

BEGINNING

Every day is a fresh beginning,
Every morn is the world made new;
You who are made weary of sorrow and sinning,
Here is a beautiful hope for you—
A hope for me, and a hope for you.

All the past things are past and over,
The tasks are done and the tears are shed;
Yesterday's errors let yesterday cover;
Yesterday's wounds, which smarted and bled,
Are healed with the healing which night has shed.

Yesterday now is a part of forever,
Bound up in a sheaf which God holds tight
With glad days and sad days and bad days, which never
Shall visit us more with their bloom or their blight
Their fullness of sunshine or sorrowful night.

Let them go, since we cannot relieve them,
Cannot undo, and cannot atone.
God in His mercy receive and forgive them!
Just the new days are our own;
Today is ours, and today alone.

Every day is a fresh beginning!
Listen, my soul, to the glad refrain.
And in spite of old sorrows and older sinning,
And puzzles forecasted and possible pain,
Take heart with the day, and begin again.

Susan Coolidge.

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5

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MICHIGAN TRADESMAN

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, JULY 17, 1935

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MICHIGAN TRADESMAN

E. A. Stowe, Editor

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DEVOTED TO the best interests of business men.

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Want Morgenthau to Testify

Secretary of Treasury Morgenthau had better appear in person before the Senate Banking and Currency Committee if he wants the gold clause resolution enacted as presented to the committee, is the advice privately voiced by some of the Democratic members of that group.

"It's a pretty sick baby," is the way in which they speak of the resolution and privately they are critical of Mr. Morgenthau for undertaking to offer a brief statement in letter form in lieu of coming before the committee to aggressively defend the measure against charges that its passage would endanger the credit of the Government.

Attorney-General Cummings, it is related in cloakroom discussions, was outspoken in saying he was not interested in the moral issue and was not disturbed by the talk of repudiation—he does not want to be pestered with gold clause suits and, while he was about it, drafted a resolution that would prohibit suits of any kind over Government issues.

Committee members insist that the real question is as to the probable effect on the Government's credit and on that point they want to hear from Secretary Morgenthau—in person.

New Deal Support Embarrassing

Avidity with which Democratic members of the House of Representatives rush forward to vote in favor of any measure the Administration proposed, in absolute disregard of possible unconstitutionality, may have important repercussions upon the personal fortunes of those who are otherwise engaged in the legal profession.

Some of them, it seems, are beginning to realize their support of the obviously invalid measures

may react to their disadvantage should they later engage in legal practice having a relationship to New Deal legislation. Their anti-New Deal colleagues are raising the question of who would want to depend upon the legal advice of men who support "irresponsible legislation," just to be politically regular, knowing that it cannot stand the test of the courts.

While the situation is engendering some ill feeling in the House, it has not yet quite come to the point where accusations of mental dishonesty can be made with the hope of getting anywhere in the fight that would immediately ensue. Much of this passing the 'buck' to the courts is induced by a desire for early termination of the already record-breaking session.

Bank Deposit Velocity

While business activity is running above the level of a year ago, the average velocity of turnover of bank deposits, as reflected in statistics of debits to individual account, is tending downward toward a record low level for a long period of years.

This apparent anomaly is due to the fact that the volume of deposits is rising more rapidly than the rate of business activity, so that the average velocity is declining.

June, however, did witness a small increase in the average velocity of deposits as compared with May. For New York city the index of deposit turnover of the Federal Reserve Bank of New York was 45, compared with 41 the month before. Outside of New York the index stood at 66, compared with 65 the month before.

Heavy Government spending promises a sharp increase in deposits during the coming months, which may pull the velocity index lower.

Gasoline Price Cutting Develops

The spread of gasoline price cutting latterly, coming as it does at the peak of the heavy consuming season, is arousing increased concern in the petroleum trade.

The new outbreak at Detroit this week is of considerable significance, in that several of the major distributing companies are involved. It is recalled that heavy imports of Russian gasoline were responsible for the recent disturbances in Canada and may account for the current weakness in Detroit.

An element of strength in the gasoline price structure has been

the willingness of major companies to absorb all motor fuel offered at Gulf ports. With California crude production again on the increase, however, the purchasing policy of these companies may be subjected to a severe test.

Retailers' Optimism on Fall Growing

Encouraged by the substantial gains registered so far this month, many retailers are extremely optimistic over their prospects for the fall season.

Executives of several large retail organizations report that their dollar turnover in out-of-town stores last week reflected gains ranging from 10 to 20 per cent. over last year. The largest gains were registered by stores in Buffalo, Minneapolis, Louisville and Baltimore.

Stores situated in the flooded areas of up-State New York, of course, suffered a sharp contraction in sales volume.

Dollar sales volume of New York city stores last week ran about 6 to 7 per cent. ahead of the corresponding 1934 period.

When on Your Way, See Onaway

A compromise has been established between the trout fishermen and the lover of the busy beavers. Truly this is a debatable question. It is not all one-sided by any means. The conservation department has been very liberal by allowing the destruction of so many beaver dams; 134 dams have been disposed of in Presque Isle county alone. It is undoubtedly true that in many instances beaver have been the means of interfering with the propagation of fish, as it is claimed that spawn are infertile in or near a beaver dam. It is also true that the flooding of large areas kills all timber in time within the flooded district. This is undisputed. But the funny part of it is that the beaver are blamed entirely for the depletion of trout.

Let's look back a few years. Is it not true that trout have been gradually becoming less for quite a number of years, long before there were any beaver here at all? I'll tell you who the criminal is—it's the human beaver—man. He is the culprit who has depleted all the timber by cutting it down entirely all along the streams. Not only that, but setting fires to the debris, thus finishing the job and allowing the water to get so warm by removing all shade and hiding places for the trout.

Man, who denuded the whole state of Michigan of its forests, has a whole lot to answer for. Now he accuses the busy little beaver of being a terrible outlaw: just because he spoils a few

acres of timber, a large portion of which was not very valuable anyway.

We are permitted to catch trout in limited quantities, but we dare not sell them. That is legitimate sport, trout fishing is, and there is nothing finer in the sportsman's eye, but he dare not commercialize it.

How about the beaver? You may also trap him in season and you may also sell his hide for a good fat price. It is valuable. In addition to this he is a very interesting animal. He minds his own business and is an asset to the community. He has many admirers. He is an attraction in many ways. It would be a crime to exterminate so useful an animal. I think that the conservation department has been very liberal and shown good judgment so far, but now they have gone far enough and the trout fishermen should be satisfied. How about the grayling? They automatically disappeared without any assistance from the beaver.

Ben Wright and Edwd Dreier, publicity men from the East Michigan Tourist Association, Bay City, accompanied by Mrs. Cummings, Miss Betty Welsh and Mr. Dreier's family have been taking a number of moving pictures near Onaway the past week. These views are of the Rainy and Ocqueoc Falls, Lost river, Black lake, the big sink holes and many other interesting places. The pictures will be used in building the E.M.T. Blue Book for next season. Squire Signal.

Lincoln on Property

In view of the current loose thinking on wealth, it might help to reconsider these words of Abraham Lincoln, spoken on March 21, 1864: "Property is the fruit of labor; property is desirable; it 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. Let not him who is houseless pull down the house of another, but let him work diligently and build one for himself, thus by example assuring that his own shall be safe from violence when built."

Observations on War

General Sherman gave the world the shortest and perhaps the best classic in the English language when he declared, "War is hell!" Only three words and only nine letters. But they tell the whole truth about war. Some one has said that if the profits were taken out of war, and patriots, politicians and profiteers were put in the first-line trenches, war would not last long. General Grant was right when he said, "Let us have peace."

Industrials look more promising than railway securities.

PRICE FIXING

It Is the Last Refuge of Lunacy

Any business man who supposes that the Supreme Court's NRA decision has made an end of the false economics which for so long have blocked industrial recovery is living in a fool's paradise.

That welcome judgment merely brought the Nation's problem into sharp relief.

It is quite apparent that the same forces and the same beliefs which fathered the NRA are still with us. On every hand there persists a great deal of agitation for production control, price fixing, short work weeks, and many more of the worst features of the New Deal. The skeleton of the Blue Eagle doubtless symbolizes that the bird will return with different feathers.

Moreover, it has become equally clear that the issue in the next presidential campaign will be that of constitutional revision—the administration's object being to provide for the presently illegal legislation. The stake will be the country's welfare. And unless industrial leaders are successful in giving the people a calm view of the facts, we will surely find the tepid water of state socialism rising all around us.

It is not unreasonable, I think, to say that if we are to retain the capitalistic system we must recognize its fundamental principles, and be willing to accept and abide by them.

But this many people refuse to do.

Recovery has been slow in making its appearance in America mainly because those principles have been diluted with too much foreign philosophy; because there has been a failure in the creation of new laws and in the formation of governmental policies to use sound, simple economics as a base. I use the term "simple" because if there had been applied principles well within the comprehension of an eighth-grade student, most of our so-called "recovery acts" would never have been passed.

Strangely enough, these threats to business come not only from the political quarter but also from certain members of industry's own ranks. One of the most illustrious fallacies of the New Deal has been the notion of price fixing and production control. And, sad to say, this piece of loose thinking has had as much support from some corporate leaders as it has had from Washington.

We shall get nowhere until the underlying nonsense of that theory is exposed.

Of all the socially unsound principles of the "new economics" masquerading in the guise of "higher ethical standards for business," perhaps none presents so many pitfalls as price fixing. Obviously, this is squarely opposed to the bulwark of capitalism—free and open competition. Free competition is often castigated and stigmatized by such names as "ruthless," "cut-throat," and so on. But, from the standpoint of the public's welfare, what is the truth of the matter?

The living standards of a people are based upon and controlled by the

amount of currently-produced wealth, and a proper average living scale is dependent upon an equitable distribution of such wealth.

Produced wealth is always distributed among four general classes:

(a) To those directly engaged in its production;

(b) To those who provide services—that is, people employed in distribution, transportation and amusements; doctors, lawyers, etc.;

(c) To government—Federal, State and Municipal;

(d) To capital—this share being in the form of profits, accumulated surplus, dividends and so forth.

Now it is patent that when any one class obtains a disproportionate share of the wealth, there is a smaller share remaining for the other classes. Therefore, if we can contrive to reduce the amounts which go to capital and government, there will be more left for distribution among the people engaged in production and services.

Traditionally, prior to two years ago, it was our basic philosophy that capital's share should be limited to the amount it might obtain in free competition; and that capital should be denied any power to increase its share beyond that point through monopolistic strength and such devices as price fixing and production control.

This principle is the keystone of capitalism and it must stay in place or our system will not endure.

Nevertheless, when the opportunity for price fixing and production control came along, it was embraced with secret satisfaction by many business leaders. It was an "out" for them—a salvation for those companies whose operations were no longer economic or efficient.

It is no secret that many heads of over-large corporations had for years been anxious to shelve the Sherman Act, the Clayton Act, and the Federal Trade Commission Act. They wanted to cover up the inefficiencies of too large size by stifling competition, and those statute laws had been adopted to safeguard small industrial units and to preserve the policy of free competition. The principle involved, as originally laid down in the Sherman Act, was to the effect that capital's return from business must be limited to the amount obtainable under free competition, and that any trade agreements or conspiracies which were designed to restrain or impede competition were not in the best interests of society.

Naturally, certain industrialists saw in the present Administration's policies a chance to spike forever those three statutes, to throw open the way to agreements and monopolies.

The theory advanced for this change was that profit in industry is necessary to recovery. That is utterly false. Rather, profit cannot, should not come until after recovery has taken place. An excellent example is the fact that last year one large corporation operated only thirty-five per cent. of its production capacity and yet made a substantial profit. To me,

that is palpably unsound and foreign to the natural order of things.

Labor leaders accepted the price-fixing phase of NRA for a number of reasons. There is a strong hint that they favored it mainly because of a compact with big business. Industry would concede labor the right to bargain collectively; labor would concede industry the right to fix prices.

But there was also a case of mistaken identity. Somehow, there arose a belief that high prices meant high wages. The argument ran this way: in all periods of prosperity there exists a scale of high prices and high wages; therefore, restrict production, elevate the prices of commodities, and so forth, wages will naturally follow, and lo, recovery will be here!

This type of thinking comes dangerously close to the lunatic fringe. The first fallacy is that in talking of wages in terms of dollars, people lose sight of the equation, or what the dollars will buy. Secondly, while a slow, steady rise of prices in the normal business cycle is usually an excellent sign, it must be brought about by a corresponding rising demand for goods of all kinds.

But the chief fallacy is that people mistake the indication of prosperity for the cause. A high scale of prices and wages is an indication of good times, yes. So are high levels of car-loadings, electric-power usage, and so forth. But to try to bring about prosperity by artificially and falsely raising prices by means of economic limitation, will obviously be no more effective than filling freight cars with rubbish and shunting them around the country. Car-loadings would go up, but who would benefit? As H. G. Wells put it, the theory is comparable to boiling the thermometer to heat the house.

It must be plain that, to get more money into the hands of labor and the service professions, the obvious way is to let labor produce more and, at the same time, lessen the amounts which must be given away to capital and government.

Yes, say the adherents of the "new economics" but if prices are allowed to fall in ruthless competition, then the laboring man's wages are going to go down. The price of everything indicates the stored labor therein. Raw materials influence very few prices. Timber in the stump and coal in the mine can be bought at fractions of the eventual prices.

That's quite true. But is there some reason why minimum wage rates cannot be enforced without adopting the price-fixing corollary? When we find a good, must we go hunting for an evil? Would not the laborer be better off, making what he's making today, if his living costs were lower? I am in favor of a minimum wage because, although labor is a commodity, it cannot await a favorable market as can holders of other commodities. But I see no reason why this cannot be maintained without dragging in production-restriction or price-fixing policies.

The usual answer is, of course, that such things do not happen; that by some strange mythical process capital always gets its fixed share of the wealth.

Now, that simply is not true.

Normally, capital, in competition with other capital, will work for whatever return it can get. The credit of this country is not staying out of industry at the present time because of meagre profit possibilities. It is staying out because of uncertainty, because of unstable Administration policies and because of a fear that the rules of the game will be changed again before things can fairly get going. The need to-day is for re-establishment of confidence in our currency and in a price structure dictated by the natural laws of supply and demand.

The reason for this is immediately apparent. We buy consumers' goods. But in durable goods—where capital is most needed—we invest. The assurance of the future, so indispensable in the latter case, affects consumer's goods only from the standpoint of the merchant who fears to stock his shelves.

The significant fact about price fixing is that it has never succeeded, whether applied to the rubber of Congo, the sugar of Cuba or the wheat of Kansas.

Any such scheme is sure to disturb the equilibrium in the distribution of wealth. Its only purpose can be to obtain from the public higher prices for goods than would be possible otherwise. Stated that way, the absurdity of the notion becomes plain. And to attempt to bring it about by the only available method—production control—is sheer suicide.

Production control actually means production restriction. In short, it means growing and manufacturing and using less than we are able to. Such methods will serve only to stifle and slacken our progress as a nation.

The adherents claim that this is merely a temporary device to prime the industrial pump. But what was the result under NRA? Was unemployment diminished? Scarcely; it was divided up somewhat, but that was all.

Of course, the raising of wage rates made it seem to the laborer that he was better off. He made the same money for less work. That sounds splendid. But the price index went up in about the same percentage, he was hit hard by greatly increased processing taxes and so forth; and the net result has been that the average laborer is in worse condition to-day than ever because he is further hampered by that great error—the short work week.

Most of what been done and is still being urged is founded on the false theory of over-production. This is not merely a defeatist frame of mind; it is not in accord with the facts.

Even in 1929, the average worker's income was in the neighborhood of \$1,200 annually. Is there any reason to suppose that he couldn't use \$2,600? The truth is that, great as our consumption has been in the past, it has

never even approached a saturation point, except in a very few isolated instances.

The only thing holding this nation back to-day is that much of the "new economics," much of the legislation being passed, is based upon the weak, untenable theory that we have reached our consumption limit.

Furthermore, we must also remove from our minds the bunk that all in the past was wrong.

Anyone who really thinks at all about our educational system, our standards of health maintenance, our transportation systems, our homes and their equipment, in fact, our material progress in every way, must realize that it simply wasn't all wrong.

The sure course seems to be to be quite obvious.

If we are to regain and eventually surpass the prosperity of the 1920's—as is entirely possible—we must restore the production per capita to the basis upon which we operated in that period. To increase production, we must naturally lower the prices of goods until they are within reach of more and more people. The margin between the cost of production and the cost to the consumer must be narrowed. Capital's share must be held to a minimum, and the government—all non-producers—must be reduced.

All this implies free and open competition—the governor which automatically regulates capital's return, which controls monopolistic powers in business, and which safeguards the individual initiative so necessary to progress.

It is only fair to say that the industrial leaders who have favored price fixing are, fortunately, only a minority. Some lines have been unanimously against it. A notable example is the automobile industry, as shown by the Automobile Manufacturers' Association, which has stood four-square against this type of legislation from the beginning. And is there any more lusty and progressive business in the country?

The attainments of one man in that field clearly indicates America's choice for the future. Will we choose to return to the system which enabled one mechanically-minded farm boy, within the space of one active life-time, to rise to the ownership of the largest industrial unit ever created and owned by a single individual, and who at the same time, by providing cheap automobiles for millions and high-wage scales for other millions, was able to benefit so many people? Or will we choose a regimental existence under a bureaucratic government which, by dominating and controlling every industrial activity, will soon wither the progress which only flourishes under open competition?

Admittedly, there were faults and abuses in our system. Partly due to our laxity in enforcing the Sherman, Clayton, and Federal Trade Commission Acts, we struck some reefs in 1929 that were not clearly marked on our charts. But let's not do what no sane mariner would do—throw away our charts and start steering by the

stars.—Robt. W. Irwin in Forbes Magazine.

* * * * *

* ROBERT W. IRWIN, member *
 * of the Durable Goods Industries *
 * Committee, here speaks his mind *
 * in typical forthright fashion. He *
 * heads the Robert W. Irwin Com- *
 * pany of Grand Rapids, one of the *
 * nation's largest manufacturers of *
 * high-grade household furniture; *
 * and he was chairman of the code *
 * authority for the furniture indus- *
 * try. Widely known as one of the *
 * new group of business spokesmen *
 * which has sprung up in the past *
 * few years of turmoil, he has been *
 * outstandingly active in combating *
 * the price-fixing and production- *
 * control phases of the New Deal. *
 * * * * *

Important Bulletin To Druggists

The following is probably the most important bulletin ever prepared in the N.A.R.D. Washington office. With this in mind, please give the information and requests contained herein your most careful and prompt attention.

The subject is the strong possibility at this time of passage of an adequate anti-price discrimination bill during this session of Congress.

The title of this bill is as follows: A bill making it unlawful 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.

This bill has been introduced in the House by Congressman Wright Patman, of Texas, and is numbered HR-8442. Senator Robinson, Democratic leader of the Senate, has introduced an identical bill in that body numbered S-354. It has been referred to the Committee on the Judiciary in each branch of Congress.

This bill as introduced has been examined by several eminent lawyers who have prepared perfecting amendments which will be added in committee.

This bill is being sponsored so far by the N.A.R.D., the U.S. Wholesale Grocers Association and National Retail Grocers Association. All other independent groups are being contacted as rapidly as possible and their support solicited.

That this bill would be advantageous to independents is shown by the fact that already word has gone out from various agencies to oppose the bill. A smoke screen in the form of a cry of "unconstitutional" is being thrown up. Do not be misled or deceived by this propaganda. We believe the bill to be sound and that the Supreme Court is

the only competent body to determine its soundness.

After consultation with other groups we have come to the conclusion that the following method of procedure will be effective:

First, personal letters, as many as possible, to all members of the Judiciary Committee in the House and Senate. Second, personal letters to all Senators and Congressmen. City and county associations should move at once to enroll all independents and those dependent upon them for business in this fight. State associations should contact each individual member, telling him of this bill and what is needed, and ask him to take it upon himself to spread the word to every other independent merchant in his community. Members of Congressional Contact Committees should, in addition to strong personal appeals to their men in Congress, enlist other business men in the fight. Local wholesalers in all lines who depend upon independents for a majority of their business, and they all do, can do a valuable educational job through their salesmen and through them to their customers. Every form of retail business should be vitally interested in this legislation. The job will be to educate them and sell them on the necessity for prompt and vigorous demands upon Congress.

The long range aspects of this subject are vitally important from a social as well as an economic standpoint. If present trends are not delayed or reversed, few independent dealers will be able to survive the next ten years. The death of NRA removed the only obstacle to the continued rapid growth of chain merchandising. The deadliest monopoly of all faces the American people, that of monopoly in distribution of the necessities of life. It is a very real threat against you, your business, your family and the future economic position of your children.

This bill contains all the elements contained in other price discrimination bills which we have discussed before through this medium. We believe the time is right for action. Powerful leaders in each house of Congress are with us and will fight for this legislation. All we need is a powerful voice from the home districts to back them up. Your reaction to this appeal will be a test of the power of our organization. To make our influence effective, each must do his part promptly. We ask you to help us to help you at a cost of a little time and a few postage stamps.

The greatest enemy of organizations of retailers is the general tendency of members to be apathetic, a "Let George do it" attitude. Act to-day in the interest of yourself and your community.

Send copies of letters sent and information on other action taken by you and your group to the Washington office.

Rowland Jones, Jr.,
 Nat'l Ass'n of Retail Druggists.

The athlete or actor or statesman must make each undertaking a credit to past standing. So must the manufacturer. So must the merchant.

If dirt were trumps, what hands you would hold.—Charles Lamb,

Michigan State Pharmaceutical Association Committees

Executive Committee: A. A. Sprague, Ithaca, chairman; Leo LaCroix, Detroit; Ray Jensen, Grand Rapids; Peter McFarlane, Lansing; James W. Lyons, Detroit; James E. Mahar, Pontiac, and M. N. Henry, Lowell.

Nominating Committee—A. B. Collins, Charlotte, chairman; Ray Walker, Detroit; Ralph Broadbent, Lansing; James E. Way, Jackson; William Johnson, Kalamazoo; Gerald L. Witham, Ann Arbor, and I. M. Schockley, Pontiac.

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Tax Bill Protest Discounted by Democrats

The Democratic leadership in Congress will not be swayed by the chain letter efforts, inspired by Massachusetts Republican women largely, since they do not consider this a "revolt of the masses."

A "jaded Congress, made impervious to propaganda" by such onslaughts as marked the fight over the public utility bill, is inclined to discount all such moves. However, some political observers hold that this latest attack on a New Deal proposal is merely adding fuel to the unrest among the New England votes which has been growing of late.

I am in favor of a steady, considered demobilization of the emergency powers, and above all, of the uncritical mood which has prevailed in the emergency. We have got as far as we can by audacity and improvisation, and we need, I believe, definiteness in place of indefiniteness, regular and orderly procedure and a clear sense of what are the rules of the game. We must decide, in fact, what is worth salvaging of the New Deal.—Walter Lippmann.

MOVEMENTS OF MERCHANTS

Manistee—Earl Neitzke succeeds his brother, F. W. Neitzke in the grocery business.

Bronson—The Bronson Reel Co., has increased its capital stock from \$210,000 to \$225,000.

Saranac—Gerald Adgate succeeds the Philo Adgate Estate in the grocery and meat business.

Merrill—The Farmers & Merchants State Bank of Merrill has decreased its capitalization from \$35,000 to \$20,000.

Kalamazoo—The Michigan Creamery, Inc., 1006 Conant street, has a capital stock of \$10,000, \$1,000 being paid in.

Detroit—The Ajax Stampings, Inc., 4250 West Jefferson avenue, has a capital stock of \$10,000, \$6,000 being paid in.

Detroit—The Bonnie Sharren Beauty Shop, Inc., 14418 East Jefferson avenue, has a capital stock of \$1,000, all paid in.

Lowell—F. P. MacFarlane has purchased the building he has occupied for several years with his feed store and fuel office.

Detroit—The Kennedy Lumber & Fuel Co., 6600 East Seven Mile Road, has changed its name to the Kennedy Coal & Lumber Co.

Battle Creek—The Heyser Electric Co., dealer in electrical equipment, has an authorized capital stock of \$10,000, all of which has been paid in.

Detroit—William J. Brown, Inc., 1432 Washington Blvd., wholesale dealer in shoes, has decreased its capital stock from \$25,000 to \$15,000.

Cadillac—Harry Smith and Charles Wheelock, both of Tustin, have purchased the Watson fuel business and will continue it at the same location.

Detroit—The Union Beef Co., 4070 Deming street, dealer in live stock and meats, has an authorized capital stock of \$3,000, all of which has been paid in.

Flint—The Gorney Brewing Company, Inc., 920 Walnut street, has been incorporated with a capital stock of \$250,000, \$140,000 of which has been paid in.

Kalamazoo—Armintrout's, grocery and meat dealer, has taken over its eleventh store. It was the D. & M. Food Market and is located at 504 West North street.

Walkerville—Leonard J. Reed, general dealer and druggist has arranged to engage in the hardware business. The Michigan Hardware Co. has the order for the stock.

Albion—Ralph Graves and Kenneth King have opened their modern undertaking parlors for business, located at 208 West Erie street. Both men are licensed embalmers.

Petoskey—Carl Buettner has purchased the interest of his partner, George T. Parr, in the Palace Cigar Store and will continue the business under the same style.

Lansing—Harold Halloway has erected a store building north of his residence on US-27 at Valley Farms and will occupy it with a stock of groceries and other lines.

Battle Creek—The Employees Co-operative Company, R. R. 6, organized

for co-operative buying and selling of fuel, has a capital stock of \$5,000, \$1,000 of which has been paid in.

Detroit—The National Waste Paper Company, Inc., 1458 Clinton street, organized to deal in and dispose of waste paper, rags, scrap iron, etc., has a capital stock of \$2,000, all paid in.

Ypsilanti—The Vulcalite Company, 130 West Michigan avenue, organized to manufacture and deal in rubber by-products, has a capital stock of 20,000 shares at \$1 each, \$12,000 being paid in.

Lansing—Charles Brodhagen, who has made and repaired horse harness for the past 65 years, has opened a shop under his own name at the rear of his home, 1917 North East street.

Cadillac—The Cumber-Diggins sawmill has been purchased by the Michigan Maple Block Co. and will be removed to Petoskey where it will be set up adjacent to the Block company plant.

Detroit—The Perfection Creamery Co., 6515 Proctor street, organized to deal in milk and all milk products at wholesale and retail has a capital stock of \$15,000, all of which has been paid in.

Walkerville—The entire stock of Walkerville Hardware Co. has been removed to Hart by the owners, Sayles & Lewis. They opened up the local store as a branch eight years ago with Floyd Marsh in charge.

Ishpeming—F. W. Spear & Sons, of Marquette, dealer in fuel, grain, feed, lumber and building materials, have opened an office and warehouse here at 227 West Front street with William J. Bellstrom as manager.

East Tawas—Emil E. Kunze, veteran merchant of East Tawas, died at his home here Sunday after a long illness. Mr. Kunze had been in business in East Tawas for the past 50 years. He was born in Germany June 3, 1867.

Howard City—The Albert Miller Co. of Chicago and Grand Rapids, has sold its elevator on the P. M. Ry. here to Hammerslag & Tinkham, of Grand Rapids, who will open it for business as soon as the necessary remodeling has been completed.

Howard City—Larry Gregg has become associated with his father, William H. Gregg in the grocery and confectionery store and lunch business he recently purchased of I. W. Laidley, at Croton and the business will be conducted under the style of William H. Gregg & Son.

Kalamazoo—The Kooi-Knapper Company, dealer in clothing and furnishings for men and boys at 126-28 North Burdick street, celebrated its fifth business anniversary July 15. When first organized it occupied one store and has expanded to such a degree that it now occupies three stores.

Munising—C. A. Parker and Harold Christofferson, proprietors of the City Drug Store, have sold the store building and drug stock to George L. Depew, who has taken possession and will be assisted by C. E. Masty, a registered pharmacist of Iron Mountain. Mr. Depew is also a registered pharmacist.

Ludington—The J. J. Newberry Co., dealer in shoes and clothing for men

and boys, is remodeling its store at an estimated cost of \$10,000. In addition to the remodeling modern fixtures will be installed throughout the store making the cost of the completed job much higher than the \$10,000 estimated. The store will remain open for business while the work is progressing.

Marion—J. F. Piper, who has been in the merchandise business in Marion the last 36 years, will leave business just as soon as his present stock of dry goods and notions is disposed of. Mr. Piper, in partnership with his brothers-in-law, the Lowry brothers, was in the grocery business but later opened a dry goods and notions store in the same building. Mr. Piper is one of the charter members and has been an officer in the Marion Protective association. He has served on the village council.

Detroit—Under the direction of Manley Sprague, secretary of the Women's Apparel Club of Michigan, Detroit will be the center of one of the most interesting fashion revues in its history, on the night of August 12. The revue will be held in connection with the tenth semi-annual women's and children's apparel market and exposition at the Hotel Statler, August 11, 12 and 13. The revue will be held for the benefit of the retail merchants in Michigan, Ohio and Indiana and will display the new fall-winter fashions in apparel for women and children. According to Sprague, who has had considerable experience in putting on style revues, no show of its kind held in Detroit has had more effort and expense put behind it to make the affair a success than the event to be offered the merchants next month. The Women's Apparel Club of Michigan is composed of representatives of nationally known manufacturers of women's and children's apparel and accessories. Simon L. Solomon, of Detroit, is president.

Manufacturing Matters

Detroit—The Lynn Paper Products Manufacturing Co., 1510 Ford Bldg., has a capital stock of 200 shares at \$100 a share, \$10,900 being paid in.

Detroit—Waitman Industries, Inc., 2541 Grand River avenue, manufacturer and dealer in machinery, tools and devices, has a capital stock of 25,000 shares at \$1 each \$1000 being paid in.

Detroit—The Acme Metalon Co., 9690 Greeley avenue, organized to manufacture and deal in a metalized building unit, has a capital stock of 1,000 shares at \$10 each, \$2,000 being paid in.

Detroit—The Pasadena Floral Creations, Inc., 1458 Randolph street, has been organized to manufacture and deal in artificial flowers, with a capital stock of 10,000 shares at \$1 each, \$7,500 being paid in.

Detroit—The Super Wrapper Co., 2106 McLellan avenue, organized to manufacture and deal in coin wrappers and coin counters, has a capital stock of 10,000 shares at \$1 each, \$7,000 of which has been paid in.

Detroit—The Premier Rubber Man-

ufacturing Corporation, 12585 Gratiot avenue, organized to manufacture and deal in thermo plastics products, has a capital stock of 25,000 shares at 60c a share, \$1,000 being paid in.

Middleville—The Middleville Co-operative Creamery Co., has been incorporated to manufacture and deal in butter, cheese and other milk and cream products, with a capital stock of \$10,000 \$1,000 being paid in.

Traverse City—The Traverse City Cigar Box Co., manufacturer and dealer in cigar boxes and other containers, has merged the business into a stock company under the same style with a capital stock of \$50,000, \$2,000 of which has been paid in.

Those government employees who are writing a history of their own activities under NRA probably let their kids sign their own report cards.

Never forget that you and your future are in the hands of the people working for you.

We often take away a man's confidence in his own ability and never give it back.

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BURGLAR
PROOF**

SAFES

**Grand Rapids
Safe Co.**

Tradesman Building

Bond Printing

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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—Local jobbers now hold cane granulated at 3.50 and beet sugar at \$5.30.

Tea—The first hands tea market remains unchanged from a week ago. Business is quiet, prices about steady. Consumptive demand for tea good.

Coffee—There was a little firmness in future Rio and Santos coffee green and in a large way at the beginning of the week. It did not last, however, and later in the week prices declined slightly. At the present writing the market is rather sluggish. As to spot Rio and Santos, prices have been a little irregular during the week with slight fluctuations both ways. Demand is quiet. Milds unchanged for the week. The jobbing market on roasted coffee is about where it was a week ago. Consumptive demand good.

Canned Fruit—The fruit situation continues in pretty much of a muddle with growers demanding high prices on raw fruit and distributors paying little attention to their future requirements.

Canned Vegetables—The canned vegetable market has been fairly active in some items, while seasonally dull in others. Distributors are not disposed to make future commitments, but are receptive to offerings which appear to be favorably priced. There seems to have been some fairly good business done here in California asparagus in a few sizes and grades which are said to be held in rather short supply. Total production of green peas for manufacture indicated by the July 1 condition of the crop is about 2 per cent. less than the forecast of June 15, but is 62 per cent. larger than the 1934 production and is 58 per cent. above the five-year average of 1929-1933, according to the crop reporting board of the Department of Agriculture. During the last half of June production prospects declined in Maine, Ohio, Illinois, Wisconsin, Colorado and Oregon, but improved in Pennsylvania, Delaware, Maryland, Virginia, Michigan, Minnesota, Utah and Washington. Improved conditions in the latter States, however, were more than offset by the decreases, chiefly as a result of aphid damage to late peas in Wisconsin. Yields on Alaskas in Wisconsin are good, but sweets or late peas have been damaged to such an extent that much acreage will be lost and yields on the remainder will be light. Recent rains have checked the aphids and they are now thinning out. Apparently there has been very little aphid damage to date in Minnesota, Michigan and New York. In New York, however, heavy rains since July 1 have made the fields so wet that it may not be possible to harvest many fields which are ready for canning. Should the July 1 indicated production of 267,900 tons materialize, it is probable that the 1935 pack would not vary greatly from a total of 25,000,000 equivalent cases of 24 No. 2 cans. In 1934 the pack totaled 15,742,000 cases; for the five years previous it averaged 15,422,000 cases and for

the ten years previous it averaged 16,283,000 cases.

Canned Fish—The salmon season is running along in slow speed in the matter of production, and estimates are being made that the Bristol Bay pack of red salmon will not exceed 200,000 cases. Production of all Alaskan varieties, as a matter of fact, is expected to be small this year and, while opening prices have not been made as yet, the chances are that reds will not be quoted again under \$2 on the Coast. New pinks and chums also will not be quoted for shipment below spot prices and the chances are that they will be quoted higher.

Dried Fruits—The dried fruit market has been featured here in the past few weeks by offerings of new pack dried fruits for ship shipment. By this time values are getting clearer than formerly and it seems to be agreed that some fairly substantial business has been placed, in a few lines at least. New pack apricots, particularly San Joaquins, enjoyed trade interest, while offerings of Thompson raisins for nearby shipment below 4c on the Coast attracted a good deal of buying. This is natural, since new raisins acquired under the recently approved marketing agreement will have to be priced much higher. New Pack Northwest and California prunes have also been quoted and at relatively favored prices as compared to spot fruits. The New York market has been in a process of readjustment to new values which have been taking shape in California. While stocks here have been light, sellers have been ready to make it attractive for both the local and interior trades to take their nearby requirements. Trading has continued to follow its usual seasonal trend, but there seems to have been a rather encouraging revival of interest for early fall needs, and it appears that there will be considerable buying for such requirements because inventories generally have been allowed to run down to very small amounts.

Nuts—Sales of nuts have been limited during the week closed last Saturday. Walnut pieces enjoyed some demand, although trade was held down some by rainy weather. In addition much of the consuming trade is on vacation. Local sellers of nuts admit that they anticipate little real demand before the middle of August.

Olive Oil—Trade in olive oil over the past week proved quiet on this market. Only hand-to-mouth sales were reported, with consumers covering no more than their needs. The trend in Spain has been easier, while Italy holds firm.

Rice—The highlight of the rice market over the past week was the release of Government statistics. These revealed that mill stocks as of July 1 ran just about one-third of a year ago. With this true there is no doubt that the old crop will be cleaned up before any quantity of new rice is available. This is making for a very tight situation, with prices showing an advancing tendency, although spot values lag behind mill ideas.

Salt Fish—The demand for mackerel and other salt fish is still poor as is usual at this season. New pack shore mackerel is expected shortly at lower prices than spot fish, largely on account of inferior quality.

Syrup and Molasses—The output of sugar syrup continues small, and light as the demand is it seems to absorb it. Compound syrup is dull without price change. The better grades of molasses selling seasonably at unchanged prices.

Review of the Produce Market

Apples—Transparents from Southern Illinois, \$1 per bushel.

Bananas—4½c per lb.

Black Raspberries—\$1.40 for 16 qt. case.

Butter—25½c for cartons; 25c per lb. for tub stock.

Beets—25c per doz. bunches.

Cantaloupes—The following sizes are now in market:

36s ----- \$3.00

45s ----- 3.25

Flats, 11 ----- 1.20

Cabbage—35c per bushel for home grown.

Carrots—Calif., 50c per doz. bunches or \$2.50 per crate of 6 doz.

Cauliflower—\$1.25 per dozen for home grown.

Celery—Home grown is now in market, commanding 75c per box of 40 stalks.

Cherries—Home grown are selling as follows in 16 qt. cases:

Black, \$2.25 Sour, 90c.

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

Extra Fancy ----- 70c

No. 1 ----- 60c

No. 2 ----- 50c

Currants—Red, \$1.50 for 16 qt. case.

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

C. H. P. from farmer ----- \$2.60

Light Red Kidney from farmer ----- 4.75

Dark Red Kidney from farmer ----- 5.75

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

Large white, extra fancy ----- 27c

Standard fancy select, cartons ----- 26c

Current receipts, candled ----- 25c

Medium ----- 25c

Cracks ----- 23c

Egg Plant—\$1.50 per doz. from Fla.

Garlic—15c 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—75c per bu. for home grown.

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

Green Peas—\$2 per bu. for home grown.

Green Peppers—30c per dozen for Florida.

Honey Dew Melons—\$1.75 per case.

Limes—16c per dozen.

Lemons—The price is as follows:

360 Sunkist ----- \$8.00

300 Sunkist ----- 7.50

360 Red Ball ----- 7.00

300 Red Ball ----- 7.00

Lettuce—In good demand on the following basis:

California's, 4s and 5s, crate ----- \$4.75

Leaf, out door grown ----- 3c

Mushrooms—30c per box.

Onions—Indiana, \$1 for 50 lb. sack.

Oranges—Fancy Sunkist California

Navels are now sold as follows:

126 ----- \$4.00

150 ----- 4.00

176 ----- 4.00

200 ----- 4.00

216 ----- 4.00

252 ----- 4.00

288 ----- 4.00

324 ----- 4.00

Red Ball, 50c per box less.

Florida oranges in boxes are sold as follows:

200 ----- \$3.00

216 ----- 3.00

250 ----- 3.00

288 ----- 3.00

Parsley—30c per doz. for hot house.

Peaches—Elbertas from Georgia, \$2.75 per bu.

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

Potatoes—Home grown, 40c per 100 lb. sack. New cobbles from the Carolinas, \$2.75 per bbl. of 160 lbs.

Poultry—Local jobbers pay as follows:

Heavy Fowls ----- 16c

Light Fowls ----- 12½c

Ducks ----- 14c

Radishes—Outdoor, 6c per dozen bunches.

Red Raspberries—\$1.75 for 24 pints, home grown.

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

Spinach—Home grown, 90c per bu.

Sweet Potatoes—\$1.40 per bushel for Jerseys.

Tomatoes—Home grown hot house, 50c per 8 lb. basket.

Veal Calves—Local jobbers pay as follows:

Fancy ----- 11

Good ----- 10

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

Wax Beans—75c per bu. for home grown.

Whortleberries—\$3.50 per 16 qt. crate.

One cynical cuss says the Administration is in favor of profits and personal initiative for any business too small to afford a lobby.

What this country needs is public improvements that will pay for themselves as quickly as a new traffic light in a small town.

Advocates of higher taxes should remember that no anaesthetic permits of painless operation on the pocket-book.

Men under a supervisor are as dependent on him for well being as his own children.

Talk over frankly a man's shortcomings with him in language he can understand.

Inflation, if invisible, is here.

MUTUAL INSURANCE (Fire and Life)

Some Good Towns in the Kalamazoo River Valley

Moline is a good trading center on US 131, it being the center of an excellent farming country. Haveman Bros. are the leading merchants, having a large general stock, well displayed. This community is fortunate in having no chain stores.

Wayland is also on US 131, being the center of a large dairy country, which supplies the local condensary. Many onions are also grown in this section. This town has a live bunch of active merchants, among them being Thos. F. Brooks, J. Gurney Frank Malmstone, A. W. Preap, D. Rogers, Weaver's Hardware, Handlon's Drug store. Two of the big National chain food stores are here trying to hog the food trade, which by every principle of justice should go to the home merchants. Our state legislature and supreme court declared strongly against these pirates when they enacted and sustained the present chain store license law.

Shelbyville is just off US 131 and serves a rich farm section. The leading merchant here is D. D. Harris, who has a large stock of general merchandise. Just South a few miles on US 131 is the village of Martin, also an excellent farming center. Freeman G. Hall and Bernard Spoolstra are leading merchants here and have a good trade. West of here a few miles is Watson's Corners, with an excellent country store, conducted by A. G. Schultz and wife, both of whom gave the writer a cordial reception, stating they read the Tradesman carefully each week.

Allegan is a beautiful little city nestled among the hills and bluffs along the shores of Kalamazoo river. It is served by M 40, 89 and 118. It is the county seat of Allegan county and an important industrial center, power being supplied by the river. The city is well located for further expansion of manufacturing. This was no doubt the views of many of its citizens for they have voted to finance a municipal power plant which is now under construction on the river a few miles out. Some of the citizens are somewhat skeptical as to the financial success of the enterprise, but it looks to the writer like a forward undertaking, if properly managed. This view is owing to his experience while an alderman of the city of Sturgis, when he helped to promote and plan a plant for that city, located on the St. Joseph river, sixteen miles away. The revenue from this municipal plant proved a valuable asset to this city, paying for sewers, paving and other improvements and often making it unnecessary to levy a city tax, so it has one of the lowest tax rates in the state. With the building of this power plant, it opens a golden opportunity for the city, provided it has an alert chamber of commerce, to go after new industries. Low power rates and helpful co-operation can

start Allegan on a new era of growth. This program should be in the hands of reliable citizens and not chain store managers, which some cities elect to membership. An organization of this kind should be 100 per cent. loyal to the community. Chain store corporations come only to exploit the city, leaving nothing in it but bare operating expenses. The writer again had the pleasure of calling upon E. C. Reid, one of the oldest active newspaper editors in the state. He has been a witness to vast changes in the social, economic and political life of past decades. The oldtime editors, who wielded a great power upon public opinion have been largely replaced by editors who are directed largely by corporate ownership, more interested in advertising profits, than in expounding economic facts and truths the people should know. Most of the merchants report trade much better than a year ago. Orders for furniture are being placed more freely and local factories expect to be busy.

Otsego is on M 89 and is a paper manufacturing town, like others on the Kalamazoo river. Merchants here report trade a little better, as more are given employment. Farmers prices are higher and this gives them more money to spend. Among the leading merchants here are Benj. Bush, Wm. Drew Co., Johnson Hardware Co., M. G. Rogers, Jones Hardware Co., F. W. Newson, B. A. McCall and M. R. Gamble.

Plainwell is a nice little city of 2,200 population, located on M 89 and US 131. The only hotel here, erected many years ago, is being demolished. Changed conditions have closed many hotels throughout the state and travelers must depend upon local residents for rooms. The local paper mill has increased its employees, which, in turn, helps the home merchants. Recently a bad check artist swindled a local merchant to the tune of twenty odd dollars. He claimed he was in charge of a party of surveyors, who were about to begin work on the state highway. They would board themselves and camp out while on the job. He presented a check for over thirty dollars, signed by a firm of surveyors, and drawn on a Detroit bank. He handed the merchant a list of foods wanted, amounting to twelve dollars, and stated he would call later for his order. The merchant accepted the check and gave him his change. The party never returned for his order and the merchant wondered why. He banked the check, which was returned stamped fraudulent. Another merchant here told of his ordering a trade magazine some weeks ago, paying the solicitor, but no magazine seen yet. Other nearby town reported the same situations. Merchants should report swindles promptly to the Michigan Tradesman and it will warn others of cheats and frauds. Pay no money to strangers unless they can establish their identity beyond a doubt. This would cure swindle rackets like these and others. Among the active merchants here are Haveman & DeMann, L. E. Smith & Co., Smith Merc. Co., Robt. E. Handy, H. L. Shaw, Peter Pell. Were it not

for the greedy chain stores here times would be much better, as more money would be in circulation. Many people do not realize that the volume of money in circulation has everything to do with good or bad times. You have often heard the expression, "we are suffering in the midst of plenty." This is an economic fact. Money is as necessary as blood is to the human body. In both cases there must be a sufficient supply. Health fails when the blood supply runs low, just as business fails when the money supply runs low. just as business fails when the money supply runs low. Whatever holds the money supply controls the health in business, therefore it is of vital importance that greedy interests shall not be permitted to control the money supply and regulate its flow to suit its desires. This is why the writer urges legislation to stop greedy chain corporations from draining towns and cities of its money supply. We might double the volume of money in National circulation, but if we permit organized greed to establish branch stores over the Nation we are no better off as long as they continue to gather in money and send it out of the community and state. The members of our State Legislature and Supreme Court are to be highly commended for enacting and sustaining the chain store license law. They know what these greedy financial giants are doing to the welfare and happiness of our citizens. Greed controls the press, otherwise it would educate the people by showing them the true economic facts. Greed does not build communities, it only comes to exploit them.

E. B. Stebbins.

Items From the Cloverland of Michigan

Sault Ste. Marie, July 15—The village of Stalwart was one of the busiest villages last Friday, when they celebrated the Battle of the Boyne, fought in 1690 between the forces of the Prince of Orange and James II on the banks of a river in Ireland. About 500 Orangemen attended. Chester Crawford, Stalwart's postmaster and merchant, was the grand marshal of the day, while W. R. Robertson, one of our esteemed citizens, was toastmaster. The dinner was served by the Stalwart lodge, and a big time was had by all.

The Sault tourist trade this year is running far ahead of last year. The leading hotels report business much better. They have more guests staying for longer periods this summer. The cabin owners report that all of their cabins are filled nightly, while

last year they had many vacant nights. The Chamber of Commerce also reports that the tourists are arriving earlier this year and many more enquiries are being received as to accommodations. The majority of the cars this year are from Ohio, Illinois, Indiana, Minnesota, Wisconsin, Ontario, Delaware, Missouri and Kentucky. The restaurants are also reporting an improvement over last year.

The Dixie Inn, at Hessel, opened for the season last week, and will specialize on chicken dinners, as well as caring for private parties. This hotel was very popular last season and they are looking forward to a larger patronage this summer.

The Robbins circus exhibit here on Monday, being the first circus for the season, reminded us of olden times, when the circus traveled by wagon. The Robbins circus is not using the railroads, but arrived here by auto.

Old timers had one advantage. They did not spend their last cent on specialists when the case was hopeless.

The Cedar Inn, at Cedarville, opened for the season on July 2 and is filling up with summer tourists. This is the hotel which became famous for its Sunday duck dinners. The hotel has been decorated and is one of the best hotels on the Les Cheneaux Islands.

The Cedarville Chamber of Commerce will hold its annual meeting next Tuesday at the Islington Hotel. John N. Van der Vries, manager of the North Central division of the United States Chamber of Commerce, has been selected as the principal speaker for the banquet.

Ora Oxender has opened a gas filling station on M 48, one mile South of the Sault. He also carries a stock of confectionery, tobacco and cigars, and at present is also selling fresh strawberries which he raises on the lot at the rear of the gas station.

The richest men are those who spend a good share of their money in making other people happy.

William G. Tapert.

Favor Less Stringent Ban

Limitation upon the ban proposed by Attorney-General Cummings against gold clause suits is expected to be favored by the Senate Banking and Currency Committee.

Members of the committee are hesitant about going the whole way because of fear that such action would tend to affect Government credit and even perhaps lead to abuses of power. Administration Senators explain that they are not so anxious about what the Roosevelt administration might do under the circumstances, but they are looking ahead, they say.

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GRAND RAPIDS

FIFTY-TWO YEARS OLD

With the issue of this week the Tradesman completes fifty-two years of successful publication.

The past year has been the most exasperating period which a trade journal in the mercantile field has been forced to face. The chain stores have been very active in opposing threatened legislation, bringing into play the most unscrupulous methods which shyster lawyers can conceive and put into execution to save the chains from the fate which awaits them—regulation which will place them on the same basis as the regular independent grocer. It has been a losing game for the chains. Their day of mercantile mastery, based on short weights, short count, false representations and discrimination in buying accorded them by subservient manufacturers is rapidly drawing to a close.

Despite the infamies heaped on the independent merchants by the NRA, as interpreted by the chain stores and construed to their benefit and advantage by the men who sought and secured positions of trust and responsibility at the head of the organization at Washington when the NRA went into effect, the independent merchant is gradually improving his opportunity and strengthening his position in the estimation of the purchaser. The wretched traitors who played into the hands of the chain stores in the administration of the NRA will soon find themselves out of a job. They should never be permitted to hold public office again.

As usual, the annual review of merchandise conditions will be reserved for our anniversary edition, which will be published Dec. 4, Providence permitting. We bespeak for that edition the usually liberal response of our contributors and advertisers.

DRY GOODS CONDITIONS

Trade results varied in the week over various sections of the country. In this area the hot spell reduced volume to a point where it was running only about even with a year ago. Storms and floods in other districts affected sales adversely. Nevertheless, there were gains ranging up to substantial proportions in other centers where shopping conditions were favorable.

Reporting upon department store sales last month, the Federal Reserve Board indicated an increase for the country as a whole of 4 per cent. The Boston Reserve District ran behind 2 per cent., while in the San Francisco district the gain was 12 per cent. The New York district reported an increase of 1 per cent.

Chain store sales in July showed a slightly smaller gain than in May and the increase fell behind the department store average. A compilation of sales by twenty-one chain systems, made by Merrill, Lynch & Co., put the increase at 3.44 per cent., which compared with 3.6 per cent. for May over the same month last year.

Retail prices continue their sagging tendency, which has been remarked since the peak in May, 1934. The Fairchild index for July 1 was again lower

at 85.9, as against 86.1 on July 1 and 88.2 on July 1, 1934. Most of the gains made after the introduction of NIRA have been lost, but there has been no marked recession since the Recovery Act was voided.

In their operations so far on Fall lines of merchandise, retail buyers have been canvassing their markets rather than placing orders. They find styles more varied and attractive and prices firm.

SEASONAL INFLUENCES

Hope was renewed during the week for an earlier adjournment of Congress than was held out recently, and, as this hope grew, business sentiment improved. Opposition to the administration tax program became more determined.

Holiday and seasonal influences were too strong in both trade and industry to obtain a clear indication of the trend. Distribution interests seem hopeful for Fall and basic lines of industry appear to be preparing for a resumption of higher operations.

The effect of the holiday and particular conditions in industry had a marked effect upon The Times index. It has dropped very sharply under the weight of substantial losses in cotton cloth output, lower carloadings and reduced steel mill activity. The electric power series, however, made a "high," going back to late 1929.

As an indication of what the Federal figures may show, the New York State report upon factory employment for the month ending June 15 disclosed larger than seasonal losses. Employment dropped 1.4 per cent, and payrolls 1.2 per cent. The twenty-year average calls for decreases of 0.5 per cent. and 0.2 per cent. respectively. However, the gains over a year ago stand at 2.2 per cent. for employment and 6.1 per cent. for payrolls.

Outside of automobile manufacturing and sales, the most cheerful reports from a major industry are now coming from building construction. The June figures were the highest since March, 1934. They ran 18 per cent. ahead of June, 1934. Residential building was double the June, 1934, total.

GARMENT LABEL READY

The new labels signifying that the products bearing them have been made under standard working conditions will go on sale in the women's coat and suit industry. The National Coat and Suit Recovery Board, which was organized upon national lines to carry on the gains secured under the NRA, will sponsor the insignia. To back up this Blue Eagle there is the powerful support of the labor unions, which under the collective agreements signed last week will not permit its members to work upon garments that do not carry the label.

The emblem plan is not new to this industry. Some years ago, to enforce decent working conditions, it promulgated the "Pro Sanitas" label, issued by a joint board of sanitary control. While this effort dwindled under the stress of competition, it enjoyed far less support than the present undertaking, which is nation-wide.

Leaders in the industry have been careful this time to launch their recovery board with the co-operation of highly influential consuming interests. They have obtained the backing of women's clubs for their movement and should continue to emphasize the educational features of their program. If consumers and retail store interests back up the label, they can be sure of practical results.

It seems worth while suggesting that other merchandise lines might join them in this enterprise and unite upon the same label in order to avoid confusion and add force to the campaign.

RAYON AND SILK TAXES

In the midst of a broadening attack upon processing taxes by the industries affected, proposals are now made in Congress for their extension. Amendments to the new AAA act are sought whereby rayon and silk would fall under high levies upon the false assumption that these materials are taking away business from cotton.

At first these changes were treated rather lightly by the rayon and silk interests because earlier hearings before the Secretary of Agriculture had indicated definitely that there was no shift from cotton to the other materials and therefore that no compensating tax was justified. But toward the close of the week the industries were considerably upset over the report that the amendments might be passed very shortly by the Senate committee.

Rayon producers point out that the annual consumption of synthetic materials amounts to only 8 per cent. of the average annual cotton consumption, or 200,000,000 pounds, as against 2,700,000,000. At first only a rayon tax of 125 per cent. of the cotton tax was proposed. Then, silk was included as a competing material at 250 per cent of the cotton tax.

The least that Congress might do in the circumstances, it would seem, is to permit hearings upon these proposals. The question at issue is whether silk and rayon are cutting into cotton goods volume and there is very little evidence of any such shift since the processing taxes became effective.

HALF YEAR'S TRADE

For the half year, trade gains are led in an impressive way by the mail-order-chain systems. Following them come the chains and the department stores. The explanation accepted for this showing is that the catalogue houses have been tapping the areas where government money and improved agricultural prices have promoted liberal sales.

The chain organizations have benefited to a smaller degree from those conditions, while in the large centers the large retail establishments have encountered difficulties connected with the reduced "white-collar" demand. Moreover, in the bigger centers there has been a drain upon the merchandise potential as a result of larger sums spent for food and entertainment.

Under the new relief program it was decided to extend more aid to white-collar workers. Delay in these plans continues to hold back trade which

might be helped in this way. There is, however, the prospect of lower food costs as an offset. Merchandise sales should gain as the food item in urban budgets absorbs less expenditure.

From present prospects, retailers are looking forward to fair gains for the Fall season. Stable prices enable them to operate with greater surety. On a falling market, department stores would have advantages over their mail order and chain competitors. The mail order companies, in particular, have been able to call the price turns of the last two years with exceptionally good results.

WEALTH-SHARING

The share-the-wealth movements urged by President Roosevelt and Senator Huey Long are based upon the time-honored fiction that "the king can do no wrong," the modern interpretation of this being that whatever the government does is legal and therefore not to be questioned. However natural the acceptance of this theory, it is erroneous. Governments can no more violate the moral law with impunity than can individuals. As is so well stated by Froude, "The moral law is written on the tablets of eternity." Not even the sanctifying influence of time can convert a wrong into a right. When any government seeks to equalize wealth by taxing the rich for the benefit of the poor it violates the moral law exactly as do the highwaymen who take from those who have for the benefit of those, who have not. If the sanctity of private property is to be denied and the philosophy of Robin Hood is to prevail, then the title to all property is vitiated and warrant is given to Huns and Vandals to plunder as they please.

JEWISH PATRIOTISM

No one who is familiar with history, no one who is even moderately conversant with the events of our own times, no thinking man or woman who knows the vast contributions in peacetimes and the heroic sacrifices in wartimes of Jewish citizens in every country which they have made their home can fail to recognize that the assertion in some quarters in Europe that Jewish citizens lacked patriotism is a lie, and that the proscription and persecution which that great people are now undergoing is an abomination.

Who can tell but that the unknown hero who sleeps here may have been a Jew, so may the German hero who lies in a similar tomb in Berlin have been of the same blood?

FIRM CURTAIN PRICES SEEN

Firm prices and active buying are expected to feature the semi-annual New York Curtain and Drapery Show at the Hotel New Yorker under auspices of the National Exhibitors. More than seventy producers of curtains, draperies, drapery hardware, Venetian blinds and allied lines will participate in the trade showing, which will occupy eighty rooms of the hotel.

Because of the exceptionally heavy consumer-purchasing in the curtain and drapery lines this season, stocks of retailers have been reduced to the lowest point in three years.

OUT AROUND

Things Seen and Heard on a Week
End Trip

The compromised plan offered by chain stores and accepted by the state was a waiver of the sales tax up to August 1 of the year in which the act was passed. There was some question as to when the law became operative. Chain stores contended it became operative on August 1, and the state contended it went into effect on or about April 1. Further controversy would again have brought the state into court and further delayed payment. There was no compromise as to principle, merely the date as to when the law became operative.

P. K. Hoekzema, the Grandville grocer and dry goods dealer, celebrated the thirtieth anniversary of his engaging in business the week of June 9. He made special prices on many staples in the grocery line that week. The food department has very successfully inaugurated a new selling policy in which a small charge for delivery and charge accounts is made, but it enables them to sell for less than the usual chain store prices which usually quote one day leader specials to entice customers to their stores.

J. J. Pope, editor of the local newspaper, the Star, handled the anniversary in a very acceptable manner, including a congratulatory editorial which testifies to the many good qualities of the subject in a most pleasing manner. Unfortunately, the Star was unable to furnish me a complete copy of the publication. Mr. Hoekzema should have had a thousand reprints made for distribution among his friends. It is not too late for the merchant to act on the suggestion, in which I shall expect at least one copy for permanent preservation.

Mr. Hoekzema has the good fortune to have two very approachable sons who are associated with him in business — John, aged 30, and Edward, aged 25. He attributes his success to handling high grade goods, pricing them moderately and giving the public the best service it is humanly possible for him and his associates to furnish.

The long stretch of muck land North of M 21, just West of Hudsonville, never looked more luxurious than it does this season. I can recall when this section was known as the Great Black swamp. No one seemed to know how to reclaim it until the Dutch came over from Holland with a knowledge of muck lands not possessed by any other nationality. They purchased cross sections of the swamp at prices varying from \$1 to \$10 per acre. Now I am told that much of this land could be sold at \$1,000 per acre, based on the wonderful production of the soil and the thickness of the rich black humus.

The foundation of the new postoffice at Zeeland is now completed. The su-

perstructure will probably be finished before snow flies.

The Grand Haven Daily Tribune celebrated its golden jubilee last Wednesday by the publication of a twenty-two page paper, replete with historical matter of great interest to the people of Ottawa county. The owners and publishers of the Tribune are men of high character. The people of Grand Haven are to be congratulated that their daily newspaper is in such good hands which gives the newspaper a moral excellence which could not be maintained by men of lesser understanding and ability.

At the meeting of the Michigan Federation of Retail Merchants, held at Lansing, July 10, the following officers for the ensuing year were elected: R. M. Stone (coal dealers), President, 2400 E. Michigan avenue, Jackson; Jason E. Hammond (dry goods), Vice-President, 476 Hollister building, Lansing; H. W. Bervig (hardware), Secretary-Treasurer, 1112 Olds Tower building, Lansing.

Great things are happening in the retail mercantile world almost hourly nowadays. Many of these features are of vast importance to merchants who should make any sacrifice to acquire correct and authentic information concerning same. They are not played up in the daily papers, because the latter are under the complete dominance of the chains and mail order houses. In order to keep pace with what is happening, especially in the chain store field, the merchant must carefully read a reliable trade journal every week. He ought to have a great daily paper devoted to his especial interests, but, unfortunately, not enough retail merchants would take a daily mercantile paper to make it self-supporting. When I find a merchant who does not take the Tradesman and who gives as an excuse for such action that he is too hard up to take it or does not have time to read it, I note his name in a book I keep for that purpose as one who will not be in business to exceed a year. Long experience and careful observation both cause me to conclude that the dealer who fails to avail himself of the informative information he can secure by reading a trade journal like the Tradesman—information he cannot obtain in any other trade journal—is too poorly equipped, mentally speaking, to stand up and face the fierce competition which prevails at the present time.

Plainwell, July 11—Your agent, E. B. Stebbins, advised me to send you the enclosed forged check, which I received from R. J. Smiley (the name he gave me).

He called on me representing to be the buyer and manager of a crew of men who, he said, were to resurvey the state highway, M 89, between here and Richland. They were engineers and would be here probably a month.

After making arrangements to buy goods of me for the month, he gave me an order for \$12 worth. He then handed me this check for \$29.63. I paid him the difference in currency. He left the store, saying he would call in an hour for the goods and I could

have them ready. I did so but I have never seen him since, as he never called for the goods.

This same swindle was worked the next day at Three Rivers and later a similar deal was pulled off in Kalamazoo, probably by the same man.

As you see, the suckers are not all dead yet and I am one—but never again.

I hope he will come to a bad end.

H. L. Shaw.

I am sorry my long-time friend should have been caught on the sharp hooks of a clever rascal. For fifty years I have warned my readers not to sign any paper for a stranger or pay any cash to a stranger. My cautionary advice has been never to cash a check for a stranger. It seems I did not make this advice strong enough to impress Mr. Shaw with the idea that he was one of the many who should have accepted the warning as gospel truth, to be adhered to at all times and under all circumstances.

Reed City, July 11—We are returning your report sent us on July 5 on the Affiliated Underwriters Loan and Finance Co., which we have read with much interest. We also handed it to L. H. Norman, who has just returned to us.

The report seems to cover very truly their method of fleeing the unsuspecting. Their solicitor explained so nicely what a nice plan they had for financing and collecting and when we gave him the list he had the contract all ready to sign, but evidently it was not so slickly worded that we did not get the catch phrase in it and they never sent us any copy of it.

I have not been in Grand Rapids to stop in a long time, but should I visit your city I will be pleased to call on you. We always enjoy your calls and want you to drop in any time you are in Reed City.

We thank you for the information.

Strong Bros.

Grand Rapids, July 12—I have been noticing the various letters and articles regarding the activities of independent retailers in reference to anti-chain activities and I would like to make a suggestion which I think would be helpful to the cause.

I would like to see all independent retailers and wholesalers make an effort to have a Federal law passed, making it mandatory for every manufacturer to put his name and address on every piece of merchandise he makes, irrespective of what brand or name it is sold under at retail.

This would have a very salutary effect on all manufacturers because they would hesitate to sell their merchandise to the chains at a lower price than to the independents if they knew they would have to put their name and address on such merchandise, irrespective of its brand or label, so that later on if the chains were able to lower the retail selling price and undersell the independent, the independents would be able to check up and find out what manufacturers put the chains in position to undersell them.

This is a simple matter and no one should be ashamed to put his name and address on the merchandise he makes. I think this alone would help the cause of the independents very much.

I was very glad to read Mr. Grant's letter, as he has brought up a point that I think should be the watch-word of every independent merchant. Wholesalers and their employees should patronize independent retailers. We have suggested to our employees that they should not patronize chains and hope that they are loyal enough not to do so.

Independent retailers should also be consistent in their purchasing. It seems to me that they should favor independent wholesalers and their traveling salesmen who call regularly rather than purchasing from sources that are affiliated with or practically chains themselves. If all independent wholesalers and retailers stood loyally together and co-operated closely I think that it would mean a great step forward in the cause for which we are all fighting.

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

It strikes me that Mr. Farley has hit on a very bright idea. I hope the readers of the Tradesman will read the above letter carefully, consider it thoughtfully and write me their opinion of the suggestion.

Greenville, July 12—Answering your kind letter of the 8th, I give you below some facts and figures from our records.

William Bradley was born in Nottinghamshire, England, on March 5, 1828. He came to Washtenaw county, Michigan, in 1848, and spent five years ditching.

In 1853 he located on a farm in Spencer township, Kent county and remained there until 1861, when he enlisted in Company F, 21st Michigan Infantry. He came home in 1863 with his health so impaired that he could not continue farm work.

He started a general store with Fred Spencer at our present location in 1866. The firm was known as Bradley & Spencer and in 1871 they built the two-story brick building which we now occupy.

In 1879 William Bradley bought out Fred Spencer and continued under his own name until 1889, at which time he was succeeded by his two oldest sons, William H. and Elliott D. They operated the business until 1890 as William Bradley's Sons.

On August 27, 1890, William H. Bradley bought out his brother's interest and continued as William Bradley's Son, doing both wholesale and retail. William Bradley died February 6, 1896.

In 1903 the retail business was sold out and William H. Bradley, doing business as William Bradley's Son, continued until his death on April 20, 1925.

After the death of William H. Bradley a family co-partnership was formed, who have since continued the business under the name of William Bradley's Son, with William E. Bradley as the senior partner. William E. Bradley.

Sixty-nine years is a long time for one family to continue the same line of business. I wonder if there is any other wholesale or retail grocery house in Michigan which can present a similar record.

The National Editorial Association warns its members of America against the following cheats and frauds:

Gibbins Gardens, Pemberton, N. J. Additional information has been obtained by the N.E.A. Service Bureau regarding this advertising racket which went under various names: "Wren's Nest," "Dahlia Gardens," etc. For failure to fill orders for floral stock, Gibbins was sentenced by the U. S. court at Camden, N.J., for three years. Sentence suspended and placed on five years' probation.

American and Foreign Bureau, 337 West Madison street, Chicago. Runs advertisements offering "employment opportunities" as \$1 per sucker. Many complaints received by Eastern newspapers.

From Michigan comes a warning to be on the lookout for a smooth talking

(Continued on page 23)

FINANCIAL

New Activities of Bureau of Internal Revenue

The Division of Applications and Information has made public an application for \$1,086,941 filed by the Treasury Department on behalf of the Bureau of Internal Revenue, alcohol tax unit, to make a Nation-wide check of retail liquor dealers.

A test program of making a house-to-house canvass, in certain collection districts the application states, has furnished the Bureau with evidence that certain dealers are being used as outlets for the untaxed products of bootleggers, and that the illicit operations of the post-prohibition period, due to the activities of organized bootleggers, are totally different from those encountered by Collectors of Internal Revenue prior to prohibition.

This work would be performed in cities of 100,000 or more. The states, cities and the amounts proposed to be allocated in each state are as follows:

California, (Long Beach, Los Angeles, Oakland, San Diego, San Francisco), \$78,228.

Colorado, (Denver), \$12,937.80.

Connecticut (Bridgeport, Hartford, New Haven), \$14,336.80.

Delaware, (Wilmington), \$2,258.

District of Columbia, (Washington), \$12,338.80.

Florida, (Jacksonville, Miami, Tampa), \$9,704.

Georgia, (Atlanta), \$10,723.80.

Illinois, (Chicago, Peoria), \$101,730.60.

Indiana, (Evansville, Fort Wayne, Gary, Indianapolis, South Bend), \$23,502.60.

Iowa, (Des Moines), \$4,446.

Kentucky, (Louisville), \$10,835.40.

Louisiana, (New Orleans), \$17,382.80.

Maryland, (Baltimore), \$23,738.20.

Massachusetts, (Boston, Cambridge, Fall River, Lowell, Lynn, New Bedford, Somerville, Springfield, Worcester), \$58,720.20.

Michigan, (Detroit, Flint, Grand Rapids), \$54,789.20.

Minnesota, (Duluth, Minneapolis, St. Paul), \$27,274.60.

Missouri, (Kansas City, St. Louis), \$29,128.60.

Nebraska, (Omaha), \$4,446.

New Jersey, (Camden, Elizabeth, Jersey City, Newark, Paterson, Trenton), \$42,946.60.

New York, (Aubany, Buffalo, New York, Rochester, Syracuse, Utica, Yonkers), \$247,634.

Ohio, (Akron, Canton, Cincinnati, Cleveland, Columbus, Dayton, Toledo, Youngstown), \$83,339.

Oklahoma, (Oklahoma City), \$4,254.

Oregon, (Portland), \$9,165.80.

Pennsylvania, (Philadelphia, Pittsburgh, Reading, Scranton), \$90,006.80.

Rhode Island, (Providence), \$9,165.80.

Tennessee, (Chattanooga, Knoxville, Memphis, Nashville), \$13,909.

Texas, (Dallas, El Paso, Fort Worth, Houston, San Antonio), \$25,714.

Utah, (Salt Lake City), \$5,166.

Virginia, (Norfolk, Richmond), \$7,547.

Washington, (Seattle, Spokane, Tacoma), \$20,706.80.

Wisconsin, (Milwaukee), \$16,894.80.

The N.A.R.D. has protested against the use of such inspections in checking pharmacists who simply purchase and use industrial alcohol in their regular professional pursuit.

Holders of Retail Liquor Dealers licenses should take warning once more that the Federal government seems to be committed to a strenuous campaign to eliminate all sources of illicit alcoholic beverages. In such a campaign, particularly when conducted by people chosen at random from the ranks of white collar relief workers, careless persons are certain to find themselves in serious trouble in the case of only technical or minor law infractions. You are urged to advise all pharmacists to exercise extreme care in their establishments in order to insure that the laws and regulations are lived up to to the letter.

Food and Drug Legislation still buried deep in committee. Chance for a vote grows more remote with each passing day.

The American Retail Federation investigation, headed by Congressman Wright Patman, of Texas, is continuing under an amendment to the original House resolution which broadens its power a great deal. Unfair trade practices will be investigated and hearings are to be held in various large cities throughout the country. The members of this committee are determined to expose and publicize many of the business practices which NRA sought to correct. Many of these things cannot stand the light of day and we believe that public sentiment will demand their control when all the facts are known.

Small Business Men in limelight. As never before in the history of the country, the plight of small business is known to the members of Congress. A large majority are in favor of legislation which will tend to remove many of the inequalities from which he is suffering and which are causing his gradual extinction.

What is needed now is concrete evidence in the form of personal communications to Congressmen and Senators setting forth his present condition and the causes of it. One-fourth of the number of letters written against the utilities measure would do the trick.

Would it not be possible for every retail druggist to interest five of his independent friends in other lines of retailing in this fight? Here is an opportunity for state, city and county associations to do a real job in a national campaign that has right and justice on its side. National problems are merely local problems focused on a larger screen. What will the answer of your organization be?

Rowland Jones, Jr.

A southern evangelist says the road about that a sinner. There's one thing about that, he don't have to wait for the hereafter to be pretty thoroughly damned.

Work is a tonic, whereas inactivity and worry sign many death warrants.

Proceedings of the Grand Rapids Bankruptcy Court

July 1. On this day the schedules, reference, and adjudication in the matter of Auburn Burkhardt, bankrupt No. 6312, were received. The bankrupt is an automobile dealer of Bellevue. The schedules show total assets of \$1,706 (of which \$525 is claimed exempt), and total liabilities of \$6,386.08, listing the following creditors:

Taxes	\$ 915.96
Shiawassee County, Corunna	52.70
Arlo Bishop, Nashville	28.85
Ford Eshleman, Corunna	15.80
W. R. Jones, Lacy	900.00
Starks & Goodrich, Olivet	157.68
E. A. Burkhardt, Perry	1,770.00
Bellevue School, Bellevue	16.50
Lansing Oil Company, Lansing	45.00
Hill Piston Service Co.	206.29
Universal Credit Co., Detroit	62.50
Arlo Bishop, Nashville	28.83
Telephone Co., Bellevue	14.05
Ford Eshleman, Corunna	15.80
W. R. Jones, Lacy	150.00
Snoopy Vacuum Co., Charlotte	69.71
Battell Creek Auto Body Co.	14.18
Dr. Welch Estate, Bellevue	32.50
Glen and Harriet Bers, Owosso	1,449.51
W. R. Jones, Lacy	100.00
Kate Beers, Perry	363.86

July 1. On this day the schedules, reference, and adjudication in the matter of Edward Van Dussen, bankrupt No. 6313, were received. The bankrupt is a grocery clerk of Grand Rapids. The schedules show total assets of \$450 (all of which is claimed exempt), and total liabilities of \$734.50, listing the following creditors:

Grand Rapids Savings Bank, G. R.	\$321.50
Charles Frankla & Co., G. R.	6.00
A. DeGroot & Sons, G. R.	7.75
Dr. Reuben Maurits, G. R.	14.00
Dr. J. W. Rigtink, G. R.	104.00
Blodgett Memorial Hospital, G. R.	197.75
Dr. Paul W. Willis, G. R.	9.50
Herspolshelmer's, G. R.	40.00
Paul Steketee's, G. R.	14.00
Dr. J. Ten Have, G. R.	20.00

July 2. On this day the schedules, reference, and adjudication in the matter of Martin Van Dussen, doing business as Benjamin Avenue Grocery, bankrupt No. 6314, were received. The bankrupt is located in Grand Rapids. The schedules show total assets of \$409.36, (all of which is claimed exempt), and total liabilities of \$3,514.34, listing the following creditors:

State of Michigan, Lansing	\$ 178.17
City of Grand Rapids	25.00
G. R. Savings Bank	584.50
G. R. National Bank	27.30
A. Van Dorden, G. R.	1,200.00
Paul Steketee & Sons, G. R.	4.38
Herspolshelmer Co., G. R.	3.86
Chas. Frankla & Co., G. R.	30.00
Dr. G. Baert, G. R.	12.00
Dr. J. W. Rigtink, G. R.	14.00
Zuiderhoek Coffee Co., G. R.	2.56
A. Van Dorden Co., G. R.	91.16
Van Driele & Co., G. R.	2.95
Row Motor Co., G. R.	20.55
Harry Meyer, G. R.	6.61
Loose Wiles Biscuit Co., G. R.	11.16
Laug Bros., G. R.	35.72
Lee & Cady, G. R.	115.61
Hecht Dairy, G. R.	57.01
Joppe Product Co., G. R.	102.27
Hekman Biscuit Co., G. R.	54.02
Jennings Mfg. Co., G. R.	12.88
G. R. Wholesale Grocery Co.	522.26
G. R. Roofing Co.	9.65
G. R. Paper Co.	11.40
Ellis Brothers Co., G. R.	75.65
Ferris Coffee Co., G. R.	63.24
Clarence Dykstra, G. R.	2.34
H. R. Bekkering, G. R.	142.75
Conkle, Butner Co.	4.00
Robert A. Johnston Co., Milwaukee	17.00
Richard Osseward, Englishville	41.21
Allen B. Wrisley Co., Chicago	19.50
Francis Leggett Co., New York City	13.16

July 2. On this day the schedules, reference, and adjudication in the matter of A. Dexter Swain, Jr., bankrupt No. 6316,

were received. The bankrupt is a time-keeper of G. R. The schedules show total assets of \$475 (of which \$250 is claimed exempt) and total liabilities of \$9,993.21, listing the following creditors:

Young & Chaffee, G. R.	\$ 60.00
Universal Auto Co., G. R.	50.00
Michigan Trust Co., G. R.	327.00
Miles Coal Co., G. R.	6.00
G. R. Gas Co., G. R.	29.80
Wurzburger, G. R.	65.00
Dr. Moll, G. R.	76.00
Dr. Blossom, G. R.	50.00
Dr. McCall, G. R.	6.00
Goodrich Tire Co., G. R.	4.00
Colonial Undertakers, G. R.	3.00
Meyerling Land Co., G. R.	1,250.00
Dr. R. J. Hutchinson, G. R.	30.00
Baisch's, G. R.	5.00
Cornelius Hoffius, G. R.	40.00
G. R. Nat'l Bank	419.17
Old Kent Bank, G. R.	2,187.07
Mildred P. Pulver, Minneapolis	4,200.00
Citizens Industrial Bank, G. R.	440.00
Preferred Accident Insurance Co., New York	852.17

July 2. On this day the schedules, reference, and adjudication in the matter of Ernest A. McPhail, bankrupt No. 6317, were received. The bankrupt is a department store manager of Benton Harbor. The schedules show total assets of \$7,308.05, (of which \$350 is claimed exempt), and total liabilities of \$11,214.68, listing the following creditors:

City Treasurer, Benton Harbor	\$ 300.23
Callista McPhail, Benton Harbor	3,191.50
Kenneth McPhail, Benton Harbor	565.83
W. R. Payne, Receiver, St. Joseph	970.00
National Cash Register Co., Dayton, Ohio	54.00
H. C. Aberle Hose Co., Philadelphia	15.00
Advance Hat Co., New York	8.00
Betty Brown Dress Co., Peoria, Ill.	33.01
Butterick Pattern Co., New York	1,053.09
S. H. Camp Garment Co., Jackson	49.74
Geo. S. Carrington Co., Chicago	6.45
Daisy Air Rifle Co., Plymouth, Mich.	50.00
Doorman Shoe Mfg. Co., Milwaukee	124.13
C. J. Farley & Co., G. R.	29.38
Gloria Hat Co., N. Y.	14.00
A. L. Harris, Chicago	27.56
H. and W. Brassiere Co., Newark, N. J.	20.51

Hood Rubber Co., Chicago	7.99
S. L. Hoffman Co., New York City	3.02
Ideal Shoe Mfg. Co., Milwaukee	2.26
Indera Mills Co., Winston-Salem	13.07
Phil Jacobs, Chicago	11.69
Larry Lasker Co., New York	11.24
Lockway, Stouck Co., Benton Harbor	2.66
McKay-Schweit, Chicago	31.20
Minneapolis Knitting Mills, Minneapolis	52.35
Nickels Mfg. Co., Bristol, Tenn.	10.89
Right Togs Mfg. Co., Three Rivers	20.70
Robert Johnson & Hand, St. Louis	213.39
S. M. & R. Co., Chicago	24.75
Edward Schuall Co., Pottstown, Pa.	42.50
Stein & Solomon, Chicago	70.00
Theobalt & Ehler Co., Milwaukee	11.25
Vitality Shoe Mfg. Co., St. Louis	71.24
Indiana and Michigan Electric Co., Benton Harbor	41.93
Beattie Bernard Press, Benton Harbor	6.44
The Lamson Company, Syracuse	350.00

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Mrs. Elanor L. Robinson, Benton Harbor	615.00
Palladium Publishing Co., Benton Harbor	1,340.58
Herald-Press Co., St. Joseph	684.76
Miss Calista Preston, Benton Harbor	79.12
Benton Harbor Chamber of Commerce, Benton Harbor	25.00
Brown Ice & Coal Co., Benton Harbor	13.00
Max Melnick, New York	9.50
Estate of John Sterling, St. Joseph	14.85
White Cross Laboratories, Chicago	33.00
Michigan Retail Dry Goods Assn., Lansing	15.00
Michigan Fuel and Lt. Co., Benton Harbor	7.36
Michigan Tradesman, G. R.	16.00
July 11. On this day the schedules, reference, and adjudication in the matter of August F. Krump, bankrupt No. 6320, were received. The bankrupt is a meat cutter of Centon Harbor. The schedules show total assets of \$2,350 (of which \$250 is claimed exempt), and total liabilities of \$5,106.32, listing the following creditors:	
State of Michigan	\$175.73
W. R. Payne, Receiver, St. Joseph	2,645.00
Otto Pallas Feed & Implement Store, Stevensville	155.24
Rahn's Shoe Store, St. Joseph	11.05
Harvey Seasingood, St. Joseph	347.60
Knaak Insurance Agency, St. Joseph	30.00
Harry Ohls' Garage, Benton Harbor	8.00
Sanitary Market, Stevensville	63.70
Ferdinand Knuth, St. Joseph	800.00
Stevensville State Bank	750.00
Producers Creamery, Benton Harbor	22.00
John DeVos, St. Joseph	45.00
Charles Hirsch, Benton Harbor	50.00
W. R. Payne, Receiver, St. Joseph	3,500.00

Presidential Taxation Means Confiscation of Property

There have been no outstanding changes in the business picture in recent weeks. The fact that wholesale prices have held firm since the passing of the NRA has led merchandise buyers to enter the market who had formerly delayed such buying in anticipation of a break in price. Also, the improvement in retail trade which started around the middle of June has gained momentum. Industrial activity is offering some resistance to the seasonal tendency to decline although a gradual decline is in evidence. The improvement in retail trade, continued good automobile business, gains in residential building and some other types of business and the resistance shown by business activity to the retarding influences from Washington, suggests a continuation of the upward trend in the fall. Of course, a sizable proportion of businessmen's time is taken up with efforts to protect themselves against legislative proposals which are now known as definite anti-wealth and anti-bigness. This fact indicates a less forceful recovery than was anticipated a short time ago.

There are no signs of any let-up in the anti-business attitude of the administration and the degree of uncertainty with which it has to contend. The President has asked the passage of the Guffey coal bill, even though he acknowledges the likelihood of it being unconstitutional. The AAA amendments are coming up for consideration which gives dictatorial power to the Secretary of Agriculture. The tax proposal has now been shown to be a case of expediency. Taxation is supposed to be a science, but it has now taken on an element of confiscation of property, as the present proposal has no connection between the need of revenue and that to be obtained. Hearings thus far indicate the lack of a definite tax program, so that even the President has now intimated it may be put off until the next session. The resentment of the people has had much to do with the possibilities of delaying this proposition. Jay H. Petter.

Anchors Aweigh —in Michigan



THE vacation you are planning is almost sure to include, as one of its attractive features, the flash of sunlight on water—a swimming pool, a stream that invites your rod and line, a lake for sailing or motor-boating.

For pleasures of this kind, no part of the globe is more bountifully equipped than your native State of Michigan. Here are some of the finest fishing streams in America; here are lakes of unsurpassed variety—five thousand lakes of every shape and size.

You can set up your camp on a pine-shaded bank and swim in a lake no larger than a private pool. Or you can weigh anchor in one like an inland sea, letting your sail or outboard motor carry you away from the workaday world—out into a vast expanse of flashing silver and running white-caps.

In addition to water-sports, Michigan provides almost everything the pleasure-bent vacationist can desire: Hundreds of miles of highways that increase the joys of touring by automobile; varied scenery; invigorating climate; an endless choice of golf courses.

Spend your own vacation in Michigan. Urge its excellent advantages upon your vacationing friends in neighboring states. By doing so you will increase the pleasure of their 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; Leo Lillie, Coopersville; Martin Block, Charlevoix.

Hugh Johnson on the Little Man

During the last National convention, General Hugh Johnson was a star speaker—which he was not at the former one. Grocers who read all he said, and think over it in the light of their own actual, practical experience, will derive benefit, since that process will lead to definite self-examination—always good for all of us. Those who dwell on what they like to see and hear, and skim what is maybe not so "nice," will get no profit from the talk. I quote only a point or two, and that condensed for lack of space; and, as usual, I do not apologize for stressing what may not be all candy.

"Let me tell you NRA was not intended to withhold from consumers any genuine economies in either manufacture or sale of any product. Anything that actually and honestly and soundly reduces costs to consumers—whether in production or sale—is on the side of the welfare of everybody, and it is wrong and reactionary to interfere with it. I want to make that crystal clear.

"That is a sound principle and one that we must not kid ourselves into believing we can beat. Mass distribution is a development of our day and if you want to win you must beat it on its own ground, you can't put yourself against progress in this day of organized science. In 1933, out of some quarter million individual grocery store owners only 20,000 were organized for central buying."

That is endorsement of what I said a short time ago: That we have to utilize machinery at hand in full before we can justly allege that we suffer from discrimination. Such grocers as have organized buying groups and other similar plans have no complaint to make on the score of price competition, either as buyers or sellers. And if the field now is limited to 20,000—which I question—it does not need to remain so limited. Opportunity for further development on same lines is at the hand of every grocery group.

But there is an important reason why I do not share—and never have shared—Johnson's apprehension for the retail grocer. That is, that his higher costs as such actually, not imaginatively, exist are more than offset by his lower expense. It costs him less, provided he is a real grocer, to operate than its costs a chain; and if he be not a real grocer, is there any advantage to anybody in his remaining in business? We never thought so in days before important chain development—why now?

Fact is, grocers have overcome chain store handicaps; have met and coped with all real problems of competition. The real task before them now is to develop their own individual sales abil-

ity; to become better merchandizers each in his own single store. Those who do that—and I see them around me daily and know of them in every state and region—are not worried by any present day competition even as much as we were by its existent forms twenty, thirty, fifty years ago.

There is something just ahead far more threatening than what grocers now worry about. It is no less a menace that grocers have contributed to its imminence by short-sighted cries for "protection." That is the fostering of other forms of distribution by the labor department in Washington.

It is not long since I saw notices of a certain Bulletin 598 issued by the Secretary of Labor—"Madam Secretary"—wherein the department "urges that people secure for themselves the profits which storekeepers have been keeping all these years, through consumer-co-operatives."

Past experience shows, of course, that consumers like Madam Secretary have greatly exaggerated notions of grocery profits—all profits, for that matter—and that when they bump up against the actualities of the profit system, at which it is the currently prevailing fashion to sneer, they discover a lot of things.

They find that rapid progress toward affluence, which they have noted in certain cases, they have mistakenly taken as a reflection of the average food business—whereas such instances are the rare exception which stand out because of their rarity; and that behind them is outstanding ability, as rare in this line of human endeavor as in any other department, like law, medicine or authorship. Hence, co-operative efforts hitherto have proved sadly abortive.

But two points should engage grocers' attention in this connection now: 1, that the encouragement of governmental aid or plan, under whatever guise it be presented, is a delusion, a snare, a wolf in sheep's clothing; and that herein to curry favor with the union labor movement is to play with fire, since such movements have no stopping place—they want it all eventually. 2, that higher costs have been forced on business which have led to higher prices, and there is to-day more margin in our business than is basically healthful.

Dun & Bradstreet and other authentic records of most recent date bring out this factor in high relief; and such condition has harrowed the field for the many co-ops which have been established of late.

Great ballyhoo has centered of late years on the idea that grocers should get into politics. To my mind, they have got too far in already. What is needed now is a return to the grocery business, each merchant to take renewed and scrupulously close interest in his own store; for one of the ways to forestall displacement of grocers by such movements as co-ops is to do a better job for cost so modest that co-ops will have no chance.

Confirming this view, take this from the Consumers' Advisory Board:

"It may well be questioned whether the Government should undertake to

outlaw destructive price-cutting. It is next to impossible to identify the destructive price-cutter—applied to any business man in general who undersells his competitors. If he undersells by virtue of his superior efficiency there is nothing socially destructive in his policy."

Now co-ops were not mentioned by Hugh Johnson as a menace to the Little Man. I mention them as something distinctly designed to curtail liberal margins, and effective, historically, when margins are too liberal. Let it be noticed, also, that consumers remain coldly unmoved by cries of destructive competition. Given low prices, you find the burden of proof that they are too low rests on business, with all presumption in favor of him who provides the low costs.

Human nature does not change. Therein, too, should come a final reflection on the union labor question.

Through the ages labor has had to fight for its share. It is proper, economically sound, in line with progress that labor should get progressively more, except union labor, which is not labor, but loafing. It is perfectly in keeping that it will reach for all it can get. No adverse criticism rests on it on that account because that, too, is in line with human nature. Point is, we forestall such impulse soundly only by doing a similarly progressive job of retailing—and there is no other way that promises to be enduring.

Paul Findlay.

In the past we have made many blunders, and have been guilty of many shortcomings, and yet in the end we have always come out victorious because we have refused to be daunted by blunders and defeats—have recognized them, but persevered in spite of them.—Theodore Roosevelt.

ROWENA

CAKE FLOUR!

is sifted thru silk

VALLEY CITY MILLING CO.

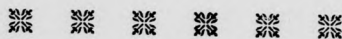
Portland, • Traverse City, • Grand Rapids,
Holland, • Detroit, • Kalamazoo

MULLER'S

GROCER'S

BAKING CO.

256 Eugene St., S.E.
GRAND RAPIDS, MICH.



OWNED and OPERATED By
Strictly
Independent Retailers

MEAT DEALER

Meat is the Hostess' Standby

The basic factors involved in the first of these two groups have been designated as the "production factors." Comparisons were made as to the relative efficiency as well as the desirability of the product, of scrubs with grades and purebreds, of different breeds with one another, of certain crossbreds with other crossbreds, and with purebreds, and of different lines within the breed. Comparisons were also made of different kinds of rations. The breeding comparisons indicated, among other things, that there was more difference in the meat-producing quality of animals within the same breed than there was among the breeds themselves. They further showed that the development of a higher general level of efficiency and quality of product, among beef animals, for example, is in truth a very difficult long-time problem needing the combined efforts of the geneticist and physiologist, as well as the animal husbandman if the superior strains are to be identified and further developed.

Lines of breeding. In the face of these results the next step was obvious and the Bureau has already produced and procured animals of promising lines of breeding. These lines and certain crosses among them are being studied and used in the development of the work. This work should give further information on the inheritance of such factors as feeding efficiency of the animal and tenderness in the meat. Also it is not unreasonable to expect that it will lead to the positive identification of some blood lines, and creation of new ones, superior from the viewpoint of both producer and consumer.

Variation in the character of rations fed to meat-producing animals has proved to have only minor effects, in general, on the palatability of the meat, so long as the animals were well supplied with nutrients. For example, tankage compared with menhaden fishmeal and corn with peanuts in fattening rations for hogs showed no marked differences in desirability of flavor or aroma of the roasted fresh pork; corn compared with brewer's rice showed no significant difference in palatability in general. Differences in certain characteristics were noted, such as the increased yellow tint in the fat of "grass beef" and the oiliness of pork from peanut-fed hogs, but it was not possible to detect any appreciable effect on the palatability of the meat that was due to the kind of feed.

On the other hand, rations of low nutritive value, such as an exclusive roughage ration, have shown an effect on the palatability of the product. An interesting example was a paired-lamb test in which one lamb of each pair was fed a well-balanced ration consisting of corn silage, clover hay and corn and the other only corn silage and clover hay. Both the lean and fat of the lambs fed the grain ration had a more desirable flavor, possessed a more desirable aroma and greater richness

of juice, and were more tender than those of the underfed lambs fed the roughage ration.

Degree-of-finish studies. Conversely it appears that although in general increasing quality of meat is associated with increasing fatness, there comes a stage where the desirability begins to decrease, or at least ceases to advance with further increase in degree of finish. This was shown to be the case with hogs at the United States Animal Husbandry Experiment Station, Beltsville Md. Degree-of-finish studies still hold an important place in the research program.

Grass alone or as a part of the ration has not been found to cause any inferiority in the eating qualities of beef or lamb. It appears that the faults found in some "grass beef" are probably due to lack of sufficient grass or lack of sufficient total food intake, rather than to the nature of the feed itself.

The response of young animals to liberal feed, and the better than expected palatability of beef from plainly bred animals that had been well fed and slaughtered at ages under 18 months, suggests a method for giving consumers the best possible meat from the offspring of plain herds.

Processing and cooking studies. Supplementing these studies on production factors a second group of projects has been in progress to ascertain the processing or handling and cooking factors by which dressed meat can be made more desirable. An interesting and important result in this connection has been the disclosure that ripening dressed lamb in cold storage at 36 degrees to 40 degrees F. for 7 to 10 days caused a marked increase in the tenderness of the leg roasts. Lamb which graded as high as Choice in the carcass, and possessed a delightful tenderness after ripening, showed a disagreeable toughness in legs that were roasted 2 to 4 days after slaughter. Though not so strongly supported by experimental results, this conforms to general experience with ripening beef and should be of especial interest to slaughterers catering largely to nearby trade.

Lard studies. Lard flavor and frying and storage qualities as influenced by different methods of rendering the lard have been studied in a move toward a standardized product that will make the qualities of this shortening agent more readily apparent to consumers. Part of the material used in this study was furnished by the Institute of American Meat Packers and the work was conducted in cooperation with the Bureau of Home Economics. Likewise, that Bureau has cooperated in the cooking and palatability phases.

The relationships among feeder and slaughter animal grades, carcass grade, certain production factors and inherent characteristics of the meat have been subjected to considerable study. Many important findings have been made.

Composition of carcasses. Simplified laboratory methods have made possible more practical comparisons of the characteristics of experimental meat. The composition of a carcass can now be

safely estimated from the composition of certain cuts.

A quickly applicable, mechanical method has been developed for measuring the shearing strength or tenderness of cooked meat. This provides valuable data to supplement and check decisions of the palatability grading committee.

Meat flavor. Special study has been made of meat flavor. This study is designed to answer three major questions: (1) What basic factors are responsible for flavor?; (2) how may they be measured?; (3) how may they be controlled? This is an elusive problem but encouraging progress has been made, including definite steps toward standardizing the work of the palatability grading committee with respect to this important characteristic of meat.

Color of meat. Methods for measuring color of lean and fat, the reasons

for and significance of color differences, and related questions have concerned the Bureau from the beginning of the cooperative project.

New facilities at the Department's Research Center at Beltsville will soon make it possible to extend these efforts to record more closely the changes in structure, composition, palatability, food value and other characteristics of meat as influenced by factors of production and processing.

Dr. J. R. Mohler,
Chief, Bureau of Animal Industry.

The sage of Three Rivers declares that woman can never claim equality with man until she wears shoes that don't hurt her feet.

Middle class: The one who is too poor to pay for hospital service and too rich to get it for nothing.

JUNKET

Reg. U. S. Pat. Off.

Products

JUNKET POWDER

Sweetened and in six tempting flavors

JUNKET TABLETS

Which you sweeten and flavor to taste. Make Milk into Cool, Creamy Desserts—No Cooking

JUNKET MIX

No warming. Just mix with milk and cream. Makes Delicious Ice Cream in Electric Refrigerator

The Junket Folks, Little Falls, N. Y.

NO COW TOO POOR . . .

. . . NO BULL TOO BIG

BRING THEM TO

GRAND RAPIDS PACKING COMPANY

1701 Bristol, N.W. Phone 72-414

GRAND RAPIDS, MICH.

Active market daily for all kinds of

CATTLE—CALVES—HOGS—LAMBS

We buy Poultry and Eggs at

26 Ottawa Avenue, Northwest Telephone 94651



RED STAR YEAST

A QUALITY PRODUCT ★

CUSTOMERS are attracted to the store which offers dependable quality merchandise—at reasonable prices.

RED STAR fresh compressed Yeast is a better yeast because it is Grown from Grain—this fact plus the large size cakes represents greater Consumer Value—resulting in quicker Turnover—hence Extra Profits.

RED STAR YEAST & PRODUCTS CO. • MILWAUKEE, WIS.

Members by Invitation of the Rice Leaders of the World Association

STRICTLY INDEPENDENT SINCE 1882

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.

Quality No Answer To Competitive Price

"Codes of Fair Competition" was an alluring phrase which led business men to look for an approach of millennial conditions. However, when it became apparent that our competitors, the mail order houses, had gained decided advantages over the independent retailers who were supposed to be helped, our dealers' attitude of sympathy and support turned to dissatisfaction that increased to bitterness as time went on.

With all the multiplicity of codes affecting us and the confusion of overlapping authority, compliance was impossible. Enforcement became almost a farce, and the Government hesitated to make one of the larger firms even sign up a code. One of the Government's representatives stated this concern had too much money and legal talent. With continued annoyance and damage to themselves and no compensating benefits, our members naturally developed an attitude of sheer disgust with respect to codes.

Responsive to members' opinions as determined through a country-wide survey through contact in state conventions and group meetings, and in a vast correspondence the association this spring undertook a campaign of opposition to a continuance of retailing under codes. Widespread efforts with affiliated offices and members actively aiding, were directed to the point of trying to convince members of Congress that retailing should be relieved from code government. This campaign was at its peak when the Supreme Court decision nullified the existing act, and apparently removed the possibility of any further legislation placing business such as ours under codes.

I feel that this campaign was an inspiration to all national and those state headquarters which took part, and that should it become necessary in the future for our protection, we have the nucleus of an effective organization of contact, which should be used for the good of all. Before getting away from the code discussion, I wish to say that I am sincerely hopeful that neither child labor nor the sweat shop will ever again be tolerated. Our members have always paid above the minimum wage scale of the code, and I sincerely ask our membership to endeavor to keep our wage standard at as high a point as is consistent.

It is a great pleasure to announce that our membership total is practically even with a year ago. Last year renewals were somewhat stimulated by activities following the enactment of the NIRA and the great hopes held out for benefits we might receive. This stimulation has been lacking the past year as our hopes were replaced by dissatisfaction. In view of this fact, it is logical to conclude that present membership is based upon more substantial considerations. Membership to-day, therefore, even though not

substantially greater in numbers, represents a more healthy respect and appreciation for permanent values of the organization.

You know it is a pleasure to note gains and at this time I am happy to state that your National Association has for the fiscal year ending April 30, last, operated within its income for the first time in five years. Deficits during the preceding four years aggregated one hundred thirteen thousand dollars, ranging from a maximum deficit of thirty-six and one-quarter thousand in the year ending April 30, 1933, to a minimum of eighteen thousand in the year ending April 30, 1934.

Our past fiscal year closed with a black ink balance of a little more than six thousand dollars (\$6,000). Compared with the previous year's deficit of \$18,000, this marked an improvement of \$24,000.

As the business outlook has brightened, dealers have shown livelier interest in improving their stores and getting a better grasp on management. All this has made added demands which the respective association departments have met with reasonable promptness.

Convinced that the codes would not work the correction which they at first promised and that the price discrepancy was one the trade itself would have to solve, the association continued with vigor its study of the competitive situation, along lines calculated to stimulate a greater interest on the part of dealers, and arouse wholesalers to the seriousness of the situation. After comparison of the discrepancy between the mail order catalogs and our jobbers' prices before and after codes went into effect, and the vast amount of information furnished to bring more concretely and emphatically before the wholesalers the competitive situation faced by retailers, the jobbers' reactions have varied.

Some have commended the work; others have shown distinct disinclination to assist; some have asserted the superior quality of their own higher priced items as a justification of their prices. It is no denial of any claim of quality of proffered merchandise to remind such wholesalers that quality is no answer to competitive price. The independent retailer, if he is to continue in business, must meet his competition in kind and in price, and he must have help of his suppliers in accomplishing this.

I made the statement at the Ohio convention that if the wholesaler does not furnish the necessary goods at a price to meet competition, he cannot expect the wholehearted support of the retailers in his territory, and cannot blame them for trying other means of getting aid.

As measures designed to help the independent retailers in their contest with syndicate distributors, some manufacturers have proposed different plans for confining distribution to independent channels. Such plans as had been suggested were fully considered at the board meeting (N.R.H.A. board) in January and some action was considered at several state conventions. However, for logical and le-

gal reasons, the association has never attempted to coerce manufacturers, to dictate policy to them nor to police the manufacturing branch of the industry. Since the state conventions, certain manufacturers have formed the American Institute of Fair Competition to serve as a clearing house of information. This is an interesting development of which we may hear more during our discussion this week.

With competition so pressing as it is, with no relief realized but rather with the condition aggravated under code operation and with the question so conspicuously limelighted as it has been, no other subject could be considered for our congress program this year. The association would be remiss in the discharge of its responsibility to the hardware industry if it evaded it; to live up to its tradition of useful leadership and to justify continued existence, it must now fully appraise the situation and evolve a suitable solution.

To meet this challenge, our program committee has planned a program for this week which is unique in some respects but in every part is practical and pertinent to the question of competition.

Three phases will be presented—Government competition by our speaker this evening, consumer co-operatives by a speaker Wednesday morning, and the remainder of the time devoted to a step-by-step study of syndicate competition, its nature and effect, what is being done in other fields as well as in hardware retailing, and what may be done in hardware distribution to strengthen the position of the independent.

Carefully selected speakers will come before us the next three days to describe syndicate operating procedure from a viewpoint inside such organizations, to measure syndicate and independent distribution costs, to tell what has been done in the grocery and drug fields where syndicate competition developed earlier and more intensively than in our own, and finally to analyze existing plans in the hardware field and to suggest improved plans of hardware wholesaler-retailer co-operation.

N. E. Given.

Corporations Wound Up

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

Lansing Manufacturing Co., Detroit.
Mott Manufacturing Co., Adrian.
Butts Engineering Co., Detroit.
Klaradine Corp., Lansing.
H. P. McKinnin, Inc., Detroit.
Peoples Coal Co., Grand Rapids.
Sportsman's Development Corp., Lansing.
W. T. Berdan & Son, Detroit.
National Terminals Corp., Detroit.
Jefferson Adair Recreation Center, Detroit.

You and I are going to get real tired one of these days of feeding those who refuse to work.

Never put off until tomorrow what you can get somebody to do for you to-day.

New Merchants Council Seeks Moral Support

Michigan independent business men have much to thank the Michigan Tradesman for.

Perhaps there is only one other state out of the forty-eight, which has such an outstanding anti-chain store publication.

Just now its war drums seem to throb in a new tempo of hostility toward chain stores, calling to every town and hamlet, in every county, either inland or border, to join forces in the great fight it has always led to rid the state of these absentee owned organizations, which drain our prosperity, ruin our happiness and leave us the dregs of penury and humiliation.

The very name of Michigan used to be synonymous of wealth, power, freedom and prosperity. To-day with bowed head, stripped of her glory, her shackled feet scruff the dust as she walks a captive in the triumph of Wall street. But this condition can be corrected. Right now a state-wide movement is being inaugurated, known as the Merchants' Council, to make the 85,000 independent business men of the state, power conscious.

The Merchant's Council is to be free from dues. It seeks moral support and co-operation of action.

It is proven logic that a state must retain the profits of its own business energy in order to enjoy prosperity and guarantee opportunity to its youth.

Leonard Vander Jagt, of Grand Rapids, is chairman of this Merchants Council, and it is sponsored by the Kent County Shoe Dealers' Association and has the splendid support of the Michigan Tradesman and individual business men in the state who have contributed their time, energy and money in the anti chain store fight.

A very live meeting was held in Greenville Friday night, July 12, by a group of the organizers, in which both Grand Rapids and Greenville were represented. These meetings, which have been called from time to time over a period of months, have at last reached a stage where a concrete program of action will be presented to the independent wholesalers and retailers of this state. It's their bread and butter to join forces in this fight to restore Michigan to its former dignity. The war drums beat a call to the oppressed.

It is proposed to adopt an individual pledge card system and strive to build an organization of at least 25,000 independent dealers out of the 85,000 in Michigan, to use their efforts in their own counties to gain freedom through legislation. Michigan merchants are urged to heed the call. Write in letters of endorsement to the Michigan Tradesman and to Leonard Vander Jagt, chairman of this organization.

C. L. Clark.

The difference between success and failure is only ten cents. The business man who takes in a dollar and spends only 95 cents is on the road to financial independence, but the fellow who spends \$1.05 when he's got only a dollar in the bank is headed for the rocks.

DRY GOODS

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

Directors

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

Cheap Summer Goods Scarce

Retailers report increasing difficulty in obtaining seasonal merchandise at off-prices in the wholesale markets. The goods are wanted for current promotions by the stores, who find active consumer buying interest continues manifest in Summer apparel and accessories in the lower price brackets. Most manufacturers, however, have stopped production of these goods in the belief that stocks on hand early this month would prove sufficient for retailers' off-price promotions. The situation, it was felt, will force retail emphasis to new merchandise of between-season type in the regular price brackets.

Retain Spring Hosiery Prices.

Few changes in full-fashioned hosiery prices are contemplated by manufacturers of branded goods who are preparing to open Fall lines in the next few days. The Van Raalte Co. price list brought out over the weekend shows no changes in the suggested retail selling prices, but affords retailers an extra mark-up through reductions ranging from 15 to 25 cents a dozen in wholesale prices. Julius Kayser & Co. retains the retail price range of 79 cents to \$1.65 on its featured numbers. Other major companies promoting branded lines of merchandise are still working out price schedules, but will not alter prevailing lists substantially.

Fall Blouse Lines Opened Here

Good buyer attendance at the opening of Fall lines by the Quality Blouse Group is reported from New York. Indications of continued favor for suits during the coming season were cited as likely to swell blouse turnover. The lines shown yesterday were those of makers of garments wholesaling from \$30 per dozen to \$12.75 each. Makers of popular-price lines will open to-day and tomorrow. Deliveries on blouses in the Eastern area will not be made prior to Aug. 1, with July 25 set as the date for the Pacific Coast, it was pointed out by Ben H. Lerner, executive director of the National Blouse Manufacturers Association.

Stores Re-order on Lamps

Calls for low-end lamps for use in midsummer furniture promotions enliven the wholesale market. The buying was totally unexpected and provided a sizable volume of business. Sales agents were under the impression retailers had covered mid-summer sales needs two weeks ago, but yesterday's

purchases included specially priced goods in all types and styles. Small students' lamps, library models and floor lamps were included in the merchandise sold. In addition, shades made up in silk, silk and rayon and parchment, were ordered freely.

Shoe Orders for Fall Delayed

Fall demand for shoes is slow in starting in the wholesale market this year, producers complain. Pointing out that commitments for the coming season should now be coming in in substantial volume, manufacturers said that only a small portion of the regular business has been placed to date. In some quarters the delay in buying was blamed on the uncertainty felt by retailers and jobbers about business in general, but the majority of manufacturers ascribe the situation to store inventory and other causes and predict that buyers will be here to fill requirements early next week.

Sharp Gain in Shoe Output

Running contrary to seasonal trends, shoe production last month was close to 3,000,000 pairs ahead of the total for June last year, according to estimates obtained in the market yesterday. Output last month was approximately 31,000,000 pairs, compared with 30,010,000 last month and 28,544,000 in the corresponding month last year. The rise in production during a normally slow month was due to a desire to get an early start on Fall lines. Most of the factories ran freely during the month but their production was confined largely to goods for the coming season, it was said.

Seasonal Dip in Glassware

Seasonal influences dominated in the major divisions of the glass-manufacturing industry this week, as the customary Summer shut-downs, heaviest in the present month, are put in force. General volume for the trade as a whole has not dropped below the level maintained through the similar period of last year and there are encouraging indications that the usual stimulation which comes with the preparations for Fall business may appear earlier this year than is customary. The container division is expected to take up much of the slack appearing in other lines.

Berkshire Hosiery Prices Hold

Fall full-fashioned hosiery lines to be announced this week by the Berkshire Knitting Mills, will show no change from current levels. The prices will remain in effect until Aug. 31, at which time a new announcement will be made. Other hosiery mills are due to make public Fall lists later in the week. Prices announced by them will go into effect Monday and are expected to apply for the ensuing sixty days.

"Death Sentence" May Yet Prevail

The House leadership is reported to have developed a new strategy for bringing victory to the administration through retention of the so-called "death sentence" in the public utility holding company bill by inspiring a deadlock in the conference com-

mittee, ultimatum in the acceptance of the Senate's proposal.

As a means of accomplishing this end the leaders are said to contemplate the appointment of six members to the conference on the part of the House, evenly divided as to number between the proponents and the opponents of the "death sentence."

Such a packed conference committee, of course, could come to no agreement as to what course to pursue and would be compelled to come back to the House for instructions. That would bring about a direct vote by the House on the "death sentence," and when one considers how the House "caved in" under administration pressure upon the TVA legislation, little doubt is left as to what action the House would take on the utilities bill.

The Senate conference committee is viewed as four-to-one in favor of the "death sentence," so if the House members squabble among themselves all they have to do is sit tight and await further developments.

See No Labor Troubles in Steel

The steel industry expects to enjoy peaceful relations with its employes for the remainder of the year, despite the spur to the infamous union organization afforded by the Wagner Labor Relations act.

Results of the elections held latterly to select employee representatives demonstrate that workers in the industry are not interested in union affiliation. More than 87 per cent. of the eligible employes of the United States Steel Corporation participated in its election. In the polls conducted by several other companies located in the Pittsburgh district, almost 98 per cent. of those eligible voted. Yet only scattering votes were cast for representatives of the national craft union by these employes.

The weakness of the Amalgamated Association of Iron, Steel and Tin Workers makes the outbreak of industrial friction in the industry the more unlikely. Factional disputes within the union

are a major problem, as the "rank and file" opposition to its present leadership continues unabated.

Bumper Crops Stimulate Farm Buying

The materially larger crops indicated by the Government's latest condition report will tend to stimulate sales of farm equipment. The size of the harvest causes an increase in machinery requirements.

Growing conditions this year have made a speedy harvest of the grain crops imperative if material losses are to be avoided. In the winter wheat belt heavy rainfall has delayed threshing, while in the spring wheat areas the spread of black rust infestation will cause growers to hasten harvest work. Farm machinery will have to be kept in good working condition, therefore. Immediate buying to replace worn-out units is expected.

The demand for binder twine already has increased so sharply in anticipation of the larger harvest that the heavy carryover of twine stocks from 1934 should soon be eliminated.

What Home Brew Does

Somebody sent the editor of the Picketown Gazette a few bottles of home brew. The same day he received for publication a wedding announcement and a notice of an action sale. Here were the results as printed in the paper: William Smith and Miss Lucy Anderson were disposed of at public auction at my farm a mile east of a beautiful cluster of roses on her breast and two white calves, before a background of farm implements too numerous to mention in the presence of about 70 guests including two milch cows, six mules and one bob sled. Rev. Jackson tied the nuptial knot with 200 feet of hay rope and the bridal couple left on an extended trip with terms to suit the purchasers. They will be at home of their friends with one good buggy and a few kitchen utensils after ten months from date of sale to responsible parties and some 50 chickens.

Another odd thing about the whole business is how they can wallop the taxpayers for four billion dollars at a whack and call it relief.

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HOTEL DEPARTMENT

How Youngsters Are Handled At Mount Wilson

Mount Wilson, Cal., July 13—As I suggested I might be, in my last communication, here I am with my Doctor friend and about two score school boys ranging from 14 to 17, and I might say hand-picked, for they are certainly bright as new-coined dollars, friendly as they make them, and deferential to the last degree. They also insist that I shall remain with them during the entire period of their play-spell, ten days, and I heartily agree with them. I have quite naturally visited Mt. Wilson on several occasions, and have, I think, written about it before, so anything I say now will be purely incidental, but one cannot speak of what sometimes happens in this wonderful playground without occasionally speaking of what has gone before, as it were. I was here with practically the same vacation class last season, though there is some considerable change in the personnel of the bunch. But they are lovable. Reminiscent of last season, they insisted that their first Sunday morning breakfast should comprise Bancroft Hotel corned beef hash, and they had it—I might say to their fill, accompanied with the historical fact that it has been served at the Michigan hostelry for more than seventy-five years, and has never missed fire as to quality. They unanimously voted to have it again next Sunday morning, additionally voicing the idea that it might be so abundant that the warming-over process might be applied to some considerable portion of this most agreeable delicacy. In point of fact, they seemed to like it. Every night they come over to the Doctor's cabin, where we all enjoy looking over the lights of sixty-five cities. At this quiet hour they insist on my telling them of some of the incidents of a busy existence, and, knowing about what to expect I brought along files of the Tradesman, treating particularly of my visit to the Hawaiian Islands nine years ago, which they greedily absorbed. There is here a dormitory and a cook-house. A dear old lady prepares the food, and the requirements are somewhat akin to those of the old-time Michigan lumber camps. The most interesting portion of each evening's program is a symposium covering the plans of the young "shooters" as to their desires in the great struggle for existence. A large percentage of them hope to become educators; several lean toward the legal trend, but there will also be myriads of doctors, dentists, aces, railroad magnates, and one active youngster aspires to become cash collector on a trolley system. I hope that will not have become a lost art by the time he arrives. This sturdy old piece of earth is over a mile in height, and is of the Sierra Madre range, about two hours drive from Los Angeles, where we do our shopping two or three times a week. It is reached by a toll road by an easy grade of about ten per cent., and I might say it is the astronomical center of America, and possibly the whole world, its observatory being equipped with, I understand, the largest and third largest telescopes on the globe, the first named having a lens 120 inches in diameter, with a tube 150 feet in length, through which a foot path for human travel could be negotiated. I notice that somewhere down East they are preparing a 200 inch lens for a Southern California observatory, which will bring the distant stars within leaping distance, but I can still be interested in the opportunities for "orb-gazing" such as are supplied here Mt. Wilson. Day and night several instruments here are busy probing the mysteries of the universe. While its possession is controlled mostly by private parties who collect a toll of 25

cents for all automobiles and their passengers, there are numerous good hotels where accommodations are supplied at reasonable rates. My host, however, has control of a delightful cabin, comfortably located on a projecting "tooth" where all the world is in plain view. But we perform our gastronomic efforts at the cook-house, with the "gang." There is a wonderful swimming pool, tennis, and all that sort of thing, but no movies so we betake ourselves to the lecture room of the observatory, of an occasional evening, to learn all about comets, "sundogs" and the like, and get an unusual thrill out of the offerings. There are a lot of interesting places approachable from the camp, and with the largest complement of guides ever offered any one individual anywhere, I have seen the most of them. One cannot help but feel his oats when he considers that he is fraternizing with the pick of youth, and that they try to convince him that he is the real "squeeze." Special "whoops" have been rehearsed for calling attention to time of rising each morning, and the ethical observance of meal hours. Flowers galore, hand-picked in mountain canyons. We disperse next Monday, but if I am as fortunate the coming season as I was last, there will be reunions quite frequently, and the "ringmaster" will be on hand with his "hair in a braid." Nothing like that I know of.

When a man who is not to the manner born tries to imitate the chivalric code of the Southern gentleman, he runs the risk of making a spectacle of himself—and, also, of getting into serious trouble. There is, for instance, the case of a New Yorker named Rosenfield, who got acquainted with a married woman in Atlanta, learned that her husband beat her, and decided to kill the beast. He went to the man's house and shot the first man he saw—who turned out to be, not the husband, but a totally innocent and unoffending visitor. The man died, and Rosenfield now faces trial for murder. He remarked that he had nothing to be ashamed of, since he had followed "the best traditions of Southern chivalry." The code of the South does defend helpless womanhood, of course, but the chivalric Southerner usually makes sure that he is aiming at the right man before he leans on the trigger.

Roger W. Babson, noted statistician, speaking of the possibilities of the tourist trade, says: "The whole living expenses of tourists are distributed among local business men in the cities, towns and resorts where they visit. For example, 25 cents out of each dollar goes to the hotel where the tourist stays, and 75 cents goes directly to the trades people of the community. The hotel, in turn, spends 7 per cent. of its share locally for supplies, taxes, salaries, wages, etc. At least 94 per cent. of this investment stays in the community so visited."

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W. H. LILLARD, Manager

At about every hotel gathering the proposition of complementing the hotel bill of the wife accompanying the commercial traveler is much talked of, but never reaches a solution. In the good old days when Bill Jones came to your hotel every fortnight and never asked for any special courtesies, it was a very pretty custom to acknowledge his steadfastness by inviting him to bring his wife with him occasionally. There were some hotels who were possibly too lavish in this dis-

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play of hospitality, but it was undoubtedly a case of mistaken judgment. But nowadays it is the tourist who comes possibly once a year, who wants such concessions, and I don't see why the hotel man should offer them. But it will never be settled officially by any hotel association legislation. Good judgment, specifically applied, will have to regulate the problem.

I notice that in some Michigan cities the hotels have adopted a policy of rehabilitation rather than rebuilding and enlargement. This is evidence of sound business sense. Building of new establishments, especially these days, is accompanied by too much risk, working injury on investors in both new and established enterprises. But rehabilitation is quite another matter. It adds to the longevity and keeps down competition.

Long before the world began to think seriously of disarmament, dad, who at one time was considered foreman of the home works, had been denied the use of the rod in enforcing "home rule." In fact his talons had been pretty effectively manacled. Nowadays when children set up a howl, parents are supposed to supply them with something better. The woodshed as a place for condign punishment, has had to surrender to the library, and arbitration has taken the place of the trunk strap. The motto now is: "Spare the child and spoil the rod." But in spite of all this momentous reform, some youths seem to be sensitive only through their skins. We are surely harboring a crop of irreverence. And some think it is largely due to the new system of giving both colts and kids the reins. At best there is coincidence that the revolt of youth came in the age of disarmament of dads. But it may come as a surprise to parents as well as teachers to learn that many recent books on child training recommend the rod, solitary confinement, spanking and other supposedly discarded modes of bringing up the youth. To spank or not to spank may again become a paramount issue.

Statistics gathered here in California supply information to the effect that the restaurant business has not suffered greatly as a result of general business depression, and that the stores are enjoying a fairly satisfactory patronage. Also, many of the hotels are reporting a greatly increased business. This latter might be accounted for from the fact that the exposition at San Diego is bringing countless thousands of outsiders to the Golden State, who, after viewing the wonders of the fair, park their cars and human contents and proceed to survey and enjoy California just the same as a lot of the rest of us are doing. Last Saturday the one-millionth ticket buyer passed through the gates at San Diego, and one might say the onslaught has not fairly begun. Also the bread line here is diminishing. But advice I have been offering prospective visitors to California is still worth soaking up. There are absolutely no jobs here for transients, and will not be until the skies brighten somewhat, but the individual with real money in his jeans will still find a cordial welcome awaiting him, and living costs are reasonable. But don't try to make the grade without funds, round-trip tickets or dependable cars. Under stress legislation passed here recently car-load lots of prospective visitors will be halted at the various state entrances and turned back unless they can make a satisfactory showing to the authorities. This restriction also applies to incoming passengers on trains, busses and other means of transportation. Some have succeeded in running the gauntlet, but an enforced diet limited to bread—without lubrication—and water, is

about all they have discovered ahead of them.

Most everybody picks up a menu in a restaurant, looks it over carefully, and then orders ham and eggs, in a manner indicating they didn't expect to find them there, but the statistics show that next to beefsteak, the combination meat and dairy dish wins the medal.

Someone of my acquaintances was decrying the use of canned vegetables the other day, and reverting to the day when grandmother used to practice the dehydrating stunt on pumpkins, green corn and a few other products, to the accompaniment of house flies, roaches and ants. A half a century ago I probably consumed my first commercially canned vegetables. They were excellent, and so far as my observation goes, they have been improving ever since. Of course the cost of the prepared article would be somewhat greater than for that taken from the garden to the kitchen, but so far as quality is concerned the latter could be hardly more palatable than the commercially canned article. When it comes to spinach the latter process is much to be preferred.

Frank S. Verbeck.

Most Drastic Chain Store Tax Next to Iowa

Florida has enacted a chain store law which will eventually drive the chains completely out of the state if sustained by the courts. Bitter debate met the bill as it went through the Legislature and it was repeatedly amended. It finally passed both houses and was signed by the Governor on June 5. Thus the chains have lost the hottest fight they have put up in the whole United States. Doubtless they will attack the law in the courts.

While individual store operators are covered by this bill, it is aimed primarily at the chains. The anti-chain legislation has received the support of unorganized retail grocers and other retail merchants in the State. Corporate chain interests are opposing these taxes, challenging their constitutionality.

Under the terms of the amendments submitted to the Senate, annual store levies ranging from \$5 for one store to \$250 per store on corporations operating sixteen or more stores within the State are provided. In addition, a gross receipts levy is provided.

In the case of single stores this tax will be one-fourth of 1 per cent., while on chains the tax levy will range from three fourths of 1 per cent., to a maximum of 5 per cent.

In addition to providing for the above State levies the bill authorizes municipal levies and provides for county license taxes.

The amendments, tightening the proposed license and tax control of chain stores, follow:—

Subdivision A-1. Upon one store, the annual license fee shall be \$5 for each said store.

2. Upon two stores, the said annual license fee shall be \$25 for each of said stores.

3. Upon three stores, the annual license fee shall be \$50 for each of said stores.

4. Upon four stores, the annual license fee shall be \$75 for each of said stores.

5. Upon five or more stores, not to exceed seven, the annual license fee shall be \$150 upon each of said stores.

6. Upon eight or more stores, not to exceed fifteen, the annual license fee shall be \$200 upon each of said stores.

7. Upon sixteen or more stores the annual license fee shall be \$250 upon each of said stores.

8. A county license tax of 50 per cent. of the state license tax hereby imposed on each store shall be and is hereby levied and imposed upon each such store, and each incorporated municipality of the state of Florida is hereby authorized to levy a municipal license tax not to exceed 50 per cent. of the state tax imposed under this Subdivision A; provided, that the tax levied by or for the several counties and municipalities shall be graduated only on the number of stores situate in such county or municipality, respectively notwithstanding the applicant may own other stores beyond the limits of such county or municipality as the case may be.

In all cases coming within this section of this act where the license must be obtained from the Comptroller of the State of Florida, the county taxes hereby imposed shall be paid by the applicant to the Comptroller and immediately remitted by the Comptroller to the proper officers of the several counties of the State entitled thereto.

Subdivision B-1. Upon one store an amount equal to one-fourth of 1 per cent. of the gross receipts from all sales as defined in this act.

2. Upon chain of two stores, an amount equal to three-fourths of 1 per cent. of the gross receipts from sales as defined in this act.

3. Upon chains of three stores, an amount equal to 1 per cent. of the gross receipts from all sales as defined in this act.

4. Upon chains of four stores, an amount equal to 1½ per cent. of the gross receipts from all sales as defined in this act.

5. Upon chains of five or more stores, not to exceed seven, an amount equal to 3 per cent. of the gross receipts from all sales as defined in this act.

6. Upon eight or more stores, not to exceed fifteen, an amount equal to 4 per cent. of the gross receipts from all sales as defined in this act.

7. Upon sixteen or more stores an amount equal to 5 per cent. of the gross receipts of all sales as defined in this act.

The tax shall be calculated upon the gross receipts of the total number of stores in each respective chain concerned at the rate prescribed in the application bracket of the foregoing schedules, provided that in computing the tax imposed by subsections 1, 2, 3, 4, 5, 6 and 7 of subdivision B of this section, the receipts from the sale of gasoline and petroleum products shall not be included.

The principal danger surrounding this law is that the courts may hold it to be too drastic.

Happily, Congress has ceased vacationing.

Growth of Muller-Grocers Baking Co.

Some time last year a group of Grand Rapids grocers approached Mr. Muller of the Muller Bakery for the purpose of enlisting his co-operation in the formulation of a plan whereby the independent grocer could more nearly compete with the chain stores, so far as the price of bread is concerned. Many a conference was held by Mr. Muller and these grocers, as the grocers felt that there was a great need of narrowing the margin between the prices charged by the chain stores, and the price the independent grocer was compelled to charge. Out of all these conferences there was born what is now known as the Muller-Grocers Baking Company.

Several of these grocers formed themselves into groups and called on other merchants, until a sufficiently large number had been interested, and in January of this year the Muller-Grocers Baking Company was organized. A Board of Directors was elected, consisting of the following members:

A. G. Vanden Berge, Grand Rapids
R. Feldpausch, Hastings
Jas. Van Hartesveldt, Fennville
Jas. D. Widgren, Cadillac
L. B. Lyon, Ludington
John Casemier, Grand Haven
P. J. Hoekzema, Grandville
Paul Gezon, Wyoming Park
A. Botting, Grand Rapids
P. Haan, Grand Rapids
H. Wagemaker, Grand Rapids
A. Rademacher, Grand Rapids
Wm. Boorsma, Grand Rapids
J. Waalkes, Grand Rapids
Wm. Muller, Grand Rapids
Out of this group, an executive committee was chosen, as follows:
A. G. Van den Berge, President
John Casemier, Vice-President
P. J. Hoekzema, Secretary
Wm. Muller, General Manager and Treasurer.

Each of the territories this bakery serves is represented by one of the directors.

As a result of this co-operative movement, the volume of this bakery has shown a tremendous increase. The territory served extends from Charlevoix at the North to St. Joseph at the South.

Naturally, a movement of this sort meets with determined and persistent opposition on the part of the other wholesale bakeries. Nevertheless, the need for an organization of this kind is so self-evident that right from the start it has had a very enthusiastic reception on the part of the independent grocers.

Much progress has been made. It has been possible for this organization to reduce the price of bread, in the face of a rising market of commodities. In addition to that, the bakery, ever since this new plan was put into effect has shown a good profit, and the success of the undertaking appears to be assured.

The list of members is gradually growing, as more and more of the independent grocers come to realize the need for bread prices that are in line with those of the chain stores.

DRUGS

Michigan Board of Pharmacy

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

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

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

Michigan State Pharmaceutical Association

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

Second Vice President—James Lyons, Detroit

Secretary—Clare F. Allan, Wyandotte
Treasurer—Henry Hadley, Benton Harbor
Executive Committee—A. A. Sprague, Ithaca, chairman; M. N. Henry, Lowell; Leo J. Lacroix, Detroit; James W. Lyons, Detroit; Ray Jensen, Grand Rapids; James E. Mahar, Pontiac; Peter McFarlane, Lansing.

THE NEW PHARMACY LAW

Michigan Board of Pharmacy Rulings on Same

We ask each druggist and apprentice to study this carefully.

The Legislature passed a law which specifies that after January 1, 1938, every applicant for registration as a pharmacist shall give evidence that he has graduated from a recognized college of pharmacy.

The Board has ruled that graduation shall mean graduation from a four year course.

Under the present law the Board allows twelve months time credit for each college year of nine months.

Under the new law exact time only is to be allowed—nine months in college earns nine months credit on time against the four years or forty-eight months total required.

Four years in college will earn thirty-six months. The other twelve months must be earned in a drug store or hospital dispensary where physicians' prescriptions are compounded under the supervision of a registered pharmacist.

Three months may be earned during each summer vacation period. This means that each applicant must have three months apprenticeship served before entering college or serve it at the completion of his four years in college.

The Board has approved but has not officially passed resolutions which will permit graduates to take the examination in everything except practical without store time and then to take the practical examination upon completion of the one-year of practical experience; to require that at least three years of the college work shall actually be done in a college of pharmacy. This would mean that only one year of junior college or other college of arts credits could be transferred to a college of pharmacy and used against the four years college time to be required by the Board; that time in a drug store and in junior college or other college of arts can not be earned at the same time if said college credits are to be transferred to a college of pharmacy and credit asked therefor; that summer vacation time will not be allowed if the

student is attending summer school in order to make up work in the curriculum which was failed in a previous semester or term and, of course, credit in a college of pharmacy and drug store time can not be earned during the same time.

Apprentices who registered on or before July 1, 1934, can just meet the present requirements if they enter college of pharmacy in the fall of 1935, provided they have worked all available time in a drug store. It figures like this:

Registered as an apprentice on or before July 1, 1934.

	Months
Drug store up to Sept. 1, 1935, or opening of college-----	15
College year 1935-36-----	12
Vacation period in 1936-----	3
College year of 1936-37-----	12
From end of college year until Jan. 1, 1938-----	6
Total-----	48

All who entered college in 1934 without apprenticeship time can just meet the requirements as follows:

	Months
College year 1934-35-----	12
Vacation period in 1935-----	3
College year 1935-36-----	12
Vacaton time in 1936-----	3
College year 1936-37-----	12
From end of college year to Jan. 1, 1938-----	6
Total-----	48

The new law makes no provision for the taking care of apprentices now registered, so the Board has tried to be as liberal as possible and still remain within the law.

The Board will permit all who can qualify by Dec. 31, 1937, to take subsequent examinations. It interprets the law to mean that application to take the examination is not the same as an application for registration as a pharmacist. An application for registration can be made only after one has successfully passed the examination and paid the necessary fees. This ruling will protect many who otherwise would be penalized severely.

E. J. Parr,

Director of Drugs and Drug Stores.

Those Who Passed in June Pharmacy Examination

Kermite Ackerman, Detroit
William C. Barnich, Jr., Cheboygan
Ferne W. Batchelor, East Lansing
William Bobrin, Detroit
James R. Bush, Adrian
Thomas F. Cameron, River Rouge
Edward J. Chimoskey, Traverse City
John R. Christensen, Grand Rapids
Samuel W. Cohen, Detroit
Ralph N. Dimick, Port Huron
Earl F. Gowan, Detroit
Raymond J. Hansen, Muskegon
Daniel B. Hayes, Detroit
Elvin F. Hensler, Grand Rapids
Manual M. Kantor, Detroit
Cassie V. Kosiba, Detroit
Robert Kraft, Lansing
James Landsman, Detroit
Walter M. Lemonski, Detroit
Gordon H. Lewis, Watervliet
John I. McCrea, Muskegon
John S. Malcolm, Milford

Lawrence J. Malicke, Detroit
Albert H. Mark, McMillan
Harry F. Morris, Detroit
Theodore J. Muszynski, Alpena
Richard Papelian, Detroit
Morris Pollack, Detroit
Max Richman, Detroit
Sven J. Rundman, Flint
George F. Seebaldt, Grand Rapids
Robert H. Smith, Detroit
Edward R. Stuart, Grand Rapids
Joseph Trancik, Detroit
Henry F. Tyska, Detroit
Neal J. Van Haften, Port Huron
Julius Weingarten, Detroit
Louis M. Weiss, Detroit
Jules C. Aubry, Detroit
Harold Biller, Detroit
Sylvester G. Binson, Detroit
Robert P. Bowyer, Detroit
James Breslin, Battle Creek
Robert J. Campbell, Detroit
Herman A. Clabuesch, Sebewaing
Philip E. Cowan, Detroit
Samuel Davidoff, Highland Park
Stephen A. Bogue, South Haven
Emanuel L. Furmankiewicz, Grand

Rapids

Sewell D. Glidden, Flint
Thomas M. Hagan, Detroit
Karl Johnson, Battle Creek
John Lambrinoff, Detroit
Samuel J. Leavitt, Detroit
Frank H. Lisowski, Detroit
J. K. McLeod, Dexter
Joseph A. Miecznikowski, Detroit
Walter Munger, Detroit
Milton A. Peteryl, Traverse City
Fred W. Pleoger, Detroit
Anthony A. Purgiel, Alpena
Edward S. Rupinski, Grand Rapids
Stanley Ruszkowski, Detroit
Harry E. Slazinski, Detroit
Arnold A. Snyder, Grand Rapids
Irving Tobes, Detroit
Richard S. Warner, Ann Arbor
Francis E. Wessinger, Ann Arbor
Paul C. Wilson, Detroit.
Next examination of the Board of Pharmacy will be held August 20, 21 and 22 at Houghton.

Does Washington really want business recovery?

Certified INSECTICIDES

TO-DOT (Super Household Fly Spray—Bulk or bottled)

FLY-DI (In bulk only to the Drug trade)

TO-DOT—(Cattle and Dairy Sprays)

DISINFECTANTS

PAR-DIP (Disinfectant and Animal Dip—Cans or bulk)

No. 4 CRESOL (In bulk only to the Drug trade)

20 years Michigan Druggists have preferred Parsons bulk chemicals.

Write for Bulk Prices—

Parsons Chemical Works

MANUFACTURING LABORATORIES

GRAND LEDGE, MICH.



"It's
Killing
Power
that Counts"

Seasonable Items

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 ②	10	Arnica, lb.	50 ②	55
Boric, Powd., or Xtal., lb.	07 1/2 ②	20	Chamomile		
Carbolic, Xtal., lb.	36 ②	43	German, lb.	60 ②	70
Citric, lb.	33 ②	45	Roman, lb.	② 1 40	
Muriatic, Com'l., lb.	03 1/2 ②	18	Saffron		
Nitric, lb.	10 ②	25	American, lb.	② 75	
Oxalic, lb.	15 ②	25	Spanish, oza.	② 1 25	
Sulphuric, lb.	03 1/2 ②	18			
Tartaric, lb.	33 ②	40			
ALCOHOL			FORMALDEHYDE, BULK		
Denatured, No. 5, gal.	46 ②	55	Pound	09 ②	20
Wood, gal.	50 ②	60			
ALUM-POTASH, USP			FULLER'S EARTH		
Lump, lb.	05 ②	15	Powder, lb.	05 ②	10
Powd. or Gra., lb.	05 1/2 ②	16			
AMMONIA			GELATIN		
Concentrated, lb.	06 ②	13	Pound	55 ②	65
4-F, lb.	05 1/2 ②	13			
3-F, lb.	05 1/2 ②	13	GLUE		
Carbonate, lb.	23 ②	30	Brok., Bro., lb.	20 ②	25
Muriate, Gra., lb.	18 ②	25	Gr'd., Dark, lb.	18 ②	25
Muriate, Po., lb.	22 ②	35	Whi. Flake, lb.	27 1/2 ②	35
			White G'd., lb.	25 ②	35
			White AXX light, lb.	② 40	
			Ribbon	42 1/2 ②	50
ARSENIC			GLYCERINE		
Pound	07 ②	30	Pound	19 ②	45
BALSAMS			GUM		
Copaiba, lb.	60 ②	1 20	Aloes, Barbadoes,		
Flr. Cana., lb.	2 00 ②	4 40	so called, lb. gourd		
Flr. Oreg., lb.	50 ②	1 00	Powd., lb.	35 ②	45
Peru, lb.	3 50 ②	4 00	Aloes, Socotrine, lb.		
Tolu, lb.	1 50 ②	1 30	Powd., lb.	② 50	
			Arabic, first, lb.	② 75	
BARKS			Arabic, sorts, lb.	17 ②	25
Cassia			Arabic, Gran., lb.	25 ②	35
Ordinary, lb.	20 ②	20	Arabic, P'd, lb.	25 ②	35
Ordinary, Po., lb.	20 ②	20	Asafoetida, lb.	47 ②	50
Saigon, Po., lb.	50 ②	60	Asafoetida, Po., lb.	② 70	
Elm., lb.	40 ②	45	Guaiac, lb.	② 65	
Elm., Powd., lb.	38 ②	45	Guaiac, powd.	② 1 00	
Elm., G'd, lb.	38 ②	45	Kino, lb.	② 1 25	
Sassafras (P'd lb. 50).	20 ②	30	Kino, powd., lb.	② 75	
Scaepree, Cut, lb.	20 ②	30	Myrrh, lb.	② 85	
Scaepree, Po., lb.	25 ②	40	Myrrh, Pow., lb.	② 85	
			Shellac, Orange, lb.	42 ②	50
			Ground, lb.	42 ②	50
			Shellac, white (bone dr'd) lb.	45 ②	56
			Tragacanth		
			No. 1, bbls.	1 75 ②	2 00
			No. 2, lbs.	1 50 ②	1 75
			Pow., lb.	1 00 ②	1 25
BERRIES			HONEY		
Cubeb, lb.	② 75		Pound	25 ②	40
Cubeb, Po., lb.	② 30				
Juniper, lb.	10 ②	20	HOPS		
BLUE VITRIOL			1/4s Loose, Pressed, lb.	② 75	
Pound	06 ②	15			
BORAX			HYDROGEN PEROXIDE		
P'd or Xtal, lb.	04 ②	13	Pound, gross	27 00	29 00
			1/4 lb., gross	17 00	18 00
			1/2 lb., gross	11 00	11 50
BRIMSTONE			INDIGO		
Pound	04 ②	10	Madras, lb.	1 00 ②	1 25
CAMPHOR			INSECT POWDER		
Pound	72 ②	85	Pure, lb.	31 ②	41
CANTHARIDES			LEAD ACETATE		
Russian, Powd.	② 4 50		Xtal, lb.	17 ②	25
Chinese, Powd.	② 3 00		Powd. and Gran.	35 ②	35
CHALK			LICORICE		
Crayons			Extracts, sticks, per box	1 50 ②	2 00
White, dozen	② 2 50		Lozenges, lb.	40 ②	50
Dustless, dozen	② 6 00		Wafers, (24s) box	② 1 50	
French Powder, Coml., lb.	03 1/2 ②	10	LEAVES		
Precipitated, lb.	13 ②	15	Buchu, lb., short	② 70	
Prepared, lb.	14 ②	15	Buchu, lb., long	② 75	
White, lump, lb.	03 ②	10	Buchu, P'd, lb.	25 ②	30
CAPRICUM			Sage, bulk, lb.	② 40	
Pods, lb.	60 ②	70	Sage, loose pressed, 1/4s, lb.	② 40	
Powder, lb.	62 ②	75	Sage, ounces	② 40	
			Sage, P'd and Grd.	② 40	
CLOVES			Senna		
Whole, lb.	30 ②	40	Alexandria, lb.	35 ②	40
Powdered, lb.	35 ②	45	Tinnevelia, lb.	25 ②	30
			Powd., lb.	25 ②	30
COCAINE			Uva Ursi, lb.	② 30	
Ounce	13 75 ②	15 40	Uva Ursi, P'd, lb.	② 35	
COPPERAS			LIME		
Xtal, lb.	03 1/2 ②	10	Chloride, med. ds.	② 85	
Powdered, lb.	03 1/2 ②	10	Chloride, large, ds.	② 1 45	
CREAM TARTAR			LYCOPodium		
Pound	25 ②	38	Pound	65 ②	75
CUTTLEBONE			MAGNESIA		
Pound	40 ②	50	Caro., 1/4s, lb.	② 30	
			Carb., 1/4s, lb.	② 30	
DEXTRINE			Carb., Powd., lb.	15 ②	25
Yellow Corn, lb.	06 1/2 ②	15	Oxide, Hea., lb.	② 70	
White Corn, lb.	07 ②	15	Oxide, light, lb.	② 75	
EXTRACT			MENTHOL		
Witch Hazel, Yellow Lab.,			Pound	4 93 ②	5 24
gal.	95 ②	1 65			
Licorice, P'd, lb.	50 ②	60	MERCURY		
			Pound	1 75 ②	2 00

Ounces @12 75
 1/2s @14 40

MUSTARD
 Bulk, Powd.
 Select, lb. 45 ② 50
 No. 1, lb. 17 ② 25

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

NUTMEG
 Pound ② 40
 Powdered, lb. ② 50

NUX VOMICA
 Pound ② 25
 Powdered, lb. 15 ② 25

OIL ESSENTIAL

Almond
 Bit., true, oza. ② 50
 Bit., art., oza. ② 30
 Sweet, true, lb. 1 40 ② 2 00
 Sweet, art., lbs. 75 ② 1 20
 Amber, crude, lb. 71 ② 1 40
 Amber, rect., lb. 1 30 ② 2 00
 Anise, lb. 1 10 ② 1 50
 Bay, lb. 4 00 ② 4 25
 Bergamot, lb. 2 75 ② 3 00
 Cajeput, lb. 1 50 ② 2 00
 Caraway S'd, lb. 3 50 ② 4 00
 Cassia, USP, lb. 2 15 ② 2 60
 Cedar Leaf, lb. 1 70 ② 2 20
 Cedar Leaf, Coml., lb. 1 00 ② 1 25
 Citronella, lb. 85 ② 1 20
 Cloves, lb. 1 85 ② 2 25
 Croton, lbs. 4 00 ② 4 50
 Cubeb, lb. 4 25 ② 4 30
 Erigeron, lb. 2 70 ② 3 25
 Eucalyptus, lb. 85 ② 1 20
 Fennel 1 70 ② 2 20
 Hemlock, P'd, lb. 2 25 ② 2 50
 Hemlock Com., lb. 1 00 ② 1 25
 Juniper Ber., lb. 3 00 ② 3 20
 Juniper W'd, lb. 1 50 ② 1 75
 Lav. Flow., lb. 6 00 ② 6 40
 Lav. Gard., lb. 1 00 ② 1 40
 Lemon, lb. 2 15 ② 2 60
 Mustard, true, oza. ② 1 25
 Mustard, art., oza. ② 35
 Orange, Sw., lb. 4 00 ② 4 40
 Organum, art., lb. 1 00 ② 1 20
 Pennyroyal, lb. 2 75 ② 3 20
 Peppermint, lb. 4 75 ② 5 30
 Rose, Geran., oza. ② 1 00
 Rosemary Flowers, lb. 1 00 ② 1 50
 Sandalwood
 E. I., lb. 3 00 ② 3 50
 W. I., lb. 4 50 ② 4 75
 Sassafras
 True, lb. 1 80 ② 2 40
 Syn., lb. 1 00 ② 1 40
 Spearmint, lb. 3 50 ② 4 00
 Tansy, lb. 3 50 ② 4 00
 Thyme, Red, lb. 1 75 ② 2 40
 Thyme, Whi., lb. 2 00 ② 2 60
 Wintergreen
 Leaf, true, lb. 5 50 ② 6 00
 Birch, lb. 4 00 ② 4 50
 Syn. ② 1 20
 Wormseed, lb. 3 50 ② 4 00
 Wormwood, lb. 5 50 ② 6 00

OILS HEAVY
 Castor, gal. 1 45 ② 1 60
 Coconut, lb. 22 1/2 ② 25
 Cod Liver, Norwegian, gal. 1 20 ② 1 50
 Cod Seed, gal. 1 20 ② 1 30
 Lard, ex., gal. 1 55 ② 1 65
 Lard, No. 1, gal. 1 25 ② 1 40
 Linseed, raw, gal. 75 ② 91
 Linseed, boil., gal. 79 ② 94
 Neatsfoot, extra, gal. 80 ② 1 00
 Olive
 Malaga, gal. 2 00 ② 2 50
 Pure, gal. 3 00 ② 5 00
 Sperrn, gal. 1 25 ② 1 50
 Tanager, gal. 75 ② 90
 Tar, gal. 50 ② 65
 Whale, gal. ② 2 00

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

PARAFFINE
 Pound 06 1/2 ② 15

PEPPER
 Black, grd., lb. 25 ② 35
 Red, grd., lb. 45 ② 55
 White, grd., lb. 40 ② 55

PITCH BURGUNDY
 Pound 20 ② 25

PETROLATUM
 Amber, Plain, lb. 12 ② 17
 Amber, Carb., lb. 14 ② 19
 Cream Whi., lb. 17 ② 22
 Lily White, lb. 20 ② 25
 Snow White, lb. 22 ② 27

PLASTER PARIS DENTAL
 Barrels ② 6 00
 Less, lb. 03 1/2 ② 06

POTASSA
 Caustic, st'ks, lb. 69 ② 1 04
 Liquor, lb. ② 40

POTASSIUM
 Bicarbonate, lb. 30 ② 35
 Acetate, lb. 69 ② 1 04
 Bichromate, lb. 16 ② 25
 Bromide, lb. 64 ② 84
 Carbonate, lb. 48 ② 72
 Chlorate
 Xtal., lb. 20 ② 29
 Powd., lb. 19 ② 27
 Gran., lb. 32 ② 40
 Iodide, lb. 1 85 ② 2 14
 Permanganate, lb. 30 ② 50
 Prussiate
 Red, lb. 90 ② 1 00
 Yellow, lb. 50 ② 60

QUASSIA CHIPS
 Pound 25 ② 30
 Powd., lb. 35 ② 40

QUININE
 5 oz. cans, oza. ② 77

ROSIN
 Pound 04 ② 15

ROOT
 Aconite, Powd., lb. ② 90
 Alkanet, lb. 35 ② 40
 Alkanet, Powd., lb. ② 50
 Belladonna, Powd., lb. ② 75
 Blood, Powd., lb. 35 ② 45
 Burdock, Powd., lb. ② 60
 Calamus, Bleached, Split and
 Peeled, lb. ② 75
 Calamus, ordinary, lb. ② 25
 Calamus, Powd., lb. ② 50
 Elecampane, lb. 25 ② 30
 Gentian, Powd., lb. 17 1/2 ② 30
 Ginger, African, Powd., lb. 16 ② 25
 Ginger, Jamaica, Lined, lb. 38 ② 55
 Ginger, Jamaica, Powd., lb. 30 ② 40
 Goldenseal, Powd., lb. 2 00 ② 2 20
 Heliolebe, White, Powd., lb. 20 ② 30
 Indian Turnip, Powd., lb. ② 50
 Ipecac, Powd., lb. 3 00 ② 3 50
 Licorice, lb. 35 ② 40
 Licorice, Powd., lb. 15 ② 25
 Mandrake, Powd., lb. ② 40
 Marshmallow, Cut., lb. ② 50
 Marshmallow, Powd., lb. ② 60
 Orris, lb. ② 35
 Orris, Powd., lb. 40 ② 45
 Orris, Fingers, lb. ② 1 75
 Pink, Powd., lb. 1 50 ② 2 25
 Poke, Powd., lb. ② 30
 Rhubarb, lb. ② 70
 Rhubarb, Powd., lb. ② 60
 Sarsaparilla (Honduras, cut) 1 20 ② 1 20
 Sarsaparilla, Med., Cut, lb. ② 50
 Squills, Powd., lb. 42 ② 80
 Tumeric, Powd., lb. 15 ② 25
 Valerian, Powd., lb. ② 50

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

SEED
 Anise, lb. 40 ② 45
 Canary, Recleaned, lb. 10 ② 15
 Cardamon, Bleached, lb. 2 00 ② 2 00
 Caraway, Dutch, lb. 25 ② 30
 Celery, lb. ② 30
 Colicicum, Powd., lb. ② 1 00
 Coriander, lb. 15 ② 25
 Fennel, lb. ② 40
 Flax, Whole, lb. 06 1/2 ② 15
 Flax, Ground, lb. 06 1/2 ② 15
 Hemp, Recleaned, lb. 08 ② 15
 Lobelia, Powd., lb. ② 35
 Mustard, Black, lb. 17 1/2 ② 25
 Mustard, White, lb. 15 ② 20
 Poppy, Blue, lb. 20 ② 25
 Quince, lb. 1 00 ② 1 25
 Rape, lb. 10 ② 15
 Sabadilla, Powd., lb. 45 ② 55
 Sunflower, lb. 11 ② 20
 Worm, Levant, lb. ② 50
 Worm, Levant, Powd. ② 5 75

SOAP
 Castile, Conti, White
 Box ② 15 75
 Bar ② 1 60
 Powd. 50 ② 55

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

SULPHUR
 Light, lb. 04 1/2 ② 10

SYRUP
 Rock Candy, Gals. 70 ② 85

TAR
 1/2 Pints, dozen ② 1 00
 Pints, dozen ② 1 50
 Quarts, dozen ② 1 75

TURPENTINE
 Gallons 58 ② 73

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		DECLINED	
Pork Pork Loins—1c Pork Butts—1/2c Pork Spareribs—1/4c Neck Bones—3/4c Pork Liver—2 1/2c Post Grapenut Flakes—16c		Top Veal —1c Good Veal—1c Med. Veal—1c Calf Liver—1c Quaker Pineapple—10c Honey Dew Pineapple—15c Quaker Peas—10c	
AMMONIA Little Bo Peep, med.—1 35 Little Bo Peep, lge.—2 25 Jack & Jill, 12 pils.—90 Jack & Jill, 12 quarts 1 35		Blue Berries Eagle, No. 10—8 50 Cherries Hart, No. 10—5 70 Hart, No. 2 in syrup—2 25 Hart Special, 2—1 25 Supreme, No. 2 in syrup—2 25 Hart Special, No. 2—1 25 Cherries—Royal Ann Supreme, No. 2—3 30 Supreme, No. 2—2 30 Gibraltar, No. 10—2 25 Gibraltar, No. 2 1/2—2 75	
APPLE BUTTER Quaker, 12-23 oz.—1 60 Doz.—1 60		Fig Beckwith Breakfast, No. 10—12 00 Carpenter Preserved, 5 oz. glass—1 85 Supreme Kodota, No. 1—1 90 Fruit Salad Supreme, No. 10—12 00 Quaker, No. 10—11 75 Supreme, No. 2 1/2—3 70 Supreme, No. 2—2 70 Supreme, No. 1—2 10 Quaker, No. 2 1/2—3 15 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. 2—1 45 Doles, Honey Dew, No. 10—6 50 Pineapple, Crushed Imperial, No. 10—8 30 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 00	
BAKING POWDERS Clabber Girl 10-oz., 4 doz. case—3 50 2 lb., 1 doz. case—2 30 Royal, 2 oz., doz.—2 30 Royal, 6 oz., doz.—2 00 Royal, 12 oz., doz.—3 85 Royal, 5 lb., doz.—20 00 Rumford's 10c, per dozen—91 6-oz., per dozen—1 40 12-oz., per dozen—2 25 5-lb., per dozen—12 25 Calumet 4-oz., 3 doz. case—2 17 6-oz., 3 doz.—2 85 16-oz., 2 doz.—4 25 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		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. 412—1 55 Brn Flakes, No. 624—2 37 Brn 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 Whole Wheat Fla., 24s—2 00 Whole Wheat Bis., 24s—2 42 Wheat Krispies, 24s—2 65 Post Brands Grapenut Flakes, 24s—2 36 Grape-Nuts, 24s—3 90 Instant Postum, No. 8—5 44 Instant Postum, No. 10—4 70 Postum Cereal, No. 0—3 30 Post Toasties, 36s—2 40 Post Toasties, 24s—2 40 Post Bran, PBF, 12—1 74 Post Bran, PBF, 24—2 36 Amsterdam Brands Gold Bond Par., No. 5 1/2—7 50 Prize, Parlor, No. 6—3 00 White Swan Par., No. 6—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 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 1/2 Paraffine, 12s—14 1/2 Wicking—40 Tudor, 6s, per box—30 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 36 Split Peas, gr'n, 60 lb. 4 50 Scotch Peas, 100 lb. 6 65 BURNERS Queen Ann, No. 1—1 15 Queen Ann, No. 2—1 25 White Flame, No. 1 and 2, doz.—2 25 BOTTLE CAPS Single Lacquer, 24 gross case, per case—3 60 Blackberries Premio, No. 10—6 25 Quaker, No. 2—1 75	

Pineapple, Sliced		String Beans		CHEWING GUM	
Honey Dew, sliced, No. 10..... 8 75		Choice, Whole, No. 2..... 1 80		Adams Black Jack..... 61	
Honey Dew, tid bits, No. 10..... 8 50		Cut, No. 10..... 7 25		Adams Dentyne..... 65	
Honey Dew, No. 2..... 2 45		Cut, No. 2..... 1 25		Beeman's Peppin..... 65	
Honey Dew, No. 2..... 2 00		Marcellus Cut No. 10..... 6 00		Bechnut Peppermint..... 65	
Honey Dew, No. 1..... 1 15		Quaker Cut No. 2..... 1 20		Doublemint..... 65	
Ukelele Broken, No. 10..... 7 90		Wax Beans		Peppermint, Wrigleya..... 65	
Ukelele Broken, No. 2..... 2 25		Choice, Whole, No. 2..... 1 80		Spearmin, Wrigleya..... 65	
Ukelele Broken, No. 2..... 1 85		Cut, No. 10..... 7 25		Juicy Fruit..... 65	
Quaker, Tid Bits, No. 10..... 8 25		Cut, No. 2..... 1 35		Wrigley's P-K..... 65	
Quaker, No. 10..... 8 50		Marcellus Cut, No. 10..... 5 50		Teaberry..... 65	
Quaker, No. 2..... 2 35		Quaker Cut No. 2..... 1 20			
Quaker, No. 2..... 1 95					
Quaker, No. 1..... 1 10					
Plums		Beets		CHOCOLATE	
Ulikit, No. 10, 30% syrup..... 6 50		Extra Small, No. 2..... 1 75		Baker, Prem., 6 lb. 1/2..... 2 45	
Supreme Egg, No. 2 1/2..... 2 30		Hart Cut, No. 10..... 4 50		Baker, Pre., 6 lb. 3 oz..... 2 60	
Supreme Egg, No. 2..... 1 70		Hart Cut, No. 2..... 95		German Sweet, 6 lb. 1/4s..... 1 86	
Primo, No. 2, 40% syrup..... 1 00		Hart Diced, No. 2..... 95		Little Dot Sweet 6 lb. 1/4s..... 2 60	
Prepared Prunes		Quaker Cut No. 2 1/2..... 1 20			
Supreme, No. 2 1/2..... 2 45		Carrots			
Supreme, No. 10, Italian..... 6 50		Diced, No. 2..... 90			
		Diced, No. 10..... 4 25			
Raspberries, Black		Corn		GIGARS	
Imperial, No. 10..... 7 00		Golden Ban., No. 2..... 1 45		Hemt, Champions..... 38 50	
Premio, No. 10..... 8 50		Marcellus, No. 2..... 1 25		Webster Plaza..... 75 00	
Hart, 8-ounce..... 80		Fancy Crosby, No. 2..... 1 40		Webster Golden Wed..... 75 00	
Raspberries, Red		Whole Grain, 6 Ban-tam, No. 2..... 1 65		Websterettes..... 37 50	
Premio, No. 10..... 8 75		Quaker No. 10..... 8 00		Cincoes..... 38 50	
Strawberries				Garcia Grand Babies..... 40 00	
Jordan, No. 2..... 2 50				Bradstreets..... 38 50	
Daggett, No. 2..... 2 25				Odins..... 40 00	
Quaker, No. 2..... 2 35				K G Dun Boquet..... 75 00	
				Perfect Garcia Subl..... 95 00	
CANNED FISH				Kenway..... 20 00	
Clam Ch'der, 10 1/2 oz..... 1 35				Budwiser..... 20 00	
Clam Chowder, No. 2..... 2 75				Isabella..... 20 00	
Clams, Steamed, No. 1..... 2 75					
Clams, Minced, No. 1/2..... 2 40					
Pinnan Haddie, 10 oz..... 3 30					
Clam Bouillon, 7 oz..... 2 50					
Chicken Haddie, No. 1..... 2 75					
Fish Flakes, small..... 1 25					
Cod Fish Cake, 10 oz..... 1 55					
Cove Oysters, 5 oz..... 1 35					
Lobster, No. 1/4..... 2 25					
Shrimp, 1 wet..... 1 50					
Sard's, 1/4 Oil, K'less..... 4 09					
Salmon, Red Alaska..... 2 25					
Salmon, Med. Alaska..... 1 85					
Salmon, Pink, Alaska..... 1 85					
Sardines, 1/4, ea. 6 1/2..... 1 00					
Tuna, 1/2 Van Camps..... 1 55					
doz..... 1 55					
Tuna, 1/4, Van Camps..... 1 20					
doz..... 1 20					
Tuna, 1s, Van Camps..... 3 45					
doz..... 3 45					
Tuna, 1/4s, Chicken Sea..... 1 85					
doz..... 1 85					
Tuna, 1/4 Bonita..... 1 45					
CANNED MEAT		Pumpkin.		COFFEE ROASTED	
Beef, No. 1, Corned..... 2 05		No. 10..... 4 75		Lee & Gady	
Beef, No. 1, Roast..... 1 95		No. 2 1/2..... 1 20		1 lb. Package	
Beef, 2 1/2 oz. Quaker, SH..... 1 80		No. 2..... 92 1/2		Ryco..... 21	
Corn Beef Hash, doz..... 1 95				Boston Breakfast..... 18	
Beefsteak & Onions, 2 70				Breakfast Cup..... 17 1/2	
Chili Con Car., 1s..... 1 05				Competition..... 16	
Deviled Ham, 1/4s..... 1 25				Majestic..... 27	
Deviled Ham, 1/4s..... 2 30				Morton House..... 27 1/2	
Potted Meat, 1/4 Libby..... 45				Quaker, Vac Tins..... 21 1/2	
Potted Meat, 1/4 Libby..... 75				Quaker, in glass jars..... 26	
Potted Meat, 1/4 Qua..... 65					
Potted Ham, Gen. 1/4..... 1 35					
Vienna Saus. No. 1/4..... 90					
Baked Beans		Sauerkraut		Coffee Extracts	
Campbells 48s..... 2 77		No. 10 Quaker..... 3 50		M. Y., per 100..... 12	
		No. 2 1/2 Quaker..... 95		Frank's 50 pkgs..... 4 25	
		No. 2 Quaker..... 75		Hummel's 50, 1 lb..... 10 1/2	
CANNED VEGETABLES		Spinach		CONDENSED MILK	
Hart Brand		Supreme No. 2 1/2..... 1 65		Eagle, 2 oz., per case..... 4 60	
Asparagus		Supreme No. 2..... 1 32 1/2			
Quaker, No. 2..... 2 10		Supreme No. 10..... 5 40			
Hunt Picnic..... 1 70		Quality, No. 2..... 1 10			
Hunt No. 1, Mod. Green..... 3 00					
Hunt No. 1 Med. White..... 3 15					
Hunt No. 1 Small..... 2 70					
Green..... 2 70					
Baked Beans		Succotash		Cough Drops	
1 lb. Sacc, 36s, cs..... 1 80		Golden Bantam, No. 2..... 1 75		Bxa.....	
No. 2 1/2 Sacc, doz..... 1 10		Hart, No. 2..... 1 55		Smith Bros..... 1 45	
No. 10 Sacc..... 4 00		Pride of Michigan..... 1 55		Luden's..... 1 45	
				Vick's, 40/100..... 3 40	
Lima Beans		Tomatoes		COUPON BOOKS	
Baby, No. 2..... 1 60		No. 10..... 5 50		50 Economic grade..... 2 50	
Marcellus, No. 2..... 1 35		No. 2 1/2..... 1 85		100 Economic grade..... 4 50	
Scott Co. Soaked..... 90		No. 2..... 1 40		500 Economic grade..... 20 00	
Marcellus, No. 10..... 5 90		Quaker, No. 2..... 1 10		1000 Economic grade..... 37 50	
Red Kidney Beans		Quaker, No. 2 1/2..... 1 65		Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.	
No. 10..... 4 75		CATSUP		CRACKERS	
No. 2..... 1 00		Quaker, 10 oz. doz..... 1 10		Hekman Biscuit Company	
		Quaker, 14 oz. doz..... 1 10		Zesta Crackers, 1-lb..... 1 65	
		Quaker, gallon glass, dozen..... 11 00		Hekman's Toasts, 1-lb. pkgs..... 2 10	
				Saltine Soda Crackers, bulk..... 12	
				Saltine Soda Crackers, 1-lb. pkgs..... 12	
				Saltine Soda Crackers, 2-lb. pkgs..... 12	
				Saltine Soda Crackers, 8 1/2 oz. pkgs..... 1 12	
				Butter Crackers, bulk 13 1/2	
				Butter Crackers, 1 lb..... 10	
				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..... 25	
				DRIED FRUITS	
				Apricots	
				Extra Choice..... 23 1/2	
				Standard..... 20 1/2	
				Citron	
				10 lb. box..... 25	

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	Japan	
		Junket Tablets	1 35	Top Steers & Heif.	19	Mixed, kegs	35	F. B., 60c.	2 65	Medium	19
				Good Steers & Heif.	17	Milkers, kegs	95	Fels Naphtha, 100 box	4 35	Choice	23 30
				Med. Steers & Heif.	16 1/2	Boneless Herring, 10 lb.	15	Flake White, 10 box	3 45	Fancy	30 25
				Com. Cattle	09	Cut Lunch, 3 lb. pails	1 25	Ivory, 100 box	5 05	No. 1 Nibbs	38
Dates		MARGARINE		Veal		Mackerel		Am. Family, 100 box		Gunpowder	
Quaker, 12s, pitted	1 40	Wilson & Co's Brands		Top	13	Tubs, 60 Count, fy. fat	6 00	Camay, 73 box	3 95	Choice	34
Quaker, 12s, regular	1 10	Oleo		Good	12 1/2	Pails, 10 lb. Fancy fat	1 50	P & G Nap Soap, 100@3	3 45		
Quaker, 12s, 1 1/2 lb.	2 00	100% Veg Oil Grown on	12 1/2	Medium	11 1/2			Sweetheart, 100 box	5 70	Ceylon	
Quaker, 12s, 1 lb.	1 45	America Farms	14					Williams Barber Bar, 9s	2 10	Pekos, medium	63
								Williams Muz, per doz.	4 05		
Flge		MATCHES		Lamb		White Fish		Lux Toilet, 50		English Breakfast	
Calif., 24-3 oz. case	1 30	Diamond, No. 5, 144	5 72	Spring Lamb	17 1/2	Med. Fancy, 100 lb.	13 00			Congou, medium	28
		Searchlight, 144 box	5 72	Good	17	Milkers, bbls.	18 50			Congou, choice	35 30
		Swan, 144	5 10	Medium	16	K K K Norway	19 50			Congou, fancy	42 43
		Diamond, No. 0	4 80	Poor	13	3 lb. pails	1 40				
Peaches		Safety Matches		Mutton		SHOE BLACKENING		SPICES		Oolong	
Evap. Fancy	15	Red Top, 5 gross case	4 80	Good	10	2 in 1, Paste, doz.	1 30	Whole Spices		Medium	35
Evap. Choice	14 1/2	Congress, 5 gro. cs.	5 35	Medium	08	E. Z. Combination, dz.	1 30	Allspice Jamaica	@24	Choice	45
		Standard, 5 gro. cs.	4 00	Poor		Dri-Foot, doz.	2 00	Cloves, Zanzibar	@38	Fancy	50
						Bixby, doz.	1 30	Cassia, Canton	@24		
Peel		MUELLER'S PRODUCTS		Pork		STOVE POLISH		Pure Ground in Bulk		VINEGAR	
Lemon, Torelli,	90	Macaroni, 9 oz.	2 10	Loins	25	Blackine, per doz.	1 30	Allspice, Jamaica	@18	F. O. B. Grand Rapids	
Orange, Torelli,	90	Spaghetti, 9 oz.	2 10	Butts	23 1/2	Black Silk Liquid, doz.	1 25	Cloves, Zanzibar	@28	Cider, 40 grain	22
Citron, Torelli,	90	Elbow Macaroni, 9 oz.	2 10	Shoulders	18 1/2	Black Silk Paste, doz.	1 30	Cassia, Canton	@22	White Wine, 40 grain	18
		Egg Noodles, 6 oz.	2 10	Spareribs	15 1/2	Enameline Liquid, doz.	1 30	Ginger, Corkin	@17	White Wine, 80 grain	24 1/2
		Egg Vermicelli, 6 oz.	2 10	Spiced Bones	07 1/2	Enameline Paste, doz.	1 30	Mustard	@21		
		Egg Alphabets, 6 oz.	2 10	Trimnings	17	E. Z. Liquid, per doz.	1 30	Mace Penang	@21		
		Cooked Spaghetti, 24c.	2 20			Radium, per doz.	1 30	Pepper, Black	@13		
		17 oz.	2 20			Rising Sun, per doz.	1 30	Nutmegs	@25		
Raisins		PROVISIONS		Barbeled Pork		SALT		Seasoning		WICKING	
Seeded, bulk	7 1/2	Clear Back	23 00@24 00	Short Cut, Clear	30 00	F. O. B. Grand Rapids		Chili Power, 1 1/2 oz.	65	No. 9, per gross	30
Thompson's S'dless blk	7 1/2	Dry Salt Meats		D S Belles	20-25 21	Quaker, 34, 1 lb.	1 05	Celery Salt, 1 1/2 oz.	80	No. 1, per gross	1 25
Quaker s'dless blk	7 1/2	Pure in tierces	16 1/2			Quaker, 35-1 1/2	1 20	Sage, 2 oz.	80	No. 2, per gross	1

SHOE MARKET

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

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

Field Secretary—O. R. Jenkins, Portland.
Membership Committee—R. H. Hainstock, chairman; entire board to act as committee.
Board of Directors—E. T. Nunneley, Mt. Clemens; M. A. Mittelman, Detroit; Edw. Dittmann, Mt. Pleasant; Steven J. Jay, Detroit; Clyde K. Taylor, Detroit; John Mann, Port Huron; Max Harryman, Lansing; Wm. Van Dis, Kalamazoo; Richard Schmidt, Hillsdale; Arthur Jochen, Saginaw; B. C. Olsee, Grand Rapids; Fred Elliott, Flint; P. B. Appeldoorn, Kalamazoo; Fred Murray, Charlotte; Ralph Meanwell, Ann Arbor; John Och, Cheboygan.

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

Open for Business, But Park Your Brains Outside

Many a man reports for work at nine o'clock in the morning. He comes to the store on time but his brains may not arrive before noon, or for that matter, may not come to work the whole day.

We see shoe stores everywhere physically open for business with the brains parked somewhere else. Never has that been more clearly demonstrated than in the early weeks of July, with clearance sales everywhere. Just when the people want white shoes, the merchants give them away, without profit, because it has been the custom for a generation to clear all goods in July. Weather, good or adverse—makes no difference—the time to clear is traditional.

But here and there we see shoe brains at work. One shoe man, with a number of stores, said: "I received some new shipments of white shoes on June 28—10,000 pairs in fact, and my stores will have plenty of sizes and widths at regular prices in the month of July. I am more interested in making a profit than a need for going out of business in July and August—one-sixth of the selling year. I have a feeling that people want white and still want them in sizes and widths at my prices and I don't expect to have much to carry over, at that."

A manufacturer tells us that he has insisted that no shoes of his featured line can be sold at other than list price at any time the year around. If any store clears at sales prices, it loses the agency. Believe it or not, that organization is increasing its business month by month because this line's public doesn't wait for clearance—there isn't any.

The country is watching the Detroit experiment, where the merchants have agreed to have no Summer shoe clearances until July 15. We believe the community has been benefited by such an act in prestige to the merchant and in better selection to the public.

No community in the country has been as fortunate in its cooperative promotions as Washington, D. C., where they not only clear together but promote together. In the capital city

they express no general grief over the sale of rubbers and galoshes because the merchants agree among themselves to hold to seasons and policies. Competition is an excellent thing when it is based on efficiencies in service, but it can be a terrible thing when it is made a ruthless battle for price or volume.

Cooperation might have been possible on clearance sales this season if one or more merchants in each community had the courage at least to call a meeting of all shoe men for a consideration of the problem of distributing goods with a profit to all concerned, rather than a universal loss.

Why, do you know, there are some organizations that regularly expect 40 per cent. of their volume at clearance time? They build regular shoes and often sweeten the clearance with irregular goods. Certainly the standards of such businesses are not in line with quality policies. It may be true that the public gets what it pays for, but the business itself is playing a game rather than operating to a definite standard.

There is an opportunity this Summer for merchants in many communities to get together, one with another, to establish cooperative practices for the coming Fall and Winter season. Certainly every store can agree to the policy of opening the season at the same time. That has within it the merit of promoting regular goods in a regular way.

We therefore again announce Fall shoe opening—August 19—to capture the interest of parents who are planning the school wardrobes and to get some of the money that is available in August. Economists have pointed out that August payrolls will be above the normal of a year ago and that expenditures for fuel, and Winter raiment is not generally budgeted before October and November spending.

So the August dollar is a free spending dollar among many groups of consumers—let's get it cooperatively into the shoe men's hands.—Boot and Shoe Recorder.

Says Edwin Lindell, executive secretary of the Minnesota Law and Order League, and how well every mother's son of us knows it is true: "The 'slot machine racket,' the 'numbers' and 'horse racing rackets,' organized gambling, beer taverns, that sell hard liquors illegally, that sell after hours, and that sell to minors, would not be found in a community where every member of the law enforcing agencies enforced the law and knew that he was doing what the citizens of that community expected him to do."

Progress is made not from ideas, but from the application of ideas. Intelligence is only one factor in success. Any successful man will admit that, and if he is honest he will probably admit that he knows many men, far less successful than himself, who are smarter than he. The less intelligent succeed by hard work, by doing the job laid out for them in spite of all discouragements.

Let each of us get to bat!

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

Use of fictitious and exaggerated assertions with reference to the selling value of merchandise is to be discontinued by Reliable Merchandise Co., Inc., of Chicago under a stipulation entered into with the Federal Trade Commission. This company also agrees to cease representing by word or picture that it owns or occupies a large office building or owns a factory, when this is not true. Reliable Merchandise Co. is said to have advertised in its catalogues and price lists certain prices for lotions, toilet water and razor blade hones, when in fact these selling values were greatly exaggerated and such products had not been made with the intention that they would be sold at such enhanced prices, according to the stipulation.

Speigel, May, Stern & Co., of Chicago, have entered into a stipulation with the Federal Trade Commission to stop certain misleading advertising of rugs. This company will cease and desist from using in its catalogues or otherwise the words "Wool Face," either alone or in connection with other words, to describe its products so as to imply, or in a manner which may have a tendency to deceive buyers into believing, that the rugs or the face of the rugs are made of wool. Provision is made, however, that when the rugs or the face of the rugs are composed in substantial part of wool, and the words "Wool Face" are used, these words are to be accompanied by other words in equally conspicuous type clearly showing that the article is not made entirely of wool. The corporation also agrees to cease representing that its rugs have "greater wearing qualities than similar rugs that have always sold for as much as ten times the price," and will cease advertising that the shipping weight of its product is "43 lbs." or of any other designated shipping weight which is in excess of the actual amount.

The Federal Trade Commission has issued a cease and desist order against Harry Schlifman, of New York City, a paint dealer trading as Eagle Supply Co., prohibiting unfair competition through use of a fictitious trade name. Schlifman is directed to cease using

the phrase "Manufactured by Masterkraft Color Co., Brooklyn, N.Y.," in advertisements of paint or on labels unless and until such company "becomes in reality an existing and operating concern and such paint has been in fact manufactured by such concern." The respondent refrained from contesting the proceeding and consented to issuance of the order.

Disparagement of competitors' products is alleged in a Federal Trade Commission complaint issued against Glenn Leach, trading as G. Leach & Co. of Pittsburgh. The complaint charges unfair methods of competition. Leach, who is engaged in the sale of earthenware kitchen utensils in competition with dealers in aluminum and other utensils, is said to have falsely represented that consumption of food prepared or kept in aluminum utensils causes diseases such as ulcers, cancers and cancerous growths. Leach is also alleged to have represented falsely that the price of his wares is much lower than the regular retail price and that he is a manufacturer. The complaint points out that Leach does not manufacture the ware sold by him but buys it from a factory owned and operated at Roseville, Ohio. It also charges that Leach also advertised his product as fire resistant when this was not true.

Nurse Wilson Products, Buffalo, N. Y., and G. M. Gordon Drug Co., Dallas, Tex., have entered into stipulation with the Federal Trade Commission to cease and desist from unfair advertising practices in the sale of their products. The Buffalo company, selling a treatment for obesity, called "Nurse Wilson Redu-cor," agrees to stop advertising that this preparation is both harmless and safe to use, and that it is the result of many years of research by a brilliant English physician. G. M. Gordon Drug Co. agrees to no longer advertise that its "Gordons Compound" is a competent treatment for stomach or bowel troubles unless the assertion is limited to gastric hyperacidity and sour stomach and to such functional disorders as would be relieved by a mild laxative or astringent and for which this preparation may be a remedy.

Unfair trade practices in the sale of social and business stationery are alleged by the Federal Trade Commission.

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

sion in a complaint against Joseph M. Guerra, of Buffalo, trading as Benton Novograh Co. Engaged in printing by a special process stationery such as invitations, announcements and calling cards, Guerra is alleged to have advertised his work as plate engraving, when in fact it was not engraved by means of an intaglio plate as engraving is understood to be in the graphic arts, but the letters or designs were printed on the stationery and "raised" above the plane of the paper by application under pressure of an especially prepared plate. The complaint points out that genuine engraved stationery is much more expensive than that produced by the process employed by Guerra, and that the purchasing public has a decided preference for engraved work. Guerra's practices were said to divert trade from competitors.

Unfair representations in the sale of a remedy for dogs and other animals will be discontinued by Gus Stephens, of Chicago, trading as Tested Specialties Co., under a stipulation entered into with the Federal Trade Commission. Stephens agrees to cease advertising his product called "On-the-Nose" by means of such phrasing as "effective against distemper" or "positive remedy for distemper" or other phrases which may have a tendency to deceive buyers into believing that the product is a remedy for dog distemper, according to the stipulation. Stephens will cease publishing on letterheads or other forms of advertisements that he has laboratories or factories in the United States or Canada, when this is not true.

Oppose Amended Guffey Bill

The amendments to the Guffey coal bill now being considered by a House subcommittee are not calculated to make that measure more acceptable to its opponents. It is extremely doubtful that the labor sections of the bill which provide that agreements between two-thirds of the operators in a district and the union shall become binding upon all producers, will be changed. While these provisions remain in the bill, an early challenge of its constitutionality by hostile operators is assured.

Prospects for early passage of the Guffey measure are believed greatly diminished by the growing number of amendments proposed. As a result, some of the producers who were registered in favor of the bill are now supporting the re-establishment of district sales agencies, similar to Appalachian Coals, Inc. These will be relied upon to check the price-cutting that has broken out anew in various areas.

A man cannot directly choose his circumstances, but he can choose his thoughts, and so indirectly, yet surely shape his circumstances.—James Lane Allen.

Dr. Charles Fleischer classifies Mr. Roosevelt as the nation's foremost advocate of "capital" punishment.

OUT AROUND (Continued from page 9)

young man of Polish origin who is attempting to sell "cooking schools." Charges \$175 to \$275 for expenses and then splits 50-50 with what's left. Usually there are no profits left to split. Doubles the advertising rate and leaves a bad taste all around.

Argentine Trading Co., New York City, offering embroidering materials and instruction, \$1.

Henglase Service, St. Louis, Mo., offering information to unemployed, \$1.

Pan American Service Bureau, John V. Hensley, Lufkin, Texas, information service \$1 for men on construction work and oil field jobs abroad.

Nitana, Co., Seattle. Get cash.

Sendol Co., Sedalia, Mo., has entered into a stipulation with Federal Trade Commission to discontinue certain unfair practices.

Ted White, former Texas advertising man, is sending out bum checks.

Marmola tablets from Raladam Co., Detroit. Federal Trade commission has issued a new complaint.

Indiana publisher reports unsatisfactory dealings with Southern Features, Inc., Dallas, Texas, operating cooking schools.

C. H. Holmes, formerly representing the Diesel School of Engineering. Demand cash in advance as this school is not responsible for agents.

Operators of chain stores in Michigan who were not party to the recent litigation which ended when the state accepted a compromise payment for the chain store tax for 1933, will shortly receive a gift of some \$34,000 from the state government.

The 26 litigants offered the state a sum which was exactly 62.19 per cent. of the total tax the state had sought to collect. The litigants thus saved about 38 per cent. of the 1933 tax. When the state administrative board accepted this settlement, it was the feeling of its members that those who had already paid their 1933 tax should be entitled to the same consideration.

Consequently, to the operator of every chain store system for which the 1933 chain store tax has been paid, a check for nearly 38 per cent. of the tax paid, will shortly be sent. As the state collected about \$90,000 by this tax in 1933, the total of the refunds will be slightly more than \$34,000.

An additional refund on taxes paid in 1933, 1934 and 1935, by operators of chain counter systems, has also been approved by the board. The 1935 legislature provided for lower rates of taxation for chain counters than for chain stores; prior to this, no distinction had been made between the two kinds of chain organizations. Thus, to chain counter operators who have paid their taxes for the three years the act has been effective, at the chain store tax rates, refunds of the difference between these rates will be made by the Secretary of State, official collector of the tax. These latter refunds, however, will be made only on application, and then after an investigation of individual claims for the refund. Application blanks will be mailed shortly to everyone who has paid a chain store tax, as shown by

records in the office of Orville E. Atwood, Secretary of State.

The state will accept no further chain store tax payments under protest, and it has been further ruled that payments previously made must be cleared of these protests or appropriate action will be taken to enforce payment.

A man who gives his name as W. E. Gaston has been soliciting subscriptions for the Home Owned Store Magazine, published in Des Moines, Iowa. The subscription price of the paper is \$3 a year and up to this time all of the subscribers we have heard from who paid in advance for the paper have failed to receive the publication. I wrote the publisher of the paper and he says that he has had much bad luck with solicitors and has already gotten one man in the Missouri penitentiary, where he is serving a two year term.

The man Gaston is securing signatures to a petition to the Legislature to increase the chain store tax law. As there will be no legislative activity in Michigan for nearly two years and the man has no authority to circulate a petition of this kind from any regular mercantile organization now in existence in Michigan, he is certainly doing the trade a bad turn, because, under existing conditions, with a million and a half of fresh money in the state treasury, and with the action of the chain store systems in surrendering their privilege to take an appeal to the Federal Supreme Court, the proper proceeding at this time is to let well enough alone. I may be entirely wrong in this thought, but that is the way it looks to me.

Securing a personal hearing by presenting a petition for the merchant to sign has been a favorite racket with Des Moines trade paper publishers for the past twenty or thirty years. A man named Pilkinton sent men through Michigan every year with clap trap and cock and bull stories about the wonderful achievements he would accomplish for merchants if properly fortified by petitions to the Legislature. As a matter of fact, these petitions never showed up at Lansing, because they were burned as fast as the pages were filled with names. Michigan merchants can well afford to ignore the representatives of outside publications who work the petition racket with no knowledge of the needs and necessities of Michigan merchants. We have plenty of men in our state who make a comfortable living by gathering up money in large chunks from gullible jobbers and manufacturers who turn an open ear to the machinations of crooks and pretenders.

E. A. Stowe.

It is true that honesty is the best policy, but the man who is honest for that reason is not an honest man.

We are all manufacturers—making good, making trouble or making excuses.

Under Heavy Pressure

Only really serious damage to the spring wheat crop from black rust can prevent material recessions in cash grain prices, traders believe.

Cash quotations have been maintained so far chiefly because of the unprecedented shortage of supplies of most grains that has existed this year. The rate of marketings of the new crop to date has been well below last year's record, despite the increased crop. During the last few days, however, receipts at interior points have turned upward, and will exert increased pressure on the markets from now on.

The crop of durum wheat alone, which resists rust, together with the output of spring wheat outside the States where rust damage has been reported heavy, should exceed the total production of spring wheat last year.

A good deal of support has been given all cash grain prices by the strength of corn. If growing conditions should improve sufficiently to cause a break in corn prices, therefore, the unsettlement in grains should become general.

When work goes out of style we may expect to see civilization totter and fall.—John D. Rockefeller.

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

M. GOLDSMITH

935 Gratiot Ave. CADILLAC 8738
DETROIT, MICHIGAN

Phone 39574

John P. Lynch Sales Co.

SPECIAL SALE EXPERTS

Expert Advertising

Expert Merchandising

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Grand Rapids, Michigan

Advance Notice! AUCTION! AUCTION! All of the Woodworking Machinery, Motors, Factory Equipment and Office Furniture of the
HAGERSTOWN TABLE WORKS, INC.,
Hagerstown, Maryland.

A descriptive detailed Catalog will be mailed upon request to the undersigned.
ABE DEMBINSKY, INC., AUCTIONEERS
171 Ottawa Ave., N.W. Grand Rapids, Mich.

BUSINESS WANTS DEPARTMENT

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

FOR SALE—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

FOR SALE—First-class grocery stock and fixtures in good town on highway 112. Splendid chance to add meat market to present business. Best of reasons for selling. Address No. 745, c/o Michigan Tradesman. 745

Chicago Jobbers Pay To Attract Outside Merchants

In the most progressive step yet taken to promote the Chicago wholesale market thirty-one business houses there, including the largest of the dry goods firms, have joined in the plan to refund transportation expenses to purchasing merchants.

This is the first time such large scale promotion has been attempted, and it is expected to result in many more buying trips to Chicago by department store representatives throughout the country than in the past.

Four or five trips a year to the Chicago market will be largely financed by the co-operating wholesale organizations here. The merchants in other cities, therefore, will have the financial inducement to make more buying trips than previously.

The plan provides that upon application, a retail merchant visiting the Chicago market will receive a refund equal to 1½ per cent. of purchases made while in market up to the amount of his round trip railroad fare, not including Pullman.

The same arrangement will hold even if the merchant should travel by bus, automobile or airplane, but the railroad fare will be the base for arriving at the amount of the refund against purchases.

The arrangement is applicable only on merchandise purchased from members of the association and shipped within thirty days from date of purchase. The buyer must actually go to the Chicago market. A maximum of

four refunds within one year, or five refunds, if one market trip is made for the purpose of purchasing an opening stock for a new store, will be allowed to one merchant. At least thirty days must intervene between each trip, except in buying an opening stock.

Thirty-seven New Readers of the Tradesman

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

Edwin Nash State Bank, Clarksville
F. W. Newson, Otsego
M. R. Gamble, Otsego
B. A. McCall, Otsego
Geo. J. Phillips, Allegan
Robert E. Handy, Plainwell
H. L. Shaw, Plainwell
Pell's Grocery, Plainwell
Herman Kenyon, Plainwell
John J. Metzen, Kalamazoo
Daniel Kline, Kalamazoo
T. Santinga & Son, Kalamazoo
Luyendyk Bros., Kalamazoo
John De Young, Kalamazoo
D. M. Carroll, Kalamazoo
J. Carson, Kalamazoo
John C Morgan Co., Traverse City
Citizens Transfer & Storage Co., Holland

Maurice Sheffer, Saugatuck
Wm. H. Johnson, Kalamazoo
Calkins Gro. & Meat, Kalamazoo
John D. Lyons Drug Co., Kalamazoo
Economy Market, Kalamazoo
G. Broekema, Kalamazoo
Ritsema Bros., Kalamazoo
A. G. Doorn, Kalamazoo
L. J. Hoff, Kalamazoo

Bertha Hawley, Kalamazoo
Fred C. McQueen, Kalamazoo
Van Dam & Op't Holt, Kalamazoo
Frances N. Gideon, Kalamazoo
Lena Van Dyke, Kalamazoo
Mrs. H. E. Butler, Kalamazoo
Kraus Grocery, Kalamazoo
Bean's Grocery, Kalamazoo
Neil Moerdyk, Kalamazoo
W. A. Newhouse, Kalamazoo

The Grand Rapids Packing Co. in Larger Quarter

The Grand Rapids Packing Co., which has been occupying one store on North Ottawa avenue, with its branch salesroom in the Gilbert block, now occupies three stores, which have been departmentized. R. Soper is acting as general manager. A. W. Boening is in charge of the provision department and Leonard Kamerad is in charge of the produce department, which includes butter, cheese, eggs and poultry. The poultry and egg departments are located on the second floor. The office has been removed from the North side of the store to the South side and greatly enlarged. These changes give the company the most commodious meat branch in the city.

The chief justifications for the modern business concern are the service it renders the public, the opportunity it offers its employees, and the profit it earns for its owners. The measure of success which any such business concern achieves is the extent to which it approaches perfection in these respects. Profit is, of course, necessary if the concern is to remain in business,

but in no case should service be subordinated to profit. A business that places profit ahead of all other things cannot truthfully be said to be successful. To be successful, a business institution must have definite ideals and well-defined business policies.

The castles of sales are built with stones of calls.

Luck is ever waiting for something to turn up; labor, with keen eyes and strong will, will turn up something. Luck lies in bed, and wishes the postman would bring him the news of a legacy; labor turns out at six o'clock, and with busy pen or ringing hammer lays the foundation of a competence. Luck whines; labor whistles. Luck relies on chance; labor, on character.

I think of a United States Senator as a man representing a sovereign state, always pleased when he may agree with his constituents, but always reserving to himself the right to think for himself, and always holding fast to a firm determination not to be swayed by the momentary clamor of the multitude.—Senator Carter Glass.

If the spirit of business adventure is killed, this country will cease to hold the foremost position in the world.—Andrew W. Mellon.

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MTB

THE MASTER

(In Memory of Lincoln)

We need him now — his rugged faith that held
Fast to the rock of Truth through all the days
Of moil and strife, the sleepless nights; upheld
By very God was he — that God who stays
All hero-souls who will but trust in Him,
And trusting, labor as if God were not.
His eyes beheld the stars, clouds could not dim
Their glory; but his task was not forgot:

To keep his people one; to hold them true
To that fair dream their fathers willed to them —
Freedom for all; to spur them; to renew
Their hopes in bitter days; strife to condemn.
Such was his task, and well his work was done—
Who willed us greater tasks, when set his sun.
Thomas Curtis Clark.

THE ROAD NOT TAKEN

Two roads diverged in a yellow wood,
And sorry I could not travel both
And be one traveler, long I stood
And looked down one as far as I could
To where it bent in the undergrowth.

Then took the other as just as fair,
And having perhaps the better claim,
Because it was grassy and wanted wear;
Though as for that the passing there
Had worn them really about the same.

And both that morning equally lay
In leaves no step had trodden black.
Oh, I kept the first for another day!
Yet knowing how way leads on to way,
I doubted if I should ever come back.

I shall be telling this with a sigh
Somewhere ages and ages hence:
Two roads diverged in a wood and I —
I took the one less traveled by,
And that has made all the difference.
Robert Frost.

TAXES AT EVERY TURN

We are taxed for our clothing, our meat and our bread,
On our carpets and dishes, our table and bed;
On our tea and our coffee, our fuel and lights.
And we're taxed so severely we can't sleep o' nights.

We are stamped on our mortgages, checks, notes and bills,
On our deed, on our contracts and on our last wills;
And the star-spangled banner in mourning doth wave,
O'er the wealth of the nation turned into the grave.

We are taxed on our offices, our stores and our shops,
On our stoves and our barrels, on our brooms and our mops;
On our horses and cattle, and if we must die,
We are taxed on our coffins in which we must lie.

We are taxed on all goods by kind Providence given,
We are taxed for the Bible that points us to heaven;
And when we ascend to the heavenly goal,
They would if they could, stick a stamp on our soul.

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