

Stars and Stripes the Flag of Hope

Where the long light falls on prairies wide,
And shrouded hills creep toward the sea—
Where the smoke-hung valleys of the East
Hold greater empires yet to be,
That symbol shines on the winds that blow,
The nation's soul, its living breath,
And the poisoned heart that loves it not
Hides there the viper-sting of death.

Then, here, let the millions pledge their lives,
The younger sons, brave-souled and strong,
To free this land from foe and wrong—
To guard the pillar of the state—
To hold that flame-scarred emblem high—
That by the traitor-hand of Hate
This mighty Nation shall not die!

Like a midnight sun with rays aglow,
In twilight days and nights of pain,
That sign of hope in the skies shall give
New life unto the race again.

And, lo, in the hush of ages long,
When battle-cries and strife shall cease,
The still, white stars on its folds shall light
The wild, dark way of Man to peace.

MURRAY KETCHAM KIRK.

7 GOOD REASONS WHY YOU SHOULD STOCK

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

The brand you know



by **HART!**

A complete line of canned vegetables and fruits.

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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, JULY 3, 1935

Number 2702

MICHIGAN TRADESMAN E. A. Stowe, Editor

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THE CORNSTALK BRIGADE

How it Was Used by Chain Store Corruptionists

There is much in the papers nowadays about the Patman anti-chain store bill now before the House of Representatives. The matter has received so much attention that the Tradesman appealed to Representative Mapes for definite information concerning the proposed measure and its author. The information came to hand this week, covering a series of talks Representative Patman made in defense of his measure and the report of his committee on June 10, as follows:

Two or three weeks ago I was appointed by the speaker of the House chairman of a committee to determine whether or not there is a superlobby here in Washington organized by the American Retail Federation for the purpose of unduly influencing legislation. C. O. Sherrill is the president of the American Retail Federation.

The committee asked for an amendment to provide that the committee should have the authority to investigate trade practices of individuals, partnerships and corporations engaged in big-scale buying or selling of articles at wholesale or retail, and their associations. The amendment was approved by the Rules Committee and adopted by the House.

The committee had a 2 day hearing last week. It was discovered that there was organized in this country in 1928, what was known as the "National Chain Store Association" which was composed of chain store organizations only; independents could not join. The object and purpose of that association was to try to sell the chain store idea and theory to the American people in the hope that there would be no discriminatory legislation against chain stores, and no effort made to stop them in the various States.

Mr. Morrill, who is the president of the Kroger Grocery Co., of Cincinnati, was the president of the National Chain

Store Association throughout its existence from 1928 to 1932, inclusive. They were not successful in selling to the American people the chain-store idea. They could not put it over for some reason.

They disbanded very quietly and then Albert H. Morrill, the head of this \$25,000,000 Kroger concern, which has more than 4,500 units in the United States and which has the controlling interest in the Piggly Wiggly organization with 2,000 more units, and who owns very little stock in Kroger but who receives a \$77,000 salary annually, commenced to organize another association the object and purpose being to sell to the American people the chain store theory in the hope that the people would not take any action against them in various states. This new organization is the interesting part of this investigation. Mr. Morrill, who is the \$77,000-a-year president of this \$25,000,000 chain store concern, gets up a plan of his own. This plan he submits to the Safeway, which is the J. P. Morgan-owned chain store concern in America. He also submitted it to the other large chain store operators in order that they might get together and have a secret fund, to have these different chain store operators contribute large amounts to that fund, the money to be used for the purpose that Mr. Morrill wanted it be used for and no questions asked. I think it would be rather interesting for me to read to you a letter on the stationery of the Kroger Grocery & Baking Co., from the executive office in Cincinnati.

[The letter above referred to would make two full pages of the Tradesman. It unmasks the secret machinations Mr. Morrill employed in undertaking to secure legislation favorable to the chains by methods which should not be permitted by Congress.]

Mr. Chairman, the point is that the national chain store organizations had failed in their propaganda efforts in this country, they could not put it over. So they then made an effort to organize this secret organization, one that would be led by farm leaders, but the farmers were not to know that these leaders had been bought and paid for by the chain store organizations.

Mr. Dondero. Mr. Chairman, will the gentleman yield?

Mr. Patman. I yield.

Mr. Dondero. Has the gentleman information as to the number of units of this organization in the various states?

Mr. Patman. I do not think I have that information at present, I will say to the gentleman from Michigan, but we will have it before the investigation is completed.

Mr. Truax. Mr. Chairman, will the gentleman yield?

Mr. Patman. I yield.

Mr. Truax. The letter the gentleman read mentioned the president of the Ohio Farm Bureau Federation. I wonder if that reference is to L. B. Palmer, who was then a Republican candidate for lieutenant governor but who was defeated and is not now president of the Ohio Farm Bureau Federation?

Mr. Patman. I cannot identify the person to whom the gentleman from Ohio has made reference, but the letter states this:

"Incidentally, the Republican candidate for lieutenant governor in Ohio is president of the Ohio group."

That was in September 1932.

Mr. Truax. Perry L. Green, the former director of agriculture, is now the president of the Ohio Farm Bureau Federation.

Mr. Patman. Anyway, Mr. Chairman, the chain stores failed to fool the people through the National Chain Store Association, and failed to fool the consumers. Believing that they needed a new organization led by different people, they established this wolf in sheep's clothing; in other words, another case of Esau's hands but Jacob's voice; and they set up this new organization with so-called "farm leaders." The interesting part about it is that they organized what is known as a "farm advisory group" to take in this so-called "cornstalk brigade." It was the duty of that farm advisory group to become interested in farmers' problems, to show how they could help the farmer, to render aid and assistance to the farmers.

Then, after they got established as friends of the farmers, they expected to take these key leaders that they had bought and paid for and feed them this chain store information in the hope that they would have in each community a group to resist chain store taxes as these matters came up in the various states and before the Congress in order to perpetuate themselves in chain store business without hindrance. That is what they expected to do. They then expected to go to the farmers' meetings. They had a secret fund for the purpose of paying farmers' expenses. The chain backing the farmers' meeting was not to be known. That was a secret. It was a deceitful means and a fraudulent means to propagandize the people, using the farmers' own friends to fool, defraud, and deceive them. Kroger pledged \$8,400 for this purpose in 1 year, and other large chains were asked to come in. We know that they did have some co-operation. How much we do not know. They expected to spend from \$5,000 to \$8,000 a month. This farmer-friend set-up did not last long. They had failed to fool the public and the consumers through their chain store advertising and they also

failed to fool the farmer on this front they hoped to put through.

If they do not know it, I will tell them now that farmers represent about the best informed class of people in this country to-day. If you do not believe it, you just go to a farmers' meeting or talk with the average farmer and he will tell you something about this monetary question we have been discussing up here. I honestly believe there are more farmers who know about the monetary system in this country than there are bankers. As I say, I honestly believe that. I heard a New York baner say the other day at a meeting, and he is one of the progressive group, that there are only two people that handle gold. One is the banker and the other is the dentist, and the dentist knows more about it than the banker. I believe that the farmers know more about the gold problem than the dentists or the bankers.

Let me tell you about this so-called "farm leader" they had out there as a front. His name is S. A. Van Patten. He is the same man who promised to deliver the farm vote to the ship subsidy crowd for \$100,000. He made that offer. He is the same man that for the asphalt and cement interests got up pictures to show at the 4-H clubs and at farmers' meetings in order to encourage the use of asphalt on secondary roads. He did that for a price. He was paid. He is the man that took money from the Copper Institute in order to teach the farmers to modernize their homes and use copper for their pipes and gutters. He is the same man that the National Electric Light Association paid some money to in order to get the farmer's interest and goodwill. He was paid by the National Lumber Manufacturing Association and the Portland Cement Co.

After they failed to fool the farmers they decided they would have to have something else. So this man Morrill, who is the \$77,000-a-year president of Kroger, stated that they would have to have another plan. I am not quoting testimony now. I am quoting what I know is bound to have happened. He evidently said: "We have got to use another plan. We failed to fool the consumers and the public when we came out in the open and said we were chain stores in 1928 to 1932. We had to disband. We then tried to fool the farmers, using their own friends as a front, but we could not fool them, so we had to disband. Now, then, we have to get the small retail merchants together and see if we cannot use them as a front for the purpose of holding down, stopping and preventing what is known as 'unfair and discriminatory legislation against chain stores.'"

So they organized what is known as the "American Retail Federation." The

facts were fully set forth in a resolution presented by our colleague and friend, the gentleman from Missouri. This resolution having passed, a committee was appointed by Speaker Byrnes to investigate that organization. If I were to use the parlance of Mr. Morrill when he referred to the cornstalk brigade for the farmers, I presume I would say that he now wants to organize the "counter jumpers," the independents and local merchants of the country, in order to use them as a front to fight their battles.

Here is what they did: They had a big meeting over here in New York. Two Kroger directors were pushing this. They got a man named Kirstein, known by many people in this country as a public-spirited citizen. He does not have anything against his record and does not have any back-ground of fooling the consumers, the farmers, or the public.

So they called a meeting of twenty-eight of these big executives of the chain stores and from that number they appointed ten, "The Big Ten, Inc." Eight of these admittedly are chain store executives, representing the largest concerns in America. The other two are referred to as the "little fellows." One of the little fellows, we learn, makes \$75,000 a year, and the other one, I think, makes equally as much. They also represent some of the largest concerns in America, but they are the two supposedly representing the small man. These eight chain store executives and the two small men did not consult the independent merchants before organizing. They did not consult other organizations. They got together and organized without consulting anyone. They have incorporated this organization, and it is known as the American Retail Federation, Inc.

The object of this organization, I believe the testimony has already disclosed and the committee has not finished, is to use the retail merchants as the front. They had tried the same plan through the farmers and could not fool the farmers. So then they say, "We will organize one concern and have both chains and independents in it." They said they were going to look after the small men. That is what they claimed was the purpose and object of their organization; but, in fact, it was just another case of rendering lip service to the independents and doing a lot of effective foot work for the big chain stores.

Now, who is in the organization? Whom do they pick out to run it? Kroger had a man as public-relations man or public-goodwill man, and he was making about \$30,000 a year, which was considered small for the effective work he was doing—to lobby in eighteen state legislatures against any anti-chain store legislation. In these eighteen states he knew all about it. He knew more about fighting in favor of chain stores than any other man in America. So he is the man they picked out to have charge of this work. His name is C. O. Sherrill.

Two of the big ten are Kroger's directors. Three of them are inter-

locked with other concerns in one business family. Five of them have banking connections directly in the form of directorships with New York banks, and all 10 of them have Wall Street banking connections. So this is the group that was organized to look after the small man or the little fellow, and this is the group we have been investigating.

I want to tell you something about this organization from the standpoint of the president of it. He says:

"Although I have fought for years for chain store legislation, I am going into this organization which represents both the big chains and the independents, and I am going to be fair and impartial. I am going to fight their battles fairly and impartially. If a question comes up where there is a difference of opinion between the chains and the independents, I am not going to take any stand on it. All I will do is just prepare a brief setting forth the facts and the information."

Of course, you can imagine the kind of brief that will be prepared by this chain store executive of many years of experience. He is going to fight the battles for the little man in the State legislatures and in the Halls of Congress by giving unbiased information, the only kind he knows being in favor of the chain stores. "Whose bread I eat, his song I sing," and I think he is eating the bread of Mr. Kroger and Mr. Morrill and Mr. Morgan's Safeway and all other big chains. They have hired him and they have guaranteed his salary for two years, regardless of what becomes of this organization. The first year he gets \$40,000; the next year \$45,000—this is guaranteed in writing—and, if he makes a go of it, he gets \$50,000 a year for the third year; and I presume he is expecting to get that much after the third year, if he makes a go of it.

Now, with respect to Mr. Kirstein—Mr. Lucas, Mr. Chairman, will the gentleman yield?

Mr. Patman. I yield to the gentleman from Illinois, a member of the special committee.

Mr. Lucas. Before the gentleman discusses Mr. Kirstein, will he explain to the House the position that the president of the federation held with Kroger back in 1932, when he was discussing the cornstalk brigade?

Mr. Patman. The testimony discloses that he was the public-relations man. He had charge of the lobbying for Kroger in the eighteen Middle Western States at the time they were organizing the cornstalk brigade to which the gentleman refers.

We have not yet gone into everything. They have secret funds they use for certain purposes which we expect to go into later on. We know of the existence of them, and we expect to go to the bottom of all the information that has been given to us and make a full report to this House.

So this man who is the head of this organization, not only was he the man in the saddle, directing public relations of Kroger when this so-called "cornstalk brigade" was being formed, but he was also their public-relations man

when the National Chain Store Association was trying to sell the fallacious theory to the American people that large concerns can operate more economically than the smaller or the independent concerns.

Mr. Cox. Mr. Chairman, will the gentleman yield?

Mr. Patman. I yield to the gentleman from Georgia.

Mr. Cox. Has the gentleman any information to the effect that the gentleman to whom he has referred is a member of the law firm that is connected with the receivership of all the banks in Detroit, out of which he is expecting to receive a fee of about \$1,000,000?

Mr. Patman. I may state to the gentleman that I am not in position to give that information, but since it has been brought to the Committee's attention I suggest we might give it such consideration as it may deserve in connection with the matters before us.

Let me tell you the danger of these large concerns getting together and pooling their resources. I do not question the right of any citizen to come before this Congress or before any legislative body and plead his own case. Any citizen has the right to do that. The citizens of this country have this right of petition, either individually or in a group. I do not object to a corporation, as such, opposing or proposing legislation before the Congress. I have no right to object to it. With the understanding now that I believe that citizens should have this right, and without making the positive, emphatic statement, I do say that there is a doubt in my mind as to whether or not the large corporations of this country should be allowed the privilege of pooling their great resources for the purpose of molding, cultivating, and controlling public opinion. Remember a corporation is not a citizen. It is an artificial, intangible thing.

Mr. Crawford. Mr. Chairman, will the gentleman yield?

Mr. Patman. I yield to the gentleman from Michigan.

Mr. Crawford. I should like to state that during the years 1932, 1933, and 1934, if the gentleman's committee will refer to the newspaper files of the State of Michigan—that is, the small weekly papers out in the farm community districts, as well as the daily papers in the large cities—I feel certain he will find advertisements in these papers in support of the program he has been describing. I watched it with a great deal of interest. Furthermore, with reference to the pooling, if the gentleman will take the daily papers and the weekly papers published throughout that State carrying the Friday grocery specials, he will find, for instance, in town A a certain chain store will run an ad covering certain food items and the price in that town will be so and so per unit on the commodity quoted, while in every other town in the State where that company does business the price for the same day on the same articles will be a higher price.

That centering of economic fire is for the purpose of driving out of town the independent home-owned stores and getting them out of business.

Mr. Patman. The reason I say I am doubtful whether these large corporations shall be allowed to pool their resources to cultivate and mold public opinion is this: We had one witness on the stand—Mr. Kirstein, of Boston—and some reference was made to payment for advertising. I asked him how much his store in Boston paid last year for newspaper advertising. He said more than \$500,000. I asked him how large a sum he paid to one newspaper and the name of that newspaper. He said he paid the Boston Herald \$300,000 last year for advertising. He said, of course, you understand I never asked the paper to print anything good about me or my store. I said "Brother, you won't have to ask them to print anything good about you or your store. If you continue to pay them \$300,000 a year they will look out for your interests."

If you allow these large concerns that control publicity in the principal cities of the country to get together, those that have one purpose, with the means at their command, the people will not likely get all the truth. Therefore there is a doubt in my mind whether such colossal, such tremendous, such powerful concerns should be allowed to absolutely control the newspapers in this way. You know that a newspaper is not going to do anything that will offend an advertiser of such large amounts. That is not going to happen. Although the press wants to be fair, the reporters want to be fair, it is a question of business with them as to whether or not they will stay in or go out of business.

Mr. Kenney. Will the gentleman yield?

Mr. Patman. I yield.

Mr. Kenney. Does the gentleman think that these corporations are responsible for this thing or does he think that the bankers are largely responsible for it?

Mr. Patman. We have not gone into that phase, but we are going into it. I am reporting what the committee has found out up to date, but before we get through we are going into the bank affiliations. The point I am making is that the effort is being made through these organization to control the means of communication. I doubt if you can pick out ten men in the country who control as much advertising as these ten men incorporated in this super-lobby here in Washington.

I would not deny the United States Steel Corporation or any other corporation the right to oppose legislation in this body or propose legislation for their benefit or the people's benefit. That is perfectly all right. They have the right to do it; but the point I make is that the United States Steel and other big corporations ought not to come here and be allowed to get together for the purpose of controlling public opinion and influence this legislative body through intimidated newspapers.

Mr. McFarlane. Mr. Chairman, will he yield to me for a question?

Mr. Patman. Yes.

Mr. McFarlane. In keeping with and along the line of the lobby registration

legislation bill enacted recently by the Senate, does the gentleman not believe that it would be advisable for us to speedily bring that legislation before the House, to the end that we enact this or similar legislation which will at least require these different paid lobbyists operating here in Washington to register and state under oath their connections and how much they are paying their lobbyists, the names of their employers, the legislation they sponsor or oppose, whether or not their employment is contingent together with any other pertinent information, and have all such information printed at the end of each session in the Congressional Record, so that not only the members, but our constituents will know the truth as to how the lobby is working here. These lobbyists should be required to give all the above information before they should be allowed to appear before any committee or communicate with any member of Congress, and such information should be on file in a well-bound book, open to public inspection at all times. Then members as well as the public could better tell what is happening along this line here in Washington.

Mr. Patman. Any legislation along that line I am sure will be helpful. Certainly no one should object to disclosing his identity. They have no right to operate in the name of the farmers or of the consumers or of any other group when they have bought men and paid them to fool the people they claim to be working for.

Mr. Colden. Mr. Chairman, will the gentleman yield?

Mr. Patman. Yes.

Mr. Colden. The gentleman mentioned that one of these officials receives a salary of \$77,000 per year. Can the gentleman give us information as to what they pay the clerks in the average chain store?

Mr. Patman. I am not familiar with that and we have not gone into it. Of course, I cannot speak with correct information, and I shall therefore make no statement about it.

Mr. Sumners of Texas. Mr. Chairman, will the gentleman yield?

Mr. Patman. Yes.

Mr. Sumners of Texas. Unfortunately, I have not been present during the whole of the gentleman's speech. Is it proposed that this committee shall investigate in an effort to discover how it comes about that these chain organizations are able to establish themselves to the elimination of independent stores—to find out, for instance, whether they get their strength from mass purchases, or how it is that they are able to do it as an economic question?

Mr. Patman. We are going into that now, and I think we know pretty well how they do it. We expect to propose some legislation that will stop it. All the small independent man has a right to ask for in this country is the same opportunity to make a living as the largest chain. We cannot make these independent men energetic, we cannot make them take advantage of opportunity, we cannot give them good judgment if they do not have good judgment, but we can give them the same

right and the same opportunity to make a living as the largest chain.

Mr. Sumners of Texas. Is the gentleman's committee considering the possibility of applying to this situation, insofar as purchasing is concerned something of the philosophy that is applied in making railroad rates? For instance, the Commission requires that the railroads must give the same service for the same price to everyone, fixes the unit of transportation so that it comes within the reach of the average man. I do not know how far you can go.

Mr. Patman. I do not know how far we will go that way. In a few days a bill will be introduced, which will be referred to the gentleman's committee, and this whole subject will come before his committee. Knowing the gentleman and the members of his committee as I know them, I believe, if the bill is not complete to protect everybody's interest, his committee will make it so.

Mr. Blanton. Mr. Chairman, will the gentleman yield?

Mr. Patman. Yes.

Mr. Blanton. The distinguished gentleman from California asked the gentleman whether or not the members of this combination were adequately paying their employees, the ones who actually do the work in the stores. Regardless of that question, where they are organized and where they control all of the retail business of the country, they could very well pay the employees a tremendous sum, because in the ultimate it is passed on to the consuming public. So, regardless of what they pay them, we want to carefully watch and control this organization.

Mr. Millard. Mr. Chairman, will the gentleman yield?

Mr. Patman. Yes.

Mr. Millard. The gentleman read a very interesting letter dated September, 1932. Did the gentleman put in the Record the name of the man who signed that letter?

Mr. Patman. Yes. Hearings have been held before the special committee and anyone may get a copy of the hearings by sending to my office or to the office of any member of the committee. All members of the committee have copies of the hearings.

Mr. May. Will the gentleman yield?

Mr. Patman. I yield.

Mr. May. I would like to ask the gentleman one question in connection with his statement that the committee was trying to work out some plan by which it would be possible to make the opportunity of the small grocer or the small merchant equal to the opportunity of the chain store merchants. If the chain store merchants, by reason of their combinations of capital and their large amount of money are naturally in a position of being able to buy very much cheaper than the man who does not have that amount of money, because they cannot buy in carload lots, how does the gentleman expect to solve that situation?

Mr. Patman. I have in mind an amendment to the Clayton act which will make it unlawful for any person to discriminate in price or terms of sale, except where it is manufactured goods and the quantity ordered causes a reduction in the price. Otherwise there

will be no exception. It will carry a penalty. It will make it unlawful to discriminate in price or terms of sale, regardless of the quantity sold. That is the only way that I know of by which we can absolutely and fully protect the small merchants of this country.

The investigating committee is a good committee. The members of that committee are all good men. Of course, I am excepting the chairman, but they are all working together, trying to do something that will solve this situation. I believe that before this session of Congress is concluded we will have some more astounding facts to present to the Members of this House.

Mr. May. Will the gentleman yield further?

Mr. Patman. I yield.

Mr. May. Does the gentleman believe that an amendment to the Clayton act such as he mentioned would have the effect of enabling the small merchant with small capital to purchase in small quantities at a lower price, like the large merchant who can buy in wholesale lots or carload lots or would it have the reverse effect of putting it all at a higher price to the consumer?

Mr. Patman. We hope that it will give them all the same price. If it does not do that we will try to work to that end, to get some law that will do it. Furthermore, we are proposing an amendment to the anti-trust laws, so as to make it easier to prove damages. Where a monopoly crushes an independent it is almost impossible, under the present anti-trust laws, to make proper proof of damages. We expect to offer a bill that will make it much easier to establish damages.

Mr. Colden. Will the gentleman yield?

Mr. Patman. I yield.

Mr. Colden. My memory is rather vague, but was there not a strike recently in one of the chain stores in one of the large cities of the Middle West, because of the low wages paid to employees and the company threatened to leave the city?

Mr. Patman. I am not familiar with the facts.

Mr. Crawford. Will the gentleman yield?

Mr. Patman. I yield.

Mr. Crawford. The facts will bear out the statement to the effect that the processors of farm goods in this country who purchase goods direct from the farmer on a participating basis, are allowing those chain stores enormous and staggering secret rebates, operating directly against the pocketbook of the farmers. Furthermore, the facts will bear out the statement that the clerks who operate these stores are under an inventory system which, in hundreds of cases, forces them to commit criminal acts in order to hold their jobs.

Mr. Patman. I thank the gentleman for the information. I now yield to the gentleman from Pennsylvania.

Mr. Moritz. Is it not the gentleman's opinion, so far as his investigation has gone, that if this had not been nipped in the bud it would have been very disastrous for the independents?

Mr. Patman. Absolutely; but whatever we do here we must prevent a few people from controlling the means of communication in this Nation. If we allow a few people to control the newspapers, the radio, the screen, the stage, and the movietone, and then control the credit of the Nation along with it, I do not know what will become of the other people in this country.

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Lakeview—The Bank of Lakeview has decreased its capital stock from \$40,000 to \$30,000.

Alpena—Fire of unknown origin destroyed the J. C. Penny store building and stock of merchandise.

Carson City—The Inter-County Elevator Co. has decreased its capital stock from \$40,000 to \$12,929.

Manchester—The Union Savings Bank of Manchester, has increased its capital stock from \$25,000 to \$75,000.

Detroit—Weed, Herbst & Co., 3138 Union Guardian Bldg., has changed its name to the Weed, Herbst, Eckert Co.

Detroit—The Union Distillers Co., 8825 Van Dyke avenue, has increased its capital stock from \$150,000 to \$400,000.

Pontiac—The Union Lake Lead Co., 230 North Saginaw street, has decreased its capital stock from \$32,600 to \$8,000.

Kalamazoo—The Kalamazoo Creamery Co., 718 Lake street, has decreased its capital stock from \$400,000 to \$200,000.

Highland Park—Benzol Stations, Inc., 14531 Woodward avenue, has increased its capital stock from \$25,000 to \$50,000.

Flint—The Genesee-Diamond Oil Co., 3638 South Saginaw street, has increased its capital stock from \$200,000 to \$300,000.

Otsego—The F. E. R. A. quilt factory, which has been closed for some weeks, has resumed business with its regular force.

South Haven—Joseph Bosch, who has conducted a grocery store here for the past 15 years, died suddenly at his home, June 27.

Detroit—Roy E. Helferich, Inc., dealer in butter and eggs, 670 Colburn avenue, has decreased its capital stock from \$10,000 to \$9,000.

Detroit—Medal Radio, Inc., 8324 Woodward avenue, dealer in radios and radio supplies, has a capital stock of \$5,000, \$1,000 being paid in.

Detroit—The Star Produce Company, Inc., dealer in farm and dairy products, 1354 Winder street, has a capital stock of \$1,500, all paid in.

Monroe—The Monroe Ice & Products Co., 1200 West Front street, has increased its capital stock from 12,000 shares to 20,000 shares at \$1 each.

Arcadia—Jas. W. Schaffer opened his grocery store and meat market July 1, in the newly decorated and remodeled store building which he recently purchased.

Detroit—The N. Gorno & Sons Co., 6700 West Vernor Highway, wholesale and retail dealer in coal and other fuels, has a capital stock of \$20,000, \$1,000 being paid in.

Bay City—The Industrial Brownhoist Corporation, has changed its capital stock from \$1,000,000 preferred and 150,000 shares no par value to 731,883 shares no par value.

Onekama—Mrs. Howard Deal and Mrs. Ernest Showalter have opened a bakery and lunch room in the Koglin building, under the style of the Home Bakery & Lunch Room.

Jackson—The Axtell Auto Company, Inc., 1703 West Michigan street, succeeds Ralph Axtell in the auto and auto service business with a capital stock of \$1,000, all paid in.

Detroit—The Elmhurst Dairy, Inc., 4933 Elmhurst avenue, organized to do a general dairy and creamery business, has a capital stock of 1,000 shares at \$10 each, \$3,600 being paid in.

Detroit—The Interstate Household Furnishers, Inc., 156-60 West Larned street wholesale and retail dealer in furniture and household furnishings, is capitalized at 5,000 shares, \$10 per share, \$5,000 being paid in.

Ludington—E. D. Hamilton, dealer in jewelry, silverware, washing machines and radios, has removed his stock from 124 West Ludington avenue to 122 West Ludington avenue where he has needed additional floor space.

Grand Haven—John Casemier, proprietor of Casemier's Food Market, 1119 Washington street, won third prize, \$50, in the national contest for window displays of Sunbright Cleanser. The contest was sponsored by Swift & Co.

Detroit—The Welton Rubber & Asbestor Co., 1321 Twelfth street, dealer in mechanical rubber and packing goods, has merged the business into a stock company under the same style with a capital stock of \$10,000, \$1,000 being paid in.

Detroit—The Diamond Art Glass Studio, 8725 Kercheval avenue, manufacturer and dealer in glass, has merged the business into a stock company under the style of the Diamond Art Glass Corporation, with an authorized capital stock of \$4,500, \$4,000 being paid in.

Kalamazoo—The Kalamazoo Stove Co. is expanding that portion of its plant formerly known as the Malleable Iron Works, in Pitcher street, increasing its capacity 50 per cent. The recent opening of 24 retail outlets, mostly in New England, has made expansion necessary.

Kalamazoo—R. Jacobson, recently of Grand Rapids, has engaged in business at Portage street and East Michigan avenue under the style of the National Outlet Store, featuring wearing apparel for men, women and children in the lower price levels. Shoes, hats and accessories will also be carried.

Otsego—L. M. Dellinger, who conducts a garage, tire and battery service and machine shop has sold the garage and automobile department to Bernard E. Burns, recently of Plainwell, who will continue the business at the same location. Mr. Dellinger will remove his machine shop and welding equipment next to the garage and devote his entire attention to that work.

Hart—Work is progressing rapidly in placing the building formerly occupied by the Gem Foundry in condition to house a maraschino cherry pitting plant to be conducted on a permanent basis as a branch of the John S. Morgan Canning Company of Traverse

City. The plant is expected to be in operation July 15 and will provide employment to between 50 and 60 women five months in the year. The Morgan Company entered the maraschino business two years ago, selling 1,500 barrels the first year and 2,700 barrels last year. The company has already sold 4,500 barrels for future delivery this year. It is estimated that the possible five months' operation of the Hart branch will provide approximately \$10,000 in wages for the employees.

Detroit—The latest Detroit store to go modernistic in a big way is Norman's, on West Grand River avenue, downtown. Now known as The Greater Norman's, the store is using vitrolite front, predominantly gray, with tiled entrance in orchid and light blue shades. A center entrance is used, with the two side windows broken into seven separate fronts each. A main building column running through one window has been used to hold a mirror on each side, giving a striking symmetrical effect. Seating capacity has been increased to forty-seven chairs, with all chairs of new red leather, chrome trimmed design. The interior is finished in stippled green and cream, with a light orange trim. L. Drapkin is manager and buyer for the store, and D. Goldfine is assistant manager.

Manufacturing Matters

Detroit—The Horst Manufacturing Co., 17005 Fullerton avenue, has increased its capital stock from \$5,000 to \$15,000.

Detroit—Dearest, Inc., 1426 Woodward avenue, organized to manufacture and deal in cosmetics, has a capital stock of \$1,000, all paid in.

Detroit—The Alkice Corporation, 544 Buhl Bldg., manufacturer and dealer in chemical gases and refrigeration devices, has a capital stock of \$5,000, all paid in.

Detroit—F. W. Bascomb & Son, Inc., succeeds F. W. Bascomb & Son, 9387 Livernois avenue, manufacturer and dealer in pharmaceuticals with capital stock of 100 shares at \$10 each, \$1,000 being paid in.

Detroit—Drums, Inc., 11-230 General Motors Bldg., manufacturer and dealer in chemicals, compounds, cleaning preparations, etc., has a capital stock of \$1,000, all paid in.

Flint—The Palace Travel Coach Corporation, 4521 North Saginaw street, manufacturer and dealer in trailers, has a capital stock of \$250,000, \$47,212 of which has been paid in.

The World on the Mend

No one can deny that confused and very difficult conditions confront the nations to-day, but even at my advanced age I am still a confirmed optimist, and I not only trust but believe that all will yet be well with the world. This is quite consistent with my belief that certain anomalies in our social order ought to be and will be corrected.

The conditions to-day call for active participation in public affairs by the best elements of our people. This is a principle that I have maintained throughout my public career, and thirty years ago I declared I would rather

see a young man actively engaged in opposition to my party than remain inactive as a drone without interest in the public affairs of our country.

Robert Borden.

Peace in View

Great Britain, acting independently, has signed a treaty with Germany by which it is agreed that the German Navy shall not at any time be larger than one-third of that of the British. The agreement also is that Great Britain shall be the judge on all questions of reduction or expansion, the one-third proportion of the German strength to be preserved in any case. The French do not like this step which the British have taken. They think they should have been consulted about it. But the world looks upon it as a distinct step toward guaranteeing peace.

The advantages of possessing a masterful mind are frequently expressed in the ability to absorb and utilize ideas, suggestions of others. One of Nature's anomalies is that she rarely makes creative minds executive. The successful utilization of a second-hand idea gives it currency—provides the vehicle of expression needed to make it kinetic. Therefore, read much and critically, listen much and thoughtfully; do much and thoroughly.

If I supply you a thought you may remember it and you may not. But if I can make you think a thought for yourself, I have indeed added to your stature.

The Government can destroy wealth but it cannot create wealth, which is the product of labor and management working with creation.

Whatever impedes a man and does not stop him, aids his progress.

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

Essential Features of the Grocery Staples

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

Canned Fruits—New fruits are still rather unsettled. There has been no definite future price named on cling peaches as yet and apricot growers have asked prices out of proportion to the prices at which the finished product can be moved into the consuming channels. Northwest fruits have come in pretty high and some California items also will be high priced.

Canned Vegetables—This is the time of year when the canned vegetable picture is in the making. Weather conditions are becoming increasingly important as crops near maturity. Making prophecies about the size of new packs is silly under present conditions, for it is as easy to exaggerate one way as another. Both understatement and overstatement may be expected. What does seem clear is that a very serious infestation has developed in the Middle West, particularly Wisconsin, the Northwest and in New York State. Extensive damage has been done in Wisconsin, and it is reported also that considerable damage has been done in the Northwest.

Canned Fish—Another item which is coming particularly to the fore at this time is Alaska salmon. With all large packers now out of the market on reds the chances are that a \$2 market on the Coast will be realized when packers return. The pack for several reasons is running extremely short.

Dried Fruits—With the raisin marketing agreement recently reported approved by Secretary of Agriculture Wallace, which agreement sets a minimum sweatbox price of 3½¢ and advances the reserve tonnage to 25 per cent., real activity is expected to develop. The agreement stabilizes the market and gives to manufacturers and other large users a foundation on which they can cover future requirements with assurance that the market will not work off by the time deliveries are being made. Of considerable interest also will be the new crop prices on California prunes and Blenheim apricots, which are expected to be announced by several packers within a few days. The supply of top grade Benheims on the spot is very low and the new prices should bring about substantial new business. Prunes are expected to be offered for future delivery also this week from several of the larger first hands. The market here continues to follow a seasonal pattern. There is only a routine interest in goods and most hands are now concerned more with the new season than anything else. Price changes are few.

Nuts—Conditions remain unchanged on the nut market. In the shell nuts, as remarked, are out of season and therefore doing very little business. Among the shelled nuts the firm cashew situation appears the chief feature.

Olive Oil—A hand-to-mouth demand appears the only business in olive oil currently. Demand for shipment out of the primary point very light, especially since the Spanish market has taken an easier turn. Spot prices

hold fairly steady at the levels reduced to earlier this week.

Salt Fish—The first new pack of salt mackerel will be coming forward from the New England coast in another fortnight. This fish is thin, as is usual at this time of the year, with the sizes No. 3, running about 350 to the barrel, and large, running 140 to the barrel.

Salt—Rock salt is moving in good fashion to ice plants and ice cream makers. A continuation of hot weather will be the necessary stimulus to maintain this business. Some competitive selling of packaged table salt by a Western producer on this market has cut into those prices.

Sauerkraut—No change marks sauerkraut prices. Demand is very light. Nothing further has been heard on prospective Government purchases for relief uses.

Vinegar—Warm weather is proving a help to vinegar sales. Sellers are asking the same prices as previously.

Rice—Sentiment among sellers on the New York rice market holds very firm. Mills in the South have no great quantity of old crop rice left to sell and are not at all anxious to book the new crop forward at current levels. Advices from various producing centers indicate considerable optimism for the future trend of values.

Review of the Produce Market

Apples—Transparents from Southern Illinois, \$1.75 per bushel.

Asparagus—Home grown, 60¢ per dozen bunches.

Bananas—4½¢ per lb.

Black Raspberries—\$2.25 for 24 pints from Indiana.

Butter—Creamery, 24½¢ for cartons and 24¢ for tubs.

Beets—25¢ per doz. bunches.

Cantaloupes—The following sizes are now in market:

36s ----- \$3.00

45s ----- 3.25

Flats, 11 ----- 1.20

Cabbage—40¢ per bushel for home grown.

Carrots—Calif., 50¢ per doz. bunches or \$2.75 per crate of 6 doz.

Cauliflower—\$1.25 per dozen for home grown.

Celery—Home grown is now in market, commanding \$1 per box of 40 stalks.

Cherries—Home grown are beginning to come in, selling as follows in 16 qt. cases: Black, \$1.75; Sour, \$1.25; White, \$1.

Cucumbers—Home grown hot house are held as follows in 1 doz. boxes:

Extra Fancy ----- 65¢

No. 1 ----- 55¢

No. 2 ----- 45¢

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

C. H. P. from farmer ----- \$2.65

Light Red Kidney from farmer ----- 4.75

Dark Red Kidney from farmer ----- 5.75

Eggs—Jobbers pay 22¢ @ 23¢ per dozen for all clean receipts. They sell as follows:

Large white, extra fancy ----- 27¢

Standard fancy select, cartons ----- 26¢

Current receipts, candled ----- 25¢

Medium ----- 25¢

Cracks ----- 23¢

Egg Plant—\$1.50 per doz. from Fla.

Garlic—15¢ per lb.

Grape Fruit—Florida is held this week as follows:

54 ----- \$2.50

64 ----- 2.50

70 ----- 3.00

80 ----- 3.50

96 ----- 3.00

Green Beans—\$2.50 per hamper for Tennessee.

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

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

Green Peppers—30¢ per dozen for Florida.

Honey Dew Melons—\$1.75 per case.

Limes—16¢ per dozen.

Lemons—The price is as follows:

360 Sunkist ----- \$5.00

300 Sunkist ----- 5.00

360 Red Ball ----- 4.50

300 Red Ball ----- 4.50

Lettuce—In good demand on the following basis:

California's, 4s and 5s, crate ----- \$3.00

Leaf, out door grown ----- 3¢

Iceberg, home grown, per bu. ----- 75¢

Mushrooms—30¢ per box.

Onions—Texas Bemuda in 50 lb. sacks, \$1.75 for white and \$1.50 for yellow.

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

126 ----- \$4.50

150 ----- 4.00

176 ----- 4.00

200 ----- 4.00

216 ----- 3.75

252 ----- 3.75

288 ----- 3.50

324 ----- 3.00

Red Ball, 50¢ per box less.

Florida oranges in boxes are sold as follows:

200 ----- \$3.00

216 ----- 3.00

250 ----- 3.00

288 ----- 3.00

Parsley—30¢ 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, 50¢ per 100 lb. sack. New cobbles from the Carolinas, \$3 per bbl. of 160 lbs.

Poultry—Local jobbers pay as follows:

Heavy Fowls ----- 16¢

Light Fowls ----- 12½¢

Ducks ----- 14¢

Radishes—Outdoor, 6¢ per dozen bunches.

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

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

Spinach—Home grown, 35¢ per bu.

Strawberries—85¢ @ \$1.25 per 16 qt. crate. The receipts this week are very poor. This week will mark the close of the 1935 season.

Sweet Potatoes—\$1.40 per bushel for Jerseys.

Tomatoes—Florida repacked, 90¢ per 10 lb. box; home grown hot house, 85¢ pe 8 lb. basket.

Veal Calves—Local jobbers pay as follows:

Fancy ----- 11

Good ----- 10

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

Wax Beans—Tenn., \$2.50 per hamper.

Ethiopia's Cry for Peace

Ethiopia wants peace. She needs it for completion of the work of modernization which has been going on for several years and which a war would destroy. We want to spread education throughout the whole empire, to build roads for commerce and to develop that commerce so as to give work to the liberated slaves, whose interests are our own.

We are building radio stations so that Ethiopia can participate in the intellectual life of the rest of the world. Any threat of war from Italy would interfere with this work, on which we wish to spend our whole time and energy. Ethiopia wants to go freely and peacefully forward on her way of progress.

Our re-organization of the army with the help of a Belgian mission has given rise to a broad misinterpretation. What we need an army for is first to keep order in the country and secondly to defend ourselves if we are attacked.

Emperor Haile Selassie.

An Ill-Timed Program

The President's surprise tax program seems to have political observers guessing. Is it offered as an answer to the criticism of the growing Federal deficit, or does it come as a renewed effort to force through social reform, following on the heels of the fall of NRA?

Whether the President's objective is either or both of these things, the launching of the new tax program at the present time is ill-advised. If larger revenue is the objective, then it is possible that the hesitancy that will be caused by the new tax program will obstruct economic recovery and largely offset the increased revenue through increased rate by decreasing business activity and income. If it is reform that the President seeks, then the tail end of a hectic Congressional session is a poor time to offer a measure of such importance and deserving of such careful consideration.

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.

The bread of bitterness is the food on which men grow to their fullest stature; the waters of bitterness are the debatable ford through which they reach the shores of wisdom; the ashes boldly grasped and eaten without faltering are the price that must be paid for the golden fruit of knowledge.

There is no situation in life so bad that it cannot be mended.

MUTUAL INSURANCE

(Fire and Life)

Meeting at Johnson's Rustic Tavern of Charter 29

This is the third year Charter 29 and Charter 22 have been privileged to spend a week-end at Johnson's Rustic Tavern, Houghton Lake, as the guests of our President, Frank Johnson. Greeters and their families began arriving Friday, June 14, and entertained themselves in any of the numerous diversions possible at this beautiful summer resort. By Saturday evening the number was considerably increased, many of those present having participated in golf, swimming, hiking or just visiting with the crowd in Klondyke, Mr. Johnson's private cottage, which was declared open-house for the Greeters. No matter what the time of day a visit to Klondyke would find many guests partaking of cooled beer and gathered around the phonograph playing hill-billy and humorous tunes.

Saturday evening was the occasion of a dinner dance at the rustic dining room, where a large dance band kept everyone dancing and singing, many of the community songs being led by Eddie Brunette, Pantlind Hotel, Grand Rapids. After dinner the meeting was called to order by President Johnson, who welcomed everyone and invited them to "Go right ahead and have a good time." Mr. Johnson then turned the meeting over to Noel Black, Assistant Manager Pantlind Hotel, Grand Rapids, and formerly Vice President of the Hotel Greeters of America and former President Charter 22. Mr. Black made reference to the fact that Frank Johnson was the newly elected Vice-President of the fifth district of the Hotel Greeters of America. Greeter Black introduced as the next speaker Joe Denawetz, Detroit-Leland Hotel, Detroit, who had just returned from the Hotel Greeters convention at Los Angeles, where he had been the delegate of Charter 29.

Mr. Denawetz spoke highly of the fine organization and wonderful program planned by Los Angeles to entertain the delegates to the convention, and referred everyone to the hotel press which had already reported on the details. Reference was made by Mr. Denawetz to the use of Greeter introduction cards from one Greeter to another in directing guests to other hotels, and the fact that his method had been used in building up Greeterism in other charters. By the use of these cards other clerks would want to join and the managers in our territory would readily recognize the value of membership. A resolution was introduced by Joe Denawetz and passed by the meeting to instruct the Secretaries of Charter 29 and Charter 22 to investigate the possibilities of Greeter introduction cards, and bring the matter before their respective charters.

Mr. Black then called upon Edward Brunette, President Charter 22, and Mrs. Camilla Pearce, Prenford Hotel, Detroit, President Women's Auxiliary,

Charter 29, who responded and thanked Mr. Johnson for his hospitality on behalf of their organizations.

A letter of regret at not being present was read from Art Frost, Hotel Duluth, Duluth, Minnesota—formerly of Michigan—who recalled the fact that Greeterdom was twenty-five years old and that he was the twenty-first clerk to apply for membership. Also, that he was the first president of the first charter formed after the organization meeting in Denver. A wire from Geo. W. Tyler, chairman Board of Governors, Charter 11, was read, regretting the fact that he could not attend.

Mr. Harris, Manager Hotel Whitcomb, St. Joseph, was introduced by Mr. Black as one of the best supporters of Greeterism in Charter 22. Mr. Harris stated that his hotel was one hundred per cent. Greeter and that he would not employ anyone but a Greeter for an office position. He also said that he attended all the meetings and always had some of his employees attend.

Mr. and Mrs. Wm. Rademaker, Hotel Norton, Detroit, were spoken of as being consistent backers of the organization over a number of years. Each one expressed thanks and a desire to help at all times.

Gene Mathieson, editor Roscommon Herald News, welcomed the members and spoke of the attractions of Roscommon county.

Paul Kilborn, First Assistant Manager Hotel Statler, Detroit, and past President Charter 29, expressed his appreciation for the opportunity of attending.

The meeting was then adjourned and Frank Johnson directed everyone to reassemble at the rustic dance palace for the remainder of the evening.

The following day, Sunday, the homeward journey was started at the convenience of each one with many words of thanks to Frank Johnson for the good time shown.

Rustic Highlights

Bell Thomas, Detroit Hotel Association, and Madeline Greenmiller, Tuller Hotel, were marooned on Houghton Lake when their out-board motorboat failed to respond to encouragement. According to Belle Thomas it looked bad for awhile, but Curtis Rifenburg, Hollywood Hotel, Detroit, gallantly came to the rescue with a can of gasoline.

Eddie Brunette, Pantlind Hotel, Grand Rapids, stole the show at the dinner dance at the rustic dining hall by his crooning into the loudspeaker microphone and his direction of the community singing.

Frank Johnson's Klondyke cabin was so popular that no one wanted to leave for the dinner dance. They finally left when Frank promised to reappear in the dining room in his grey flannel shirt—and he did.

The Grand Rapids "Sweet Adeline Trio" consisting of Noel Black, Tom Walker and Eddie Brunette, all of the Pantlind Hotel, Grand Rapids, were given plenty of encouragement and received their name from Frank Johnson.

Joe Denawetz, Detroit-Leland Hotel, Detroit, braved the waters for the only

swim of the week end. Joe said, "It wasn't so bad."

The bride and groom of the party were Jerry Moore, Manager Fort Shelby Hotel, Detroit, and his wife of a few months.

Fear Utility Legislation Will Be Relatively Drastic

Business activity as a whole continues to decline seasonally with nothing to definitely indicate that greater than a normal recession is occurring. Retail trade, in fact, is reported to be showing some improvement. While there is further evidence of downward price changes it has failed to become widespread and the unfavorable influence of this development is lessened considerably by the fact that inventories of manufacturers and retailers are reported to be light. Residential building continues to show persistent gains so that it is the bright spot in the business picture.

The injection of the tax program into the legislative picture has indefinitely postponed the adjournment of Congress and, therefore, increases the uncertainties with which business must contend over the summer months. The postponement of the adjournment of Congress leaves open the possibility of consideration of much legislation which is considered adverse to business sentiment. Also, the handling of the tax program thus far has been very confusing. There can be little doubt as to the social reform purposes of this legislation. Although the good feature of the development is the recognition of the necessity of eventually taxing the people to pay for the experiments undertaken. The revenue estimated to be raised is minor, compared with the existing deficit. The ultimate outcome of this proposal is very uncertain in view of the fact it is understood the attempt to rush through such a comprehensive and far reaching tax program has left many Congressmen indignant. This development along with the delay in the enactment of the public utility legislation continues to leave doubt as to the ultimate bill to be enacted, even though it is generally conceded that it will be relatively drastic. The Wagner labor bill, soon to become law, is expected to have an early test as to constitutionality.

The action of the securities market last week, in the light of the strength which securities have shown in past

weeks, in spite of the confusing developments with which the market has had to contend, indicates the growing business confidence.

Jay H. Petter.

Commodity Dollar Plan

A drive is to be made in the Senate to bring about adoption of the Goldsborough dollar stabilization plan as a feature of the omnibus banking bill.

This plan was rejected by the House by a narrow margin and it is believed probable that should the Senate pass it the House would give its approval, since there is a tendency in that body to break away from the Administration on anything that affects home interests and requires independent action.

The Goldsborough amendment would make mandatory prompt restoration of the purchasing power of the dollar to the average of the period 1921-1929, and its stabilization thereafter by the Federal Reserve Board and the Secretary of the Treasury, with a basic commodity price index as the guide.

It would lift the ban upon private ownership of gold and silver and let supply and demand dictate the price of the monetary metals, subject to such controlling influence as might be exercised by the Government's bid in the market.

This does not appear likely to get Administration approval in view of its policies, but all of the farm organizations are for the plan and they have much influence in the Senate.

Seek to Check Food Price War

Using the cessation of cigarette price wars as a talking point, grocery salesmen, under instructions from producers, will renew efforts to check below-cost retailing in the food industry this week. They will emphasize the tobacco dealers' action in ending price competition to-day, and suggest that similar steps be taken on groceries. Through the pressure brought to bear by both jobbers and manufacturers grocery price wars have been held to a minimum in this territory, but fear of an outbreak has been constant since the NRA decision was handed down by the Supreme Court.

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

Items From the Cloverland of Michigan

Sault Ste. Marie, June 30—This will be bridge week in the Sault and combined with the celebration of the Fourth of July, will put the Sault on the map as headquarters for the largest celebration in Northern Michigan. The new bridge was started a year ago and will be dedicated on July 3. The cost of the bridge is \$160,000. It will span the Northern Michigan Power Co. canal on Ashmun street. About 70 special invitations have been sent out to prominent officials of the State Highway Department, engineers and business men. Hon. Murray D. Van Wagoner, State Highway Commissioner, will be the principal speaker at the banquet, held at the Ojibway Hotel the evening of July 3. The dedication will take place at 3 p.m. on July 4. There will be the large parade with gorgeous fireworks at the Government park in the evening.

Harold Saunderson, of the Soo Wholesale Grocer Co., returned last week from an extended trip through Lower Michigan.

"Swimming" is now being moved from the indoor pools to the lakes—and Johnny can't see why mother expects him to get into a tub occasionally.

The Sullivan Home bakery on Peck street has a new plate glass front on the building, which gives the place more room and an attractive front.

Mr. and Mrs. Herbert L. Michaels, former caterers at the LeSault Club, have opened the White Dome chicken and hamburger shop at 207 Ashmun street, in the building formerly occupied by the Youngs Home bakery. The building has been remodelled and redecorated, equipped with all of the latest electric refrigerating and cooking appliances. It is located in the heart of the business district.

J. L. Rightmyer and son, Glen, have opened the Dixie garage at 119 Arlington street. Glen formerly operated Glen's used car parts at 903 Ashmun street. The Dixie does repair work, has a storage warehouse and carries a stock of accessories.

Mr. and Mrs. J. W. Nordstrom have opened a lunch room at the corner of the city limits road and U. S. 2. They have remodeled a railroad coach into an attractive lunch room. The opening took place last Saturday. Mrs. Olga Mossbauer will be in charge of the kitchen. Chickens, eggs and other products from the Nordstrom farm will be served.

The Parker Hotel, of Hessel, has opened for the season. Mr. Parker formerly conducted a restaurant at St. Ignace and is well known in the Upper Peninsula. The Hotel has been newly decorated and remodeled. Several rooms with tables have been installed and an up-to-date kitchen newly furnished makes this hotel very attractive.

William G. Tapert.

When On Your Way, See Onaway

And how the young tourists are enjoying our outing trips and picnics; instead of sending our visitors to these places, we are leading them to them. Headed by the Scout Bugle, Fife and Drum Corps it makes lively music and awakes enthusiasm; and oh, how good the food does taste out on these scenic trips.

The Perry sales gas station is beautifying its attractive place by painting and fixing up in general.

Mart Mahoney has added new stock, embracing everything pertaining to an up-to-date stock of fishing tackle, outfitting and sportsman goods and necessary repairs for harvesting machinery.

The Dalquest 5c to \$1 had their opening in the Abbott block, Saturday, and their store was a busy place; the

business manager is H. E. Steude and he appears to be the right man for the position.

Gumms Stores, Inc., has made a good many changes throughout its entire establishment, adding many new lines; the business has increased to such an extent that an added force of clerks has become necessary.

The new landing field has been sufficiently completed that planes are now landing almost daily; it is claimed that the field is so good that it is going to assist greatly in bringing tourists and travelers who have heretofore been

MEN OF MARK

Charles O. Ransford, New Manager Herpolsheimer Co.

Charles O. Ransford was born in New London, Mo., May 12, 1899. His father and mother, whose maiden name was Maude Blackburn, were both of English descent. His grandfather moved to Missouri from Three Rivers, Mich. His father was a minister of the Methodist Episcopal church, South, and served as secretary of the Missouri Conference for thirty-one consecutive years. He edited the St. Louis Chris-



Charles O. Ransford

retail dry goods store in St. Louis in point of sales. His next employment was with the Hartman Wholesale Corporation, of Chicago, exclusive hotel furnishings. He remained with this establishment from 1925 to 1929, devoting his evenings to the study of law at the Kent College of Law and the DePaul University College of Law. The year 1929 was devoted to the central office of the Hahn department stores in New York. Jan. 1, 1930, he went to San Antonio, Texas, as controller of the Joske Bros. Co. He was subsequently promoted to the position of treasurer and afterward to that of vice-president, in addition to acting as controller and superintendent of operation, being also merchandise manager of the house furnishings and piece goods division.

In 1926, Mr. Ransford married Miss Ann Hendriks, whose parents came to this country from Amsterdam, Holland. They have no children. They have taken up their residence at 707 Plymouth Road.

Mr. Ransford is a Methodist in religion. He is not a member of any social orders or fraternal organizations. He owns up to but two hobbies—pistol shooting and horseback riding.

Mr. Ransford is a gentleman of pleasant address who evidently has the happy faculty of making friends easily and retaining them indefinitely. He certainly is well posted on the dry goods business and will probably be able to maintain the remarkable record established by his immediate predecessor.

Mr. Silbert, who came to Grand Rapids two years ago to take the management of the Herpolsheimer store, and has demonstrated his remarkable business capacity as a merchandise manager since that time, has been promoted to do special work in department stores of the Hahn family in the Middle West.

Reassurances on Treasury Financing

The ability of the Treasury to obtain virtually the full prevailing market price on its offering of \$100,000,000 on long-term 3s this week virtually ends doubt as to the financing of the huge deficit of the coming fiscal year.

In fact, accustomed to this method of financing, the market for Government bonds is now once again climbing into new high ground. Hence, while a showdown on the willingness of banks to purchase long-term Treasury issues seems certain sooner or later if the heavy deficit persists, no such difficulty seems in sight now.

Hostility among dealers to further sales of Government issues by competitive bidding is abating. While the margin of profits on new issues to which they subscribe for distribution tends to be smaller under this system, the risk in buying small blocks of repeated new offerings is held to be much less than occasional large subscriptions to the older style of large new issues.

obliged to land a great distance away.

The Onaway Outlook is this week distributing a large quantity of extra copies. The added list of advertisers requires a much larger sheet than formerly. Miss Mary Jackson is the new editor; she has taken hold with a will and success is the goal.

A four-car load of relatives from Detroit, Kalamazoo, Big Rapids and California held a big picnic at Honore Bay, Black Lake, Sunday; a regular family reunion; planked whitefish, strawberries and ice-cream was the menu; they knew where to come for such an event and the memory will sink deep. Squire Signal.

This Fourth of July can be celebrated more wholeheartedly than the last two.

Who makes quick use of the moment is a genius of prudence.

tian Advocate for seven years and is now associate editor of the Christian Advocate published at Nashville, Tenn., where the family now reside. This publication is the general organ for the Methodist Episcopal church, South. He has long been a contributing editor of the Christian Century, of Chicago. He received the D.D. degree from Central College, Fayette, Mo., June 3, 1935.

Mr. Ransford attended the grade schools of Missouri and graduated from Central College June 6, 1921. He received the A.B. degree in economics and history. He then took a business course at the St. Louis Commercial College and subsequently served as principal of that institution.

Mr. Ransford's first step in a mercantile career was made when he entered the employ of the Stix, Baer & Fuller Co. (Grand Leader), the second

TO FIGHT BELOW-COST SALES

An organized country-wide effort to bring about price stabilization in the food and grocery industry through the co-operation of manufacturers and distributors in creating a National conference committee to embrace all branches of the industry has been started in New York.

The Associated Grocery Manufacturers of America, Inc., which includes in its membership most of the large producers in the country, has called a meeting for July 11 to be held at the Waldorf-Astoria Hotel, when a committee representing leading manufacturers in the forty or more branches of the industry will be named to co-operate with distributors in the organization of a central group along permanent lines.

Paul S. Willis, president of the Association, has sent out invitations to distributors and their representatives to join in the movement to create a National conference committee by first calling a meeting of their own groups to act on the question and then confer with the manufacturers in an effort to stabilize the price situation.

The particular aim of the movement refers to below-cost selling, with Mr. Willis denying the accusation of distributors that wide-spread price-cutting in the industry, particularly since the elimination of NRA restrictions, has been due to alleged discrimination by the producers favoring large quantity buyers, such as corporate chains and other groups.

Mr. Willis placed the blame for below-cost selling squarely upon distributors and declared that wide quantity discounts had been leveled out by the NRA and manufacturers are strongly opposed to making any change in their arrangements in this connection. Efficiency in the operations of wholesale distributors, he asserted, has resulted in independent retailers owning their merchandise at substantially the same cost as that of the corporate chains and other large distributors.

The National-American Wholesale Grocers Association came out strongly against loss-leader selling last week, announcing it as the most serious evil facing the industry. The board of governors of the Association authorized T. B. Terry, president of the organization, to take immediate action which will lead to a conference among wholesale and retail distributors in an effort to center interest upon the enactment of State statutes that would prohibit for sixty days a retail distributor from selling items below the purchase price or replacement cost, whichever is lower, plus the average cost of doing business, with necessary exemptions, particularly one giving all the right to meet a competitor's low but legal price.

Declaring that the trade practices of the manufacturers are closely interwoven with those of the distributors, Mr. Willis urged that co-operative action be taken by every branch of the industry to strive for the passage of a Federal law, which could be adopted by each State, to check below-cost sales.

"Many, 'cure-all' proposals have been offered, legislative and otherwise, but

in most cases they have been drawn to fit the selfish needs of the proponents, without proper regard for the industry as a whole," Mr. Willis added. "While this makes good 'window dressing,' it will not bring about the desired results.

"There seems to be a lot of 'wild shooting' that the manufacturers are to blame for all this price-cutting because of price discrimination. While this may account for part of it, it certainly is true, however, that during the period of the NRA there were very definite improvements—quantity discounts have been leveled out, advertising allowances to a great extent have been eliminated and there has been substituted a contract for handling co-operative advertising, and I am sure that manufacturers will continue to improve this situation, for they realize that distributors must have an opportunity to make a profit on their merchandise. While the mark-up provision in the code did not do a perfect job, it did, however, the best job of all times to reduce below-cost selling."

AMERICANS ALL

The one hundred and fifty-ninth anniversary of the adoption of the Declaration of Independence is an American festival, and a day for natural emphasis upon Americanism. Yet not all the laurel wreaths of this commemoration are laid on the tombs of Jefferson and Adams and other natives of our soil. The occasion is marked also by special honors, shown by Americans of different national descents, to heroes of the Revolution and of the early days of the Republic who were not of American birth.

The services of several of these men were of conspicuous and critical importance. Von Steuben, the German drill master of the Continental army, brought to the rustic colonial volunteers the tactics which gave to Frederick the Great and his Prussian soldiery "the fame which filled the world." Kosciuszko, the Polish artilleryman, became the American pioneer of army engineering and practically the founder of the West Point Military academy. Thomas Paine, a wandering star of revolt, shed some sharp rays of light in the gathering storm, and probably did more to crystallize the growing hatred toward England than any other man in America. He is credited with first using the name "The United States of America." And Alexander Hamilton, who won high distinction in the critical years of our history in the Revolutionary army, in the constitutional convention, in congress, and in the open field of political journalism, was a native of the West Indies.

The calling to remembrance of the names of foreign-born Americans who might ungratefully be forgotten, like the young Irish General Montgomery, who fell in the Quebec expedition—the recall to memory of the foreign birth of some who are usually thought of as natives, will not detract from the wholesome Americanism of this commemorative occasion. The Americans of German descent are justly laying emphasis not on the German birth of von Steuben, but on his Amer-

ican service. The Americans who share Kosciuszko's racial inheritance are seeking ever to have the extent of his labors and achievements in the Continental army better known, as his European career, with all its suffering and glory, is widely known already. These men of European birth were sharing a great American movement, and their memories are revived with the memories of natives, in a great American commemoration.

In 1776 and in 1935 Americanism is a matter of life-activity and life-purpose, not a mere matter of birth. John Paul Jones was born in Kirkcubright, Scotland, but he has no place in Scotch history. He founded the American navy, and here is the country of his fame.

TRENDS MORE MIXED

Moves and counter-moves in the Roosevelt wealth-taxing program were of major interest to business during the week. Hasty action was finally discarded but a decision apparently made to continue Congress in session for another two months until such legislation is passed. The "must" bills, it was indicated, will be finished up by July 15.

The prospect of Congress in session for weeks beyond earlier estimates was, of course, not at all reassuring to business interests. They are resigned to much of the legislative program and yet overwhelmingly desire a "breathing spell," during which, they are convinced, considerably more progress can be made in furthering recovery than through any steps Congress might take under the menacing hand of a would-be dictator.

Business developments, as reflected in the statistics now at hand, appear to be more mixed than they were. Trade has regained a fairly even keel, but there are diverging trends in industry. The index has declined rather sharply because of the marked drop in carloadings. The coal strike truce curtailed fuel shipments to a marked extent. On the rising side was the electric power series, which moved to the highest since late in 1929.

A decline in copper last week may foreshadow other price reductions which were looked for after the voiding of NIRA. So far, however, there has been little evidence of pronounced price weakness in commodities. When the seasonal slack period is over and large orders for Fall are tendered, the true state of affairs should become known.

DRY GOODS CONDITIONS

Retail trade gained last week in many sections of the country under the influence of warm weather and approach of the holiday. The increase here put figures even with a year ago. Demand ran principally to apparel and accessories. Home furnishings were quieter.

For the month just closing it is estimated that department-store sales here will run 2 or 3 per cent. under the same period last year. This decrease, however, will be due to the extra business day in June, 1934. For the country as a whole a fair gain probably will be shown.

Several stores here have obtained healthy increases over a year ago as a result of large and timely promotions of low-price items. These have generally comprised dress accessories of one type or another and spectacular quantities have been moved.

That certain changes in consumer demand are in prospect and require careful watching seems to be a growing idea among retailers. Food prices are lower and should continue to place less strain upon family budgets. At the same time travel and entertainment expenses are running higher. White-collar workers may be helped by the new work relief program.

Wholesale merchandise markets were more active last week, the number of visiting buyers rising to the highest since late in April and 18 per cent. over a year ago. Merchandise for special sales was sought principally, with August coat business well ahead.

PRICES DID NOT COLLAPSE

In the month that has elapsed since the NIRA decision, the striking reaction, of course, has been the widespread desire of business interests to retain many of the provisions of that much-criticized act. When business had the recovery measure and the codes, condemnation and ridicule were universal. Now that they are gone, no one but freaks and cranks seem to want them replaced in one way or another.

The new Recovery Administration is going very slowly on policy. It is not refusing to look over voluntary trade agreements and will accept such documents for inspection. But that is about all, and officials are obviously very wary about making definite commitments.

They appear to be wise in this because a number of the voluntary agreements that go beyond wage and hour provisions and commonly condemned trade practices fall under the ban of the anti-trust laws. Action by the Federal Trade Commission will no doubt make this clear at no distant date.

As far as the practical effects of the voiding of the NIRA have gone in the intervening month, there is reason for cheerfulness in business. Prices did not collapse. There has been some easing and most of this has been in the food groups where prospects of record harvests have undermined quotations. Other classifications have been more or less steady.

Wage and hour provisions as a general rule have been continued on the NIRA basis. Some lengthening of hour schedules has been noted and numerous small manufacturers and tradesmen have probably deserted the former standards altogether. Whether competition from these sources will prove strong enough to bring down the whole structure is a question that only time can answer.

One of the eternal conflicts out of which life is made up is that between the efforts of every man to get the most he can for his service and that of society disguised under the name of capital to get his services for the least possible return.—Oliver W. Holmes.

OUT AROUND

Things Seen and Heard on a Week
End Trip

Greenville, July 1—The enclosed picture is one that the writer thinks would be of interest to you. It shows William Cannon, of Ionia, accepting an order from the fourth William Bradley for the Scotten-Dillon Co., of Detroit.

Mr. Cannon has represented the same firm long enough to sell four generations of William Bradleys in the same location. In my opinion that is quite a record. William E. Bradley.

The portraits in the center of this page represent the gentlemen referred to in the above letter. They are both to be congratulated—one that he has been able to sell four generations of Bradleys and the other that he is the fourth in line of so remarkable a family, who have upheld the dignity and integrity of the wholesale and retail grocery business so many years.

Wycoff & Smith, shoe dealers at Greenville, if both live until Sept. 1, will round out twenty-five years in the shoe business. They are in the same location where they started and have many customers who have never parted company with them since they first opened their doors.

F. J. Hill has been engaged in general trade at Orleans twenty-six years. Very few men who had a hand in the starting of the store are still alive.

Had a call last week from Wm. H. Downs, who was a leading member of the traveling fraternity when the Tradesman was established fifty-two years ago. He handled men's furnishing goods nearly all his life and was a member of the wholesale furnishing goods house of Swarthout & Downs, which gave up the ghost after a career of a half dozen years. He is 84 years old and resides with a younger sister in Battle Creek. His mission to Grand Rapids was to investigate an investment offer which was presented to him by a Grand Rapids man who offered him three shares of stock in his confectionery factory for each two shares of stock he held in the Petoskey Portland Cement Co. He came to me because the stock salesman said he had induced me to make a similar exchange. I told him the salesman had told an untruth, because I never knew the man or heard of his company and had not been approached by any one to make the exchange he described. Mr. Downs said he expected me to say what I did, because he found the man a prevaricator before he called on me. The salesman told Mr. Downs his factory occupied a three story factory building, but investigation disclosed that it was confined to the kitchen of the man's home—and not a very large kitchen at that.

John Nellist, the map maker, florist and horticulturist, is developing a fruit farm in Leelenau county, two miles East of Leland. He says the outlook for a large fruit crop in that part of Michigan is the best this season it has ever been. He said he needed a power sprayer last spring. Instead of buying a new machine at a cost of \$600, he

bought three crippled sprayers of his neighbors, took them apart and evolved a good machine at a cost of only \$60. His experience was somewhat more satisfactory than the students of Prof. Charles Darwin, who undertook to play a joke on the great naturalist, without success. They caught a number of bugs, pulled them apart and created a new bug by gluing some of the parts together. They then took the creation to Dr. Darwin with the

the House of Delegates, a job that he had held since 1922. Last September Dr. Warnshuis, 55, gave up his home at Grand Rapids, where he long had been secretary of the Michigan State Medical Society, to become secretary of the California Medical Association. His prime work in California was to hold the California society's medico-economic rules in line with the policies of the A. M. A. Last month the California society decided to make the best of local conditions and to co-operate with advocates of compulsory health insurance—anathema to A. M.

comes in contact with the windshield and is so designed that it may be quickly and easily installed in any standard make of blade or metal holder. The saving to motorists is obvious, as the new rubber wiping edge refills will retail for ten cents.

"A unique merchandising plan in connection with this new invention has been worked out, by which the rubber wiper refills will be used by oil companies to increase traffic through their filling stations."

Shelby, Michigan, June 27—Saturday or Monday you will get a marked copy of the Herald in which I express in eleted verbiage my opinion of the Grand Rapids "Trade Tour" which passed through our town "on high" a few minutes ago. It consisted of six cars and a callopie which made no stops for even a minute's greeting—except for two cars and the occupants of these were probably sorry, as they got the "razzberry."

Shelby has finally come to the complex that its merchants see no reason why they should buy in Grand Rapids, when they can buy elsewhere, especially when the town is not placed on the "stop" schedule of this so-called trade tour.

I'll bet that the financial credit of the Shelby merchants is as good as that of any town of like population.

Our cannery is opening with 150 people on strawberries, paying minimum wages and employing no one under 18 years old. The Harrison Manufacturing Co. is running full force and is just now erecting a considerable addition to its storage facilities.

Do you know, I think that Grand Rapids is in greater need of its old-time leaders taking hold of the town politically and commercially than any town I know of.

Harry M. Royal.

The article which appeared in the Oceana Herald was as follows:

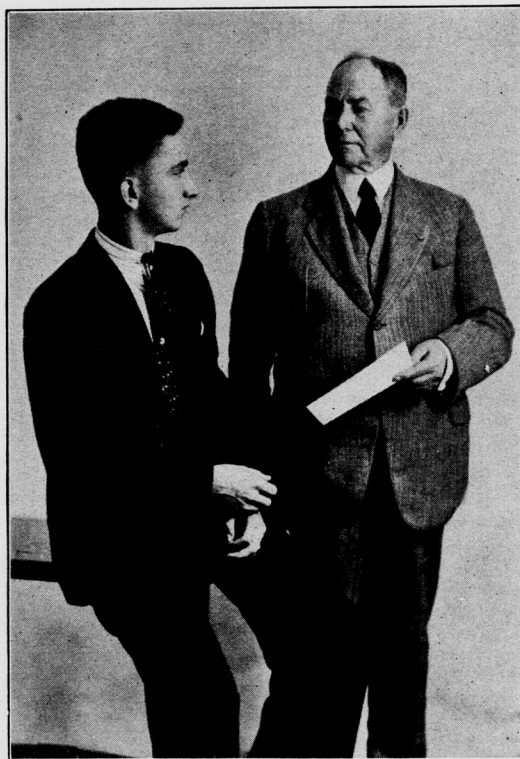
Yesterday the Grand Rapids "Trade Tour" passed through Shelby "on high" to the accompaniment of raucous music. It made the much appreciated diversion—two blocks distance—to pass through the town's business street. Maybe that concession will have the desired effect of boosting Grand Rapids trade in this bailiwick—apparently regarded by the Valley City business nabobs as a hick town. And there is no town in the whole United States which is in more need of "head-fixing," political and commercial, than that famed city in the valley of the raging Grand.

On bringing the above complaint to the Grand Rapids Association of Commerce I received the following reply:

Grand Rapids, June 28—We have just returned from the Second West Michigan Out-of-Doors Tour over a route which took us from Grand Rapids to Newaygo, then by way of Hardy Dam to Big Rapids, Cadillac, Traverse City, Elk Rapids, Charlevoix, Petoskey, Boyne City, East Jordan, Beulah, Onkema, Manistee, Ludington, Pentwater, Hart, Montague and Whitehall, Muskegon and Grand Rapids.

You will note from this that we went through a great many communities where we made no stop whatever. The only reason for not making stops at every place was that there was not sufficient time to do so on this trip. We should like to have stopped everywhere but we hope over the course of a few years to cover every community, make a stop at each one throughout Western Michigan. We are, therefore, working on a long-time program and not on this one year's tour.

(Continued on page 23)



Mr. Bradley

Mr. Cannon

statement that they had found a strange bug. The naturalist scanned the bug and remarked:

"Yes, you have certainly found a strange animal."

"What is the name of the bug?" the students asked.

"Where did you get him?" asked the professor.

"He was flying through the air," was the reply.

"Was he humming as he passed along?" inquired Mr. Darwin?"

"Yes," was the reply.

"That's it, humbug," and the young men turned away with their heads down.

The last issue of Time contains the following reference to a gentleman who resided in Grand Rapids for many years:

The recent annual convention of the American Medical Association, held in Atlantic City, refused to re-elect Dr. Frederick Cook Warnshuis speaker of

A. Dr. Warnshuis' successor; Dr. Nathan Bristol Van Etten of The Bronx, where proponents of socialized medicine are numerous and rambunctious.

The Supreme Court has protected industry in its right to freedom and self-rule, and it now remains to be seen whether industry, by the exercise of constructive leadership, is capable of exercising the responsibilities which always go with rights and privileges.

For truck-fleet operators and for motorists, here's interesting news in a letter from Detroit:

"In the past when a windshield wiper, through age and deterioration, failed to operate satisfactorily it was necessary for the car owner to purchase a complete new metal arm and blade holder at a cost of thirty-five to fifty cents.

"A new windshield wiper blade refill is merely the rubber edge which

FINANCIAL

Further North Along the Lake Shore

Pentwater is a big lake port and, like many others has seen better days. Sands & Maxwell and other lumbermen operated large mills here, converting millions of pine logs into lumber. The Pentwater Furniture Co. also employed many people in the manufacture of bedsteads, which they sold as low as one dollar. This was made possible by the supply of hardwood timber nearby, and for which there was little market demand. The ferry is gone, but there remains a beautiful lake and attractive scenery, which draws many summer tourists. In the early days Chicago parties built a mammoth brick hotel here, which was never completed, as funds gave out. Later it was demolished for the material. Among the leading merchants here is W. H. Gardner, also J. H. Crowner, who was a subscriber to the Tradesman for nearly forty years. Mrs. Sophia Sampson conducts the Commercial Hotel. She is noted for the excellent meals served and should enjoy a greater patronage. One of the giant National chain stores is here to bleed the community. These great corporations banished thousands of traveling salesmen, which is largely the cause of the plight of hotels, as well as independent merchants.

Ludington is entitled to credit for its co-operative spirit. Some months ago the Chamber of Commerce set up an Industrial Commission and purchased on contract an idle plant owned and formerly operated by an outside corporation. An industry was secured to occupy the plant, which is ultimately to become its property, providing it employs a certain number of people for a period of years. This project was made possible by the local workers in the plant agreeing to donate ten per cent. of their wages, which will be held in trust by the Commission and applied upon the purchase price of the plant until paid. In view of the liberal spirit of the employees, the home merchants of the city have agreed to give them a discount of five per cent. upon the goods they buy from them. This has made it possible to improve local business over a year ago. Other industries here are having a fair trade and the city is in better than average condition. When the Morton Salt Company closed its plant here and moved to Manistee, this brought to a close an industry that had operated here since early days, when the city was noted for its lumbering operations. However, with the loss of lumber and salt the community spirit has been strong here and has built a beautiful little city with a wide playground in its midst along the shores of the big lake. If Ludington merchants and business could have all of the trade that centers here, times would be good. A business survey shows that forty-five to fifty per cent. of trade here goes to National chain stores and mail-order corporations. This is a big drain on the city and saps its vitality. Many here realize this and are wondering what can be done about it. Like in

some other cities, the Chamber of Commerce here accepts the chain stores membership fees. This is a bad mistake. The greedy chain corporations gladly buy memberships in local organizations, wherever they can, so to make them mum and inactive, while they continue their exploitations of the people. There is no greater enemy to Ludington and its business interests than these greedy giants. They are not builders of towns and cities, but come to harvest what others planted. There are so many fine stores and excellent home merchants in this city, that space does not permit mention of each, but the writer wishes to commend Pearl Rosplock, a young woman, who operates a fine food store on South Madison street, which is a credit to her storekeeping and artistic ability. Few food merchants fly high, but Stanley N. Palmer has recently advanced to aviation, and hopes to possess a pilots license. Elmer Abrahamson, on South Madison street, has remodeled his store and installed modern equipment, which is a credit to his enterprise.

Scottville was one of the best country towns in Western Michigan. That is, it was until the twin food octopus of Wall street decided to have the profits on its food trade. Merchants in all lines assert that money is scarce and some want to sell out. Home food merchants are having a hard time to live. It is the same old story told in hundreds of Michigan towns where these greedy giants sap out their life blood—the profit on trade. Merchants in other towns call attention to the plight of Scottville, which was once so prosperous and happy. Among the loyal merchants here are S. W. Austin, Abbie Schoenberger and Norman V. McPherson. It is said the local bank rents one of its buildings to a chain store. It is certainly shortsighted, if it has the best interests of the village at heart. No doubt it has not given the matter much consideration or does any other property owner who rents to them. It would pay the village to buy or lease these stores and sublet them for what it could get, rather than permit these vultures to gather in the money of the community and send it away. Money paid to home merchants stays here and circulates and helps everyone.

Fountain is the center of a good farming section and trading center. Among its leading merchants are C. E. Adams & Co., who have a large stock of hardware and implements than you usually find in a town of this size. C. Stewart, who started two years ago in groceries, is coming along nicely. All report trade is looking up.

Manistee claims to have the largest salt manufacturing plant in the world. The Morton Salt Company is the owner and seven hundred tons of this valuable ingredient can be produced daily. Its fourteen wells, within the plant, reach down 1900 feet to a mass of solid salt of high quality. The great cavern below, made by the removal of salt, is filled with fresh water, which dissolves the salt into brine, which is then pumped to the surface and condensed in vacuum retorts. Here is also the Manistee Salt Company, owned


largely by St Louis, Mo., people, and the plant of Rademacher Salt Co, which supplies a high quality of condensed brine to the Dow Chemical Company at Midland. The wells of this plant are rich in bromide, and it is said that the Duponts of Delaware are considering a plant here. Manistee knows how to sympathize with Grand Haven. Both have lost out to their keen rival, Muskegon, which has captured the offices of the National Forest Reserves, located here for some years. This means the loss of over thirty families, which will be transferred to the victor. The local press blame the Chamber of Commerce for being asleep, instead of on guard. Manistee needs a revamping of its local business organization. Many will not work with the Chamber of Commerce, because it accepts membership fees from the chain store corporations. A careful survey here shows the greedy chains are getting half of all the business that centers here. This means that Manistee must get along with only half of the profits on trade. Some merchants report trade a little better, while others say no. The citizens here are noted as a hardworking, industrious people. They have a fine city in a beautiful location. The homes, schools, churches and business blocks indicate thrift and enterprise. They are entitled to the trade that centers here. Let us go back to the days when local merchants supplied all the needs of the community. They kept the profit on trade here, investing it in homes, business places, took stock in factories, banks and other enterprises. Times were good and money was usually plentiful. The city grew constantly. Suppose that half of the merchants here decided to leave and live elsewhere, and take the profits of their stores away with them, how would the people feel toward such merchants? This is just what the greedy chain corporations do. They never had any interest here but to reap what others have sowed. Manistee needs leadership to fight the conditions that drain her wealth and opportunities. It is fortunate in having a stalwart editor of a weekly newspaper. He sees and understands what monopolies are doing to impoverish his home city. The writer predicts that this young editor will rise to prominence in the affairs of his city and county. The home merchants should

get behind this newspaper with their support and assistance, to defend justice and right, by showing the people, through an educational campaign, that they undermine their own best interests, by buying from those who impoverish the community.

Onkama is another of the many beautiful villages along the shores of Lake Michigan. Its principal street borders the shore of Portage lake for a mile or more. Thousands of resorters are attracted there and many have built summer homes. Among the live merchants are T. M. Smith, J. J. Kenny, both of whom have large stocks of general merchandise. Erickson's Food Market is a busy place. The C. & J. Service caters to the farmers with a large stock of implements, tools, seeds, fertilizers, etc. Charles Renner is the genial host at the Portage Point Hotel.

Bear Lake is on a beautiful inland lake of the same name. Among the leading merchants here are D. Thompson and C. J. Williams, who have excellent food stores. The Richmond drug store has a fine stock, with refreshments and news matter, also magazines. Recently one of the twin National food stores opened here in the Masonic building, taking a lease for six months. The lodge must have been hard up to invite this octopus, which has helped to ruin hundreds of small towns. Some of the local merchants here are members of the Masonic lodge, and their brothers must have forgotten them when they voted to cripple their home town.

Arcadia, the beautiful, is a quaint little village at the outlet of Betsey river, where it empties into Lake Michigan. In the early days a sawmill was located here and later a furniture factory was built by the Behren's family. They also had a large general store and built and operated a short line railway. Recently they shipped a carload of furniture to Providence, R.I. Hardwood lumber is supplied from local forests and about fifty people are given steady employment. Fred A. Wareham, Chas. P. Matteson, J. W. Shafer and Henry Behrens are leading

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merchants. Nearby is the L. K. Putney & Son general store on a rural route.

Elberta is on M 22 at the terminus of the A.A. Ry. and car ferries. Traffic across the big lake is moving rapidly with four big boats in service. Glarum & Stoll and W. R. Thomas, general merchants, report trade better, also Eugene Bishop with a neat store and food stock. E. B. Stebbins.

It's An Old, Old Story

There are persons who constantly clamor.

They complain of oppression, speculation and pernicious influence of accumulated wealth.

They cry out loudly against all banks and corporations and all means by which small capitalists become united in order to produce important and beneficial results.

They carry on mad hostility against all established institutions.

They would choke the fountain of industry and dry all streams.

In a country of unbounded liberty, they clamor against oppression.

In a country of perfect equality, they would move heaven and earth against privilege and monopoly.

In a country where property is more evenly divided than anywhere else, they rend the air shouting agrarian doctrines.

In a country where wages of labor are high beyond parallel, they would teach the laborer he is but an oppressed slave.

Sir, what can such men want? What do they mean? They want nothing, sir, but to enjoy the fruits of another man's labor.

They can mean nothing but disturbance and disorder, diffusion of corrupt principles and the destruction of the moral sentiments and moral habits of society.

(From a Speech by Daniel Webster in the United States Senate in 1838.)

The Flag of Destiny

The Fourth of July is the most appropriate day for the Nation and its people to give adequate expression in their homes and in public to their traditionally deep patriotism and their enduring allegiance to the Stars and Stripes.

Calendar for the National Display of the Flag

January 20 (every fourth year beginning 1937)—The day the President of the United States is inaugurated.

February 12—Lincoln's Birthday

February 22—Washington's Birthday

May 30—Memorial Day

June 14th—Flag Day

July 4—Independence Day

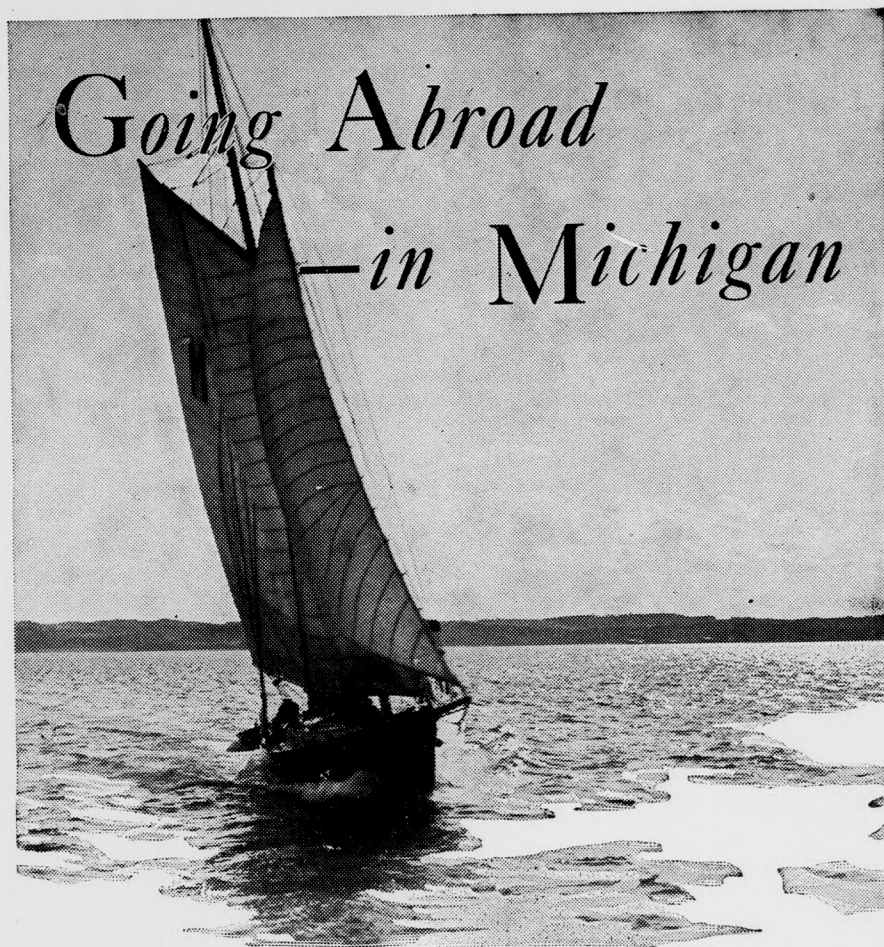
September 17—Constitution Day

Election day—Every election day—National, State, Congressional District, and other.

November 11—Armistice Day

Last Thursday in November—Thanksgiving Day

Other days, while commemorating important events and objectives of merit, are not as generally or as rigidly observed Nationally as those listed. The Flag is widely displayed for particular purposes by states and municipalities.



If you had unlimited choice in picking a site for your vacation, if you were allowed to choose among the world's finest playgrounds, you could not find anywhere a greater variety, or sites more favored by Nature, than among those that Michigan offers.

Within the borders of your native State are fishing streams that represent the angler's paradise; unexcelled highways for motor touring; the finest of golf courses; camping sites to suit any preference; five thousand lakes which range in size from a swimming pool to a sparkling inland sea.

Michigan, in short, offers nearly all those beauties and advantages for which, year after year, many people will travel to foreign lands.

To enjoy what Michigan offers, you can, if you wish, travel on

luxurious lake liners. But for these liners you need not bother with passports or visas! You can ride comfortably, speedily, safely, to your Michigan destination on up-to-the-minute trains, busses and planes.

Spend your own vacation in Michigan. Let your out-of-State friends know what splendid facilities await them here. By doing so, you will assist them toward a happier holiday. In addition, you will help to promote the popularity and prosperity of your native State.

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



MICHIGAN BELL TELEPHONE COMPANY

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—Rudolf Eckert, Flint.
Vice-President—O. A. Sabrowski, Lansing.
Secretary—Herman Hansen, Grand Rapids.

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.

Revamping a Forty-Year-Old Plan

Promptly on the demise of NRA, cutting broke loose in Los Angeles. It stirred up the usual nebulous demands for prosecution under this law or that. "Why-don't-they-do-something" was common as ever. "Authorities" were appealed to, and "all that sort of thing"—on the Mark Twain plan that the weather is talked about, but no effective action taken.

But, as reported in the Commercial Bulletin, Safeways took action. It offered in its advertising to buy and "pay for in cash at the prices listed below, any quantity of the following merchandise in good condition." Items below, any quantity of the following merchandise in good condition." Items included were ten pounds sugar for 44c in paper or 45c in cloth; Crisco or Snowdrift, 3 pound can, 54c; White King granulated soap, 40-ounce pkg., 27c; Old Dutch, 6c; Hill's red can coffee, 27c; milk, 5½c.

"This move," continues the Bulletin, "threw consternation into the ranks of those who had cut the items below cost; and, to nullify the Safeway move, they watched buyers to prevent their getting more than minimum allowances. Some defaced the labels. Safeways stated that a substantial quantity of goods had been thus purchased, and even though the labels were defaced, goods were accepted at offered prices if the condition was plainly not the fault of the purchaser."

Plainly, sellers of loss-leaders are thus made suspicious of customers, an attitude which promotes ill feeling; and of course, there can be no nourishment in sales below cost which result only in diverting your goods to competition. In case of such a strong competitor as Safeways, even the supermarket boys have to retreat—and to-day it is supermarkets and irresponsibles which work the reckless cutting racket.

But this kind of aggressive tactics, boldly adopted to accomplish a definite object effectively, is simply a different phase of what the Minneapolis associated grocers did thirty-five to forty years ago. The cutter then was a big department store with groceries as leaders. The plan was that all grocers would immediately follow every price made. There was no noise about it. Grocers simply matched the prices after every advertisement. That drew the cutter's fire completely—cost no grocer much—and the evil was cured.

It's better to do than to talk. Interesting, now, to note that this act to stop price slaughtering is taken by a great grocery chain.

I draw on the Bulletin once more, this time to quote Dr. Frank Warren, who writes short squibs weekly. June 14 he ran brass-tacks stuff, in pleas-

ing contrast to the customary run of grocer-blah and wish-thinking of which we see so much. This time he says:

"Either you will sell at a profit—make a profit and let others stay in business—make a profit and keep people employed—make a profit and keep a building occupied—make a profit and keep taxes down—or you will sell at a loss and go out of business."

Following this he reasons that failure to make profits which lead to loss of business results in further unemployment, increased relief rolls and hence higher taxes; but that is collateral, also quite obvious. The real brass tacks is that the merchant makes profits or loses out. It is good to stress this from time to time, since men dodge the issue on the "can't" plea. But merchants who can are the only ones who remain in business—the only ones who ever have or will. They do not hold on through dodging any issues or blinking facts. There is no plan or scheme whereby those with wishbones where their backbones should be can get by.

Somewhat on same lines is editorial comment from the Southern California Grocers Journal: "Grocers Have no Alibi." It is a straight-from-the-shoulder indictment of those who order merchandise—specialty or other—then refuse to take the goods. Often have I told assembled grocers—the last time ten years ago in Baltimore—that one great advantage the chain had was due to the certainty with which the seller could rely on a chain signature.

That fact always has helped to obtain lower prices, discounts and other concessions for chain grocers. Any packer or manufacturer can well afford to favor a reliable customer against an unreliable one. And the Journal is right: there is no alibi! More than that—and this I told my Baltimore friends—any single grocer, all by himself, can obviate this handicap for himself any time he elects to stand behind his signature every time. That's something to think about.

One grocer, who runs one store, has a way of keeping facts and figures handy. Ask him a question, and like as not, he'll turn to a file on his wall and give you comparative information for years back. Here are some items tabulated from his records end of 1934:

January 1934 sales were 3½ per cent. below January 1933.

February was 4½ per cent. above the previous year.

March sales were 19 per cent. above March of 1933.

April was 14 per cent. above; May 25½ per cent. above; June 34 per cent. above; July 25½ per cent. above; August 34 per cent. above; Sept. 38 per cent. above; October 52 per cent. above; November 47 per cent. above; December 43 per cent. above.

This was in his own store and he knew what he talked about. He has given me other facts not so favorable at times. But what a fine thing to know your own business that intimately.

British grocers seem to average no better than ours on many points. "Insufficient use is made by retailers—

grocers no exception—of their percentages,"—recently said the secretary of the Glasgow grocers association. That was the, to me, surprising condition I found there on my 1924 visit. But that only gets us back to all "averages" among tradesmen, to confirmation of the truth that advancement, betterment, higher intelligence or industry never springs from the average man anywhere.

But two things are true in this connection: That the British average is higher, scientifically, than ours; though the trading instinct may not be. And that the basic requirements for more scientific retailing are simple. The main thing is ability to pay attention, to concentrate on daily facts and common figures, and to use simple methods to arrive at current data.

This entails mental industry, but certainly not strenuous industry. Yet I have found men, highly successful as buyers, sellers, pricers and competitors, so averse to what they call "office work" that they miss important profit-opportunities by reason of their neglect. Here is another place wherein the grocer "has no alibi," except his own mental laziness.

A final note of interest from Glasgow is that margins range from 12 to 18 per cent. gross. That strikes 15 per cent. as the average—unchanged during many years. It is well for us to fix those figures in mind, for that is what we are coming to. Economic law so rules—and no "authority" can contravene those rulings.

Paul Findlay.

Grocer's Mix-up with Labor Unions

A New York grocer signed a union contract stipulating that he would employ two extra clerks from the union. Shortly after signing, business dropped off somewhat, so this grocer discharged one of the clerks. Immediately the union picketed the store, and the effect of the picketing was to reduce sales another \$1,000 a week. The grocer took his case to court seeking an injunction to prevent the picketing, but the New York justice upheld the union, avowing that written agreement had been entered into and the grocer would have to live up to it for the life of the contract or else be satisfied to have the union picket his store.

Taxes will tax recovery.

May Repudiate Veto of Utilities Bill

If the House of Representatives persists in its refusal to pass the "death sentence" upon public utilities holding companies as demanded by the administration, veto of the legislation by President Roosevelt will be invited, with the prospect of the Wheeler-Rayburn bill being defeated.

The Senate agreed to the proposal to bring about dissolution of interstate holding companies by a one vote majority. If the House votes down a motion to substitute the Senate draft of the legislation for that of its own committee, the matter would go to conference action, where probably the House proposal would prevail.

The veto message would probably be voted upon on the question of whether the President should be sustained, requiring a two-thirds vote in each House of those present and voting, to carry. The President's veto hardly would be upheld in the Senate, even if it did muster a sufficient number of votes in the House.

Conflicting Appraisals of Business Outlook

Sentiment in administration circles in Washington with regard to the course of business activity for the remainder of the year contrasts sharply with that prevailing here.

Since the NRA code abandonment, official opinion in Washington is coming to expect a reaction in the near future, it is understood. Lower agricultural prices and prospects of industrial disputes intensify such fears.

Most observers in New York, however, expect only a moderate seasonal contraction, with an early fall upturn. Easy money, signs of revival in the heavy industries and the fact that most industries have small stocks and are in sound technical position now account for much of this moderate optimism. Some business men here are inclined to think that Washington exaggerates the importance of its own recovery measures and their fate.

Let each of us get to bat!

MORGAN'S FRUIT PECTIN

QUALITY UNSURPASSED



Tested recipes with every bottle. No new recipes required. Only one size package—8 ounces, packed 12 and 24 to the case. Be sure you have a good stock on hand. For sale by all jobbing houses in Grand Rapids and other Michigan jobbing markets.

Made by
JOHN C. MORGAN CO.
TRAVERSE CITY MICHIGAN

MEAT DEALER

When One Market Will Do, Why Have Two?

Unlike the fellow who, having grown up in the meat business, thought there was nothing more to learn about it, Otto Rumsfeld, of Chicago, is continually looking for better ways of doing things. Which may be the reason he gets along so well and that being always on the lookout, he can more easily meet a sudden turn with prompt decisive action. It may be why you will find in his market some unusual but practical methods and cleverly worked out devices of his own handiwork, each an answer to some particular problem.

Here is one dealer who is almost sure to be present at any gathering of meat men to see and hear what's going on. He attends association meetings regularly and recently when a series of salesmanship lectures were given he brought all of the meat cutters from both of the Rumsfeld markets and they made good use in their daily work of the information received there, to the benefit of themselves and their employer.

Being prepared for any new situation is typical of this Chicago veteran, who is still learning and making use of what he learns.

Recently when the landlord decided that the business of the Rumsfeld market at 3805 Broadway was so good that it would be a fine time to raise the rent about \$50 a month, he guessed wrong as to the time. The resourceful Mr. Rumsfeld immediately had a conference with his other landlord at 1221 Wilson avenue, ten blocks away, and as a result it was arranged for an addition to the rear of that store, making it 75x16 feet, with an added rental of \$15 a month, and the two markets were combined at the latter address.

The work of remodeling was completed three weeks ago, with no interruption in service to customers, and now the Rumsfeld business is under one roof and doing better than before, for the overhead is less than for two stores and the regular trade has greatly increased.

The brightly lighted, newly decorated and roomy interior brings people into the store, where Otto Rumsfeld, a master salesman, and his son Harvey, and their efficient staff know how to please them. This is really something considering the competition over on Broadway, a block and a half away, the busy "main street" of Uptown Chicago, where chain stores, super-food marts and all the rest are engaged in a battle royal with cheap prices on their banners and cow meat in their cases mostly. Rumsfeld's has always handled choice grade and got the price. Some of his customers of seventeen years ago are still trading with him.

But the neighborhood is changing rapidly. Since May 1st, residences are being divided for light housekeeping, which is the reason for the Rumsfeld market putting in a department for lower grade meats. This department is doing splendidly, but Mr. Rumsfeld says he is surprised at the way custo-

mers turn to the better grade when they feel that they can afford it, proving that people really prefer quality. Last week his trade in choice grade meats increased \$120 over the week before. Here there is a differential between the two grades handled of 15 cents on round steak, 4 cents on pork chops, 5 cents on short ribs, and other meats accordingly. Cube Steaks from ends and rounds bring 29 cents, and sirloin butts 39 cents.

No groceries or canned goods are handled, nothing but meat and a few condiments and pickles, which of course belong with them. Some groceries may be added later if the customers desire it.

It was Mr. Rumsfeld's first intention to utilize the display cases that he already had, but he found there would be little economy in this. New refrigerated cases of latest type, manufactured by a reliable Chicago concern, could be made to fit better and give more satisfactory service. These, all white with pale blue lines, are set off with walls and ceiling similarly decorated.

In the display cases are cleverly devised glass partitions that are movable so as to form divisions for cheese, chickens and different kinds of meats.

Half way back in the store there formerly stood the cooler. This was moved farther to the rear, and for the first time in the seventeen years he has operated the store, Rumsfeld saw the skylight that had been hidden by the cooler. It now diffuses light in the daytime and is a wonderful help, even though the electric illumination is used also during busy parts of the day.

A compartment built into the corner of the cooler at the end of the display case provides a place for the meat grinder. By opening a glass door, the machine is operated by the salesman without him going out of the sight of the customer. The compartment is formed of zinc, and extending into the cooler it is kept as cold as the temperature therein. There is also an open niche for the cube steak machine.

Another unique arrangement is a table and tank for cleaning chickens, located back of the counter, with running water from the small ice machine in front which refrigerates the display window. Besides providing cold water, it makes carrying chickens to the rear unnecessary.

An unusual place for the cashier is provided at midway of the length of the display cases. Besides taking less room in the store than a booth located elsewhere, it is convenient in numerous ways. It takes less time to go to the phone, and when the cashier is out the sales person has only to step up to the desk to make change.

Advertising freely, yet without ballyhoo, strict adherence to the policy of doing just what is advertised, good meat displays, and serving customers as they want to be served, account for Rumsfeld's success.

Keeping up to snuff in operating methods makes it possible for him to make a profit whether times are good or bad.

Conceit may puff a man up, but never prop him up.—Ruskin.

Store Forum as Aid to Intensive Selling

Nearly every newspaper, at least the ones appearing to those protean but still definitely catalogued activities called "women's interests" has a "forum" for the interchange of recipes. Other women want to know what other women have found out about the seemingly eternal marriage of bacon and eggs, or how to grill yellow pineapple slices so they may be served with meat, or how to make some new dessert which will make dessert-loving John think that his Mary is the very best cook in the world!

And a great many women read these paper, and try the recipes which other women, or the publications' home economics editors put in the food column for their particular attention. One may know this by the growing space these columns draw in the papers, or by talking with women who have just tried this or that recipe which they found in the paper, and which "worked" beautifully.

Of course it worked. Newspapers hire home economics experts to publish recipes which will work, another evidence of the care with which these columns are conducted, and the importance which the newspaper considers them.

Why not a store Forum?

In some stores, particularly neighborhood ones, where many of the same people come in every day, this may be easily accomplished by an inquiring clerk, who asks a woman (known to him) how she uses a certain cut of meat, vegetable or fruit for parties. He listens carefully to what the woman says, possibly questions her about it. If there are any women in the store, they may be interested also. If not, the next customer who comes in may be treated to this kind of talk: "One of my customers was just telling me so and so about making a dish with this type of food," holding up the food in question. Or he might assemble the ingredients for the dish under discussion, and begin his sales talk from that.

Effort in directions for this type is intensive selling, and, if handled diplomatically and built up properly, should be conducive of a considerable proportion of new sales. It may be handled either in a neighborhood store or in a store which caters to a cosmopolitan source, since the approach will either be through the personal one, "Your neighbor, Mrs. So and So says this about making a dessert or a salad," or through the impersonal ap-

proach of "a customer just told me, etc., etc."

Concentrating on party dishes is a good way to start this Forum, since women are always interesting in something new, such as decorative fruit gelatin molds, fish mousses, ice box desserts, quick layer cakes, which help sell the ready made layers in boxes, as well as cream to whip for the frosting, and fruit for the fillings.

Fruits, fishes, meats for quick salads or quick hot dishes, canned vegetables which are ready to serve on the instant, canned whipping cream as well as other foods may be grouped together for the special sales talk, which we will agree takes more thought, time and effort, but which will aid sales in today's highly competitive market.

Labor Troubles Stimulate Plant Shifts

Owing to fear of protracted labor disputes, concerns in several industries are reported giving consideration to shifting their plants from centers dominated by organized labor.

In the motor industry, several new parts and assembly plants are being constructed for the production of 1936 models. These new plants are designed to eliminate the "bottle necks" such as developed in the strike at the Chevrolet transmissions plant earlier this year.

The current strike in the woolen industry has already resulted in the purchase of two mills in the South by the company affected. If the strike spreads, other manufacturers may transfer operations from New England, it is reported.

The encouragement given to outside unions by the Wagner bill may stimulate this movement away from areas dominated by organized labor. Many such communities as a result are understood making strenuous efforts to hold union leaders in check to avoid losing important industries.

More home-building would bring home the bacon. Government plans have proved mostly gold-bricks.

We again are living under the law, not orders; under principles, not personalities.

No man can ever end with being superior who will not begin with being inferior.

Live wires need no charging.

ROWENA

CAKE FLOUR!

is sifted thru silk

VALLEY CITY MILLING CO.

Portland, • Traverse City, • Grand Rapids,
Holland, • Detroit, • Kalamazoo

HARDWARE

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

The National Hardware Congress Held in Detroit

For the third time in its history the Michigan Retail Hardware Association entertained the National Congress. Previous congresses established Michigan's reputation as a host. We were determined to show our visitors that their expectations of entertainment would be realized in Detroit. Everybody was ready for a good time and everybody had it. I had a few bad minutes, Monday evening, just before Curly Moulton flicked a cigarette out of my mouth from a distance of 30 feet, in his bait casting demonstration. After that ordeal was successfully passed I enjoyed myself.

The musical program preceding the convention program Monday evening, the 50 foot "Michigan Outdoor" display, the Chevrolet Glee Club Concert, the dance and movies closing the evening, established a high standard of entertainment which continued throughout the week.

The Tashmoo boat trip Tuesday evening sponsored by a manufacturers' and wholesalers' committee, proved a wonderful evening from start to finish.

The Wednesday night opera, "Rose Marie," with 200 voices on the largest stage in the world, was another high point in entertainment.

The afternoon entertainment for the ladies, including Dearborn Inn, Greenfield Village, a tour through the Detroit News, WJR Radio Station and the Detroit art center, concluding with the organ recital, were all popular with the ladies.

I will not attempt to mention the name or tell what the various speakers said. My own impression of the program is that it was not only the most outstanding one since I have had the pleasure of attending National Congresses, but a record was set for constructive planning which, if hardware associations are alive to their opportunities, will mean the biggest step forward in the history of independent hardware distribution. We are in a position to profit by the example of other lines and, by proper action, place ourselves in a position to meet syndicate competition now, while we have the capital and energy, rather than wait, as others did, until capital was depleted and energy diminished.

Hardware store managers are forced to spend too much time in buying and sales promotion and advertising activities. By proper organization (and the way was pointed out at Detroit) we can turn over these activities to experts in their lines, using the present machinery of distribution, and concentrate our efforts on sales activities and merchandising.

I am not afraid that this will lessen the independence of the hardware retailer. In fact, as it releases his energies to be used in sales building, it

makes him more, rather than less, independent. This is the story I read from the Detroit National Congress. My energies will be devoted to making that dream a reality.

A. D. Vandervoort, President.

The title chosen for the Congress program, was "Reading the Riddle of Competition." Most of the speakers were selected from distribution fields other than hardware, to discover how other trades meet syndicate competition. This plan proved unusually successful in stimulating the imagination and in constructive suggestions showing how the job can be done.

Every person who attended the Congress left with the idea that the future for independent hardware retailing was bright provided those in the industry—retailers, wholesalers and manufacturers—would work collectively and cooperatively. There seemed no doubt that the time was ripe for collective action.

Monday, Pres. N. E. Given of the National Association gave the story of the year's association accomplishments. Congressman Samuel B. Pettengill, of Indiana, told about "Government Competition" in an address full of facts and figures, interestingly presented. This talk was a revelation to everyone who heard him.

Tuesday, Charles F. Emerson and W. L. Stensgaard, both of Chicago, described syndicate methods from the inside. Mr. Stensgaard was formerly connected with Montgomery-Ward & Co., in charge of store promotion and display.

C. N. Carter, of Indianapolis, compared syndicate and independent distribution costs, showing how and where costs must be reduced. Albert C. Fritz, of Indianapolis, told how independent druggists compete, on equal terms, with the syndicates.

Wednesday, a feature address was given by Nelson J. Waters, of Paw Paw, a member of the Michigan Board on "Hardware Store Display and Promotion." Nels showed in his talk a merchandising plan for the hardware department of one of the largest syndicates, making the point that the retailer must also work by a carefully prepared plan. Other interesting talks were delivered by G. F. Sheely of Indianapolis, R. A. Chandler, of Sylvania, Ohio, and L. W. Hitchcock, of Chicago, who talked about "A Successful Plan in the Food Field."

Thursday, after a discussion of "Planned Merchandising that Checks the Chains" by F. C. Buddenbaum, of Indianapolis, and an interesting analysis of "Jobber Service Plans" by Harold W. Hirth, of Indianapolis, the high point of the Congress program was reached in the talk by Paul M. Mulliken, of Chicago, on "A Jobber-Dealer Plan for Hardware Distribution." This practical, far-sighted analysis of the present system in the distribution of hardware included a practical plan for co-operative action. Mulliken's talk "set the stage" for later work of the association in making the proposed plan of reality.

The Congress closed Thursday afternoon after the presentation of conven-

tion resolutions outlining "Policy Decisions for Hardware Independents" and a talk by H. F. Stickney of Chicago, on "Cooperation the Key."

The Detroit Congress marks a new high point in hardware association programs through its sound, constructive action.

Keep this summary of sales promotion, credit and collection agencies who have been operating in the state. Most of these have been mentioned in previous issues of the Merchandiser (also see page 3 December, 1934 Merchandiser). Write your association for information on these, or other concerns, unfamiliar to you, whose representatives may approach you. In no case pay anything down or sign an order for merchandise to be sent C.O.D., unless you know the concern or are previously acquainted with the salesman.

*Acme China Co., Greenville, Tenn.
Affiliated Underwriters Loan & Fin. Co., St. Louis, Mo.

*Alliance Pottery Co., Greenville, Tenn.

*Alliance Vitreous Co., Greenville, Tenn.
American Security Cred. Co., St. Louis.

*Central China Co., Greenville, Tenn.
Clay Robinson Products Co., Dallas, Tex.

Economy Screen Co., Holland, Mich.
Falcon Sales Co., Tiffin, O.
Flower City Rose Co., Manchester, Conn.

Mills, Morris, Dayton, Ohio.
Powers Collection Service, Chicago
United Tableware Co., Detroit
World Wide Service, St. Louis

*Apparently same management.

Detroit police department advise watching for fraudulent payroll checks, purporting to be drawn on Detroit corporations. So far, in each case the names selected have begun with either "Detroit" or "Michigan" such as Detroit Hoist & Machine Co., Michigan Steel Tube Products Co., etc. The person passing the checks usually enters a store several times before the check is presented, making small purchases. Checks are printed on yellow Hammermill paper with wide, ornate border. Directly under the name of the company, at the top of the check, are the words, "payroll check" in heavy type red ink. In the lower corner appears "payroll account" under which is the name of the bank followed by the notation, "Void after 30 days" all in red ink. No number follows name of the bank.

Successful partnerships have been forced into liquidation through the death of a partner and inability of the remaining partner to buy the deceased partner's share. Far-sighted partnerships take out insurance, paid by the firm, with proceeds in case of death of a partner, paid to the other, or to the firm or to a trust company. Accompanying such insurance should be a signed agreement specifying how the deceased partner's interest should be settled. Information on business insurance is available to member.

Michigan hardware stores sold 2 per cent. less in May, 1935, than last year.

Sales for the first five months were 8 per cent. ahead of last year's. Detroit department stores sold 3 per cent. less in May, '35 than May, '34; the first five months shows 2 per cent. gain over 1934. Building permits and estimated construction costs in May increased heavily over the previous month and over May 1934.

Regulations 13 of Federal Statutes provide that liquor bottles must have blown therein the words "Federal Law forbids the sale or re-use of this bottle." Such bottles may not be used as containers for linseed oil, turpentine or any other purpose.

Your responsibility to your customer is to see that he gets the information he wants and needs about the merchandise you sell.

To intelligently sell merchandise and to satisfactorily answer your customers' questions, a salesman must know about the goods he sells. Your salesmen are making sales for you in proportion to their information about what they are selling. And your profits are largely in proportion to their sales.

Your responsibility to your salespeople is to provide them with sales tools necessary to intelligent and profitable retail selling.

Turn your lost sales into profits by converting them into sales. You can do just that, by furnishing each of your salespeople with Hardware Retailers' new Sales Manual and enrolling them in the Study course to start September 1. There is no cost for enrollment and only salespeople employed in the Association member stores will be accepted.

H. W. Bervig, Sec'y.

Third Quarter Farm Outlook

Cash income of farmers during the third quarter should about equal the level of a year ago.

Cattle marketings in the next three months will be sharply below last year, since the number being fed is currently about 36 per cent. less than a year ago. The decline in feed costs may cause an additional curtailment in the number sold, since it encourages the replacement of depleted herds by farmers. However, prices received per animal will be almost double those secured last year, so that cash income from this source may be larger.

The number of hogs marketed during the third quarter may not exceed 50 per cent. of last year's slaughter. Receipts per animal may not prove sufficient to offset the decline in this case, owing to growing consumer resistance to higher pork prices. The gains in income from cattle sales will probably offset the somewhat lower return from hogs.

The proceeds from wheat sales should fully equal last year's, if the present price is maintained, unless heavy rainfall causes serious deterioration of the crop. Income from cotton will exceed last year's to some extent, if the 12c loan is repeated. However, only small amounts of this crop are marketed during the quarter.

DRY GOODS

Michigan Retail Dry Goods Association
President—D. M. Hildebrand, Hildebrand & Co., Harbor Beach.
First Vice-President—C. R. Sperry, J. B. Sperry Co., Port Huron.
Second Vice-President—F. F. Ingram, L. H. Field Co., Jackson.
Secretary-Treasurer—Leon F. Rosacrans, Fred Rosacrans & Sons, Tecumseh.
Directors

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

Some Outstanding Developments in Fabrics

Speaking to storekeepers assembled from all over the country at the annual meeting of the National Retail Dry Goods Association last month, Charles K. Everett of the Cotton Textile Institute named six "outstanding developments" in cotton cloth:

1. Cloth that cannot shrink more than one-fourth of one per cent. A mechanical process, with no use of chemicals, produces this result.

2. Cottons that are practically waterproof but look like ordinary fabrics. For many uses, from beach robes and swim suits to underwear, women's suitings, upholstery, and canvas. Result produced chemically in the finishing process.

3. Cottons which do not wrinkle or crease. For these, the yarns are impregnated with synthetic resins.

4. Cloths with permanent finish. Progress of the last year or two has made possible organdies and voiles, among others, with a finish guaranteed to last as long as the fabric. No longer need the first laundering destroy the original, fresh, crisp appearance of pretty clothes.

5. Long-life fabrics. A chemical process announced in May increases the life of cloth. Tire fabrics made with it will stand up longer under internal heat. The process is also expected to be applied to shirtings and underwear fabrics.

6. Weaves that permit air circulation. These are specially for Summer use.

Mr. Everett spoke, of course, only for the cotton manufacturers. But progress in cloth construction is not confined to their industry.

Some of the most interesting novelties—with very practical characteristics—have most recently come neither from cotton, nor from wool, nor from linen, nor from silk, nor from rayon. Yet these, if I am not mistaken, complete the field of traditional fabric materials for general use. If the reader is unable to name a material responsible for the new fabrics to which I am referring, he need not be chagrined. It is transparent cellulose, which in recent years has so successfully stolen the field of package wrapping.

Here is the way one of the new fabrics is made. A sheet of transparent cellulose is coated on one side with a non-tarnishable metal. Two such sheets are then laminated together to make a single sheet with metal finish on both sides. The sheet is then slit into narrow

ribbons which may be woven directly into a fabric along with rayon or cotton, or which may first be combined and then woven.

Draperies, silver slippers that stay silver, metal cloth evening wraps which retain their lustre, are only a few of the possibilities.

Another stunt: Slit cellulose film (not metal coated this time, but plain) is knit into aprons and collars and cuffs which cannot wilt in hot weather, and which, because of the nature of the material, seldom get dirty.

Japanese Wary on Export Orders

Fearing the imposition of additional anti-dumping regulations, Japanese manufacturers of goods comparative with American products are hesitating to accept large contracts for future delivery here, buyers returning from the Orient report. Back from Spring trips, importers said they purchased less this year than at any time since 1930. Reasons given are that attractive terms cannot be obtained on small scale orders and Japanese producers refuse to gamble on large commitments for goods which may be barred before shipments are completed. American buyers have protected themselves by insisting upon provisions for cancellation of contracts in event of anti-dumping regulations here.

Fall Preparations Gain Headway

While fair re-orders on Summer merchandise were noted in the market last week, attention has not shifted very largely to August sales and intermediate Fall merchandise. The number of buyers interested in cloth coats, who will arrive here this week, will be larger than last week, and with manufacturers' lines more complete it is expected that considerable business will be placed. Coat manufacturers are watching the trend toward shorter skirts in Fall dress lines, as a factor which will affect the length of cloth coats. Activity in furs continues, with increased commitments reported in popular price coats of the swagger type.

Knit Goods Prices Steady

While Fall knit goods volume has been slow in reaching any sizable proportions, mills have held prices extremely firm, selling agents report. Sweaters have been kept unchanged at the new levels to which they were advanced at the beginning of the month, while underwear mills have shown no signs of shading the base prices they established on heavyweight goods. At the same time stocks have not been built up by manufacturers, with the result that the technical position of the market is fairly sound. In the next two weeks agents expect that some good-sized orders will be placed.

Blanket Prices Hold Steady

Blanket prices have held up remarkably well in the face of a lagging demand, selling agents report. One of the main reasons for the firmness is that mills are reluctant to have to grant rebates to those buyers who have already placed orders, a procedure which would be necessary if prices were reduced. While in recent weeks, orders have been restricted, enough business has

been placed to give manufacturers some indications as to style, color and construction desired by retailers. As a result, they are better able to gauge their production.

Guild To Notify Stores on Rules

The Fashion Originators Guild of America plans to notify 6,000 retailers throughout the country who have signed the declaration of co-operation with the guild that the rules and regulations adopted prior to the NRA continue in force despite the invalidation of the NIRA by the Supreme Court. The notification is expected to take the form of a communication in which the fair trade practices will be listed and the policy of the guild explained. It is expected that the communication will be issued next week.

Predict Gold Jewelry For Fall

Indications point to marked favor for gold types of jewelry in the Fall, with some manufacturers looking for the biggest season in metal jewelry of this kind since 1928. This month is ordinarily a quiet one for metal jewelry, and despite the notably active Spring in this merchandise, re-orders have continued to come through. Requests have also been made by retailers as to what producers will feature in gold for Fall, with the result that the new lines will probably be shown slightly earlier than last year. While favor for necklaces is still in the balance, the favor for pins and clips, bracelets and earrings is expected to be large.

Confident on Glassware Outlook

Purchasers of glass products continue in the market, but the volume remains close to previous levels. Manufacturers are keeping production in step with demand and look forward—with the possible exception of plate glass—to higher peaks in sales during the last half of the year. Taking the industry as a whole, the first half of 1935 has been better than the corresponding period of 1934. Recently orders for plate glass from sources other than the automobile trade have been fair, and there are other signs of improvement.

Demand for Lamps Eases

Lamp orders were scaled to small proportions in the wholesale market last week, following the active buying which marked the early part of the week. Retailers have filled require-

ments for immediate needs. Stocks of goods for Summer sales to be opened early next month are now complete, it was said, and little additional business can be looked for on seasonal wares. Interest in Fall merchandise, and in the possibility of higher prices for lamps, continues keen, but producers are guarding lines closely until the seasonal openings next month.

Stand Pat on Chinaware Prices

A report that pottery interests will stand pat on their decision to enforce higher prices and quantity term regulations spread through the market last week as producers continued silent on the demand of retailers for modification of the regulations. Retailers held to the opinion that the manufacturers would refuse to act and depend upon the stores' need for merchandise in July to break the deadlock on buying which has existed since the price changes were announced late in April.

Straw Hat Sales Improve

After a slow start, straw hat sales have picked up rapidly in the last few weeks and substantial re-orders are appearing for them, manufacturers report. In addition to the unfavorable weather this year, the popularity of lightweight felts has cut somewhat into the sales of straws. On the whole, however, the unit volume this year will compare favorably with that of 1934. Prices are somewhat lower, so dollar volume will probably suffer, it was said.

Store Stocks in Good Shape

Stocks of Summer goods in the hands of retailers are notably low and indicate an excellent inventory condition just prior to the July 4 clearances, reports in the market here yesterday agreed. Most retailers, it was added, have been forced to add substantially to stocks for July selling, thus clearing the wholesale markets of the comparatively limited amount of off-price goods which has been offered.

To follow foolish precedents, and wink both our eyes, is easier than to think.

If labor and employers would now bury the hatchet—not in each other's neck!

Who seeks and will not take when once 'tis offer'd shall never find it more.—Shakespeare.

For PROMPT service and ECONOMY'S Sake

Against FIRE and WINDSTORM Hazards

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THE MICHIGAN RETAIL DRY GOODS ASSOCIATION

320 HOUSEMAN BLDG.

GRAND RAPIDS, MICH.

HOTEL DEPARTMENT

Most Delightful Combination of Mountain and Lake

Los Angeles, June 29—Comes the information, at the hands of Dr. Moore, that his brigade of students have elected me to a position, something akin to the ringmaster in a circus, to act in such capacity during their encampment on Mt. Wilson, next month, and to be candid about it, I rather incline toward the job and have accepted. There are in the neighborhood of 40 of these hand-selected youths ranging from 14 to 17 years. I was with the bunch last year and they were the source of much joy. Incidentally, they seem to be fond of me. Later on will have more to say about them.

Reminding me that last week-end the kindly physician insisted on my acting in the capacity of private secretary for a trip to Lake Arrowhead, and I went along, for where else can the delightful combination of mountains and lake be found within so short a distance of Los Angeles—approximately 90 miles. The intervening distance was a kaleidoscopic vista of communities and rows of fruit bearing orchards, while paralleling us marched the towering giants of Mr. Wilson and Old Baldy. On reaching San Bernardino we made a left turn and presently found ourselves rolling smoothly up what is known as the "high gear" road which leads to Arrowhead as well as Big Bear. Traffic was fairly heavy even at an early hour, which would indicate that hundreds of other motorists had our idea about visiting the wonderful resort. But the traffic pace was consistent, and before we realized any passage of time, we were drawing up to the rustic and yet imposing portals of Arrowhead Lodge, where we indulged in bacon, waffles and good coffee, after which we stepped out for a view of the lake which glistened, like a huge emerald, against its lighter green setting of firs and low-lying hummocks. Every now and then, the deep-throated roar of a speedboat attested to joyous activity that was intensified by the sight of the glistening, slender-hulled craft that cut lacy patterns of foam across the rippling waters and we spent an afternoon lazily. Dinner that evening was a memorable event—a bit of civilization amenities set against a truly primordial background as couples kept rhythm on the dance floor, to an accompaniment of soulful music. For the benefit of those of my friends who are frequently asking for them, I am giving you an "inventory" of this dinner:

Fresh Shrimp Cocktail
Cream of Asparagus Soup Chicken Broth & Rice
Avocado Salad Cole Slaw
Broiled Mountain Trout
Roast Duckling with Dressing
Ribs of Beef au Jus
Leg of Spring Lamb with Mint Sauce
Grape Fruit Sherbet
Golden Bantam Corn on Cob Baby Lima Beans
French Fried and Mashed Potatoes
Strawberry Shortcake Pineapple Cream Pie
Chocolate Marshmallow Pudding
Malted Milk Ice Cream
Beverages

And then we wandered out on the large stone veranda, fronting the lake, the cold, crystal clarity of the star-studded heavens reminding one that this setting had existed (minus the Lodge, of course) for centuries during the past and would continue to exist long after man, and what he did, crumbled into forgotten dust. Arrowhead itself, has had a somewhat short term of being. Believe it or not, the lake is artificial and a soap company was responsible for having erected a dam in a canyon stream, thereby creating the lake. To-day its popularity and fame have reached virtually to the end of the earth and the name is practically synonymous with "California." Incidentally we learned while at the resort, a new campaign has started, designed with the purpose of more fully acquainting

the United States with the wonders of this beautiful area. Meanwhile we found out that besides boating the lake boasts of fishing, ample equestrian trails, hiking trails, tennis and golf. And judging from the varied activity taking place it was evident that the crowds were availing themselves of each and every sport. In the realm of Izaak Walton's sport I spent some little time with a youthful Los Angeles fisherman having a lot of fun with the elusive perch, using an 8-penny nail as a sinker and having great luck, reminding me of happy boyhood experiences away back in Wisconsin. Five o'clock in the morning—rather early rising—but we breakfasted in the Angelic City, at nine.

Pan-American Airways will inaugurate the world's first regularly scheduled trans-Pacific air-mail and passenger service within the next three months, according to an announcement just made. Making the greatest stride of the century in long range commercial air travel, these air liners will make the round trip to China, by way of Honolulu and Philippine Islands in twelve days actual flying time. You may partake of your dinner in California and stretch your limbs for luncheon in the Royal Hawaiian Hotel, Honolulu, next day noon, a distance of 2500 miles, or equivalent to a trip from Detroit to Los Angeles. And the fare will be "less than a thousand dollars," so it is officially announced.

It was said in prohibition days that "there's many a slip 'twixt the cup and the lip." But with the summer season "just around the corner" and business on the upgrade, resort business in Michigan should be "in the bag."

F. W. Bergmann, at one time manager of Detroit Statler, is to-day managing director of Hotel Webster and active manager of Hotel Wentworth, both New York City propositions.

The National Billiard Association, believing that golf and other outdoor sports have somewhat to do with lessened hotel profits, has just completed a nine-months campaign inaugurated for the purpose of creating five million new billiard players. It is reported that the success of the drive has been most outstanding, and there have been hundreds of thousands of demands for detailed information on the subject, set forth in a free booklet.

It is highly important that in considering your motor guests you do not overlook the chauffeur. Do not take him lightly. Many car owners depend on the judgment of the chauffeur in many things, and this might easily include the hotel. It is not so important that he should like the hotel as that the other members of the party should do so—but it is important that he, too, should go on his way satisfied.

When William J. Burns first established his famous detective agency, in its application to hotel activities, he suggested that organization within the ranks of the various hotel associations was important, in protection against frauds upon members of same. While there is much brigandry detectable among hotel guests, it is of the utmost importance that hotel operators should be posted as to the changing "styles" in same, and a well organized association is a good thing to belong to.

At a recent meeting of the Wisconsin Hotel Association, the discussion of unfair treatment by telephone organizations was a leading feature, it being claimed that very few hotels escaped loss in supplying this convenience to guests. It was gleaned from the discussions that hotels are compelled to pay from 30 to 50 cents per month for each telephone extension, plus two and one-half to five cents for each call. Of

course, a hotel without room service of phones, would be uninviting, still it has always seemed to me that the phone organizations should take hotel men into their confidence and give greater consideration to their ideas on the subject.

It is noticeable from what I learn in hotel journals that there is an increasing demand for sample rooms, and some establishments are even going so far as to provide them. A sleeping room with facilities for displaying wares might be all right, but the real sample man of to-day is somewhat inclined to register at some convenient location and pay carrying charges on his customers, so it behooves the hotel man to be sure that his "location" is the proper one.

While one divorce judge in Los Angeles makes the broad statement that no childless wife, in normal health, need expect him to grant alimony outside of legitimate property settlements, another goes so far as to give the wife the privilege of crashing the gate so far as her husband's pay check is con-

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- 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.

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Rates from \$1.50

DINING ROOM

Serving the finest food in Western Michigan

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The Most Popular Hotel
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300 ROOMS — SHOWERS
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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

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RATES—\$1 up without bath.
\$2.00 up with bath.

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Excellent Dining Room

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

New Hotel Elliott STURGIS, MICH.

50 Baths 50 Running Water
European
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FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

EDWARD R. SWETT, Mgr.
Muskegon Michigan

An Entire City
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Have You Seen Our New

● Cocktail lounge — Popular afternoon and evening rendezvous.

● "Pub," our famous Tony at the service bar. Delicious 60c lunches and \$1 dinners.

Pantlind
GRAND RAPIDS
750 ROOMS \$2 UP

cerned. This ought to be a case for the humane society, for what could savor more of extreme cruelty than the transferring of the allegiance of the pay envelope or possibly the bank account to the "deadliest of the species"?

The statement has been made openly here by one of the leading newspapers that not one single strike, of over 200 labor disputes in Los Angeles, in the past five years has in any way approximated success for the unionists. Temporarily they may have gained something, but the enmity engendered between employer and employee has worked to the vast disadvantage of the latter until to-day there is little of unionism known here. Prof. Willums of the U. S. C. is responsible for the statement that a research made by him justifies the claim that not a single strike in the past fifty years, so far as known, has been ideally successful. A very large percentage of the alien indigents here are from the class who "knew more than the boss."

And speaking of strikes and the results of same, Billboard, the official organ of the motion picture producers, in a recent statement, sets forth the claim that due to a strike which had its incipency among musicians employed in movie houses, four years ago, over the question of certain rules to govern the employment of same in that type of work, the movie houses have actually saved, without creating dissatisfaction among their patrons, the prodigious sum of \$140,000,000 by not supplying music with their entertainments and all because some scene shifter somewhere was not in possession of a union card. Mechanical music has been introduced to the satisfaction of all.

One of the substantial reasons advanced by insurance authorities for classing the ordinary hotel as more hazardous than similar other institutions is because of indiscriminate smoking indulged in by guests. Ordinarily the guest is probably just as careful in the hotel room as in his own home, but there is, you know, the "drunken driver," to be reckoned with. Fireproof waste baskets, set on asbestos mats will help in some instances, but I do not see how this is going to have anything to do with eliminating the damage to mattresses and bedding, so frequently reported. Nothing but the application of the straight jacket can circumvent this species of vandalism.

The bus people want to perfect arrangements with the hotels whereby the bus organizations will make reservations for travelers at various hotels en route, and receive certain gratuities for so doing. Some of the hotel men kick about such a program, claiming it is unethical. Well, you know boys, that there are various codes of ethics among various professions but they all rally round one logical certainty—the almighty dollar. The commission arrangement has worked very successfully for many years, in many lines, but it is for the hotel man to determine whether he favors this class of promotion. For the past eight years, with one exception, I have made the trips from California to Michigan and return, have stopped over night somewhere, and have accepted the advice of the operator, as to hotels, and have never been disappointed. If he received a commission, there is no kick coming, so far as I am concerned.

Frank S. Verbeck.

Property is the fruit of labor; property is desirable, is a positive good in the world. That some should be rich shows that others may become rich, and hence is just encouragement to industry and enterprise.—Lincoln.

Americanism is returning.

Retail Sales Gain Widen

Improvement in sales volume is currently reported by a number of retailers. Gains over the corresponding period of a year ago were recorded last week by stores in the South, the Middle West and upstate New York areas.

Large merchandising organizations report that dollar sales' turnover of their out-of-town stores last week scored increases of 8 to 12 per cent. over last year. In the preceding week, the percentage gains had ranged from 5 to 10 per cent.

New York city stores are making a less favorable record, sales here showing gains of only 1 to 2 per cent.

Retail sales for this month should register a material increase over last year, most retailers now predict. Turnover declined sharply last July, owing to the drastic curtailment in general business activity, but the seasonal contraction in business appears to be much more moderate this year.

Pre-Fabricated Housing Progress

Comparatively rapid progress in the production of pre-fabricated houses by larger companies is held to promise considerable activity in this field this fall.

The largest producer of pre-fabricated houses has completed latterly demonstration units in Long Island, Boston and Philadelphia. The experience gained in the construction of these homes has helped a trained personnel for the erection of the new type of residence. This company now plans to complete at least one hundred units by September, with operations slated to expand rapidly thereafter.

Replying to widespread comments that prices of pre-fabricated houses are still too high, officials cite the receipt of almost seven hundred individual orders at prevailing prices. Prices will be reduced, it is promised, when mass production is attained. The reductions will be gradual, however, similar to those made on automobiles when that industry was in its development stage.

Lower priced units will be made possible soon through use of wood and other low-priced materials.

Wheat Rise Raises Doubts

The rise in wheat prices, which lifted quotations at Chicago 2 1/4c per bushel Monday, following the sharp rise Friday, is being watched with some trepidation within the trade.

New reports of black rust damage caused the renewal of the advance. However, clear weather in the spring wheat area during the next few days would tend to eliminate fears of extensive damage to the crop.

Winter wheat should be moving to market in substantial volume within the next few days. Accordingly, unless weather con-

ducive to the spread of rust prevails, hedging pressure may force quotations lower. Moreover, concern is expressed over the Canadian situation, where crop prospects are improved and a very large carryover seems certain.

Fear Break in Coal Prices

The coal trade fears further price cutting as a result of the agreement by operators and the union to continue mining operations for another month.

Mine stocks of most coal producers are reported quite heavy. Inventories of most major consumers also are large, owing to extensive stocking in anticipation of the strike threatened on June 17 and again on June 30. Accordingly, only modest buying is in prospect during the next three weeks, unless the strike threat again becomes imminent.

Since the recession in soft coal prices following the termination of the code has narrowed profit margins to the vanishing point, many operators will make a determined effort to hold prices. Dumping of distress coal, they hope, will be confined to Canada and Lake ports, thus avoiding material disruption of the price structure elsewhere.

Cotton Textile Output Receding

Operations of cotton textile mills will probably drop below 75 per cent. of single-shift capacity for July owing to an extensive curtailment program contemplated by several divisions of the industry.

Operations in June were below 80 per cent. of capacity, according to trade observers, as compared with 83.4 per cent. in May.

Curtailement has been especially drastic in the fine goods division, which is producing at less than 50 per cent. of capacity. Activity in the heavy goods division is higher, chiefly due to substantial Government orders.

Many large plants will close down entirely for the current week. Producers of print cloths and sheetings have agreed to continue through July the 25 per cent. curtailment of production in effect during the past two months. The agreement will extend through August also, unless July sales register material improvement.

A Note of Dissent

With a limit set by the Supreme Court on Government experimentation with industry by regimentation, the President has made a sudden turn to experimentation through taxation. The Supreme Court early declared that the constitutional power to tax is power to destroy, and the President now advocates use of this drastic power for purposes very different from that of raising revenue.

If such experiments are made, their effects on industry will be costly, not merely to those immediately affected but to the average man and woman

concerned with employment and promotion. It seems inconceivable that such a program should be railroaded through without real discussion, as seems to be proposed.

Arthur A. Ballantine.

War at its Worst

Mussolini's little war in Ethiopia is scheduled for September, when the rainy season ends. Meanwhile, he is collecting insults, border "incidents" and the like to give it a semblance of justification. One terrible affront occurred the other day when an Ethiopian tore an Italian flag from the automobile of a member of the Italian Legation, while the car was parked outside a movie theater in Addis Ababa. The usual strong note of protest was filed by the Italian government. Of such absurd stuff as this is the coming massacre being fabricated.

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400 ROOMS WITH
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Dining Room

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

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FRIENDLY HOTEL

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DRUGS

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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
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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; Peter McFarlane, Lansing.

Weekly Bulletin From the National Association

Patman bill banning unfair competition. This bill would make it unfair for any person engaged in commerce to discriminate in price or terms of sale between purchasers of commodities of like grade and quality, to prohibit the payment of brokerage or commission under certain conditions, to suppress pseudo-advertising allowances, to provide a presumptive measure of damages in certain cases, and to protect the independent merchant, the public whom he serves, and the manufacturer from whom he buys from exploitation by unfair competitors. Referred to Judiciary Committee. This is an outgrowth of the investigation of American Retail Federation of which Congressman Patman of Texas is now Chairman. He succeeded Congressman Cochran who is ill in the hospital.

This amendment to the anti-trust laws will stabilize the cost of manufacturers' products to all retail outlets so that the little retailer will purchase on an equal footing with the chain or organized outlets. The number of the bill is H. R. 8442.

The Michigan member of the House Judiciary Committee is Earl C. Michener.

Write him at once explaining the unequal costs of merchandise because of special discounts, display allowances, advertising allowances either by rebates or free goods to favored groups of individuals.

Explain to other independent retailers their opportunity to support real legislation in their behalf.

The retail grocery, dry goods, hardware, tobacco people should be interested. See that they get busy, too.

American Retail Federation Investigation under Congressman Wright Patman has recessed to study files seized from National Food and Grocery Chain Stores Association. Watch for sensational disclosures on this soon.

On June 4, the resolution calling for an investigation of the American Retail Federation was amended by the addition of the following language: "And to investigate the trade practices of individuals, partnerships and corporations engaged in big scale buying and

selling of articles of commerce at wholesale and retail.

Dirksen Bill Successfully Amended. This bill would have eliminated retail drug stores in the District of Columbia from ranks of Class C liquor license holders. During the course of the debate many compliments were paid to retail druggists in regard to their reputation for living up to regulations by Congressman Wood, of Missouri, and Congressman Dockweiler, of California. Retail druggists in these states owe a debt of gratitude to these gentlemen for their help in killing legislation which would have been sure to spread to other states had it been passed for the District of Columbia.

Food and Drug Administration Ruling on Paregoric. This department, on enquiry from the McCourt Label Co., has just ruled that paregoric labels must bear a warning that it is a dangerous preparation, particularly for children. State and local groups should disseminate this information to their members.

Voluntary Codes. Much talk at present on this substitute for NRA. The idea is that a majority of an industry could draw up a voluntary code for presidential approval. If approved, Federal Trade Commission would prosecute violators for "unfair trade practices." Leaders in drug trade are studying this proposal. Many question its possibilities for retail drug trade. Watch for developments on this.

St. Joseph Aspirin Advertisements Curbed. In stipulations entered into with the Federal Trade Commission, Plough, Inc., Memphis, Tenn., vendor of "St. Joseph Aspirin tablets," agrees to discontinue advertising that this aspirin is fresh because it is wrapped in cellophane, and that freshness is an important or even a material factor for consideration by purchasers. This company will no longer say that aspirin decomposes under ordinary conditions or merchandising and use and that it requires wrapping in cellophane to protect it from deterioration because of moisture in the air. The firm will no longer advertise St. Joseph Aspirin as the original genuine pure aspirin, according to the stipulation.

The Federal Trade Commission has been finally advised of two favorable United States Court of Appeals decisions upholding its orders to cease and desist, relating to misrepresentations of medicinal preparations known as Ironized Yeast, Kruchen Salts and Radox Bath Salts.

Connecticut Drug Control Act Passes. This legislation readily passed by the legislature and signed by the Governor places the NRA loss limitation into the law of Connecticut. If this act will pass the test of constitutionality, it will be followed in other states. Hugh Beirne and his hard working co-workers are to be congratulated upon this accomplishment.

National Association of Retail Druggists.

Fall Bedspread Lines Ready

While primary market bedspread lines for Fall will not be officially opened until the second week in July, wholesalers have been accorded special

showings and many of them have already covered initial requirements. Since spreads fit into definite retail niches, no price changes have been made, but the quality of the goods has been improved slightly, selling agents said. Rayons are creeping ahead for Fall, both in the all-rayon and the rayon warp and cotton-filled styles, it was said. All-cotton Colonial styles continued to be shown, with an increase in the offerings of conservative modern patterns.

To Push Oriental Rug Sales

Hoping to infuse more buying enthusiasm into the market, importers of Oriental and Chinese floor coverings will join domestic manufacturers in special displays of goods in Chicago this month. Despite a firm price tone in the foreign rug field, buying has been at a low level for several weeks. Little hope of increasing the interest of retailers or consumers in imported merchandise during the Summer

months has been held by the importers until recently. By holding an elaborate showing in Chicago during July and a similar exhibition in New York in August, the rug men feel normal buying can be generated.

Hard Surface Rugs to Advance

Reports that Fall lines of hard surface floor covering will advance 3 to 5 per cent, above present price levels are general in the wholesale market. Buyers expect that the increase in quotations will be announced July 8 in Chicago when mills hold a preliminary display of new patterns in connection with the furniture trade opening. Increased costs of raw materials and higher freight rates are given as reasons for the advances. Buying continued slack in the market yesterday, with sales restricted to purchases by a few jobbers needing goods for immediate delivery.

Employment news: Congress has been given back its job.

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 drug 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			FLOWER		
Acetic, No. 8, lb.	06 1/2 @	10	Arnica, lb.	50 @	55
Boric, Powd., or Xtal., lb.	07 1/2 @	20	Chamomile	60 @	70
Carbolic, Xtal., lb.	36 @	43	German, lb.	60 @	70
Citric, lb.	33 @	45	Roman, lb.	60 @	70
Muriatic, Com'l., lb.	03 1/2 @	15	Saffron	60 @	70
Nitric, lb.	10 @	15	American, lb.	60 @	70
Oxalic, lb.	15 @	25	Spanish, ozs.	60 @	70
Sulphuric, lb.	03 1/2 @	15			
Tartaric, lb.	33 @	40			
ALCOHOL			FORMALDEHYDE, BULK		
Denatured, No. 5, gal.	46 @	55	Pound	09 @	30
Wood, gal.	50 @	60			
ALUM-POTASH, USP			FULLER'S EARTH		
Lump, lb.	05 @	15	Powder, lb.	05 @	10
Powd. or Gra., lb.	05 1/2 @	16			
AMMONIA			GELATIN		
Concentrated, lb.	04 @	18	Pound	55 @	65
1-F, lb.	05 1/2 @	12			
3-F, lb.	06 1/2 @	13	GLUE		
Carbonate, lb.	23 @	30	Brok., Bro., lb.	30 @	30
Muriate, Lp., lb.	18 @	30	Gr'd., Dark, lb.	16 @	25
Muriate, Gra., lb.	07 1/2 @	15	Whi. Flake, lb.	27 1/2 @	35
Muriate, lb.	22 @	35	White G'd., lb.	25 @	35
			White AXX light, lb.	40 @	40
			Ribbon	42 1/2 @	50
ARSENIC			GLYCERINE		
Pound	07 @	30	Pound	19 @	45
BALSAMS			GUM		
Copaiba, lb.	60 @	1 20	Aloes, Barbadoes,	35 @	40
Fir, Cana., lb.	3 00 @	2 40	Powd., lb. gourd	35 @	40
Fir, Oreg., lb.	50 @	1 00	Aloes, Socotrine, lb.	35 @	40
Peru, lb.	3 50 @	4 00	Powd., lb.	35 @	40
Tolu, lb.	1 50 @	1 30	Arabic, first, lb.	17 @	25
			Arabic, sorts, lb.	17 @	25
			Arabic, Gran., lb.	25 @	35
			Arabic, P'd., lb.	47 @	50
			Asafoetida, lb.	47 @	50
			Asafoetida, Po., lb.	47 @	50
			Guaiac, lb.	47 @	50
			Guaiac, powd.	47 @	50
			Kino, lb.	47 @	50
			Kino, powd., lb.	47 @	50
			Myrrh, lb.	47 @	50
			Myrrh, Pow., lb.	47 @	50
			Shellac, Orange, lb.	47 @	50
			Shellac, white (bone dr'd) lb.	47 @	50
			Tragacanth	47 @	50
			No. 1, bbls.	1 75 @	2 00
			No. 2, lbs.	1 50 @	1 75
			Pow., lb.	1 00 @	1 25
BARKS			HONEY		
Cassia			Pound	25 @	40
Ordinary, lb.	20 @	30			
Ordinary, Po., lb.	20 @	30	HOPS		
Salgon, lb.	50 @	60	1/2 Loose, Pressed, lb.	75 @	75
Salgon, Po., lb.	50 @	60			
Elm., lb.	40 @	45	HYDROGEN PEROXIDE		
Elm., Powd., lb.	35 @	45	Pound, gross	27 00 @	29 00
Elm., G'd., lb.	35 @	45	1/2 lb., gross	17 00 @	18 00
Sassafras (P'd lb. 50)	35 @	45	1/2 lb., gross	11 00 @	11 50
Coactres, cut, lb.	35 @	40			
Scaptree, Po., lb.	35 @	40			
BERRIES			INDIGO		
Cubeb, lb.	75 @	75	Madras, lb.	2 00 @	2 25
Cubeb, Po., lb.	80 @	80			
Juniper, lb.	10 @	20	INSECT POWDER		
			Pure, lb.	21 @	41
BLUE VITRIOL			LEAD ACETATE		
Pound	06 @	15	Xtal, lb.	17 @	25
			Powd. and Gran.	35 @	35
BORAX			LICORICE		
P'd or Xtal, lb.	06 @	13	Extracts, sticks, per box	1 50 @	2 00
			Lozenges, lb.	40 @	50
BRIMSTONE			Wafers, (24s) box	40 @	1 50
Pound	04 @	10			
CAMPHOR			LEAVES		
Pound	72 @	85	Buchu, lb., short	70 @	70
CANTHARIDES			Buchu, lb., long	70 @	70
Russian, Powd.	4 50 @	5 00	Buchu, P'd., lb.	70 @	70
Chinese, Powd.	4 50 @	5 00	Sage, bulk, lb.	35 @	40
			Sage, loose pressed, 1/2s, lb.	35 @	40
			Sage, ounces	35 @	40
			Sage, P'd and Grd.	35 @	40
			Senna	35 @	40
CHALK			Alexandria, lb.	35 @	40
Crayons			Tinneveilla, lb.	35 @	40
White, dozen	2 60 @	3 00	Powd., lb.	35 @	40
Dustless, dozen	2 60 @	3 00	Uva Ursi, lb.	35 @	40
French Powder, Com'l., lb.	03 1/2 @	10	Uva Ursi, P'd., lb.	35 @	40
Precipitated, lb.	12 @	15			
Prepared, lb.	14 @	15	LIME		
White, lump, lb.	03 @	10	Chloride, med., ds.	75 @	85
			Chloride, large, ds.	75 @	85
CAPSICUM			LYCOPodium		
Pods, lb.	60 @	70	Pound	65 @	75
Powder, lb.	62 @	75			
CLOVES			MAGNESIA		
Whole, lb.	30 @	40	Carb., 1/2s, lb.	30 @	30
Powdered, lb.	35 @	45	Carb., 1/4s, lb.	30 @	30
			Carb., Powd., lb.	30 @	30
COCAINE			Oxide, Hea., lb.	30 @	30
Ounce	13 75 @	15 40	Oxide, light, lb.	30 @	30
COPPERAS			MENTHOL		
Xtal, lb.	03 1/2 @	10	Pound	4 93 @	5 24
Powdered, lb.	03 1/2 @	10			
CREAM TARTAR			MERCURY		
Pound	25 @	38	Pound	1 75 @	2 00
CUTTLEBONE					
Pound	40 @	50			
DEXTRINE					
Yellow Corn, lb.	06 1/2 @	15			
White Corn, lb.	07 @	15			
EXTRACT					
Witch Hazel, Yellow Lab.,	95 @	1 65			
gal.	50 @	60			
Licorice, P'd, lb.	50 @	60			

MORPHINE			POTASSIUM		
Ounces	12 75 @	14 40	Bicarbonate, lb.	30 @	35
1/2s	12 75 @	14 40	Acetate, lb.	69 @	1 04
MUSTARD			Bichromate, lb.	15 @	25
Bulk, Powd.	45 @	50	Bromide, lb.	64 @	84
Select, lb.	17 @	25	Carbonate, lb.	48 @	72
No. 1, lb.			Chlorate		
NAPHTHALINE			Xtal, lb.	20 @	29
Balls, lb.	06 1/2 @	15	Powd., lb.	19 @	27
Flake, lb.	06 1/2 @	15	Gran., lb.	32 @	40
NUTMEG			Iodide, lb.	1 35 @	2 14
Pound	40 @	50	Pernanganate, lb.	30 @	50
Powdered, lb.	40 @	50	Prussiate		
NUX VOMICA			Red, lb.	90 @	1 00
Pound	15 @	25	Yellow, lb.	60 @	60
Powdered, lb.	15 @	25			
OIL ESSENTIAL			QUASSIA CHIPS		
Almond			Pound	25 @	30
Bit., true, ozs.	75 @	80	Powd., lb.	35 @	40
Bit., art., ozs.	75 @	80			
Sweet, true, lbs.	1 40 @	2 00	QUININE		
Sweet, art., lbs.	75 @	1 20	5 oz. cans, ozs.		77
Amber, crude, lb.	71 @	1 40	ROSIN		
Amber, rect., lb.	1 50 @	2 00	Pound	04 @	15
Bay, lb.	1 10 @	1 60	ROOT		
Bergamot, lb.	2 75 @	3 25	Aconite, Powd., lb.	30 @	30
Cajeput, lb.	1 50 @	2 00	Alkanet, lb.	25 @	40
Caraway S'd, lb.	3 50 @	4 00	Alkanet, Powd., lb.	50 @	50
Cassia, USP, lb.	2 15 @	2 60	Belladonna, Powd., lb.	35 @	75
Cedar Leaf, lb.	1 70 @	2 20	Blood, Powd., lb.	35 @	60
Cedar Leaf, Com'l., lb.	1 00 @	1 25	Burdock, Powd., lb.	35 @	60
Citronella, lb.	85 @	1 20	Calamus, Bleached, Split and		
Cloves, lb.	1 85 @	2 25	Peeled, lb.	75 @	75
Croton, lbs.	4 00 @	4 40	Calamus, Ordinary, lb.	25 @	30
Cubeb, lb.	4 25 @	4 80	Calamus, Powd., lb.	25 @	30
Eucalyptus, lb.	2 75 @	3 25	Elecampane, lb.	25 @	30
Fennel	2 25 @	2 60	Gentian, Powd., lb.	17 1/2 @	20
Hemlock, Pu., lb.	1 70 @	2 20	Ginger, African, Powd., lb.	15 @	25
Hemlock Com., lb.	1 00 @	1 25	Ginger, Jamaica, Lined, lb.	38 @	55
Juniper Ber., lb.	3 00 @	3 20	Ginger, Jamaica, Powd., lb.	30 @	40
Juniper W'd, lb.	1 50 @	1 75	Goldenseal, Powd., lb.	2 00 @	2 20
Lav. Flow., lb.	6 00 @	6 40	Hellebore, White, Powd., lb.	20 @	30
Lav. Gard., lb.	1 00 @	1 20	Indian Turnip, Powd., lb.	3 00 @	3 60
Lemon, lb.	2 15 @	2 60	Ipecac, Powd., lb.	3 00 @	3 60
Mustard, true, ozs.	1 25 @	1 35	Licorice, lb.	35 @	40
Mustard, art., ozs.	1 25 @	1 35	Licorice, Powd., lb.	15 @	25
Orange, Sw., lb.	4 00 @	4 40	Mandrake, Powd., lb.	40 @	40
Organum, art., lb.	1 00 @	1 20	Marshmallow, Cut, lb.	50 @	50
Pennyroyal, lb.	2 75 @	3 20	Marshmallow, Powd., lb.	50 @	50
Peppermint, lb.	4 75 @	5 20	Orris, lb.	35 @	35
Rose, Geran., ozs.	1 00 @	1 10	Orris, Powd., lb.	40 @	45
Rosemary Flowers, lb.	1 00 @	1 50	Orris, Fingers, lb.	1 50 @	1 75
Sandalwood	3 00 @	3 60	Pink, Powd., lb.	1 50 @	2 00
E. I., lb.	4 50 @	4 75	Poke, Powd., lb.	30 @	30
W. I., lb.	4 50 @	4 75	Rhubarb, lb.	70 @	70
Sassafras			Rhubarb, Powd., lb.	70 @	70
True, lb.	1 90 @	2 40	Sarsaparilla (Honduras, cut)	1 20 @	1 20
Syn., lb.	1 00 @	1 40	Sarsaparilla, Med., Cut, lb.	50 @	50
Spearmint, lb.	3 50 @	4 00	Squills, Powd., lb.	42 @	80
Tansy, lb.	3 50 @	4 00	Tumeric, Powd., lb.	15 @	25
Thyme, Red, lb.	1 75 @	2 40	Valerian, Powd., lb.	50 @	50
Thyme, Whl., lb.	2 00 @	2 60			
Wintergreen	5 60 @	6 00			
Leaf, true, lb.	4 00 @	4 40			
Birch, lb.	75 @	1 20			
Syn.	75 @	1 20			
Wormseed, lb.	3 50 @	4 00			
Wormwood, lb.	5 50 @	6 00			

POTASSIUM		
Bicarbonate, lb.	30 @	35
Acetate, lb.	69 @	1 04
Bichromate, lb.	16 @	25
Bromide, lb.	64 @	74
Carbonate, lb.	48 @	82
Chlorate		
Xtal., lb.	20 @	29
Powd., lb.	19 @	27
Gran., lb.	32 @	40
Iodide, lb.	1 35 @	2 14
Pernanganate, lb.	30 @	50
Prussiate		
Red, lb.	90 @	1 00
Yellow, lb.	50 @	60
QUASSIA CHIPS		
Pound	25 @	30
Powd., lb.	25 @	40
QUININE		
5 oz. cans, ozs.		77
ROSIN		
Pound	04 @	15
ROOT		
Aconite, Powd., lb.		90
Alkanet, lb.	25 @	40
Alkanet, Powd., lb.		50
Belladonna, Powd., lb.		75
Blood, Powd., lb.	25 @	45
Burdock, Powd., lb.		60
Calamus, Bleached, Split and		
Peeled, lb.		75
Calamus, Ordinary, lb.		25
Calamus, Powd., lb.		50
Elecampane, lb.	25 @	30
Gentian, Powd., lb.	17 1/2 @	30
Ginger, African, Powd., lb.	16 @	25
Ginger, Jamaica, Limed, lb.	28 @	40
Ginger, Jamaica, Powd., lb.	30 @	45
Goldenseal, Powd., lb.	2 00 @	2 50
Heliolebe, White, Powd., lb.	20 @	30
Indian Turnip, Powd., lb.		50
Ipecac, Powd., lb.	3 00 @	1 60
Licorice, lb.	35 @	40
Licorice, Powd., lb.	15 @	25
Madrake, Powd., lb.		40
Marshmallow, Cut, lb.		50
Marshmallow, Powd., lb.		60
Orris, lb.		25
Orris, Powd., lb.	40 @	45
Orris, Fingers, lb.		1 75
Pink, Powd., lb.	1 50 @	2 25
Poke, Powd., lb.		30
Rhubarb, lb.		70
Rhubarb, Powd., lb.		60
Sarsaparilla (Honduras, cut)	1 20 @	1 20
Sarsaparilla, Med., Cut, lb.		50
Squills, Powd., lb.	42 @	80
Tumeric, Powd., lb.	15 @	25
Valerian, Powd., lb.		50
SAL		
Epsom, lb.	03 @	10
Glaubers		
Lump, lb.	03 @	10
Gran., lb.	03 1/2 @	10
Nitre		
Xtal. or Powd.	10 @	20
Gran., lb.	09 @	20
Rochelle, lb.	17 @	30
Soda, lb.	02 1/2 @	08
SEED		
Anise, lb.	40 @	45
Canary, Recleaned, lb.	10 @	15
Cardamon, Bleached, lb.		3 00
Caraway, Dutch, lb.	25 @	30
Celery, lb.		80
Colchicum, Powd., lb.	15 @	25
Coriander, lb.	15 @	25
Fennel, lb.	30 @	40
Flax, Whole, lb.	06 1/2 @	15
Flax, Ground, lb.	06 1/2 @	15
Hemp, Recleaned, lb.	08 @	15
Colery, lb.		80
Mustard, Black, lb.	17 1/2 @	25
Mustard, White, lb.	15 @	25
Poppy, Blue, lb.	20 @	25
Quince, lb.	1 00 @	1 25
Rape, lb.	10 @	15
Sabadilla, Powd., lb.	45 @	55
Sunflower, lb.	11 @	20
Worm, Levant, lb.	50 @	50
Worm, Levant, Powd.		5 75
SOAP		
Castile, Conti, White		
Box		25 @
Bar		1 60 @
Powd.	50 @	55
SODA		
Ash	03 @	10
Bicarbonate, lb.	03 1/2 @	10
Caustic, Co'l., lb.	06 @	15
Hyposulphite, lb.	05 @	10
Phosphate, lb.	23 @	25
Sulphite		
Xtal., lb.	15 @	25
Dry, Powd., lb.	12 1/2 @	20
Silicate, Sol., gal.	40 @	60
SULPHUR		
Light, lb.	04 1/2 @	10
SYRUP		
Rock Candy, Gals.	70 @	85
TAR		
1/2 Pints, dozen		1 00 @
Pints, dozen		1 50 @
Quarts, dozen		2 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.

ADVANCED

Spring Lamb—1/2c
Good Lamb—1/2c
Medium Lamb—1/4c
Spareribs—1/4c
Red Alaska Salmon—5c
Honey Dew Pineapple—5c
Quaker Pineapple—5c

DECLINED

Evaporated Milk—11 @ 59c
Corned Beef Hash—20c

AMMONIA

Little Bo Peep, med... 1 35
Little Bo Peep, lge... 2 25
Jack & Jill, 12 pils... 90
Jack & Jill, 12 quarts 1 35

APPLE BUTTER

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

BAKING POWDERS

Clabber Girl
10-oz., 4 doz. case... 3 50
2 lb., 1 doz. case... 2 30

Royal, 2 oz., doz... 80
Royal, 6 oz., doz... 2 00
Royal, 12 oz., doz... 3 55
Royal, 5 lbs., doz... 20 00

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

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

K C
10 oz., 4 doz. in case... 3 35
15 oz., 2 doz. in case... 2 45
25 oz., 2 doz. in case... 4 12
5 lb., 1 doz. in case... 5 90
10 lb., 1/2 doz. in case... 5 75

BLEACHER CLEANSER

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

BLUING

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

BEANS and PEAS

Dry Lima Beans, 25 lb. 2 20
White H'd P. Beans... 4 05
Split Peas, yell., 60 lb. 3 35
Split Peas, gr'n, 60 lb. 4 50
Scotch Peas, 100 lb. 6 65

BURNERS

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

BOTTLE CAPS

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

BREAKFAST FOODS

Kellogg's Brands
Corn Flakes, No. 135... 2 40
Corn Flakes, No. 124... 2 40
Pep, No. 224... 2 37
Pep No. 250... 1 05
Krumbs, No. 413... 1 55
Brain Flakes, No. 624... 2 37
Brain Flakes, No. 650... 1 00
Rice Krispies, 6 oz... 3 40
Rice Krispies, 1 oz... 1 10
All Bran, 16 oz... 3 30
All Bran, 10 oz... 2 75
All Bran, 1/2 oz... 1 10
Whole Wheat Fla., 24s... 2 00
Whole Wheat Bls., 24s... 2 42
Wheat Krispies, 24s... 2 65

Post Brands

Grapenut Flakes, 24s... 2 10
Grape-Nuts, 24s... 3 30
Grape-Nuts, 50s... 1 50
Instant Postum, No. 3... 5 45
Instant Postum, No. 10... 4 70
Postum Cereal, No. 8... 3 30
Post Toasties, 36s... 2 40
Post Toasties, 24s... 2 40
Post Bran, PBF, 12s... 1 74
Post Bran, PBF, 24s... 2 36

Amsterdam Brands
Gold Bond Par., No. 5 1/2... 7 50
Prize, Parlor, No. 6... 9 00
White Swan Par., No. 8... 8 50

BROOMS

Quaker, 5 sewed... 7 50
Warehouse... 7 75
Little Daisy, 4 sewed... 5 00
Winner, 5 sewed... 5 75
Eagle... 4 25

BRUSHES

Scrub
New Deal, dozen... 85

Stove

Shaker, dozen... 90
Topcan, dozen... 90

Shoe

Topcan, dozen... 90

BUTTER COLOR

Hansen's, 4 oz. bottles 2 40
Hansen's, 2 oz. bottles 1 60

CANDLES

Electric Light, 40 lbs... 12.1
Plumber, 40 lbs... 12.8
Paraffine, 6s... 14.7
Paraffine, 12s... 14.7
Wicking... 40
Tudor, 6s, per box... 30

CANNED FRUITS

Apples
Imperial, No. 10... 5 90
Apple Sauce
Hart, No. 2... 1 10
Hart, No. 10... 1 25

Apricots

Forest, No. 10... 3 50
Quaker, No. 10... 3 75
Gibraltar, No. 10... 3 00
Gibraltar, No. 2 1/2... 2 40
Superior, No. 2 1/2... 2 70
Superior, No. 2... 2 35
Superior, No. 2... 2 00
Quaker, No. 2 1/2... 2 75

Blackberries

Premio, No. 10... 6 25
Quaker, No. 2... 1 75

Blue Berries

Eagle, No. 10... 5 50

Cherries

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

Cherries—Royal Ann

Supreme, No. 2 1/2... 3 30
Supreme, No. 2... 2 30
Gibraltar, No. 10... 3 35
Gibraltar, No. 2 1/2... 2 75

Figs

Beckwith Breakfast,
No. 10... 13 00
Carpenter Preserved,
5 oz. glass... 1 35
Supreme Kodota, No. 1... 1 90

Fruit Salad

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

Gooseberries

Michigan, No. 10... 5 35

Grape Fruit

Florida Gold, No. 2, dz 1 35
Florida Gold, No. 5 dz 4 35

Grape Fruit Juice

Florida Gold, No. 1... 75
Florida Gold, No. 2... 1 15
Florida Gold, No. 5... 3 90

Loganberries

Premio, No. 10... 6 75

Orange Juice

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

Peaches

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

Pears

Quaker, No. 10... 8 50
Quaker, Bartlett, No.
2 1/2... 2 65
Quaker, Bartlett, No.
2... 1 95

Pineapple Juice

Doles, Diamond Head,
No. 3... 1 45
Doles, Honey Dew,
No. 10... 6 50

Pineapple, Crushed

Imperial, No. 10... 8 40
Honey Dew, No. 2 1/2... 3 40
Honey Dew, No. 2... 1 90
Quaker, No. 2 1/2... 3 35
Quaker, No. 2... 1 85
Quaker, No. 1... 1 10

Pineapple, Sliced

Honey Dew, sliced,
No. 10... 9 00
Honey Dew, tid bits,
No. 10... 8 50
Honey Dew, No. 2 1/2... 2 45
Honey Dew, No. 2... 2 00
Honey Dew, No. 1... 1 15
Ukelele Broken, No. 10... 7 90
Ukelele Broken, 2 1/2... 2 25
Ukelele Broken, No. 2... 1 85
Quaker, Tid Bits, No.
10... 8 25
Quaker, No. 10... 8 25
Quaker, No. 2 1/2... 2 35
Quaker, No. 2... 1 95
Quaker, No. 1... 1 05

Plums

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

Prepared Prunes

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

Raspberries, Black

Imperial, No. 10... 7 00
Premio, No. 10... 8 50
Hart, 8-ounce... 80
Raspberries, Red
Premio, No. 10... 8 75

Strawberries

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

CANNED FISH

Clam Ch'der, 10 1/2 oz... 1 35
Clam Chowder, No. 2... 2 75
Clams, Steamed, No. 1... 2 75
Clams, Mince, No. 1/2... 2 40
Finnan Haddie, 10 oz... 3 30
Clam Bouillon, 7 oz... 2 50
Chicken Haddie, 1 oz... 2 75
Fish Flakes, small... 1 25
Cod Fish Cake, 10 oz... 1 55
Cove Oysters, 5 oz... 1 35
Lobster, No. 1/2... 2 25
Shrimp, 1 wet... 1 50
Sard's, 1/2 Oil, Kless... 3 97
Salmon, Red Alaska... 2 25
Salmon, Med. Alaska... 1 25
Salmon, Pink, Alaska... 1 38
Sardines, Im. 1/2, ea. 6@13 1/2
Sardines, Cal... 1 00
Tuna, 1/2 Van Camps... 1 55
Tuna, 1/2 Van Camps... 1 20
Tuna, 1s, Van Camps... 1 45
Tuna, 1/2 Chicken Sea... 1 85
Tuna, 1/2 Bonita... 1 45

CANNED MEAT

Beef, No. 1, Corned... 2 05
Beef, No. 1, Roast... 1 95
Beef, 2 1/2 oz. Qua., Sil. 1 30
Corn Beef Hash, doz. 1 95
Beefsteak & Onions, s. 2 70
Chili Con Car., 1s... 1 05
Deviled Ham, 1/2... 1 35
Deviled Ham, 1/2... 2 30
Potted Meat, 1/2 Libby... 48
Potted Meat, 1/2 Libby... 75
Potted Ham, 1/2 Qua... 65
Potted Ham, Gen. 1/2... 1 35
Vienna Saus. No. 1/2... 90

Baked Beans

Campbells 48s... 2 77

CANNED VEGETABLES

Hart Brand

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

Baked Beans

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

Lima Beans

Baby, No. 2... 1 60
Marcellus, No. 2... 1 35
Scott Co. Soaked... 90
Marcellus, No. 10... 5 90

Red Kidney Beans

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

String Beans

Choice, Whole, No. 2... 1 80
Cut, No. 10... 7 25
Cut, No. 2... 1 35
Marcellus Cut, No. 10... 8 00
Quaker Cut No. 2... 1 20

Wax Beans

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

Beets

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

Carrots

Diced, No. 2... 90
Diced, No. 10... 4 25

Corn

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

Peas

Oxford Gem, No. 2... 3 15
Sifted E. June, No. 2... 2 00
Marcel, Sw. W. No. 2... 1 65
Marcel, E. June, No. 2... 1 45
Quaker, E. June, No. 10... 10 00
Quaker E. J., No. 2... 1 45

Pumpkin

No. 10... 4 75
No. 2 1/2... 1 30
No. 2... 92 1/2

Sauerkraut

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

Spinach

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

Succotash

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

Tomatoes

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

CATSUP

Quaker, 10 oz. doz... 1 10
Quaker, 14 oz. doz... 1 44
Quaker gallon glass,
dozen... 11 00

CHILI SAUCE

Sniders, 8 oz... 1 65
Sniders, 14 oz... 2 25

OYSTER COCKTAIL

Sniders, 11 oz... 2 00

CHEESE

Roquefort... 68
Wisconsin Daisy... 15 1/2
Wisconsin Twin... 15
New York June, 1934... 24
Sap Sago... 52
Brick... 13
Michigan Flats... 14 1/2
Michigan Daisies... 15
Wisconsin Longhorn... 15 1/2
Imported Leyden... 20
1 lb. Limberger... 20
Imported Swiss... 56
Kraft, Pimento Loaf... 24
Kraft, American Loaf... 22
Kraft, Brick Loaf... 25
Kraft, Swiss Loaf... 25
Kraft, Old Eng. Loaf... 33
Kraft, Pimento, 1/2 lb. lb. 26
Kraft, Amer., 1/2 lb. lb. 26
Kraft, Brick, 1/2 lb. lb. 26
Kraft, Limbur., 1/2 lb. lb. 26

DRIED FRUITS

Apricots... 23 1/2
Standard... 20 1/2
Citron... 25

CHEWING GUM

Adams Black Jack... 64
Adams Dentyne... 66
Beaman's Pepsin... 65
Beechnut Peppermint... 65
Doublemint... 66
Peppermint, Wrigley's... 65
Spearmint, Wrigley's... 65
Juicy Fruit... 66
Wrigley's P-K... 65
Teaberry... 65

CHOCOLATE

Baker, Prem., 6 lb. 1/2... 2 45
Baker, Prem., 6 lb. 3 oz. 2 60
German Sweet, 6 lb. 1/2... 1 86
Little Dot Sweet
6 lb. 1/2s... 2 60

CIGARS

Hamt, Champions... 38 50
Webster Plaza... 75 00
Webster Golden Wed... 75 00
Websterettes... 37 50
Cincos... 38 50
Garcia Grand Babies... 40 00
Bradstreets... 38 50
Odins... 40 00
R. G. Dub. Boquet... 75 00
Perfect Garcia Subl... 95 00
Kenway... 20 00
Budwiser... 20 00
Isabella... 20 00

Cocoanut

Banner, 25 lb. tins... 13 1/2
Snowdrift, 20 lb. tins... 13 1/2

CLOTHES LINE

Atlanta, 50 ft... 1 90
Keystone, 50 ft... 1 85
Corona, 50 ft... 1 45

COFFEE ROASTED

Lee & Gady

1 lb. Package... 21
Ryco... 13
Boston Breakfast... 17 1/2
Breakfast Cup... 17 1/2
Competition... 27
Majestic... 27
Morton House... 27 1/2
Quaker, Vac Tins... 21 1/2
Quaker, in glass jars... 26

Coffee Extracts

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

CONDENSED MILK

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

Cough Drops

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

COUPON BOOKS

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

CRACKERS

Hekman Biscuit Company

Zesta Crackers, 1-lb.
pkgs... 1 65
Hekman's Toasts, 1-lb.
pkgs... 2 10
Saltine Soda Crackers,
bulk... 12
Saltine Soda Crackers,
1-lb. pkgs... 1.65
Saltine Soda Crackers,
2-lb. pkgs... 3 10
Saltine Soda Crackers,
8 1/2 oz. pkgs... 1 12
Butter Crackers, bulk 13 1/2
Butter Crackers, 1 lb. 1 70
Butter Crackers, 2 lb. 3 33
Graham Crackers, bulk 13
Graham Crackers,
1-lb. pkgs... 1.65
Graham Crackers,
2-lb. pkgs... 3.05
Graham C's, 6 1/2 oz... 93
Junior Oyster C's, blk. 13
Club Crackers... 1 76

CREAM OF TARTAR

6 lb. boxes... 35

Currents		JUNKET GOODS		FRESH MEATS		HERRING		SOAP		TEA	
Packages, 11 oz.	13	Junket Powder	1 20	Beef		Holland Herring		Am. Family, 100 box	5 20	Medium	19
Dates		Junket Tablets	1 35	Top Steers & Heif.	19	Mixed, kegs	85	F. B., 60c.	2 65	Choice	23 20
Quaker, 12s, pitted	1 40			Good Steers & Heif.	17	Milkers, kegs	95	Fels Naptha, 100 box	4 35	Fancy	30 25
Quaker, 12s, regular	1 10	MARGARINE		Boneless Herring, 10 lb.	15	Cut Lunch, 8 lb. pails	1 25	Ivory, 100 box	5 05	No. 1 Nibbs	38
Quaker, 12s, 1 1/2 lb.	2 00	Wilson & Co.'s Brands		Com. Cattle	09			Fairy, 100 box	3 00		
Quaker, 12s, 1 lb.	1 45	Oleo						Palm Olive, 144 box	6 20	Gunpowder	24
		Nut	12 1/2	Veal		Mackerel		Lava, 50 box	3 55	Choice	
Figs		100% Veg Oil Grown on	14	Top	14	Tubs, 60 Count, fry. fat	6 00	Camay, 72 box	3 95		
Calif., 24-3 oz. case	1 80	America Farms	14	Good	13 1/2	Pails, 10 lb. Fancy fat	1 50	P. & G Nap Soap, 100@3	4 45	Ceylon	
				Medium	12 1/2			Sweetheart, 100 box	5 70	Pekoe, medium	63
Peaches		MATCHES		Lamb		White Fish		Grandpa Tar, 50 sm.	2 10	English Breakfast	
Evap. Choice	15	Diamond, No. 5, 144	5 72	Spring Lamb	18	Med. Fancy, 100 lb.	13 00	Williams Barber Bar, 9a	50	Congou, medium	23
Evap. Fancy	16 1/2	Searchlight, 144 box	5 72	Shoulders	17 1/2	Milkers, bbls.	18 50	Lux Toilet, 50	3 95	Congou, choice	35 26
		Swan, 144	5 10	Medium	16	K K K Norway	19 50			Congou, fancy	42 43
Peel		Diamond, No. 0	4 80	Poor	13	8 lb. pails	1 40	SPICES			
Lemon, Torrelli		Safety Matches				Cut Lunch	1 50	Whole Spices		Oolong	
4 oz. doz.	90	Red Top, 5 gross case	4 80	Mutton		Boned, 10 lb. boxes	16	Allspice Jamaica	@24	Medium	39
Orange, Torrelli		Congress, 5 gro. cs.	5 25	Good	10			Cloves, Zanzibar	@36	Choice	45
4 oz. dozen	90	Standard, 5 gro. cs.	4 00	Medium	08			Cassia, Canton	@24	Fancy	50
Citron, Torrelli				Poor				Cassia, 5c pkg., doz.	@40		
4 oz. dozen	90							Ginger, Africa	@19		
		MUELLER'S PRODUCTS		Pork		SHOE BLACKENING		Mixed, doz.	@30	TWINE	
Raisins		Macaroni, 9 oz.	2 10	Loins	21 1/4	2 in 1, Paste, doz.	1 30	Dry-Foot, doz.	2 00	Cotton, 3 ply cone	40
Seeded, bulk	7 1/2	Spaghetti, 9 oz.	2 10	Butts	21	E. Z. Creamation, dz.	1 30	Mixed, 10c pkgs., doz.	@55	Cotton, 3 ply balls	40
Thompson's S'dless blk.	7 1/2	Elbow Macaroni, 9 oz.	2 10	Shoulders	17 1/2	Bibbys, doz.	1 30	Nutmegs, 70@90	@50		
Quaker s'dless blk.		Egg Noodles, 6 oz.	2 10	Spareribs	13 1/2	Shinola, doz.	90	Nutmegs, 105-110	@48		
16 oz.	8	Egg Vermicelli, 6 oz.	2 10	Neck Bones	06			Pepper, Black	@23		
Quaker Seeded, 15 oz.	8	Egg Alphabets, 6 oz.	2 10	Trimnings	15					VINEGAR	
		Cooked Spaghetti, 24c,	2 20			STOVE POLISH		Pure Ground in Bulk		F. O. B. Grand Rapids	
		17 oz.				Blackne, per doz.	1 30	Allspice, Jamaica	@18	Cider, 40 grain	22
California Prunes				PROVISIONS		Black Silk Liquid, doz.	1 30	Cloves, Zanzibar	@28	White Wine, 40 grain	18
90@100, 25 lb. boxes	@06 1/2	NUTS		Barreled Pork		Black Silk Paste, doz.	1 25	Cassia, Canton	@22	White Wine, 80 grain	24 1/2
80@90, 25 lb. boxes	@06 1/2	Whole		Clear Back, 28 00@24 00		Enameline Paste, doz.	1 30	Ginger, Corkin	@17		
70@80, 25 lb. boxes	@07 1/4	Almonds, Peerless	15 1/2	Short Cut, Clear	20 00	Enameline Liquid, doz.	1 30	Mustard	@21		
60@70, 25 lb. boxes	@07 1/4	Brasil, large	13 1/2			E. Z. Liquid, per doz.	1 30	Mace Penang	@90	WICKING	
50@60, 25 lb. boxes	@08 1/4	Fancy Mixed	16			Radium, per doz.	1 30	Pepper, Black	@18	No. 9, per gross	80
40@50, 25 lb. boxes	@09	Pilberts, Naples	16			Rising Sun, per doz.	1 30	Nutmegs	@25	No. 1, per gross	1 25
30@40, 25 lb. boxes	@10	Peanuts, vir. Roasted	11 1/2			654 Stove Enamel, dz.	2 80	Pepper, White	@43	No. 2, per gross	1 50
20@30, 25 lb. boxes	@11 1/2	Pecans, 3, star	25	Dry Salt Meats		Vulcanol, No. 10, doz.	1 30	Pepper, Cayenne	@26	No. 3, per gross	2 30
15@24, 25 lb. boxes	@13	Pecans, Jumbo	40	D S Belles	20-25 21	Stovoil, per doz.	3 00	Paprika, Spanish	@36	Peerless Rolla, per doz.	90
		Pecans, Mammoth	50							Rochester, No. 2, doz.	50
Hominy		Walnuts, Cal.	17 1/2 to 22					Seasoning		Rochester, No. 3, doz.	2 00
Pearl, 100 lb. sacks	3 50			Lard		F. O. B. Grand Rapids		Chili Power, 1 1/2 oz.	65	Rayo, per doz.	75
		Salted Peanuts		Pure in tierces	16 1/4	Quaker, 24, 2 lb.	1 05	Celery Salt, 1 1/2 oz.	80		
Bulk Goods		Fancy, No. 1	14 1/2	60 lb. tubs	advance 1/4	Quaker, 36-1 1/2	1 20	Sage, 2 oz.	80	WOODENWARE	
Elb. Macaroni, 20 lb. box	1 30	12-1 lb. Cello's case	1 50	50 lb. tubs	advance 1/4	Quaker, Iodized, 24-2	1 45	Onion Salt	1 35	Baskets	
Egg Noodle, 10 lb. box	1 22			30 lb. pails	advance 1/4	Med. No. 1, bbls.	3 15	Garlic	1 35	Bushels, Wide Band,	
				10 lb. pails	advance 1/4	Med. No. 1, 100 lb. bbl.	8 07	Poneltz, 3 1/2 oz.	3 25	wood handles	2 00
Pearl Barley				5 lb. pails	advance 1	Chippewa Flake, 70 lb.	1 00	Kitchen Bouquet	4 25	Market, drop handle	90
Chester	5 00	Shelled		3 lb. pails	advance 1	Packers Meat, 50 lb.	70	Laurel Leaves	26	Market, single handle	95
		Almonds	39	Compound, tierces	13 1/2	Crushed Rock for ice,		Marjoram, 1 oz.	90	Market, extra	1 00
Lentils		Peanuts, Spanish, 125	9 1/2	Compound, tubs	13 1/2	cream, 100 lb. each	95	Savory, 1 oz.	65	Splint, large	8 50
Chili	10	lb. bags	9 1/2			Butter Salt, 280 lb. bbl.	4 00	Thyme, 1 oz.	90	Splint, medium	7 50
Tapoca		Pilberts	32	Sausages		Block, 50 lb.	40	Tumeric, 1 1/2 oz.	55	Splint, small	6 50
Pearl, 100 lb. sacks	7 1/2	Pecans, salted	65	Bologna	15	Baker Salt, 280 lb. bbl	3 80			Churns	
Minute, 8 oz., 3 doz.	4 05	Walnut, California	65	Live	22	6, 10 lb. lb., per bale	1 03	STARCH		Barrel, 5 gal. each	2 40
Dromedary Instant	3 50			Frankfort	20	20, 3 lb. per bale	1 03	Corn		Barrel, 10 gal. each	2 55
		MINCE MEAT		Pork	20	25 lb. bags, table	45	Kingsford, 24/1	2 35	3 to 6 gal. per gal.	16
Jiffy Punch		None Such, 4 doz.	6 20	Headcheese	18			Powd., bags, per lb.	4 1/2		
3 doz. Carton	2 25	Quaker, 1 doz. case	90			Smoked Meats		Argo, 24, 1 lb. pkgs.	1 64	Pails	
Assorted flavors		Yo Ho, Kegs, wet, lb.	16 1/2			Hams, Fancy, 14-16 lb.	23 1/2	Cream, 24-1	2 20	10 qt. Galvanized	2 60
						Hams, Fancy, Skinned	23 1/2			12 qt. Galvanized	2 85
EVAPORATED MILK						14-18 lb.	@23 1/2	Gloss		14 qt. Galvanized	3 10
Quaker, Tall, 10 1/2 oz.	2 69	OLIVES—Plain				Ham, dried beef	@25	Argo, 24, 1 lb. pkgs.	1 72	12 qt. Flaring Gal. Jr.	6 80
Quaker, Baby, 4 doz.	1 35	Quaker, 24 3/4 oz. cs.	1 80			Knuckles, 3-5 lb.	@25	Argo, 8, 5 lb. pkgs.	2 45	10 qt. Tin Dairy	4 00
Quaker, Gallon, 1/2 dz.	3 05	Quaker, 24 7/4 oz. cs.	3 55			Smoked Picnics	@19 1/2	Silver Gloss, 48, 1a	11 1/2		
Carnation, Tall, 4 doz.	3 00	Quaker, 12, 11 oz.	2 35			Mixed Hams	@33 1/2	Elastic, 16 pkgs.	1 38	Traps	
Carnation, Baby, 4 doz.	1 50	Tempter, 12 22-oz. cs.	4 50			Bacon 4/6 Fancy	@31	Staley 24-1 lb.	1 70	Mouse, wood, 4 holes	60
Oatman's D'dee, Tall, 3 00		1 gal. glass. each	1 50							Mouse, wood, 5 holes	70
Oatman's D'dee, Baby 1 50		OLIVES—Stuffed				Beef		SYRUP		Mouse, tin, 5 holes	65
Pet, Tall	3 00	Quaker, 24, 2-oz. cs.	1 87			Boneless, rump	20 00	Corn		Rat, wood	1 00
Pet, Baby, 4 dozen	1 50	Quaker, 24, 3-oz. cs.	2 70					Blue Karo, No. 1	2 72	Rat, spring	1 00
Borden's, Tall, 4 doz.	3 00	Quaker, 24, 5-oz. cs.	3 37			Liver		Blue Karo, No. 5, 1 dz.	3 70	Mouse, spring	20
Borden's, Baby, 4 doz.	1 50	Quaker, 24, 7 1/2 oz. cs.	4 16					Blue Karo, No. 10	3 52		
		Quaker, 12, 16-oz. cs.	4 35			PEANUT BUTTER		Red Karo, No. 1	2 92	Tubs	
		1 Gallon glass. each	1 99			Beech-Nut		Red Karo, No. 5, 1 dz.	3 99	Large Galvanized	8 75
FRUIT CANS						Extra Large	2 65	Red Karo, No. 10	3 85	Medium Galvanized	7 75
Ball Mason		PARIS GREEN				Large	1 95			Small Galvanized	6 75
F. O. B. Grand Rapids		1/8	34			Medium	1 35	Maple and Cane			
One pint	7 75	1s	32					Kanuck, per gal.	1 25	Washboards	
One quart	9 00	2s and 5s	30			RICE		Kanuck, 5 gal. can	5 30	Banner, Globe	5 50
Half gallon	13 00					Fancy Blue Rose	4 90	Kanuck, 24/12 Glass	4 00	Brass, single	6 25
Mason Can Tops, gro.	2 45					Fancy Head	6 00	Kanuck, 12/26 Glass	4 15	Glass, single	6 80
		PICKLES								Double Peerless	8 50
FRUIT CAN RUBBERS		Sweet Small				RUSKS		Grape Juice		Single Peerless	7 50
Quaker Red Lip, 3 gro.		L and C, 7 oz. doz.	92 1/2			18 rolls, per case	2 10	Welch, 24 pint case	4 40	Northern Queen	5 50
carton	75	Paw Paw, quarts, doz.	2 80			12 rolls, per case	1 39			Universal	7 25
						18 cartons, per case	2 35	MAZOLA COOKING OIL		TOILET PAPER	
GELATINE						12 cartons, per case	1 57	Pints, 2 doz. case	5 28	Quaker, 100 Rolls	4 50
Jell-o, 3 doz.	2 00	Dill Pickles						Quarts, 1 doz.	4 95	Silk Tissue, 100 rolls	3 59
Minute, 3 doz.	4 05	Gal. 40 to Tin, doz.	8 20			SALERATUS		5 gallons, 2 per case	12 10		
Knox's, 1 dozen	2 25	32 oz. Glass Thrown	1 60			Arm and Hammer 24s.	1 50			YEAST CAKE	
Jelsett, 3 doz.	1 40									Magic, 3 doz.	2 70
		PIPES								Sunlight, 3 doz.	2 70
HONEY		Cob, 3 doz. in bx.	1 00@1 20							Sunlight, 1 1/2 doz.	1 35
Lake Shore 1 lb. doz.	1 90					SAL SODA				Yeast Foam, 2 doz.	2 70
		PLAYING CARDS				Granulated, 60 lbs. cs.	1 35	TABLE SAUCES		Yeast Foam, 1 1/2 doz.	1 35
JELLY AND PRESERVES		Blue Ribbon, per doz.	4 00			Granulated, 18-2 1/2 lb.	1 10	Lee & Perrin, large	5 75	YEAST—COMPRESSED	
Pure, 30 lb. pails	2 25	Bicycle, per doz.	4 50					Lee & Perrin, small	3 35	Fleischmann, per doz.	80
Imitation, 30 lb. pails	1 80	Caravan, per doz.	2 25					Pepper	1 60	Red Star, per doz.	24
Pure Pres., 16 oz. dz.	1 30							Royal Mint	3 75		
12 oz. Apple Jelly, dz.	95							Tobasco, small	3 75		
12 oz. Mint Jelly, dz.	1 60							Sho You, 9 oz. doz.	2 00		
1 oz. Cranberry Jelly, dz	90							A-1, large	4 75		
		POP CORN						A-1, small	2 85		
JELLY GLASSES		Sure Pop, 25 lb. bags	2 55					Cane, 2 oz.	3 30		
1/2 Pint Tall, per doz.	85	Yellow, 24 1-lb. bags	2 50			COD FISH					
						Bob White, 1 lb. pure	25				
						Paragon, 1 lb.	19				



SHOE MARKET

Michigan Retail Shoe Dealers Association.

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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.

Some Light on Distribution But More Is Needed

The point to be emphasized in the research into shoe distribution in this issue seems to be that the existing channels of distribution in 1929 are equally as acceptable to the public of 1933 and that if progress is to be made for the industry as a whole, it will not come through switching from one channel of distribution to another, but in accelerating the sale of shoes all along the line. There is no royal road to distribution.

The shoe store is holding its own and is not being supplanted by shops that sell shoes as related merchandise. In fact, if there is any real significance to these master figures it is in the possibility that in some of the states where there are no large cities there is opportunity for the growth and development of individual shoe stores, rendering a service that needs the skill and experience of a man who devotes his life to shoes alone and that in these minor cities, shoes now sold as a related or a secondary commodity in non-shoe stores will ere long return to the specialized service that an "all-shoe-store" can best give. Shoe service is beginning to be appreciated for itself and self-service and counter service are fading.

The figures deserve careful study. They are as near perfect as the Department of Census can make them but due allowance should be made for a possibility of some increase over the general total, in view of the difficulty of getting figures from the small stores that do not departmentalize their shoe sales. The main point is that there has been no significant switch in distribution between the years 1929 and the end of 1933 and it is reasonable to suppose that the same rates continue to date.

One point that should be mentioned is the fact that the total shoe sales in 1929 were \$1,265,011,000, while in 1933 there were only \$731,666,000. This doesn't necessarily mean total business transacted in shoe stores, because there are important related commodities such as hosiery, bags, findings, etc. It shows what has been done may again be done with better times or better service.

The Department of Census has helped the industry to see itself with a clearer eye as to the number of stores and volume of business. It now remains for industry to do some research of its own to determine the behavior of price levels. There are absolutely no reliable figures on the retail grades of shoes, nor any breakdown as to Fashion vs. Orthopedic and a hundred other vital subjects necessary for the progress of individual, as well as collective business.

The shoe industry in England has at least, through trade-spirited individuals, set aside some moneys for such studies, but over here we continue to grope in the dark, venture in production and adventure in retailing, not knowing whether the public purse has reached a saturation point in any one grade or type or character of footwear. Blind industry is operating with no scientific distribution study or research, and there is no question but that a rude awakening is coming to some organizations ere long.

Industry is also deficient in accelerating appreciation of types and qualities of shoes because of the lack of direction, as determined by statistical study of the trends of price behavior and the results of common promotions.

So these figures, in this issue, we hope will accelerate an interest in walking down the line into research beneficial to the entire industry. No industry has a greater opportunity to know its shoe figures, for it is a unit-measurable article and lends itself to the collection of statistics. The shoe industry isn't very large in its total dollar volume and its production in less than 1400 places makes it apparent to any serious student of shoes that the job should be done and should be done right now.—Boot and Shoe Recorder.

Lumber Strike Gradually Ending

The strike in the West Coast lumber industry is expected to be terminated through gradual resumption of operations at individual mills after the July 4 holiday.

A majority of employees have already signified a desire to return to work, lumbermen assert. Only the refusal of longshoremen to handle lumber from mills where picketing is still in effect has prevented an end of the strike. Many mills are not being picketed now.

Resumption of operations on the Pacific Coast should not prove immediately disturbing to lumber prices. Mills in the East have accumulated orders during the strike equal to at least four weeks' production. Higher costs entailed by wage concessions already granted by employers will restrain price-cutting activities on the part of West Coast producers.

Prediction: When Congress recesses, business will advance.

A thirty-hour week wouldn't be worth thirty cents.

America, happily, has a vigorous Constitution.

The utility holding bill doesn't hold water.

SUCCESSFUL SALESMEN

Walter W. Arnold, Representing Robert A. Johnston Co., Milwaukee

Walter W. Arnold was born on a farm in Chester township, Ottawa county, Dec. 13, 1896. He attended country school as far as it would take him and completed his education in the Conklin public school, graduating from the high school in 1917. He then spent a year at the McLachlan business college, Grand Rapids.

In 1919 he entered into a partnership arrangement with George Rysdale to handle the confectionery products of the Robert A. Johnston Co., of Milwaukee. Under this arrangement he covered about a third of Lower Michigan, located in the Southwestern portion of the State. This did not include the cities of Grand Rapids and Muskegon, which were covered at this time by Mr. Rysdale. A short time ago Mr. Rysdale retired from the Johnston Co. to give his entire time to the products of Tunis Johnson in the large cities of the Middle West. This resulted in the entire territory being turned over to Mr. Arnold, who will undertake to see his trade every forty-five days.

Mr. Arnold travels by automobile altogether and enjoys an exceptional reputation as a rapid and effective traveler.

Mr. Arnold was married July 7, 1924, to Miss Nellie Kelly, of Conklin. They have no children. They reside in their own home at 439 Cheshire Drive. They are both members of Park Congregational church, in which they find a religious atmosphere which satisfies both.

Mr. Arnold is a member of the T.P.A., Greenridge Country Club and all of the Masonic orders except the Consistory. A recent issue of the official organ of De Molai Commandery thus refers to him:

A most welcome addition to the ranks of De Molai Commandery is Sir Knight Walter W. Arnold.

Sir Walter is a member of Valley City Lodge, Columbian Chapter and was knighted in our Commandery on May 10.

By the genial manner, likeable qualities and interest in Commandery affairs, he has endeared himself to those of our members with whom he has come in contact.

Sir Walter is Western Michigan representative of Robert A. Johnston Co.,

of Milwaukee and with his charming wife, resides at 439 Cheshire Drive.

Mr. Arnold owns up to but one hobby—golf.

Mr. Arnold attributes his success as a salesman to hard work and fidelity to his trade. He is a man of exceptional appearance and has a temperament and a disposition which serve him to good purpose in making and retaining friends.

His efforts and judgment are based on the principles of a "builder." To this he attributes his success.

The first instructions an employee received from the Robt. A. Johnston Co. are, "Work like hell and use your brain."

300,000 Cars This Month

Production of 300,000 cars and trucks in the United States and Canada during July is now predicted by executives of leading motor companies. This would compare with 277,000 units produced last July, indicating a gain of some 8 per cent.

Retail sales of new cars increased during the last ten days of June, it is reported, and have reduced dealers' stocks of several makes. Used car sales have improved also, thus reducing the burden of these inventories. Consequently, the contraction in July motor output is not expected to exceed normal seasonal proportions.

Any diminution in prospective farm income, however, owing to crop damage, might affect retail automobile sales adversely. Since recent sales gains in the agricultural areas have generally been larger than those in industrial regions, a sharp curtailment in production schedules might result.

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All of the Woodworking Machinery, Motors, Factory Equipment and Office Furniture of the
HAGERSTOWN TABLE WORKS, INC.,
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A descriptive detailed Catalog will be mailed upon request to the undersigned.
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TROUBLE IN THE AIR . . .

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

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

MUTUAL BUILDING, LANSING, MICHIGAN
DETROIT GRAND RAPIDS SAGINAW

OUT AROUND

(Continued from page 9)

We had along with us representatives of Chicago, Cincinnati, Columbus, Ohio, and Grand Rapids newspapers, as well as representatives of our wholesalers, our banks and other business houses in Grand Rapids. Of course, every one of them would like to get better acquainted with each of our Western Michigan communities and each one of them regretted the necessity of making stops in some places and not in others.

Particularly was this true of Shelby and for that reason we turned off the highway, despite the fact that we were then behind our schedule, formed into our parade line headed by the sound car which played a march while we proceeded slowly down to and along the main business street of Shelby in a salute to the town.

It is our hope for the next few years to build this Annual Out-of-Doors Tour into an affair which will attract the attention of the entire mid-west and possibly the nation and it can be done with the co-operation of the communities of Western Michigan bearing with us when we are unable to make a stop in their particular place in co-operating with us in developing a program for the times when we can stop.

We believe that while every community was not visited this year that the publicity which appeared in the metropolitan newspapers represented will attract thousands of tourists not only to the communities where we did stop but to all the others in Western Michigan, and that is our real purpose in conducting the Tour.

A. T. McFadyen,
Sec'y Grand Rapids Association
of Commerce.

Later I received a subsequent letter from Mr. Royal, as follows:

Shelby, June 29—Thank you very much for getting a raise out of the Grand Rapids Association of Commerce. The Secretary has favored me with a copy of his letter to you.

This letter simply goes to confirm my opinion that the person who made out the itinerary just doesn't know his onions.

His reference to the fact that they had along representatives of of various newspapers emphasizes my reaction.

Shelby is not a lake port or summer resort town. It is a business and industrial town. At the time this cavalcade snorted through Shelby on high there was being canned more fruit than at any town at which it stopped along the shore. Did anyone tell these press representatives anything about this big industry?

Or did anyone tell them about the unique summer camps on the shore lines just West of Shelby? For instance "Mishawanka," camp of the American Youth Foundation, on Stony Lake, established there for ten years, with headquarters in St. Louis and a companion camp in the White Mountains of New Hampshire. Was there anyone along sufficiently advised to tell them of Camp Knolslea, Capt. Jack Anderson's camp for boys on Stony Lake, or the Pt. Sable settlement, where is located the Wayne B. Wheeler Memorial church, summer headquarters of the National Anti-Saloon League, with summer residents from all over the country.

It would not have meant anything at all to me to shake hands with any of these Association nabobs—I've seen a lot of them in my time—but to think of a Grand Rapids organization making a tour map of the shore towns and being so ignorant as to omit perhaps the best business town on the route.

Only a portion of the "tour" went through out street—six cars and the sound wagon—several cars had drivers with sufficient sense to stop and call on patrons for the short minute

that would demonstrate more interest than the bellowings of a "sound wagon."

If the Association's idea was to make an "impression" with a sound wagon it has a queer notion of the fitness of things in the opinion of every Shelby business man with whom I have talked. And since I saw you I have recovered my voice and have talked with practically all of them.

I will concede that Shelby is peculiar unto itself—and I am rather glad of it. We are not dependent upon tourist trade, but we have one of the best resort trades—from such camps as I have named. It would seem to me that Grand Rapids business leaders should know this.

I should think that they would want this information if they don't already have it—and it seems quite evident that it is sadly lacking in the Association of Commerce.

As you know, there have been other Grand Rapids business tours where Shelby has been on the map.

Your Old Time Protege,

Harry M. Royal.

As a life long advocate of organization among business men I have always undertaken to support all praiseworthy effects in that direction. I have been a member of the Grand Rapids Association of Commerce perhaps forty years. I was a director for ten or a dozen years, chairman of the industrial committee two years and president two years. During the time I was president the organization was subjected to much criticism which was unfair, unjust and unwarranted. When I assumed the duties of president, I found we had nominally 1,000 members, only 600 of whom were paying \$10 yearly dues to the organization. The 400 delinquents made it a point to attend our banquets each winter and our picnics each summer. This meant that we were paying \$5 per year to entertain dead heads. I gave this situation much thought and finally instructed the secretary to place those who had done anything worthwhile to the organization, the community or the state on the honorary list and strike the remainder from our list. Immediately one of our so-called leading citizens who had paid no dues to our organization for ten years, paraded up and down the street, exclaiming so loudly that he could have been heard a block away:

"Stowe has busted the Board of Trade. Four hundred members have resigned already."

I met this unfounded statement in silence, but requested the secretary to send a form letter to each of the 400 he had dropped from the roll, stating he could be reinstated on payment of a lump sum of \$20—one year in arrears and one year in advance. Before I turned the office over to my successor, two years later, we had 1,200 prompt paying members on our membership list.

So far as my knowledge goes it has always been customary to berate the men who happen to be elevated to leadership in a public service corporation. Some of the best meaning men I have ever known have been greatly grieved over the things said about them when they were doing the best they could under the circumstances. Knowing this as I do I have seldom indulged in caustic criticism of a public officer.

Only when the provocation is great have I ever deviated from this rule. Because of this attitude on my part, I am not disposed to write anything in disparagement about the Shelby situation. I think it will be straightened out in time. I am exceedingly sorry it should have happened, because the relations between Shelby and Grand Rapids have always been cordial and I hope always will be. Grand Rapids needs Shelby and Shelby needs Grand Rapids. Neither community can afford to have a falling out.

Grand Rapids, July 2—Two of our good customers from two different towns on the itinerary of the recent Outdoor Tour of the Association of Commerce told me that they were very much put out at the way they were slighted when the tour passed through their town. I explained to them that I had not taken the trip, nor did we have a representative on the tour, and we took no responsibility for the slight; nor did we want to be blamed for the tour's apparent lack of courtesy to the business men of their community. One merchant said that they had made some considerable preparations to greet the people on the tour which, of course, they were not able to carry out on account of the way they went through their town in such a hurry. I think that in each of these instances the Grand Rapids wholesalers were done more harm than good by such action.

C. J. Farley,
President C. J. Farley & Co.

In our issue of June 12 I published an editorial somewhat favorable to the American Retail Federation. Since that time I have read statements of Congressman Patman concerning the antecedents of the organization and its present officers, which leads me to believe that it is a creature of Mr. Morrill, president of the Kroger Co., and that it is masquerading under false colors. In other words, it is undertaking to create the impression that it is the mouthpiece of independent retailers when it is really the underhanded conspiracy of the Kroger chain, with the co-operation of other chain systems, to destroy the effort the independents are now making to prohibit the chains from using the discriminatory legislation they have been able to secure by falsehood and cajolery. My advice to my friends of the retail trade is to give the American Retail Federation a wide berth.

The disclosures above referred to force me to acknowledge that the president of the Kroger Co. is not the man I thought he was when he assumed the active management of that organization. He made some statements at the time he took that office which led me to believe that he was a man of high character. I have since learned that I was mistaken. He is anything but fair in his dealings and very underhanded in his methods.

Battle Creek, July 1—In going through the June 26 issue of the Tradesman, I noticed an article on the chain store law in Iowa, entitled "The Golden Key." I am wondering if you might have a copy of the Iowa tax law. I would appreciate it if it was possible for you to send me a copy of this law.

Jos. C. Grant.

I have many drafts of the Iowa law but no official copy as it finally passed both branches of the Legislature. I have sent to the Secretary of State for copies and hope to reproduce it in the next issue of the Tradesman.

The kind of a tax I would like to see in Michigan is one similar to that in Iowa where they have a base rate charged against each store, with surcharges depending on the volume. A somewhat similar case is now under contest in the courts and will, doubtless, be ultimately carried to the United States Supreme Court. As it will be nearly two years before our Legislature can take up the matter again. I see no particular reason in adopting an iron clad form now that might be entirely knocked out by Supreme Court decision.

Much can be done by meetings, banquets and formal or informal gatherings to discuss that and other matters of vital interest to the retail trade. It is next to impossible to do too much work along that line if merchants are to present a solid front to the lawmakers when they assemble again in 1937.

I think my ideas and the ideas of my readers generally coincide as to the "punitive" taxes on chain stores. We both would like to see them high—the higher the better—but, as we all know, the courts may think differently.

I understand a meeting of the Board of Directors of the Michigan Federation of Retail Merchants will be held on July 10. That would be a good time for my friend, Vanderjagt, to get official approval for the meeting he contemplates calling for Aug. 27.

I am in receipt of an invitation to attend the dedication of the Clinton F. Woolsey memorial airport at Northport July 14. I hope circumstances may so shape up as to enable me to be present at Northport on the date named.

E. A. Stowe.

Many high-ups are low in spirit.

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

FOR SALE—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

FOR SALE—Needlecraft and gift store. Excellent location in college town of 6,000 population. Address D. A. Welch, Pullman, Washington. 744

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

Unfair representation in the sale of a hair remover is prohibited by the Federal Trade Commission in an order to cease and desist against DeWan Laboratories, Inc., of Chicago. The order enjoins use of the words "Permanent" or "Perm-Nent" or other words coined from "Permanent" as the name of any depilatory manufactured and sold by this company. Advertisement that the DeWan depilatory devitalizes the hair roots and causes destruction of the hair bulb is banned in the order, and it is no longer to be said that such depilatory gives lasting results and retards further regrowth of the hair, unless such representations are qualified in appropriate language to the effect that this preparation will not, in all instances, give lasting results or retard further regrowth of the hair. The respondent is directed to cease representing that its depilatory will not cause burning, smarting or irritation of the skin provided that nothing in the order shall prohibit the use of such representations with certain specified qualifying language.

Unfair advertising practices in the sale of a medicine and skin lotion will be discontinued by Thomas Leeming & Co., Inc., New York City, and Esbencott Laboratories, Portland, Ore., under stipulations entered into with the Federal Trade Commission. Leeming & Co., selling a treatment called "Baume Bengue," agree to cease representing that their product, also called "Ben-Gay," penetrates "deeper" or penetrates into the muscles or joints themselves, or stays there until the pain is "banished," "routed" or "killed." This dealer also will cease asserting that Analgesique Baume (Ben-Gay) is an effective remedy for any ailment, disease or condition, unless the allegations are supported by demonstrable scientific facts or substantial medical opinion. This product was advertised as a remedy for rheumatic pains, colds, neuralgia and neuritis. The Portland firm agrees to discontinue the claim that its skin lotion, called "Santiseptic Lotion," is a competent therapeutic treatment for prickly heat, blemishes or skin defects, and that it will prevent or relieve inflammation and will leave a powder effect that will not rub off.

In complaints issued by the Federal Trade Commission, eight liquor distributors in Baltimore, New York, Hartford, Conn., Chicago, Louisville, Ky., Anaheim, Calif., and Providence, R. I., are charged with unfair methods of competition in the use of the words "Distilling," "Distillers," "Distilled Products" and "Distilleries" in their corporate names and in advertising, when in fact they are not distillers. Complaints issued are against Potomac Distilling Corporation, Baltimore; Ostrucon Distilled Products Co., Inc., New York; General Distilleries Corporation, Hartford, Conn.; Paramount Distilling Corporation, Chicago; Fairfield Distilling Co., Louisville, Ky.;

Universal Distillers, Inc., Anaheim, Calif.; United Distillers Corporation, Providence, R. I., and Distilled Importing Corporation, New York.

Alleging unfair competition in the sale of paint, the Federal Trade Commission has issued a complaint against C. Rosenblum, Inc., of Baltimore, manufacturer and distributor. Labels bearing the brand name, Conestoga Paste White, were said to have borne the representation that the pigment in the composition of the paint was 100 per cent., as follows: 70 per cent. white lead; 20 per cent. pure zinc oxide; 5 per cent. calcium carbonate, and 5 per cent. magnesium silicate. According to the complaint, the pigment composition of the respondent's paint consisted approximately of 42.1 per cent. white lead; approximately 43.8 per cent. of extending pigment made up of calcium carbonate, magnesium silicate and 8.7 per cent of other matter; also 14.1 per cent of lithopone, which held about 30 per cent. of zinc sulphide. There was no zinc oxide in the pigment, according to an analysis. The complaint alleges these representations had the capacity to mislead purchasers into believing they were buying a paint the pigment of which was composed as represented on the labels, and to unfairly divert trade from competitors to the respondent company.

Misrepresentation in the sale of granite monuments and memorials is alleged in a Federal Trade Commission complaint against Vernon Seitz and Raymond G. Seitz, of Winona, Minn., trading as Winona Monument Company.

The complaint says the respondents advertised under the name "Barrie" Granite monuments and memorials manufactured from granite quarried in various sections of the United States other than the Barre District in Vermont, in which district only the product known as Barre Granite is found and quarried. This practice, according to the complaint, has a tendency to deceive the purchasing public and to induce the purchase of monuments in the erroneous belief that they are made of genuine Barre Granite.

The Federal Trade Commission has ordered Daniel Walcott, of New York City a dealer in men's ready-to-wear clothing, to cease and desist from representing that he is a clothing manufacturer, unless and until he owns and operates such a manufacturing establishment. Walcott has traded under the following names: Interstate Clothing Co., Transcontinental Clothing Manufacturers, Nation Wide Clothing Co., Coast to Coast Clothing Co., Interstate Trouser Co., Specialty Clothing Co., and Interstate Tailoring Co. The respondent is also ordered to stop representing, directly, by implication or by use of the word "tailoring," that he conducts a tailoring establishment, unless and until he owns and controls an establishment where tailor-made clothing is actually made to the customer's individual measure. The Commission order prohibits representation by the

respondent or his salesmen that the material from which Walcott's clothing is made is all wool or of high grade or that the clothing is tailor-made or made-to-measure, unless and until this is true. Also, Walcott is directed to cease and desist from accepting and failing to refund money collected by him and his salesmen as a result of misrepresentations, when refunds are demanded by customers who return the clothing received. The respondent is directed to stop filling orders for clothing with articles other than those ordered or in sizes wholly unsuited to the customers and at unreasonable variance from the sizes ordered.

Putting Brakes on Initiative

Conservative members of Congress are astounded at the recitals of business men and economists of the results likely to develop through application of the Roosevelt tax program if enacted unto law.

Of particular interest is the possibility of individual owners of large businesses seeking to liquidate their holdings so as to insure against financial embarrassment to their heirs growing out of the application of heavy inheritance levies on top of onerous estate taxes.

It is argued that such a man would be disinclined to improve his factory or other holdings, by putting back into his business the earnings therefrom, or to borrow money to increase his operations, if such course will leave his heirs "property poor" upon his demise.

Money will be withdrawn from individual industry, such as mills, and put into more liquid assets such as securities of large corporations upon which cash could more quickly be raised for the payment of taxes.

The graduated tax on corporations, instead of being as asserted by President Roosevelt, the same as a graduated tax on incomes is more a tax on size, intended to bring decentralization of industry, the economists say, breaking up A. T. & T. to give local communities that control over utilities the President advocates, if one has many long distance calls to make.

Canning Pack Prospects Reduced

Reports of widespread aphid infestation in pea growing areas in Wisconsin and New York materially alter prospects for a record-breaking canned vegetable pack this year.

The Government report on vegetable crop conditions as of June 15 indicated a pea crop fully 60 per cent. above the five-year average. A record-breaking pack of 25,000,000 cases was thus indicated.

The Government report stated also that the condition of the snap bean and sweet corn crops were materially above the average of past years. Since acreages planted were larger, increased packs of

these vegetables had been expected.

As these crops are very late, however, due to excessive moisture, yields will be sharply reduced if unfavorable weather continues. Deterioration of these crops, in addition to that already reported in peas, would cause a material reduction in previous estimates of the 1935 canning pack.

Nineteen New Readers of the Tradesman

Ray E. Nixon, Kingsley
Ed. Mox, Kingsley
F. H. Laney, Cadillac
John H. Maurer, Cadillac
Torberson Drug Co., Cadillac
H. C. Schoff, Cadillac
H. C. Jorgensen, Cadillac
Woolsey Drug Co., Cadillac
Elmer Peterson, Cadillac
Willis & Son, Cadillac
Harry C. Star, Reed City
Harry E. Bohn, Reed City
G. A. Anderson, Trustin
W. Drebin, Big Rapids
Hansen & Williams, Big Rapids
L. M. Norman, Need City
Bargain Center, Saginaw
Wm. Kirkbride, Pickford
E. F. Boman, Detroit.

Spending and Paying

The present administration will go down in history as the greatest spender of all time. With considerable adroitness, it is now proposed to make the collection of taxes popular with the great mass of the people—since these taxes are not to fall directly upon the great mass—but are to continue to be poured out in all kinds of relief. The time is coming when the government must take money in greater quantities from the people to make these expenditures. It was inevitable that it could not continue borrowing huge sums of money without making some preparation for repayment. The alternative is to continue borrowing on the part of the Government, with repudiation of the debts as the final resort. Not a pleasant idea.

Black Leads, With Brown Gaining

While black will lead by a substantial margin, increased favor for brown coats this Fall is predicted in the preliminary report on volume coat colors issued by the color co-ordination committee of the National Retail Dry Goods Association. Of 100 misses' garments fifty will be black, with this figure rising to 65 in the case of women's styles, according to the committee. Brown will account for 30 per cent. of misses' types, against 20 last year, and will rise to 35 per cent. in the case of women's types. In other colors in misses' styles 20 per cent. will be divided among green, wine, copper and blue.

The weakest among us has a gift, however seemingly trivial, which is peculiar to him and which worthily used will be a gift also to his race.

Little things console us, because little things afflict us.

Business alleges double-dealing.

The Flag of Destiny

On June 14, 1777, the Continental Congress in session in Philadelphia adopted the following resolution:

Resolved—that the Flag of the United States be thirteen Stripes, alternate red and white; that the Union be thirteen Stars, in a Blue Field, representing a new Constellation.

That Constellation, originally consisting of thirteen and at present forty-eight Stars in the Blue Field, has served as a peculiarly appropriate means of informing the people of all Nations of the sustained and continuous progress which has been made toward insuring the permanent security and contentment of the American people.

It is generally conceded that the form of Democracy provided for by the Constitution of the United States and its Amendments, has resulted in attaining an even higher plane of economic and social development than could have been conceived by the most sanguine and far sighted of the men who drafted that unique Charter of Government.

Whether or not, under an appraisal at this particular time, it is found that its precepts have adequately fulfilled the broad purposes for which they were designed rests in the answers to two significant questions—

1—Taking into full consideration the adverse effects of the periodic recessions which have occurred, have the net results of the Administration of the Government during the life of the Republic contributed in the aggregate toward augmenting the security, the contentment and happiness of the people as a whole?

2—Do these results compare favorably with the progress shown toward attaining similar objectives by any other Nation in the World?

Recently in several foreign countries, destructive, unsound legislation, passed by misleading the people through utilizing the momentary public appeal of superficially plausible arguments, has determined the fate of a Nation, and either inadvertently or intentionally led to the ultimate regimentation or subjugation of its people through destroying those fundamental institutions on which its social, political and economic order had depended for its existence.

It is recognized that the experiments in Government, which are now on trial in foreign countries, were only made possible because of the failure of those Governments during past generations to develop the ability of the people to participate adequately in self government

—and that the ultimate solution of the problems of those nations will eventually be found in following the example set by the people of America.

On the other hand, the vital interests of a Nation may justify the enactment of new laws or the modification or repeal of existing legislation to provide for fundamental changes in conditions which may have arisen, and which may demand new or adjusted legislation on which to continue its record of progress.

But in that event the instinctive caution, which is invariably associated with sound leadership in new fields of any nature requires preparing a carefully conceived and detailed program to be developed measure by measure.

And it appears of paramount importance, that any program contemplated should be predicated upon the fundamental premise that the tried and demonstrated principles, which have served as the cornerstones of the edifice on which the strength of the Government has been tested since its inception, will not be discarded or undermined until the new program has unequivocally proved, over an adequate period, that it may be safely substituted as a part of the existing foundation.

Consequently, the grave problems which confront a people during a major crisis arising from economic, social or political causes of profound significance, which directly affect the daily life of every man, woman, and child and future generations, justify the most exhaustive inquiry as to the course of action taken in the past when serious issues from comparable causes have confronted the Nation, and warrant giving particular consideration to the results which may be conclusively attributed to the administration of the legislation enacted during those times.

Political affiliations have invariably been disregarded in every crisis, and every threat, either obviously external or insidiously internal, which has been openly directed against the Flag or the Institutions which it symbolizes, has been decisively defeated when the issues have been clearly defined and their full significance has been weighed by the rank and file of the American people.

The Fourth of July is the most appropriate day for the Nation and its people to give tangible expression in their homes and in public to their deep, hereditary patriotism and their enduring allegiance to the union of the Constellation, now consisting of forty-eight Stars in the Blue Field, with the thirteen alternate red and white Stripes in—

The Flag of Destiny

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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

DOLLAR PROFITS

open to you in summertime tea sales!

Today your customers are seeking reviving drinks as relief from seasonal heat.

Newspapers, magazines and the radio remind them to enjoy ICED TEA. Follow this trend and make money by boosting nationally-advertised Tender Leaf Tea.

Hot weather becomes highly profitable if you feature the money-making, quick-selling

