot possibly be extended to all retailers alike due to the prohibitive costs, and

Whereas—The payment of brokerage to buying agencies of the chains results in a price rebate to the serious disadvantage of the rank and file of independent retailers, which agencies render no service to justify such compensation to these chains; therefore be it

Resolved—That we go on record favoring the principles of House bill No. 8442, introduced by Congressman Wright Patman, Texas, which proposes to correct the evils which have given the chains discriminatory benefits to the injury of all retailers, and be it

Resolved—That we urge upon Congress relief from such unfair disadvantageous practices and to place all retailers on an equitable and fair competitive basis where efficiency and economic operations shall be the controlling motive rather than favoritism of the big buyers among the chain corporations.

The drive for voluntary code operation in the food and grocery trades, the convention decided, will be based upon the fair trade practice rules adopted at an industry conference held in Chicago in 1928.

The basic principles embodied in this set of rules were approved by the Federal Trade Commission in 1932 and the present campaign of the industry will be to make these rules effective, with later amendments as found necessary to regulate changing conditions in food distribution.

The proposal advanced by the North Carolina Food Dealers' Association embracing a five-year plan for the independent retail distributing trades of the country, embodying among other features a proposal for uniform anti-corporate chain taxes to be imposed in all states, aroused considerable interest among the delegates, but was generally regarded as too visionary and far-reaching in its provisions to meet the present immediate needs of the trade for prompt action to preserve fair trade practices.

The campaign for the 1936 convention reached fever heat last night, with the field narrowing down to Dallas and Memphis. At the annual polling this afternoon Boston, Cincinnati, Toronto, Buffalo and Grand Rapids withdrew in favor of Dallas, and the Memphis contingent gave up at the last minute, turning the Dallas drive into a stampede. Simultaneously with the selection of Dallas for next year, Toronto and Boston launched booms for the 1937 meeting and San Francisco inaugurated a campaign for the 1938 national convention.

An address on the financing of store modernization through the Federal Housing Administration by R. Earl Peters, Indiana director of F. H. A., was the only scheduled address on today's program. John Coode, of Nashville, presented the report of the audit-

tee committee; W. L. Kallbrier, of Louisville, reported for the consumers' co-operative committee, Rudolf Eckert, of Flint, reported for the trade's relation committee; George Havemeyer, of Jersey City, submitted the report of the legislative committee, and John A. Ulmer, of Toledo, and Harry W. Walker, of Baltimore, reported for the Chamber of Commerce and membership and association activities committees, respectively.

The convention closed with the installation of officers for the coming year and the homebound movement of the delegates got under way immediately with the Texas and Kansas City delegates leading the way with their special trains.

When On Your Way, See Onaway

Onaway, June 25—Jake Wilson has remodeled his large store building, formerly the Lee hardware block, putting in a new plate glass front and painting the entire building.

Healy & Son have purchased the brick block corner, First and State streets, formerly the Outlook block, and converted it into a cream station, with living quarters overhead.

A new business will soon open up in the L. Abbott building. The interior is being remodeled and fitted with new fixtures.

Fred Weingart has improved his vacant lot between his bakery and the Silver theater, erecting an attractive metal fence and otherwise adding to the appearance of surroundings in general.

Clifford Beauregard has purchased the Gouppell oil and gas station, corner Washington avenue and Michigan avenue. This is a good stand and the changes made in the appearance are pleasing.

Grading North Pine street has been started and it is hoped that the traffic on that street will appreciate the fact that after so many years it will be safe to travel at a little better than a snail pace.

The two-story building, corner State and Lynn, formerly known as the City Drug Store building, has been purchased by Fred Light, who will use the first floor for his barber shop and upstairs for dwelling.

The big fish entries are rolling in. Rainbow and speckled trout and big Northern pike. When the season closes the list of prizes will tickle the optic nerve of many a sportsman.

Squire Signal.

My share of the work of the world may be limited, but the fact that it is work makes it precious. Darwin could work only half an hour at a time; but in many diligent half-hours he laid anew the foundations of philosophy. Green, the historian, tells us that the world is moved not only by the mighty shoves of the heroes, but also by the aggregate of the tiny pushes of each honest worker.—H. Kellogg.

Mary under the cross is a symbol of a mother's life of sacrifice. This is the only life that is really worth living. No true mother ever asks what there is for her in life. She shows the world what living for others means—Augustus Steimle.

For a man to grow a gentleman, it is of great consequence that his grandfather should have been an honest man, but if a man be a gentleman, it matters little what his grandfather, or grandmother, either, was.—George MacDonald.

**Proceedings of the Grand Rapids
Bankruptcy Court**

In the matter of Lloyd E. Cook, bankrupt No. 6287. The first meeting of creditors has been called for July 9.

In the matter of Nellie B. Jordan, bankrupt No. 6286. The first meeting of creditors has been called for July 9.

In the matter of Henry Oostveen, bankrupt No. 6274. The first meeting of creditors has been called for July 8.

In the matter of Chester M. Courser, bankrupt No. 6263. The first meeting of creditors has been called for July 3.

In the matter of George Tate, bankrupt No. 6209. The first meeting of creditors has been called for July 3.

In the matter of Four Flages Brewing Co., bankrupt No. 6238. The first meeting of creditors has been called for July 2.

In the matter of Percy S. Peck, bankrupt No. 6273. The first meeting of creditors has been called for July 2.

In the matter of Felix Kowalinski, bankrupt No. 6262. The first meeting of creditors has been called for July 2.

In the matter of Feldpausch Bros., a Michigan corporation, bankrupt No. 6295. The sale of assets has been called for July 2 at the bankrupt's place of business, Grand Rapids. The property for sale consists of sausage machinery and equipment appraised at \$2306.75. The property will be open for inspection the date of sale and the day preceding. The trustee is Fred G. Timmer, Grand Rapids.

June 18. On this day the schedules, reference, and adjudication in the matter of Antoni Sliwinski, individually and doing business as European Bakery, bankrupt No. 6293, were received. The schedules show total assets of \$382.01, of which \$250 is claimed exempt, and total liabilities of \$2001.63, listing the following creditors:

Creekland Coal Co., Muskegon	\$ 17.50
S. Gumpert Co., Inc., Brooklyn	42.55
Ad Seidel & Sons, Chicago	96.72
C. W. Mills Paper Co., G. R.	34.05
C. H. Sonneveldt Distrib. Co., G. R.	14.75
John F. Jelke Co., Chicago	6026
E. B. Gallagher & Co., Detroit	15.80
Swift & Co., Chicago	52.13
Kent Storage Co., G. R.	48.36
Jewett & Sherman Co., Milwaukee	16.77
Voigt Milling Co., G. R.	345.00
Chas. Brems & Son, Muskegon	7.05
Durand-McNeil-Horner Co., Chicago	61.04
Hilker & Bletsch Co., Chicago	31.53
Steindler Paper Co., Muskegon	92.89
Peoples Milling Co., Muskegon	34.50
Wolverine Spice Co., G. R.	58.53
King Midas Mill Co., G. R.	318.50
A. Hartsema, Muskegon	263.15
Ridlon Bakers Specialties Co., G. R.	38.25

Armour & Co., Chicago	56.29
Lee & Cady, G. R.	31.63
Chapman & Smith Co., Chicago	53.69
D. Van Dyke, Muskegon	42.30
Red Star Yeast and Products Co., Milwaukee	54.76
Standard Brands, Inc., G. R.	113.58

In the matter of L. & B. Cartage Corp., bankrupt No. 5923, final meeting of creditors was held June 7. Fred G. Timmer, trustee; Walter Lawrence, an officer of the bankrupt corporation; Walter A. Dixon, State court receiver; certain creditors and account bidders were present. Parmeter & Van Eenenaam, Glocheski & Glocheski, attorneys were present. The trustee's final report and account, all bills of attorneys, final report and account of Fred G. Timmer, receiver in bankruptcy, and memorandum report of Walter A. Dixon, State court receiver, were each considered, approved and allowed. The order for final distribution was held in abeyance pending determination of priority of payment of alleged preferred claims on file. No objection to bankrupt's discharge. The meeting adjourned without date.

June 19. On this day the schedules, in the matter of Petersen's Drug Stores, Inc., bankrupt No. 6272, were received. The schedules show total assets of \$12,112.02, and total liabilities of \$18,575.59, listing the following creditors:

State of Michigan	\$ 63.00
Arley Brandbury's, G. R.	215.50
William P. Gibson, G. R.	90.90
Autopoint Co., Chicago	9.23
Harriet Hubbard Ayer, Inc., N. Y.	71.88
Stephen L. Bartlett, Boston	11.25
Bayuck Cigar Co., G. R.	23.85
Cities Service Oil Co., G. R.	45.00
P. V. Smith, G. R.	393.80
Colgate Palmolive Peet Co., Chicago	69.56
Coffee Ranch, G. R.	21.50
Consumers Power Co., G. R.	104.04
DePree Co., Holland	200.00
Detroit News Co., Detroit	40.37
Firestone Service Co., G. R.	46.91
G. R. News Co., G. R.	5.42
Grand Rapids Press	30.30
G. H. P. Cigar Co., Detroit	19.00
G. R. Water Works	17.60
G. R. Gas Co.	11.35
John O. Gilbert, Jackson	14.82
Hazeltine & Perkins Drug Co., G. R.	1,296.14
Hoekstra Ice Cr. Co., G. R.	1,392.41
Masterpiece Cigar Co., G. R.	1.25
C. W. Mills Paper Co., G. R.	22.23
Harriett & Hewitt, Toledo, O.	61.53
Joyce Dairy, G. R.	60.82
Koeze Mfg. Co., G. R.	20.89
W. W. Mead, G. R.	855.47
Makers of Kal., Los Angeles	16.70
Modern Plumbing Co., G. R.	20.64

F. C. Matthews, G. R.	5.65
Old Kent Bank, G. R.	230.00
Owen Roberts Co., Chicago	18.00
Pharmaceutical Spec. Co., Chicago	10.00
Stuyvesant Pharmacy, G. R.	6.09
Photo Service Shop, G. R.	103.69
Sharpe & Dohme, Philadelphia	9.00
Shaw News Co., Phila.	111.88
Terheveln & Hart, G. R.	1.02
Unv. Car & Ser. Co., G. R.	48.95
VandenBerge Cigar Cig Co., G. R.	488.75
I. F. Whitman Bros., Philadelphia	88.68
H. W. TenBroek Son, G. R.	40.50
Western Union Tel. Co., G. R.	.80
Tunis Johnson Cigar Co., G. R.	21.75
Leutherie Co., Brooklyn, N. Y.	58.94
A. E. Mallard, Detroit	44.60
Heybord Co., G. R.	340.23
Lewis Electric Co., G. R.	42.50
Harley Halsted, Grand Ledge	538.00
Geo. W. Welsh Co., G. R.	3.65
Petersen's Pharmacy, G. R.	276.90
John Collisi, G. R.	5.00
General Cigar Co., Chicago	10.00
Zerbost Pharmacal Co., St. Joseph, Mo.	20.50
Decker & Jean, G. R.	4,557.50
Lawrence Neack, Detroit	2.33
Petersen's Petersen, G. R.	6,200.00
Dunham & Sherk, G. R.	100.00

In the matter of Fred H. Martinie, bankrupt No. 6275. The first meeting of creditors has been called for July 10.

In the matter of Clare P. Williams, bankrupt No. 6276. The first meeting of creditors has been called for July 10.

In the matter of Petersen's Drug Store, Inc., bankrupt No. 6272. The first meeting of creditors has been called for July 10. The sale of assets has been called for July 12, at the premises formerly occupied by the bankrupt at 2 Jefferson Ave., Grand Rapids. The assets for sale consist of drug store stock, fixtures and equipment and one automobile, appraised at \$2,838.40. All interested in said sale should be present at date and time above stated. The property will be open for inspection the date of sale and the day preceding.

Completing New Drug Contract

Following a series of conferences between attorneys and representatives of various branches of the drug industry, model contract forms for use by manufacturers and distributors in New York and other states which have enacted fair-trade practice laws have been nearly completed. The National Wholesale Druggists Association announces that the suggested forms, which deal with the resale prices of trade-marked merchandise, will be ready for distribution this week. Questions with respect to Federal or state jurisdiction of trade-marked items in original packages, as well as questions as to just what may constitute a trade-marked item, which the Association says "may have a profound bearing on the operation of the several fair-trade laws," are being considered by attorneys.

If Government returns to its ordained role of umpire, the business game should proceed much more satisfactorily.

The amazingly strong anti-chain store legislation recently enacted in the state of Iowa has every appearance of being prohibitive as soon as it becomes operative.

Evidently her business men consider half way legislation as archaic, obsolete, dumb. They seemed to be perfectly in accord on the new thought which is for prohibitive taxes. Anything less is a soothing nostrum, an idle dream, a will o' the wisp to beckon men further into the wastes of despair. Iowa's fighting slogan must have been, "Rise, Goths, and glut your ire."

Thus, Iowa now stands out as a bright green oasis in a desert of chain store oppression. Her skies are bluer, her air is sweeter, and the voices of her people can now join in a paen of thankfulness whose mighty tide of choral beauty will reach the uttermost boundaries of America.

Iowa, to the minds of those who have fought long and hard to be freed from chain stores, now appears to be the coming Elysian Field of independent merchants free from the miseries of business yet holding all of its pleasures and satisfactions.

Of course, we all helped in this glittering victory. It was our legislative blunders, our years of clumsy efforts, our tens of thousands of hours of debate throughout America; the weeding out of the unconstitutional by the Supreme Courts, and all other efforts which finally led to this masterpiece of anti-chain legislation.

The Golden Key

It is rather coincident to see this action take place in Iowa because from her geographical location, almost in the center of the Nation, she must have heard the fight going on in all directions. Her independent wholesalers and retailers no doubt are still dumbfounded to think that their objective has been attained.

With the bottom dropping out of the chain store menace in that state, no doubt a vortex of public sentiment will be established which will gradually involve the whole country.

Very likely the eyes of chain store systems are now anxiously turning towards this vortex whose pull they will soon sense and already we can imagine them pointing up towards it like fabled monsters in an ancient sea.

We might go further and picture the goddess of justice leaning forward, her lips parted in expectancy and straining to hear the smack of their tails as they are swirled into the sable depths of oblivion. As the dreary years go by it has become more and more apparent that we will get no federal regulation of the chains. It is so palpably a problem for individual states to solve. The courage of Iowa

business men will soon make that state a retailer's paradise and so let's watch the map from now on, as one by one the roses bloom in other states.

Her business men must feel like athletes who have contended to the limit of human endurance and suddenly find the rewards of victory placed in their listless hands. The rising sun will gild the dawn of a new prosperity for their state and also illumine the magic sesame which will open for them the portals of opportunity, "Prohibitive Anti Chain Store Taxation." The vacant stores on her avenue of sorrow, erstwhile spectral haunts of misery and sepulchers of broken hearts, will soon be opened up by local boys.

Her communal business organizations will soon begin to function and we can visualize the chairman as he arises to dismiss the small town chamber of commerce. As his gaze sweeps the rows of independent business men who line the banquet tables, he reads in their faces a rebirth of friendship and love which he might well voice with these lines:

The stars shine over the land,
The stars shine over the sea,
The stars shine up to God above,
The stars shine down on me.
And the stars shall live for a thousand years,
For a thousand years and a day,
But you and I will live and love
When the stars have passed away.

C. L. Clark.

MOVEMENTS OF MERCHANTS

Flat Rock—The Flat Rock Hardware Co. has been formally dissolved.

Scottville—Miss Evelyn Miller, of Onekama, has opened a beauty parlor here.

Holland—The Holland Shoe Co. has decreased its capital stock from \$509,000 to \$383,500.

Grant—Eckstrom & Saur, hardware dealers, are building an onion storage and warehouse.

Howell—The Community Elevator & Fuel Co., has a capital stock of \$8,000, all paid in.

Rogers City—Emil Peltz, Jr., and Carl Schultz, Jr., have opened the Rogers City Hardware Co.

Sault Ste. Marie—The Fiborn Limestone Co., has decreased its capital stock from \$250,000 to \$50,000.

Bay City—The New Michigan Coal Mining Co., R. R. No. 2, is capitalized at 40 shares, \$250 each, \$1,750 paid in.

Detroit—E. L. Rice & Co., 457 West Fort street, wholesale jeweler, has changed its name to Elver L. Rice, Inc.

Detroit—The Sable Furniture Co., 322 West Lafayette Blvd., has changed its name to Sable's Office Outfitters, Inc.

Ironwood—The Central Credit Corporation has increased its capital stock from \$150,000 to 220,000 shares no par value.

Detroit—Fred S. Kingon has re-organized his business at 8328 Fenkell avenue as Fred's Shack Hardware and Supply.

Sand Lake—William Boss has sold his grocery stock and store building to John Merren, who has taken possession.

Detroit—The annual moonlight excursion of the Detroit Retail Grocers was held June 19 on the steamer Tashmoo.

Detroit—The Palmer Coal & Coke Co., 1460 East McNichols Road, has increased its capital stock from \$30,300 to \$50,000.

Harbor Springs—William Brandt, manager of the Maple Grove hotel for the past seven seasons, will open it for the summer, July 4.

Detroit—J. L. Alter & Co., 1025 Penobscot Bldg., dealer in bulk whiskey at wholesale and retail, has a capital stock of \$1,000, all paid in.

Detroit—Edward Werner, Inc., 2614-18 Lothrop avenue, general building and contracting business, has a capital stock of \$1,000, all paid in.

Detroit—The Chicago Packing Co., 2464 Riopelle street has decreased its capital stock from \$7,000 preferred and \$18,000 common to \$18,000 common.

Detroit—The Barnett Furniture Co., 8372 Grand River avenue, retail dealer in furniture and allied goods, has a capital stock of \$25,000, \$7,000 being paid in.

Reed City—The Reed City Kiln Drying Co., has merged its business into a stock company under the same style with a capital stock of \$10,000, all paid in.

Detroit—Arthur Stork, formerly associated with the Burns Hardware Co., Grand River avenue, has opened the Brightmoor Hardware, 21136 Fenkell avenue.

Detroit—A. S. Hurvich, proprietor of a hardware store on Hasting street, has opened a store at 8737 West Grand River avenue under the name of Home Hardware Store.

Portland—The Borden Milk Products Co., has purchased the milk plant of Schneider & Son and succeeds them in the Golden Glow Cheese & Butter Co. representation.

Coldwater—Herbert F. Lee, 57, of Lee Brothers, prominent hardware dealers, died at Ford hospital in Detroit, June 23, following a major operation on the 18th.

Kalamazoo—Shakespeare Co., manufacturer of fishing tackle, sporting goods and kindred lines, has filed application for an extension of its charter for another thirty years.

Detroit—The Michigan Poultry & Egg Co., 1356 Division street, dealer in poultry, eggs and farm products, has an authorized capital stock of \$10,000, \$4,500 being paid in.

Lansing—The Hager Warehouse & Lumber Co., Inc., has leased the old Acme engine plant on Turner street and by July 1 will offer a complete builder's service to customers.

Harbor Springs—Mrs. S. J. Simpson, of Indianapolis, Ind., owner and manager of the Emmet Hotel, will open it for business July 4. This will be the 11th season for Mrs. Simpson.

Detroit—The McMullen Tool Supply Co., 2869 East Grand Blvd., has merged the business into a stock company under the same style with a capital stock of \$25,000, \$1,000 being paid in.

Copemish—Swift & Co. has opened a cream buying station in the Bigelow building, under the management of Mr. Fisher, formerly of Cadillac, who will also deal in radios and batteries.

Detroit—Alfred Kopman has opened the Kopman Hardware and Machine shop Supplies at 2718 West Grand River avenue. Mr. Kopman also owns a similar store in Toronto, Ontario.

Carson City—Miss Hazel Leece, of Ionia who conducts beauty shops in Ionia and Portland, has opened a similar establishment here which is under the management of Miss Clara Dione.

Detroit—The Lang Coal Co., 9100 Hall street, dealer in fuel, ice and any kind of heating or refrigerating commodity, is capitalized at \$5,000 common and \$5,000 preferred, \$1,000 being paid in.

Detroit—The Waters-Vogel Company, Inc. 2288 Nat'l Bank Bldg., manufacturer and dealer in alloys, automobile parts and carbon steel, has a capital stock of \$25,000, \$1,000 being paid in.

Detroit—The A. T. Allan Co., 11241 Shoemaker avenue, dealer in fuel, lumber, etc., has merged its business into a stock company under the same style with a capital stock of \$10,000, all paid in.

Flint—The Wolverine Plumbing & Heating Supply Co., 2730 North Saginaw street, dealer in heating and plumbing equipment, has an authorized capital stock of \$50,000, \$3,000 being paid in.

Ludington—David Gibbs is remodeling his grocery store, widening it three feet, installing a modern front, new

awning and redecorating the entire building. The store will not be closed during the alterations.

Lowell—Ben Wepman has completed the work of remodeling his store, installing a modern front, with entrance in the center. His stock of men's clothing, furnishings, etc., can now be better displayed.

Detroit—The Board of Health has started a drive for more sanitary conditions in food establishments. Detroit Retail Grocers' Association is backing the drive. Two retail stores have been closed so far in this drive.

Lansing—A. Kofferman is offering for sale the fixtures and equipment used in his restaurant at 117 East Michigan avenue, preparatory to his removing to Jackson where he will enter the same line of business.

Lansing—Owing to increase of business the L. B. Rulison Co., 208 South Grand avenue, has taken over the adjoining store building, which it will use as a service department for household appliances and radio equipment.

Kalamazoo—Burton R. Barber, 75, at one time local manager of the Worden Grocer Co., died suddenly at his home, 512 Oak street, last week. Before coming to Kalamazoo he was proprietor of a general store at Fennville.

Battle Creek—The Gamble Store, a new establishment, dealing in automobile accessories, hardware, etc., has engaged in business at 99-101 West Michigan avenue. Bert Nickander, former manager of a similar store in Marquette, is the manager.

Lansing—S. Bogo, formerly of Hollywood, Cal., where he designed and created women's tailored garments, has taken over the S. M. Wershow tailoring establishment at 119 West Michigan avenue and will continue the business as an exclusive women's tailor.

Kalamazoo—The John D. Lyons Drug Co. has removed its Washington Square stock to the building which it recently acquired and remodeled for its own use. It is located at Portage street and Washington avenue and was formerly occupied by the branch of the Bank of Kalamazoo.

Jackson—Stephen Lincoln, 73 years old, retired grocer, resident of Jackson sixty-two years, died unexpectedly in the office of Dr. George C. Greene, osteopath, Monday, where he had gone for treatment of a heart attack. He is survived by two brothers, F. A. Lincoln and Charles G. Lincoln, grocers, of Jackson.

Lansing—M. L. Flory, owner and manager of the Country Store, 2700 East Michigan avenue, has sold the store building and stock to Michael Fabia, who has taken possession. Mr. Flory will devote his attention to his livestock, meats poultry and egg business at No. 2 store, 2600 East Kalamazoo street.

Petoskey—The Petoskey Portland Cement Co. has secured the services of G. L. Kirp, one of the outstanding chemical engineers of the country, to head its entire chemical engineering work and to prepare for the manufacture of at least three new brands of cement in addition to its regular gray cement product.

Kalamazoo—The New Sanitary Dairy Company, 1332-34 North West-nedge avenue, a new corporation which purchased the assets of the former Sanitary Milk Co., has opened a retail store at the above address which will handle dairy products and ice cream. The store will be open daily until midnight and ice cream will be delivered on the routes of the company.

St. Ignace—Saul Winkelman, proprietor of Saul's Department Store, renews his subscription to the Tradesman and says: "I enjoy reading your weekly magazine and wish to inform you that we are about to change the name of our business from Saul's Department Store to Saul's B. F. L. Store which is independently owned and conducted. We will have the opening of our new store on June 29.

Lapeer—John N. Gardiner, 74 years old, one of the oldest druggists in point of practice in Michigan, died here Sunday of a heart attack. Funeral services were held Tuesday at his home. Burial was in Mt. Hope Cemetery here. Mr. Gardiner was proprietor of a drug store on Main street for fifty-five years. He came to Lapeer in 1882 and associated himself with U. Briscoll & Sons, pioneer druggists. After the death of Mr. Briscoll two years later Mr. Gardiner took over the business and conducted it until his retirement two years ago.

Detroit—An illness of three days resulted in the death Friday of James G. Scott, of 1617 Glynn Court, widely known as Detroit store executive for the last forty-two years. Mr. Scott was associated with the Newcomb-Endicott Co. as buyer and manager of the linen department for thirty-three years until the company was absorbed by the J. L. Hudson Co. For the next five years he was connected with the D. J. Healy Shops in the same capacity, and until the time of his death he was manager of Moseley's, Inc., in the Fisher building.

Manufacturing Matters

Coloma—The rebuilding of the Thayer & Co. basket factory, destroyed by fire March 30, is nearing completion.

Grand Rapids—The General Soap Corporation, 513 Peck Bldg., manufacturer and dealer in soap, has a capital stock of 50,000 shares at \$1 each, \$1,000 being paid in.

Battle Creek—The Universal Machinery Co., 55 South McCamly street, manufacturer of mechanical equipment for bakeries, has a capital stock of \$30,000, \$16,038.96 being paid in.

Detroit—The Diamond Buff Corporation, 1132 Buhl Bldg., organized to manufacture and sell buffs and polishing wheels, with a capital stock of 20,000 shares at \$1 each, \$1,000 paid in.

Detroit—Grace, Inc., 1706 Dime Bank Bldg., manufacturer and dealer in pharmaceuticals and medicinal compounds, has a capital stock of 1,000 shares at \$1 each, \$1,000 being paid in.

Detroit—Sal-Way Steel Treating Inc., metal processing and manufacturing, 624 West Elizabeth street, has a capital stock of \$20,000 preferred and 400 shares no par value, \$15,000 being paid in.

Essential Features of the Grocery Staples

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

Canned Fruits—The canned fruit market is spotty. There has been considerable business placed in new pack fresh prunes recently at attractive prices, which indicates the usual market factor; the trade will always buy something inexpensive enough to move into consumption in big volume. As for other fruits, price ideas have been such as to discourage distributors. Under the circumstances even many canners have been uneasy about the uncertainty of new fruit crops in the Far West as well as the high prices being sought by growers.

Canned Vegetables—The major vegetables show few features. Spot tomatoes are off somewhat on some sizes, as holders wish to move out whatever they have left before new pack arrives. However, spots are scarce enough to hold considerably higher than futures. Peas are winding up in many sections of the South and prices have varied but little.

Canned Fish—Statistics coming from the Northwest show an apparent record movement of canned salmon over the course of the past season. This fact, together with the fact that production in the coming season is going to be very sharply curtailed, has given considerable strength to future sentiment regarding salmon, and it is expected that Alaska varieties will work considerably higher for the new season. There seems to be little or no canned shrimp for sale and as a result prices mean little, except for future delivery.

Rice—The rice market continues in good shape, with an active interest for this time of the year, and many first hands well sold up. Attention is naturally turning now toward the new crop season, but because of the absence of a marketing agreement, things seem a little too uncertain just now. The processing tax is expected to take care of the demands of growers, unless they become exorbitant.

Dried Fruits—The dried fruit market is seasonally quiet. There are few developments here. Prices have shown some readjustment as the summer opened, but these were mostly in line with changes which occurred on the Coast. Apricots have, perhaps, eased more than other items, as a result of efforts to clean out anything that might be available on spot or for shipment before new goods were ready. However, apricots on the whole did very well during the past season and were maintained on a strong to higher market pretty much throughout the year until selling off in anticipation of new crop fruit began. There appears to be a concerted effort to stabilize future raisins and prunes through the establishment of control boards, now that the marketing agreements are a thing of the past. Since much trade attention is being directed to new crop fruits, the quicker this action is taken and approved by Washington the better it will be from the standpoint of trading. There may have been some misgivings in relation to the new Cal-

ifornia prune crop, because it looks like a rather substantial increase over last year's and export possibilities are none too reassuring. However, the control board is working on a 29 per cent. reserve tonnage, it is understood, to take care of this increase.

Nuts—The nut market continues along on a routine basis, with only a slight interest noted in goods. The demand for cashews continues fairly well sustained, and while the movement of shelled walnuts and almonds is just so-so. Some season increase has been noted in the demand for walnut pieces for the ice cream trade.

Olive Oil—Replacement cost of Spanish olive oil is slowly yielding ground. As a result spot prices again show some decline, being about 5c per gallon. The Italian oil holds very firm, with the tendency slightly higher. Demand on this market light, only hand to mouth needs being filled.

Seeds and Spices—A little more activity is reported in the local pepper market, with buyers in some instances feeling that merchandise at current prices may prove good property later on. Some trade factors are of the opinion that the market has about reached the bottom. Importers are unable to replace cloves at the current level of prices prevailing here. Paprika remains quiet, though a better buying movement is anticipated in not a great while. The seed market is without feature, though sunflower continues scarce and firm.

Review of the Produce Market

Apples—No. 1 Spys, \$1.75; Transparents from Southern Illinois, \$2 per bushel.
Asparagus—Home grown, 60c per dozen bunches.
Bananas—4¼c per lb.
Black Raspberries—\$2.25 for 24 pints from Indiana.
Butter—Creamery, 24c for cartons and 23½c for tubs.
Beets—25c per doz. bunches.
Cantaloupes—The following sizes are now in market:
 36s -----\$3.00
 45s ----- 3.25
 Flats, 11----- 1.20
Cabbage—50c per bushel from Kentucky.
Carrots—Calif., 45c per doz. bunches or \$2.35 per crate of 6 doz.
Cauliflower—\$2.25 per crate for California.
Celery—Home grown is now in market, commanding \$1.35 per box of 40 stalks.
Cucumbers—Home grown hot house are held as follows in 1 doz. boxes:
 Extra Fancy-----65c
 No. 1-----55c
 No. 2-----45c
Dried Beans—Michigan jobbers pay as follows for hand picked at shipping stations:
 C.H.P. from farmer-----\$2.50
 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-----26c
 Standard fancy select, cartons-----25c
 Current receipts, candled-----24c

Medium -----24c
 Cracks -----22c
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 ----- 3.50
 96 ----- 3.00

Green Beans—\$1.50 per hamper for Tennessee.

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

Green Peas—\$1.75 per hamper for Calif.; \$1.40 per bu. for home grown.

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-----\$5.00
 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
 Iceberg home grown, per bu.-----\$1.00
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 ----- 4.00
 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 per bbl. of 160 lbs.

Poultry—Local jobbers pay as follows:

Heavy Fowls -----17c
 Light Fowls -----14½
 Ducks -----14c
Radishes—Outdoor, 6c per dozen bunches.

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

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

Spinach—Home grown, 35c per bu.
Strawberries—85c @ \$1.25 per 16 qt. crate. Much of the offerings is high in quality.

Sweet Potatoes—\$1.75 per bushel for Jerseys.

Tomatoes—Florida repacked, 75c per 10 lb. box; Toledo hothouse, 80c per 8 lb. basket; home grown hot house, 85c per 8 lb. basket.

Veal Calves—Local jobbers pay as follows:

Fancy -----11
 Good -----10

Water Melons—Georgia stock is in large supply at 25c @ 30c, according to size.

Wax Beans—Tenn., \$1.50 per hamper.

Retail Sales Improve

Retail sales volume last week registered gains over the corresponding period of last year, both in New York and most other areas.

Several large merchandising organizations report dollar sales of their New York stores last week were almost 2 per cent. higher than in the corresponding week a year ago. Adverse weather conditions caused some decline from the preceding week, however.

Elsewhere the gain in sales over the corresponding 1934 week was much larger, the range of increase being from 5 to 10 per cent.

June retail sales should exceed those of a year ago by 5 per cent., store executives currently feel. One factor which restrains the increase is that there is one less business day in June this year.

Charlotte—Vine B. Peters, owner of the A.B.C. Chair Co. plant, has leased the plant at the east end of Henry street to Bernard Erstein, Grand Rapids furniture manufacturer, who required more floor space than is available in his Grand Rapids factory.

Ionia—The old Hayes plant on South Steele street, long idle, is being made ready for a new industry. A fly and insect killing device will be produced under the patented trade name of "Fly-Kill."

Bond Printing

Is a Business in Itself

It requires not only the proper Bond Blanks but a knowledge of Bonds coupled with skill and painstaking care.

**We Have the Blanks
 We Have the Skill
 We Use the Care**

**BOND PRINTING
 IS OUR BUSINESS**

We undoubtedly print more Bonds and Certificates of Stock than any other printers in Michigan

TRADESMAN COMPANY

MUTUAL INSURANCE (Fire and Life)

Organizing Rural Fire Protection*

The Oregon fire marshal department, with its regular weekly radio broadcast, is doing much to spread the gospel of fire prevention in that state. This article, which was one of the radio talks, should be very useful to fire chiefs and citizens everywhere who are working for rural fire protection. It is possible that laws in other states will make changes in the plan advanced necessary, but the fundamentals should be universally applicable.

The need for rural fire protection has been long realized. There seemed to be no practical solution to the problem, until the introduction of motor propelled fire apparatus and good roads. Then it took only a short time for the fire departments to demonstrate the possibilities and value of this type of service.

For some time it was the practice, and still is in some communities, for the city apparatus to respond to fire alarms outside the city limits. This has been proved to have many disadvantages.

The fire chiefs realized that the ultimate solution would be for rural districts to provide their own protection and the Oregon Fire Chiefs Association set out to make this a reality.

In 1929 the state legislature passed a law making it possible for rural fire protection districts to be created and it is now possible to create, equip and maintain these districts in any territory, neighborhood or community, outside of incorporated cities and towns, in the state. It is also possible for districts to be joined together or annexed to incorporated districts.

The first step is to establish the boundaries of the proposed district. This can be done by mass meeting or by preliminary petition, the petition having the names and addresses of the property owners who desire to promote and establish the district. The petition or the report of the mass meeting should be furnished to the county surveyor and county assessor where a map will be made showing the exact area in acres, the complete description of the boundaries of the real properties to be embraced in the proposed district and the total assessed valuation of the property therein.

Next the property owners should signify their intention by presenting the county court a petition setting forth the desires and purposes of the petitioners. Such petition shall contain the full names and postoffice addresses, the exact area in acres as shown on the map prepared and certified by the county surveyor and the total assessed valuation of the properties.

Upon receipt of such petition the county court will fix a time and place for a hearing and will direct the county clerk to publish a notice once a week for two weeks of the time and place

of a hearing of the proposed formation of the district.

At the hearing any person interested may appear and present oral or written objections and the county court shall determine whether the petition shall be granted and the district established.

If written objections signed by owners of property, representing at least 50 per cent. of the total assessed valuation of property within the proposed district shall be made, then the county court shall order a special election within such proposed district. If, at such election, a majority of the votes cast favor the formation of the district, said district shall be deemed to be legally established.

After the establishment of the district the residents shall hold a public meeting and elect a president, vice-president, a treasurer, a secretary and a board of directors to consist of five members. The president shall be an ex officio member and chairman of the board. The board shall elect a fire chief and fix his compensation, and the chief shall select his own subordinate officers and personnel of the fire department, subject to the approval of the board, and be held responsible for the equipment and property of the district as well as the conduct of the department. The board with the assistance of the chief shall select the location of the fire house and shall have power to purchase such apparatus and equipment as is deemed most needed and practical for the district and provide water mains, hydrants, or ponds for water supply for fire fighting.

Funds to defray expense of the district are provided by the officers and board being empowered to provide a tax of not exceeding 2 mills upon all assessable property, to borrow not to exceed \$10,000, and accept donations or contributions. No district shall become indebted in any manner to an amount to exceed 5 per cent. of the assessed valuation of the taxable property therein.

All funds shall be deposited with the county treasurer to the credit of the district fund and shall be drawn out only upon proper order and warrant and bear the signature of the treasurer and countersigned by the president.

One district may enter into contract with another district to consolidate or co-operate or may enter into a contract with and become annexed to an incorporated city or town already provided with fire protection.

If it is desired to dissolve a district a petition shall be presented to the county court, so requesting and signed by a majority of the residents and property owners. The court shall then call a hearing and pass upon the petition together with any objections which may be made by any person interested. The court shall have the power to grant or deny the petition or call an election upon the proposition. Such election shall be held in the same manner and under the same conditions and restrictions as provided for in the formation of the district. If, at such election, a majority of the votes cast are in favor of dissolution, the county court will so declare and the property and money of such district shall remain

the property of the county in which the district was located and may be used for the general fire protection purposes throughout the county, or may be sold, loaned or leased to another district or incorporated city or town.

E. A. Taylor,
Deputy Oregon State Fire Marshal.

Validity of Wagner Bill

An early test of the validity of the Wagner labor disputes bill is hoped for by many of those who backed the bill during its passage through Congress, convinced that its constitutionality will be upheld by the courts.

Those who hold so optimistic a view are in the minority, and it is said many members of the House voted for the various provisions of the bill merely to get it out of the way and to pass to the courts responsibility for determining whether it constitutes a proper enactment.

Skilled technicians in drafting legislation point out that the bill starts out with a declaration of policy that stresses the intent of the bill being to remove obstructions from the free flow of commerce, designed to bring it within the purview of the Constitution, and then shortly thereafter the measure forgets all about such a thing as "interstate commerce."

For the foregoing reason many have no doubt but that the legislation will be found unconstitutional. Promise already has been given, even before the legislation has actually become law, of court tests the first time opportunities are offered.

Don't constantly compare yourself with the best but with the best that's in you.

Senate "Liberals" Oppose Recovery

Senate "liberals" are deaf to the pleas of business that Congress desist from further "experimentation in the field of recovery" and permit present forces to operate to bring about a greater degree of restoration.

These Senators aver that they fully understand the attitude of many well-meaning individuals who feel that business is being impeded and retarded by efforts for reform. But, they explain, business must realize that a recovery now, without reform: a recovery that would take the country back to the 1920-1929 era, would inevitably result within a short period of time in a repetition of the conditions that followed that era.

The "liberals" constitute a formidable group when in accord upon any given proposal, for even though they may not be able to initiate and put through a program, they can so wield their strength as to materially influence legislation.

The Grist Mill

A slope, a creek, a hill
And underneath a mill
Which ground the grists of grain
And then was still again.

The water was the power
The gristed grain the flour
The harvest and the skies
Man thus did utilize.

The rain the sky had sent
The gulch a force had lent
The mill did man invent
The scene doth represent:
The mill which ground the grain
And then was still again.
Charles A. Heath.

Persuasion, kind, unassuming persuasion, should be adopted to influence the conduct of men. The opposite course would be a reversal of human nature, which is God's decree and can never be reversed.—Lincoln.



M. E. DAVENPORT

DAVENPORT-McLACHLAN INSTITUTE ANNOUNCES SUMMER SCHOOL

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

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

215 Sheldon Avenue, S.E.

Grand Rapids, Michigan

DON'T INSURE

for

FIRE OR WIND

UNTIL YOU HAVE CONSULTED US

SOUND PROTECTION AT A SAVING

MICHIGAN BANKERS & MERCHANTS
MUTUAL FIRE INSURANCE CO.

Fremont, Michigan

Wm. N. Senf, Sec'y

MUTUAL SERVICE AND EFFICIENCY

* From a series of weekly radio broadcasts under the direction of Oregon's fire marshal, Hugh H. Earle.

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

The Federal Trade Commission has issued a complaint alleging unfair competition on the part of Wolverine Distilleries, Inc., of Detroit, in its use of the word "Distilleries" in its corporate name and on stationery and labels, when in fact it is not a distiller.

Unfair representations of a dog food sold in interstate commerce will be discontinued by Hans Schumattermaier, of Chicago, under a stipulation with the Federal Trade Commission. Selling the dog food under the trade name "Phera-Kalvit," Schumattermaier is alleged to have advertised it as excellent for skin diseases and distemper, when in fact the stipulation says the product was not such a remedy. Schumattermaier agrees to cease representing the product as a remedy for these diseases and to stop distributing it without causing the containers in which it is packed to be distinctly marked "Made in Germany." According to the stipulation, the respondent imported the product from Germany but did not mark it so, with the result that customers were not informed that it was of foreign origin.

Alleging unfair competitive methods in the sale of books, the Federal Trade Commission has issued a complaint against Jones Brothers Publishing Co., of Norwood, a suburb of Cincinnati. Selling the "Library of American History," the Jones Brothers firm is said to have represented the set as being new and up-to-date and that it was staging a special introductory campaign, limited as to time, and that the set was shortly to go on regular sale at a price several times that listed in the introductory offer. The complaint alleges that the sets are not new and up-to-date nor is the respondent staging a special introductory campaign. On the contrary, the complaint says, this company has employed the introductory sale offer continuously for the last ten years. The complaint alleges several other misrepresentations in the sale of these books.

A Stamford, Conn., a Detroit and a Chicago liquor house have been charged in complaints issued by the Federal Trade Commission with unfair competition through use of the word "Distilling" in their corporate names and on stationery and labels, when in fact they are not distillers. The complaints were issued against Esbeco Distilling Corporation of Stamford, Clear Spring Distilling Co., of Chicago, and Arrow Distilleries, Inc., of Detroit.

Unfair practices in the sale of camp and outing equipment are to be discontinued by two concerns, under stipulations entered into with the Federal Trade Commission. They are Outdoor Supply Company, Inc., and J. J. Enright, both of New York City.

Both companies agree to stop using in their advertising the word "Scout" either independently or in connection with the word "Boy" in a manner that

tends to confuse buyers into believing that their products are the official equipment of the Boy Scouts of America. Outdoor Supply Co. also agrees to cease using the word "Manufacturers" so as to imply that it owns and operates a factory, when this is not true.

Salvatore Torregrossa, of New York City, trading as Eversafe Laboratories, has entered into a stipulation with the Federal Trade Commission to stop using the word "Laboratory" as part of his trade name, also "Laboratories" in such way as may tend to deceive buyers into believing that he owns or controls a laboratory. Torregrossa also agrees to stop employing in advertising the word "Maple" in such way as to deceive buyers into believing that his product, a synthetic maple flavoring product, is made from the sap of the maple tree. Also the use of the phrase, "Imitation Maple Flavor Artificially Colored and Flavored with Vegetable Substances," is to be discontinued by Torregrossa, unless the assertion is in accordance with the facts and such words are printed in type equally as conspicuous as the body of the advertisement in which they appear.

Pease Woodwork Co., Inc., of Cincinnati, has entered into a stipulation with the Federal Trade Commission to stop using in its advertising the words "White Pine," either alone or in connection with the word "California," as a designation for its products so as to remove any implication that the lumber is made of White Pine.

This company also agrees to cease employing the words "Very Best Quality" to describe its lumber and to stop using in advertising the phrase "Direct from Our Southern Mill to You." The stipulation says the company did not actually own and operate a mill in the South or elsewhere in which it produced the products it sold.

Hair-Tex Corporation, of Cleveland, has been ordered by the Federal Trade Commission to stop use in its advertisements of the word "Hair" alone or in connection with the letters "Tex" in order to remove an implication that the product is composed of hair, when this is not true.

Provision is made, however, that the order shall not prohibit the company from employing the designation "Hair-Tex" if in conjunction therewith the phrase "Made from Tampico Fibre" appear in the advertisements and labels.

Ossola Brothers, Inc., Pittsburgh, engaged in the sale of food products, was directed to discontinue the use of any words, pictorial designs, maps, or other devices on labels or in advertising matter that would imply that a certain tomato sauce is made in or imported from Italy, except that the words and picturizations on a label now in use which bears Italian phrases including the words "Grande Italia," a picture of a map of Italy and of the Italian plum shaped tomato, and English phrases including the words "Naples Style" and "Packed in California," may be

used if the words "Made from tomatoes grown in the United States" appear in immediate proximity thereto and in type equally as conspicuous, on all labels and in advertising matter.

Puritan Stationery Co., Philadelphia, engaged in the sale of stationery, was directed to discontinue use of the words "rag content" to designate paper having less than a twenty-five per cent. rag content.

The following respondents, engaged in the dressing and dyeing of the skins of fur bearing animals, were directed to discontinue describing furs except by the use of the correct name of the fur or in the case of a dyed or blended fur by the use of the correct name of the fur as the last part of a compounded word of which the first part is the word "dyed" or "blended," and to discontinue the use of the words "seal" or "Hudson seal" or "Beaver," whether in corporate name, trade name, or trade mark, in connection with the dyeing, dressing, advertising, or sale of cone or muskrat fur, except as an adjective to describe the character of the dye, as "Hudson seal-dyed muskrat".

Great Northern Fur Dyeing and Dressing Company, Long Island and others (2035), Bayonne-Newland Fur

Dressers and Dyers, Inc., Jersey City (2121), A. Hollander & Son, Inc., Newark, and others (2123), Joseph Hollander, Inc., Newark (2124), Hudson Fur Dyeing, Inc., Newark (2125), Mendoza Fur Dyeing Works, Inc., New York City (2126), Oakland Fur Dyeing, Inc., Brooklyn (2127), Philip A. Singer & Bro., Inc., Newark (2128), Van Dey Way Corporation, New York City (2129), and Iceland Fur Dyeing Company, Brooklyn (2130).

There is no Sure Thing, but the surest is a good job well attended to, for steady promotion is almost certain; and no one can help you in holding a good job except Old Man You. Some say an active commercial club, an up-and-coming community, a good pastor, a reform administration at Washington, are necessary; others say a man is made by his wife or mother, but Old Man You really does it, or doesn't do it; many teach what is called good sense, but only you may acquire it.—Ed Howe.

We are headed for an era of prosperity that will surpass all others. It will be followed by a depression that will surpass all others unless we do more to prevent it than we have ever done in the past.

PLAINTIFFS IN CHAIN STORE TAX LITIGATION

Lansing, June 18—Pursuant to your request, we submit herewith the following list showing the number of stores operated in this State by each of the chains who are parties to the pending litigations: C. F. Smith Company, et al., v. Fitzgerald, et al.

C. F. Smith Company	620	\$148,320
Kroger Grocery & Baking Company	858	210,820
Great Atlantic & Pacific Tea Company	817	200,570
Fletcher E. Awrey, Elton R. Awrey, Wilbur S. Awrey & Thomas L. Awrey, doing business as Awrey Bakeries	55	10,070
Harold E. Candler (Quality Dairy Shoppe)	32	4,320
Lipson's Delicatessans, Inc.	13	620
Martin Bonkovich (Martin's Markets)	5	70
F. W. Woolworth Company	77	15,570
S. S. Kresge Company	75	15,070
Sears, Roebuck & Company	20	1,570
Neisner Bros., Inc.	21	1,770
J. C. Penney Company	46	8,820
J. J. Newberry Company	11	420
The Fintex Corporation	12	520
Melville Shoe Corporation	19	1,420
Galperin Brothers, Inc.	17	1,120
Schiller Millinery Stores	14	720
United Shirt Distributors, Inc.	20	1,570
Economical (Cunningham Drug Stores, Inc.)	64	12,320
Arthur P. Hill (Hill Drug Stores)	5	70
Neuhoff Drug Company	8	220
Morris-Travis Drug Company	5	70
Stouffer Lunch Systems, Stouffer Corporation	3	20
Grinnell Brothers	20	1,570
Michigan United Cigar Stores, Inc.	21	1,770
The Crane Company	6	120
J. A. Byerly Company	39	6,070
Harry A. Smith and Carl Smith (H. A. Smith Stores)	30	3,820
	2933	\$649,410

J. A. Byerly Company, the plaintiff in the Shiawassee county case, has thirty-nine stores.

Harry A. Smith, doing business as H. A. Smith Stores, plaintiffs in the St. Clair county case, have thirty stores.

The foregoing information as to the number of stores is taken from the allegations contained in the bills of complaints.

Patrick H. O'Brien, Attorney General.

PRICE STEADINESS

As the Fall buying season approaches in the wholesale merchandise markets, price steadiness is a feature. There are no very weak spots and here and there are found some strong ones even on clearance goods. Home furnishing lines, such as floor coverings and furniture, have been advanced. Shoes, men's clothing and leather goods have also been marked up.

Underlying commodity conditions may give a clue to the Fall price outlook. In an order ranging from price strength to weakness the following may be listed: Woolens, leather goods, silks and rayons, and cotton goods. The rise in wool has been checked, but it has strengthened quotations on almost all products into which it goes. Cotton goods still suffer from overproduction in spite of curtailment. Leading mills are refusing forward orders until they can at least get back their costs out of prices.

Dry goods jobbers have done little in the way of additional commitments since their initial orders were placed several months ago. They found a little better demand last week from retail customers but are still striving to get price protection from mills on future business.

August coat buying, especially on furs, has furnished the principal forward activity in the apparel markets in recent weeks and might be accepted as a happy augury of the season, since the demand has been quite brisk. Fall lines will be bought in volume right after the Fourth. There will probably be more canvassing of merchandise until that time and the season may be somewhat delayed. Nevertheless, the present steadiness of the markets has undoubtedly made its impression upon store representatives.

DRY GOODS CONDITIONS

Weather conditions were more or less the gauge of retail sales last week. Where they were favorable, volume ran well ahead of a year ago. In this area the rain held down business to a small increase of last year, when there was also a spell of bad weather. Home furnishings demand was well maintained through the week, but apparel business was spotty. Accessories did well and some records were established on handbags sold at special prices.

Trade for the month in this section may show a small gain over the same period last year, although the loss of a business day this year will probably turn this into a small decrease. For the half month department store sales in the metropolitan district were .3 per cent. ahead of a year ago. New York and Brooklyn stores registered a gain of .9 per cent., while the Northern New Jersey stores dropped 2.5 per cent.

Complaints about the competition suffered by small stores are not so well borne out by the figures issued by the Department of Commerce. Its compilation of May, results for rural and small town firms gives an increase of 17 per cent. and one of 20 per cent. for the first five months of the year. The latter compares with an increase of only 2 per cent. for large depart-

ment stores and 8.4 per cent. for a compilation of twenty-six chains and mail-order houses.

Demand in the wholesale merchandise markets was again largely restricted to immediate goods. More buyers are expected this week, and they will prepare for August promotions and look for new Fall offerings. Dry goods jobbers still find a very restricted call.

MOVE AGAINST CHISELERS

A store organization on the Pacific Coast adopted a device recently which with changes might be applied to wage and hour "chiseling" for the same good results. Confronted with severe "loss leader" competition after the demise of NIRA, this chain offered to buy for cash at regular wholesale prices all goods which its customers might pick up from competitors at below cost. Within a very short period loss leader selling disappeared in that community.

The suggestion offered on wages and hours follows similar lines. Manufacturers who agree to uphold NIRA standards might offer jobs to workers whose wages have been cut by "chiselers." Difficulties might arise in some industries from the standpoint of additional working equipment required, but in many lines there should be little trouble in carrying out the plan.

At the present time a few industries are already considering the active "policing" of plants to see that wage and hour schedules embraced in voluntary agreements are being maintained. These are lines where the workers are unorganized and there is no union check upon working conditions. An inspection staff will be employed by the group with suitable powers to look into payrolls and time tickets.

The use of emblems to distinguish products made under proper working conditions is, of course, the movement which has made the most headway in the drive against any outbreak of unscrupulous competition. Consumer groups are lining up strongly in support of this protection.

NEW DEAL LEGISLATION

A flood of New Deal legislation had business interests rather bewildered last week. The Labor and Security bills were passed and sent to conference and the Banking and Utility bills advanced. President Roosevelt issued a special message on taxation with recommendations aimed at the redistribution of wealth. The new NRA set-up for gathering statistics and encouraging voluntary agreements was announced.

Although speculative markets turned somewhat reactionary at this legislative program, most of the lost ground was soon recovered. This steadiness appears to be a feature of the whole business situation, as though operations and markets are able to stand almost any onslaught so strong is the tendency upward.

Wholesale prices are easing, but not to any marked degree. Industrial purchasing agents have once more returned to a policy of selective buying and "watchful waiting." They look for artificial quotations to fall, but are not expecting any general decline.

Another increase has been registered by the business index. This is the fourth gain, the number moving up to 84.3 from 83.5. Carloadings and electric power production led the advances. Rail shipments were swelled principally by the strike that then threatened. The electric power index moved close to its high since early in 1930.

Building contract awards last month were slightly under those of May, 1934, but again the residential total went higher, the increase running almost 70 per cent. over last year's figures.

AGREEMENT FORM DEVISED

For the purpose of arriving at the best form of voluntary agreement by means of which former code standards may be continued most effectively, a set of "basic principles" was put before a meeting here last week of association executives. This program for self-government in industry was prepared by the Trade Association Executives in New York City and the American Arbitration Association.

Self-government, it was pointed out, expresses itself through three channels—legislation, administration and adjudication. The voluntary agreement would be drawn in contract form between an association and its members and embody appropriate labor and trade practice provisions. It would be administered by the association, which also, with the help of an outside agency such as the American Arbitration Association, would deal with violations.

While these proposals were only offered tentatively, there seems much to commend them. The contract form of agreement, for example, is more businesslike than the loosely drawn charters used by so many associations in the past. Objectives are more clearly defined and they are of a practical sort that were often lacking formerly. Financing and the machinery for obtaining compliance are also provided upon a more adequate scale.

BRIGHT OUTLOOK FOR FURS

Unless all indications fail, the coming season will be one of the best experienced in some time by the fur trade, according to the consensus of those in the industry. Retailers have already shown marked confidence in the prospects for this merchandise in orders placed for August and substantial gains over a year ago are anticipated.

Locally, it is expected that the gain during the second half of this year will outstrip the rise of almost 20 per cent. shown in fur sales for the period from February to May of this year. Fur promotions are being started earlier than a year ago, with the June activity in this merchandise well ahead of last year at this time. The situation was said to suggest that the popular-price fur coats will offer increased competition to the sale of cloth coats.

Statistically, the position of fur prices was held to be sound, with quotations at the recent auctions tending upward on desired pelts, the stocks of which are in limited supply.

It is a general error to suppose the loudest complainers for the public to be the most anxious for the welfare.

PROFIT ON CHILLED FLIES

The ingenuity by which an industrial engineer turned a nuisance into a profit is described in the current Industrial Bulletin of Arthur D. Little, Inc., chemists and engineers. A client of the engineer raised mushrooms and fertilized his beds with manure, which resulted in the hatching of a vast number of flies.

The engineer recommended the installation of a suction fan which passed both air and flies over some refrigerating coils in such a manner as to chill the flies and then drop them in a dormant state into large milk cans. The installation was made and the flies eliminated as a nuisance.

The canned flies are now shipped to frog raisers. Upon receipt the cans are immersed in a brine solution, which chills the flies and again renders them dormant. In that condition they are fed to the frogs. The mushroom grower now realizes from the sale of flies nearly as much as from the disposal of his mushrooms.

CAUTIOUS ON TRADE PACTS

While retailers generally are sympathetic to moves for trade stabilization under the various voluntary codes being drawn up by manufacturing groups, they are showing considerable caution with regard to hasty approval of the various agreements. Queries from manufacturing organizations have evoked the response that the voluntary agreements, to be successful, must be drawn with the interests of both consumers and retailers in mind. Little comment was vouchsafed in retail circles regarding specific phases of the new pacts.

Some of the agreements call for advisory retail representation on the bodies through which the rules will be enforced. Thus far, however, there has been little direct participation by retailers in framing the rules. In one retail quarter, however, the statement was made that plans are now being drawn up for much increased retailer-manufacturer co-operation on mutual trade problems.

SPURS NEW DEAL PANACEAS

The Roosevelt administration has about concluded that it is desirable, if not absolutely necessary, to put forward at this time whatever legislation may be desired to complete the New Deal program while the resulting shock to business, now on the upgrade, might be less than some time later on.

The fact of the matter is that the administration does not believe that more than one-third of the unemployed can be put back to work no matter what plans may be evolved, and the administration's economists tell the leaders the present upturn in business will be followed by another depression not far off.

This may account for the haste with which Mr. Roosevelt has presented various pieces of legislation, including the omnibus bank bill, giving tremendous powers to the Federal Government over the banking structure of the country, public and private; elimination of public utility holding companies, T.V.A., social security legislation and, it is said, there is more to come.

OUT AROUND

Things Seen and Heard on a Week End Trip

Two interesting celebrations were put over by Ottawa county towns last week. On Thursday Lamont celebrated the centennial anniversary of the first permanent resident coming to that place. His name was Steel and for many years the settlement was known as Steel's Landing. In doing honor to Mr. Steel's memory the citizens of Lamont worked like Trojans to create and carry into effect a programme which appealed to all classes and all ages. No class received more consideration than the children, who showed hearty appreciation of the attention given them. The parade was especially interesting and the speechmaking was of a high order of excellence. Local residents saw to it that the illumination of the town was given proper attention.

The original name of Lamont was changed to Marlborough and subsequently to the name it has born for about seventy-five years. It was suggested by A. Lamont Chubb, a pioneer implement dealer of Grand Rapids, who presented the community with a road scraper in token of his appreciation of the action of Lamont people in adopting a portion of his name as the name of the town. The community and the country roundabout was originally settled by New England and York state people, but about 1870 the Dutch people began to arrive and during the past sixty-five years have largely replaced the original settlers and their descendants.

I happened to be a resident of Lamont from the spring of 1870 to the fall of 1871. The acquaintances I then made and the relations I then formed have been retained to a great extent all through life and have had an important influence on my career. As I recall there were only four merchants in Lamont in the days I resided there—George Luther and Minor Hedges, general merchants; Scott & Walling, druggists; Charles Pittman, hardware dealer. As sixty-five years have elapsed since that time, all of the above named men have gone to their reward. The present merchants are Dutch, in keeping with the character of their customers. They are fine fellows worthy of the success which has attended their careers.

Sixty-five years ago Lamont had a sawmill, a planing mill, a tannery and a considerable sturgeon fishing industry. These gradually discontinued business. The last effort to do anything in the line of manufacturing was the factory established by Grand Rapids people to cut forms for pearl buttons from clam shells. This undertaking failed about thirty years ago, since which time Lamont has devoted her energies to serving the agricultural interests tributary to the town.

One of my guests on the occasion of the anniversary celebration was Dr. Burr Babcock, who was born seventy-

eight years ago in the octagon house across the street from my home. He completed his literary education in the local public school and pursued a course of instruction at the Detroit Medical college. He located in Kalkaska fifty-one years ago and devoted the remainder of his life to the practice of medicine and surgery in that community. A few weeks ago he suffered a stroke which has forced him to give up active practice and resort to crutches. He still continues office practice at his home, in which his office is located. As I noted his superb mental equipment, which is unimpaired, I could not help thinking that nature is sometimes very unkind to a man who has devoted an entire lifetime represented by his professional career to the care of the sick, the relief of the suffering and the comforting of the dying.

On Saturday Spring Lake celebrated the completion of its cement pavement for a mile or more on the main street, reaching from curb to curb and including a beautiful and symmetrical curve to the bridge over the outlet of Spring Lake at the West end of town. The crowd was large and enthusiastic and all the amusement features were carried out in exact accordance with the preliminary announcement, including an old fashioned hot air balloon ascension with parachute drop from midair. There is no more beautiful town in Michigan, in my opinion, than Spring Lake. About the only thing which would contribute to enhance its beauty would be the removal of the ill looking unpainted warehouse buildings at the Western end of the main business street.

Six men summoned for jury service had cried off on various pretexts. When the judge came to the seventh he was getting sarcastic. "Does your sick wife need your attention?"

"No, sir; I ain't married."

"What about your business?"

"Hain't any."

"You think you can spare time to serve on the jury?"

"I do, sir."

"You seem to be the only man who has time to serve his country as a juror," said the judge. "Would your mind telling me how it happens?"

"Sure!" replied the juror. "You're going to try Jim Billings, ain't you? Well, he shot my dog."

The above reminds me of a lawyer whose client was tried before a justice the peace, found guilty and sentenced to pay a fine.

The lawyer was so incensed over the attitude of the justice that he approached the representative of the law with this enquiry:

"I don't see how you could convict that man. There was not a scintilla of evidence against him."

"That may be true," replied the justice, "but I know he stole wood from me."

Bay City, June 20—Should the time ever come when you should conclude that your Out Around department is largely sectional and that there are other points of interest in Michigan quite

as important as Pentwater, Muskegon and Kalamazoo, I would suggest that you invade some other sections of the state—possibly around Bay City. Otherwise change the heading of your column to "In Around." Your friends in Eastern Michigan always enjoy seeing you.
H. F. Heldenbrand.

Mr. Heldenbrand's attitude is certainly very cordial and generous. Personally, I know no distinction between Eastern Michigan friends and Western Michigan friends. The only feature I regret is that I cannot see them both under equal circumstances. In doing my duty to my patrons I feel I can devote but one day a week to calling on those who cannot call on me as often as I would like to see them. Not being able to purchase and maintain an airplane I am subject to the limitations of my little Franklin to do my traveling. Some day soon—I hope before summer is over—I propose to start out at midnight and put in an appearance at the breakfast table of the Kimbark which my traveling salesman friends tell me is kept up to standard by the accommodating and versatile landlord.

Holland, June 19—As mentioned in our recent conversation I ran across an interesting epitaph in the churchyard at Christ's church, Alexandria, Virginia. Remembering your propensity for using material of a beautiful and sentimental nature on the cover of the Tradesman it occurred to me that this inscription might interest you. A copy of it is attached.

William M. Connelly.

Beneath this stone

Are deposited

The remains of

MRS. ANNE WARREN

Daughter of John Brunton, Esq., of England and wife of

William Warren, Esq.,

One of the Managers of Philadelphia and Baltimore Theaters.

By her Loss

The American Stage has been deprived of one of its

Brightest Ornaments

The unrivalled excellence of her theatrical talents

Was only surpassed by the many

Virtues and Accomplishments

which adorned her private life.

In her were combined the affectionate wife, the tender mother and the sincere friend.

She died at Alexandria

June 28, 1808

Aged 39 Years.

Lawyers, public officials, and others professionally interested in having available the texts of the acts of the legislature which were given immediate effect and signed by the governor, thus making them public acts, will have this information available by June 15. Pamphlets containing the full texts will be mailed to local and court officials, on application to the Department of State. Later, of course, in conformity with law, these acts will be contained in the publication of the Public Acts of the regular 1935 session, which will include all new acts, whether given immediate effect by the legislature or not.

Grand Rapids, June 25—After years of unorganized effort, a statewide movement to bar the chains from this state by stringent legislation of the Michigan legislature will be launched at a banquet to be held in the grand ball room of the Pantlind Hotel, Grand Rapids, on the evening of August 27, 7:30 p.m.

The Kent County Shoe Dealers Association has been earnestly requested by independent merchants from communities in neighboring counties to inaugurate the formation, and to sponsor the formal "send-off" of an organization, the sole aim and purpose of which shall be anti-chain. Convinced that the purpose of such an organization can in no way conflict or encroach on any of the trade organizations now existing in this state, it hereby issues a formal call and invitation to all independent merchants from every trade and from every county in the state to attend a banquet and the formal launching of this one organized movement to abolish the chain store menace from the commonwealth of Michigan.

Every independent merchant who has at least the prosperity of his community and state at heart is most cordially urged to attend, together with his wife. Merchants from distant counties are especially invited and wherever possible please arrange with their fellow merchants from every city and village to attend in a body. Several top notch speakers will speak at the banquet. The charge will be \$1 per plate.

The sponsors of this movement look confidently to sweeping the entire state, embracing not less than 25,000 of the unorganized 85,000 merchants into one formidable force, with sufficient power and prestige to assure the passing of such legislation within the bounds of the chain store decision recently laid down by the United States Supreme Court, as shall rid this state from the chain store evil.

Not less than 500 are expected to attend this banquet. The live Greenville merchants expect to turn out in force and some of the more optimistic predict that not less than 1,000 will attend this state wide convention banquet.

It must again be emphasized that this invitation is most of all extended to the individual merchant, from the smaller communities, where there is no local association whatsoever. This movement is intended just exactly for these merchants. Hence this appeal.

Finally, let no merchant who can possibly attend keep away for fear of dues or membership fees, for there won't be any. The call is for men and their influence, not dues—for patriots and not membership fees.

Make reservations now by promptly addressing Jacob Duyser, 860 Alexander St., Grand Rapids.

You, independent merchant, must be there.
Leonard Vander Jagt,
Pres. Kent County Shoe Dealers Ass'n.

I cannot help but admire the spirit which animated Mr. Vander Jagt to write the above letter, but I wish with all my heart that he would first secure the hearty approval of the Legislative Committee of the Michigan Federation of Retail Merchants for the undertaking he suggests.

Mercantile organization in Michigan has been a creature of slow growth, but it has been sure and steady. More than fifty years ago I organized more than a hundred local associations which included all classes of business men, not excepting doctors and lawyers. The local associations did wonderful work, but soon found we needed a central organization to take up the work where

(Continued on page 23)

FINANCIAL

Power Output Gains Become Smaller

Increases over the corresponding period in 1934 scored by electric power output should become smaller during the next few weeks, utility executives predict.

The gains made in the past two weeks have been somewhat deceptive. Intensive coal mining activity in the East in anticipation of a strike has been largely responsible for these increases. Impressive gains in the Rocky Mountain region, on the other hand, are in part due to operation of mines in that area which were closed on account of a strike at this time last year.

Soft coal production will be sharply curtailed during the next few weeks, it is expected, owing to the heavy stocks now in consumers' hands. A strike on July 1, of course, would cause contraction in consumption of electricity to be still more sharp.

Moreover, the holiday shut-down in the cotton textile industry this year promises to be unusually extensive and protracted. This also would affect electricity consumption adversely.

Living Cost Tends Upward

Unless the retail price structure should become generally disorganized, some advance in the cost of living may occur over the next few months. This may have some effect on industrial relations, especially in view of the expected unionization drives following enactment of the Wagner bill.

Higher prices for most house furnishings are indicated, several advances in the wholesale markets having been already announced. The rising trend in rents tends to be accentuated as the fall renting season approaches, and many leases are made at higher figures.

Retail food prices remain vulnerable, despite the decline that has already occurred, owing to increased crops. The decline in foods, however, will be restrained by continued short meat supplies, unless consumer agitation should be more effective than it has been to date in forcing prices down. The low point in the seasonal decline in fresh food prices is normally reached by the end of July.

No New NRA Legislation

There is little chance of enactment of permanent legislation to regulate competitive standards at this session of Congress, industrialists returning from Washington believe.

They believe that the administration, for political reasons, will seek to have its "reform" program completed at this session. The election-year session of 1936 would then be able to avoid measures which would increase business hostility to the New Deal.

This strategy would tend to postpone enactment of more permanent legislation to combine or replace the NRA and the Federal Trade Commission. Further legislation of this kind would then await the development of an insistent demand for such measures from business quarters. The present breach with business may be healed by confining legislative activities next year to measures actually desired by the latter.

The Outlook for Steel

The seasonal contraction in the rate of steel operations now under way is likely to be of considerably shorter duration than a year ago, executives assert. The level of activity should not fall back to the low level reached in September, 1934, it is felt.

Introduction of new automobile models fully two months earlier than in past years will supply orders for a substantial volume of steel products at a time when demand is ordinarily quite slack. Machine tool makers are ordering steel for fall needs which will help slow up the current decline in operations. Discussion of an advance in rail prices for the fourth quarter may stimulate railroad buying during the next three months. Rail orders have, in fact, been increased in recent weeks.

Demand for miscellaneous steel products has been well sustained latterly, owing in part to firmness in steel prices since the abrogation of the code. The rising volume of residential construction during the third quarter will provide an important demand for these steels in contrast with last year, when building activity declined sharply.

"Soak the Rich" Still the Dominant Attitude

Business activity is continuing lower. The decline, however, is gradual in close proximity with seasonal expectation in spite of retarding influences from Washington found in the labor, social security and utility bills and possibly the President's taxation suggestion. A tendency to slow up business could result from this legislation in the form of labor difficulties and possibilities of the unconstitutionality of some of these bills. Nevertheless, the action of the market last week in the face of these developments indicates that business is paying less attention to the political phase of the situation.

The President's message on taxation indicates the renewed emphasis upon reform. Even though some believe that it was to steal the political thunder of the Long, Coughlin and Townsend groups and to divert attention from the failure of many of the new deal ventures, the "soak the rich" redistribution of wealth attitude and antagonism towards business bigness, clearly indicates that social reform objective is still dominant. Further emphasis could be seen in the President's attitude towards the most drastic type of public utility holding company bill. Never-

theless, the House apparently is to eliminate the death sentence by giving greater discretion to the Security Commission and dependence placed more on the taxation of dividends transferred from one company to another. A bill midway between the drastic Senate bill and House bill is expected.

Jay H. Petter.

The Sane Life

The devastation of the World War and its catastrophic aftermath have been interpreted by some as revealing the emptiness of accepted values and the need for newly fabricated loyalties if one is to be modern and free. But every man needs something to live by and to live for, and those who have jettisoned received standards perforce turn to strange gods most astonishingly bizarre and fanciful.

In the look ahead which to-day I urge you to take, be sure to find a place for intellectual and cultural interests outside your daily occupation. It is necessary that you do so if this business of living is not to turn to dust and ashes in your mouth. Moreover, do not overlook the claims of religion as the explanation of an otherwise unintelligible world.

It is not the fast tempo of modern life that kills but the boredom, a lack of strong interest and failure to grow that destroy. It is the feeling that nothing is worth while that makes men ill and unhappy.

Dr. Harold Willis Dodds.

New Deal and the Courts

In view of the emergency and the consequent recognition of the common importance of any national program adopted to meet general economic and social problems, it might be possible that the Supreme Court would now uphold Congressional legislation imposing as a condition of interstate shipment of goods compliance with rules as to quantity of production, wages, hours of work and collective bargaining.

If public opinion is strongly and persistently in favor of changes and de-

• Sales Tax Exemption Forms • as required by State

5000 LOTS, in Pads . . . \$4.00
1000 LOTS, in Pads . . . 1.25
Tax and postage included — Cash with Order

Auger Printing Co.
419 Ottawa N.W. GRAND RAPIDS

All Issues
**CONSUMERS POWER
PREFERRED**
BOUGHT—SOLD—QUOTED

Buying and Selling orders executed
All listed and unlisted Stocks and Bonds

Your Inquiries Invited
ROGER VERSEPUT & CO.

Investment Bankers—Brokers
332-338 MICHIGAN TRUST BLDG.
GRAND RAPIDS Phone 8-1217

J. H. PETTER & CO.

GRAND RAPIDS INVESTMENT BANKERS
Phone 9-4417

MUSKEGON
Phone 2-3486

velopments in government, a way to accomplish the desires of the people will, of course, be found.

In the United States, where the organic law is the supreme law of the land, the courts may delay, they may to some extent direct, but they cannot, in the long run, withstand a defined and persistent public opinion.

Charles K. Burdick.

No Time for Panaceas

In the broader field of endeavor that confronts us in these days we must eventually find a growing responsibility taken by each individual to do his bit for the betterment of mankind. Here is the field that presents tremendous opportunities, but in our endeavor to promote the happiness, health and the comfort of our people, care must be exercised to avoid these foolhardy panaceas which have taken such a toll from people throughout history.

We see the ranks of the unemployed and many accept them as a permanent condition. They do not realize that half of the people employed to-day are working in industries that did not exist fifty years ago. Fifty years hence half of our people gainfully employed in industry will probably be performing labor as yet undiscovered, perhaps not even within the minds of the present generation. Henry H. Heimann.

Public reformers had need first practice on their own hearts that which they propose to try on others.

Poverty talks, too, but nobody wants to hear what it has to say.


A. E. KUSTERER & CO.
The Oldest Investment Banking
House in Western Michigan.
560 Michigan Trust Bldg.
Phone 9-7231

SAFE EXPERT

Safes opened and Combinations Changed

Wm. O. Slocum

Phone 7-3845 128 Ann St., N. E.
Grand Rapids, Mich.

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

**OLD KENT
BANK**

2 Downtown Offices
12 Community Offices

Status of Chain Store License Payment

The following table shows the income Michigan has received from chain stores under the law of 1933 during 1933 and 1934:

COMPANY	NO. OF STORES	1933 TAX	NO. OF STORES	1934 TAX
Kroger Grocery & Baking Co.	858	\$210,820.00	858	\$210,820.00
Gt. Atlantic & Pacific Tea Co.	817	200,570.00	817	200,570.00
C. F. Smith Stores	620	151,320.00	620	151,320.00
F. W. Woolworth Co.	77	15,570.00	77	15,570.00
S. S. Kresge Co.	75	15,070.00	75	15,070.00
Cunningham Drug Stores	64	12,320.00	64	12,320.00
Detroit Edison Co.	56	10,320.00	56	10,320.00 PAID
Awrey Bakeries	—	—	55	10,070.00
J. C. Penny Co.	46	7,820.00	46	7,820.00
Consumers Power Co.	45	7,570.00	45	7,570.00 PAID
J. A. Byerly Co.	39	6,070.00	39	6,070.00
Harold E. Candler—Quality Dairy Shoppes	—	—	32	4,320.00
H. A. Smith Stores	30	3,820.00	30	3,820.00
Schiff Co.	29	3,570.00	29	3,570.00 PAID
Liggett Drug Co.	29	3,570.00	29	3,570.00 PAID
Singer Sewing Machine Co.	26	2,820.00	27	2,945.00 PAID
Montgomery Ward & Co.	22	1,970.00	22	1,970.00 PAID
Neisner Bros.	21	1,770.00	22	1,970.00 PAID
Holland Furnace Co.	21	1,770.00	21	1,770.00 PAID
Father & Son Shoe Co.	20	1,570.00	21	1,770.00 PAID
Mich. United Cigar Stands, Inc.	—	—	21	1,770.00
Sears, Roebuck & Co.	20	1,570.00	20	1,570.00
United Shirt Distributors, Inc.	—	—	20	1,570.00
Grinnell Bros.	—	—	20	1,570.00
		<u>\$659,880.00</u>		<u>\$679,705.00</u>

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

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

Secretary—Herman Hansen, Grand Rapids.

Treasurer—O. H. Bailey, Sr., Lansing.

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

Opportunity Which Knocks in Vain

It is a rule of law, I believe, that a petitioner at court should show that he has availed himself of all reasonably accessible rights before he seeks extras; that he has already used the tools at hand without results.

That is perfectly sound in business. Merchants constantly complain of conditions, the acts of others—"chiselers," maybe—and circumstances, while failing either to take advantage of what offsetting edges they have or even seeing those factors. From lifelong observation and experience, I say emphatically that grocers who keep their eyes within their own business find ample opportunity therein, and if they are diligent to act on such opportunities they are usually too busy making progress and profits to notice what the other fellow may be doing.

All of which centers on a recent incident. A lady who was a steady customer of a combination store once ordered a fresh tongue from the meat dealer. It came on the day wanted, was excellent in quality, she reported her satisfaction to the meat dealer and got the proper smiling response.

Some weeks later, she asked him to get her another tongue, putting her order several days in advance. When the day came, she got an excuse but no tongue, but it was promised for a future day. It was not on hand when promised and still she had patience. It arrived without notice when she could not take it.

Next time she thought of tongue, she went to another market. The dealer had mostly cleaned up for the day, but he was just as painstaking in showing her what he had. His fresh tongue was too big, but he suggested, "Have you ever tried corned tongue? I have a nice one," and he proceeded to bring it out. Questioned about the saltiness, he told her how to freshen it. She said it looked nice and she'd chance it, and he rejoined: "Only half the price."

This lady is so deaf she can hardly hear at all. She reads lips fairly well, but often a few words must be written. Note this also: Deaf people are often regarded as also "dumb." They are not. They are extra sharp witted and wakeful—have to be. When any one faculty is impaired, others are sharpened to make up for that lack. And the sense of humor is often extra keen, as this lady's is.

Relating the experience, this customer said with a smile: "And he was a smart man, too. He wrote all that with his left hand."

You will observe that although he gave her left-hand writing, his treatment was not left-handed. More: There had been no question of price in either case. She did not know until

after her tongue was weighed what it was to cost. Then she was extra pleased to find her bill was only 41c.

Who lacked opportunity in this? You will agree that neither did. Each had the same chance except that the first man had been given advance notice, had extra opportunity to retain a customer already perfectly satisfied. In this respect, his business—all of it: himself, his stock, his fixtures, location, advertising and everything else—failed, and failed completely.

Finally, get this: That lady did not go to the newly patronized market first. She went there when her "regular" dealer failed her. That dealer had no advantage in this case. He was handicapped by her preference for her usual source of supply. Now it becomes a fair speculation whether her formerly "regular" meat dealer will continue to supply her wants or the man "smart enough to write with his left hand" will get her business. But if she switches meat merchants' where will the blame lie?

There is here another incidental fact worth notice. That is the impress of "personality." The second meat dealer impressed himself on that lady's mind by his painstaking attention, courtesy and good service. His handicap of being left-handed became an advantage, a pleasing touch to back up and further stress the good impression; but that only because he was otherwise agreeable, willing and helpful. Had his service fallen short, that handicap would have been equally impressive against him.

It is not personal peculiarities that of themselves count much either way, but all such factors make stronger the final impression of those who come in contact with us, either for good or ill. There is herein ample food for reflection, believe me; and by none more so than by those who make a point of "personality" without much analysis of what personality is.

Again I feel that this incident should not pass without an attempt to appraise what it may mean to a grocer in dollars and cents. We cannot get at it exactly, but we can glimpse its consequences and how far-reaching they may be when we seek to learn the value of any customer.

Averages are deceiving always, yet useful and helpful if regarded with discrimination. A rule I have used is to take the entire cost of the business, including every expense, and divide that figure by the number of our customers. That may be done by taking our register rings for, say, thirty days, and dividing all expenses by the resulting total.

Not every customer is equally valuable with every other. We know that. But taking figures as I indicate, we can get a pretty reliable guide, and the resulting cost per customer is sure to make us think hard.

We can then think further, thus: If I gain a customer, here is what it means now. If I get five or six of them, I get nearly so much multiplied accordingly. In time, if I can add to my trade, my cost per customer will be less and my net earnings more. But

also if I get one customer and lose another, I make no progress. If I get two and lose one, I am ahead only one.

Then we have to consider the intangibles. Some customers are worth more than others directly, but many whose trade is light may have other influences which we must take into account. Lastly, the immediate earnings may be more important eventually than they seem if we are short-sighted.

A wakeful Omaha grocer who sells much fruit makes liberal percentage margins on apples sold by the dozen. He sells full boxes for 25 to 50c, regardless of percentage; and he will give all the time necessary to convert a dozen buyer into a box buyer. Why? He tells it:

"Because a box buyer buys boxes thereafter automatically—mostly. Our work done once is finished permanently. Box buyers eat several times the apples that dozen buyers eat, so our profits are cumulative. If they figure things out, as most of them do, they find they have saved a lot on cost. That promotes good will for us all along the line."

Thus you can reason on hundreds of things and items in your business and we shall then see that no single factor stands alone in this matter of building trade; that good will is all-pervading. There is simply no end to what we may think out regarding such incidents as that meat dealer and the tongue—the one who sold or the one who failed to sell.

Paul Findlay.

Questions and Answers of Interest to Grocers

No. 1. Question: What is lutfsk?

Answer: This is stockfish that has been soaked and is ready for cooking. The hard, dried stockfish is soaked for three or four days in a preparation of lye water, after which it is placed in fresh water. For shipment it is taken out of the water and packed in wooden boxes. Upon receiving it, the grocer should again place it in fresh water.

No. 2. Question: What is the difference between sugar cane syrup and sugar syrup?

Answer: Sugar cane syrup is made by the evaporation of the juice of the sugar cane, while sugar syrup is made by dissolving sugar in water, then boiling this down to the consistency of syrup.

No. 3. Question: From what is the White Distilled Vinegar made?

Answer: From diluted distilled alcohol.

No. 4. Question: What is sal soda and what is saleratus?

Answer: Sal soda is the common washing soda, while saleratus is the common baking soda. Saleratus is generally referred to as baking soda, its scientific name being bicarbonate of sodium. The baking soda is a by-product in the manufacture of the washing soda.

No. 5. Question: What are marrons?

Answer: Preserved or candied chestnut meats. Used in making fruit salads and various fancy desserts.

No. 6. Question: How does the free-running salt differ from the ordinary table salt?

Answer: The free-running salt contains a very small amount (usually 1 per cent.) of carbonate of magnesia, which is added to the salt to keep it from caking.

No. 7. Question: From what are junket tablets made and for what are they used?

Answer: Junket tablets are made from rennet, which is obtained from the membranes of the stomachs of calves, lambs, kids, and other young mammals, usually before they have had any other food than milk. It is the use of rennet that "turns" the milk in making cheese. The junket tablets are generally used in preparing junket desserts, which are made from lukewarm milk, usually sweetened and flavored with vanilla extract. Dissolving the junket tablets in the warm milk coagulates the milk.

No. 8. Question: At what periods of the year may new goods of the various canned fruits be expected on the market?

Answer: Apples—November; Apricots—July; Blackberries—July; Blueberries—August; Cherries—July; Gooseberries—June; Loganberries—July; Peaches—September; Pears, California—August; Pears, Eastern—September; Pineapple—September; Plums—September; Raspberries—July; Strawberries—July.

No. 9. Question: What is the derivation of the word "paprika"?

Answer: "Paprika" is the Hungarian word for pepper.

No. 10. Question: Should canned foods stand for a while before being cooked and served?

Answer: No. There is no reason why canned foods should not be prepared and served immediately after opening the can.—Kentucky Grocer.

The Only One

The only thing you can do with a song is to sing it.

The only thing you can do with religion is to live it.

The only man who knows anything about love is the man who loves.

Ernest Holmes.



IT PAYS TO PUSH THE LEADER

Welch's
CERTIFIED PURE—PASTEURIZED

Grape Juice

- NO WATER ADDED
- NO PRESERVATIVE
- NO ARTIFICIAL COLOR

For Selling Help Write
WELCH'S 1931 Howard St. Detroit

MEAT DEALER

Keen Interest in the Subject of Meat

Stating that the biggest market for food is the home and that the American housewife's food-buying power reaches the tremendous aggregate of seven billions of dollars annually, R. C. Pollock, general manager of the National Live Stock and Meat Board, declared that in any program of meat promotion, the housewife should be given first consideration. Mr Pollock made this statement to the directors of the Board at the annual meeting of the organization in session here:

"The past year has furnished abundant proof that definite results are accruing from the Nation-wide program initiated and supported by live-stock producers, live-stock commission men, packers and retailers working through their own organization in behalf of the industry's product—meat. Through a wide variety of channels the Board is reaching the ultimate consumer with a better knowledge of meat. The fact that an average of four million dollars is spent for meat daily, and that new revelations in meat cookery have revolutionized old ideas, emphasizes the importance of the task of promoting a better understanding of meat in the American dietary.

"On every hand we find a keen interest in the subject of meat. The calls upon the Board for information concerning the health value of meat, meat research, the merchandising of meat, the selection and preparation of meat, the place of meat in the diet and many other phases of the subject have constantly increased.

"Requests for meat facts and various types of service come from a wide range of individuals and organizations—housewives, retailers, educational institutions, welfare organizations, doctors, dentists, dietitians, editors, hotel and restaurant men and many other agencies in every part of the country. The increasing calls for service indicate that the Board is nationally recognized as an authority in the field."

The report of the general manager emphasized that phase of the Board's program which reaches the homemakers. Through lectures, demonstrations, and in other ways, the nation's homemakers are being given the newer knowledge of meat. They are discarding age-old ideas in meat cookery for the methods which bring out meat's full flavor and goodness. They are being impressed with the part that meat plays in good nutrition. They are learning that meat is indispensable in keeping the family health up to par.

The program is also effectively reaching the nation's future homemaker. More than 14,000 teachers keep in close touch with the Board's activities. As a result greater interest is being aroused in meat studies at schools and colleges. This past year, 12,269 high school home economics students participated in the Board's twelfth annual meat story contest, writing about meat from every angle.

The tremendous interest of the women of the country in the subject of meat was emphasized in that portion

of the report devoted to the school of meat cookery program. A total of 634,000 enthusiastic homemakers greeted these schools in 83 cities of 25 states and the District of Columbia during the year. These women learned through witnessing actual demonstrations that basting and searing of roasts are unnecessary, that cooking at low temperatures decreases shrinkage, that there is a method of preparing each and every cut, that meat is high in nutritive value, etc.

The popularity of this and other information was evidenced by record crowds at all cooking school sessions. The average attendance was 1,000 greater than at the schools of the previous year. Meat is being given a big play in these schools. Forty-four cuts of beef, pork and lamb and 14 dishes using lard are prepared at every school.

The report brought out that a new record was set in the meat merchandising phase of the Board's activities, designed to increase meat sales. Lecture-demonstrations introducing new cuts of meat, new sales methods and presenting the latest information on meat cookery and the food value of meat were conducted in 176 cities of 33 states and the District of Columbia. The attendance at these meetings was 53 per cent. greater than the previous year.

Beef, pork and lamb demonstrations presented before men of the meat trade were attended by representatives of 26,000 meat markets. One hundred ninety-six meetings were held for homemakers with an average attendance of 1500 women at each meeting. Lecture-demonstrations were featured before 241 student assemblies with an attendance at each program ranging from 500 to 2,500. Business and professional leaders were told an effective meat story at demonstrations conducted before Rotary, Kiwanis and other service clubs in 96 cities. Special demonstrations were presented before men of the catering industry.

"Never before has there been such an interest in facts on the food value of meat," said Mr. Pollock. "The Board's work in the field of nutrition is of outstanding importance. Doctors, dentists, dietitians, homemakers, and consumers generally are showing tremendous interest in the facts on the value of meat in weight-reduction menus and in the diet of the child. The fact is being emphasized that meat leads all other foods as a source of protein, iron, phosphorus, calories and is high in the essential vitamins. Our Food Value Charts which illustrate this fact continue in wide demand.

"Equipped with the facts showing meat's high ranking as a food, the Board is at all times ready to combat anti-meat propaganda. At various times during the past year it has challenged disparaging statements made against meat and put a stop to such practices. These attacks show the necessity of being constantly on guard.

"Thousands of persons were reached with the story of meat and nutrition at exhibits featured at the annual conventions of the American Dietetic Associ-

ation, the Chicago Dental Society and at leading live stock expositions. New information relative to meat and nutrition is being obtained through studies which the Board is sponsoring at the universities of Minnesota, Iowa and Arkansas, and at Rush Medical College, Chicago."

The report set forth the intensity and wide scope of meat advertising campaigns sponsored by the Board in Boston, New York, Philadelphia, Pittsburgh and Milwaukee. A total of 6,200 retailers financed these campaigns, and the merits of meat have been strikingly set forth before food consumers of 1,168 cities of 14 states. Each campaign runs for 52 consecutive weeks. These campaigns are recognized as outstanding in the field of meat promotion.

Calling attention to other phases in the year's activities, Mr. Pollock stated that the story of meat was told through educational meat exhibits held during the year at 17 leading fairs and live-stock expositions across the country.

Problems in the production, processing and cooling of meat are being studied and the answers sought at a score of state agricultural experiment stations engaged in the cooperative meat investigations. These studies are yielding information of vital importance to the industry and to meat consumers generally.

Thousands of college, high school and vocational students, and members of 4-H clubs throughout the nation have become more meat-conscious as the result of participating in the preliminaries and finals of the Board's meat judging and meat identification contests.

The interest of broadcasting stations in the subject of meat is seen in the fact that 5,795 talks prepared by the Board were given during the year over 219 stations of 46 states.

Calls for literature on meat are constantly increasing. More than forty different types of literature have been distributed upon request to every section of the country.

The Board's 1935 meat recipe book has gone into more than a million homes. Through close cooperation with emergency relief and welfare organizations the Board is emphasizing the place of meat in low cost diets. A total of three and a half million folders on economy meats have been distributed through these agencies.

"One cannot review the year's work in the field of meat promotion without acknowledging the splendid cooperation rendered by all branches of the live-stock and meat industry," said Mr. Pollock. "They have been squarely behind the program.

"Few people have any conception of the contribution of this industry to our national welfare. On Jan. 1, this year, there were 118 million head of cattle, hogs and sheep on our six million farms. They utilize 400 million acres of pasture lands and consume, each year, 70 per cent. of all our grass and forage crops. In 1934, approximately 85 million head of meat animals moved from farm to market. These animals provided the greatest supply of meat

of any single year in history—nearly 20 billion pounds.

"The dominant position occupied by the live-stock and meat industry is reflected in the fact that individuals and organizations outside of the industry and from every section of the country have heartily cooperated in the Board's program. New contacts have been established. New interests are lending their support. The value of this cooperation cannot be over-estimated. It reflects a broadening appreciation of meat as a food—indispensable in the diet of 126,800,000 food consumers."

Industrial Relations Prospects

A considerable number of labor disputes are feared for the immediate future by industrialists as a sequel to the enactment of the infamous Wagner Labor Disputes bill.

Union leaders are reported planning to stage intensive organization drives to capitalize the advantage the bill gives them. These drives will be initiated as speedily as possible because of the belief by union conspirators that the act may be declared unconstitutional on the first test.

Employers, on the other hand, generally plan to offer stubborn resistance to decisions by the boards created under the Wagner measure, since the Schechter decision strengthens their belief that it will be held invalid. Many industrialists believe the bill is more susceptible to a constitutional attack because of the majority rule provision it contains than on the grounds that regulation of industrial relations is reserved solely to the States. The majority rule, they point out, directly interferes with the right of the employe to make a contract.

Unions are likely to concentrate organizing activities in one of the mass production industries in which they have already gained a foothold. Labor leaders concede, however, that if success attends the current campaign to maintain code wage and hour schedules, the effectiveness of new unionization drives inspired by the bill may be greatly impaired.

Cabbages and Kings

Protection can now be given to the hands of workmen, by a chemical. The hands are rubbed with harmless cream, which after working hours can be washed off with ordinary water. Meanwhile, the worker is protected from substances which ordinarily irritate the skin.

An electric color-measure works from any light socket. Accuracy within "the millionth degree" is claimed.

A hose for filling stations, or for any industry that uses liquids, stops flowing the instant an operator sets it down.

Do you know what amazes me more than anything else? The importance of force to organize anything. There are only two powers in the world—the spirit and the sword. In the long run the sword will always be conquered by the spirit.

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.

After NRA—What?

Is NRA really dead under the Supreme Court decision? Or will it come to life again in modified form, perhaps under a different name?

Just now, the future course of governmental regulation of business and industry is anybody's guess. The President is reported to be awaiting the development of public opinion before formulating his future policy on what is to follow NRA. Perhaps, it is hinted, NRA will have no legalized successor.

But, despite all the confusion and uncertainty, there are certain things business men, particularly local merchants, can count on as a result of the Supreme Court's decision. It is very apparent now that in any attempt to regulate business and industry there is a clearly drawn line between the things the Federal government lawfully can do, and those which it cannot do.

Unquestionably, the Federal government can regulate interstate commerce. That right has existed ever since the National Constitution was adopted. Interstate commerce is characterized by transportation from one state to another. Thus railroads, busses and trucks carrying passengers or freight between the States may be subjected to governmental regulation as interstate commerce. The production of goods in one state for sale in another is not in itself interstate commerce. Such goods are not in interstate commerce in the eyes of the law until they have started on their trip to the other state.

Even goods so shipped do not retain their interstate character indefinitely. A local merchant is not engaged in interstate commerce merely because he sells locally merchandise shipped to him from a manufacturer or jobber in another state. The ordinary rule is that goods so shipped cease to be in interstate commerce once the original package or container in which they were transported, is opened. This rule holds true in most, though not necessarily all, cases.

The Supreme Court seems to have repudiated pretty thoroughly the idea that local dealings which have a remote effect on interstate commerce are subject to governmental regulation. If such dealings affect interstate commerce in some direct way, the Court indicated, then the government may regulate them; but where the effect is not direct, the government has no power to step into the picture.

Much of the recent governmental regulation of local enterprises under NRA, AAA and other Washington bureaus has proceeded on the theory that where a local product came into competition in the local market with rival products shipped in from other States, the producer and seller of the home product could be regulated as "affecting interstate commerce." Of course, the only relationship was the competi-

tion between the local product and the interstate product. Apparently, the Supreme Court did not take kindly to governmental regulation of local business and industry as "affecting interstate commerce" under the guise of competition.

Which brings our officials at Washington back to the basic proposition that, while the Federal government can regulate interstate commerce, it must be honest-to-goodness interstate—and no going out of constitutional bounds when the Supreme Court isn't watching!

Washington cannot lawfully force its rules and regulations on a business or industry that is wholly intrastate—that is, an enterprise operating wholly within the boundaries of the state in which it is located. Obviously, a retailer selling only in his local community cannot by any stretch of the law or imagination be considered as conducting anything but a strictly intrastate business. Similarly, a manufacturer who makes and sells his products entirely within his home State is doing an intrastate business, no matter what competition he has with goods shipped in from other states.

Each state has the right and the power to regulate business and industry conducted wholly within its borders—to the exclusion of interference by the Federal government. That's the way the framers of our national Constitution arranged it. The Federal government, as our forefathers saw it, would control commerce between and among the states, but each state would keep full power over its home industries. That's why politicians are saying that the NRA decision raises the question of the individual state's right to manage their own internal trade and commerce as contrasted with centralized control from Washington.

As the law and the Constitution stand at present, the Federal government has no effective way of making the individual states give up control of their local or intrastate industries. Hence the talk about an amendment to the Federal Constitution. If the people wish, they can approve the adoption of such an amendment that will give the Federal government the right to regulate all business and industry, both interstate and intrastate. The NRA program—or anything like it—could not be operated legally without such an amendment. But Constitutional amendments are usually a long story—a matter of years. So business men need not figure on that just yet.

Until such an amendment is adopted, any legal regulation of local, intrastate business and industry will have to be on the part of the individual states. Each state can pass its own laws to suit the conditions of its own industries. It is possible that some state may do this to take the place of NRA regulation. New Jersey tried a state NRA law and later gave it up as unsatisfactory. A state enforcing rigid regulation might easily drive its own industries into other, less exacting states. Most state laws relating to business and industry are concerned with such things as fire prevention, safety

appliances, sanitation, weights and measures. Few states go much further than these very general fields of regulation.

Voluntary codes of fair practice might be workable. Many industries are adhering to the NRA code regulations. Perhaps permanent, voluntarily-adopted codes may follow. The Federal Government could encourage this by offering its services as referee of questions arising under such codes. The Federal Trade Commission is equipped for such a job, but the whole thing would have to be by agreement and not coercion.

Free and open competition without any regulation, State or Federal, may develop as the best solution of the whole problem. Some business men believe that if business is permitted to operate without "shackles" for a while, the old-time American spirit of constructive aggressiveness will presently bring back renewed prosperity. Certainly that's something we can all use—with or without regulation.—Chas. R. Rosenberg, Jr., in Hardware Age.

More NRA Legislation Discussed

Much will depend upon public reaction to present NRA plans and how long Congress will remain in session, whether the administration will embark upon additional legislation designed to restore more of the operation under the Recovery act than now is permitted by statute.

Opponents of NRA charge that the administration is resorting to devious means to build up support throughout the country for any program it may devise to meet the disastrous results of the Supreme Court decision in the Schechter case.

However, it is argued, prospects are not very hopeful at the present for aside from industrial areas of the North and Central portions there will be little pressure for a more ambitious NRA program.

The comment is that through various Government surveys of benefits under NRA and subsequent losses through suspension of codes the administration will seek to direct public opinion against the Supreme Court and to Congressional opposition, in particular, and to all opposition in general.

Industry Opposes President's Proposal

There is apparently a great deal of dissatisfaction with the President's proposal for legislation permitting the Government to require Government contractors to comply with former code requirements affecting labor.

There is a feeling that compliance with such requirements upon operations under a Government contract, for a limited time and possibly only affecting a part of a plant, will engender union labor unrest and violence.

Further, there is criticism of the willingness of President Roosevelt to disregard economy and reject opportunities for price concessions in his adherence to NIRA principles.

Where an industry operates under a projected voluntary agreement which provides, among other things, for adherence to "code" hours and wages and prohibition against child labor, no such difficulties would arise. But since the administration has little faith in the ability of industries to effect such agreements, opposition to the Walsh bill which was framed by the administration to carry out the President's wishes doubtless will be continued.

Doubt Growth of Private Pensions

The Clark amendment to the Social Security act to exempt employers maintaining private pension plans from the pay roll tax for old-age retirement is held likely to stimulate many companies to establish such plans.

To qualify for the exemption, industrialists point out, private pension plans must pay benefits equal to those provided under the social security program. Accordingly, each employer would have to establish a reserve at once to meet the liability to employees having several years of accrued service. This would tend to be more costly under a plan underwritten by insurance companies than pay roll taxes levied under the act.

Moreover, very strict supervision will probably be exercised by the Government over exempt private plans. Consequently, there would be small incentive to install a private pension plan to escape Government regulation.

Many companies are planning, however, to offer annuities to their employes to supplement social security pensions. Such annuities are to be furnished by insurance or trust companies.

Tree Leaves

I love the leaves
The prodigies
Deciduous trees
So visualize
Neath summer skies
Who leaflet tries
With arbor care
To be as fair
As grown-ups there.

I love the leaves
They tune a breeze
To melodies
For nymph to hear
But cease their cheer
If calm draws near
Wind instruments—
Then how intense
The leaf's silence.

I love the leaves
Designing weaves
To cover trees
When each anew
Remaining true
The summer through
So much achieves
And never grieves—
I love the leaves.
Charles A. Heath.

A new adjustable coaster chair for draftsmen attaches to the drawing table, provides effortless rolling movement along the table's length, also forward, backward movement.

DRY GOODS

Michigan Retail Dry Goods Association
 President—D. Miheithaler, Miheithaler 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. Roscrans, Fred Roscrans & Sons, Tecumseh.

Directors

N. J. VanAndel, Wm. D. Hardy & Co., Muskegon.
 Harry Grossman, Chase Merc. Co., Pontiac.
 Harry L. Rimes, Rimes & Hildebrand, St. Joseph.
 D. M. Shotwell, J. W. Knapp Co., Lansing.
 Sid Medalie, N. Medalie & Co., Manacelona.
 D. W. Goodnow, D. M. Goodnow Co., Howell.
 W. R. Mehlhose, A. Loeffler & Co., Wyandotte.

Jobbers Expand Textile Orders

Dry goods jobbers continue to broaden slightly their orders this week, taking a wide variety of goods in small quantities. An improvement in demand from their retail accounts forces them to freshen up stocks. The wholesalers emphasize, however, that volume is still lacking and that it will probably be at least another two weeks before any sizable orders appear in the market. They continue to find the price structure holding up well, the only exception being the slight easing in gray goods. Producers of finished goods made no effort to push sales and while offerings of drop styles or seconds are fairly numerous, regular merchandise is held practically unchanged.

To Present Infants' Wear Pact

A voluntary agreement will be presented this week to the infants' and children's wear industry, it was announced last week by Max H. Zuckerman, executive director of the United Infants and Children's Wear Association. The board of the Association has approved the form of the agreement, the details of which will be worked out by a committee. The agreement, covering simplified fair trade rules, use of a label and administrative machinery, will become effective upon signatures by 75 per cent. of the number of manufacturers and 85 per cent. of the industry's volume.

Await Word on Chinaware Rule

Speculation concerning the stand pottery manufacturers will take on buyers' demands for modification of quantity order requirements and other trade regulations, is general in retail circles. No word has been received by the stores from the unofficial committee of producers who received the retailers' demands ten days ago. At that time the manufacturers said they would lay the stores' request before members of the industry and report back within a week or ten days. The buyers object to a regulation under which stores are required to purchase a minimum of 1000 dozen pieces in a single order to be eligible for the lowest volume price.

Seek Housewares for Sales

Housewares retailers placed substantial orders for a wide variety of kitchen utensils and related merchandise in the wholesale market last week. The goods, wanted for immediate delivery, are for use in sales promotions scheduled to open at the end of this month. Buyers were interested mainly in goods which could be purchased at concessions of

10 per cent. or more below the early Spring prices, but took fair quantities of regular priced merchandise also. Enquiry on Fall lines was general in the market, but producers are holding back price and other announcements until the trade show opens next month.

Giftwares Buying Shows Gain

Concluding an active season in the sale of smoking stands, desk sets, book ends and similar products, manufacturers of bronze and metal novelty wares have turned to production of Fall items to be displayed at the forthcoming housewares show here next month. Calls for smoking stands and related products in the last two months were more numerous than in any Spring season for three years, producers say. Low-end and medium goods were in demand from consumers who bought the novelties for use in Summer homes. Fall merchandise, more elaborate in character and higher in price, will be offered retailers for regular sale and for holiday promotions.

Fall Hosiery Lists Due Soon

Comparatively little change is expected in the Fall hosiery price list of leading branded manufacturers, when they are issued shortly, according to comment in New York. Since many of them have introduced styles at \$6.25 a dozen, manufacturers said they find no reason for bringing out lower lists, as hours, wages and other costs remain unchanged. In the primary market, low prices on unbranded goods have been heard but during the week several important mills asserted that they had made no change in their quotations. Production curtailment is spreading rapidly in the industry.

Hardware Volume Holds Up

Sales volume in the wholesale hardware market held up well last week despite unfavorable weather conditions. Retailers sought immediate replacements on such seasonal products as electric fans, wire screening and ready-made awnings. Paints, wire fencing and housewares were also reordered liberally. Demand for builders' hardware and tools continues as active as a week ago, and is carrying volume for the Spring season well ahead of any year since 1930. Fall buying is still limited in scope, but jobbers expect fair-sized orders will be placed in the market next week.

Beverage Bottle Call Gains

During the last few days the demand for beverage bottles has spurted noticeably. Such ware as this, together with packers and condiment containers, the publication points out, will provide the bulk of activity for the next sixty days. Volume is expected in most quarters to continue upward through the remainder of the month, with July taking the ranking place for the year. Production of flat glass has continued unvaried from the levels of the last thirty days. Strength in plate-glass consumption has been noted recently in construction fields.

The closed shop is still an open question. Steel-makers are adamant against it.

Fall Shoe Season Starts Slowly

Advancing prices have as yet failed to bring in any initial business on Fall shoe lines, manufacturers report. Group buyers, who held sessions during the week, indicated that they had placed practically no orders, and that they would wait for a clearer business picture before covering requirements. Manufacturers, however, are optimistic on the outlook and believe that they will experience one of the best Fall seasons in years. Their idea is that buying will start in a good way about the middle of July.

Shoe Output Holds Up

Shoe production has been holding up very well this year and for the first six months will probably be only a little more than 1½ per cent. under the figures for the corresponding period of 1934, according to estimates in the New York market.

Indications are that May output totaled about 33,000,000 pairs and this month, usually a period of seasonal decline, production will run about 28,000,000 pairs. Including these estimates, the total for the first six months of the year will be about 186,000,000 pairs. The figure for the corresponding period of last year was 189,156,000 pairs.

The production so far this year has been in line with original estimates. It was generally thought that the year as a whole would not quite reach the 1934 total, probably coming somewhere between 350,000,000 and 352,000,000 pairs. Current price advances may cut down output during the rest of the year, however.

Belgian Beer Glass in Demand

Demand for bar glass continued to grow in the country as jobbers replenished supplies of beer glasses for immediate sale. Locally, a large part of the business is going to Belgian-made glassware, which is in demand from bar-goods houses catering to restaurants and beer gardens using the so-called "sham" and "half-sham" tumblers. The tumblers are those with false heavy glass bottoms and are being offered by importers at prices slightly below those quoted by domestic producers. Sales of American-made beer glasses show a substantial increase over last season's figures.

Money will one day seek and find work.

End of an Era

The homely philosopher of the country store cracker-barrel has become the Vanishing American, 1935 model. He is fast disappearing—and a Pembroke, Ga., storekeeper came forward last week with the explanation. Nowadays cardboard boxes, instead of soft light wood, are used for packing goods. The old wooden cases provided excellent material for whittling, but you can't whittle cardboard. And without whittling you can't spout David Harum philosophy.

Set Leather Opening Dates

The official opening of American leathers for Spring, 1936, will take place at the Hotel Waldorf-Astoria on Sept. 9 and 10, it was announced last week by the exhibit committee of the Tanner's Council of America. These dates have been selected so that the opening will be early enough to be of value to volume shoe manufacturers. The National Shoe Retailers Association will cooperate with the tanners and will arrange the style conferences as usual.

Varnish-Gun for Bakers

Some fifteen years ago, a well-known comedian who played the part of a baker—was it Jeff De Angelis?—used to get a laugh by complaining that "It's not the flour that worries me. It's the high cost of the varnish."

Apparently, the bakers are going to have less worry about the high cost of "varnish" from now on. But it is an amusing co-incidence that a new machine for covering bread and rolls and cookies with melted butter or flavoring oil or whatever other liquid is used, is a development of the good old spray gun which has served paint and varnish users so well these many years.

With the new machine, the bakery goods pass along on a conveyor at seventy feet per minute, and are sprayed top and bottom at the same time. Surplus material drips, is pumped away, and reclaimed. Crumbs are caught separately, so that they will not mix with the reclaimed finishing material.

Courtesy is the soothing syrup of salesmanship. There is a vast difference between "jolly" and "courtesy." "Courtesy" has a lasting effect, while "jolly" is soon forgotten.

For PROMPT service and ECONOMY'S Sake

Against FIRE and WINDSTORM Hazards

Insure with

The GRAND RAPIDS Merchants Mutual Fire Insurance Co.

Affiliated with

THE MICHIGAN RETAIL DRY GOODS ASSOCIATION

320 HOUSEMAN BLDG. GRAND RAPIDS, MICH.

HOTEL DEPARTMENT

Lighting Effects at the San Diego Exposition

Los Angeles, June 22—The other day while visiting my old friend Franklin Pierce, in Hollywood, I caught up with an old Michigander, Fred W. Hynion and his esteemed wife, and we naturally had an informal reunion. Mr. Hynion, a former resident of Grand Rapids, and engaged in the potato buying industry with two score of warehouses scattered all over the commonwealth, came out here and took up permanent residence fifteen years ago. While he remains loyal to the Wolverine state, he acknowledges he likes California. While he recently passed through a siege of quite severe illness, he now looks and acts fit as a fiddle, and I certainly will enjoy associating with him henceforth.

John B. Clayton kept house with me for a couple of years at Hotel Balboa, here, and is a most faithful scout, in that when, on account of sickness, I required someone to keep an eye on me, he was right there with the goods. He is connected with the James E. West realty institution, in Beverly Hills, and he certainly knows his onions. Which explanation is preliminary to the further statement that one day last week he discovered me and took me out to Los Angeles' most beautiful suburb, Beverly Hills, and showed me the front entrances of the residences of three scores of movie professionals, and in a brand new car which he was just installing. Now, I have visited this delightful region several times in the past, and while I have enjoyed the beautiful landscape, never really knew to my satisfaction where I could find the Barrymores, Richard Barthelmess, Wallace Beery, Constance Bennett, Clara Bow, Gary Cooper, Joan Crawford, Mary Pickford and dozens of others. But my friend Clayton was sure one reliable guide, and I take pleasure in making this acknowledgement of a most delightful entertainment, both interesting and instructive. Come again, John.

Under the common law, and even under the statutory laws existing in many states, it is the duty of an innkeeper to receive as a guest any traveler who may apply for accommodations. However, where a prospective guest is objectionable for such substantial reasons as drunkenness, disorderliness or uncleanness, the courts, as a rule, have protected the landlord against fictitious claims for damages. Of course, under the fifteenth amendment to the constitution, judges and juries have been very wary about going on record in the matter of civil rights. I doubt if any far-reaching decision has ever been recorded on the subject.

Dipped into the city of San Diego just at dusk the other evening, for the reason that Doc Moore was almost sure that I would be interested in the lighting effects at the exposition. I sure was. Twenty years ago the millions who visited the Panama-California exposition held there, were so enamored of its Spanish Renaissance architecture that they created a vogue for this style even in far corners of our land. To-day the modern style of lighting is being altered just as significantly by the glamorous night-time picture of the California Pacific international exposition, wherein San Diego again plays the role of creator. How to light the buildings and grounds in a new way was a problem left for last minute solution by fair officials. A noted engineer had estimated it would cost \$100,000 and six months time just to determine a good method of lighting. The fair had the \$100,000 but not

the six months. One night H. O. Davis, former film producer, and builder of the Olympia Village in Los Angeles, now on the job bossing fair construction, had a bright idea. "Why not," he thought, "try lighting the trees and shrubbery as well as the buildings?" And that is just what has been arranged. Out of a lot of toil and ingenuity, came a fairyland. By days one sees the exposition and buildings amid clustering greenery. But at night one sees an entirely different exposition, where the deep colors of a Maxfield Parrish masterpiece tint the facades, the carved towers, the pergolas of classic columns and the tall inspiring California Tower. One sees, too, a veritable painting of jeweled flowers on the tree tops. Sapphire blue, rich rose, warm golden yellow, deep ultramarine and vivid carmine are the colors that sweep from unseen light projectors and pick out the foliage of lofty trees or of pines, palms and oaks in the ravines of Balboa Park. All harsh lines are eliminated by this new type of hidden lights. On the grounds, however, is a perfect picture of the evolution of lighting styles. At one glance one can see the giant Spreckles organ, built for the first exposition, its arched shell outlined in bare electric light globes. That was the 1915 idea at Coney Island. Then there is the Arco del Porvenir, which glows with the radiance of the many lights hidden at its base. Finally there are the Palaces and Towers, picked out in the night sky by the softer effulgence of the hidden searchlights. One feature, especially, is noticeable. On the sculptured tower of the Palace of Hospitality, the engineers have painted in light the most magnolious hue of orchid, like the tint of a June bride's gown. But, of course, there is that night ride home, 132 miles, and then to-morrow, so I will have to leave something for the next chapter.

Some operators seem to think there is justification in making a charge for ice water supplied to guests in their institutions. If their hotels are not supplied with running ice water, there will have to be a better reason than I have ever heard advanced, for the making of such a charge. Ice water, and plenty of it, "with a smile," was always one of the services rendered in the good old days when the landlord was bestirring himself to take on more tonnage at the rate of \$2 per day, American plan. Morals do not enter into the proposition, as the necessity for a "chaser" has been eliminated.

The mayor of Pasadena stirred up a considerable ripple the other day, when he took a shot at the electorate of that city, because they—the said electorate—wanted the city council to spend more money than they thought could be well afforded. "Pasadena is not in a deplorable financial condition," he said, "and is about in the same position from this standpoint as other municipalities, but unless elected representatives are allowed to use their own judgment, free from public clamor, there will be scores of bankrupt cities within the next few years." The mayor laid the blame for the doubling of tax burdens, in many instances, on the taxpayers' clamor for expenditures for things in which they had a personal, selfish interest.

Warm Friend Tavern Holland, Mich.

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

W. H. LILLARD, Manager

A Philadelphia hotel announces a cafe in which children are served reasonable portions at half price. I am inclined to think it is an idea worthy of consideration by operators, including

Hotel and Restaurant Equipment Glassware, China, Silverware

H. LEONARD & SONS
38-44 Fulton St., W.
GRAND RAPIDS - MICHIGAN

Enjoy Your Vacation at BELVEDERE HOTEL CHARLEVOIX, MICHIGAN

Automatic Sprinkler System throughout, assuring fire protection
6600-YARD, 18-HOLE
TOURNAMENT GOLF COURSE
Tennis Bathing Fishing
Dancing Saddle Horses Excel-
lent Cuisine & Service American Plan
ATTRACTIVE RATES
Discriminating Clientele Booklet MTI
MRS. CARL C. STEINER, Manager

Hotel CHIPPEWA MANISTEE, MICHIGAN

- Old established hotel in center of Resort Section. Located on two railroads and many fine cement roads.
- Good rooms, comfortable beds, excellent food, fine cooking, perfect service.
- Hot and Cold Running Water and Telephone in every Room.

HENRY M. NELSON, Manager

The Stearns Hotel LUDINGTON, MICHIGAN

Rates from \$1.50

DINING ROOM
Serving the finest food in
Western Michigan

EDDIE T. MORAN, Mgr.

THE ROWE GRAND RAPIDS

The Most Popular Hotel
in Western Michigan

300 ROOMS — SHOWERS
SERVIDOR

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

The MORTON

400 ROOMS EACH
WITH BATH

\$1.50 up

Grand Rapids' Friendly Hotel
Phil Jordan, Manager

Store, Office and Restaurant Equipment

G.R. STORE FIXTURE CO.
7 Ionia Ave., N.W. Phone 8-9027

WESTERN HOTEL

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

CODY HOTEL GRAND RAPIDS

RATES—\$1 up without bath.
\$2.00 up with bath.
CAFETERIA IN CONNECTION

ALL GOOD ROADS LEAD TO
IONIA AND

THE REED INN

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

New Hotel Elliott STURGIS, MICH.

50 Baths 50 Running Water
European
D. J. GEROW, Prop.

Occidental Hotel

FIRE PROOF
CENTRALLY LOCATED
Rates \$2.00 and up
EDWARD R. SWETT, Mgr.
Muskegon Michigan

An Entire City
Block of
Hospitality



Have You Seen Our New

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

Pantlind

GRAND RAPIDS
750 ROOMS \$2 UP

the further one of supplying lodgings for the juvenile members of families who are touring through the country. Nature has ordained that children are a "necessary evil," but when it comes to paying hotel bills, they are an "expensive luxury" also. Some landlords make an equitable reduction in rates where the little folks are included in the family ensemble, but many do not, although to me it has always seemed a departure well worth consideration at least. It very greatly encourages the movements of family parties, especially among those of moderate means.

It is all very well to talk about health foods and dieting, but I do not believe that any rule pertaining to human consumption of food can be made applicable to all humanity. A good, hearty avoirdupois is not always an indication that its possessor is on the skids for the demerit bow wows. When I was in the commercial game an unflinching sign of kindly hospitality was the rotund appearance of my prospective host. A certain cadaverous appearing Detroit automobile manufacturer has broadcast his ideas of what constitutes a perfect set-up for a meal, including fruits for breakfast, proteins for luncheon and starches for dinner, which might be all right under certain conditions and circumstances, but in these days when someone else directs our affairs there is always the possibility of "enforced feeding" by law. But right on top of all this comes Professor Fishbein who calmly and collectively states that we do not eat meat enough, notwithstanding the fact that the human family are restoring cannibalistic tendencies and are now bent on the task of consuming each other. Hotel men and, in fact, all purveyors of food are constantly confronted with suggestions and frequently demands for this, that and some other form of "health" food of which they know very little. As a practical measure, if the Government can do so with their present equipment and without forming another costly commission, it would be well if they would make a scientific survey in the nature of finding out which of the various health foods—so called—have any merit whatever along the lines claimed. It is my contention that many of these preparations have little, if any, food value whatsoever and that many individuals are surely but slowly starving to death in the belief that they are quaffing the elixir of life. Manufacturers ought to label their foods in such a manner as to conform to the facts of medical science and actual laboratory analysis. The authorities keep on the lookout for any form of misrepresentation vouchsafed by producers of proprietary medicines and the same acid test should be applied to food offerings.

President Green, of the American Hotel Association, has declared war on tax-exempt competition in the hotel field, and judging from the evidences of accomplishment he has displayed in other directions, there will be something stirring along these lines. This is a subject much talked of at all hotel gatherings. I have discussed it at length in these columns. The operator of the legitimate hotel, who pays taxes on everything he possesses is brought into direct competition with charitable institutions which go outside their own legitimate field to draw patronage to which they are in no wise entitled, and usually at much lower rates than can be offered by an institution not kept up by charitable contributions and which is compelled to pay its share in the cost of local government, as well as living wages to its employees.

Some big trust company down in New York is installing what is called a "marine" vault, accessible only through an elaborate system of pumps, airlocks and other submarine contriv-

ances. However, while this might do for a night control of their funds, it would not in any way interfere with the general bank plan of having all their funds on display in paying tellers' cages during the day, as a certain temptation for hold-up men.

The proposal to abolish submarines as weapons of war can be set down as a part of the amiable "social" doings at the disarmament conference. No sane statesman supposes for one instant that submarines—once having been perfected as instruments of war—will ever be abandoned. The history of war is that each new weapon as it develops is always regarded with holy horror and denounced as barbarous and inhuman. But none of such weapons have ever been abandoned for that reason. In the World War the submarine was still a crude experiment, yet accomplished astonishing results. The submarine of to-day is as different from the undersea boat of yesterday as the flying machine of Darius Greene differed from Wiley Post's latest offering.

Frank S. Verbeck.

Collateral Involved in Percy Peck Bankruptcy

The disparity between assets and liabilities in the Percy Peck bankruptcy matter is so manifest that many enquiries have come to the Tradesman concerning the character of the collateral held by the banks for the loans they made the bankrupt.

The largest loan—\$162,000—made by The Michigan Trust Co., Trustee, is based on the following collateral:

Secured by mortgage dated March 19, 1928, on an undivided one-half interest in real property described and known as:

83-85 Monroe avenue, Grand Rapids, known as Peck block, described as lot three (3), block eleven, Campau plat. Also obligation secured by mortgage dated Sept. 30, 1929, on an undivided one-half interest in real property described and known as 9-17 Library street, Grand Rapids, described as lot 9, block twenty (20), Campau plat.

The next largest loan, made by the now defunct Grand Rapids Savings Bank—\$123,166—has back of it the following collateral:

432 $\frac{1}{4}$ shares Clallam Lumber Co. collateral trust, no par.
\$34,570.00 Clallam Lumber Company bonds.

50 shares Monarch Fire Insurance, no par.

200 shares International Combustion Engineering common stock, no par.

300 shares Commonwealth Security, common stock, no par.

Real Estate mortgage on an undivided one-half interest in lot eight (8) and West one-half (1/2) of lot nine (9) block twenty (20), Campau plat, an addition to Grand Rapids.

The loan held by the receiver of the American Home Security Bank—\$3,599.36—is supported by the following collateral:

100 shares International Combustion Engineering Company common stock.
100 shares West Side Lumber Company common stock.

The amount owing to the Old Kent Bank is unknown and likewise the collateral pledged. Information was refused the attorney for debtor and in view of the fact that there have been some changes in this account it is not and cannot be stated.

There has probably never been a bankruptcy in the Grand Rapids district which has created so much comment as this one. Mr. Peck was made the custodian of three handsome fortunes—that of his uncle, the late

Thomas Peck, and those of his father and mother. These amounts must have aggregated approximately a million dollars, practically all of which has been dissipated by the recipient by bad investments and other methods of creating losses. On account of his personal unpopularity he will find few people who will sympathize with him in the havoc he has made with the vast sums entrusted to him by his uncle and father, who were men of high character and unblemished reputation and enjoyed the confidence of the community to a remarkable extent.

Twenty-nine New Readers of the Tradesman

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

Saginaw Council No. 43 U. C. T., Saginaw

J. N. Taggart, Ludington
Sherman's Book & Gift Shop, Ludington

Morris N. Lyon, Ludington

H. W. La Fleur, Ludington

Newberg & Co., Ludington

F. A. Vogel, Ludington

J. H. Boehm, Fountain

Clio Stewart, Fountain

F. M. Place, Howard City

John Johnson, Manistee

Nick's Grocery, Manistee

Joseph Adamski, Jr., Manistee

Carl Jepsen, Manistee

Earl F. Neitzke, Manistee

Henry Hawley, Manistee

R. O. De Peel, Manistee

Wissner's Market, Manistee

Charles Halper, Manistee

Fred Voigts, Manistee

Jeruzal & Swanson, Manistee

Thompson's Men's Stores, Manistee

Benjamin S. Peck, Kalamazoo

C. M. Tinkham, Beulah

D. A. Hobson, Honor

J. Fisk, Manistee

Harmy O. Johnson, Manistee

Richmond Drug Co., Bear Lake

Eugene Bishop, Elberta

Eliminate Three Words From the Clayton Law

Alanson, June 24—At last the long, slimy hand of the grocery chain store curse has reached here. The A. & P. opened a store here the 17th and, of course, the people are gradually going there. Some who have been helped through the past winter are forgetting the many favors shown them by their local merchants and friends.

Has this got to go on forever and nothing be done about it?

They waited until the village and township tax assessments were taken, so they won't have to pay taxes while they suck the life blood from the community.

It is the beginning of the resort and tourist season—the very period during the whole year that the merchant can really do any business, and now they come along and cut in on that.

One of my best customers started trading there this week. He was in Saturday night and paid me (including a balance I have been carrying all winter) and thinks he has done his duty and is under no obligation to me.

I asked him if he didn't think it better for me to make a net profit of fifty cents off what he bought from me and have it stay right here and eventually help him (he works in a hardware store where I buy from \$40 to \$75 worth of merchandise each year) than to have the chain make a thin dime and have that dime go to Wall street to make a few rich still richer and help

centralize the too much centralized wealth.

Just what is the purpose of the Clayton announcement? I never see anything in the papers about it. Please let me know. L. A. Maxfield.

The Clayton law prohibits sellers from making differential prices, EXCEPT FOR QUANTITY. Expunge these three words and the chain stores would be compelled to shut up shop. Such an amendment is now before Congress, but does not appear to be favored by our present dictator.

Plans TVA Coup

Administration forces in the House of Representatives having overcome obstacles to bringing to the floor the Norris TVA bill now face an intraparty fight from which also they hope to emerge victorious.

The impression had been gained from White House rumors that the President would accept certain amendments to the Norris bill in the nature of concessions to the opposition and on that basis a "reasonably satisfactory" measure was perfected and reported out. Then came word from the President that no concessions would be approved.

Chairman McSwain, of the House Military Affairs Committee, already smarting under the Presidential rebuke for having discussed openly what were termed military secrets, having participated in the drafting of the compromise measures, now finds these latter efforts frowned upon by the Chief Executive—another rebuke.

McSwain has indicated he will continue his advocacy of the compromise measure, and it is believed that a liberal bloc, headed by Representative Maverick, Kvale and Rankin, will wrest control of the measure away from him and put through that which the President desires. All who had to do with the making of the compromise bill will be thrust aside. If the coup is successful, the Norris bill "as is" will become law.

A year of self-surrender will bring larger blessings than four-score years of selfishness.—Henry Van Dyke.

The object of education is not to teach the tricks of earning a living, but to learn how to enjoy living.

Eagles fly alone. They are but sheep that always herd together.

PORTAGE POINT INN

Onekama, Michigan

On beautiful Portage Lake, a step from Lake Michigan

A charming atmosphere in a setting of quiet beauty. Cool and shaded verandas, modern accommodations, best of food and a completely trained and courteous staff to anticipate your every wish

Bathing . . . sailing . . . motor boating . . . fishing . . . tennis . . . golf . . . dancing . . . beach parties . . . loads of fun . . . saddle horses . . . hiking . . . scenic driving

Complete information gladly furnished on request Write

Chas. Renner

Portage Point Inn, Onekama, Mich.

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—Joseph 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; Leo J. Lacroix, Detroit; James W. Lyons, Detroit; Ray Jensen, Grand Rapids; James E. Mahar, Pontiac.

Legal Principles Underlying Fair Trade Legislation

The underlying principle and aim behind all legislation is to correct and remedy existing and anticipated situations in the conduct of human endeavors, and to bring about greatest good for the greatest number.

The prime purpose and aim of present Fair Trade Legislation here and in other states is:

First, to protect the Property rights of the producer of trade-marked articles, by preventing unscrupulous and unfair merchants from using and offering for sale such trade-marked articles, which are nationally advertised, as loss leaders to fraudulently entice customers into their stores for the express purpose of selling a substitute article or in case of failure in such attempt, to sell an unknown and profitable companion item; thus cheapening the nationally advertised trade-marked article in the mind of the public, so that legitimate merchants cannot compete in the sale of such articles without a loss, and consequently they refuse to stock such cut-priced merchandise, or discourage their sale, to the great and irreparable injury of the manufacturer.

Second, to promulgate and foster among distributors of trade-marked articles a competition based upon quality, reasonable price, and fair, honest and economic commercial practices.

Third, to protect the consuming public from false, dishonest, deceiving, un-social and prejudicial methods of distribution, by establishing a relation between the consumer and distributor based upon confidence, honesty and a sincere desire to supply the necessary wants and needs of the public. Removing once and for all the old time maxim, "Let the buyer beware." Permitting the consumer to trade with all merchants without fear and suspicion. In the words of the late Mr. Justice Holmes of the Supreme Court of the United States in his dissent decision in the case of Dr. Miles Medical Company vs. John D. Park & Sons Company, 220 U. S. 373, in which he said "I cannot believe that in the long run the public will profit by the court permitting knaves to cut reasonable prices for some ulterior purposes of their own and thus impair, if not to destroy, the

production and sale of articles which it is assumed to be desirable that the public should be able to get."

The four controversial legal principles relied on in the interpretation of present Fair Trade legislation are:

1. That it is taking away of property without due process of law.

2. That it is an abuse of the State's Police power.

3. That it is a restraint of trade and an hindrance of the flow of free competition in commerce.

4. That it is an imposition of contractual obligations and penalties upon those who are not parties to any contract as contemplated by the act.

A complete review and analysis of the above enumerated legal principles would require volumes. The writer will therefore merely endeavor to cover briefly, each principle from a practical rather than a technical viewpoint, applicable only to present day Fair Trade Legislation.

The Federal as well as every State Constitution provides for the inalienable right of every person to acquire and possess property; and that no person may be deprived of his property without due process of law. The opponents of Fair Trade legislation rightly assert that the unlawful circumscribing of the use, or the right of alienating one's property, effectually, deprives such owner of his property, by taking from him one of the necessary incidents of ownership. A limitation of the use of property deprives one of its enjoyment. On such basis it is argued that a price-cutter, acquiring property may do with it whatever he pleases.

So obvious and apparent a statement standing alone appears most just and righteous. Moreover, contrasted with facts, reasons and purposes, involved in the promulgation of present day Fair Trade legislation, one need not stretch his imagination to ask the question which is the more aggrieved by the application of the due process principle; the price-cutter who seeks the protection of the law to do with his property as he chooses, regardless of consequences or, the manufacturer of trade-marked articles who likewise seeks the protection of the law to do with his property as he chooses in the direction and endeavor of promoting fair and honest trading and distribution.

In view of the disclosed facts and apparent injury wrought by ruinous price cutting of trade-marked articles, the protective principle of taking or destroying property without due process of law ought on the contrary be justly invoked by a manufacturer of such trade-marked articles against a predatory price-cutter. The basis and purpose of Fair Trade legislation, paraphrased, is intended to prevent the taking or destroying of a manufacturer's property rights by another without due process of laws;—namely the deliberate acts of a price-cutter destroying a manufacturer's business and the goodwill pertaining thereto.

It is further well established that one cannot use or dispose of his property in a manner injurious to others. Laws and ordinances dealing with the use and disposal of automobiles, fire arms, stocks and bonds, etc., etc., are con-

crete examples. The aim and purpose of such regulations is for the protection and welfare of the public. So that, if one deliberately purchases trade-marked articles for the express purpose of featuring and selling such articles below a fair price set by the manufacturer thereof, and below a price other distributors can fairly compete with to the injury of such manufacturer and other distributors in the industry, such person violates the due process principle, and it is incumbent upon the state to forbid by law such acts and regulate the use and disposal of such property as it does regulate the use and transfer of other property for the protection and welfare of the public at large. In the words of Justice Roberts of the United States Supreme Court in the case of Nebbia vs. New York 78 U. S. 563, in which he said "The constitution does not secure to anyone the liberty to conduct his business in such fashion as to inflict injury upon the public at large, or upon any substantial group of the people."

Police Power derives its existence from the rule that the safety of the people is the Supreme Law and justifies legislation upon matters pertaining to the public safety, the public welfare, the public health and the public morals. What can be more conducive to the public welfare than the enactment of legislation intended to promote and stabilize the development of political, economical and social welfare of the citizens of a community? What can be more beneficial to the welfare of a community than legislation endeavoring to correct and alleviate an existing unemployment situation, the relief of economic distress, and the progress and encouragement of business and commerce. The police power of a sovereign state, in our present political scheme, is the only vehicle that enables a community capable of expansion to meet existing conditions of modern life by keeping in pace with the moral, intellectual, social and economic progress of mankind.

(Continued on page 24)

Certified

INSECTICIDES

TO-DOT (Super Household Fly Spray

—Bulk or bottled)

FLY-DI (In bulk only to the Drug

trade)

TO-DOT—(Cattle and Dairy Sprays)

DISINFECTANTS

PAR-DIP (Disinfectant and Animal

Dip—Cans or bulk)

No. 4 CRESOL (In bulk only to the

Drug trade)

20 years Michigan Druggists have preferred Parsons bulk chemicals.

Write for Bulk Prices—

Parsons Chemical Works

MANUFACTURING LABORATORIES

GRAND LEDGE, MICH.



"It's Killing Power that Counts"

SEASONABLE ITEMS

SEED DISINFECTANTS

CERESAN DuBAY No. 738 SEMESAN BELL NU-GREEN

INSECTICIDES

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

SPONGES CHAMOIS SKINS POLISHES
PICNIC SUPPLIES WAXES CLEANERS

PAINT BRUSHES—VARNISH BRUSHES

BATHING CAPS BATHING SUITS and SHOES
SODA FOUNTAINS and SUPPLIES

PAINTS ENAMELS LACQUERS VARNISHES OILS
TURPENTINE MOTH DESTROYER

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

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

Our prices are right and stock complete.

HAZELTINE & PERKINS DRUG CO.

Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

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

ACID Acetic, No. 8, lb. 06 @ 10 Boric, Powd., or Xtal, lb. 07 1/2 @ 30 Carbolic, Xtal, lb. 36 @ 43 Citric, lb. 33 @ 45 Muriatic, Com'l., lb. 08 1/2 @ 10 Nitric, lb. 10 @ 25 Oxalic, lb. 15 @ 25 Sulphuric, lb. 08 1/4 @ 10 Tartaric, lb. 33 @ 40	FLOWER Arnica, lb. 50 @ 55 Chamomile German, lb. 60 @ 70 Roman, lb. @ 1 40 Saffron American, lb. @ 75 Spanish, ozs. @ 1 25	MORPHINE Ounces @12 75 1/8 @14 40	POTASSIUM Bicarbonate, lb. 30 @ 35 Acetate, lb. 69 @ 1 04 Bichromate, lb. 16 @ 25 Bromide, lb. 64 @ 84 Carbonate, lb. 48 @ 72 Chlorate Xtal, lb. 30 @ 29 Powd., lb. 19 @ 47 Gran., lb. 32 @ 40 Iodide, lb. 1 35 @ 2 14 Permanganate, lb. 30 @ 50 Prussiate Red, lb. 90 @ 1 00 Yellow, lb. 50 @ 60	ALCOHOL Denatured, No. 5, gal. 38 @ 50 Wood, gal. 50 @ 60	FORMALDEHYDE, BULK Powd. 09 @ 20	MUSTARD Bulk, Powd. Select, lb. 45 @ 50 No. 1, lb. 17 @ 25	QUASSIA CHIPS Powd., lb. 25 @ 30 35 @ 40	AMMONIA Concentrated, lb. 06 @ 13 4-F, lb. 06 1/2 @ 13 3-F, lb. 06 1/4 @ 13 Carbonate, lb. 23 @ 30 Muriate, Lp., lb. 18 @ 30 Muriate, Gra., lb. 07 1/2 @ 18 Muriate, Po., lb. 22 @ 25	FULLER'S EARTH Powder, lb. 05 @ 10	NAPHTHALINE Balls, lb. 06 1/2 @ 15 Flake, lb. 06 1/4 @ 15	QUININE 5 oz. cans, ozs. @ 77	ALUM-POTASH, USP Lump, lb. 05 @ 15 Powd. or Gra., lb. 05 1/2 @ 16	GELATIN Powd. 55 @ 65	NUTMEG Powd. @ 40 Powdered, lb. @ 50	ROSIN Powd., lb. 04 @ 15	AMMONIA Concentrated, lb. 06 @ 13 4-F, lb. 06 1/2 @ 13 3-F, lb. 06 1/4 @ 13 Carbonate, lb. 23 @ 30 Muriate, Lp., lb. 18 @ 30 Muriate, Gra., lb. 07 1/2 @ 18 Muriate, Po., lb. 22 @ 25	GLUE Brok., Bro., lb. 20 @ 30 Gro'd Dark, lb. 15 @ 25 Whi. Flake, lb. 27 1/2 @ 35 White G'd, lb. 25 @ 35 White AXX Light, lb. @ 40 Ribbon 42 1/2 @ 50	OIL ESSENTIAL Almond B, true, ozs. @ 50 Bit., art. ozs. @ 40 Sweet, true, lb. 1 40 @ 2 00 Sweet, art. lbs. 75 @ 1 20 Amber, crude, lb. 71 @ 1 40 Amber, rect., lb. 1 30 @ 2 00 Anise, lb. 1 10 @ 1 90 Bay, lb. 4 00 @ 4 25 Bergamot, lb. 2 75 @ 3 00 Cajeput, lb. 1 50 @ 2 00 Caraway S'd, lb. 3 50 @ 4 00 Cassia, USP, lb. 2 15 @ 2 60 Cedar Leaf, lb. 1 70 @ 2 20 Cedar Leaf, Coml., lb. 1 00 @ 1 25 Citronella, lb. 85 @ 1 20 Cloves, lb. 1 85 @ 2 25 Croton, lbs. 4 00 @ 4 60 Cubeb, lb. 4 25 @ 4 30 Eucigeron, lb. 2 70 @ 3 25 Eucalyptus, lb. 85 @ 1 20 Fennel 2 25 @ 2 60 Hemlock, Fu., lb. 1 70 @ 2 20 Hen's, Com. lb. 1 00 @ 1 20 Juniper Ber., lb. 3 00 @ 3 20 Juniper W'd., lb. 1 50 @ 1 75 Lav. Flow., lb. 6 00 @ 6 40 Lav. Gard., lb. 1 00 @ 1 40 Lemon, lb. 2 15 @ 2 60 Mustard, true, ozs. @ 1 25 Mustard, art., ozs. @ 40 Orange, Sw., lb. 4 00 @ 4 20 Origanum, art. lb. 1 00 @ 1 20 Pennyroyal, lb. 2 75 @ 3 20 Peppermint, lb. 4 75 @ 5 30 Rose, dr. @ 2 50 Rose, Geran., ozs. @ 1 00 Rosaire Flowers, lb. 1 00 @ 1 50 Sandalwood E. L., lb. 8 00 @ 8 60 W. L., lb. 4 50 @ 4 75 Sassafras True, lb. 1 90 @ 2 40 Syn., lb. 1 00 @ 1 40 Spearmint, lb. 3 50 @ 4 00 Tansy, lb. 3 50 @ 4 00 Thyme, Red, lb. 1 75 @ 2 40 Thyme, Whi., lb. 2 00 @ 2 60 Wintergreen Leaf, true, lb. 5 60 @ 6 00 Birch, lb. 4 00 @ 4 60 Syn. 75 @ 1 30 Wormseed, lb. 3 50 @ 4 40 Wormwood, lb. 5 50 @ 6 00	ARSENIC Powd. 07 @ 20	BALSAMS Copaiba, lb. 60 @ 1 20 Fir, Cana., lb. 2 00 @ 3 40 Fir, Oreg., lb. 50 @ 1 00 Peru, lb. 3 50 @ 4 00 Tolu, lb. 1 50 @ 1 80	GUM Aloes, Barbadoes, so called, lb. gourds @ 60 Powd., lb. 35 @ 45 Aloes, Socotrine, lb. @ 75 Powd., lb. @ 80 Arabic, first, lb. @ 50 Arabic, sorts, lb. 17 @ 25 Arabic, Gran., lb. @ 35 Arabic, P'd, lb. 25 @ 35 Asafoetida, lb. 47 @ 50 Asafoetida, Po., lb. @ 70 Guaiaac, lb. @ 60 Guaiaac, powd. @ 65 Kino, lb. @ 1 00 Kino, powd., lb. @ 1 25 Myrrh, lb. @ 75 Myrrh, Pow., lb. @ 35 Shellac, Orange, lb. 42 @ 50 Shellac, Ground, lb. 42 @ 50 Shellac, white (bone dr'd) lb. 45 @ 56 Tragacanth No. 1, bbls. 1 75 @ 2 00 No. 2, lbs. 1 50 @ 1 75 Pow., lb. 1 00 @ 1 25	HONEY Powd. 25 @ 40	INDIGO Madras, lb. 3 00 @ 3 25	GLASS Hydrogen Peroxide Powd., gross 27 00 @ 230 00 1/2 lb., gross 17 00 @ 115 00 1/4 lb., gross 11 00 @ 111 50	BORAX P'd or Xtal, lb. 04 @ 13	INSECT POWDER Pure, lb. 31 @ 41	HYDROGEN PEROXIDE Powd., gross 27 00 @ 230 00 1/2 lb., gross 17 00 @ 115 00 1/4 lb., gross 11 00 @ 111 50	BRIMSTONE Powd. 04 @ 10	LEAD ACETATE Xtal, lb. 17 @ 25 Powd. and Gran. 25 @ 35	CAMPHOR Powd. 72 @ 85	LICORICE Extracts, sticks, per box. 1 50 @ 2 00 Lozenges, lb. 40 @ 50 Wafers, (24s) box @ 1 50	CANTHARIDES Russian, Powd. @ 4 50 Chinese, Powd. @ 3 00	LEAVES Buchu, lb., short @ 70 Buchu, lb., long @ 75 Buchu, P'd., lb. @ 75 Sage, bulk, lb. 25 @ 30 Sage, loose pressed, 1/4 s, lb. @ 40 Sage, ounces @ 35 Sage, P'd and Grd. @ 35 Senna Alexandria, lb. 35 @ 40 Tinnevela, lb. 25 @ 40 Powd., lb. 25 @ 35 Uva Ursi, lb. @ 30 Uva Ursi, P'd., lb. @ 35	COPPERAS Xtal, lb. 03 1/2 @ 10 Powdered, lb. 03 1/2 @ 10	LIME Chloride, med. sz. @ 85 Chloride, large, sz. @ 1 45	CUTTLBONE Powd. 40 @ 50	LYCOPodium Powd. 65 @ 75	DEXTRINE Yellow Corn, lb. 06 1/2 @ 15 White Corn, lb. 07 @ 15	MAGNESIA Carb., 1/8 s, lb. @ 30 Carb., 1/4 s, lb. @ 32 Carb., Powd., lb. 15 @ 25 Oxide, Hea., lb. @ 70 Oxide, light, lb. @ 75	EXTRACT Witch Hazel, Yellow Lab., gal. 95 @ 1 65 Licorice, P'd, lb. 50 @ 60	MERCURY Powd. 1 75 @ 2 00	MEADOWSWEET Powd., lb. 25 @ 35	OILS HEAVY Castor, gal. 1 45 @ 1 60 Cocoanut, lb. 22 1/2 @ 35 Cod Liver, Norwegian, gal. 1 20 @ 1 50 Cod, Seed, gal. 1 20 @ 1 30 Lard, ex., gal. 1 55 @ 1 65 Lard, No. 1, gal. 1 25 @ 1 40 Linsced, raw, gal. 79 @ 94 Linsced, boll, gal. 82 @ 97 Neatsfoot, extra, gal. 80 @ 1 00 Olive Malaga, gal. 2 00 @ 2 50 Pure, gal. 3 00 @ 5 00 Sperm, gal. 1 25 @ 1 60 Tanner, gal. 75 @ 90 Tar, gal. 50 @ 65 Whale, gal. @ 2 00	SEED Anise, lb. 40 @ 45 Canary, Recleaned, lb. 10 @ 15 Cardamon, Bleached, lb. @ 2 00 Caraway, Dutch, lb. 25 @ 30 Celery, lb. @ 90 Colchicum, Powd., lb. 15 @ 25 Fennel, lb. 30 @ 40 Flax, Whole, lb. 06 1/2 @ 15 Flax, Ground, lb. 06 1/2 @ 15 Hemp, Recleaned, lb. 03 @ 15 Lobelia, Powd., lb. @ 85 Mustard, Black, lb. 17 1/2 @ 25 Mustard, White, lb. 15 @ 25 Poppy, Blue, lb. 30 @ 25 Quince, lb. 1 00 @ 1 25 Rape, lb. 10 @ 15 Sabadilla, Powd., lb. 45 @ 55 Sunflower, lb. 11 @ 20 Worm. Levant, Powd. @ 5 50	SOAP Castile, Conti, White Box @ 15 75 Bar @ 1 60 Powd. 50 @ 55	SODAS Ash 03 @ 10 Bicarbonate, lb. 03 1/2 @ 10 Caustic, Col., lb. 08 @ 15 Hyposulphite, lb. 05 @ 10 Phosphate, lb. 23 @ 23 Sulphite Xtal, lb. 15 @ 25 Dry, Powd., lb. 12 1/2 @ 20 Silicate, Sol., gal. 40 @ 60	SYRUP Light, lb. 04 1/2 @ 10 Rock Candy, Gals. 70 @ 85	TAR 1/2 Pints, dozen @ 1 00 Pints, dozen @ 1 50 Quarts, dozen @ 3 75	TURPENTINE Gallons 60 @ 75
---	--	--	--	--	--	--	---	---	--	--	---	--	---------------------------------	---	------------------------------------	---	--	--	---------------------------------	--	---	-------------------------------	--	--	--	---	---	-----------------------------------	---	---------------------------------	--	--	--	---	---	-----------------------------------	------------------------------------	--	---	--	-------------------------------------	--	---	--	--	--	---	--	--------------------------------------

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. Lists various food items like No. 1 Canned Corn, Beef-10c, Whole Wheat Biscuit-11c, etc.

Table with columns: AMMONIA, BREAKFAST FOODS. Lists items like Kellogg's Brands, Corn Flakes, Bran Flakes, etc.

Table with columns: APPLE BUTTER, BAKING POWDERS. Lists items like Quaker, 12-28 oz., Clabber Girl, Royal, etc.

Table with columns: BROOMS, BRUSHES. Lists items like Quaker, 5 sewed, Warehouse, Calumet, etc.

Table with columns: BLEACHER CLEANSER, BUTTER COLOR, CANDLE, BLUING. Lists items like Lizzie, Linco Wash, Clorox, etc.

Table with columns: BEANS and PEAS, CANNED FRUITS. Lists items like Dry Lima Beans, White H'd P. Beans, Apples, etc.

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

Table with columns: Pineapple, Sliced; Honey Dew, sliced; Honey Dew, tid bits; Ukelele Broken; Ukelele Broken, No. 2; Quaker, Tid Bits, No. 2; Quaker, No. 10; Quaker, No. 2 1/2; Quaker, No. 2 3/4; Quaker, No. 2 1/2; Quaker, No. 1.

Table with columns: String Beans; Wax Beans; Beets; Carrots; Corn; Raspberries, Black; Raspberries, Red; Strawberries; Prepared Prunes; Italian; Plums; Ullkit, No. 10, 30%; Supreme Egg, No. 2 1/2; Supreme Egg, No. 2 3/4; Primo, No. 2, 40% syrup; Supreme, No. 2 1/2; Supreme, No. 10; Italian.

Table with columns: Blue Berries; Cherries; Cherries-Royal Ann; Figs; Fruit Salad; Gooseberries; Grape Fruit; Grape Fruit Juice; Loganberries; Orange Juice; Peaches; Pineapple Juice; Doles, Diamond Head; Doles, Honey Dew; Pineapple, Crushed; Red Kidney Beans.

Table with columns: CANNED FISH; Clam Ch'der; Clam Chowder; Clams, Steamed; Clams, Mince; Pinnan Haddie; Clam Bouillon; Chicken Haddie; Fish Flakes; Cod Fish Cake; Cove Oysters; Lobster; Shrimp; Sard's, 1/4 Oz. K'less; Salmon, Red Alaska; Salmon, Med. Alaska; Saitmon, Pink, Alaska; Sardines, Im. 1/4, ea. 6@13 1/2; Sardines, Cal.; Tuna, 1/2 Van Camps; Tuna, 3/4s, Van Camps; Tuna, 1s, Van Camps; Tuna, 1/2s, Chicken Sea; Tuna, 1/2s Bonita.

Table with columns: CANNED MEAT; Bacon, med. Beechnut; Bacon, lge., Beechnut; Beef, lge., Beechnut; Beef, med., Beechnut; Beef, No. 1, Corned; Beef, No. 1, Roast; Beef, 2 1/2 oz. Qua., SH; Corn Beef Hash; Beefsteak & Onions; Chili Con Car.; Deviled Ham; Deviled Ham, 1/2s; Potted Meat, 1/4 Libby; Potted Meat, 1/2 Libby; Potted Ham, Gen. 1/4; Vienna Saus. No. 1/2; Baked Beans; Campbells 48s.

Table with columns: CANNED VEGETABLES; Hart Brand; Asparagus; Hunt Picnic; Hunt No. 1, Med. Green; Hunt No. 1 Med. White; Hunt No. 1 Small Green; Baked Beans; Lima Beans; Baby, No. 2; Marcellus, No. 2; Scott Co. Soaked; Marcellus, No. 10; Red Kidney Beans.

Table with columns: CHEESE; Roquefort; Wisconsin Daisy; Wisconsin Twin; New York June, 1934; Sap Sago; Brick; Michigan Flats; Michigan Daisies; Wisconsin Longhorn; Imported Leyden; 1 lb. Limberger; Imported Swiss; Kraft, Pimento Loaf; Kraft, American Loaf; Kraft, Brick Loaf; Kraft, Swiss Loaf; Kraft, Old Eng. Loaf; Kraft, Pimento, 1/2 lb.; Kraft, Amer., 1/2 lb.; Kraft, Brick, 1/2 lb.; Kraft, Limbur., 1/2 lb.

Table with columns: CHEWING GUM; Adams Back Jack; Adams Dentype; Beeman's Pepsin; Beechnut Peppermint; Doublemint; Peppermint, Wrigley's; Spearmint, Wrigley's; Juicy Fruit; Wrigley's P-K; Teaberry; CHOCOLATE; Baker, Frem., 6 lb. 1/2; Baker, Pre., 6 lb. 3 oz.; German Sweet, 6 lb. 1/2; Little Dot Sweet; 6 lb. 1/2s; CIGARS; Hamt, Champions; Webster Plaza; Webster Golden Wed.; Websterettes; Cincos; Garcia Grand Bables; Bradstreets; Odins; H. G. Dun Boquet; Perfect Garcia Subl.; Kenway; Budwiser; Isabella; COCONUT; Banner, 25 lb. tins.; Snowdrift, 20 lb. tins.; CLOTHES LINE; Atlanta, 50 ft.; Keystone, 50 ft.; Corona, 50 ft.; COFFEE ROASTED; Lee & Gady; 1 lb. Package; Ryco; Boston Breakfast; Perfect Garcia Cup; Competition; Majestic; Morton House; Quaker, Vac Tins.; Quaker, in glass jars; Coffee Extracts; M. Y., per 100; Frank's 50 pkgs.; Hummel's 50, 1 lb.; CONDENSED MILK; Eagle, 2 oz., per case; Cough Drops; Bxs; Smith Bros.; Luden's; Vick's, 40/100; COUPON BOOKS; 50 Economic grade; 100 Economic grade; 500 Economic grade; 1000 Economic grade; Where 1,000 books are ordered at a time, specialy printed front cover is furnished without charge; CRACKERS; Hekman Biscuit Company; Zesta Crackers, 1-lb. pkgs.; Hekman's Toasts, 1-lb. pkgs.; Saltine Soda Crackers, bulk; Saltine Soda Crackers, 1-lb. pkgs.; Saltine Soda Crackers, 2-lb. pkgs.; Saltine Soda Crackers, 3 1/4 oz. pkgs.; Butter Crackers, bulk 13 1/2; Butter Crackers, 1 lb. 1.70; Butter Crackers, 2 lb. 3.33; Graham Crackers, bulk 13; Graham Crackers, 1-lb. pkgs.; Graham Crackers, 2-lb. pkgs.; 3.05; Graham C's, 6 1/4 oz.; Junior Oyster C's, blk. 1.76; Club Crackers; CREAM OF TARTAR; 6 lb. boxes; DRIED FRUITS; Apricots; Extra Choice; Standard; Citron; 10 lb. box.

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 Dis, Kalamazoo; Richard Schmidt, Hillsdale; Arthur Jochen, Saginaw; B. C. Olse, Grand Rapids; Fred Elliott, Flint; P. B. Appeldoorn, Kalamazoo; Fred Murray, Charlotte; Ralph Meanwell, Ann Arbor; John Oeh, 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.

No Economic Warrant for Predatory Price Cutting

It now rests with the retail merchant, large and small, whether the industry is to serve the American public with a better product or with a poorer product. The retailer has under his thumb the final pressure on shoe prices for next Fall and Winter. The conflict of Price vs. Quality is again the battle of the century.

Every buyer is anxious to get just as much for his money as is possible. He may feel that the situation is developing to the point where the more pressure he puts on, the more he will get. But in so doing he faces the dilemma of inferior merchandise.

There is nothing economically wrong with buying the best values at the market price; but the real danger comes when the downward pressure is put upon industrial concerns that "can't take it." The harassed producer must either take it out of the goods or labor, or his supply services, and the inevitable consequence is failure. He is maneuvered into position for the lethal blow of the chisel.

The buyer who puts on the heat to produce any of these conditions is a vicious character, lower than the chiseler—an industrial sadist who intentionally goes out of his way to destroy not only profit but wages, living businesses and economic life itself. He murders with a sharp pencil, even though the death of his supplier is long deferred. It destroys the producer and the industry and ultimately his own selfish self.

We don't expect men in business to be "softies." It is for them to buy as much for the dollar as is possible and in turn to sell the public at as fair a price as possible. Consistent businesses improve quality by cooperative enthusiasm of maker, seller and consumer. Others consider the shoe as an article of business that can be cheapened almost to the vanishing point of use. There is hardly any limit to what can be done in the process of reducing use values of footwear and yet retain "exterior appearances."

But the crime against industry is more serious than the charge of cheapening the product. The crime is in put-

ting the pressure on the producer, the shoe worker and the long line of supplies—for the chisel, tapped once in the sample room, gets a hundred blows as it works back into the field where it cuts off more than just the profit to the maker. It cuts the living wage of the workers, the capital and the brains, and finally the chisel cuts the very artery of economic and social life.

Business men in this country, as a whole want to maintain decent hour schedules, the best possible wages and a constant product. Not as a charitable indulgence in altruism or philanthropy but as pure common sense. Every employer of workers knows that the only way back to decent standards of living is through the increase in consumer purchasing power. Ninety-eight out of every hundred Americans have incomes of less than \$3,000 a year; yet one American family in every three owns a motor car. The American standard of living accepts the motor car as one of the true measures of prosperity. What standard will stand for shoe value? A quality balanced article or a chiselled cheat? The shoe industry must answer that question now.

The purchasing power of the workman needs to be increased if we are to have the sort of American prosperity necessary to maintain the business and social structure we have created.

When a chisel in a shoe man's hand forces cuts in wages and cuts in quality to meet either real or imaginary competition to secure an order, then that dark deed retards progress toward recovery. Ten thousand chisels at work and the inevitable consequence is a disastrous wage level, the reduction of purchasing power and a long continued depression.

We are right here and now at the turning point. It is for the shoe industry to say what sort of product it plans to build for the American public next Fall and Winter. The selector and distributor of shoes must individually and collectively determine by his actions at the point of ordering what sort of a system he wants to live and work under. When the selector and buyer of shoes is tolerant of the fair prices natural to the grades of shoes he wants, then he will be curious to ask: "Are you as a producer not only living up to the sample but are you holding to decent wages and hours; and are you giving me the same fair price that you quote to others without secret rebates, concessions and subterfuges?" The fair retail price is that price at which the average shoe retailer can make a fair profit.

Every buyer must take into consideration not only the statistical position of the leather markets, which indicate the world over a trend definitely upward, but the ability of the public to pay a price. These two basic conditions give stability to the market. The instability comes when shrewd and calculating individuals put pressure on the chisel in the hopes of increased profit and volume for themselves alone. The American public's preference is for an honest product with an honest background of economic costs. Herein lies the crux of the problem of the day for predatory price cutting kills as it cuts.

The way to real recovery is fair play, fair profits and a fair deal to the public.—Boot and Shoe Recorder.

Items From the Cloverland of Michigan

Sault Ste. Marie, June 24—The Eastern end of the Upper Peninsula was honored last week in the selection of one of our citizens, John P. Merrifield, as president of the Upper Peninsula Development Bureau. The tenor of the meeting, held at Blaney Park, was that more stress should be laid on the securing of more highways North of the Straits. With a man like Jack Merrifield as executive head, who is intensely interested in seeing that better roads are built, so that the development of the tourist traffic can be better carried on, we can expect aggressive leadership. The Development Bureau is an important agency which can be of great aid to the entire district. Every county has its problems and a getting together of leaders to work on common interests and understanding is essential for the best growth. We hope that the coming year will be unusually successful, particularly in road building. Other parts of the state are enjoying modern roads. Let us get them up here at the earliest possible time.

The Great Lakes Motor Bus Co. announced a permanent reduction in fares to all points on its line. It has also added to its present equipment two new Fargo thirty-five passenger busses of the latest type to take care of increased traffic. The new busses have individual ventilation, reclining chairs and comfort type springs in each seat. The new busses will make a fleet of thirteen busses for the Wynn Co. A night bus service is expected to start July 1 between the Sault and Detroit, making daily trips. Excursion rates that the Bus Co. puts on periodically were so well patronized that they have

decided to reduce the fares. The boat which Mr. Wynn plans to operate at the Straits of Mackinaw will be in readiness soon. This will speed up the time required in crossing the Straits.

The Islington Hotel at the beautiful Les Cheneaux Islands has opened for the season. Mrs. Melcher has been making many improvements, redecorating the hotel and beautifying the grounds. This hotel has been famous for its fine dinners and being easy to reach from the mainland.

Three representatives of the National Park Service were en route to Michigan to survey the possibilities of adding Isle Royale in Lake Superior to the list of National parks. Michigan has been seeking funds for several years to purchase the deed to the island and donate it to the Federal Government Park Service. Senator Vandenberg has suggested to the President that a portion of the work relief fund be used for the purpose.

"Life is what we make it, for a time," growls a pessimist, "but finally the children are old enough to make it even worse."

Manistique is planning on putting on a big Fourth of July celebration this year. The celebration, modeled on the successful event staged last year, will consist of a fine fireworks display, a long parade featured by floats and band music, races and sports, events for the children, a boxing card and a big dance in the evening.

Adolph Sandberg, of Manistique, is constructing a fine new filling station at the intersection of Chippewa avenue and Deer streets. When completed it will be one of the most attractive in the community. It is being built of stone with a roof of firestone shingles.

A. S. Putnam, of Manistique, is installing a late model Russ soda fountain in his Eastside store. The new fountain is expected to be ready for service July 1.

William G. Tapert.

TROUBLE

IN THE AIR..

TORNADO

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

AS WRITTEN BY THE

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

MUTUAL BUILDING, LANSING, MICHIGAN
DETROIT GRAND RAPIDS SAGINAW

SAVINGS - SERVICE - STABILITY

OUT AROUND

(Continued from page 9)

the local organization leaves off and carry it forward to successful completion. The sentiment soon culminated in the creation of the Michigan Business Men's Association, composed of the local associations which were doing such effective work in their local fields. This new organization came into existence in Grand Rapids and held subsequent conventions in Flint, Cheboygan and Muskegon.

Close study of the situation resulted in the conclusion that still better results could be attained through the formation of class organizations and the influence of both state and local associations was thereupon dedicated to the creation of separate bodies for grocers, hardware dealers, druggists, shoe dealers, dry goods merchants, implement dealers, etc., with the result that these separate bodies gradually came into existence. There was still one gap open to enable these different state organizations to function to the best advantage and that gap was filled a year ago by the creation of the Michigan Federation of Retail Merchants, which should properly assume duties, obligations and responsibilities which will make this central organization very useful.

I very much wish Mr. Vander Jagt would secure the approval of the Legislative Committee of this parent organization to his praiseworthy project for Aug. 27, because I would then know that all state organizations were in harmony with his undertaking.

One thing I think we should be very particular to avoid discussing in public. That is the "extinction" of the chain stores by taxes which amounts to "prohibition." The courts have held that taxes of this kind must be regulative and not prohibitive.

C. L. Clark, of Greenville, furnishes me the schedule for chain store license taxes it is proposed to have introduced in the 1937 Legislature as follows:

1 store, \$ 25.00 each--\$	25.00
2 stores, 50.00 each--	100.00
3 stores, 100.00 each--	300.00
4 stores, 200.00 each--	800.00
5 stores, 400.00 each--	2,000.00
6 stores, 800.00 each--	4,800.00
7 stores, 1,600.00 each--	11,200.00
8 stores, 3,200.00 each--	25,600.00
9 stores, 3,200.00 each--	28,800.00
10 stores, 3,200.00 each--	32,000.00
11 stores, 3,200.00 each--	35,200.00
12 stores, 3,200.00 each--	38,400.00
13 stores, 3,200.00 each--	41,600.00
14 stores, 3,200.00 each--	44,800.00
15 stores, 3,200.00 each--	48,000.00
16 stores, 3,200.00 each--	51,200.00
17 stores, 3,200.00 each--	54,400.00
18 stores, 3,200.00 each--	57,600.00
19 stores, 3,200.00 each--	60,800.00
20 stores, 3,200.00 each--	64,000.00
21 stores, 3,200.00 each--	67,200.00
22 stores, 3,200.00 each--	70,400.00
26 stores, 2,300.00 each--	83,200.00
29 stores, 3,200.00 each--	92,800.00
30 stores, 3,200.00 each--	96,000.00
39 stores, 3,200.00 each--	124,800.00

45 stores, 3,200.00 each--	144,000.00
46 stores, 3,200.00 each--	147,200.00
56 stores, 3,200.00 each--	178,200.00
64 stores, 3,200.00 each--	194,800.00
75 stores, 3,200.00 each--	229,000.00
77 stores, 3,200.00 each--	235,400.00
620 stores, 3,200.00 each--	1,984,000.00
817 stores, 3,200.00 each--	2,613,400.00
858 stores, 3,200.00 each--	2,845,600.00

I hope the originators of the above schedule secure the co-operation of the Legislative Committee of the Michigan Federation of retail merchants in this matter.

Citizens of Michigan who planned to buy automobiles outside the state, will, in the future, be compelled to pay a \$25 investigation fee before they can secure a Michigan certificate of title and Michigan license plates for any automobile so purchased and brought over the state's border line, unless they secure a certificate of registration or title in the state of purchase. This certificate is rarely issued to a non-resident purchaser however. The recent legislature's action in amending the state's automobile title law has been signed by the governor, which made the change effective immediately. Officials of the Department of State are prepared to take official cognizance of this new law. The object of the law is, of course, to confine purchases by Michigan residents to Michigan automobile dealers. Whether border states may interpret this law as discrimination, is a development which will be watched by Michigan state officials.

Relatively few people know that all private detective agencies of the state must be licensed by the Department of State. While the law was passed by the 1927 legislature, the first person to be prosecuted for doing business without such a license, was recently convicted in Detroit. The offender was placed on six months probation and restrained from applying for a license within that period.

Jacob Riis devoted twenty years of his life to the extinction of New York's Five Points, which was probably the worst slum district America ever possessed. When the miserable buildings had all been removed and the space occupied by criminals was forever made available for use as a park area for the poor children of the neighborhood a great celebration was held. Tammany aldermen and city officials who had opposed the reformation were present at the jubilation in great numbers. Great orators exhausted their vocabularies in praising the work and congratulating the city on its accomplishment, but the name of Riis was not mentioned, nor was he even invited to participate in the festivities. Riis never uttered a word of complaint. He was satisfied with the applause of his own soul.

Grand Rapids officials rededicated their public market Monday evening of this week, but the man who was responsible for the creation of the market was not invited to the affair, nor

was his name mentioned by any of the speakers who were heard on that occasion. He, too, was satisfied by the applause of his own soul.

Edw. C. Reid, the able and astute editor of the Allegan Gazette for more than fifty years, has this to say concerning the unfortunate features of the NRA:

The Gazette may be pardoned for a personal reference in respect to this matter. When all Allegan swarmed to the postoffice to sign and get a blue eagle its publisher did not go. Later he was ordered to make regular payment to the code satraps but again refused. He did not believe that those parasites had any legal authority to levy taxes and penalties. He believed that much of NRA was violence to the constitution. He repeatedly expressed these views in print; and behold! the United States Supreme Court was of the same opinion—which we modestly concede was a great credit to the court! To ask us to advance wages was quite unnecessary because we had never in all our life cut a wage; and in 1933 were paying exactly what we paid in flux 1929. The matter of shorter hours was conceded, but this called for very slight alteration from the existing condition. A schedule of prices we were ordered to charge for job printing was nearly or quite double what we were glad to get before. We disregarded it. It would drive business away from all printers; and we felt it to be none of the Government's business what we charged for our services. We resolved not to pay code assessments until some court decision compelled such action. Being of Scotch-English extraction we may be presumed to be a trifle stubborn; but in view of the outcome our action does not appear to be stubborn—just wise and right. It is only a part of a long record of more or less similar experiences. It takes a powerful backbone to stand up in such ways, but there's a deal of ultimate satisfaction in it.

I promised my readers a week ago that I would make a disclosure in this issue concerning chain stores which would surprise them. This disclosure can be absolutely depended on as authentic. It is furnished me by Secretary of State Atwood. Its percentage of non-payment of license fees enacted by the 1933 Legislature for 1934 (all items given for 1933 were paid in cash or collateral) shows the contempt all of the large chain store systems have for the state of Michigan and the defiance with which they face the Legislature and the Michigan Supreme Court. I have written Attorney General Toy, enquiring what action he proposes to take to bring these law breakers to time and the punishment he proposes to suggest to the Michigan Supreme Court for the defiant attitude of the chains. There should be

no delay on the part of the officers of the law in prosecuting the chain systems which mock the Legislature and defy the Supreme Court.

There are cases where the Supreme Court has the right to double the penalty in the event of a non-fulfillment of the verdict of the court. I hope this is one of the kind of cases which can be so treated by the highest tribunal of the state.

George H. McKay, whose career as a confectionery salesman in Michigan covered a period of about half a century, reached his 76th birthday Monday. On Sunday he and his wife were given a complimentary dinner at the McLott home, 127 Baylis street. Leo A. Caro and Dave Drummond and wife were included in the party. Mr. McKay has lived a good life and is entitled to all the generous services his friends can render him.

E. A. Stowe.

Practically any design printable on paper can be reproduced on glass and plastic containers, and in as many colors and variations, through a recently developed process.

Capable assistants keep us in balance, and from under-judging or over-estimating the importance of many things.—William Feather.

Once in a while, not often, a man is born who isn't afraid. Then things begin to move.

Phone 89574

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

Advance Notice! AUCTION! AUCTION!
All of the Woodworking Machinery, Motors, Factory Equipment and Office Furniture of the
HAGERSTOWN TABLE WORKS, INC.,
Hagerstown, Maryland.
A descriptive detailed Catalog will be mailed upon request to the undersigned.
ABE DEMBINSKY, INC., AUCTIONEERS
171 Ottawa Ave., N.W. Grand Rapids, Mich.

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

BUSINESS WANTS DEPARTMENT

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

FOR IMMEDIATE DISPOSAL—Grocery store and meat market in small town which is county seat and home of a Nationally advertised manufacturing concern. Center of resort district. Address No. 742, c/o Michigan Tradesman. 742

FOR SALE—Old established mercantile business in thriving town. Stocks consist of meats, groceries, dry goods, and shoes. Stock will invoice about \$12,000. Fixtures will sell for \$1,500. Rent of building \$85 per month, including living rooms overhead. Reason for selling, death of owner. Mrs. Emma Leddick, Sheridan, Mich. 743

Legal Principles Underlying Fair Trade Legislation

(Continued from page 18)

Opponents of Fair Trade legislation argue that such laws are a hindrance to the flow of free competition and therefore act as a restraint of trade. Those who rely on such statements and arguments in this respect, confuse the principle, aim, and operation of Fair Trade legislation with the legislation heretofore enacted known as the Sherman Anti-Trust Acts. On the contrary, Fair Trade Acts more conclusively carry out the purposes of the Sherman Anti-Trust Act and promote rather than retard the flow of free competition by permitting a larger number to engage in the distribution of articles intended for public consumption, by permitting compensation for their distribution. Fair Trade legislation tends to clear and promote rather than obstruct the channels of commerce on a profitable and fair basis, thus automatically shifting such gains to labor and producers of raw materials.

Agreements permitted under Fair Trade legislation differ in scope and purpose from agreements prohibited under the Sherman Anti-Trust Acts in that the former are not made between producers, wholesalers, or distributors to fix and maintain prices, but are agreements between the producer and his distributor in an endeavor to obligate such distributor to feature and sell the article at a price he, as the manufacturer, sets for its sale, in order to curb the unbridled and unfair competition among his distributors to his

own as well as their injury; consequently promoting competition based upon quality, service and a fair price, rather than a competition based upon deceit, fraud and dishonesty.

The law of contracts forms the basis and foundation for the mutual conduct of all human relations. Contracts are divided into what is known as, written and oral contracts; unilateral and bilateral contracts; executed and executory contracts; express and implied contracts. It is with the last named class of contracts that the writer will concern himself in dealing with the contractual obligations contemplated in present Fair Trade legislation.

Express contracts are those in which the terms are stated, agreed upon and declared and are openly uttered or expressed by the contracting parties, which contracts are again subdivided into written and oral contracts, terms which need no explanation.

Implied contracts are such as reason and justice dictate; and which therefore the law presumes that every man undertakes to perform, although the terms of the contract are not expressed between the contracting parties, but are obligations of natural justice by reason of one's relations with others. Such contracts are further divided into contracts implied in fact, and arise where the intention of the parties is not expressed, but an obligation is created and implied from their acts, or from circumstances which according to the ordinary course of dealing and the common understanding of men show a mutual intent to contract; and contracts implied in law which are obli-

gations imposed or created by law without regard to the assent of the party bound, on the ground that they are dictated by reason and justice, and which are allowed to be enforced by an action arising out of a contract.

In conclusion, the writer desires to repeat his former assertion that while the right of property is the basic foundation of a democratic government, yet, such right should and ought to be only relative to the effects it may have for the greatest good of the greatest number. The principle that the rights of a few must give way to the rights of the majority is as sound as the principle of the right of property.

Herman S. Waller.

Why Business Resists Decline

The moderate extent of the seasonal business recession now under way has been surprising to not a few observers who had expected an abrupt decline following the abrogation of the NRA codes.

The impressive stability of business is ascribed in part to the comparatively modest inventories maintained in most industries prior to the Supreme Court decision in the Schechter case. Production in most lines had been declining more or less steadily since February partly because of political uncertainties, and the result had been an absence of large stocks of goods on hand. Intensive coal mining activity in anticipation of the threatened strike on June 17

has also helped maintain stability temporarily.

Another factor has been the persistent depression in the durable goods industries. Hence, the course of business reflects chiefly the rate of activity in consumers' goods lines, and these tend to vary moderately from time to time.

Expansion of FHA Doubted

Fears are expressed that the action of the Federal Housing Administration in reducing maximum interest rates and service charges on insured mortgages may make financial institutions even less willing to make insured loans.

Officials of lending institutions are concerned lest the move to lower interest rates reflects itself in further reductions. They contend that the combination of relatively large loans in relation to property values and low interest rates makes FHA mortgages undesirable for them. These institutions object also to uniform limits upon loans for all types of property which FHA regulations now impose.

The reduction in the maximum FHA mortgage rates may stimulate some general reductions in mortgage interest rates. Insurance companies are already offering funds at less than 5 per cent. in cases where the mortgage is less than 50 per cent. of the appraised value of the property, it is pointed out.



ONE for each member of YOUR STORE FAMILY

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

"Farm for Food" A Fetish

IN THE ADVANCE OF CIVILIZATION it becomes absolutely necessary that full adaptations of all discovery and invention be immediately directed to the benefit of man. Otherwise decadence must gain the upper hand. A stationary society is a degenerative society.

Chemical science has now brought us to a new understanding of plant growth. We have it in our power to direct organic chemical processes into new and wonderful structures capable of supplanting much that heretofore was fabricated from mineral supplies and thereby affording conservation of mineral resources for thousands of generations to come.

It is in this chemurgical development on the farm that all agriculture takes hope. In such we have assurance of no end of employment for all classes of men. In this is the answer to the vaunts of technocracy that the machine is conquering man. No machine can ever conquer chemurgic man.

Twenty-one foreign nations are bent upon gaining their own scientific independence and this at greatest speed. Were we to follow the short-sighted policies of the last few years it would not be long before the steadily increasing burden of taxes to be assessed industry in keeping half of our able-bodied men at meaningless effort would repress our forward march of progress and actually hasten the fall of America. In fact noted industrialists abroad have declared that if they can keep America from commercial alcohol as fuel, they will be able to bleed us dry.

We urge every American citizen to work and contribute in whatever way possible to the upbuilding of American industry through American agriculture. The old fetish of "Farm for Food" is dead for all time. The goal of agriculture is in industry, and into industry, therefore, must the farmer direct his greatest efforts in supplying unlimited output at lowest costs. Alcohol constitutes that compound commanding highest immediate tonnage use especially as motor fuel. No finer fuel is now obtainable than a ten to fifteen per cent. alcohol blend with gasoline. It is superior to all motor fuel in the American market and will command no higher price. Nothing promises greater returns for both agriculture and industry and no problem in America commands priority in rank for the good that can be accomplished.

DR. WILLIAM J. HALE,
Chemical Director Dow Chemical Company, Midland.

Accident Prevention Service . . .

Reduce losses and you reduce costs. This has been the policy of EMPLOYERS MUTUALS since the beginning of its Insurance Service to industry of the middle west. Result: over \$13,500,000 saving to policyholders in the past twenty-four years.

GRAND RAPIDS
809 Peoples National Bldg.
Phone 80546



GRAND RAPIDS PAPER BOX CO.

Manufacturers of SET UP and FOLDING PAPER BOXES
SPECIAL DIE CUTTING AND MOUNTING

GRAND RAPIDS MICHIGAN

ROWENA "SIFTED THRU SILK" CAKE FLOUR

Already A Favorite with Particular Housewives
VALLEY CITY MILLING CO.
PORTLAND HOLLAND GRAND RAPIDS DETROIT TRAVERSE CITY KALAMAZOO

Rademaker-Dooge Grocer Co.

Distributors for

KARAVAN KIRO COFFEE
KARAVAN EL PERCO COFFEE
KARAVAN SIXTY-SIX COFFEE

Phone 8-1431

Grand Rapids, Michigan

Putnam's CANDIES FOR SPRING AND SUMMER

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

Also Bar and Penny Goods Specialties
ORDER FROM YOUR JOBBER

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

\$3,728,331.28

PAID BY THE

MICHIGAN MILLERS MUTUAL
FIRE INSURANCE COMPANY

AS PREMIUM SAVINGS TO
IT'S POLICYHOLDERS IN THE
FIVE DEPRESSION YEARS
1930 1931 1932 1933 1934

PRESENT PREMIUM
SAVINGS 10% - 33 1/3%

REPRESENTED BY THE

MILL MUTUALS AGENCY

MUTUAL BUILDING, LANSING, MICHIGAN
DETROIT GRAND RAPIDS SAGINAW

WE WRITE ALL FORMS OF INSURANCE

for greater economy

It's in the bag



AN effective sales-building merchandising plan made possible by our system of delivering fresh coffee.

Grocers everywhere are welcoming this new, more practical way of packing Chase & Sanborn's Dated Coffee. It's more economical . . . more convenient . . . more appealing to consumers.

And it is increasing sales . . . speeding up turnover . . . bringing quicker profits.

Feature Dated Coffee . . . America's favorite quality blend. In the bag it's selling faster than ever before.

A Product of
STANDARD BRANDS
INCORPORATED