

Growing Old



A little more tired at close of day,
A little less anxious to have our way;
A little less ready to scold and blame;
A little more care of a brother's name;
And so we are nearing the journey's end,
Where time and eternity meet and blend.

A little more love for the friends of youth,
A little less zeal for established truth;
A little more charity in our views,
A little less thirst for the daily news;
And so we are folding our tents away,
And passing in silence at close of day.

A little less care for bonds and gold,
A little more zest in the days of old;
A broader view and a saner mind,
A little more love for all mankind;
And so we are faring adown the way
That leads to the gates of a better day.



A little more leisure to sit and dream,
A little more real the things unseen;
A little nearer to those ahead,
With visions of those long loved and dead;
And so we are going, where all must go,
To the place the living may never know.

A little more laughter, a few more tears,
And we shall have told our increasing years;
The book is closed, and the prayers are said,
And we are part of the countless dead.
Thrice happy if then some soul can say,
"I live because he has passed my way."

ROLLIN J. WELLS.

6 REASONS why you should
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- 1 Always fresh
- 2 Nationally advertised
- 3 Established consumer demand
- 4 Small capital investment
- 5 Quick turnover
- 6 Fast profits



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STANDARD BRANDS INCORPORATED

• Insure the Mutual Way

WE OFFER TO
YOU THROUGH
THE MILL MUTUALS AGENCY
" . . . a share of
mutual savings

THE LARGEST
MUTUAL INSURANCE AGENCY
IN MICHIGAN
LANSING •
DETROIT •
GRAND RAPIDS

WHY SO DIFFERENT ?

Ordinarily before a life insurance policy is issued to a policyholder, he must be regularly examined by a physician and must be proven to meet the insurance company's physical standards. By thus accepting only selected risks the life insurance companies are able to maintain lower insurance costs for those whose health is good. The wisdom of this practice is generally accepted and understood: it has been proven to be logical and practical.

Mutual fire insurance companies maintain that it is just as wise for them to inspect and select their risks. They know that property that is defective in construction or that is carelessly managed or is not kept in repair, whose owner does not observe the proper degree of fire prevention is not a desirable risk. Mutual insurance companies realize that they can escape losses and can effect considerable savings by inspecting each piece of property offered to them for insurance and by declining to insure those that do not meet their standards or are not made to meet them. Since these companies are mutual—organized only for the benefit of their policyholders—these savings are returned to the policyholders in the form of dividends. Although mutual insurance fire companies have demonstrated over a period of 180 years the wisdom of their practice of inspection and selection, non-mutual insurance companies continue to accept business as it comes to them—the poor risks with the good—penalizing the owners of well kept property in order that the owners of the poorer property will escape the higher rates they should pay.

The Mutual Fire Insurance Companies doing business in this state, by observing the time-tried principles of mutual insurance, by subjecting each piece of property it insures to the examination of an expert inspector, and by insuring only careful owners of good property, have effected definite savings for their policyholders. Returned to them as dividends, these savings amount to many thousand dollars. If you have not shared in these dividends—if you are not entirely familiar with the advantages of the mutual system of fire insurance over stock fire insurance, you are advised to discuss the matter with the field-men of the mutual insurance companies. Such a discussion will probably reveal definite methods by which you can secure sound insurance protection at lower cost.

MICHIGAN TRADESMAN

Fifty-first Year

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MICHIGAN TRADESMAN

E. A. Stowe, Editor

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

DETROIT DOINGS

Late Business News From Michigan's Metropolis

Funeral services for Forrest S. Campbell, 243 Frederick st., a native Detroit and widely known aquatic sportsman, were held at the Central Woodward Christian Church, Saturday.

Mr. Campbell, who had been spending the summer at Orchard Lake, came into his home here Monday. He became ill Tuesday and was taken to Grace Hospital, where he died Thursday.

Born here on May 14, 1848, he was the son of the late Mr. and Mrs. Colin Campbell. His father was a member of the firm of Campbell & Linn, one of the first dry goods stores in Detroit. Mr. Campbell's entire business career was in the dry goods trade, in which he was widely known throughout the State. For the last fifty years he had been associated with Edson, Moore & Co.

A great lover of aquatic sports and outdoor life, he was widely known in boating and swimming circles here. He had a large collection of medals and trophies which he had won in swimming, rowing and sailing events, both in Detroit and at Orchard Lake, where he had spent his summers for forty years. He was a member of the old Excelsior Boat Club, whose rowing crews were famous on the Great Lakes.

At Orchard Lake, where he spent his summers on Orchard Island, he also was famed for his aquatic prowess, and two trophies were awarded him by the Orchard Lake Yacht Club for sailing events.

Until a few days before his death he never failed to take a daily swim in the summer. For many years he held a National swimming championship. Fishing was another of his hobbies. In his youth he also won several medals for oratory and essays.

Mr. Campbell was a lifelong member of the Central Christian church, now the Central Woodward Christian church, and at one time served as a trustee. In 1872 he became a member of Union Lodge of S. O., No. 3, F. & A. M., and in 1922 was made a life member.

Nathan Hack, head of the Hack Shoe Co., has just achieved the ambition of a life time in the association of his youngest son, Leonard Hack, with the business, following his recent graduation from the University of Michigan. Leonard becomes secretary and treasurer of the company. At the same time, the oldest son, Morton Hack, chiropodist, becomes vice-president of the company. Nathan Hack, who is secretary of the Detroit Retail Shoe Dealers Association, believes that training the children in the business followed by their father is an excellent tradition ruthlessly discarded. "If a man thinks his business is not good enough for his children, he has no business being in it himself," he said, and he has followed out this theory with the practice of a life time, with his two sons enthusiastically following in his footsteps.

A 35 per cent. increase in sales of men's shoes, in pairs, is reported by Steven J. Jay, buyer of this department at R. H. Fyfe & Co. The increase in dollars has been considerably less, but there is a new trend setting in toward higher priced merchandise. Most gratifying of all has been the number of customers who have come in for their first new pair of shoes in two or three years. Incidentally, this at least indicates the lasting quality of modern shoes, when forced by utter necessity. Men going back to work are the most frequent buyers of new shoes right now. Style note from Fyfe's indicates a heavy season in browns for early fall, in the men's lines, according to Jay. This is planned as considerably heavier than last year, from early indications. Blacks should come in somewhat later, with a noted drift toward heavier styles.

The Detroit grocers are watching what action is to be taken at Washington in regard to a code. They have not been satisfied with the original plan sponsored by the National and State Associations; for while they all like the idea of shorter hours and are quite willing to close on Sundays, they do not feel that fifty-two hours a week is enough for some of them who up until now have some advantage of a near-by chain store competitor by keeping open later and they are not ready yet to place themselves on an even footing with the chain store as to hours.

Expect Bitter Code Fight on Code for Retailers

Washington, Aug. 29.—Of the many problems before the national recovery administration, none has more ramifications or difficulties than that affecting retail stores. Rules, which may be imposed on the stores, affect not only their operating costs and the welfare of their employees but also have an immediate bearing upon prices to the entire consuming population of the United States.

As in other situations, organized labor has figured in the question of hours and salaries of retail clerks even though they form one class of employees which is not extensively unionized. The union representatives, however, have not professed to speak for such a large proportion of workers as during consideration of other codes. Consequently demands of organized labor form the least of the administration's troubles in this case.

The crux of the situation affecting the retailers is in the maximum hours of employment. The recovery administration is not trying to reduce the number of hours in which the stores may remain open. In fact, it is placing restrictions on the amount by which hours of service may be reduced. Unless the stores continue to remain open long hours it might be possible for the proprietors to adjust their business to the shortened hours of employment without taking on additional help.

Retailers Oppose 40-Hour Plan

The retailers as shown by the extensive hearings, are up in arms against any maximum period of weekly employment as low as forty hours—as provided in the temporary code now in effect for stores other than food and drug stores which have a forty-eight hour limit. Even a forty-four-hour maximum is not satisfactory. The retailers in most lines want a forty-eight hour maximum and assert that they will have difficulty in conforming to that in view of the fact that many clerks now work from sixty to seventy-two hours and even more.

The plight of the retailers in the smaller cities and in residential sections of the larger cities appears to be most serious. In their behalf it has been represented that any reduction in hours of employment below forty-eight will increase costs to a prohibitive degree. They insist that an undue increase in costs cannot be passed on the public, as it will lead to consumer resistance.

In the smaller towns it is contended that the present purchasing power simply is not great enough to stand much of an increase in retail prices and that, even with an improvement in economic conditions, there will not be a sufficient increase in business to justify the program. In previous periods of prosperity, it is pointed out that the

small retail stores have been able to exist only by keeping open long hours and by working their employees long hours. In such stores, it is emphasized, clerks do not have to work under such high pressure as in the big city chain and other larger retail stores.

City Grocery To Be Closed About October 1

The city grocery and commodity stores, originated by former City Manager George W. Welsh in 1930, likely will become a thing of the past on Oct. 1.

At a meeting of the Kent county relief commission last Wednesday, this decision, already tentatively approved, probably will be officially adopted. It will mean turning the business over to the city's retail stores and is admittedly experimental.

Howard O. Hunter, administrator, and Julius H. Amberg, chairman of the Kent county committee, made this announcement, following a meeting at which the tentative outline of the plan was presented to the committee of the whole city commission.

As now proposed, the distribution of milk, bread, fuel, clothing and shoes will be continued for the time being.

Early abandonment of the city wood yard is recommended. The regulations drafted for closing the commissaries, however, should the plan be adopted, will be effective "in principle Sept. 1 and effective actually Oct. 1."

The administrator appeared before the city officials with the tentative outline of regulations in the establishment of the new plan for grocery and commodity orders:

1. Retailers throughout the city and county who desire to participate in the sale of commodities to be allowed relief clients must sign an agreement with the relief commission.

2. Upon the signing of such an agreement a permit will be issued by the relief commission, authorizing the retailer to fill orders issued by the commission.

3. The filling of such orders will be approved only on the basis of the agreement with the retailer. A copy of the order blank is herewith attached.

4. Payment to merchants will be made only upon receipt of bill on the approved form attached, accompanied by the actual orders signed by the client and the merchant.

Beer's offspring: "Synthetic hops"—a synthetic oil product, one pound of which is said to be equal to 25 of hop compound; light-weight aluminum beer barrels which require no pitching, painting or linings; absorbent pulp-board table mats, made in colors.

Selenium is used in a new insecticide which is said to control red spiders. Use thus far is limited to ornamental plants and certain fruit crops where spray residue is unimportant.

Master Code Filed at Washington

The Master Code of Fair Competition in the Grocery Industry was filed with the officials of the A.A.A. on August 26. The plan of procedure from here on is an early preliminary meeting between Government and Master Code Committee and following that, there will be open hearings when the industry will be given an opportunity to express themselves in connection therewith.

Approval by President Roosevelt of the revised retail code is anticipated so that the agreement can be put into operation immediately after labor day. The submission of the revised draft of the code at the night session on Thursday of the Washington hearing climaxed efforts which have engaged retail attention since the middle of June.

In its three major parts, those dealing with hours, wages and fair competition, the code sets up regulations that are held likely to be the basis for a master code for all retailing. Such a master code obviously would be preferable to a series of codes, the provisions of which would conflict and create inevitable confusion.

In the matter of store hours the revised code features the principle of basing hours of employment on the number of hours a week in which the store is in operation. This was hailed as a fair compromise to meet the difficulties of varied types of retailers. Provision is made for extra pay for the longer hours of work, and the wage bases themselves reflect increased consideration for the purchasing power of the vast army of employees in retailing.

The dramatic highlight of the code hearing was the conflict of views which developed on the fair-trade-practice section. Familiar arguments were presented on both sides of the questions of fair competition, price-cutting and price-fixing. The final agreement provides that no merchandise can be regularly offered at less than the net invoice delivered cost or current market delivered cost, whichever is lower, plus 10 per cent. Against the charge that this means the eventual entrance of major price-fixing into the retail field was the view that at least a minimum has been set up beyond which competition cannot go.

As the draft is quite long—about four columns—the Tradesman deems it unwise to print it until it is approved by the Government, in order to avoid confusion.

In addition to the wage and hour rules, already covered by the temporary code, the following are the important features of the complete code, as adopted by representatives of the food manufacturers, wholesale grocers, individual retail grocers, chain grocers,

voluntary groups and retail owned wholesale houses:

1. Open prices, uniform to all trade buyers under like conditions, shall be made by all wholesalers and manufacturers. No direct or indirect price concessions.

2. Secret rebates, refunds, etc., prohibited.

3. No sales by a manufacturer below cost.

4. Minimum markup for wholesalers $3\frac{1}{2}\%$; for retailers $8\frac{1}{2}\%$, over delivered cost. This does not apply to bona fide close out sales, sale of seasonable, highly perishable or damaged goods.

5. Corporate chains must add both wholesale and retail markup.

6. No price claims to mislead purchasers.

7. No advertising allowance except when specifically described by written contract, audited, and open to all buyers alike.

8. No free deals.

9. No premium, prize, or gift which is detrimental to trade or the consuming public.

10. No misuse of buying power to force concessions.

11. Purchaser shall not be required to buy one product in order to be permitted to buy another.

12. Wholesalers must fill genuine orders which they accept.

13. Retailers must accept delivery of genuine orders which they give.

14. No substitution of one product for another.

15. No deceptive labels or containers.

16. No false or misleading advertising.

17. No false statements about competitors.

18. No practices of any kind offensive to good business morals, unfair to competitors, or detrimental to the purchaser.

19. Every manufacturer, wholesaler and retailer must keep such business records as may be necessary to determine his compliance with the code.

20. Code to be administered by a committee which will justly and equally represent the broad divisions of the industry, namely, manufacturers, wholesalers, individual retailers, corporate chains, voluntary chains and retailer owned wholesale houses, subject to the approval of the President of the United States.

Jelly From Sweet Potatoes Is Palatable Preparation

Jelly of good quality can be made from sweet potatoes.

From a bushel of the Nancy Hall variety of sweet potatoes the Tennessee State Experiment Station reports that it made nearly 200 glasses of jelly which appeared to be suitable as a basis for making mixed jellies of different kinds and of desirable quality.

A civilized nation is one that is horrified by other civilized nations.

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

A long time patron of the Tradesman recently enquired as to the responsibility of the American Security Co., 198 Broadway, New York City. He was told that Gus Martel, the owner of the concern, was absolutely unreliable. To be sure he had not mended his ways since we passed on his methods last, we wrote our correspondent in New York City, who replied as follows:

In reply to yours of August 17, the American Security Co. and its proprietor, Gus Martel, are well known to us.

As a matter of fact we would be well pleased if we had never heard of him, because we have had at least a dozen complaints from dissatisfied clients in the past few months. Martel is apparently rather good when it comes to collections, but he is extremely slow and careless when it comes to forwarding these collections to his clients. Recently, we learned that when hard pressed by one client, he gave him several post dated checks, claiming that he was broke at the time.

Martel was at one time the light weight amateur boxing champion of the country. He is still active in boxing circles and apparently devotes much time to writing articles on fighting and similar activities, to the detriment of his business.

Misrepresentation of Therapeutic Value

Howard B. Drollinger, Washington, D.C., manufacturer of an electrical device designated as "Solenoid belt", previously designated "Ion-I-Zer", directed to discontinue representing that the device, or any similar device designed to operate through exposure of a human subject to a low-frequency alternating magnetic field without any physical conductive connection of such subject in the circuit, has any physical therapeutic effect upon the subject by reason of the magnetic field, or that it is calculated or likely to aid in the prevention, treatment, or cure of any human ailments.

E. Griffiths Hughes, Inc., Rochester, N.Y., engaged in the sale of certain proprietary preparations, directed to discontinue representing that a product designated "Kruschen Salts" constitutes a remedy for obesity or that it will of itself reduce excess fat; and to discontinue representing that "Radox Bath Salts" is imported from England, that its use at home produces the effects of treatment at world famous spas, and that it has therapeutic value when used in the bath, releasing great quantities of oxygen.

Walker Remedy Company, Atlanta, engaged in the compounding and sale of proprietary medicines, directed to eliminate the word "health" from the designation "Walker's Old Indian Health Tonic," and to discontinue representing that the medicine is a remedy for fever, for liver, kidney or bladder trouble, for women's diseases, or for pain in the neck, side, shoulder,

back, or hips; that it is a remedy for laziness, a drowsy or tired feeling, rheumatism, or pain, when these conditions are caused by anything other than constipation; that it is a remedy for blood diseases or weakness, with the tired feeling resulting therefrom, when the conditions are caused by anything other than simple anemia; and that it will relieve weakness and a tired feeling resulting therefrom, beyond such relief as would follow the correction of constipation, if such condition were present.

False and Misleading Advertising

American Academic Research Society, Holyoke, Mass., engaged in the sale of "Progressive Reference Library Encyclopedia," directed to discontinue representing that any set of books will be given free of charge, when such is not the fact; to discontinue representing that the charge made is only for the loose-leaf supplement or for research services to be rendered during the ensuing ten years by a staff of educational experts or research workers; to discontinue representing that the price of \$39.50 for the supplements and the research work is a special reduced price when such is not the fact, and that the purchase price may be paid over a period of ten years, when payment is required within a shorter period of time; to discontinue representing that respondent has any connection with Mount Holyoke College, or that the reference works are compiled or edited by the aforesaid college or the faculty thereof; and to discontinue the use of the name "Mount Holyoke Research Society" unless purchasers are informed that the set of books offered for sale is not sponsored by an educational institution known as Mount Holyoke College.

Selling Renovated Hats for New Hats

Gilman Hat Co., New York City
Globe Hat Works, New York City
Maf Hat Works, Inc., New York City

Manhattan Hat Co., Inc., New York City

Prime Hat Co., New York City
Grand Hat Co., New York City
Prospect Hat Co., Inc., New York City

H. & H. Hat Mfg. Co., New York City

Herman Hat Co., New York City engaged in the manufacture of men's made-over felt hats, directed to discontinue selling old, worn, used, and discarded fur felt hats that have been cleaned and fitted with new ribbons, sweatbands, and linings, unless and until there is stamped thereon or attached thereto, in a conspicuous place, words indicating that the hats are not new but are used and worn hats that have been cleaned and made over.

A man must not think he can save himself the trouble of being a sensible man and a gentleman by going to his lawyer, any more than he can get himself a sound constitution by going to his doctor.—Ed. Howe.

Window screens are now being merchandised in cartons, complete with frames and fittings, ready for assembly.

Interesting Observations Made in the Upper Peninsula

Laurium, Aug. 21 — Many of the towns shown on the map are of the past. The depression has nearly erased them. I find many merchants here who would give a subscription willingly, were it not for their extreme shortage of funds.

I have not had a more hearty reception than I received to-day in calling upon Charles Salotti. He introduced his wife, who helps in the store, telling her I was the man who wrote for the Tradesman. Then he mentioned recent articles. He praised the Tradesman and told how it had helped him in his business, also how he enjoyed the economic and educational articles. His store is one of the most dainty and attractive grocery stores in the Upper Peninsula. On entering one is attracted by beautiful flowers, arranged in small alcoves upon the side walls, also by the singing of canary birds, there being four cages, two at each side of the room. Above the shelving are small windows along the side and back, all draped with dainty ruffled white curtains. The display of shelf goods and other foods is the work of an artist as well as the window displays. In an alcove is the office and wareroom for stock, both spick and span. The floors, both here and in the main room, are scrubbed bright and clean. No wonder their patrons enjoy coming here to trade. Mr. and Mrs. Salotti are good merchants and they say the Tradesman has had much to do with their success.

Calumet, Aug. 22—I called to-day on James McNaughton, one of the most beloved men in this region, judging by the praise all bestow upon him. Mr. McNaughton told me how you had written to him at the time of the strike among the copper mines some years ago. He approved of your position and the forceful manner in which you expressed it. He said he enjoyed the articles in the Tradesman and in parting he wished me to convey to you his best respects. The mining company of which he was once president, and now general manager, owns about all the mines in this region. Upon the walls of his office are framed photographs of men who have served as officers of the company during its history. Many of them were graduates from Harvard and from other Eastern colleges. Among the number was Alexander Agassiz, a son of the noted scientist of the last century, Louis Agassiz, a great scholar of deep sea life. The son was a graduate of Harvard and served as president of the company from 1871 to 1910. I found Mr. McNaughton to be a deep student of economic and educational topics. Our conversation led into the realms of social and religious thought and political economy. He told me he recently had the pleasure of attending religious service at the church of Rev. Harry Emerson Fosdick, in New York, and that he was much impressed with his views and was astonished at the large congregations which attend his church. He said he did not think a minister or priest should take too prominent a part in political and business controversy, as it would detract from his mission as a spiritual leader. I do not know whether he is a member of a church or not, but he quoted the language of Christ, where He admonished the people, "by their fruits ye shall know them." It was my conclusion that his quotation of Scripture represented the religion James McNaughton is striving to live. I venture to say there are few men of wealth and high position who possess such esteem and friendship from the people they serve. This tribute, which I heard proclaimed again and again, is the richest inheritance a man can possess. If more of our great men would follow the example of this benevolent gentleman, most of the sorrow and distress now blighting our land would disappear.

Mass, Aug. 23—I have learned something about the value of the food quotations given each week that I should have known before. I find there are very few merchants who watch the markets and advance the prices on the stock they have on hand; also when the market drops they make no effort to move items going down. I am showing them why they should do this and the saving they can make in a year. The idea seems to be new to most of them and my market lessons interests them.

At Painesdale the Copper Range Consolidated Corporation conducts the only store. W. H. White is manager. This company is operating their mine five days a week and there are few unemployed. They own the town and I judge control its retail business. They have the largest stock I have seen in any mining town.

Most of the distance from Houghton is through forests of hardwood, much of very good quality. There were scattering mines, but none operating. The population is about 500. It is at the foot of high rocky hills containing rich veins of copper. No mining has been done there for some ten years. As the land is hardwood, much has been sold to the pulp mill here, which buys its pulp timber by weight. This mill is now working four shifts of six hours each and paying the 250 men the same wage recently paid for eight hours, in compliance with the NRA code. I was told there are very few here unemployed. There are very few towns of any account in the West end of the Upper Peninsula outside of the principal centers, so I expect to move more rapidly until I reach Escanaba.

Ontonagon, Aug. 24 — Two good merchants in Ontonagon were away so I left copy of paper after interesting the head clerks in each case. This town has more jobs than any I have been in for some time. The merchants need a local organization more than any other thing. From what I was told there is poor co-operation. Instead of pulling together for a fair profit, some cut prices to where none can get ahead. I would like to have all of them in a meeting for about an hour, just to show them what can be done when neighborly co-operation has a chance. I hope the merchants who read the Tradesman hereafter will get together and interest the others in an active association. Thus far the big chain stores have kept clear of the town, but the merchants do not appear to realize how fortunate they are. They have one of the finest community buildings I have seen in a town of this size. I am surprised at the amount of farming land which has been developed in this country. Oats are now being harvested and potato fields look green and thrifty. At Bruce's Crossing, the dairymen have a fine co-operative creamery, affiliated with the Land o' Lakes Creamery Association of Minneapolis. Frank Speese, Superintendent of the Power Co., above, was born near Howard City and is well acquainted with the people in that section. Not far from Ontonagon is Porcupine mountain, two thousand feet elevation, the highest point between the Black Hills and the Allegheny mountains. Near it is a good sized lake which is fourteen hundred feet above Lake Superior and within sight of it.

Wakefield, Aug. 25—Wakefield has few merchants for population. Most of these are co-operatives. It has fine school buildings and a large community building. Here are open mines where the steam shovel takes the place of miners. Here and at Bessemer, stock piles of ore are being shipped to Ashland, Wis., for loading upon the boats. Trade in this territory is largely served from Milwaukee, St. Paul and Chicago. There are many great mines here and the city is also quite a distributing center. I have talked with many old-time merchants who say they never saw this territory as quiet as it

is now. I am surprised at the extent mining has been carried on in this region. It far surpasses that at Negaunee and Ishpeming.

Ironwood, Aug. 26—Found Ironwood hit by the big chain stores and conditions much as they are in Marquette and the Soo. The independent merchants claim the chain food stores are not observing the fair competition code accepted by the National Recovery Commission from the National Grocers Association. I had an interview with S. W. Reid, chairman of the Gogebic County Grocers Association. He says the chains are cutting prices below cost, as before, although heralding they are observing the NRA code in every particular. He said he did not know whether the Government accepted the fair competition clause of the National Grocers Association or not. He would like to have you write a forceful letter to the NRA headquarters and call their attention to the acts of the chains, also to learn if it adopted the fair competition clause presented to it by the National Grocers Association and to publish its reply. I was informed of a new chain store trick by an Ironwood merchant. Missing one of his regular customers, he met him on the street and enquired why he had not been in his store recently. This man happened to be working for an oil company. The local manager had recently received instructions to require the men under him to trade at a certain chain food store, therefore his job was endangered unless he did so. As the oil company owns this certain chain food store and thousands of others, it was plain to see why this home merchant had lost an old customer. This is just another example of greed run mad. It had been prosecuted and fined time and again for short weights and measures. It has brought deception to a high art. In my travels I have talked with a long list of merchants who have been leaders in their communities — men who were heavy tax payers and investors in home enterprises. The big chains have enticed the people away from their stores until they find it difficult to meet expenses. President Roosevelt said the NRA is for the purpose of bringing about a "live and let live" system in business, but the big chains hear him not.

Iron River, Aug. 26—One of the outstanding firms here is Gibbs & Gibbs, who are engaged in the grocery, meat and hardware business. The firm carries a large and select stock of merchandise, which is attractively arranged in their large store. They employ a considerable number of people and render high class service to their patrons, hence have been able to maintain a good volume of business for these items.

Iron Mountain, Aug. 26—William Khoury, manager of the Fruit and Grocery business of Abe Khoury, is making notable progress as a merchant. He is a careful student of market conditions and for this reason has a large share of the fruit and vegetable trade of the city. Careful buying and high class service no doubt account for his success.

Crystal Falls, Aug. 26—The Crystal Falls Co-operative Society has an outstanding young man as manager of its

large store here. He was formerly manager of the main Kruger chain in Grand Rapids. He accepted the position of manager of the store at a time its business was hit by the deflation. Although seriously handicapped by general and banking conditions, he has placed the affairs of the Society upon a better basis and built up its trade to a remarkable extent, considering the problems he has to meet.

Escanaba, Aug. 26—It is just too bad the way the chains have served the home merchants in the three good towns I was in to-day. Some have quit and one merchant I called upon said he was forced to a point where he would have to close soon unless something favorable turned up. I would have doubled the above list easily to-day were it not for the shortage of cash. Iron River is a fine little city with attractive business blocks, banks, schools and homes. This can be said of its near neighboring town of Stambaugh, just across a ravine. The business district of Crystal Falls is on a side hill. At the top is the residence district, which is more level and here are located many fine residences. At the top of main street hill is the courthouse, a costly stone structure. There are a beautiful city hall and school buildings. My route from here to Iron Mountain took me across a corner of Wisconsin, passing through the village of Florence, then re-entering this state when crossing the bridge over the Menominee river. Iron Mountain derives its name from a large hill of solid iron ore, the business section of the city being at its base. The outstanding business block is the Commercial National Bank. Besides mining, the city has a large auto body plant, which operates part of the year. Passed through miles of timber on my route here, some of it virgin forest. There is considerable farming and many dairy cows, some running at large, and pasturing along the highway, making caution necessary in driving. Saw orchards loaded with apples, also good sized corn fields. Weather nice and cool. Arrived here at 8:30 P. M. to spend Sunday. E. B. Stebbins.

Gave His Wife the Oleo Reimbursement

Riverdale, Aug. 28—Having just received from Uncle Sam my check for \$14.53 refund on nut margarine, handled and taxed in the years prior to the revision of the law, I at once turned the check over to the guide wife as a donation from Mr. Stowe and she adds her thanks to mine for your interest in our welfare through all these years.

When your representative, Mr. Stebbins, was here and made out my application for a refund, I agreed to advance my subscription for the Tradesman another year, if and when my claim was allowed, so here is my check for it, and may God grant me time in which to read them all. (I am eighty-one next birthday) and that he will cause your mantle to fall upon as worthy, energetic and fearless shoulders as you have ever shown to the world. This may be asking the impossible, for there is not, nor ever was, many E. A. Stowes.

William Horton.



M. E. Davenport
President.

BUSINESS EDUCATION

At the DAVENPORT-McLACHLAN INSTITUTE is of higher grade because this school is Chartered by the State as a Class A College with power to grant degrees.

College training for business is just as important as for any other profession. It is always a pleasure to give information regarding our courses.

Fall terms start September 5 and October 1.

DAVENPORT-McLACHLAN INSTITUTE
215 Sheldon Avenue, Grand Rapids, Michigan

MOVEMENTS OF MERCHANTS

Bad Axe—The Bad Axe Grain Co. has decreased its capital stock from \$300,000 to \$150,000.

Grand Rapids—Mallick & Besterman have engaged in the produce business in the Worden building.

Detroit—The Zaka Coffee Co., 1735 Abbott street, has decreased its capital stock from \$75,000 to \$7,500.

Detroit—The Beaver Plastering Co., 3301 Twelfth street, has decreased its capital stock from \$30,000 to \$3,000.

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

Detroit—The Garely Clothing Co., 241 Michigan avenue, has decreased its capital stock from \$500,000 to \$25,000.

Detroit—The Wayne Products Co., 3603 East Hancock avenue, has changed its name to the Wayne Products & Brewing Co.

Munising—Edward Hill, formerly of Marquette, is opening a fruit and vegetable store in the Stevens building, Superior street.

Grand Rapids—The Tisch Auto Supply Co., 215 Division avenue, South, has decreased its capital stock from \$300,000 to \$9,420.

Dimondale—The Farmers' Elevator Co., has been incorporated with a capital stock of \$10,000, \$6,000 being subscribed and paid in.

Detroit—The Western Fuel & Ice Co., 616 Ford Bldg., has been organized with a capital stock of \$1,000, all subscribed and paid in.

Detroit—The West Side Foundry Co., 8955 Thaddeus street, has been organized with a capital stock of \$1,000, all subscribed and paid in.

Saginaw—The Northern Paper Box Co., 320 South Hamilton street, has been incorporated with a capital stock of \$15,000, all subscribed and paid in.

Detroit—The Brownlee Co., P. O. Box 879, River Rouge station, wholesale lumber dealer, has decreased its capital stock from \$750,000 to \$500,000.

Cadillac—Henry F. Downstro, dealer in wearing apparel for women, at 115 North Mitchell street, has changed the name of his store to the Fashion Center.

Detroit—Courtesy Permanent Wave Shops, Inc., 15 East Grand River avenue, has been incorporated with a capital stock of \$1,000 all subscribed and paid in.

Detroit—The Cole Engineering Co., 2834 East Grand Blvd., has been organized with a capital stock of 1,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Owosso—The Svarlett-Mann Electrical Co., Inc., 110 East Exchange street has been incorporated with a capital stock of \$20,000, \$6,000 being subscribed and paid in.

Detroit—The White Star Milk Corporation, 593 Kenilworth avenue, has been organized to engage in the dairy business with a capital stock of \$10,000, all subscribed and paid in.

Detroit—Michigan Wineries, Inc., 19159 John R. street, has been organized to deal in wines, cordials, etc.,

with a capital stock of \$5,500, all subscribed and \$4,500 paid in.

Detroit—The Marine City Manufacturing Corporation, 1705 First street, has changed its name to the Fafnir Forge Corporation and removed its business offices to Albion.

Highland Park—The Highland Park Coal Co., 14525 Woodward avenue, dealer in fuel and lumber, has been incorporated with a capital stock of \$25,000, \$10,000 being subscribed and paid in.

Detroit—The Presque Isle Brewing Co., 1726 Dime Bank Bldg., has been organized to deal in beer and other legal beverages with a capital stock of \$106,000, \$6,000 being subscribed and paid in.

Mackinaw City—Fire destroyed the equipment, baking supplies and a sum of money when the Mackinaw Home Bakery, burned. William Goddard, proprietor, has not announced his plans for the future.

Muskegon—The National Distillers Corporation, 26 East Larch street, has been organized to erect breweries and distilleries with a capital stock of 10,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Lansing—The Michigan Aero Engine Corporation, 704 East Kalamazoo street, has decreased its capital stock from 10,000 shares no par value to 100 shares no par value and changed its name to the Lundberg Screw Products Co.

Coldwater—The Grand Central Screw Co. will remove its plant to Burr Oak where it will occupy a portion of the building formerly occupied by the Burr Oak Manufacturing Co. The owners, C. L. Spangenberg and O. C. Sewell announce the company will employ from 20 to 40 local persons.

Bessemer—Olson & Buchko, two wide-awake young men, recently formed a copartnership and opened an attractive food store at a choice location on Main street. Back of this progressive firm is many years' experience which, together with the large assortment of foods presented most attractively for the housewives, and the prompt and courteous service they give, assures their success.

Manufacturing Matters

Flint—The A. G. Redmond Co., manufacturer of auto specialties, has increased its capitalization from \$50,000 to \$150,000.

Detroit—The Vacuum Electric Corporation, 918 United Artists Bldg., has been organized to manufacture and sell electric heating device, with a capital stock of \$62,500.

Detroit—The Continental Malt Co., 818 Buhl Bldg., has been organized to manufacture and sell malt and malt products, with a capital stock of \$1,000,000, \$38,456 being subscribed and paid in.

Detroit—The Universal Coal Burner Co., Inc., 3946 Cass avenue, has been organized to manufacture and deal in heating equipment of all kinds, with a capital stock of \$25,000, all subscribed and paid in.

Detroit—The Dot Corporation, 1326 Woodbridge street, has been organized to manufacture and sell vending machines, with a capital stock of 100 shares at \$10 a share, \$1,000 being subscribed and paid in.

Bay City—Conrad P. Mangold, 68 years old, resident of Bay City for fifty-nine years and for more than forty years one of the leading cigar manufacturers of the Saginaw Valley, died suddenly Monday after a short illness. He was born in Logansport, Ind. He is survived by two sons, one daughter and one sister.

Gabby Gleanings From Grand Rapids

Can anyone supply the present post-office address of L. E. Norton, a traveling salesman, who once resided at 222 Sheldon avenue, Grand Rapids.

Claude L. Peifer has closed his supply store and fishing camp near Hesperia and returned to Grand Rapids for the winter. He has connected himself with the Rickelman cafe, 209 Monroe avenue.

The new shoe store of Worm & Sullivan, which specializes in women's shoes, has made its formal bow to the public. The proprietors have been overwhelmed with compliments about the fine shop they have caused to be fashioned. A. E. Worm and Harry Sullivan for several years have been identified with leading Grand Rapids stores and are widely known to local and Western Michigan trade. Mr. Worm has been a buyer and merchandiser of shoes on Monroe avenue more than thirty-three years. Following in general the designs of some of the new foreign shops, this store has mirror lined walls, carpets blending with walls and fixtures and samples of the merchandise shown on display tables, the bulk of the stock being out of sight of customers. Divided into two parlors the new shop has paneled walls with rare prints and is provided with davenport, chairs and lamps.

W. E. Dooge, of Los Angeles, is spending a month with his brother, Ed. Dooge. He was formerly engaged in the grocery business in Grand Rapids with his brother, John, on North avenue. After going to Los Angeles he handled groceries for several years, selling out three years ago, since which time he has been a gentleman of leisure. He brings good news from the Land of the Setting Sun. He says that the establishment of large grocery markets in Los Angeles has driven the chain stores out of business in the same locality.

W. O. Ephlin, who traveled many years for the National Candy Co., is taking a much needed rest these days. He took his wife down to Detroit last week, where she had her tonsils removed in a hospital.

Grocery Chains Said to Be Sidestepping the Code

Four large grocery chains and a nationally known chewing gum company are under investigation as a result of complaints that they have been violating the terms of the President's Re-employment Agreement. All were threatened with cancellation of their N. R. A. insignia. One of the organi-

zations has been under investigation for some time and several conferences with its officers have been held. Current complaints specify that employees have been discharged to compensate for raising wages to the minimum required and that several hours are arbitrarily imposed at midday for luncheon in order to bring employees within the maximum hour day; also that clerks receiving more than the minimum wage have been cut to the required minimum. It is also charged that one of the chain grocers and the chewing gum company are printing N. R. A. insignia in company plants in violation of the N. R. A. plan.

Plan Agreed on for Grocery Store Hours

National Recovery officials at Washington gave their consent during the week to new arrangement for operating retail food stores after the Retail Food Distributors Committee of Philadelphia set the hours by agreement. All large chain stores and most independent food retailers are included in the group affected. Stores will be open continuously Monday, Tuesday, Thursday and Friday from 3 a. m. to 6 p. m.; Wednesday from 8 a. m. to 1 p. m. and Saturday from 8 a. m. to 9 p. m. except in marketing centers, where the closing hour will be 10 p. m. The plan calls for the closing of the stores Wednesday afternoon and Friday night, with the distinct understanding that each store will average fifty-eight hours of operation a week. This, it was said, is one hour more than the average store operated in years past.

Christmas Tree Law Changed

Act No. 124 of the Public Acts of 1933, known as the Perry act, requires that persons cutting, removing or transporting within this state Christmas trees, evergreen boughs or other wild trees, shrubs or vines, shall obtain the written consent of the owner of the land from which the plants or plant parts are taken. Written consent shall contain the legal description of the land, as well as the name of the legal owner thereof, and failure to exhibit such written consent to enforcement officers shall be prima facie evidence that no such consent was obtained. The regulations heretofore in force only apply to evergreen trees with the roots attached. Any and all persons interested should obtain full information as to the detailed requirements of this new law.

Tomatoes Show Big Gain

Tomatoes are a very important crop in Michigan. Improvement in varieties, cultural methods, closer inspection and better grading and packing methods adopted by growers, together with a materially increased consumption on the part of the consumer, show a marked increase according to the Benton Harbor Wholesale Fruit and Produce Market records. Up to and including Aug. 17 of this year \$296,154.15 in value of tomatoes have passed through the market as compared to a total value of \$163,428 for the full season of 1932 over the same market.

The superstitions of savages in civilization is about as bad as the whisky of civilization among savages.

Essential Features of the Grocery Staples

Sugar—Local jobbers hold cane granulated at 5.20c and beet granulated at 5c.

Canned Fruits and Vegetables—The terrific rain and windstorm of a few days back was followed yesterday by withdrawals of offerings of tomatoes throughout the tri-States, with well substantiated accounts of widespread damage to growing crops. The Atlantic seaboard area, from the Maryland peninsula section through New Jersey, lay directly in the path of the storm. Heavy rains continuing for days inundated crops, leaving the fruit in many sections under water. The gales which developed stripped tomato vines, robbing them of protecting foliage. Peach trees were laid bare. Corn has been twisted and bent, and in many fields left flat in the wide swaths cut through the section. The result of this was that brokers here could get no offerings of tomatoes at all, and estimates of the damage ran from 50 per cent. to 60 per cent. and even as high as 75 per cent. Standard corn jumped to 80c per dozen. Fruit sections, particularly the peach growing districts, were stripped. These developments for the moment obscure other happenings in canned foods. The uncertainty prevailing in many districts over codes has stopped trading largely, and buyers are currently more concerned with what prices they are to pay for contracts previously entered into than they are in writing new contracts. Indications are that shipments of cling peaches are going to be made, and in fact some are said to be on the way, at prices recently agreed to by packers and distributors, which prices take care of additional packing costs, due to higher factory overhead.

Canned Fish—Production of pink and chum salmon in Alaska has been a disappointment and reports from Puget Sound are anything but encouraging, so that a shortage of some million cases of pinks is looked for in the Northwest. Other grades of salmon held firm during the week.

Dried Fruits—The market holds steady here, with a fair volume of business being done. A little reaction in business is looked for this week, due to the labor day holiday ahead; but after that trading is expected to resume on a good basis. Spot prices recently went through some adjusting, most changes being upward. There has been no evidence of weakness here, and shipments moving in from the coast have been going out to the trade against orders. New buying from California has been rather dull and may be expected to lag until a certain amount of stocks now in distributing channels move into consumption. Unlooked for trouble recently developed in California in the spread of strikers among fruit pickers and further hot weather damage to crops at their maturity or close to it. Field markets have been rather dull, but this is a development rather to be expected after the heavy buying from producers some time back. The strength of the market is indicated to a certain extent by the narrowness of trading on the

downward trend. Growers who still have stocks have been resisting lower bids from first hands and little business is being consummated.

Nuts—The market holds well with stocks in very light supply here. Nuts in the shell are especially in narrow supply and some distributors are withdrawn on many varieties. California No. 1 walnuts are currently quoted at 15@15½c and large budded at 17@17½c. California almonds are somewhat higher, Nonpareils being quoted at 16½c and Ne Plus at 14½c. Extra large washed Brazils hold at 10½@11c. Shelled nuts show further stiffening up, Bordeaux halves being quoted at 46c up. Cashews, midget Brazils and filberts also have appreciated.

Olives—Olives are in a firm position. Stocks in Spain have been virtually cleaned up, supplies left there being sold up for forward shipment. With prospects for the new crop none too good the outlook is for a firm market. Stuffed queens are scarce. Stuffed manzanillas are in fair supply. Prices show no change, but are expected to advance once the demand becomes seasonally more active. August has been a dull month.

Pickles—Offerings of all lines of pickles remain light. Dill and salt stocks are scarce. Demand has been slow for the past week, however. Future developments hinge entirely on the new crop of pickles. Reports to date point to a light one. Spot prices are unchanged and quite nominal.

Vinegar—No prices are out yet on new sweet cider vinegar. Nominal stocks of old offering at 14@16c. Demand for all kinds of vinegar is very light. This is seasonal.

Rice—The market has shown steady and sustained gains and future sentiment is still for higher prices on new rice. With old crop rice in light supply and trade interest cutting steadily into diminishing reserves, it is expected that new rice will be launched on practically a bare market. New crop prices have been established and the influence of the Government is behind them to see to it that the new crop is marketed on an orderly rising scale, until satisfactory price levels have been reached.

Review of the Produce Market

Apples—Wolf River, \$1.25 per bu.; Wealthy, Dutchess and Red Astrachans, 75c @ \$1 per bu.

Bananas—6½ @ 7c per lb.

Beets—35c per dozen bunches or 85c per bu.

Butter—Jobbers hold plain wrapped prints at 23c and tub butter at 22c. Reported buying by the Government continues in the open wholesale market; in fact, much of the support comes from interests supposed to be accumulating butter under Government influence and finance. Yet the comparatively free stocks in storage and the fact that consumption has not come forward serves to restrict general participation and the majority of dealers operate in a manner which plainly suggests a desire to hold back for further developments.

Cabbage—\$1.25 per bushel.

Cantaloupes—Home grown, 75c @ \$1 per bu.

Carrots—35c per doz. bunches.

Caulifloyer—\$1 per crate.

Celery—Home grown, 25@35c per dozen bunches.

Cocoanuts—90c per doz. or \$5.50 per bag.

Cucumber—No. 1, \$1.25 per bu.

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

C. H. Pea from farmer.....\$2.85

Light Red Kidney from farmer.. 4.25

Dark Red Kidney from farmer.. 4.00

Eggs—Jobbers pay 8c per lb. for mixed eggs and 9c per lb. for heavy white eggs. They hold candled hen's eggs at 16c per dozen, pullets at 14c and X seconds at 13c. Market on egg futures exhibited a little easiness and prices finished ¼@¼c lower with October refrigerator standards at 18¼c and November refrigerator standards at 18½c. Like in butter there was a general lack of enthusiasm, presumably a willingness to further test out the position because of the existing uncertainties. Egg market was quick to reflect the turn in butter and other speculative issues in that outsiders were again mainly interested in the futures trend. Early demand carried the market a slight fraction higher, but the advance was feebly maintained and later indifferent sale brought about the easier close.

Grapes—Wordens, \$1.75 per dozen for 7 lb. baskets.

Grape Fruit—California, \$3.50 for 64s and 80s.

Green Beans—\$1 per bu for home grown.

Green Corn—15c per doz. for Yellow Bantam or Evergreen.

Green Peas—\$1 per bu. for home grown.

Green Onions—Home grown, 25c per dozen.

Honey—Combs, 5 @ 6c per lb.; strained, 5 lb. tins, \$4.50 per doz.; 60 lb. cans, 8c per lb.

Lettuce—In good demand on the following basis:

Imperial Valley, 6s, per crate....\$5.00

Imperial Valley, 4s and 5s, crate.. 5.75

Hot house, per bushel.....1.00

Lemons—The price is as follows:

360 Sunkist.....\$6.00

300 Sunkist.....6.00

360 Red Ball.....5.00

300 Red Ball.....5.00

Mushrooms—28c per one lb. carton.

Onions—California, white, \$2 per 50 lb. bag; yellow ditto, \$1.25; home grown, \$1.25 per bushel.

Orange—Fancy Sunkist California Valencias are now sold as follows:

126\$4.25

1764.25

2004.00

2164.00

2523.75

2883.75

3243.75

Red Ball, 50c per box less.

Parsley—40c per dozen.

Pears—\$1.25 per bu. for Bartletts.

Peaches—Elbertas \$2.75@3; Hale's Early, \$2.75@3; Prolifics and Ingals, \$1.75@2.

Pickling Stock—Small cukes, 20c per 100 or \$2 per bu.; little white onions, 90c per 20 lb. box.

Plums—\$1.25 per bu. for Burbanks; 75c for Lombards.

Potatoes—Home grown sell on the Grand Rapids market to-day at \$1.25 per bu. White Cobblers from the Carolinas and Oklahoma, \$3.25 per 100 lb. sack or \$6 per bbl.

Poultry—Wilson & Company pay as follows:

Heavy fowls 10c

Light fowls 8c

Ducks 8c

Turkeys 11c

Geese 7c

Radishes—12c per doz. bunches.

Spinach—90c per bushel for home grown.

Sweet Potatoes—Virginia, \$1.50 per bu. or \$4.25 per bbl.

Tomatoes—50c per ½ bushel for No. 1, and 40c for No. 2.

Veal Calves—Wilson & Company pay as follows:

Fancy7@9c

Good5@7c

Water Melons—35@45c for Florida.

Wax Bean—\$1 per bu. for home grown.

Whortleberries—\$2.75 @ \$3 per 16 quart crate.

Effect of Economic and Social Factors on Failures

Economic and social factors have an important relation to the volume of business failures and the struggle of the individual or organization to avert bankruptcy, but discernable errors in management not related to general conditions are the cause of half of these failures, it is indicated in a comprehensive analysis of more than 1,400 bankruptcy cases in Illinois just published by the University of Chicago. The study upon which the report is based was a joint project of the Bureau of Foreign and Domestic Commerce and the University of Chicago as a part of the program of the Department of Commerce directed at ascertaining the basic underlying causes of failure, so that failures may be reduced and the substantial economic waste involved curtailed.

Analysis of factors influential in the failure of business concerns, the report states, indicates that about one half of the individual proprietors failed because of discernable errors in management, and that environmental conditions over which they had no control accounted for the bankruptcy of an additional one fourth. One tenth of the proprietors were found to have suffered reverse were found to have suffered reverse due largely to family affairs such as illness, while one fourteenth sacrificed their regular business to the whims of speculation.

Mismanagement and general incompetence, which infers lack of ability and judgment in the conduct of business, is not defined in the report, but is illustrated as follows: "If a proprietor extended credit beyond safety, withdrew from the business for personal use funds considerably in excess of a warranted proportion, and, in addition, was uncivil to customers, he was forthrightly relegated to general incompetence." Other factors given weight in this classification were such items as inadequate accounting, poor service to customers, and failure to control overhead expenses.

Reverses revitalize redbloods.

MUTUAL FIRE INSURANCE

Fire Prevention in Schools

Up until last summer the activities of the Fire Prevention Division of the Indianapolis Fire Department constituted the sole attempt that was being made toward educating the school children of the city in fire prevention.

The Fire Prevention Division under the direction of Assistant Chief Lynch, was doing a good job considering that it was without funds, was receiving no special co-operation from school authorities and for these reasons could follow no definite and comprehensive program.

At that time the Mutual Insurance Association of Indianapolis, a luncheon club composed of representatives of Mutual Organizations domiciled in Indianapolis, interested itself in the situation and offered to co-operate in the formulating of a definite program of fire prevention instruction for the schools and to provide \$500 for the purchase of necessary supplies and prizes. It was at first thought that the instruction would take the form of a contest with prizes to be awarded the schools showing greatest proficiency in the various phases of the subject such as the execution of fire drills, some inspection work, preparation of posters and so forth.

The Fire Department, of course, accepted the proffered assistance and the school authorities were sold on the idea to the extent that the plan could be tried—except that the prize feature was vetoed as possibly engendering too much rivalry. So it was decided instead to present each school which made a satisfactory showing with an engraved certificate of Proficiency in Fire Prevention, suitable for framing and hanging in the school building. There was nothing particularly new involved in our proposed activity, that is, from the standpoint of those familiar with such work, but it was new in Indianapolis in that it contemplated a definite program and was backed up with funds to carry it out—at least to try it out. It was accepted for those reasons.

It has not been possible for us to complete a well rounded out curriculum during the past year, partly because we were new at the work and were experimenting to a certain extent but largely because there was prospect of a shortened school term due to the economic situation and the school authorities were loath to enlarge the existing curriculum to accommodate an additional subject which had not yet demonstrated its importance.

Nevertheless we did these things. First, the Fire Drill Regulations were rewritten to incorporate the best practices adaptable to our schools, were reprinted and distributed to all teachers. All schools thereafter practiced such drills at least once a month—and usually oftener—under the observation of a uniformed member of the Fire Prevention Division of the Fire Department.

Second, a series of fire prevention talks were given to all pupils by members of the Fire Prevention Division who were qualified to do such work effectively. These talks were varied

according to the age of the children being addressed but as a whole embraced a wide range of subject matter, including home fire hazards, accident prevention and the sending in of alarms. The matter of false alarms was also stressed. A few days after such a talk, a Fire Prevention test was given to pupils in the 5th to 8th grades inclusive. This was not a question and answer test. Because such a test could cover but few subjects in a limited time it was discarded in favor of a printed form constituting a review of the fire prevention talk to which they had listened a few days before. In this review the important words and phrases—seventy-seven of them—were omitted, the test being for the pupil to insert these correctly. This is no easy examination as the members of the Fire Department found when they were experimented on.

The average grade for the 20,000 children was 65 per cent. This general average was somewhat disappointing but could to some extent be attributed to a lack of full co-operation on the part of some of the teachers and the fact that it was an innovation to the pupils. In four instances the average for the entire class was 100 per cent, correct which indicates that fire prevention is an absorbing subject to a school child when properly presented.

Unfortunately the public schools could not include the poster program in their curriculum this year but the parochial schools attempted to do so and made a creditable beginning, the evidence of which is on display at this convention.

Now that is about the extent of what has been done so far. Perhaps it does not sound like much to those of you who have had fire prevention courses in your schools for many years. But the little bit that we did (and we have not used up the \$500 either) demonstrated the need for and the practicability of such education in our schools. It demonstrated it so well that the teachers are now enthused with it, the school authorities are enthused with it, and just last week Mr. Al Feeney, Director of Public Safety for the State of Indiana, after viewing the results of what has been done, announced that during the Fire Prevention Week of this year, the subject of fire prevention will be introduced into the curricula of all schools in the state of Indiana.

Editor's Note: The above is a report which R. D. MacDaniel of the Mutual Insurance Association of Indianapolis, Ind., made to the annual meeting of the N. F. P. A. at Milwaukee, Wis., recently. This was such an unusual work, with such marvelous results that it attracted the attention of those attending that meeting. It is a work in which the Mutual Insurance Association of Indianapolis, has taken great interest and regarding which reports of future activity will be made later.

Fire Extinguishers Provided as Part of Insurance Cost

One fire extinguisher for each \$1,000 insurance is provided free to the insured from the money saved through the reduction in the rate under a new plan developed by a fire extinguisher manufacturer and being sponsored by insurance companies.

By installing the extinguisher the fire insurance companies are enabled to reduce the rate enough to pay for the equipment, thus increasing fire protection, decreasing the hazard to the company, and developing a substantial business for the company providing the extinguisher.

Carried No Samples

Porter: Where's your trunks, sir?

Salesman: I use no trunks.

Porter: But I thought you wuz one of those traveling salesmen.

Salesman: I am, but I sell brains, understand? I sell brains.

Porter: Excuse me, boss but you is the furst fella that's been here who ain't carryin' no samples.

Price Wreckers to be Placed Under Control

The Agricultural Adjustment Administration may invoke its licensing power under the Farm Relief Act to control shippers of California Fruits who make a practice of cutting under the prices of the growers' organizations in selling fruits for shipment to all parts of the country. This would include strict control of the marketing of practically every fruit that California produces excepting apples.

The shrinkage factor in wood frame construction is said to be controlled by a new metal joist fitting—a pressed steel stirrup of novel pattern which eliminates nailing of joist to stud.

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

No interruption in dividend payments to policy holders since organization

Michigan Bankers and Merchants Mutual Fire Insurance Co.
of Fremont, Michigan

WILLIAM N. SENF, Secretary-Treasurer

● If you were choosing property to insure

You would find that the greatest profit could be made by insuring the better type of property due to lower loss ratios in this group. Under these circumstances you would certainly concentrate your efforts on insuring only select property. This is just what the Federal Mutuals have done. Consequently a 30 to 40% saving has been returned to those who own preferred property, because the Federal companies are mutual—no stockholders to receive the profits.

Federal Hardware & Implement Mutuals

Retail Hardware Mutual Fire Ins. Co.
Minneapolis, Minnesota

Hardware Dealers Mutual Fire Ins. Co.
Stevens Point, Wisconsin

Minnesota Implement Mutual Fire Ins. Co.
Owatonna, Minnesota

The GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE CO.

A LEGAL RESERVE MUTUAL COMPANY

23 YEARS

OF DIVIDENDS TO POLICYHOLDERS

Affiliated with

THE MICHIGAN RETAIL DRY GOODS ASSOCIATION

320 Houseman Bldg., Grand Rapids, Mich.



THIS COMING LABOR DAY

**assumes a New and Brighter
Significance for Western Michigan**

There's more than a rift of light peeping through the dark depression clouds, as Western Michigan turns its face toward another Labor Day. Economic skies are clearing. Banks are reopening. Industrial activity is regaining momentum. Factory payrolls are expanding. And over all, the NRA eagle stands guard to protect the gains already made.

The entire picture glows with promise. The future looks reassuringly bright—for business and for labor. Corduroy unites with Western Michigan in feeling grateful for the dawn of this better day. Sincere thanks are accorded all who have worked so hard to set the wheels of finance and industry in mesh and to start them turning once again.

And with the coming of these better times—with this lifting of depression clouds—there will be a return to more normal, more healthful, more enjoyable ways of living. This coming Labor Day will mark the beginning of a holiday mood that will be reflected in the work-life and play-life of Western Michigan for a long, long time to come.

On Labor Day, and on the days to follow, you and your family will use your automobile more freely and more frequently. See to it, for safety's sake, that your car is equipped with good tires. No finer tires are obtainable in Western Michigan than "**FACTORY FRESH**" CORDUROYS. And no other tires of comparable quality can be purchased at such low prices.

Act now, before CORDUROY prices go up—the saving will be larger than you will probably ever again have an opportunity to make.



TIRE MERCHANTS

Dealers everywhere are reaping an attractive harvest of extra profits as a result of the big swing to Corduroy tires. If you're not featuring this amazingly successful line you're missing a wonderful opportunity. Write Corduroy Rubber Co., Grand Rapids, for all the facts—**TODAY!**

CORDUROY RUBBER COMPANY **GRAND RAPIDS, MICHIGAN**

ONLY ONE LAGGARD

Launching a more vigorous open-market policy by the Federal Reserve System, conclusion of an international wheat agreement, rising commodity prices and further declines in the dollar were some of the developments during the week that brought a stronger tone to business. While Secretary Woodin denied inflation, a definite concession to the inflationists was seen in the increase in the Federal Reserve bond-buying program from \$10,000,000 to \$35,000,000 weekly.

These symptoms of inflation provided a stimulus to more aggressive buying in the various merchandise markets, with even the previously stagnant cotton goods trade coming in for renewed activity, although on a small scale. A significant factor is that the downward trend of the weekly index of business activity has been arrested and that the number is fractionally higher than in the previous week. Two somewhat surprising developments were the increase in car loadings and power production. Lumber production also reversed its recent trend and turned upward. Automobile production also tapered off, steel output showed its first sizable loss, while cotton forwardings were lower. It is just possible that the seasonal lull may be of shorter duration than expected even by the most optimistic and that from now on business indices will stabilize or start moving upward again.

The only major industry lagging behind is the construction trade. There has been some improvement in residential building recently, but contracts awarded in thirty-seven states in the first two weeks of this month are 12 per cent. below the corresponding period of last year, according to the F. W. Dodge Corporation. Public works are expected to bolster this pick-up in private construction, but the government is moving slowly on its program and it does not appear that many projects will get under way until the Spring.

BRANDS REGAIN FAVOR

That the National Industrial Recovery act is working toward a restoration to favor of branded goods appears to be borne out by recent reports from some of the largest manufacturers of trade-marked merchandise. In the food, textile and other fields, leading brands seem to be obtaining more than a fair share of the orders now coming in.

The reasons for this are evident. In the first place, prices on branded articles have not been reduced as sharply as unbranded goods and, consequently, their rise is not so swift. It is also a fact that brands have been produced under labor conditions and wages much closer to the minimum prescribed in the Recovery act than unbranded items. Consequently, in some fields, where establishment of minimum wages means an increase in labor costs as high as 100 per cent. for manufacturers of nameless articles, the producers of trade-marked goods have had to put into effect rises not exceeding 25 per cent. and in some cases none at all.

In this respect it is fortunate that in some industries the brand manufacturers are able to control the differentials to be charged for extra labor

costs. In one case, the producers of unbranded goods argued for a surcharge of \$2.50 to \$3 per dozen on a particular item. The leading manufacturer, however, who had a nationally advertised product and who had been paying high wages, insisted on an adjustment of \$1.50 and obtained it. In instances where the unbranded producers have had their way, some manufacturers are complaining that the surcharges are too high and penalize their efficiency.

Brand manufacturers are now in a position to obtain much of the business lost in recent years to sweatshop and low-wage producers and, undoubtedly, they will take advantage of it.

EDUCATION FOR LIFE

Probably Newton D. Baker chose the wiser part of the public speaker when he devoted most of his address before the Institute of Pacific Relations Conference to generalities, some glittering but most not. He spoke of capitalism, unemployment and education. Mankind's main problem, whatever that may be, he expects to be solved by education, better adapted to the real needs of boys and girls and their elders than any present system.

This has been suggested before. Even educators have admitted the errors and deficiencies of their craft and advocated still more education as a remedy. But Mr. Baker may have put his foot in the slough of controversy by one statement of more particular character. He said, in effect, that a "sound education," suitable to today's students and their necessities, should be conducted "not along classical lines but with regard to the life which the youth must face when school and college days are ended."

Enthusiasts for classical education consider that to be exactly the purpose of liberal studies. They have said so for three centuries, at least, and maintained their position against many attacks from the modernists. Dean Swift wrote a brilliant satire on this argument in his "Battle of the Books," and the battle still rages wherever schoolmen are gathered together. The strength of the classical position is enhanced by the dissensions of its enemies, who cannot agree upon what sort of life the youth must face in the future or upon what he needs most to meet its requirements and emergencies. And it may be that not even Mr. Baker could tell them.

CORN SHORT—HOG CROP LONG

The serious business of marketing 6,000,000 swine, which began last week, has, for all its Government backing and elaborate economic reasoning, something about it reminiscent of the nursery rhyme:

This little pig went to market.

This little pig stayed home.

This little pig had bread and butter.

This little pig had none.

And this little pig said "Wee-Wee-Wee!" all the way home.

"This little pig" goes to market and "this little pig" stays home for the simple reason that unless one of them goes to market neither of them will have "bread and butter." Nor will the farmer who puts his faith in pork prices. The corn crop is short. The hog crop is long. With several million sows due

to farrow early this fall, unless something is done the hog crop will be even larger and pork prices will go even lower. So 1,000,000 sows and 5,000,000 pigs are to go to market now to be converted into ham and bacon and salt pork for those on the relief rolls.

Approximately one of every six swine now on the farms will, according to this program, be marketed and slaughtered. A bonus will be paid to the farmers who sell them, a bonus provided by a processing tax on pork which men with jobs buy for the dinner table. The grotesqueness of the situation is relieved a bit by the fact that the hog is a prolific animal. Those left on the farms can replenish the herds by next spring, and no doubt they will.

JEFFERSON AS ARISTOCRAT

One of the commonplaces of American political discussion is the assumption or the direct statement that Alexander Hamilton and Thomas Jefferson represented two opposing schools of thought, Hamilton being an aristocrat without faith in the people and Jefferson being a democrat with perfect faith in the people. A letter written by Jefferson to John Adams in the long correspondence which sprang up between the two political foes after both had left the Presidency shows that Jefferson was not quite the complete democrat which his admirers have always painted him. The letter, which is in his collected writings and also appears in a new book, "Republican Religion," written by Dr. G. Adolf Koch and published by Holt, is in part as follows:

I agree with you that there is a natural aristocracy among men. The grounds of this are virtue and talents. The natural aristocracy I consider as the most precious gift of nature, for the instruction, the trusts, and government of society. And indeed, it would have been inconsistent in creation to have formed man for the social state, and not to have provided virtue and wisdom enough to manage the concerns of society. May we not even say, that that form of government is the best, which provides the most effectually for a pure selection of these natural aristoi into the offices of government?

If Hamilton had written this letter, it would have been cited as conclusive proof of his aristocratic temper.

WHEN BANANAS ARE RIPE

Probably one of the heaviest losses entailed in the fruit line is that borne by the banana, says Dr. W. Shirley Wynne, Commissioner of Health, City of New York. As a rule this fruit is plentiful and low priced throughout the year. Because so many housewives, and others, too, have a tendency to refuse to purchase the banana when dark brown spots begin to appear on the skin, thousands of dozen of this fruit are consigned to the dealer's garbage can daily.

As a matter of fact, the banana is only fit to eat when there are dark spots on the peel. For then the fruit is fully matured, fully ripe, is more palatable, and not only is more easily digested, but is more healthful.

The dietetic value of the banana has been thoroughly studied. In recent years favorable results have been reported in its use in connection with infant feeding. Banana powder or su-

gar has been used experimentally in place of cane sugar in the modification of milk for infant feeding, and a recent study showed a greater retention of calcium through the use of banana sugar.

The scientific investigations made of bananas in the diet seem to explain the value of bananas in various intestinal disturbances which had been shown empirically to respond to the treatment with this particular fruit.

DRY GOODS CONDITIONS

With allowance made for unfavorable weather conditions, local retail trade has made a good showing. Increases over a year ago are reported for several stores, while the recession noted by others is not enough to offset substantial gains made earlier in the month.

Confidence in retail circles in the outlook for the Fall season, the opening of which is now only a week away, has greatly strengthened. Evidences of increased purchasing power are multiplying, and so far there have been few, if any, signs of consumer resistance to higher prices. The full force of such increases, however, has not been felt as yet by a considerable margin, and the situation continues to demand restrained action on retail prices.

Pressure for deliveries continued to feature the major wholesale markets. Labor stoppages still curb output in the women's apparel lines. Price advances on many types of goods are still being announced.

A ROMANTIC PROJECT

A desire for adventure and isolation may have contributed to the decision of two young Englishmen who propose to spend two years in the Tristan da Cunha Islands, in the South Atlantic. They propose, also, to make some scientific investigations and to aid the islanders in their struggle against starvation. Once called "The Islands of Refreshment," these island are distinctive in having no organized form of government. The inhabitants—200 in number—include some descendants of British soldiers who were stationed there during the War of 1812, an occasional shipwrecked sailor and a mixed group of Dutch, Italian and Asiatic origin. The climate is mild and healthy. The location is excellent for meteorological observations. A more romantic spot for two years of adventure would be hard to choose.

HUSBAND CALLING

A more useful accomplishment than long-distance shouting for the sake of the holler, exemplified lately in Kentucky, is offered by the competition just concluded at the Century of Progress Exposition at Chicago. This was a "Husband Calling Contest," won by Mrs. Nick Ouwenga of Blue Island, Ill., who summoned her other half over the longest distance in a considerable field of endeavorers. The marvels of the human voice have been sufficiently demonstrated during the centuries, but it is the utilitarian feature of this contest that commends it. It is in that respect on a par with the great art of hog-calling which was so highly honored in various parts of this country a few years ago.

Great spenders are bad lenders.

OUT AROUND

Things Seen and Heard on a Week End Trip

Grand Haven has a new attraction which is well worth seeing. Of course, I refer to the Escanaba, the new coast guard cutter, which has been assigned to duty on Lake Michigan with headquarters at Grand Haven. She has been at her post of duty for about three months and is open to the public from 2 to 4 Saturday and from 1 to 4 Sundays. She cost \$385,000 and is the last thing in naval construction for a ship of that character. I cannot conceive a single feature which can be added to such a vessel. She can make seventeen miles an hour, even in bad weather, and I confidently expect to see her and her crew of fifty-six men demonstrate their ability to rescue the perishing whenever the opportunity presents itself. She was built in Bay City and I am very happy to know that Michigan can produce so remarkable a craft.

Because William M. Connolly has a man's job on his hands just now in creating interest in his project to create a typical Holland village out of the swamp land on both side of the bridge which crosses Black river, I just naturally headed for Holland Saturday to learn how things are coming with him and his obsession. While I was awaiting my turn to see him, I could not help thinking how easy it is for a man to do worthwhile things if he has a vision. I happen to know that Mr. Connolly built the first stretch of cement road in this state and secured the first appropriation of any consequences for the construction of a considerable extension to his original plan. I happen to know that the remarkable oval construction at the bathing beach came to him while sitting on the veranda of the hotel of Highland Park and that he immediately proceeded to Lansing and remained there until he had "sold" his idea to every member of the state road commission. Mr. Connolly predicted that the improvement which was the creation of his imagination would attract a million visitors every year and his prediction has been made good every season since the oval was completed. I am told Mr. Connolly had another vision in which he saw in his mind's eye the remarkable bridge which now takes travelers from the North and East into Grand Haven. Acting on his vision he proceeded to secure an appropriation for a major part of the cost from the state, probably doing more along that line than any other man could have done because he had been before that tribunal before and had always made good.

Another remarkable achievement by Mr. Connolly was the purchase of a half mile frontage in Spring Lake within the city limits of Spring Lake and its recovery for a beautiful residential district, including Mr. Connolly's own home.

Mr. Connolly estimates that the great project he espouses can be completed within eighteen months, which would enable the city to throw it open to the public by the early spring of

1935. If the paid admission (25 cents) amounts to 300,000 per year, which is understood to be about three times the number the Getz farm now enjoys under existing conditions, he can see his way clear to meet all running expenses, including repairs, caretakers and interest on the loan, from the N. R. A. and still have a considerable sum left each year to apply on the liquidation of the loan from Uncle Sam.

As the N. R. A. naturally requires some adequate security for the repayment of the loan it is proposed to tender the net income of the electric lighting plant, which is owned by the city. This amounted to \$90,000 last year and has been even larger than that in some previous years.

Mr. Connolly is very optimistic over his present undertaking and few men this side of a stone image could talk with him ten minutes without becoming converted to his vision concerning the proposed park.

The Spring Lake correspondent of the Detroit Free Press recently wrote that publication as follows:

This Ottawa county community is one of the oldest villages and summer resorts in Michigan. It first was known as Mill Point, having been platted in 1849, but in 1867 its name was changed to Spring Lake and it was incorporated two years later.

Of historic interest at Spring Lake are the remains of the Porcupine, flagship of Commodore Perry's fleet on Lake Erie in the War of 1812. After the war it was sold, turned into a schooner and used to carry lumber until too old to use any more with safety. Then two tugs and Government boats ran her to shore at Spring Lake. Many souvenirs were taken before she drifted into a position which no longer permits her name to show.

Considering the effect of Commodore Perry's victory, which caused the English soldiers to immediately evacuate Detroit and opened the Northwest to the United States, I am sorry to see a newspaper so generally reliable as the Free Press exploit an erroneous statement of this character. Commodore Perry's original flagship was the Lawrence, which was literally shot to pieces by the British vessels in the Battle of Lake Erie, Sept. 10, 1813. Seeing no more could be done by the Lawrence, Perry turned it over to a lieutenant, transferred himself in a small boat to the Niagara, now tardily drawn nearer, brought that vessel and the remainder of his fleet into close action and in fifteen minutes forced the entire British fleet to surrender. The outcome of the battle raised Perry to the summit of naval fame, for no victory was ever more due to the genius and energy of one man. Few battles have had such momentous results.

The Porcupine may have been one of the nine ships constructed by Perry at Erie in preparation for the battle, but she was never a flag ship. What is left of her now lies in deep water opposite the Johnston iron works at Ferrysburg. Many Spring Lake people have pieces of the old hulk. Some years ago the Michigan Historical Society severed a portion of the hulk from the boat and took it to Lansing,

where it now can be seen in the state museum.

Fred J. Strong, who will be recalled by many Michigan merchants as the subscription representative of the Tradesman, about twenty-five years ago, was called from his home at Waukesha, Wis., to Alma last week by the death of his father William D. Strong, who was born on Prince Edward Island in 1855. He and his wife conducted a hotel and livery stable at Riverdale for many years. Fred Strong came to the Tradesman from a position as guide and driver for the traveling men who made their headquarters at the hotel conducted by his parents. He now lives in a beautiful home in Waukesha, where he owns the Waukesha Water Co. and the Niana Pure Food Co. Like nearly all young men who got their start in the business world with the Tradesman, he has made good.

Joseph Brewer and his friends and associates in the National Bank of Grand Rapids are entitled to a great deal of credit for the steadfastness with which they stayed by the old bank (Grand Rapids National) and undertook to rejuvenate it along lines which would be satisfactory to the depositors, the stockholders and the public. That they failed to retain the name and organization of the old bank is certainly due to no fault on their part, because they left no stone unturned to accomplish that result. Out of the old has emerged a new bank which is certainly worthy of the support and co-operation of every business man in the city. With the leadership of Mr. Brewer and the assistance of his directors and customers I confidently expect to see the National Bank of Grand Rapids make rapid strides in forging its way to the front as one of the leading banking institutions of the state.

During the past week it has been noted that blight has attacked the oak trees on US 31, North of the junction of M 50; also along M 50, West of US 31. As I write this item at Lamont I note an oak tree opposite me which is apparently the victim of the blight, which relieves the trees of their leaves. I have written the Forestry Department at Lansing and the Michigan University, enquiring if any investigation of this matter has been made by either organization.

If the elm trees of America are to be saved from the fate of the chestnuts some such action as that taken by the Federated Garden Clubs of New Jersey is advisable in other nearby states. A plague known as the Dutch elm disease has appeared in woodlands in several parts of New Jersey. Experts have found it to be the same disease which has destroyed millions of elm trees in Europe in recent years. Federal and state authorities are studying the invasion in New Jersey and seeking effective control methods. Now the garden clubs are co-operating by watching for affected trees and reporting them. The Dutch elm disease causes leaves to wilt and turn yellow or brown at this time of year. If the

wood of an affected tree is cut crosswise, brown spots, sometimes forming a circle, will be seen. Slantwise cutting of twigs will reveal brown streaks in the wood. The only known means of fighting the disease, which is caused by a fungus growth, is by cutting and burning affected trees. If diseased trees are discovered and destroyed now, the plague may be halted. If not, the elm may be doomed which would mean the loss of one of America's most abundant and vigorous shade trees.

A mercantile friend in a town about fifty miles from Grand Rapids describes the business conditions in his community as follows:

"The present difficulty finds its origin in the improper use made of the results of prosperity of the years previous to 1930, not only in this country but in the world at large. It created a false idea in the public mind that there was no end of the finances, either individual or collective, and there grew up a feeling that what we wanted and not what we needed we could have, and we spent our money lavishly without stint and fostered a condition which became regular and common. We were riding for a fall, but could not see it. May I add we were trusting to the proceeds of our own wisdom, forgetful of the author of that wisdom. This may not have been the dominating influence in all lives, but we became very cocky (if I may use that slang term) and vied with other nations and people in advertising our superiority. We believed we could travel on thin ice and the result was we broke through.

"The war had its influence, both up and down, and as it was world wide, so the result was as wide and we all found ourselves at the bottom and no one strong enough to help the other up. It became as difficult to trade with profit among a hard-up people as it is for two Jews to trade and both make a profit. Our expensive ideas could not be satisfied with limited means. The whole world became upset and dissatisfied and lost confidence. Property values decreased, money among the masses became scarce, no one could buy and because no one could buy no one could sell, and trade languished, but our National, state, county and city expenses continued on the high level and soon absorbed all the cash we had. Grain and stock producing countries were willing to make any concession to the buying markets, few as they were, and prices fell below the cost of production in this country where labor had been accustomed to high wages and was as yet unwilling to take less and thus our farm products fell to the low level that produced small returns and taxes, insurance and interest on high priced loans made during better times which used up all the money and left none for hardware, clothing, shoes, groceries, etc., so that trade languished.

"This condition faced the new administration and it became necessary (after spending millions foolishly or without hoped for results) to begin at the bottom and build up agriculture, which is the basis of our United States pros-

(Continued on page 23)

FINANCIAL

Confidence Not the Cause of Troubles

Similarity between the policies of the present and past Administrations has been a frequent cause of comment. Easy money through the Federal Reserve buying bonds, free lending by commercial banks, public works programs, supporting agricultural prices by actual purchases, pleas that wages be kept high, campaigns to get the public to buy now, relief to the home owners, Government grants to farmers, support of weak banks by Federal loans, and so on, have been outstanding in the economic programs of both Administrations. General Johnson, however, has now gone to the point of establishing an intellectual similarity with the earlier regime.

This was reflected in the statement he made in relation to the lending policies of our commercial banks. As quoted in the press dispatches, he said "the trouble with the whole country is that for the last four years there has been a lack of confidence and a downward spiral." This has such a familiar ring that one unconsciously almost expects to find the further statements that "the country is fundamentally sound" and "business recovery is just around the corner."

The truth of the matter is, of course, that except for temporary panics a lack of confidence has not been the cause of our troubles at any time in the past four years. Ample evidence of this is provided by the fact that time after time since 1929 the American public has been taken for a ride by inspired ballyhoo to the effect that this or that was going to be the final thing to snap us out of the depression. It is doubtful if the people of any mature country in the world ever maintained a higher degree of faith in the face of being repeatedly misled than the American public in the last fourteen years.

Our difficulties, in other words, were not the result of the population of this country having lost its hope in our ability again to have prosperous conditions. Rather our troubles arose from the fact that for various reasons there had been permitted to grow up in our economic system unbearable disequilibrium. The correction of these was and is the first requisite for lasting recovery. Such a process, too, necessarily has been and is exceedingly painful and imposes hardships upon millions that in no way were responsible for the development of the disequilibrium.

Unfortunately, however, no Government either in this or any other country ever has been able to devise a means for eliminating the necessity for such readjustments. The Roosevelt program, regardless of how much it may be called "a planned economy," has as its fundamental basis the idea of re-establishing and maintaining a workable equilibrium among the different parts of our economic life. This idea, in fact, is the whole basis for its claim for public support.

There is no one in the country who knows this better than General High Johnson. One must believe, therefore, that his imputation of all of our troubles to a lack of confidence was simply the result of a temporary blind spot in

his reasoning. It is to be hoped that he will not be guilty of another such slip. It makes him sound too much like Herbert Hoover.

Ralph West Robey.

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Proceedings of the Grand Rapids Bankruptcy Court

August 18, 1933. On this day the schedules, reference and adjudication in the Matter of Ernest A. Power, bankrupt No. 5382, were received. The bankrupt is a resident of Grand Rapids, Michigan. The schedules show no assets and total liabilities of \$129,592.74, listing the following creditors:

Bank of Lake Leelanau, Lake Leelanau	\$2,300.00
Comstock Park State Bank, Comstock Park	3,700.00
Frank I. Card, Comstock Park	2,100.00
Leelanau County Savings Bank, Suttons Bay	529.35
Julius Hanslovsky, Suttons Bay	1,000.00
Vernon State Bank, Vernon	500.00
G R Savings Bank, G R	425.00
Watson & White, New York City	394.64
Mackenzie-Bostock-Monroe Co., G R	32.00
Herpolsheimer Co., G R	10.00
Houseman & Jones, G R	18.49
Litwin Tire Co., G R	7.10
Better Sox Knitting Mills, Ft. Atkinson, Wis.	8.40
General Service Co, G R	5.00
G R Community Chest, G R	4.50
Economy Dye House, G R	31.95
Hamilton Clothing Co, Traverse City	7.50
Perry W Greene, Druggist, G R	30.00
Malewitz Brothers, G R	7.68
C D Campbell, Comstock Park	13.51
Thornwood Farms, Ada	10.01
Pure Spring Water Co, Comstock Park	4.75
Wolverine Refining Co, G R	36.48
Pett's Hardware, Comstock Park	2.16
Isaac A Abt, Chicago	52.84
Alfred M Anderson, Manitou Island	.05
Fred M Anderson, Leland	1.00
Bertha Crosley Ball, Muncie, Ind.	30.82
Baseball Club, Lake Leelanau	.45
Alfred Belander, Lake Leelanau	.01
Daniel J Belanger, Lake Leelanau	27.00
John Belanger, Lake Leelanau	1.30
Pat Bequist, Lake Leelanau	.03
Isabelle T. Blackledge, Leland	8.06
John Elder Blackledge, Leland	3.95
Henry Bockstahler, Suttons Bay	49.20
Wm. Bonek, Lake Leelanau	10.18
F. N. Boutain, Lake Leelanau	3.54
W E Bowyer, Troy, Ohio	264.26
Bernard Bromwell, Manitou Island	7.76
Mrs. Wm. Bromwell, Lake Leelanau	.27
Clement E. Brown, Manistee	2.31
Oliver Brow, Lake Leelanau	.55
Wm Brown, Cedar	3.74
Roy Buckler, Leland	1.00
Walter Buckler, Leland	13.47
William Buckler, Leland	177.95
William Buckler, Treas., Leland	1,784.18
Mr and Mrs John Buehrer, Leland	49.63
M M Carr, c/o W C Rankin, Lake Leelanau	44.47
Lawrence Choinard, Lake Leelanau	16.30
O J CoCreds, Leland	14.67
Leon Joe Couturier, Lake Leelanau	.54
Lester Couturier, Lake Leelanau	39.45
Roy D Couturier, Lake Leelanau	75.22
T F Couturier, Lake Leelanau	9.00
U A Couturier, Lake Leelanau	2.46
Elmer L Dalton, Leland	82.18
Fred Denoyer, Lake Leelanau	.32
Karl W Detzer, Leland	4.29
Henry E Dunklow, Lake Leelanau	3.42
M or Mrs H E Dunklow, Suttons Bay	1.12
Fred Dustin, North Manitou Island	2.30
E E or Elizabeth Edgar, Troy, Ohio	113.37
Harold Egeler, Suttons Bay	.26
Henry J Egeler, Suttons Bay	55.06
Leonard Egeler, Suttons Bay	.06
Theo Esch, Suttons Bay	.70
Evangelical Lutheran Ladies Aid, Suttons Bay	54.41
Leelanau County Farm Bureau, Lake Leelanau	.84
Eli Firestone, Leland	17.48
Melvin Firestone, Manitou Island	4.62
Roy Firestone, Leland	3.30
Cecilia Frankfather, Lake Leelanau	.05
Mrs. A C Gallagher, Lake Leelanau	.26
D L Gaskill, Greenville, Ohio	44.94
Mary Louise Gauthier, Lake Leelanau	.68
William Gauthier, Lake Leelanau	.37
William Gauthier, Treasurer, Lake Leelanau	439.15
Oscar P Grant, Manitou Island	1.19
Tracy Grosvenor, Treas., Manitou Island	422.08
Mrs B H Guthrie, Leland	6.73
Frank Hahnenberg, Lake Leelanau	213.72
Frederick Hahnenberg, Lake Leelanau	1.14
Joseph Hahnenberg, Lake Leelanau	43.18
Rita Hahnenberg, Lake Leelanau	3.99
St Mary's Altar Society, Lake Leelanau	11.66
Arthur F Hall, Leland	67.49
William Harting, Leland	177.91
W K Hatt, Lafayette, Ind.	4.81
David E Heineman, Leland	16.73
Helping Hand Society, Lake Leelanau	.30
A M or Nancy Ely Henshaw, Lake Leelanau	3.26


Lucia Hill, Suttons Bay	1.37
C E Hilton, Lake Leelanau	177.28
S French Hoge, Frankfort, Ky	32.08
Wm Hohnke, Lake Leelanau	30.07
Carl Holstad, Suttons Bay	.90
Holy Name Society, Lake Leelanau	19.18
Jacob Homminga, Lake Leelanau	.39
Margaret Hommings, Lake Leelanau	.30
Claude W or Sarah W Johnson, Leland	225.18
Pete Johnson, Leland	18.91
C Hollister Judd or Emma M Judd, Lake Leelanau	13.40
C H Kaapke, Leland	22.51
Claus Kahrs, Trgas., Suttons Bay	15.30
George Kahrs, Treas., Suttons Bay	278.85
Henry Kahrs, Suttons Bay	32.92
J. H. Kahrs, Treas., Suttons Bay	220.39
Mrs Anna Kelsch, Suttons Bay	7.31
Mrs Chas F Kirt, Lake Leelanau	20.39
Victor Kolarik, Suttons Bay	5.00
Peter LaBonte, Lake Leelanau	19.62
Laird Motor Sales, Traverse City	12.82
Betty Lamie, Lake Leelanau	59.11
Clifford R Lamie, Frankfort	2.15
Joseph O. Lamie, Lake Leelanau	37.40
Archie L. Lederle, Leland	11.47
Leland Athletic Assn., Leland	5.89
Leland Golf Club, Leland	131.21
Jennie S. Lott, Cincinnati	54.38
Edward Luczek, Treas., Lake Leelanau	311.67
Thos I McCormick, Leland	3.00
Wm McDonald, Leland	1.12
John D McNabb, Lake Leelanau	.25
Lorin McNeil, Lake Leelanau	1.04
Frank D Meeker, Greenville, Ohio	12.39
W S Meeker, Greenville, Ohio	59.16
Chas E Meyers, Cincinnati	3.96
Mich. Bell Telephone Co, Detroit	214.11
Dr H G Mitchell, Carbondale, Ill.	16.31
Louis N Mosier, Mackinac Island	1.65
Peter Mosier, G R	16.00
Mother & Daughter Organization, Leland	23.49
Joseph Nedow, Leland	.60
Wm Nedow, Leland	141.48
Mrs Raymond Renny, Kalamazoo	25.00
Chas Nelson, Lake Leelanau	.91
Pete Nelson, Lake Leelanau	.95
John Nolan, Lake Leelanau	2.69
Walter Novak, Cedar	.35
John L O'Brien, Lake Leelanau	.45
Esther G Packer, Asheville, N CC	100.00
E G Palmer, Shreveport, La	6.88
Emil Pedersen, Leland	17.73
Dormand D Pelky, Manitou Island	1.21
Erhardt Peters, Leland	2.20
Norman Petersen, Leland	121.40
A H Pierson, Suttons Bay	5.60
Edward Plamondon, Lake Leelanau	1.19
Elizabeth Plamondon, Lake Leelanau	24.41
Ernest Plamondon, Lake Leelanau	.17
Eva Plamondon, Lake Leelanau	1.98
N J Plamondon, Lake Leelanau	55.01
O J Plamondon, Lake Leelanau	377.66
Paul Plamondon, Lake Leelanau	19.84
Raymond Plamondon, Lake Leelanau	1,567.94
Cecilia A Popp, Lake Leelanau	.18
Herman Popp, Glen Haven	1.94
Mrs. Herman Popp, Glen Haven	.31
Joe Popp, Lake Leelanau	7.24
Harold Porter, Lake Leelanau	.34
R L Power, Frankfort	3.37
Robert J Prause, Leland	2.29
Vero Price, Leland	.25
Warren Price, Leland	124.56
Albert Priest, Lake Leelanau	15.16
Do, Guardian of Mary Lingaur, Lake Leelanau, Mich.	19.42
Mrs. Cecilia Priest, Lake Leelanau	92.33
Ernest J Priest, Lake Leelanau	62.80
Frank J Prince, Indianapolis	8.58
Esther G Prugh, Lake Leelanau	10.69
W C Rankin, Lake Leelanau	16.20
Redpath Orchards, Lake Leelanau	9.65
James Reynolds, Suttons Bay	7.94
Dennis Richard, Lake Leelanau	3.66
Riverside Inn, Leland	1.25
James O Roberts, Frankfort, Ky	23.65
T T Rosendale, Lake Leelanau	31.00
Fred Roth, Leland	296.45
Lillian P Roth, Leland	76.56
Oscar Runge, Adm., Lake Leelanau	15.89
Sacred Heart League, Lake Leelanau	11.69
Rev Edw Schmidt, Leland	21.82
Emma Schaub, Lake Leelanau	3.58
Frank H Schaub, Lake Leelanau	15.89
Louis E Schaub, Lake Leelanau	5.18
Otto Schaub, Lake Leelanau	.85
Simon B Schaub, Lake Leelanau	.80
Simon P Schaub, Lake Leelanau	.92
Chas J Schneider, Lake Leelanau	57.65
Frederick Schneider, Lake Leelanau	1.19
Barney Schopieray, Cedar	.21
Kathleen Schopieray, Lake Leelanau	28.08
Wm Schultz, Treas., Lake Leelanau	408.24
Anna Schwarz, Leland	3.34
Jacob R Schwarz, Leland	25.63
Otto Schwarz, Leland	.39
Blanch Scott, Leland	5.00
Wencl Sedlacek, Suttons Bay	15.37
Dayton Selby, Treas., Leland	8.14
Service Men's League, Leland	28.98
Dominican Sisters, Lake Leelanau	14.55
Theodore Skeba, Lake Leelanau	.10
Albert Spinniken, Suttons Bay	3.60
C E Steffens, Bellaire	.21
E J Steffens, Suttons Bay	153.38
Henry J Steffens, Leland	148.42
Meta Steffens, Suttons Bay	.07
Roy H Steffens, Lake Leelanau	130.17
Do, Treasurer of Leland Township, Lake Leelanau	11,423.14
St Mary's Altar, Lake Leelanau	33.72
St Mary's Church, Lake Leelanau	6.45
A F Sullivan, Empire	42.56

Leone Telgard, Leland	.63
Martin Telgard, Leland	2.58
Do, Treas., Leland	6.12
Josephine Valley, Lake Leelanau	3.83
E L VanZee, Lake Leelanau	21.53
Frank Ver Snyder, Treas., Lake Leelanau	890.01
Wm VonGlahn, Treas., Suttons Bay	10.03
Bertha Walters, Lake Leelanau	1.95
Carson Warner, Adm. Rolence Dufek Estate, Leland	50.00
Do, Adm. Adam Maleski Estate, Leland	30.00
Edward Wickern, Maple City	3.04
Louis Wickern, Maple City	.71
Rudolph Yankee, Howard City	119.13
Young Ladies Sodality, Lake Leelanau	15.14
Tillie Buckler, Leland	60.00
Rosemary Cordes, Leland	140.40
Henry Dalton, Suttons Bay	200.00
Martin Dufek, Sr., Lake Leelanau	5,000.00
Wm Dufek, Guardian, Lake Leelanau	315.00
Anna Dube, Lake Leelanau	297.00
Josephine Dube, Lake Leelanau	1,490.00
Phillip Egeler, Suttons Bay	325.00
Dominic or Harriet Gauthier, Cedar	575.00
Agnes Kurtzhals, Lake Leelanau	45.00
Joseph M Laskey, Cedar	208.00
Otto Light, Leland	485.00
Thos I McCormick, Leland	444.28
Elizabeth Robinson, Leland	500.00
John Robinson, Leland	600.00
George Richard, Lake Leelanau	75.00
Emanuel Schaub, Lake Leelanau	2,201.31
Frank A or Theresa Schaub, Lake Leelanau	1,704.00
Herman Schultz, Cedar	1,434.00
William Schultz, Lake Leelanau	180.00
Joseph Secor, Lake Leelanau	154.38
William Buckler, Treas., Leland	1,000.00
William Gauthier, Treas., Lake Leelanau	1,400.00
Ed Luczek, Treas., Lake Leelanau	412.16
Oscar Runge, Adm., Lake Leelanau	2,253.26
Louis or Theresa Schaub, Lake Leelanau	654.00
Simon B Schaub, Lake Leelanau	200.00
Carl Alpers, Suttons Bay	3.84
Herman Alpers, Suttons Bay	1,315.37

COMPLETE
INVESTMENT SERVICE
Roger Verseput & Co.
Investment Bankers
Brokers
813-816 Michigan Trust Bldg.
Phone 8-1217

Analysis of any security furnished upon request.

J. H. Petter & Co.
Investment Bankers
350 Michigan Trust Building
Telephone 94417

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

OLD KENT BANK
2 Downtown Offices
12 Community Offices

Lucy Alpers, Suttons Bay.....	7.68	Claude Johnson, Leland.....	11.41	Theo Schlueter, Cedar.....	40.80	D M Slack, Buckley.....	39.25
Albert Anderson, Cedar.....	78.15	Elinor Johnson, Leland.....	8.21	Dorothy Schmidt, Leland.....	16.96	Amos Slater, Buckley.....	4.46
Arlene Anderson, Leland.....	3.40	Gust Johnson, Suttons Bay.....	97.87	Mrs Edw Schmidt, Leland.....	35.27	Buckley Sunday School, Buckley.....	1.60
Arthur Anderson, Leland.....	4.25	Albert Kaapke, Lake Leelanau.....	1,626.38	C J Schneider, Lake Leelanau.....	119.73	Sunday School Convention, Mesick.....	10.39
Jane Anderson, Leland.....	4.54	Metta Kaapke, Lake Leelanau.....	304.50	Frederick Schneider, Lake Leelanau.....	9.66	Village of Buckley, Buckley.....	367.11
Jas or Kate Anderson, Leland.....	162.62	J H Kahrs, Suttons Bay.....	835.65	Herman Schultz, Cedar.....	91.35	W A Ward, Thompsonville.....	2.89
Andre wBahle, Suttons Bay.....	424.41	John Kahrs, Suttons Bay.....	71.05	Joan Scott, Leland.....	1.09	L H Weiler, Buckley.....	.04
Peter Beaudwin, Lake Leelanau.....	1,827.00	Vernon Kahrs, Suttons Bay.....	20.55	Wencel Sedlacek, Suttons Bay.....	20.00	Chas L Wilson, Buckley.....	13.13
Rutherford or John Belanger, Lake Leelanau.....	6.09	Albert Kirt, Lake Leelanau.....	18.91	Dayton Selby, Leland.....	87.13	Earl Williams, Buckley.....	.86
Severen Belanger, Lake Leelanau.....	309.57	Carlos Kirt, Lake Leelanau.....	21.31	Peter Sharnowski, Cedar.....	121.80	M G Wheelock, Buckley.....	64.91
Theo. Belanger, Lake Leelanau.....	19.68	Charles Kirt, Lake Leelanau.....	750.00	Vincent Smith, Leland.....	414.12	Grawn Threshing Co, Grawn.....	39.60
Pat Bequist, Lake Leelanau.....	8.23	Daphne Kirt, Lake Leelanau.....	25.79	Hans Sogge, Leland.....	218.24	Wexford Sunday School, Buckley.....	19.19
Susan Blanchfield, Leland.....	2,547.22	Dennis Kirt, Lake Leelanau.....	11.22	David Spinniken, Suttons Bay.....	1.01	Bank of Buckley, Buckley.....	3.00
Fred Bockstahler, Maple City.....	1,471.75	Elmy Kirt, Lake Leelanau.....	29.62	Mary Spinniken, Suttons Bay.....	4.43	Anna May Skinner.....	.39
Henry Bockstahler, Suttons Bay.....	1,908.28	Glen Kirt, Lake Leelanau.....	1.40	Robert Spinniken, Suttons Bay.....	1.01	Roger Purdy, Buckley.....	8.06
John Bonek, Suttons Bay.....	1,023.50	Glory Kirt, Lake Leelanau.....	22.92	Barbara Stander, Leland.....	7.54	Mrs Elmer Ellis, Mesick.....	14.94
Mary Bonek, Suttons Bay.....	1,189.30	Louis Kirt, Lake Leelanau.....	93.87	Carroll Stander, Jr., Leland.....	15.88	Mrs Isabella Gaswell, Buckley.....	16.91
William Boutain, Lake Leelanau.....	216.76	Minnie Kirt, Lake Leelanau.....	19.30	Jane Stander, Leland.....	15.88	Marie Lamcool, Buckley.....	1.41
Mm Bromwell, Lake Leelanau.....	1.01	Olga Kirt, Lake Leelanau.....	1.09	Wm Dek Stander, Leland.....	1,522.50	Robert Bennett, Thompsonville.....	14.40
Donald Brow, Lake Leelanau.....	8.29	Rodney Kirt, Lake Leelanau.....	10.77	Alden R Steffens, Bellaire.....	51.61	Berle Slack, Buckley.....	22.56
Harold Brow, Lake Leelanau.....	1.10	Vivian Kirt, Lake Leelanau.....	33.55	E J Steffens, Suttons Bay.....	405.95	Leda Rose Bond, Buckley.....	4.06
Raymond Brow, Lake Leelanau.....	1.03	Junior Knudsen, Suttons Bay.....	13.16	Helen Steffens, Leland.....	12.93	Richard Zue, Buckley.....	393.05
Joe Brown, Cedar.....	.40	Kathleen Knudsen, Suttons Bay.....	3.36	Henry Steffens, Leland.....	710.50	Vada Lance, Buckley.....	1.31
John Buckingham, Kalamazoo.....	1.19	Kenneth Knudsen, Suttons Bay.....	9.45	Louis Steffens, Leland.....	14.72	Margarete Connine, Traverse City.....	2.40
Wm Buckler, Leland.....	597.88	Timothy Kovarik, Suttons Bay.....	1.33	Roy Steffens, Lake Leelanau.....	58.55	Keeth Farrell, Buckley.....	3.78
Frederick Buehrer, Leland.....	1.21	Emery Labonte, Lake Leelanau.....	56.20	Barbara Strang, Cedar.....	2.10	Lee Farrell, Jr., Buckley.....	.63
John Buehrer, Leland.....	1,27.664	Otto Labonte, Lake Leelanau.....	.72	Patricia Strang, Cedar.....	16.48	Wallace Valleau, Buckley.....	.48
Marie Buehrer, Leland.....	284.85	Geo La Cross, Lake Leelanau.....	347.35	Louis Sylt, Suttons Bay.....	.72	D M & Bertha Slack, Buckley.....	376.98
Emil Bunek, Suttons Bay.....	14.45	Alfred amie, Lake Leelanau.....	1.91	Barney Szopierary, Jr., CeCedar.....	8.85	Mrs Carl Richards, Buckley.....	50.67
Rose Bunek, Suttons Bay.....	1.01	Betty Lamie, Cedar.....	7.54	John Szopierary, Cedar.....	137.02	June Manchester, Buckley.....	8.24
Viola Bunek, Suttons Bay.....	9.50	Junior Lamie, Cedar.....	1.00	Joseph Szopierary, Cedar.....	15.39	Jean Manchester, Buckley.....	8.24
Cemetery Fund, Lake Leelanau.....	251.92	Martin Lamie, Cedar.....	1.00	Patrick Szopierary, Cedar.....	2.09	Louis Haines, Mesick.....	3.62
Lawrence Cerka, Lake Leelanau.....	1.42	Marceline Lamie, Lake Leelanau.....	2.07	James Telgard, Leland.....	1211	Mrs Mae Dennison, Kaleva.....	59.04
William Cerka, Lake Leelanau.....	1.18	Richard Lamie, Lake Leelanau.....	.02	Arthur Ver Snyder, Lake Leelanau.....	3.06	Vera Allott, Buckley.....	.07
Jne Cordes, Leland.....	209.65	Valere Lamie, Cedar.....	1.15	Elizabeth VerSnyder, Lake Leelanau.....	20.73	Roselena Elliott, Buckley.....	.07
Josephine Cordes, Gladwin.....	243.95	John Lasky, Cedar.....	28.56	Emma G VerSnyder, Lake Leelanau.....	26.69	Allene Ear, Traverse City.....	33.58
Mildred Cordes, G R.....	171.58	Louis Lingaur, Lake Leelanau.....	2,300.00	Frank or Wm Ver Snyder, Lake Leelanau.....	27.52	Ray Johnson, Thompsonville.....	2.75
Arthur Couturier, Lake Leelanau.....	570.81	Anna La Vassar, Lake Leelanau.....	107.71	Lucy VerSnyder, Lake Leelanau.....	40.45	Mildred Farrell, Buckley.....	2.18
Dave Couturier, Lake Leelanau.....	1.55	S Luczek, Lake Leelanau.....	101.50	Peter VerSnyder, Lake Leelanau.....	20.73	Arthur Streeter, Jr., Mesick.....	37.51
Gerald Couturier, Lake Leelanau.....	2.58	Jor Miller, Lake Leelanau.....	2.89	William VerSnyder, Lake Leelanau.....	275.62	James & Marie Chmelir, Buckley.....	145.20
Helen Couturier, Lake Leelanau.....	1.51	John Miller, Lake Leelanau.....	208.66	Bertha Walter, Lake Leelanau.....	.12	Florence Smith, Buckley.....	11.38
Leroy Couturier, Lake Leelanau.....	12.45	Mary Miller, Lake Leelanau.....	202.56	Dennis Walter, Lake Leelanau.....	3.02	Helen Jarrett, Grawn.....	1.68
Miltin Couturier, Lake Leelanau.....	1.38	Melvin Miller, Lake Leelanau.....	17.93	Edna Walter, Lake Leelanau.....	1.62	Edward Valleau, Buckley.....	5.18
Paul Couturier, Lake Leelanau.....	1.30	Albert Morio, Lake Leelanau.....	1.32	Joseph Walter, Lake Leelanau.....	2.49	Mrs Howard Moore, Buckley.....	18.67
Phyllis Couturier, Lake Leelanau.....	9.49	Caroline Morio, Lake Leelanau.....	62.35	Russell Walter, Lake Leelanau.....	1.59	Floyd Smith, Buckley.....	4.13
Rosalind Couturier, Lake Leelanau.....	102.97	Gertrude Morio, Lake Leelanau.....	1.34	Sylvia Walter, Lake Leelanau.....	1.75	William Bott, Buckley.....	970.75
Margaret, Alice & Donald Denoyer, Lake Leelanau.....	3.63	Olivia Morio, Lake Leelanau.....	62.35	Emma Warner, G R.....	578.35	Ella Madison, Buckley.....	.34
Mary Renzelke, Bodus.....	170.62	Alice Mosier, G R.....	22.81	Jacob or Mary Wiedemann, Lake Leelanau.....	1,104.96	Beatrice Streeter, Mesick.....	3.35
Josephine A Drow, Lake Leelanau.....	687.77	William Nedow, Leland.....	532.08	Shedd-Brown Mfg. Co., Minneapolis.....	50.51	Helen Slack, Buckley.....	10.63
Philip Drow, Lake Leelanau.....	803.76	Margaret Nedow, Leland.....	.40	Hartford Accident & Indemnity Co, G R.....	629.72	Isabella & Harry Caswell, Buckley.....	73.16
Josephine Dube, Lake Leelanau.....	314.08	William Nedow, Jr., Leland.....	24.01	Todd Company, Detroit.....	2.58	Dorothy Hean Nicewander, Buckley.....	11.63
Edna Dunklow, Lake Leelanau.....	8.51	Herbert Nelson, Lake Leelanau.....	30.52	Guardian Nat'l Bank of Commerce, Detroit.....	40.38	Gladys Nicewander, Buckley.....	20.64
Eva Dunklow, Lake Leelanau.....	23.16	Jane Nelson, Lake Leelanau.....	9.52	Tisch-Hine, G R.....	11.72	Hanover Township, Buckley.....	2,000.00
Gerald Dunklow, Lake Leelanau.....	13.11	John A Nelson, Leland.....	180.67	Forbes Stamp Co, G R.....	4.50	Hanover Unit Agri. School, Buckley.....	3,000.00
Henry Dunklow, Lake Leelanau.....	107.55	Mary Nelson, Lake Leelanau.....	9.54	H J Delano, Allegan.....	10.89	Eliza Millman, Buckley.....	600.00
Evangelis Duperron, Lake Leelanau.....	191.48	Orlean Nelson, Lake Leelanau.....	105.80	First Peoples State Bank, Traverse City.....	6,306.15	Chas L Wilson, Buckley.....	200.00
Frank Duperron, Lake Leelanau.....	101.68	Oscar Nelson, Lake Leelanau.....	7.95	Stote Commercial & Savings Bank, Zeeland.....	20.25	Abigail Davis Transferred to Chas L Wilson, Buckley.....	118.68
Jean Dustin, North Manitou Island.....	5.17	Peter Nelson, Lake Leelanau.....	115.22	Michigan Bell Telephone Co, Detroit.....	200.00	Dr C S Purdy, Buckley.....	156.75
Harold Egeler, Suttons Bay.....	91.63	Adeline Niescur, Lake Leelanau.....	45.16	Farmers' Mutual Fire Ins Co, Traverse City.....	15.43	Alton Jenkins, Mesick.....	60.00
Evan Egeler, Suttons Bay.....	11.71	Evelyn Niescur, Lake Leelanau.....	45.19	K Gus Smarey, Suttons Bay.....	318.00	Ladies Aid, Buckley.....	75.00
John Egeler, Suttons Bay.....	7.68	John Niescur, Lake Leelanau.....	16	Mich. Public Service Co, Traverse City.....	23.76	Rebeckah Lodge, Buckley.....	50.00
Orilla Egeler, Suttons Bay.....	125.94	Junie Niescur, Lake Leelanau.....	45.16	O J Plamondon, Lake Leelanau.....	2.01	Ed Connine, Traverse City and The Leelanau County Savings Bank, Suttons Bay.....	600.00
Rony Erdt, Suttons Bay.....	67.59	Mark Nolan, Detroit.....	2.29	Buckley Athletic Assn, Buckley.....	18.75	Mrs Albert Bennett, Buckley.....	232.00
Jack Firestone, Leland.....	5.43	Bernard O'Brien, Lake Leelanau.....	6.45	Harry Bond, Buckley.....	8.38	L. C. Cornell, Buckley.....	1.00
Claude Fisher, Detroit.....	42.02	Leona O'Brien, Lake Leelanau.....	1.18	Wilber Bond, Buckley.....	11.00	Grawn Threshing Co, Grawn.....	100.00
Mable Fisher, Norfolk, Virginia.....	8.78	Minnie Olsen, Lake Leelanau.....	73.96	Buckley Grange, F D Shumway, Treas., Buckley.....	18.86	August 18, 1933. On this day the schedules in the matter of Young-Johnson Furniture Company, Bankrupt No. 5353, were received. The schedules show total assets of \$53,410.10, and total liabilities of \$46,023.48, listing the following creditors:	
Anthony Flees, Suttons Bay.....	1,344.37	Adeline Pether, Suttons Bay.....	4.91	Ed Connine, Traverse City.....	1.62	City of Grand Rapids, G R.....	\$ 388.88
Martha Flees, Suttons Bay.....	9.96	Fred Perrault, Leland.....	40.90	Mrs Geo Chappel, Summit City.....	.28	Finance Service Co, Baltimore.....	7,579.15
Katherine Floke, Lake Leelanau.....	148.14	Dick Peters, Lake Leelanau.....	192.68	Community Club, Mildred Farrell, Treas., Buckley.....	10.62	Associated Investment Co, South Bend.....	235.20
Cecilia Frankfather, Lake Leelanau.....	167.49	Mrs Dick Peters, Lake Leelanau.....	31.26	Cong Church, Buckley.....	6.20	Luxury Furniture Co, G R.....	10,000.00
Blanch Gauthier, Lake Leelanau.....	60.45	Erhardt Peters, Leland.....	3.28	Frank Cox, Buckley.....	2.61	Allegan Gazette, Allegan.....	4.00
Edward Gauthier, Lake Leelanau.....	177.02	Johan Petersen, Leland.....	418.72	Class of 1932, Buckley.....	17.68	Ariel Cabinet Co, Peru, Ind.....	42.62
Elizabeth Gauthier, Lake Leelanau.....	.43	Norman Petersen, Leland.....	924.75	Class of 1933, Buckley.....	7.86	Bangor Advance, Bangor.....	3.50
Francis Gauthier, Lake Leelanau.....	.69	Vernon Petersen, Leland.....	56.84	Class of 1934, Buckley.....	29.36	Bay View Furn. Co, Holland.....	164.07
Gerald Gauthier, Lake Leelanau.....	4.33	Ingval Peterson, Frankfort.....	538.55	Finley Duff, Buckley.....	2.10	Bennett Mills, G R.....	6.17
Irene Gauthier, Lake Leelanau.....	45.70	Cletius Plamondon, Lake Leelanau.....	15.48	Roland Duff, Buckley.....	.56	Benzie County Patriot, Frankfort.....	16.00
Lawrence Gauthier, Lake Leelanau.....	100.00	James Plamondon, Lake Leelanau.....	3.88	Wm Dixon, Thompsonville.....	.06	Brickwede Bros Co, Marietta, O.....	1,523.81
MaMry Gauthier, Lake Leelanau.....	1.51	Louis Plamondon, Treas., Lake Leelanau.....	165.60	Harley Earl, Buckley.....	1.13	A B Burkholder, G R.....	2.08
Melvin Gauthier, Lake Leelanau.....	26.37	Marie Plamondon, Lake Leelanau.....	40.00	Warley Ellis, Mesick.....	23.00	Century Standard, New York City.....	40.00
Ottilia Gauthier, Lake Leelanau.....	15.10	Noah F Plamondon, Lake Leelanau.....	2.07	Farmers Co'op Merc. Co, Buckley.....	265.13	Charlevoix County Herald, Charlevoix.....	7.20
Robert Gauthier, Lake Leelanau.....	30.05	Raymond Plamondon, Lake Leelanau.....	2,673.11	Lee Farrell, Buckley.....	111.85	Charlotte Chair Co, Charlotte.....	7.00
Thomas Gauthier, Lake Leelanau.....	1.05	Raymond Plamondon, Jr., Lake Leelanau.....	2.09	Buckley F. & A. M., No. 467, Buckley.....	40.22	Jarrett Clark, Zeeland.....	1,300.00
Wm P Gauthier, Lake Leelanau.....	3.48	Thomas Plamondon, Lake Leelanau.....	44.41	Fair Ass'n, Buckley.....	9.55	E T Cotton Electric, G R.....	40.00
Lloyd Gibson, Leland.....	32.56	Waldo Plamondon, Lake Leelanau.....	1.87	Ivan Flansburg, Buckley.....	.84	Crawford Avalanche, Grayling.....	3.60
Mary Gerard, Leland.....	1.09	James Popp, Lake Leelanau.....	15.92	Estella Flansburg, Buckley.....	1.10	Cuyahoga Picture & Lamp Co, Cleveland, O.....	170.35
Anna Grant, Suttons Bay.....	35.80	John Popp, Lake Leelanau.....	133.88	Albert Guger, Buckley.....	.20	Dearborn Co, Chicago.....	69.00
Frank Grant, Suttons Bay.....	18.05	Monica Popp, Milwaukee.....	3.91	Hanover Unit Agri. School, Buckley.....	2,696.46	Detroit Clipping Bureau, Detroit.....	20.00
John Grant, Suttons Bay.....	7.10	Ronald Porter, Lake Leelanau.....	27.63	Hanover Township, Buckley.....	327.10	Detroit Mich Stove Co, Detroit.....	1.41
Jacob Grant, Suttons Bay.....	5.07	Fred Portner, Suttons Bay.....	446.08	Carl Hansen, Buckley.....	.12	Detroit Vapor Stove Co, Detroit.....	421.48
Mary Grant, Suttons Bay.....	1.67	Patricia Power, Frankfort.....	25.75	R Dor Horton, Thompsonville.....	2.01	F Wodge Corp, Detroit.....	4.17
Kimball Grindstuen, Leland.....	32.33	Alfred Priest, Lake Leelanau.....	1.37	Mable Hulett, Buckley.....	8.00	Edmore Publishing Co, Edmore.....	3.20
B H Guthrie, Leland.....	326.84	Alice Priest, Lake Leelanau.....	1.37	James Kellogg, Mesick.....	26.51	Empire Asbestos Table Mat Co, Cleveland.....	73.19
Delphine Hahnenberg, Greenville.....	1.30	Cecilia Priest, Lake Leelanau.....	279.12	Herman Kettner, Mesick.....	12.97	Franklin Fuel Co, G R.....	177.8

(Continued on page 14)

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—Paul Schmidt, Lansing.
First Vice-President—Theodore J. Bathke, Petoskey.
Second Vice-President—Rudolf Eckert, Flint.
Secretary—Elton W. Viets, Lansing.
Treasurer—O. H. Bailey, Sr., Lansing.
Directors—Holger Jorgenson, Muskegon; L. V. Eberhard, Grand Rapids; A. A. Boyce, Bay City; Vincent A. Miklas, Manistee; Ward Newman, Pontiac.

Harmony Saves Heartache and Promotes Understanding

In its issue of July 28 the Southern California Grocers Journal ran an item on "Flurry in Trade Not a Serious Matter."

It appeared that many association members had complained about a bread advertisement run by Safeway Stores, three days of the previous week, at 5c the loaf; but "assurance was given by Safeway officials that there need be no fear of a new bread war."

The item explains that the 5c price by the chain was "a measure of retaliation against a bakery concern which thus far had refused to join in stabilization measures" in line with Government plans; and it advises members not to be stampeded into hasty action at least until it was made plain that Safeway's statement was true.

What lay back of that item? It seems to me that when complaints came in the association secretary phoned Safeways and arrived at understanding of the real situation in about a minute. Thus another possible bread war was averted, all because recent developments have brought immediate, frank communication between chain and individual grocers.

How could anything be more salutary? Do we not here see that harmony is better than strife?

And now, while some trade editors are suspicious and doubtful about the fairness of the inclusion of certain high chain officials in the personnel of the food advisory board assigned to the administration of the details of NRA, one prominent editor, regarded as "arch enemy of the chains," expresses satisfaction with the balance of interests in said board. And why not? Can there be any disadvantage about having grocers of outstanding success in such a board? Let us note some of them:

S. M. Flickinger, originator of the Red & White stores, Buffalo. A. F. Goodwin, First National Stores, highly successful New England chain. John A. Hartford, son or grandson of the founder of the A. & P. F. E. Kamper, most prominent single grocer of Atlanta. Wm. M. D'Miller, president of Pennsylvania Grocers Association. Fred Wolfermann, best known, most remarkably successful, individual grocer of Kansas City.

Then we have such men as Howard Heinz, whose relations are intimate with all retail grocers, chain or other; C. C. Teague, president of Sunkist and Diamond Walnuts, also Sylvan Stix and another wholesale grocer.

With such samples out of the nineteen, it is difficult to imagine a better selected, more evenly assorted lot of trade interests, experiences and angles of contact. It is truly a representative body and its personnel augurs every

good for the grocery business of the future.

I recently gave some statistics on the fit and the unfit in groceries. Now comes report from Illinois that almost half of the 9718 retailers in business in 1925, including eleven trades, were out of business in 1930. Between the years 1925 and 1927, 27 per cent of merchants became defunct; and 50 per cent of the grocers and 46 per cent of the meat markets failed to survive the five year interval.

Such figures should cause us seriously to consider—as I have gone over so often of late that I fear to become tiresome—just what character of grocer can expect to survive what lies ahead of us. And now I want to turn the argument around to indicate the man who can hardly hope to survive.

Let me put it in a sentence: The man who can not survive is the slipshod, disorderly storekeeper, for he is absolutely outmoded to-day.

And I stress this fact because I have just seen a grocery store which so reminded me of old times that I would not have expected to see it this side of Macon—and of Macon in 1929 at that.

I write hesitatingly, with care, and shall keep identity secret, for I like this grocer and wish only to do him good—to help him and others like him. So here goes:

This is a young man in his prime. He grew up in the village and personally stands well in it. He is not unprovided with capital and he has plenty of experience. He has revamped his interior, bringing it measurably up to date and his stock is, basically, good.

But, as I have often noted in other cases, this man appears to hold the impression that when a store is fixed up, renovated or what have you, it thereafter keeps itself in good order and condition, regardless of how carelessly it may be thereafter neglected.

Anyhow, whatever the cause, the fact is that this store is in terrible condition for this year of 1933—or for any year since 1925. Shelves are part filled and dusty, except where they are dirty. Merchandise is set around without logical plan. Price tags are on and off. Counters are hidden under miscellaneous debris. Disorder rules supreme.

This grocer is strong on association work and gives time and effort to it. He goes to conventions and visits cities. Within a few miles is another village which must be a livelier place because it has two or three chain units—which his home town has not. Hence, he has not the pressure of constant active competition to spur him to such exertion as would improve his store, easily, 200 per cent. or more. He has lived in the same environment so long that, as often happens, he actually does not see the disorder in his own store.

In striking contrast is a grocer in the next village. A few doors from that grocer a new unit has just been opened by a progressive chain. This grocer, then, has not only revamped his store but he keeps it in apple pie order. But while my friend saw and remarked on the improvement of this store, apparently its real significance did not reach him, for he sees such

stores frequently. I observed also that, while he inspected the new chain unit with evident care and deep interest, he made no remark whatever on its outstanding character—its meticulous neatness and the exactly logical arrangement of its stock.

I have known this grocer for years. As far back as 1926 he once told me with evident satisfaction, that he got 20 per cent margin on certain staple cooking fats and shortenings in tins and other packages. He was a bit disturbed when I told him he was working on unsound basis therein since such staples were commonly sold on around 12½ per cent, and that economics did not justify a wider margin. I also pointed out that such margins held a beautiful umbrella for chain competition, for that matter.

I did not then know this town. Being such a small, inactive place, it has so far escaped real competition, but

that may come any day. Meantime, wide margins have not saved him. He is now worried about lack of profits and though he has good goods on his shelves, he plans to concentrate on a private label line on which he can make more.

My guess is that private label will not help him much, until he cleans up, bestirs himself and merchandises on modern lines. And this is written for what good it may do others like him. Paul Findlay.

If there is a "secret" of success, it is the appreciation of what one has the ability to do, plus the recognition of opportunities when they appear, and a healthy satisfaction with what is achieved by closely co-ordinating ability and opportunity.

Borrowing money never yet cured a depression.

KEEP SUPPLIED WITH

LILY WHITE FLOUR

"The flour the best cooks use"

VALLEY CITY MILLING COMPANY

Portland — Grand Rapids — Kalamazoo — Traverse City

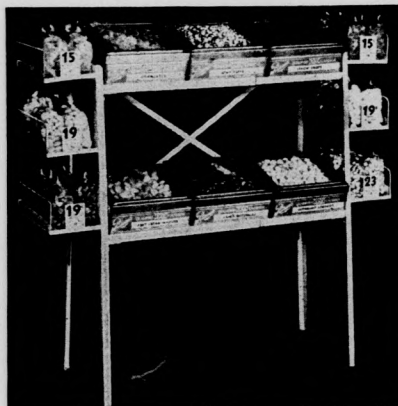
JUST WHAT YOU HAVE BEEN LOOKING FOR

PUTNAM'S
ADJUSTABLE
CANDY
DISPLAY
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Strong, Light,
Attractive

Occupies only
15x34 inches of
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Six Hinged Lid
Glass Top Metal
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With Each
Rack



The Up-to-date
Way to Sell
Bulk Candy

20 Varieties of
Fast Selling
Items to Select
From

Average Weight
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YOUR JOBBER
Will be Glad to
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Details of This
Unusual Offer

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PUTNAM FACTORY
National Candy Co., Inc.
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Makers of
GOOD CANDY
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Are the canned foods you feature grown
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state?

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



A complete line of canned vegetables and fruits

MEAT DEALER

Cutting Demonstrations Are Helping Sell Meat

The fiscal year ending July 1, marked by the most intensive meat merchandising program in the history of the National Live Stock and Meat Board, brings unmistakable evidence that the new ideas being presented to retail meat dealers and other groups are stimulating meat sales.

Declaring that this is the age of the discriminating food shopper who buys as much or more meat than her mother and grandmother, but buys it oftener and desires smaller and more attractive cuts, retail meat dealers in every section of the country have stated that the modern cuts of meat introduced by the Board are helping materially to solve their merchandising problems.

For example, a retailer in New York state, who, after witnessing a beef demonstration, began boning the chuck and making top and bottom chuck rolls, was obliged to buy extra supplies of cod fat for wrapping the inside rolls because of the rush of business. And down in Missouri, a firm operating 120 retail markets stated that the adoption of these same beef cuts and others has been a material stimulus to their business.

In one of the larger eastern cities, a retailer who began to make the modern pork cuts he had seen demonstrated could hardly keep up with the added demands of customers, according to his own statement. A packer salesman in Illinois put into use the new ideas regarding merchandising large smoked hams and built up an increased business throughout his territory.

That meat merchandising demonstrations exert a permanent influence is seen in reports typified by those coming recently from an Alabama city. Retailers there stated that lamb sales are 40 per cent. greater than when the modern cuts of lamb were introduced about three years ago.

"One idea alone that I secured in going from my city to the beef demonstration at Ithaca was worth the trip," said a New York retailer. "That was the new method for making use of the sixth and seventh ribs of beef, which have been sticklers in my market." From Rock Island, Ill., comes the report of a retailer who says that he has worked up a nice trade in the new meat cuts as the result of studying the Board's merchandising manuals and putting the ideas into use.

Newspaper advertising which featured cushion style pork shoulders and butterfly pork chops brought more business to a Minnesota meat merchant. Down in Louisiana a group of 46 markets pay tribute to the value of boned and rolled lamb shoulders in setting a new record in the retail lamb sales.

Retail meat dealers have asserted that, in addition to the greater consumer appeal created by the advertising and display of the modern meat cuts, the Board's cutting tests and the meat lectures which feature the high nutritive value of meat are effective in arousing consumer interest.

The year's report shows that a total of 223 beef merchandising demonstra-

tions were presented during the year in 127 cities of 22 states. Audiences of retailers and other groups to the number of 259 in 125 cities of 22 states witnessed the pork demonstrations and 316 lamb merchandising demonstrations were presented in 107 cities of 19 states.

It is pointed out that, since the retail meat dealer is the ultimate salesman for the live-stock and meat industry, the information which enables him to create a wider consumer appeal and sell more beef, pork and lamb is of benefit to every branch of the industry.

It's Not Store's Size that Wins

Lack of space has been the reason put forward by many market owners for remaining in the rut of the passing years, and with no opportunity of enlarging their premises, they have been content, often with dire results, to plod along in the groove of old methods. Many of these unfortunate individuals do not awaken until they are in the bankruptcy court, to the fact that their decreased takings are due to the enterprise and better equipment of their competitors, often with shops no larger than their own. Such awakenings are distinctly unpleasant.

To-day it is not space that matters so much as the use to which it is put, and the writer was given a striking instance of this a few weeks ago, in a town where a dealer with a shop area of 200 square feet had put a rival, whose premises covered over 450 square feet, completely out of business. How was it done? Simply by realizing that meat marketing to-day is carried out on strictly modern lines and that if money were not spent on up-to-date equipment the smaller man would "get left."

Improvements completely revolutionized business. True, the recovery was by no means sudden, but it was sure, and the bank overdraft began to dwindle. Satisfactory progress was maintained; the public began to place more confidence in the smaller shop and customers were often heard to make favorable comparisons between the hygienic methods and up-to-date layout of the smaller shop and those of the large business. Within two years the position of the two businesses was reversed, and the enterprising butcher with the small shop is entering into negotiations to "buy out" his erstwhile bigger and more successful rival. He frankly admits that had he not been prepared to launch out on his plan of modernization, he would have been driven out of business long ago.

For Family Outings Suggest "Steak Fry"

Outdoor cookery has grown in popularity during the last few years until now the beaches, parks and tourist camps where camp fires are allowed are all spotted with blazing colors. And it is no wonder that people seek the wide open spaces these summer evenings.

A steak fry is one of the most delightful kinds of outdoor cookery, in the opinion of Inez S. Wilson, home economist, for all that is best in flavor and aroma in meats is developed when they are broiled over the red hot coals of a wood fire. Even though called a steak fry, it is really a steak broil, for

the steak is placed on a grate over the fire without the use of a frying pan.

In some parks outdoor fireplaces may be found, but, in case these are not available, an improvised fireplace may be made easily. Build two walls parallel to each other with stones or bricks. If these are not at hand, freshly cut green logs may be used in the same way, or a ditch may be dug deep enough for the fire. Build a large fire and let it burn down until it is a mass of coal. Place a wire rack or grate across the rocks or logs about 3 inches above the coals. Place the steak in the center of the rack and brown it well on one side, then turn it and brown it on the other. When both sides are well browned, the steak will be done. To broil a steak 1 inch thick, it usually requires about 30 minutes.

Auto-torial

Life is a short journey for those who travel in high all the time. Lengthen your picknicking days by ambling along. Learn to browse. Get good, leisurely eyefuls of scenery as you go by. Why the hurry? If you do save three-and-one-half minutes by risking your neck—of what use is that saved time? When you browse along, keep well out of the course of the guys who don't!

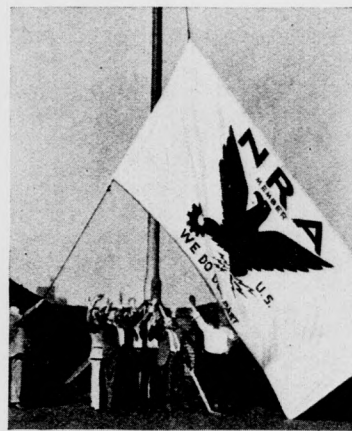
Gentleness and cheerfulness, these come before all morality; they are the perfect duties. If your morals make you dreary, depend upon it they are wrong. I do not say "give them up," for they may be all you have; but conceal them like a vice, lest they should spoil the lives of better and simpler people.

Rademaker-Dooge Grocer Co.

Distributors of

PETER PAN COUNTRY GENTLEMAN CORN
PETER PAN GOLDEN BANTAM CORN
MISS MICHIGAN SWEET PEAS
FREMONT SWEET PEAS
BIG MASTER MALT
BLUE RIBBON MALT
BOUQUET TEA

The House of Quality and Service



Courtesy Chicago Daily News

Raising the N R A Flag at the Monarch Finer Foods Offices in Chicago

For 80 years, the Monarch Policy has incorporated all the "corrective" measures recommended for the new "code."

In addition, the Monarch Code has held to the belief that Independent Retail Merchants are the logical and most economical channels for the distribution of foods . . .

That Monarch Foods should be the finest quality always that it was possible to obtain . . .

That the prices should be the lowest possible, consistent with that quality . . .

That quality should never be sacrificed to maintain a price or to meet price competition . . .

That the price should be the same to all, with no special privileges to any individual or group.



REID, MURDOCH & CO.

Drawer F-9

Chicago, Ill.

"Quality for 80 Years"

HARDWARE

Michigan Retail Hardware Association.
President—Wm. J. Dillon, Detroit.
Vice-President — Henry A. Schantz, Grand Rapids.
Secretary—Harold W. Bervig, Lansing.
Treasurer—William Moore, Detroit.
Field Secretary — L. S. Swinehart, Lansing.

No Lull Appears in Motor Buying

Detroit, Aug. 28—For the past several weeks automobile makers have been expecting a decrease in demands from dealers for new cars, but have been agreeably disappointed.

The past week proved no exception, operations undergoing slight, if any, change and the rate of output was approximately the same as in the preceding period.

The schedule fluctuations, however, were quite numerous, but changes were comparatively slight and indicated no pronounced shift in trend. Activity of the motor producers was maintained at a surprisingly high level for this late season of the year.

Those in position to comment with a certain degree of accuracy believe the strength now displayed by the motor industry is based on a conclusion that prices are about to increase and that the upward trend will include every make and model. This, it is said, will be the result of the new automobile code, operative September 1.

From present indications higher prices for automobiles in 1934 appear inevitable unless the market greatly expands. Manufacturers are certain that materials and labor costs will be increased soon, and even now the cost of placing a low-priced automobile on the road is at least \$20 more than it was a year ago. Suppliers of virtually all materials that make an automobile are watching their step as never before, and refuse to enter into any long-term contracts to provide their products at present prices.

Manufacturers have begun work on new models for the 1934 trade. These will be ready for the market early next year, probably about show-time in New York. It is likely, however, there will be but few, if any, radical changes from present models, but there will be enough to classify them as "new" cars.

Packard will be one of the first to show something new. More than 1,000 distributors, dealers and salesmen, here for the annual convention, were permitted to view the new Packard cars, announcement of which will be made shortly. When the dealers left for home they took with them by the drive-away route more than \$2,000,000 worth of new demonstration cars.

The Big Three producers are maintaining these production schedules for August: Chevrolet, 60,000; Ford, 50,000 to 60,000; and Plymouth, about 30,000.

That the vast potentialities of the new-car market have scarcely been scratched is borne out by recent sales compilations, which show that but one automobile in every twenty-nine on the road is a 1933 model.

With less than a week to go before the end of the month, it is more than probable that, with the present demand for cars, the output for the period will be approximately 200,000 units, compared with less than 100,000 for August, 1932.

Based on these figures it is authoritatively estimated that the year's output will not be far, either way, from 1,800,000 units, an increase of 800,000 over last year.

The condition of used car stocks has remained satisfactory throughout the whole year. It is said allowances on them have not been as exorbitant as alleged, and the parade to the junk heap of worn-out cars established a new high record so far this year.

Slogan Suggestions

Every purchase made now helps to restore national prosperity.

Patriotic Purchasing will make the wheels of progress turn faster.

Push the prosperity program with your purchases.

Buying increases employment, employment assures prosperity.

Back up your confidence with your cash.

To buy as freely as finances permit is the patriotic duty of every American.

The success of the new deal depends upon the co-operation of everyone; be a patriotic purchaser.

To support the President in his program of progress we should buy as freely as we can.

To-day's patriotic purchases pave the way to a brighter to-morrow.

Unless we buy, stores cannot sell. Unless stores sell, factories cannot run. Unless factories run, recovery cannot come. Until recovery comes, we all lose out.

Join the patriotic purchasers who are discarding the worn and obsolete for the new.

The finest patriotism to-day is that which prompts us to spend freely—thus proving our faith in our country is as great as Roosevelt's.

Let all who earn more, spend more; it's the circulating dollars that create increasing prosperity for all of us.

Roosevelt has reversed the vicious circle that decreased employment; now it's up to all of us to speed prosperity through patriotic purchasing.

Hardware Market Still Active

Demand for Fall merchandise increased in the wholesale hardware market this week, with retailers filling requirements for late October and early November. A small volume of buying on holiday goods also developed, but price uncertainty made both jobbers and producers hesitant about accepting large orders for Christmas goods. There was an active call for furnace accessories, electrical heating appliances, oil stoves and snow shovels for immediate delivery.

Before the Government guarantees all bank deposits it might be well for Congress to pass a bill compelling all men to be honest.

Chains Violating Code May Lose Blue Eagle

At least four big grocery and meat chain store systems that saw the possibilities for free publicity in quickly signing the President's blanket agreement are now shown to have had their fingers crossed when they agreed to its provisions.

Instances have developed where a branch chain store operating with a man and a girl has readjusted its hours so that the girl comes on at 7 and is off three hours at noon, from 11 to 2, putting in another four hours in the afternoon. The man is classified as an executive, so that under the blanket agreement he would not be affected by the rule restricting working hours.

Investigation by the complaint committee of the NRA has disclosed that one of the chains discharged employees to offset the increased wages given others, and that various other schemes, including midday recesses, have been resorted to so as to bring the employed hours within the eight-hour day.

Withdrawal of blue eagle privileges from all such violators is threatened by General Johnson.

On the other hand, cases are being cited of harassed small merchants who are fearful that refusal to sign the blanket code will bring fines and imprisonment. They are confusing this voluntary employment scheme with the provisions of the National Recovery Act, which provides penalties for violations of fair trade codes. Representatives of labor unions have tried to intimidate independent business men by telling them they must take on more men if they wish to avoid being boycotted. These are matters that will eventually be straightened out.

Wants to Know About His Family

Detroit, Aug. 25—Through the kindness of George Catlin, of the Detroit News, I am writing you concerning my father's family. Mr. Catlin believed you would be of some assistance toward my locating the present families of my father's brothers.

I was born and raised in the West (Oregon) and have lived here in Detroit a number of years without coming across any of my father's family, who should be somewhere in this state.

The only information I have is as follows: My grandfather, Kins Ross Collins, died in Grand Rapids, Sept. 27, 1883. He is shown in the Grand Rapids city directory as being in the artificial limb manufacturing business and in the picture business. These were efforts to earn his living after fires had destroyed his capital in the lumber business. His wife was Christine Baer. He had several sons and one daughter, Mary. This is all I know of the family.

My father, Sidney Edward Collins, enlisted in the army in 1882 and after being an instructor at Antioch College, 1883-4, went to Fort Coeur d'Alene, Idaho, June 8, 1884, then to Oregon and died in 1901 at Portland, Oregon. Polk's directory records (1879-80) concerning Kinsey Ross Collins in Grand Rapids are as follows:

1880-81—residence 112 Scribner

1881-82—residence rear of 191 Bronson

1882-83—residence cor. Curtis and North avenue

1883-84—residence 142 Barclay—artificial leg manufacturing.

You may be sure I will be very appreciative of any help you may give me which will aid in locating the family of my grandfather.

Kins Collins,
335 Glynn Court.

Proceedings of the Grand Rapids Bankruptcy Court

(Continued from page 11)

Lane Co., Inc., Altavista, W Va.	382.26
H Leonard & Sons, G R.	1.00
Litwin's, Tir eStores, G R.	226.54
Litwin's, Inc., G R.	33.91
Luxury Furn Co., G R.	2,629.22
Macauley Bros, G R.	8.35
Marquardt Co., Milwaukee.	747.85
Merchants Service Bureau, G R.	40.60
Merrill Monitor, Merrill.	5.25
Mich Bell Telephone Co., GR.	119.51
Mich Farm News, Lansing.	31.26
Mich Seating Co., Jackson.	46.12
Mich State Industries, Ionia.	286.71
Mich Wiping Cloth Co., Detroit.	4.50
Midland Republican, Midland.	11.10
Montmorency County Tribune, Atlanta.	1.50
Mutschler Bros, Nappanee, Ind.	488.24
Newspaper Engraving, G R.	20.90
Geo Norcross Trade, G R.	206.83
Oceanic Herald, Shelby.	9.10
Office Equipment Co., G R.	1.10
Ogemaw County Herald, West Branch.	2.40
Osceola County Herald, Reed City.	7.74
Otia Elevator Co., G R.	15.00
Otsego County Herald, Otsego.	4.12
Otsego Union, Otsego.	8.50
Paragon Rug Mills, Milwaukee.	55.80
Prentiss-Wabers, Wisconsin Rapids, Wis.	1.10
Republic Supply, Detroit.	21.19
Reviser, Battle Creek.	14.25
Salem China, Salem.	132.17
Siedman & Siedman, G R.	125.00
Shear-Maddox Furn Co., G R.	30.00
Simmons Co., G R.	59.90
Sligh Furn Co., G R.	221.00
W J Sleene Co., New York.	1,814.93
Space Saver Co., Martinsville, Ind.	38.35
Standard Bulletin, G R.	27.60
Glifford Stebbins, Saginaw.	05.00
Steinfeld, Inc., New York City.	80.80
Stow Davis, G R.	40.50
Thomasville Chair Co., Thomasville, N. C.	4,531.02
Tisch-Hine Co., G R.	20.00
Tri-County Banner, Blanchard.	10.20
Universal Furn Co., Evansville, Ind.	33.76
Vaughn Furn Co., Glax, Virginia.	815.00
Geo Welsh Co., G R.	1,223.98
Western Union, G R.	8.02
West Mich Furn Co., Holland.	16.64
Witters Motor Co., G R.	10.97
Wolverine Finishing Co., G R.	58.30
Roger Wykes, G R.	900.00
O Young, Grand Forks, N D.	6,178.35
Yeakey-Scripps, G R.	10.74
Associated Investment Co., G R.	235.20
Luxury Furniture Co., G R.	453.99

A new compact, pneumatic check for screen and light storm doors disconnects from the jamb when the door opens, permitting free outward swing. It has no adjusting screws or springs.

ASSOCIATED TRUCK LINES, INC.

Nelson-Carmody Motor Freight Division

DIRECT DAILY SERVICE OVER OUR OWN LINES

GRAND RAPIDS — CHICAGO

GRAND RAPIDS — CADILLAC — TRAVERSE CITY

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Offices at—

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GRAND RAPIDS, MICH.
Phone 4-5571

1152 W. Austin Ave.
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Phone, Haymarket 4431

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS MICHIGAN

DRY GOODS

Michigan Retail Dry Goods Association.
President—Thomas Pitkethly, Flint.
First Vice-President—D. Miblethaler, Harbor Beach.
Second Vice-President—Henry McCormack, Ithaca.
Secretary-Treasurer—Clare R. Sperry, Port Huron.
Manager—Jason E. Hammond, Lansing.

Consumers to Get Data on Food and Textile Prices

Consumers are to be given up-to-the-minute reports on food and textile prices so that they can know what is happening to costs of the essentials of life, the Consumers' Counsel of the Agricultural Adjustment Administration has announced.

A nationwide check of prices and increases in return to farmers is planned in co-operation with the Department of Agriculture and the Bureau of Labor Statistics. This information is expected to be released to the press and by radio, and in special bulletins which will be sent to all consumer groups and individuals who request it.

It is planned as a weekly service, the announcement states, since conditions are changing so rapidly that month-old figures on this subject are of little use to consumers. Retail prices on bread, milk, meat, and other everyday food necessities will be published first, based on figures gathered from over 1,000 stores — independents, chains and specialty food shops in 50 cities. It is proposed, then, to check against these prices and show the money the farmer gets for producing his raw materials that go into these foods. This information will be reported, it is stated, together with data on the increases in labor costs as a result of the raises in wages and new employment.

As a further step the reports will include current figures on what the farmers are having to pay for the goods they must buy. This will be an index of all kinds of commodities and will be used to measure changes in the farmer's buying power.

Councils of consumers are being organized in many cities throughout the country to protect consumer interest in the communities against unwarranted price increases. The Agricultural Administration proposes to furnish these councils with weekly reports of comparative retail prices in various cities and communities.

Tax Confuses Underwear Men

So much confusion has been created among buyers of underwear as a result of the varying amounts for the cotton processing tax charged them that one of the leading mills sent out a bulletin explaining the situation. Some of the goods recently shipped have borne a floor tax and others a processing tax, and consequently buyers have been billed different amounts for equal quantities of similar goods. There is also the fact that the processing tax on goods of combed cotton yarn is higher than that on carded goods, as more cotton is employed in manufacturing combed styles. The floor tax on these yarns, however, is the same.

Use Old Home Wares Terms

Manufacturers' difficulties over discounts have evaporated in the active Fall buying which has developed in

practically all branches of the home wares trade in the last few weeks. Producers in the china and glass fields who were compelled to allow 5 per cent. discounts in order to obtain orders last Spring and Fall are booking their customary volume of business this season on the regular terms of 1 per cent. fifteen days. In other trades, including furniture, electrical supplies, cutlery, decorative wares and metal hollow ware the established terms are again in force. Producers are protecting themselves for the future by setting out discount terms in industrial codes.

Dress Uncertainties Still Noted

Both prices and deliveries on better dresses are still more or less uncertain as manufacturers have yet to complete plans under the new agreement. A substantial advance over present levels will undoubtedly feature the stabilization of prices, it was said. It is expected, however, that offerings will continue at certain levels, notably that at \$15 so that the popular \$25 retail price range can be maintained. At the moment strong buying interest is shown in new woolen dresses, with re-orders coming through on the satin styles favored earlier in the season.

Arrow Shirt Prices Unchanged

Despite higher material prices and increased labor costs under the recovery code, Cluett, Peabody & Co. are not considering any price advances on their Arrow shirts at this time, according to C. R. Palmer, president of the company. The company will carefully consider the situation before taking action. Mr. Palmer also reported that orders had increased sharply, some of which had to be cut down, that additional plants of the company were being re-opened and that prospects were bright. Underwear sales had spurred in a surprising manner, he added.

Prices Worry Pottery Trade

General confusion over the methods by which increased costs will be passed on by manufacturers of kitchen crockery to retailers, particularly chain outlets, prevails in the trade at present. Producers catering to chains which sell in fixed price ranges, principally the 10, 25 and 50 cent stores, face the necessity of adding 10 to 15 per cent. to quotations on late Fall and Winter merchandise. They feel consumers will balk at paying the 5 to 10 cents additional which the stores will be forced to ask if prices are raised on current types of merchandise. The producers are trying to devise a means of changing the quality and designs of products rather than increasing prices.

Stores Reorder Fall Lamps

Fall lamps to retail from \$7.50 to \$15 have been re-ordered in volume in New York by stores throughout the East and Middle West. The merchandise is for delivery in September. According to reports, the popular-price lamps, in modernistic designs, have been selling at an active rate at current house furnishings sales. The vogue for china-base lamps, manufacturers said, has spread rapidly, and orders for that type have been received in price ranges up to \$30. Demand for lamps at present is centered on table

models, with floor lamps constituting 30 to 40 per cent. of current sales.

Oriental Rug Demand Improves

A sharp increase in the demand for Oriental and Chinese rugs is the outstanding feature of the wholesale floor coverings market this week. Trading in domestic soft and hard surface goods is nominal. Retail prices are beginning to reflect the stronger tone in the wholesale Oriental rug market and prices for 9x12 Sarouks average \$250. Present prices compare with lows of \$189, which were noted here last years. Retailers are promoting a wider variety of Oriental goods at present and have included Ispahans, Kashan and Kirman rugs along with Sarouks in current sales.

Stores to Raise Men's Wear 20 Per Cent

The average price increase on clothing and furnishings in men's wear stores, starting next month with the offering of regular Fall goods, will be about 20 per cent. over the levels prevailing in the Spring. These new levels will prevail for at least the early part of the Fall, due to the fact that many industries are only now starting to operate under a recovery code, but further increase may be necessary, when re-orders are taken into stores, it was said. So far the average advance for a suit appears to be \$5, and for a shirt 25 cents.

Novel Jewelry Orders Increase

One of the best seasons in recent years is foreseen in the novel jewelry trade, due in part to the emphasis placed on this merchandise by the Mae West and early Nineties vogue. Orders have been placed in increasing volume by retailers, particularly for the more ornate copies of Victorian types. The trend is strongly toward plain metal or stone set metal items, with gold and silver finishes headed for much popularity. Wider bracelets, large brooches, hair ornaments, clips and earrings are selling in greatest volume.

Gloves Stress Accessory Trend

Retailers plan strong efforts to promote related accessories for Fall and are buying gloves to harmonize with or of identical materials as hats, handbags, handkerchiefs, etc. At present there is a strong call for satin gloves, trimmed either with monkey fur or feathers. Large formal handkerchiefs also feature feather trimmings. Fabric gloves generally are doing well, with eel gray, new browns and black in demand. Orders for kid gloves have been substantial. Most prices have been advanced and for some types of gloves three weeks' delivery is being asked.

Millinery Buying Brisk

Substantial re-orders continue to be placed on millinery, with interest in feather-trimmed merchandise showing a steady increase. The demand at the moment covers a wide variety of hats, with suede, duvetyne, antelope, wool fabric and felt types all sharing in the business being placed. The shallow-crown style is gaining in popularity, with the wide-brim models of the turn of the century outstanding in feather-trimmed merchandise. Black continues

its lead, with eel gray, the new browns and rust prominent in the colors specified.

To Feature \$1 Tie for Fall

Fall promotions of neck wear in men's clothing stores will stress the \$1 number, which received the bulk of tie business before the slump, but which has been neglected in the last few years. Higher silk prices and increased cost under the industry's code will eliminate the very cheap ranges now prevailing, and while some stores will carry goods priced as low as 75 cents, the \$1 number will receive major emphasis. Manufacturers also expected increased business on the \$1.50 and \$2 styles.

Phoenix Raises Hose Levels

Price advances ranging from 75 cents to \$1.50 per dozen have been put into effect by the Phoenix Hosiery Co. The 42-gauge numbers were raised from \$6.50 to \$7.25, the 45-gauge styles from \$7.50 to \$9, the 48-gauge numbers from \$10 to \$11 and the 51-gauge goods from \$12.25 to \$13 a dozen. With most of the leading companies naming a price of \$7.25 a dozen on 42-gauge styles, it has become the accepted quotation for those numbers, although a few mills are still quoting \$6.50.

Shoe Prices to Advance Again

An additional advance of 5 to 25 cents per pair on shoes is expected shortly in the wholesale markets. Higher hide prices, after that industry's code becomes effective, will be one reason for the advance. In addition, the shoe code, which is expected to go into operation shortly, will also necessitate additional rises. Orders continue to hold up exceptionally well, manufacturers reported, and, while not as large as in the earlier part of the year, are substantial. Production during the current month will be large.

Glass Trade Holds Recent Gains

While some recessions have been reported in several branches of the glass manufacturing industry, there have not been any erratic movements disturbing to the steady recent progress made in all lines. Much activity has been noted in those factories producing various varieties of blown and pressed glass for home use. The plate glass situation has not changed materially. Replacement buying for the moment features the major portion of current window glass orders.

Rug Prices to Rise Sept. 5

Price advances averaging 3 to 7 per cent. will go into effect on major soft-surface rug and carpet lines Sept. 5. The mills announcing the new quotations will guarantee prices up to Oct. 15. In the hard-surface branch of the floor coverings industry reports of impending increases also were current. It is understood that manufacturers of felt-base products will raise their quotations around Sept. 1.

The all-electric kitchen now has a rival in an all-gas kitchen—a flexible unit which can function as refrigerator, stove, water heater, cabinet, work table, and concealed heating unit for the entire house.

HOTEL DEPARTMENT

Vivid Word Picture of Old Santa Fe

Santa Fe, New Mexico, Aug. 26—Three years ago when on a visit to the Four Flags Hotel, at Niles, then under the management of Charley Renner, it was my good fortune to form an acquaintance with Governor and Mrs. Miguel A. Otero, of Santa Fe, and now I am here paying them a long promised visit. As to the date of its termination I really am not in a position to form any definite idea. I only know that I am living on the top shelf, as it were, and being shown everything with an itinerary ahead that is to say the least voluminous. They are surely the salt of the earth and they are artists in the entertainment line.

Santa Fe, the historic seat of the territory of New Mexico, as well as the county seat of the county by that name, and the see of an archbishop of the Roman Catholic church, enjoys the distinction of being one of the oldest towns and is the oldest capital in the United States. Its permanent settlement by Europeans antedates the founding of Jamestown and also the landing of the Pilgrim Fathers, at Plymouth more than twenty years. The thrilling and romantic incidents composing its history; the protracted and bloody struggles with hordes of savage Indians; the capture and pillage by hostile Pueblos in 1680; the general massacre of missionaries and explorers and the flight of the then governor and a few followers in the night to El Paso; the reserving of some of the handsomest Spanish maidens for wives of favored warriors; the desecration of many of the Roman Catholic churches and the restoration of the worship of stone idols; the reconquest by De Vargas twelve years later; the terrible punishment visited upon the rebellious pueblos; the change from Spanish rule to the rule of the triumphant Republic of Mexico; the capture by the United States forces under General Kearney and the building of Fort Marcy; the stirring scenes accompanying the distribution of the immense traffic of the Santa Fe Trail; the wild deeds of desperadoes and the fabulous hazards at cards in the days before the advent of the railroad, are all matters of well authenticated history and I will not attempt to repeat them in this article. Here, so carefully preserved that the marks of its 300 years of age are not perceptible, is located the noted "Adobe Palace," which was the official residence of the Spanish and Mexican governors and since the Mexican war has been the headquarters of all the territorial governors or secretaries appointed by the different presidents of the United States. Here is situated the oldest house standing on American soil, and near is the San Miguel church, first built in 1540 and still used as a place of worship. Here are the beautiful and imposing new capital building, the massive modern Cathedral of St. Francis, Indian schools and other governmental structures, including a large and enduring Federal building. Here, side by side, are object lessons whereby the civilization of the seventeenth and eighteenth centuries can be studied in contrast with that of the present day as nowhere else in America. Like the roads to Rome all trails naturally lead to Santa Fe, and the well-known Santa Fe Trail, still heard of so frequently, is by far the chiefest of all. And time has by no means obliterated the first Indian trails of this land, though they were mostly made in a dawn far beyond our reckoning. They were not written in sand, but cut in imperishable records into the grim rocks of the mesas. Draw a circle of fifty miles radius with Santa Fe as the center. It will take in the heart of New Mexico. Within it will be found a score of producing mining districts. Not only gold, but copper, silver, lead and various

other metals and minerals will be found in paying quantities. Also in that same circle are to be found some of the best agricultural lands in the Southwest. There is room and a chance for profitable irrigation projects. Fruits of various kinds are raised in abundance and there are the superior cattle and sheep ranges, with timber for their physical protection. New Mexico is characteristically the Country of the Caballeros (known in popular parlance as Gentlemen-on-Horseback), especially true in the Northern portion of the state, the old diversion of the Upper Rio Grande and Chama valleys which were formerly known as the Rio Arriba. Here was the last stand of Spain in North America. It is the mark left upon the land as indelible as the quinta mark on the old Spanish dollar. For more than three centuries the Spaniards ruled the land, quelling the Aztecs and various Indian tribes, and this life naturally focused in Santa Fe, now the state capital. It is one of the few important towns in our Nation whose population has changed very little in a century. With ten thousand now it has possibly doubled in that time. But Santa Fe is really much larger than the three mile limit from the Plaza, its center. Its sphere of influence still embraces most territory West of the Mississippi River. It will presumably ever remain a city of homes, where people have learned to enjoy sunshine and ponder on the ways of life, instead of rushing madly through them. Strangers coming to Santa Fe feel that they have stepped unexpectedly into the Old World, leaving the United States beyond the mesas to the Eastward. They find in it old memories, romance, color and greatness, so eagerly sought in Europe. There is no need for papier mache facades or cliff dwellings. Any mountain or canyon in her vast front yard reveals a civilization older than Rome. Her native architecture has two sources—pre-Columbian pueblos and transfusion of Spanish design. Santa Fe homes are dominated by Spanish tradition coupled with Indian leanings. She has always opposed sky-scrapers and apartment buildings. Adobe bricks made from forms of skins and cloth, poured with mud much as we pour cement and left in the sun to become dry and hard, is the material most in demand. They are plastered with the same material, mostly by the brown hands of the female sex. These walls are replastered each year as firm and dry as stone. They are cool in summer and warm in winter. Santa Fe has but few official buildings of the Mission type. Twenty years ago she passed the dangerous stage and hesitated between accepting the wrinkles and gray hair of advancing years or having her face lifted and becoming a "flapper" grandmother town. About that time a new modern capitol was erected, the Palace of Governors was modernized, and up-to-the-moment modern structures are in evidence everywhere. But the contrast between the new and the old, standing side by side, is interesting.

Nowhere in the world does the human being feel he is competent to build his own home as here—and does it. Watching the native dig up his back yard mix adobes and lay them up in mud seems like child's play. Elsewhere as here they are known as "Santa Fe Homes" and probably ever will be. In the records found in the House of Governors I have been much interested in the career of Hon. W. G. Ritch, former territorial secretary, appointed by President Grant in 1875, a man of lofty ideas who left his imprint on New Mexican affairs. Mr. Ritch for many years conducted a newspaper in Wisconsin, and it was under his tutelage that I learned the "art preservative of all arts." In other words I acted in the capacity of "devil." From the time the automobile or train first climbs into the trees and streams of the New Mexico mountains the spell

of the Land of the Cibola spreads over the visitor. He has usually thought this Land of the Spanish Conquistadores, of ancient treasure and glamorous history was a desert, low, arid, hot and uncomfortable. Instead, if in the summer time, he finds himself one of a seemingly endless caravan of folks seeking the cool country of New Mexico as respite from the heat, both to East and West. If it is winter, another caravan is headed New Mexico-ward to escape the cold. It is claimed that Santa Fe is the center of the "Most interesting fifty miles square in all America." It is the heart of the Pueblo country with Indian craftsmen, weavers, dancers, silversmiths, fetes and fiestas on all sides. Santa Fe can be seen, guide in hand, in one day or the visitor may spend months and still be seeing new things and finding new forms of amusements and entertainment. Santa Fe, the "Ancient City," when first seen seems to be in a state of pleasant and perpetual somnolence. Then, after the stranger is stranger no longer (a period of usually two days) he finds that the sleepy old city is really a place where all the inhabitants are constantly ready for a fiesta or some other form of amusement peculiar to this type of civilization. The visitor quickly slips into the easy tempo of the old town, sipping his cool drink under the shade of the great trees in the Plaza, pleasantly wandering around among the famed old houses, buildings, churches and museums, and playing gaily with Santa Feans who seem never to work, but to have unending time in which to play. It is a lotus eaters paradise. Perhaps, Santa Fe as nowhere else, offers the easiest acquaintance of all Western resort towns. It seems that the guest in the hotel has no more than arrived than in some inexplicable way he has met local people and is caught up in the froth of their colorful lives.

I cannot close this brief description of the joys and surroundings of this wonderful city and country without expressing my heartfelt thanks to Gov. Otero and his charming wife for the

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Grand Rapids' Most Popular Hotel

J. Bingham Morris, Manager

American Hotels Corp., N.Y.

J. Leslie Kincaid, President

multitude of pleasures they have placed within my reach while visiting them here. While the Governor seemingly had a handful of duties thrust upon him on account of his being chairman of the NRA movement for New Mexico, he has given of his time a full measure, taken me to many places of interest, introduced me to people worth while meeting, and in all these offerings an atmosphere of true and unwavering friendship has prevailed. God bless them both.

While I think if it, allow me to suggest that if you are contemplating a trip to California this fall or winter, do not fall for the offerings of local ticket agents of bus lines. Buy your ticket to Chicago and then do a little "shopping." For instance quotations offered from Grand Rapids to Los Angeles were \$34.50; from St. Joseph \$27.50, and from Kalamazoo \$37.50. It cost me just \$1.50 to reach Chicago, and within fifteen minutes after reaching the Windy City, I had provided myself with a yard-long transportation strip over one of the standard lines (you had your choice of all) for just twenty iron dollars. All the stop overs you might desire, free pillows, porter service and, in some instances, free meals. The poor old railroads are surely "getting theirs." Right in the midst of the tourist travel to the Chicago exposition, the transcontinental lines are cancelling trains for want of patronage. On the other hand, the highways are absolutely swarming with busses and private conveyances of all kinds—all transacting business.

I notice that the Metropolitan Life Insurance Co. has taken possession of the Rowe Hotel, and there is much wonderment over what will be the final outcome in this financial enigma. If I am permitted a guess I would say that if the mortgagees separate Ernie Nier and the Rowe Hotel furnishings from the real property, they will make a great mistake. The hotel was undesirably located and it was only the personality of the man behind the works which made its existence possible.

Frank S. Verbeck.

Present Situation Should Arouse Every Citizen

Were it not for the extreme tax burden resting upon the shoulders of the taxpayers of this state, I would not write these observations. In traveling hundreds of miles of our public highways, I cannot but be impressed with the vast extent of mileage and the service given to even remote communities. Everyone enjoys driving over these fine smooth roads, which we find everywhere, under either county, state or federal jurisdiction.

What comes to mind is, can we afford this vast expenditure of millions of dollars? As I witness the vast amounts now being expended in straightening out trunk lines, broadening the shoulders of the roadway, replacing good gravel roads with concrete pavement, it looks as though money was no object to the highway department. Recently I was in a locality where fifteen miles of roadway was being built along the shore of Lake Superior to connect Copper Harbor with Eagle Harbor. I was told nine hundred men were at work on this job, which was being financed by RFC funds, borrowed money. It was a scenic highway and much of it was blasted through the rocks. These two harbors are now connected with a good highway, though the distance is a few miles more, than by the new

route. Evidently the project was conceived to give men welfare work. In a way, this is a laudable thing to do.

The taxpayer is placed in a peculiar position. On one side he is faced with a deplorable taxation problem. On the other he is expected to care for the unemployed. Between the two he is up against a desperate situation. As one merchant told me recently, those upon the welfare are better situated than himself. When he has to deny himself actual needs, is it any wonder he sees a dark future when his tax load is being increased by money being borrowed to build scenic and luxurious highways, especially when times are hard and money scarce? It is fine to have these splendid highways, to have the roadside landscaped, flowers and trees planted to increase its beauty and to make travel a delight. For miles through the forests of the U.P., the underbrush has been removed and one would feel as though he were traveling through some great park. It is a delight, and no criticism is offered, except, can we afford it? It is fine for one to build a nice home for the family, but in doing so, one should determine the cost and whether he can afford what he would like. That is the big question, can our state afford the millions it has so rapidly expended for highways, much of which has been borrowed? The gas and automobile tax has brought in many millions of dollars. People have complained little about it until in recent years. However, these taxes go to make up the burdensome tax load. If one is heavily in debt, it would not be considered wise to go deeper into debt, even to give employment upon some project you did not need.

The unemployment situation has spurred up highway building and improvements all over the state. In the economy program of the state administration it was planned to lower taxes by building no further new highways until times improved and we could afford them. The unemployment situation has changed this. It is a class of work upon which all types of labor can be used. The big thing is to apply this labor efficiently in extending the mileage of good roads where it will best serve the people, rather than in building scenic highways and parks. We cannot look upon the unemployment situation as a blessing, because it is extending and beautifying our highways. It may mean prosperity for those in charge of this work, but it increases rather than lightens the taxpayer load. It is a tough problem at best and we should go back and consider the cause of this lamentable condition, which throws idle men and their families upon public charity, which can only be maintained by taxation.

This situation should arouse every citizen of the Nation to study the cause of our economic distress. President Roosevelt and his advisors planned the N.R.A. to arouse the people, in the hope it might bring business back to normal. The people have shown their faith in him and, no doubt, great good will be accomplished. A number of

times the President has called attention to the evils which have come to the Nation through the concentration of wealth in the control of a few. He has called attention to the violation of the anti-trust laws and has declared this law must be enforced against monopoly. He understands that the concentration of wealth by a few has thrown the business of the country out of economic balance, which brought on this depression. This is the major cause of the heavy welfare burden which has been placed upon the backs of the taxpayers. All are anxiously waiting for the President to begin action against the great monopolies which have caused our National distress.

Many will recall the experience of a former president, Theodore Roosevelt, who in the year 1907 undertook to bridle monopoly, which was then organizing the U. S. Steel Company. His efforts resulted in a National panic, caused by the closing of the banks of New York City, on order of J. P. Morgan and others. Teddy was unable to cope with the pirates. After this and other attempts to enforce the anti-trust laws, the Government gave up and monopoly grew rapidly. It is hoped the President will take a more decided stand than did his cousin. If it is necessary to use the army and navy to enforce the anti-trust law, it is hoped the President will do it. It is time to find out who is boss in the Nation, whether it is the President and Congress or the Rockafellows, Morgans and their cohorts. The people of this Nation should be the most happy and prosperous of any land. We have vast natural resources, the forests, mines, millions of acres of fertile soil and a healthful climate. We never had had a famine or pestilence. Our troubles are man-made. President Roosevelt says we must learn to "live and let live." We could do this were it not for the greedy few. We could pave all of our highways, provide parks and playgrounds throughout the Nation, pay off our National, state and local indebtedness, were it not for the greedy exploiters who harvest the wealth of labor and leave the people to care for the vast army of unemployed they have created.

E. B. Stebbins.

Items From the Cloverland of Michigan

Sault Ste. Marie, Aug. 28—The message sent out by General Hugh S. Johnson, telling what the Blue Eagle means to us and how to get it, is excellent. The Government is striving to have all employees join the movement by labor day and if you have not already signed, the message will tell you how you may get in step.

Well, if lunch clubs can't save the country, another kind of club has to be used.

Milo B. Welch, owner of the Welch tourist camp, one of the largest in the state, has been granted permission from the city commission to construct a dock opposite his camp grounds on Portage avenue, which may be used by small craft for the use of those staying at the camp.

Harvey Everett, for a number of years in charge of the D., S. S., & A. Railway boarding house at Soo Junction, has gone into business for himself, having purchased the refreshment

stand of Kid Parker on U. S. 42 at the top of Ashmun street hill at the forks of the road. Mr. Everett will be assisted by his wife, who is an excellent cook. They have many friends who wish them success in this new venture.

Hessel is to have a state landing field. Fifty members of the Civilian Conservation Corps arrived last week from Kinross to begin clearing the land. This emergency flying field will be a mile and a quarter north of Hessel. One hundred and sixty acres will be leveled off. The group has been stationed at C. C. camp Munuscong, near Kinross.

Ham Hamilton, of the Pickford Grocery Co., paid the Sault a visit last week, bringing in a truck load of farm products and taking back a load of merchandise.

Yesterday many were worrying about how long they would hold their jobs. To-day they are worrying about how soon they will get a raise.

The passing last week of Alexander Peterkin, brought to a close the first chapter of the Agricultural history of the Ransenville-Donaldson settlement. Mr. Peterkin was the last of the score or so of pioneer farmers who settled in the vicinity of Ransenville and Donaldson in the '70s of the last century. He took up a homestead at Donaldson in 1875 and lived there ever since. He was a success as a farmer and made many friends who were always glad to seek advice as to his success. He was a hard worker and honest in all his dealings. He kept his hands so occupied with his own affairs that he had no inclination to meddle in others. In his quiet, unobtrusive way, he set an example of clean and industrious living.

A politician thinks of the next election: a statesman of the next generation.

William G. Tapert.

Death of Popular Landlord

Reed City, Aug. 29—Floyd E. Doherty, who died to-day in a Chicago hotel, left here with his family Friday to attend the Century of Progress. They had planned to return home tomorrow.

Born in Clare, Mr. Doherty was graduated from Clare high school. He later attended Olivet college. He leaves a brother, Fred Doherty of Clare, proprietor of Hotel Doherty, and one sister, Mrs. William H. Bicknell of Clare.

Mr. Doherty was an influential member of the Hotel Greeters' Association, had served in active capacity on committees in the Michigan Hotel Association, and was a director of the Michigan Tourist and Resort Association. He purchased the Hotel King here in 1929 and refurbished it and partially remodeled the structure so that it is one of the finest hostels located in a city of this size in the state.

Since coming here he has served as secretary of the Reed City Hospital Association, during which tenure of office he was influential in putting the local hospital on a paying basis. He acted as president of the Reed City Community club for the year closing July, 1933. The body will be taken to Clare, where funeral services will be held.

Our point of view is property rather than life: A man gets a minute-trial in a police court if his liberty is at stake and an indefinite trial in a higher court if his property is at stake.

A new "electric broom" sweeps clean hard surfaces as well as rugs. It weighs 4¼ pounds, has a molded resin receptacle clipped to the handle into which dirt is filtered and compressed.

Nature has a way of exhibiting her allurements yet keeping a screen in front of the obstacles—it is well for progress that we know what is beyond the day.

DRUGS

Michigan Board of Pharmacy
 President—Earl Durham, Corunna.
 Vice-Pres.—M. N. Henry, Lowell.
 Other members of the Board—Norman Weess, Ewart; Frank T. Gillespie, St. Joseph; Victor C. Plaskowski, Detroit.
 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.
 Officers elected at the Jackson Convention of the M. S. P. A.
 President—Duncan Weaver, Fennville.
 First Vice-President—Paul Gibson, Ann Arbor.
 Second Vice-President—J. E. Mahar, Pontiac.
 Treasurer—Wm. H. Johnson, Kalamazoo.
 Secretary—R. A. Turrel, Crosswell.
 Executive Committee—A. A. Sprague, Ithaca; Leo J. LaCroix, Detroit; J. M. Ciechanowsky, Detroit; M. N. Henry, Lowell; Benj. Peck, Kalamazoo; J. E. Mahar, Pontiac.

Which is Blacker—the Kettle or the Pot?

There is a chain in drug therapy which is no stronger than its weakest link. We begin with the manufacturer—he must make honest materials and must supervise the labeling. He stakes his reputation on the goods that leave his premises. The jobber to whom he entrusts his honestly made and labeled drugs must offer responsible distribution. He must be prepared to respond to calls for large or small amounts of the drugs which the manufacturer so painstakingly delivered to his door. Next in our chain is the prescribing physician. He must have made his examination of the patient and decided what medication that patient needs at that moment. He writes his order on the basis of freshly prepared, fully potent drugs. His doses may border close on the limit of tolerance for the patient. Or they may be very small depending on the fact that evaporation of the alcoholic menstruum has not taken place since the manufacturer prepared it for the jobber to distribute. So we reach the pharmacist link in our chain. He has depended upon the jobber to deliver his estimated quantity of potent, recently prepared, accurately labeled drugs. He stores them under proper precautions awaiting the order of his friend the dispensing physician. The pharmacist must be upright; he is under state supervision. Periodically, inspectors visit him under the guise of innocent purchasers and ask for common or rare drugs which are tested for purity and concentration. Woe to the pharmacist who delivers substitutes or sub-official strength drugs. All of this, has but one conclusion. The final link in the chain is the patient, the ultimate consumer. He should have effective medication. It is to that end, that there is honest manufacture, reputable distribution, truthful prescribing, and upright dispensing.

This must be old stuff to most readers. Perhaps, few have troubled to reach this far in our presentation. What is it all about, some may question. What is the idea?

The idea is simple—some smart aleck has thought up a scheme which destroys the efforts of all the people pledged to create effective medication for the patient. And further, this scheme takes advantage of the good will of the manufacturer. Not only is there negative destructive effort, but

positive loss. Let us explain: The manufacturer seeks good will. He wants to aid the jobber and the pharmacist. Detail men call upon physicians and explain the action of old or new remedies which the manufacturer prepares for the patient. Word of mouth explanation is often not enough. The physician wants to try it out himself, and he receives a liberal sample. Or else, the manufacturer mails the physician a sample with a booklet describing the approved uses. Several things may happen. The physician may be out of practice or he may have a practice restricted to a type of patient for which the sample of medicament is of no earthly use. Or, the physician may never see the sample because the office secretary doesn't want to waste his time with parcel post or unsealed mail. There is another possibility. The manufacturer in good faith has printed a return coupon or sent a postage post-paid card to the doctor's office as part of a magazine advertisement or in an explanatory letter. The office attendant, clerk, nurse, wife maybe, has filled in the doctor's name and address for the sample. Be it as it may, the sample is in the doctor's office. The legitimate uses thereof do not concern us at this writing. We stress one shortsighted and foolhardy use of that sample. Its sale to a peddler!

Yes, it has come to this! An auto mechanic out of work had a relative who owned a pharmacy shop. The pharmacist wanted to be of help and offered the auto mechanic a job around the drug store. I suppose the fellow cleaned up the floor, delivered errands, washed the windows and other chores. In time, he learned the names and prices of popular items. He also found which were sent as samples to physicians' offices. He knew the price his pharmacist relatively paid the reputable jobber. He found some person in a doctor's office who was willing for some consideration, or perhaps in lieu of a tip to give him the sample for which there was a retail sale value. And it became a business. This auto mechanic has his route which he keeps as faithfully as the representative of the manufacturer who leaves the samples. What is more, there are others—auto mechanics and shoe salesmen, with perhaps one or more renegade pharmacists, who have made it their business. It is not possible to give the exact number engaged in this rush for samples. It is said that there is a syndicate, for sample buying has become big business, with a warehouse.

So much for the buying of samples. Some one in the office of the doctor is guilty there. It may be the physician—or it may be the cleaning woman who empties the trash basket. There is a source of samples—it must be the physician to whom the sample is sent.

But there must be a purchaser of that sample. The auto mechanic sold his collection to his relative. But there must be other druggists who are willing to purchase at half the jobber's price. Willing to assume that the sample which has been lying around the physician's office has not been tampered with, opened and refilled. Willing to assume that the peddler actually purchased the sample originally. Willing to assume that the potency remained

even if the bottle or carton was as originally sent from the manufacturer.

It must be obvious that even if the eventualities mentioned did not exist, the potentialities did!

The chain in drug therapy is no stronger than its weakest link. The pharmacist who lends himself to this scheme of petty larceny breaks the chain and discredits drug therapy. If he did not buy, there would be no reason for the peddler to buy.

Some other angles to this scheme. The manufacturer will very shortly refuse to send samples in stock sizes, or he will go to the extra expense and mark his samples, where it is possible, to positively identify them. The quantity submitted to the physician will be so small as to make proper trial impossible by the physician anxious to do so, yet so small as to make collection with ultimate resale non profitable. One step more—the manufacturer may refuse to send any samples!

The patient who is given sample drugs in whole or in part for the prescription he brings the druggist is the one who is cheated. As the practice grows, if it does, it will furnish another legitimate excuse for more physicians to dispense their medication in the office. The pitfalls of dispensing need not be reviewed; they are too well known. But, there must be honest compensations, and if the physician fears sample introduction he will stop writing prescriptions.

The evil of sample selling can be cured by one measure and one alone. Publicity. Washing the dirty linen of the allied professions in public is bad, unless the results warrant the end. This is a case in point. Stop this habit now. It requires no new laws. It needs no new commission. It needs no new police. It is wrong. It is shortsighted. It ultimately destroys the organization which fosters it.

Honest manufacturers, reputable distributors, truthful prescribers, and upright dispensers must unite in destroying this cancer. The integrity of the prescription must and will be maintained.

Drug Code Under Consideration

A Washington dispatch dated Aug. 28 is as follows:

A drug code, was considered today along with the general proposed agreement, but it appeared likely that the provision in the drug code which sought to prevent retailers from cutting the price of trade-marked items more than 21 per cent of the manufacturers retail price would be greatly modified or entirely eliminated.

This provision meant that if a manufacturer marked an article to sell at \$1 no retailer could sell it for less than 79 cents, or 21 per cent. under the declared retail price. This compared with a provision in the general retail code that set prices at not less than the net invoice or current market price, plus 10 per cent. Whiteside said the drug provision amounted to about 16 per cent. above the invoice cost.

Whiteside said such a provision probably would have to be in all retail codes, or the master code, if the different trades were to operate on the same competitive price basis. From sources close to the trade associations involved, it was learned that trades other than drug would object strenuously to the drug provision.

Men must try and try again. They must suffer the consequences of their own mistakes and learn by their own failures and their own successes.

School Supplies

Pen and Pencil Tablets, Erasers, Note Books, Theme Books, Spelling Blanks, Composition Books, Ring Binders, Note Book Covers, Compasses, Dividers, Slates, Crayons, Pencils, Penholders, Watercolor Paints, Note Book Fillers, Inks, Mucilage, Liquid Pastes, Fountain Pens, Construction Paper, Extra Leads, Chalks, Pencil Sets, Artist's Brushes, Rulers, Blackboard Erasers, Thumb Tacks, Protractors, etc. Most complete line ever shown, all on display in our sample room. Come Look Them Over — PRICED RIGHT.

Hazeltine & Perkins Drug Co.
 Grand Rapids
 Michigan

Written Contracts vs. Oral Warranties of Salesmen

It is well settled in law, that a written contract for the purchase of goods cannot be changed or voided by oral representations or warranties alleged to have been made before the written contract was signed. In such a situation, the parties will be deemed to have expressed their intentions in the writing, and their rights and liabilities will be governed thereby.

This point frequently arises in cases where merchants sign orders for goods, and thereafter seek to avoid them by setting up non-compliance of the seller with alleged oral representations of the salesman taking the order. But, in the absence of a showing of fraud the courts quite uniformly refuse to hear evidence of the alleged oral representations, and hold the parties to the terms of the writing. Now for an illustration of judicial reasoning on this question.

In a recent case of this character, a merchant signed an order for certain goods. The order contained, among other things, the following stipulations:

"This order subject to approval of Home Office. We are manufacturers exclusively and no contracts for the application of our products are authorized by us. This order is not subject to countermand unless so specified on order. This order is not sold on consignment or approval. No agreements recognized unless incorporated in writing on original and duplicate orders."

The order involved a shipment of roofing material that was manufactured by the seller. The same goods arrived, and the merchant refused to accept same on the ground that the salesman who took the order gave certain guarantees, and also represented that his company would send an experienced man to demonstrate the application of the material.

The selling company denied that it was bound by any such representations, since they did not appear in the written order and set up that it had no knowledge of them if they were made. And, in support of its position, it pointed to the terms of the written contract as it has been quoted from heretofore.

Upon the failure of the parties to adjust their differences, the selling company sued the merchant for the amount of the shipment. The merchants beat the case in the lower court. The selling company thereupon appealed, and the higher court in reversing the judgment and in ordering judgment for the selling firm, in part, said:

"The written order which was signed by the (merchant), and which he had every opportunity to read and understand, expressly provided that it was subject to the approval of the (seller's) home office, and that contracts for the application of the materials purchased would not be recognized by it. It was further expressly provided in the order that no agreements would be recognized unless incorporated in writing on the original and duplicate thereof

"In the face of these written stipulations of the contract, it cannot be avoided by reason of any oral representations of the (salesman) that an experienced roofing man would be fur-

nished to make application of the materials. ***

"Since the order procured by the (salesman) expressly provided that it should not become effective, as a contract, until approved by his principal, and also provided that no agreements would be recognized unless incorporated in writing on the order, the purchaser cannot avoid the contract because of oral representations of the (salesman) in reference to the guaranty of which the principal had no knowledge or notice. *** Reversed and judgment here for (seller) for amount sued for."

The foregoing case illustrates the application of a rule of business law that is frequently overlooked by retail merchants in the ordering of goods. And, as a consequence, situations of this kind are prolific of after dispute and litigation. Disputes which, in most cases, would be avoided if the merchant was mindful of the fact that the terms of a written contract cannot be enlarged by oral representations made before or at the time the writing is executed.

By the same token, a merchant ordering goods may well insist that every material representation of the salesman be written into the order before it is signed. This in simple fairness to both himself and the salesman's employer. For, otherwise, the latter may have no knowledge of representations made, and, as we have seen, will not ordinarily be bound thereby unless they appear in the order. A nice point this, and, if kept in mind when goods are being ordered, it will constitute the best kind of insurance against after dispute over the terms of an order.

A Business Man's Philosophy

Occasionally, every one faces the problem of meeting a friend who has suffered a reversal, humiliation, bereavement, or similar tragedy.

Many people think that the kind thing to do is to avoid mention of the subject, but conscious silence on a trouble that is uppermost in the mind is painful.

Heywood Brown says he once talked to a woman whose husband had committed suicide. Some friends came to call next day, and she told Mr. Brown: "It was horrible. They wanted to be kind, so they just talked about indifferent things and never even mentioned Fred's name or what had happened. And the more they kept not mentioning it the more I thought about it. You know it almost seemed as if the coffin was right there in the room between us."

An executive had the unpleasant duty of retiring an old employee of a company. They had been fast friends for many years. The executive could not bring himself to the task of facing his friend with the bad news, so he had his secretary write a curt note. This procedure ruined the friendship, quite unnecessarily.

Few people care to discuss personal troubles except with friends. But friends do each other a disservice when they keep silent. William Feather.

The best thing about a popular song is that it isn't popular very long.

WHOLESALE DRUG PRICE CURRENT

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

ACID		GUM	
Acetic, No. 8, lb.	06 @ 10	Aloes Barbadoes, so called, lb. gourds	@ 60
Boric, Powd., or Xtal, lb.	08 1/2 @ 20	Powd., lb.	35 @ 45
Carbolic, Xtal, lb.	36 @ 43	Aloes, Socotrine, lb.	@ 75
Citric, lb.	35 @ 45	Powd., lb.	@ 80
Muriatic, Com'l., lb.	03 1/2 @ 10	Arabic, first, lb.	@ 40
Nitric, lb.	09 @ 15	Arabic, sec., lb.	@ 30
Oxalic, lb.	15 @ 25	Arabic, sorts, lb.	15 @ 25
Sulphuric, lb.	03 1/2 @ 10	Arabic, Gran., lb.	@ 35
Tartaric, lb.	35 @ 45	Arabic, P'd, lb.	25 @ 35
ALCOHOL		Asafoetida, lb.	47 @ 50
Denatured, No. 5 gal.	44 @ 55	Asafoetida, Po., lb.	75 @ 82
Grain, gal.	4 00 @ 50	Guaiac, lb.	@ 70
Wood, gal.	50 @ 60	Guaiac, powd., lb.	@ 75
ALUM-POTASH, USP		Kino, lb.	@ 90
Lump, lb.	05 @ 13	Kino, powd., lb.	@ 100
Powd. or Gra., lb.	05 1/4 @ 13	Myrrh, lb.	@ 60
AMMONIA		Myrrh Pow., lb.	@ 75
Concentrated, lb.	06 @ 18	Shellac, Orange, lb.	15 @ 25
4-F, lb.	05 1/2 @ 13	Ground, lb.	15 @ 25
3-F, lb.	05 1/2 @ 13	Shellac, white, (bone dr'd) lb.	35 @ 45
Carbonate, lb.	20 @ 25	Tragacanth, No. 1, lbs.	1 60 @ 2 00
Muriate, Lp., lb.	18 @ 30	No. 2, lbs.	1 50 @ 1 75
Muriate, Gra., lb.	08 @ 18	Pow., lb.	1 25 @ 1 50
Muriate, Po., lb.	20 @ 30	HONEY	
ARSENIC		Pound	25 @ 40
Pound	07 @ 20	HOPS	
BALSAMS		1/2s Loose, Pressed, lb.	@ 1 25
Copaiba, lb.	60 @ 1 40	HYDROGEN PEROXIDE	
Fir, Cana., lb.	2 00 @ 2 40	Pound, gross	25 00 @ 27 00
Fir, Oreg., lb.	50 @ 1 00	1/2 lb., gross	15 00 @ 16 00
Peru, lb.	1 70 @ 2 20	1/4 lb., gross	10 00 @ 10 50
Tolu, lb.	1 50 @ 1 80	INDIGO	
BARKS		Madras, lb.	2 00 @ 2 25
Cassia, Ordinary, lb.	@ 30	INSECT POWDER	
Ordin., Po., lb.	25 @ 35	Pure, lb.	31 @ 41
Saigon, lb.	@ 40	LEAD ACETATE	
Saigon, Po., lb.	50 @ 60	Xtal, lb.	17 @ 25
Elm, lb.	40 @ 50	Powd. & Gran., lb.	25 @ 35
Elm, Powd., lb.	38 @ 45	LICORICE	
Elm, G'd, lb.	38 @ 45	Extracts, sticks, per box	1 50 @ 2 00
Sassafras (P'd lb.)	45 @ 35	Lozenges, lb.	40 @ 50
Soapree, cut, lb.	20 @ 30	Wafers, (24s) box	@ 1 50
Soapree, po., lb.	35 @ 40	LEAVES	
BERRIES		Buchu, lb., short	@ 60
Cubeb, lb.	@ 75	Buchu, lb., long	@ 70
Cubeb, po., lb.	10 @ 20	Buchu, P'd, lb.	@ 30
Juniper, lb.	10 @ 20	Sage, bulk, lb.	25 @ 30
BLUE VITRIOL		Sage, loose pressed 1/2s, lb.	@ 40
Pound	06 @ 15	Sage, ounces	@ 85
BORAX		Sage, P'd & Grd.	@ 35
P'd or Xtal, lb.	06 @ 13	Senna, Alexandria, lb.	35 @ 40
BRIMSTONE		Tinnevela, lb.	20 @ 30
Pound	04 @ 10	Powd., lb.	25 @ 35
CAMPOR		Uva Ursi, lb.	@ 31
Pound	55 @ 75	Uva Ursi, P'd, lb.	@ 45
CANTHARIDES		LIME	
Russian, Powd.	@ 3 50	Chloride, med., dz.	@ 85
Chinese, Powd.	@ 2 00	Chloride large, dz.	@ 1 45
CHALK		LYCOPodium	
Crayons, White, dozen	@ 3 60	Pound	45 @ 60
Dustless, doz.	@ 6 00	MAGNESIA	
French Powder, Com'l., lb.	03 1/2 @ 10	Carb., 1/2s, lb.	@ 30
Precipitated, lb.	12 @ 15	Carb., 1/16s, lb.	@ 32
Prepared, lb.	14 @ 16	Carb., P'd, lb.	15 @ 25
White, lump, lb.	03 @ 10	Oxide, Hea., lb.	@ 75
CAPSICUM		Oxide, light, lb.	@ 75
Pods, lb.	60 @ 70	MENTHOL	
Powder, lb.	62 @ 75	Pound	5 00 @ 5 60
CLOVES		MERCURY	
Whole, lb.	30 @ 40	Pound	1 25 @ 1 35
Powdered, lb.	35 @ 45	MORPHINE	
COCAINE		Ounces	@ 11 80
Ounce	12 68 @ 14 85	1/2s	@ 13 96
COPPERAS		MUSTARD	
Xtal, lb.	03 1/4 @ 10	Bulk, Powd., select, lb.	45 @ 50
Powdered, lb.	04 @ 15	No. 1, lb.	25 @ 35
CREAM TARTAR		NAPHTHALINE	
Pound	23 @ 36	Balls, lb.	07 @ 12
CUTTLEBONE		Flake, lb.	07 @ 12
Pound	40 @ 50	NUTMEG	
DEXTRINE		Pound	@ 40
Yellow Corn, lb.	06 1/2 @ 15	Powdered, lb.	@ 50
White Corn, lb.	07 @ 15	NUX VOMICA	
EXTRACT		Pound	@ 25
Witch Hazel, Yel-low Lab., gal.	99 @ 1 82	Powdered, lb.	15 @ 25
Licorice, P'd, lb.	50 @ 60	OIL ESSENTIAL	
FLOWER		Almond, Bit., true, ozs.	@ 50
Arnica, lb.	50 @ 55	Bit., art., ozs.	@ 30
Chamomile, German, lb.	35 @ 45	Sweet, true, lb.	1 25 @ 1 80
Roman, lb.	@ 90	Sw't, art., lbs.	1 00 @ 1 25
Saffron, American, lb.	50 @ 55	Amber, crude, lb.	71 @ 1 40
Spanish, ozs.	@ 1 65	Amber, rect., lb.	1 30 @ 2 00
FORMALDEHYDE, BULK		Anise, lb.	1 00 @ 1 60
Pound	09 @ 20	Bay, lb.	4 00 @ 4 25
FULLER'S EARTH		Bergamot, lb.	3 00 @ 3 60
Powder, lb.	05 @ 10	Cajeput, lb.	1 50 @ 2 00
GELATIN		Caraway S'd, lb.	2 80 @ 3 40
Pound	55 @ 65	Cassia, USP, lb.	2 10 @ 2 60
GLUE		Cedar Leaf, lb.	1 50 @ 2 00
Brok., Bro., lb.	20 @ 30	Cedar Leaf, Com'l., lb.	1 00 @ 1 25
Gro'd, Dark, lb.	16 @ 22	Citronella, lb.	1 05 @ 1 40
Whi. Flake, lb.	27 1/2 @ 35	Cloves, lb.	1 75 @ 2 25
White G'd, lb.	25 @ 35	Croton, lbs.	4 00 @ 4 60
White AXX light, lb.	@ 40	Cubeb, lb.	4 25 @ 4 80
Ribbon	42 1/2 @ 50	Erigeron, lb.	2 70 @ 3 35
GLYCERINE		Eucalytus, lb.	95 @ 1 60
Pound	14 1/2 @ 35	Fennel	2 00 @ 2 60
		Hemlock, Pu., lb.	1 55 @ 2 20
		Heml'k Com., lb.	1 00 @ 1 25
		Juniper Ber., lb.	3 00 @ 3 20
		Junip'r W'd, lb.	1 50 @ 1 75
		Lav. Flow., lb.	3 50 @ 4 00
		Lav. Gard., lb.	1 25 @ 1 50
		Lemon, lb.	1 75 @ 2 25
		Mustard, true, ozs.	@ 1 50
		Mustard art., ozs.	@ 35
		Orange, Sw., lb.	3 00 @ 3 25
		Origanum, art, lb.	1 00 @ 1 20
		Pennyroyal, lb.	2 75 @ 3 20
		Peppermint, lb.	4 75 @ 5 40
		Rose, dr.	@ 2 50
		Rose, Geran., ozs.	50 @ 95
		Rosemary Flowers, lb.	1 00 @ 1 50
		Sandalwood, E. I., lb.	8 00 @ 8 60
		W. I., lb.	4 50 @ 4 75
		Sassafras, true, lb.	1 60 @ 2 20
		Syn., lb.	85 @ 1 40
		Spearment, lb.	2 00 @ 2 40
		Tansy, lb.	3 50 @ 4 00
		Thyme, Red, lb.	1 50 @ 2 00
		Thyme, Whi., lb.	1 75 @ 2 40
		Wintergreen Leaf, true, lb.	5 40 @ 6 00
		Birch, lb.	3 50 @ 4 00
		Syn.	75 @ 1 20
		Wormseed, lb.	3 50 @ 4 00
		Wormwood, lb.	4 50 @ 5 00
OILS HEAVY		Castor, gal.	1 15 @ 1 35
		Cocunut, lb.	22 1/2 @ 35
		Cod Liver, Norwegian, gal.	1 00 @ 1 50
		Cot. Seed, gal.	85 @ 1 00
		Lard, ex., gal.	1 55 @ 1 65
		Lard No. 1, gal.	1 25 @ 1 40
		Linseed, raw, gal.	1 50 @ 1 00
		Linseed, boil., gal.	88 @ 1 03
		Neatsfoot, extra, gal.	80 @ 1 00
		Olive, Malaga, gal.	2 50 @ 3 00
		Pure, gal.	3 00 @ 3 50
		Sperm, gal.	1 25 @ 1 50
		Tanner, gal.	75 @ 90
		Tar gal.	50 @ 65
		Whale, gal.	@ 2 00
OPIUM		Gum, ozs., \$1.40; lb.	17 50 @ 20 00
		Powder, ozs., \$1.40; lb.	17 50 @ 20 00
		Gran., ozs., \$1.40; lb.	17 50 @ 20 00
PARAFFINE		Pound	06 1/2 @ 15
PEPPER		Black, grd., lb.	25 @ 35
		Red, grd., lb.	45 @ 55
		White, grd., lb.	40 @ 45
PITCH BURGUNDY		Pound	20 @ 25
PETROLATUM		Amber, Plain, lb.	12 @ 17
		Amber, Carb., lb.	14 @ 19
		Cream Whi., lb.	17 @ 22
		Lily White, lb.	20 @ 25
		Snow White, lb.	22 @ 27
PLASTER PARIS DENT'L		Barrels	@ 5 75
		Less, lb.	03 1/2 @ 08
POTASSA		Caustic, st'ks, lb.	55 @ 88
		Liquor, lb.	@ 40
POTASSIUM		Acetate, lb.	60 @ 56
		Bicarbonate, lb.	30 @ 35
		Bichromate, lb.	15 @ 25
		Bromide, lb.	51 @ 72
		Carbonate, lb.	30 @ 35
		Chlorate, Xtal, lb.	17 @ 23
		Powd., lb.	17 @ 23
		Gran., lb.	21 @ 28
		Iodide, lb.	3 36 @ 3 59
		Permanganate, lb.	22 1/2 @ 35
		Prussiate, Red lb.	80 @ 90
		Yellow, lb.	50 @ 60
QUASSIA CHIPS		Pound	25 @ 30
		Powd., lb.	35 @ 40
QUININE		5 oz. cans, ozs.	@ 66
SAL		Epsom, lb.	03 1/4 @ 10
		Glaubers, Lump, lb.	03 @ 10
		Gran., lb.	03 1/2 @ 10
		Nitre, Xtal or Powd., lb.	10 @ 16
		Gran., lb.	09 @ 16
		Rochelle, lb.	17 @ 30
		Soda, lb.	02 1/2 @ 08
SODA		Ash	03 @ 10
		Bicarbonate, lb.	03 1/2 @ 10
		Caustic, Co'l., lb.	08 @ 15
		Hypophosphite, lb.	05 @ 10
		Phosphate, lb.	23 @ 28
		Sulphite, Xtal, lb.	07 @ 12
		Dry, Powd., lb.	12 1/2 @ 20
		Silicate, Sol., gal.	40 @ 50

GROCERY PRICE CURRENT

The prices quoted in this department are not cut prices. They are regular quotations such as jobbers should receive for standard goods. Because of present day uncertainties, sharp buyers who are in good credit may sometimes be able to induce the jobber to shade some of the quotations, but we prefer to quote regular prices on regular goods, because cut prices obtained by duress or under force of circumstances never accurately represent the actual condition of the market, which is the proper province of this publication.

ADVANCED

Sauerkraut
Raisins
Corn
Rice
F. B. Soap

DECLINED

AMMONIA

Parsons 32 oz. 3 35
Parsons 10 oz. 2 70
Parsons 6 oz. 1 80
Little Bo Peep, med. 1 35
Little Bo Peep, lge. 2 25
Quaker, 32 oz. 2 10

APPLE BUTTER

Table Belle, 12-36 oz.,
doz. 1 90

BAKING POWDERS

Royal, 2 oz., doz. 93
Royal, 4 oz., doz. 1 80
Royal, 6 oz., doz. 2 20
Royal, 12 oz., doz. 4 37
Royal, 2 1/2 lbs., doz. 13 75
Royal, 5 lbs., doz. 24 50



BREAKFAST FOODS

Kellogg's Brands
Corn Flakes, No. 136 2 50
Corn Flakes, No. 124 2 50
Fep, No. 224 2 15
Fep, No. 250 1 05
Krumbles, No. 412 1 40
Bran Flakes, No. 624 1 90
Bran Flakes, No. 650 55
Rice Krispies, 6 oz. 2 25
Rice Krispies, 1 oz. 1 10
All Bran, 16 oz. 2 25
All Bran, 10 oz. 2 70
All Bran, 3 1/2 oz. 1 16
Kaffe Hag, 6 1-lb. cans 2 57
Whole Wheat Fla. 24s 1 85
Whole Wheat Bis., 24s 2 30

Post Brands
Grapenut Flakes, 24s 2 00
Grape-Nuts, 24s 3 95
Grape-Nuts, 50s 1 45
Instant Postum, No. 8 5 40
Instant Postum, No. 10 4 50
Postum Cereal, No. 0 2 25
Post Toasties, 36s 2 50
Post Toasties, 24s 2 50
Post Bran, PBF 24 2 95
Post Bran, PBF 36 2 95
Sanka 6-1 lb. 2 57

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

BROOMS
Quaker, 5 sewed 6 75
Warehouse 6 25
Rose 2 30
Winner, 5 sewed 5 00
Whisk, No. 3 2 25

BRUSHES

Scrub
10 oz., 4 doz. in case 3 40
15 oz., 4 doz. in case 5 00
25 oz., 4 doz. in case 8 40
50 oz., 2 doz. in case 7 00
5 lb., 1 doz. in case 6 00
10 lb., 1/2 doz. in case 5 75

BLEACHER CLEANSER

Clorox, 16 oz., 24s 3 25
Clorox, 22 oz., 12s 3 00
Lizzie, 16 oz., 12s 2 15

BLUING

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

BEANS and PEAS

100 lb. bag
Dry Lima Beans, 100 lb. 7 50
White H'd P. Beans 4 35
Split Peas, Yell., 60 lb. 3 95
Split Peas, Gr'n, 60 lb. 5 80
Scotch Peas, 100 lb.

BURNERS

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

BOTTLE CAPS

Dbl. Lacquer, 1 gross
pkg., per gross 15

Pears

Pride of Mich. No. 2 1/2 2 25

Black Raspberries
No. 2 2 60
Pride of Mich. No. 2 1 60

Red Raspberries
No. 2 2 25
No. 1 1 25
Marcellus, No. 2 1 70

Strawberries
No. 2 3 00
8 oz. 1 20
Marcellus, No. 2 1 45

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35
Clam Chowder, No. 2 2 75
Clams, Steamed No. 1 2 75
Clams, Minced, No. 1/2 2 40
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small 1 35
Cod Fish Cake, 10 oz. 1 55
Cove Oysters, 5 oz. 1 35
Lobster, No. 1/4 1 85
Shrimp, 1, wet 1 45
Sard's, 1/4 Oil, k'less 3 35
Sardines, 1/4 Oil, k'less 3 35
Salmon, Red Alaska 2 10
Salmon, Med. Alaska 1 70
Salmon, Pink, Alaska 1 45
Sardines, 1/4 ea. 6@11
Sardines, Cal. 97 1/2
Tuna, 1/2 Van Camps, doz. 1 45
Tuna, 1/4s, Van Camps, doz. 1 35
Tuna, 1s, Van Camps, doz. 3 60
Tuna, 1/2s, Chicken Sea, doz. 1 85

CANNED MEAT

Bacon, med., Beechnut 1 71
Bacon, lge., Beechnut 2 43
Beef, lge., Beechnut 3 51
Beef, med., Beechnut 2 07
Beef, No. 1, Corned 1 95
Beef, No. 1, Roast 1 95
Beef, 2 1/2 oz., Qua., Sli. 1 35
Beef, 4 oz. Qua., sli. 2 25
Beefsteak & Onions, s. 2 70
Chili Con Car., 1s 1 05
Deviled Ham, 1/4s 1 15
Deviled Ham, 1/2s 2 15
Potted Beef, 4 oz. 1 10
Potted Meat, 1/4 Libby 45
Potted Meat, 1/2 Libby 75
Potted Meat, 1/2 Qua. 55
Potted Ham, Gen. 1/4 1 45
Vienna Saus., No. 1/2 1 00
Vienna Sausage, Qua. 80
Veal Loaf, medium 2 25

Baked Beans

Campbells 48s 2 35

CANNED VEGETABLES

Hart Brand

Asparagus
Natural, No. 2 3 90
Tips & Cuts, No. 2 2 25
Tips & Cuts, 8 oz. 1 35

Baked Beans

1 lb. Sacc, 36s, cs. 1 75
No. 2 1/2 Size, doz. 1 05
No. 10 Sauce 4 00

Lima Beans

Little Quaker, No. 10 8 25
Baby, No. 2 1 60
Pride of Mich. No. 2 1 35
Marcellus, No. 10 6 50

Red Kidney Beans

No. 10 4 60
No. 2 90
8 oz. 45

String Beans

Choice, Whole, No. 2 1 60
Cut, No. 10 7 25
Cut, No. 2 1 35
Pride of Michigan 1 15
Marcellus Cut, No. 10 6 00

Wax Beans

Choice, Whole, No. 2 1 60
Cut, No. 10 7 25
Cut, No. 2 1 35
Pride of Mich., No. 2 1 15
Marcellus Cut, No. 10 5 50

Beets

Extra Small, No. 2 2 00
Fancy Small, No. 2 1 75
Pride of Mich., No. 2 1 35
Hart Cut, No. 10 4 00
Hart Cut, No. 2 85
Marcel. Whole, No. 2 1 35
Hart Diced, No. 2 90

Carrots

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

Corn

Golden Ban., No. 2 1 30
Golden Ban., No. 10 10 00
Little Quaker, No. 1 90
Country Gen., No. 2 1 20
Pride of Mich., No. 1 80
Marcellus, No. 2 1 05
Fancy Crosby, No. 2 1 15
Fancy Crosby, No. 10 6 50
Whole Grain, 6 Ban-
tam, No. 2 1 45

Peas

Little Dot, No. 2 2 15
Sifted E. June, No. 10 9 50
Sifted E. June, No. 2 1 75
Marcel., Sw. W. No. 2 1 45
Marcel., E. June, No. 2 1 35
Marcel., E. Ju., No. 10 7 50

Pumpkin.

No. 10 4 75
No. 2 1 30

Sauerkraut

No. 10 4 25
No. 2 1 25
No. 2

Spinach

No. 2 1/2 2 25
No. 2 1 80

Squash

Boston, No. 3 1 35

Succotash

Golden Bantam, No. 2 1 75
Hart, No. 2 1 55
Pride of Michigan 1 15

Tomatoes

No. 10 5 25
No. 2 1 80
No. 2 1 40
Pride of Mich., No. 2 1 35
Pride of Mich., No. 2 1 10

Tomato Juice

Hart, No. 10

CATSUP

Sniders, 8 oz. 95
Sniders, 14 oz. 1 55
Sniders, 8 oz. doz. 95
Sniders, 14 oz. doz. 1 55
Quaker, 8 oz. doz. 1 05
Quaker, 14 oz. doz. 1 25

CHILI SAUCE

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

OYSTER COCKTAIL

Sniders, 11 oz. 2 00

CHEESE

Roquefort 72
Wisconsin Daisy 14 1/2
Wisconsin Twin 14
New York June 24
Sap Sago 44
Brick 18
Michigan Flats 13
Michigan Daisies 13
Wisconsin Longhorn 14
Imported Leyden 25
1 lb. Limberger 25
Imported Swiss 25
Kraft, Pimento Loaf 23
Kraft, American Loaf 21
Kraft, Brick Loaf 21
Kraft, Swiss Loaf 21
Kraft, Old End. oaf 33
Kraft, Pimento, 1/2 lb. 1 60
Kraft, American, 1/2 lb. 1 60
Kraft, Brick, 1/2 lb. 1 60
Kraft, Limbur., 1/2 lb. 1 60

CHEWING GUM

Adams Black Jack 67
Adams Dentyne 67
Beeman's Pepsin 67
Beechnut Peppermint 67
Doublemint 67
Peppermint, Wrigleys 67
Spearment, Wrigleys 67
Juicy Fruit 67
Wrigley's P-K 67
Teaberry 67

CHOCOLATE

Baker, Prem., 6 lb. 1/2 2 50
Baker, Pre., 6 lb. 3 oz. 2 42

CLOTHES LINE

Riverside, 50 ft. 2 20
Cupples Cord 2 30

COFFEE ROASTED

Lee & Cady

1 lb. Package
Arrow Brand 21 1/2
Boston Breakfast 23 1/2
Breakfast Cup 21 1/2
Competition 16
J. V. 19 1/2
Majestic 29 1/2
Morton House 31
Nedrow 26 1/2
Quaker, in cartons 21 1/2

McLaughlin's Kept-Fresh



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

CONDENSED MILK

Eagle, 2 oz., per case 4 60

EVAPORATED MILK

Quaker, Tall, 10 1/2 oz. 2 85
Quaker, Baby, 4 doz. 1 43
Quaker, Gallon, 1/2 dz. 2 85
Carnation, Tall, 4 doz. 2 95
Carnation, Baby, 4 dz. 1 48
Oatman's D'dee, Tall 2 95
Oatman's D'dee, Baby 1 48
Pet, Tall 2 95
Pet, Baby, 4 dozen 1 45
Borden's, Tall, 4 doz. 2 95
Borden's, Baby, 4 doz. 1 48

CIGARS

Hemt. Champions 38 50
Webster Cadillac 75 00
Webster Golden Wed. 75 00
Websterettes 38 50
Cincos 38 50
Garcia Grand Babies 38 50
Bradstreets 38 50
La Palena Senators 75 00
Odins 38 50
R G Dun Boquet 75 00
Perfect Garcia Subl. 95 60
Budwiser 19 70
Tango Pantellas 13 00
Hampton Arms Jun'r 37 50
Trojan 35 00
Rancho Coronado 35 00
Kenway 20 00

CONFECTIONERY

Stick Candy

Pails
Pure Sugar Sticks-600c 3 90
Big stick, 28 lb. case 16
Horehound Stick, 120s 75

Mixed Candy

Kindergarten 14
Leader 09 1/2
French Creams 11 1/2
Paris Creams 12
Jupiter 09
Fancy Mixture 14

Fancy Chocolate

5 lb. boxes
Bittersweets, Ass'ted. 1 20
Nibble Sticks 1 50
Chocolate Nut Rolls 1 50
Lady Vernon 1 15
Golden Klondikes 1 05

Gum Drops

Cases
Jelly Strings 14
Tip Top Jellies 09 1/2
Orange Slices 09 1/2

Lozenges

Pails
A. A. Pep. Lozenges 13
A. A. Pink Lozenges 13
A. A. Choc. Lozenges 13
Motto Hearts 13
Malted Milk Lozenges 19

Hard Goods

Pails
Lemon Drops 12
O. F. Horehound Drops 12
Anise Squares 13
Peanut Squares 13

Cough Drops

Bxs.
Smith Bros. 1 45
Luden's 1 45
Vick's, 40/10c 2 40

Specialties

Italian Bon Bons 16
Banquet Cream Mints 17
Handy Packages, 12-10c 80

COUPON BOOKS

50 Economic grade 2 50
100 Economic grade 4 50
500 Economic grade 20 00
1000 Economic grade 37 50
Where 1,000 books are
ordered at a time, special-
ly printed front cover is
furnished without charge.

CREAM OF TARTAR

6 lb. boxes 42

DRIED FRUITS

Apples
N. Y. Fcy., 50 lb. box 13
N. Y. Fcy., 14 oz. pkg. 16

Apricots

Evaporated, Choice 14 1/2
Evaporated, Ex. Choice 16 1/2
Fancy 16 1/2
Ex. Fancy Moorpack

Citron

10 lb. box 24

[illegible]

Free Run'g, 32, 26 oz.	2 40
Five case lots	2 30
Iodized, 32, 26 oz.	2 40
Five case lots	2 30

BORAX		
Twenty Mule Team		
24, 1 lb. packages	-----	3 35
48, 10 oz. packages	-----	4 40
96, 1/4 lb. packages	-----	4 60

WASHING POWDERS
Bon Ami Pd., 18s, box_ 1 90
Bon Ami Cake, 18s---- 1 65

Chinamine, 4 doz.-----	3 50
Grandma, 100, 5c-----	3 50
Grandma, 24 large-----	3 50
Snowboy, 12 large-----	1 80
Gold Boy, 12 large-----	1 80

Old Dutch Clean., 4 dz.	3 40
Octagon, 96s -----	3 90
Rinso, 24s -----	4 80
Rinso, 40s -----	2 90

Sani Flush, 1 doz.....	2 23
Sapolio, 3 doz.....	3 15
Speedee, 3 doz.....	7 20
Sunbrite 50s.....	2 10

SHOE MARKET

Michigan Retail Shoe Dealers Association.
President—Elwyn Pond, Flint.
Vice-President—J. E. Wilson, Detroit.
Secretary—Joe H. Burton, Lansing.
Asst. Sec'y-Treas.—O. R. Jenkins.
Association Business Office, 907 Transportation Bldg., Detroit.

The New Path to Profitable Retailing

In our previous study of this process, which I have termed preparations to buy, we discussed the figure side, the foundation side of buying work. With that part of the work behind us, with the buying foundation securely in place we can pass to the remaining steps in your preparations to buy.

There are many sources from which you can obtain a forecast of fashion for the season ahead. Here is one place, however, in which it is important to know just what you are looking for. Do not make the mistake of confining your search to purely shoe sources. One of the amazing things which has come to my attention in the last six months has been the complete lack of any understanding of fashion on the part of so many retailers. It has been said that clothes are an evolution but shoes are an invention. This is so because the kind of a dress, the kind of a coat, the kind of a hat a woman wears governs the shoe she must buy. After all a woman buys a shoe to go with some coat or dress she wears. Therefore, if you really want to do a job in style merchandise you must look beyond shoes, you must look at all women's wearing apparel.

The Boot and Shoe Recorder has done good work in the shoe forecasting field. I would also recommend such other publications as Vogue, Harpers Bazaar, Women's Wear. These are all authentic sources of fashion information. Follow them and put in writing everything you can find which contains worthwhile information on shoe and related fashions during the season for which you are planning. You can supplement this fashion information through studying the coat and dress displays in other store windows. I would caution you, however, to be discriminating in your choice of the store windows you follow. This compiled fashion forecast will indicate to you the colors and materials you should purchase for the season. It will indicate whether you should purchase large quantities or small. It will serve as a valuable guide in indicating when your store stocks should be built up in various colors and materials and when they should be liquidated.

After you have reviewed carefully the fashion forecast you have compiled, your next important step should be to study the past selling records of your store. Take your selling records for the past year and study the history of your sales during the period covered by the forecast. Observe how your selling for the last year checks against the forecast for this year. If there is a considerable difference between the two ask yourself three questions.

1. Did I have an adequate stock of the color and material in question last year?

2. Is the difference due to a change in the fashion picture for this year? If necessary contact some good fashion publication for the answer to this one.

3. Is the difference due to the type of customers I have or to the difference between my city and other cities?

After you have compared your own selling record with the forecast you should reconcile the two and through notations on the forecast set down a complete fashion picture for your own store. You now know just what merchandise you will require for the coming season.

It is important now that you review the shoes that have been carried over from the previous year. The fashion forecast plus your own notations will give you a reasonably complete picture of your requirements. With this picture in mind, go through your complete shoe inventory and pick out the shoes which fit into your fashion forecast.

When you have completed this inventory review and selected the shoes in your stock which will have sales value during the season for which you are preparing, your next step should be a complete and accurate size up of each and every number you have selected. Review these size ups, together with the actual shoes, and determine which of the shoes can be given consideration at the time you buy your new shoes. This is an operation in which the element of personal judgment on your part must be the deciding factor.

If the shoes which you have picked from your stock are especially heavy in the so-called "end sizes" it is probable that you can decrease the quantities of these sizes you purchase on similar types of new shoes. This does not mean that these "end sizes" can be eliminated on your new purchases but in most cases it does mean that they can be reduced. If any of the shoes you have picked from your stock have reasonably complete runs of sizes and widths you should examine them carefully to determine just why they have remained in stock. It may be that you should disregard them in making your new purchases and it also may be that you should not purchase any more shoes of that type. In these cases it is a matter of merchandising judgment and few if any general or specific rules can be set down to guide you. Most of the "carry over" merchandise cases are individual cases and must be handled as such.

The preparation of your shoe style chart should be the next and last step in your preparations to buy your shoes. The shoe style chart should be prepared on a more or less standard form. In preparing this style chart there are a number of matters which you should keep in mind.

1. The inventory and purchase figures in your merchandise budget. These necessarily limit the number of different styles you can buy. You must have enough sizes and widths.

2. The fashion forecast together with your own modifications of the forecast. These will indicate the relative number of styles which you should purchase in each of the color and material groups.

3. The merchandise which you have picked out of your present stock as having sales value during the period for which you are planning. This may or may not influence the number of new styles you will buy.

You will observe in the sample form illustrated that each style chart is divided into two main groups, namely a high heel section and a low heel section. You will further observe that each of these main groups is subdivided into color and material sections. Each color and material section is divided into three columns, with the following headings:

Numbers purchased
Style Number
Size Range

In the column headed "Nos. Pur." you should indicate the number of different styles that should be purchased. For example, if you believe that you should purchase two different styles of Black Kid Novelty Operas insert (2) in the "Nos. Pur." column in the novelty opera line. This is illustrated.

The column headed "Style Number" should be left blank. This will be filled in by you at the time you select your shoes at the buying meeting.

In the column headed "Size Range" you should indicate the sizes and widths in which you plan to purchase the shoe. This can be done in one of two ways. You can write out the range such as AA or C3 to 8.

This same procedure should be gone through for both high and low heels and for every color and material and every type of shoe listed on the style chart. When this has been completed you are ready to do your actual buying work.

It is unfortunate that we had to handle these preparations to buy steps in two articles. It might be well to tie them together by summarizing

briefly the complete series of steps involved. Better than this I would suggest that you get out your last week's copy of the Recorder and read these two articles together. In this way you will get a clearer picture of this whole series of related steps. The seven operations taken together are as follows:

1. Preparation of a complete merchandise calendar of events.
2. Preparation of your seasonal budget (in pairs of shoes) of sales, inventories and purchases.
3. Preparation of new size and width schedules on which your orders can be based.
4. Gather and put into writing all of the material you can get on the style forecast (color, materials, types) for the season ahead.
5. Review your sales records for the corresponding season of previous years.
6. Review of seasonal merchandise which you have left from the previous year or season.
7. Preparation of a shoe style buying chart similar to that illustrated in this article.

These preparations to buy involve a large amount of work, but when you've done this work you are ready to buy with a degree of understanding and skill which will enable you to merchandise your store for more sales, a smaller and cleaner stock and a resulting increase in your turnover and decrease in your mark-downs and stock losses. These are the things which bring you more profit and profit is the thing in which you are most interested.—Boot and Shoe Recorder.

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MUTUAL FIRE INSURANCE CO.**

LANSING, MICHIGAN

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Phone 20741

OUT AROUND

(Continued from page 9)

perity and this in the face of like results where labor is less in other countries, and thus fictitious values are to be created in the face of competition from other countries, and that is a hard thing to do, at least for one country without the co-operation of others.

"The manufacturers advanced prices too soon and too much in this country on the promise of better prices for farm products, but before the farmer had received any of the promised benefits and had come into the market for his needs and found the atmosphere filled with "advance prices" talk, got disgusted and quit. One customer said to me this week, in discussing the proposed advance in merchandise and labor, before his prices had been stabilized, "to hell with 'em, we'll get along without it," and when people buy only what they need business is rotten.

"To my mind, if the NRA is to succeed two things must materialize: First, ground production must be advanced in price; second, these advances must be realized and effective before the price of manufactured goods are advanced (more than the advanced cost of labor). In other words, the producer of ground productions must feel there is some promise of stability for the advance before he pledges his credit or spends his money—not that there need any great length of time elapse between the two; but we get nowhere if we intercept him on his way to get his money and take his carfare away from him.

"The sales tax, in my judgment, is not a popular tax, as is being proved daily, and is being paid by the wrong class of people that is, the poorer class who buy from day to day and on the two day labor a week basis rather than the wealthy class are being burdened with this tax.

"There is rarely a sales tax collected which does not bring out a strong protest and often a stronger than strong. It is true that few taxes are paid jubilantly. We do not chase the collector to get him to accept them, but if we believe them unjust and assessed because of a failure to reduce expenses of Government, we resent it, and it does not, to say the least, increase our enthusiasm and loyalty. I notice, as stated in the press, that the sales tax is amounting to more than expected and will prove a great success and officialdom is happy, as is the hold-up man who finds \$50 in his victims' jeans, where he only expected to get \$25. The dealer whose business has shown a continual shrinkage in volume and profit does not appreciate the privilege of paying from two to five hundred dollars extra in taxes each year, and that is not an uncommon figure, aside from the advance in salaries to people who would willingly work for less (till times change and the employer has received some benefit). One of my customers, whose home stands on a slightly higher elevation than the surrounding country, said to me yesterday when discussing school tuition for children attending our grade school, "I can count six farms from my front porch in our school district which are being lost on mortgage, and we can-

not pay such tuition and you know it." In this country the land is the basis of our prosperity. When the land owner, be it grain, stock, cotton or what not, enjoys a fair price, he buys and when he buys, it demands that goods be manufactured and that employs labor, and laboring people also buy and when all buy business is good. I live from day to day with hope and confidence in the American people and their ability to face the world and still carry on and having no "cure all" to offer must rely on the superior wisdom of our chosen officials to bring us to a safe harbor in time. It is possible that influences other than supply and demand are affecting the market unfavorably. I was just interrupted to wait on a customer, who, in his conversation remarked, "It must be the NRA has gotten into the milk and cream business, as prices have fallen to the bottom again and below the cost to produce and if I was not all fixed to handle that business I would quit it and tell them to go to-----" The stabilization of a fair price is absolutely necessary if it can be brought about.

"Our President (and I am with him until he fails—I hope he does not) stated in his campaign speeches, "I will guarantee to the farmer a profit above the cost of production, and when he can do that we will win. However, no one but farmers believed it could be done.

"Now, sir, I have rambled on without information or much suggestion and I'll bet you won't ask me any more questions. Business is not good. Collections are poor, not even fair. Of course, I believe the forced collections of our closed bank has had some effect on collections by business men. The better business in the spring though—the usual spring increase—caused us some satisfaction, but it did not hold. Wheat prices soared, but as soon as any appreciable amount of wheat was marketed, down it went. We must all pay the additional expense of salaries, taxes, sales tax, etc., and make believe we are happy, but how long can it last unless we can increase our incomes? If, in your travels, dreams, prophecies, etc., you come across any suggestion that will help the retailer in hardware a tip will be appreciated."

At a meeting of the Common Council of Holland Monday evening Mr. Connolly's project for a little section of the Netherlands, referred to on page 9 of this week's issue, was voted down 7 to 5. Mr. Connolly accepted the situation gracefully and, apparently, without any bitterness of spirit. A man who takes defeat without any show of resentment can live to win victories in the future.

I never tried harder to keep my readers posted than I have on the N. R. A. happenings at Washington. So many changes have been made, so many appeals taken, so many rulings revoked and so many decisions reversed that I have about made up my mind not to reproduce anything more concerning the situation until it is officially—and finally—affirmed and accepted by both sides. In the meantime, I suggest that my readers—no matter

what line of business they may be engaged in—keep cool and refrain from signing any more papers or agreements until they are sure the paper they sign is absolutely the last thing. It is next to impossible for a single individual to obtain any reply to an enquiry, but I have succeeded in obtaining one interpretation of Rule No. 17 concerning the signing of agreements, as follows:

An employer engaged in several different businesses or employing labor of several different classes should sign but one Agreement.

I cannot for the life of me see any sense in this ruling, but in this emergency it is not for us to question or quibble, but to obey. In other words, we are like soldiers in the line of battle—we must do or die.

E. A. Stowe.

Corporations Wound Up

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

Childs, Moore & Co., Detroit.
Kay Chevrolet, Inc., Detroit.
White Eagle Oil Corp., Menominee.
Main Sales Co., Detroit.
Theodore Oil Co., Mt. Pleasant.
John R. Sullivan Co., Detroit.
Sylvan Corp., Detroit.
A. D. Cook, Inc., Lansing.
Vestal Chemical Laboratories, Inc., Detroit.
East Side Products Co. of Detroit.
Acme Chemical Co., Traverse City.
Howard Securities Corp., Jackson.
Vilter Mfg. Co., Detroit.
George Sloane & Co., Detroit.
McMorris-Hubbell Co., Bay City.
Lafayette-Shelby Co., Detroit.
Barnett Oldsmobile Co., Pontiac.
Cash & Carry Cleaners, Saginaw.
Marks Lissberger & Sons, Inc.
David J. Griffith Sales & Service, Detroit.
A. B. C. Candy Co., Owosso.
Rubber Patents Corp., Gr. Rapids.
Decker Oil and Gas Co., Decker.
Imperial Land Co., Detroit.
American Signs Corp., Kalamazoo.
Leslie, Inc., Port Huron.
Adelaide Corp., Detroit.
Ottawa Avenue Printing Co., Grand Rapids.
Curtis Oil Co., Muskegon.
Outfitters Operating Realty Co., Detroit.

Bondholders' Corp., Detroit.
Meyer Products Co., Detroit.
Munroe and French, Inc., Detroit.
International Retail Counselor Service, Inc., Traverse City.
Pontiac Mortgage Investment Co., Pontiac.
Thompson Aeronautical Corp., Detroit.
Fisher-Reader Land Co., Detroit.
Highland Park Dry Goods Co., Highland Park.
Wortley Land Co., Detroit.
Wolverine Bedding Co., Detroit.
H. W. McCullough Co., Detroit.
Navahoe Market, Inc., Detroit.
Logansport Radiator Equipment Co., Detroit.
Simonds Saw and Steel Co., Detroit.
Produce Distributors, Inc., Detroit.
Howard Stores Co., Detroit.
East Shore Oil Co., Saugatuck.
Michigan Electric Shares Corp., Jackson.

Wonderlace Shoe Fastener Co., Detroit.

Northrop and Santer, Inc., Detroit.
Gordon Galleries, Detroit.
Durand Co-operative Association, Durand.
Miller Mfg. Co., Grand Rapids.
Eclipse Manufacturing Co., Detroit.
Adelberg-Feder Stores Inc., Saginaw.
Oppenheim Bros., Inc., Detroit.
Apartment and Investment Corp., Detroit.
W. J. Hayes Land Co., Detroit.
Hayes Co., Detroit.
DeVette Motors, Inc., Muskegon.
Drake Bakeries, Inc., Lansing.
William Kanley, Inc., Kalamazoo.
LaFreniere Electric Co., Iron Mountain.
Frederick-Horger Realty Co., Detroit.
R. & K. Fashion Shop, Detroit.
Cope-Swift Corp., Detroit.
Motor City Sales Co., Detroit.
Blackney-Hintz Cigar Co., Saginaw.

Covers Practically Five Year Subscription

Hastings, Aug. 28—We want to thank you for practically a five year subscription to the Michigan Tradesman. We have just received our refund for our oleo license from the Government for \$14.58, which is very near equivalent to that. Needless to say we have enjoyed the Tradesman in our business for about thirty-eight years and it has always been a great asset to us. We wish you many more successful years.
C. H. & W. L. Hinman.

We all hope that due to the depression Babe Ruth won't have to cut his home runs down to three baggers this season.

A jig-saw puzzle fan would have no trouble in putting a smashed milk bottle back together.

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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.

SALES THAT GO OVER—And make new, steady customers. Hundreds of enthusiastic repeat customers in Michigan, States, and Canada. Twenty-two sales in one Michigan city. General, furniture, and hardware. E. B. Davis, phone 214, 608 Pine, Alma, Mich. 593

For Sale—Cleanest stock of dry goods and Ladies ready-to-wear to be found anywhere. Manufacturing town in southern Michigan. About \$8,000 investment. No trades. Address No. 594, c/o Michigan Tradesman. 594

For Sale—Stock of clothing, furnishings, and shoes. Wm. Parry, Millington, Mich. 595

Hardware For Sale—Clean stock and clean business, free and clear from all encumbrance. Small town, but a real chance to expand. I. D. Fleisher, Athens, Mich. 596

FOR SALE—Shoe store in one of the best cities in Michigan. Established twenty-five years. Good reason for selling. Our stock is low and we will sacrifice for quick sale. Address No. 597, c/o Michigan Tradesman. 597

BEGGARS DESCRIPTION

Insolent Defiance of All Amenities of Civilization

I have just returned from Europe after concluding a comprehensive survey of conditions in a number of leading German cities and a study of the refugee problem in Paris, London and Prague.

As a result of scores of intimate interviews with men and women who took me into their confidence after receiving my solemn assurance that I would not quote them, I am prepared to assert most emphatically that a veritable reign of terror exists in Germany today. Not alone are all the atrocity stories that from time to time have appeared in the public press unquestionably true, but these represent merely a small fraction of the unspeakable horror that is occurring daily. Because it is considered treason against the State for any German to disclose the barbarities that are occurring, because the system of Naz espionage is a miracle of thorough-going Prussian efficiency and anyone suspected of giving information regarding a Nazi outrage is summarily dealt with, I must regard the confidences imparted to me as strictly privileged communications. And I therefore cannot recite the innumerable instances of terrorism, persecution, flogging, kidnaping, torture, and murder that were narrated to me by individuals who had first-hand knowledge of the facts. In many instances members of their families were the victims. I can only say that every Jew in Germany today is the object of a hatred and malevolence that surpasses in its blind frenzy anything in the century-old record of persecution in Jewish history.

The terror of the Nazis dominates the entire country. It would be fallacious to say that there is not widespread indignation and bitter opposition in Germany toward Hitler and his program. The opposition, however, is unorganized, impotent and thoroughly cowed into silence. In spite of the fact that there are millions of Germans who are filled with humiliation and shame over the national degradation which they feel that Hitler has brought upon Germany, so effective and terrifying is the grip which he has upon all the instruments of government and public opinion—the courts, the police, the press, the radio, the movies, the theater, the schools, public meetings, etc.—and so efficient and well organized is his spy system, that for the time being all opposition must remain mute. The voice of the critic or dissenter is immediately silenced by confinement in a detention camp or by a firing squad.

It should not be supposed that the Jews are the only sufferers in Germany. The present regime constitutes an insolent defiance of all liberal opinion and the amenities of civilization. It is no exaggeration to say that every German citizen who is not a regularly enrolled member of the National socialist party lives from hour to hour in constant fear of arrest, violence, or exile. The uncertainty of life, the insecurity of existence, is terrifying. Per-

sonal liberty has ceased to exist in Germany.

I was in Germany for over a week. During that entire time I did not hear a single person laugh. Everywhere people spoke in whispers. There is a constant dread of the informer and the spy, and the serious, grim, and harrowed expressions on the faces one sees in the streets afford eloquent testimony to the nervous fear which grips the heart of every German to-day.

As a result of personal observations and conversations, I must emphasize the fact that the situation is growing more precarious hourly. The enthusiasm of the Nazis can only be sustained by sensational performances and Roman holidays of the type promised by Hitler when he was seeking power. Lacking a positive political philosophy, he is obliged to have recourse to dramatic stunts which usually are of a sadistic nature—prisoners must be shot in the back under the pretense that they are endeavoring to escape; wealthy Jews must be stripped of their possessions in spectacular fashion to keep the patriotic fervor of the brown shirts at white heat.

Just prior to my visit to a large German city, thirty of the leading Jewish business men were carted through the streets in trucks filled with offal and vile refuse, and then taken to the brown house, where they were thoroughly beaten with the rubber clubs which constitute the standard equipment of the Nazi troopers.

The German Jews are meeting this situation with a fortitude and heroism that beggars description. Their amazing courage in the face of a hostility that is bitter, uncompromising and relentless takes one's breath away. One of Germany's leading citizens told me very simply but earnestly, without the slightest suggestion of bravado, that he wished the Nazis would murder him and a few hundred others publicly and in cold blood, in order that public interest in other countries might be attracted by such spectacular action to the Nazi brutality, which is more degrading and humiliating in its slow-starvation methods of strangulation than such a slaughter could possibly be.

I spent a great many hours in the various cities that I visited in the headquarters of the German Jewish relief committees. They have been organized with admirable speed and efficiency, and they are performing an heroic service to the thousands of Jews who have no other place to turn for advice, assistance, and physical relief. I interviewed scores of men and women who had been summarily dismissed from their positions in industry, government, and the professions, whose financial assets were tightly frozen, and who were in desperate need of monetary assistance and friendly counsel.

While the question of physical relief at the present time is important, it will assume gigantic proportions on October 1 when the complete housecleaning of Jews promised by Hitler will take effect, and all public income, such as pensions and unemployment insurance, will be absolutely cut off from

the Jews. German Jewish leaders, as well as Jewish leaders in France, England, and Czechoslovakia, are seriously concerned about this impending problem. It can only be met by the overwhelming generosity of liberals in countries outside of Germany.

The movement to establish vocational schools and other schools of instruction for Jews who are denied entrance into the regularly constituted German institutions of learning, is well organized and making splendid progress.

In this connection, it is noteworthy and pathetic to observe the vast number of men and women who have been debarred from their professional careers as lawyers, judges, physicians, professors, musicians, druggists, engineers, etc., who are clamoring for an opportunity to learn a manual trade or farming in order to prepare themselves practically for the task of earning a living on a much lower social scale than the one they formerly occupied. Jews who once held positions of dignity and honor in the leading professions are turning to carpentry, metal working, plumbing, brick laying, stone cutting, and other manual trades.

As far as I can see, the situation of German Jewry is absolutely hopeless. Regardless of such political changes as may occur within the next few years, so deeply has the feeling of hatred been implanted in the contemporary generation of Germans, that it will be impossible for the Jew in that country to live on a plane of mutual respect and toleration with his non-Jewish neighbor for decades and perhaps generations to come. Moreover, the expatriation of 600,000 Jews is an utterly impossible task. Even if Jews can be gotten out of Germany at the rate of 10,000 a year, which is a most optimistic maximum estimate, the great bulk of the Jewish population will remain behind. Their problem will have to be solved in Germany.

If Hitler can recover Germany's lost prosperity and restore commerce and industry, his anti-Semitism will be hailed as a panacea by millions and the result in terms of Jewish suffering will be incalculable. — Irving Frederick Reichert in Christian Register.

Week Review of Last Week's Stock Market

General domestic business prospects have cleared and there has been a decided upward movement in automobile buying, which of course, suggests better steel operations. Retail trade shows no signs of falling off and there has been somewhat of a volume in electric power output and bank clearings. Cotton textile group is still operating below earlier peak levels. However, there is a great deal of activity in this industry.

There is considerable progress made in the agricultural recovery program, also in some of the codes that are up for consideration. Limitation for corn output and consideration of milk control as well as other general agricultural production is now under discussion. International wheat limitation is also up for consideration with many of the nations considering the agreement.

The stock market was encouraging last week. Price reductions were slight and the volume on reactions was small. There were no sales coming into the market and professionals for advance turned aggressively bullish the latter part of the week and the stock market closed much higher.

Bond prices, however, failed to have much of an upswing, the market as a whole showing very little change. The increased purchasing of Government securities was the occasion for strength in Government bond prices. Many financial writers have taken the failure of high grade bonds to respond to Government bond buying as an indication of concern as to the extent inflation might be used.

There is quite a good deal of evidence of world wide business recovery. Accordingly, there is belief that the trend of speculative and medium grade bonds is upward. Money is still cheap, indicating speculation is still in evidence and that until they get out of control, investors will purchase these types of investments.

Thirty-Six New Readers of the Tradesman

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

Lawrence Tebor, Laurium
Johnson-Vivian Estate, Laurium
Italian Mut'l Fire Ins. Co., Laurium
G. A. Johnson, Carlshend
Kitti's Cash Market, Calumet
Esther Lampsa, Houghton
A. Nozero, Dodgeville
Arne Roine, Mass
David Marttinen, Mass
E. J. Emmons, Ontonagon
Ontonagon Co-op. Soc., Ontonagon
Wm. H. Koppari, Ontonagon
Copper Dist. Power Co., Ontonagon
Mass Co-op. Co., No. 5, Bruce's Crossing
W. A. Hill, Wakefield
Kilto, Velin & Co., Bessemer
Olson & Buchko, Bessemer
Olson Bros. Co., Ironwood
Northern Baking Co., Ironwood
Kelly Bros., Watersmeet
Fred F. Beauchamp, Iron River
Chester Perkins, Iron River
Worthwhile Variety Store, Iron River
Gibbs & Gibbs, Iron River
Heppern Bros., Iron River
Ellis Helge, Stambaugh
Finish & Swedish Mercantile Assn., Crystal Falls
Crystal Falls Co-operative, Crystal Falls
Abe Khoury, Iron Mountain
F. E. Jackson, Iron Mountain
Palace Market, Escanaba
J. M. Berquist, Escanaba
Leader Store, Escanaba
Chester Calouette, Escanaba
Myron S. Silbert, Grand Rapids
Herkimer Hotel, Grand Rapids.

Evidently a Drug Store

"What kind of business is your father in?"

"He runs a store."

"What kind of a store?"

"Well, he has ford parts for sale; buys butter, eggs, and poultry; deals in real estate, paints, and fencing; marries folks in his capacity as justice of the peace; runs the post office; sells stamps, hams, molasses, and cider; serves meals and takes in roomers. I reckon you'd call it a drug store."

He Knew What He Was Worth

When a Kalamazoo man applied for a job the other day and was told he would be paid all he was worth, he got madder than a hornet and stated very emphatically that he could not and would not work for such low wages.

If that man should ever attempt to run a business of his own, he would be just the kind of chap who would kick on the price of a safe, no matter how low it was, leave his account books and valuable papers exposed and then when the fire licked them up he would charge the whole thing up to his ding blasted hard luck.

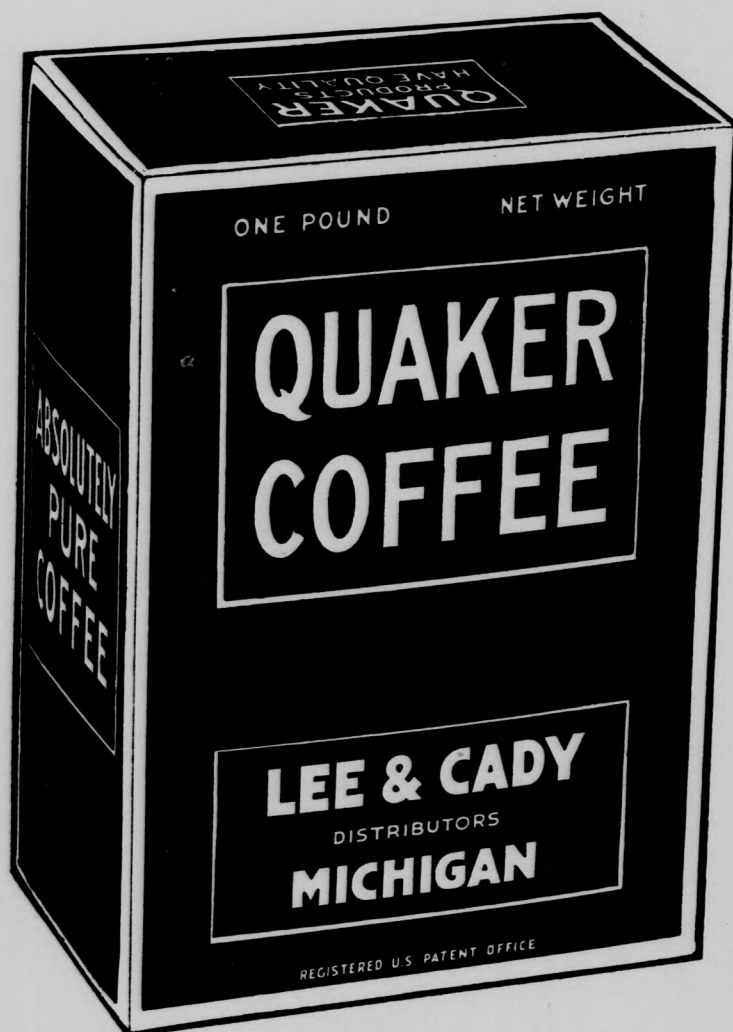
BE SENSIBLE BROTHER AND GET BUSY

and write us to-day for prices on a first-class dependable safe. It means really more to you than it does to us, because while we would make only a fair profit on any safe we sold you, you would lose what you never could replace if you should have a fire and lose your books of account.

Grand Rapids Safe Co.

Grand Rapids, Michigan

Quaker Coffee



In the New Attractive Cellophane
Wrapped Carton.

The Same High Grade Uniform
Quality — Lower Cost

Tremendous Increased Sales is Positive
Evidence That QUAKER COFFEE
Pleases the Consumer.

LEE & CADY



*Alert salesmen who man Standard
Brands fast delivery trucks call
frequently on grocers and regulate
their stocks.*

THE MODERN WAY OF BUYING

Here's the modern way of buying that
ensures well-regulated stocks and quick
profits, and allows you more time for
selling.

The Standard Brands Salesman calls
at your store frequently and regularly
and leaves enough stock to last only a
short time. The Standard Brands mod-
ern merchandising plan of frequent
deliveries ensures adequate, well-regu-
lated stocks, small investment and fast
turnover. It also allows more time for
selling, because it frees you of many of
the details connected with buying.

Put your selling efforts behind Stand-
ard Brands products and enjoy all the
advantages of this efficient merchan-
dising plan.

STANDARD BRANDS NATIONALLY ADVERTISED PRODUCTS

Fleischmann's Yeast
Chase & Sanborn's Dated Coffee
Chase & Sanborn's Tender Leaf Tea
Royal Baking Powder
Royal Desserts Royal Puddings

STANDARD BRANDS INCORPORATED