

THE READING MOTHER

I had a mother who read to me
Sagas of pirates who scoured the sea,
Cutlasses held in their yellowed teeth,
"Blackbirds" stowed in the hold beneath.

I had a mother who read me tales
Of Gelert, the hound of the hills of Wales,
True to his trust till his gallant death,
Faithfulness blent with his final breath.

I had a mother who read me lays
Of ancient and glorious and golden days;
Stories of Marmion and Ivanhoe,
Which every boy has a right to know.

I had a mother who read me the things
That wholesome life to the boy-heart brings;
Stories that stir with an upward touch—
Oh, that each mother of men were such!

You may have tangible wealth untold:
Caskets of jewels and coffers of gold.
Richer than I you can never be—
I had a mother who read to me.

STRICKLAND GILLILAN.

Mr. Gillilan, born at Jackson, Ohio, in 1869, is a journalist and author. He wrote "Finnigan," including the popular line, "Off again, on again, gone again, Finnigan"; "Including You and Me"; "Sunshine and Awkwardness"; "A Sample Case of Humor"; "Laugh It Off"; "Danny and Fanny," all published between 1910 and 1928.



Sign the **NRA** *pledge*

MAKE YOUR OWN MARKET!

MARKETS—that's what we've been needing to bring back prosperity.

The farmer needs a market for his crops, the manufacturer needs a market for the things he makes, the retailer needs a market for the things he sells.

But what's a market, after all? People with money to spend.

And the only way to create that market is to give people work so they can earn that money.

YOU can help to make your own market if you will sign the President's Re-employment Agreement—agree to a shorter work hour, a higher minimum hourly or weekly wage, in your business.

And fast! For if every employer co-operates with this National Recovery campaign right away, then we'll have new markets—people with money to spend—for the things we grow and the things we make **RIGHT NOW!**

And that spells **GOOD TIMES AHEAD** *for us all!*

MICHIGAN TRADESMAN

Fifty-first Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 6, 1933

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DEVOTED TO the best interests of business men.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

Vine-Ripened Tomatoes Now at Their Best

More tomatoes are consumed per person in the United States than in any other country.

The Bureau of Home Economics of the Department of Agriculture points out that now is the time when fresh tomatoes may be enjoyed at their best.

The Bureau says that the vine-ripened, home-grown tomato is a much more flavorful fruit than the one which is grown many miles away, picked for shipment when still green, and ripened in storage.

The season for home-grown tomatoes is now at its height. All over the country family gardens are yielding, commercial growers are getting their crops to market. Canning factories are busy producing the tomato juice, the canned tomatoes, the catsup or chili sauce that may appear on countless thousands of family tables next Winter. Housewives are canning from the family patch, community canning centers are putting up tomatoes for relief supplies later on.

Last year the tomato crop that was sent to market amounted to more than 18,000,000 bushels of fresh tomatoes, and the canneries put out more than 1,500,000 tons—nearly all used in the United States.

It is evident, says the Bureau, that Americans appreciate tomatoes. There seems to be, literally, nothing that could take the place of tomatoes. The characteristic color and flavor, refreshing quality, adaptability to any part of the meal, make them a godsend to the housekeeper. When you consider their nutritive values in addition, tomatoes are unique. Modern science finds them one of the very best of the "protective foods," because they are a good source, not of just one, or two, but of three of the vitamins.

Then there are those very important qualities of the tomato which make it unusual for cooking and canning. Vitamin C, for which the tomato is particularly valuable, is easily destroyed by heat, but the acidity of the tomato

helps reduce this loss. To a less extent, the same thing is true of Vitamin B also.

Again, because of their acid content and their juiciness tomatoes are easier to can than other vegetables. A pressure cooker is not needed, in fact is not desirable for tomatoes, although necessary in canning the non-acid vegetables to insure the prevention of spoilage. For tomatoes, says the Bureau, use the hot-pack method of canning—that is, heat the tomatoes to boiling and pack them hot into the containers—they process them in the hot-water bath.

Canned tomatoes—canned when the fresh tomatoes are at their best—are so important as a winter food that nutritionists recommend a serving in some form three times a week. This amounts to about a pint in a week for each member of the family, or 16 to 20 quarts per person for eight months of the Winter. It takes about $2\frac{1}{2}$ to $3\frac{1}{2}$ pounds of raw tomatoes to make 1 quart canned—or, roughly, a bushel of raw tomatoes to make an eight months' supply for one person.

Hardly any other article of food can be used in as many ways as the tomato. Raw, cooked, or canned, in some form tomatoes may appear in any part of any meal. The baby has his tomato juice for breakfast, but you may prefer your tomatoes sliced and broiled or fried, to be eaten with your hot biscuit.

A fresh tomato, sliced or quartered, may be one of the vegetables on your plate at lunch or dinner or supper. Perhaps it is sliced with onions on a lettuce leaf for salad, or with cottage cheese. Perhaps it is hollowed out and stuffed with chopped cabbage, or with chopped meat salad, for your lunch or supper. Scaloped or stuffed and baked, tomatoes fit in admirably with potatoes, or corn, or rice or beans at dinner. Broiled tomato on toast, with a bit of melted cheese and a curl of bacon in the center of the slice, is an attractive supper dish.

And there are the countless uses of tomatoes in soups, in scalloped dishes with rice, macaroni, potatoes and beans, in tomato jelly, in preserves—not to mention the ever-popular tomato-juice cocktail. Later on, green tomatoes that come too late to ripen on the vines before frost comes will be used for pickles, for broiling, or in green tomato pie.

Delay Spring Underwear Prices

With wholesalers now centering attention on the movement of heavy-weight underwear, no prices are expected to be named on Spring 1934 styles until very late this month. Indications are that the 25 cent short will be the cheapest number available. It is understood that to bring this price down, stores will average the costs of shirts and shorts and possibly offer both for something like 39 or 45 cents.

DETROIT DOINGS

Late Business News From Michigan's Metropolis

At a meeting of the Women's Apparel Club of Michigan held during the sixth semi-annual Women's and Children's Wear Market and Exposition at the Statler Hotel last week, the organization endorsed the code for traveling salesmen submitted to N. R. A. authorities. Minimum salaries, plus guaranteed expense accounts, are included in the general proposals. Milton Aronheim, chairman of the code committee, discussed the feature of salesmen's commissions, stating that in his opinion salesmen should receive commissions on all orders shipped and if the retailer does not pay for the goods he should not suffer the deduction from his settlement with his firm. The matter of financing and credits, he said, was up to the manufacturer to accept or reject orders, a right they have exercised freely during the last few years. In the event they accept and decide to ship such orders the payment risk should fall on their own shoulders and not be charged to the salesmen. Herbert M. Eiges, attorney for the association, has assisted in the work of drawing up the code and is interested in the proposed codes of National organizations of traveling salesmen. The market and exposition which ended last week exceeded attendance estimates. Purchases in many apparel lines were exceptionally heavy. Several garment houses were obliged to cancel display room reservations on account of the strike in the apparel centers. Sidney A. Styer is president of the Women's Apparel Club of Michigan.

M. S. Holland, formerly in charge of the orthopedic shoe department of Walk Over Shoes here for three years, is now with the Hack Shoe Co. in the same capacity. He was formerly traveling representative for the Scholl Co.

Master Code Seriously Defective

The Master Code has not been signed by the President up to the present, which is 10 o'clock, Wednesday. Some features of the new draft are meeting with violent opposition on the part of independent merchants, both large and small. They do not like the $2\frac{1}{2}$ per cent. minimum granted to the jobber or the $7\frac{1}{2}$ per cent. for the retailer. While that is an improvement over indiscriminate loss leaders in the past in the end it will prove only a makeshift. The depth of the cut is controlled but the extent of the number of items is not. Chains, department stores, five and ten cent stores and other price slaughterers will merely shift their attack from a few items to many commodities which will be sold on a cost plus 10 per cent. That will continue the effect of undermining the small retailer. We do not lose sight of

the fact that ten per cent above cost for jobber-retailer is better than cost or below, yet the chains and department stores buy direct and while confined to a ten per cent. spread they will get that much over cost while the small retailers will be called upon to pay the jobber ten per cent., if the latter is to make any semblance of profit and to meet the chains the independents will be selling at their cost. The chains, of course, will be losing upwards of 14 per cent., while the independents will suffer a total loss of their entire overhead.

National Associations With Small Membership

Only two retail associations have qualified in the matter of numerical representation as the authorities in their respective industries, according to the latest report from NRA headquarters. These are the National Retail Hardware Association and the Mail Order Association of America. Of several whose authority is questioned by the administrator, the National Retail Furniture Association was credited with only 4,300 members in a field that claimed 25,000 in the 1930 census of distribution. The National Retail Dry Goods Association claimed only 4,000 members while the census reported over 40,000 stores. The National Retail Grocers Association has only about 1 per cent of the total numerical strength of the grocery trade of the country, consequently has no license to speak much for all grocers.

This may be a serious situation for associations with limited memberships which cannot claim to speak for a majority in their fields.

Gold Jewelry Prices to Rise

Price advances on all jewelry in which gold is used is forecast as a result of the recent edict by President Roosevelt. The increase in gold bullion costs is close to 50 per cent., as manufacturers are now compelled to pay the world market price of \$29.50 instead of \$20.67 an ounce for gold. Sales prices of finished jewelry will rise most sharply on items such as wedding rings, on which the proportion of labor is small. Refiners deny that any shortage of "karat" gold, the alloyed metal used for manufacturing, exists in the trade.

Business requires thinking, and the dependable man thinks, then intelligently acts. The dependable man is a burden-bearer and a load-lifter. He shoulders, in silence, his part of the program, and in doing this makes himself a friend of others and a favorite with those who pay.

Namesakes are not only an honor, but a good advertisement—that is, if they do not get into solitary confinement.

THE CANNING INDUSTRY

It Wants to Stand on its Own Feet

The times call for candor, for straight thinking and perhaps for some plain speaking. Today our industry faces many and difficult problems. Some of these are old, some new; some are of the industry's own making, others have been thrust upon it. But, whatever they may be, their solution in my opinion must come primarily from within the industry. It is our privilege, more than that, it is our duty to take the initiative. Even if we desired it, I believe it would be utterly futile to go outside the industry for a supposedly all-wise dictator, or to attempt to set up machinery designed automatically to save the industry from itself. At the same time, I believe it the industry's duty to use toward the solution of its problems every aid it can wisely and legitimately bring to its service.

Many elements enter into the situation in which canners now find themselves. Some of these I wish to discuss briefly and from the industry's standpoint. What I shall say may apply to some canners and not to others. But we have always to remember that the situation of an industry is nothing more, and surely nothing less, than the sum total of the situation of its individual members.

As an industry we have for some years had a production capacity in excess of market requirements. Overproduction has occurred, now in one branch of the industry, now in another. But it took a general business depression, with its loss of employment and its lowered purchasing power, to bring the industry to a full realization of the adjustment problem confronting it, and to a real appreciation of the factors beside excess plant capacity that have contributed to the recurrent overproduction.

As an industry we have lacked sufficient working capital to finance adequately and safely the output we have maintained. We have known this to be a fact, we have been told about it repeatedly, but it took the pinch of business depression to prove that stretching the dollar may spell disaster.

As an industry we have had inadequate information on which to plan and adjust our operations, or we have disregarded or been indifferent to the information we have had. Again, may I point out, it was the business depression that set us to thinking seriously and led us at last year's convention to go about getting the information we needed and will continue to need.

As an industry we have failed to realize that our initiative and success as individuals are not necessarily sacrificed when we so conduct our business as to promote the welfare of the industry as a whole. There is no common denominator of business ability in the canning industry. Superior management, superior salesmanship, will always win the larger reward they deserve. But it is quite a different thing for the individual to fly in the face of facts, to jeopardize both his own and his industry's welfare by a make-or-break policy.

I have mentioned these four things—excess capacity, under-financing, un-

informed planning, and lack of industry viewpoint—not to parade our shortcomings but because I believe they are fundamental facts in the situation. The primary need is adjustment of our output to consumption—an adjustment based upon principles that will be just as applicable ten years from now as during the coming year. Any other measures we may take will be merely a stop-gap, a postponement of our problem and a multiplication of our troubles.

The recurrent overproduction from which we have suffered has been due in part to an attempt to utilize existing capacity, which we know is too large; in part to too much and too easy credit, which has taken the place of the working capital we ought to have; and in part to our not having, or of our ignoring, the facts as to market requirements.

As to excess capacity the canners of today may use or not use it, as they choose. But what of plants that go on the market through failure of canning companies or through sales by canners who wish to realize at least something on their excess plant and equipment? And what of the promotion of new companies to take over and operate these plants as to build still others?

This brings me directly to a phase of the situation that will have an important bearing on whatever the industry may do of itself to bring about a sane readjustment.

During the last few years there has been injected into the industry the financial power of the United States Government with its unlimited resources, in a discrimination between canners, aiding some canners by loans in unfair competition to others who were not so aided. This has developed, as might be expected, to a point where the government is not only in the position of the banker for some canners but in order to protect its loans, the government finds itself in the canning business, selling goods and manufacturing goods in competition with privately owned and operated canneries. From the development to date we foresee the dangerous possibilities of the future.

For the past twenty years by successive acts of Congress, the United States Government actuated by a desire to be helpful, has pumped credit into agriculture with the hope that agriculture could be placed on an industrial basis. The plan has failed completely. Canned foods are construed as an agricultural commodity and through legislation recently enacted, the canning industry is now threatened with the same excess of credit that is gradually smothering agriculture.

Let us review briefly the different channels through which government financing is available for the purpose of merchandising food products and for the construction and acquisition by purchase or lease of marketing facilities for processing food products. The word "Processing" has been construed by government agencies to mean "canning" and so through these various channels money is available with which to produce and merchandise canned goods.

The Federal Farm Loan Bureau administers the Federal Farm Loan Act of 1917 and that portion of the agri-

cultural credits act of March 4, 1932, providing for the establishment and operation of the Federal Intermediate Credit Banks. The Federal Farm Loan Bureau is not to be confused with the Federal Farm Board. The Federal Intermediate Credit Banks were created for the purpose of providing agricultural credit for periods that are intermediate between the usual maturities of short time commercial bank loans and long time farm mortgage loans. They are authorized to make loans to cooperative marketing organizations, secured by warehouse receipts on shipping documents covering staple agricultural products. They are also authorized to discount agricultural paper under the limitations prescribed in the Act for banks, agricultural credit corporations, livestock loan companies, and other financing institutions with their endorsement, or to make loans or advances to such institutions secured by such agricultural paper. While the function of the Intermediate Credit Bank is to provide agricultural credit only, the Federal Farm Loan Bureau has held that so long as title to canned foods has not passed from the grower or grower's association to a mercantile institution, the product is still an agricultural commodity and eligible collateral for a loan. The Federal Intermediate Credit Bank also makes loans to agricultural credit corporations which may be incorporated under the laws of any state the incorporator shall deem desirable. The amount of paper which a Federal Intermediate Credit Bank may discount for a corporation of this kind varies from three to eight times the paid in and unimpaired capital of the borrowing institution. To assist in forming or increasing the capital stock of local agricultural credit corporations or like organizations qualified to do business with the Federal Intermediate Credit Bank, Congress by Act of March 3, 1932, authorized the Secretary of Agriculture to make loans to individuals for purchase of stock in such corporations and provided a revolving fund of ten million dollars from which such loans may be made. Under this plan the government not only loans to agricultural credit corporations from three to eight times the amount of their paid-in and unimpaired capital but loans individuals the money with which to purchase the stock of the credit corporations.

The Federal Farm Board was authorized by the Agricultural Marketing Act of June 15, 1929. It received an appropriation of five hundred million dollars which was to be used in the price stabilization field and in the promotion of cooperative marketing. Its operations in the price stabilization field and promotion of cooperative marketing are too well known to need discussion or review. In a comparatively small way it has advanced funds to cooperative marketing associations for the purchase of canning plants and at present is actively operating those plants and supervising their sales. According to the trade papers, and I quote the Canner of November 19, "The Farm Board has established in Chicago and is financing temporarily a central sales agency to sell the packs of three of the cooperative associations which it is sponsoring and the Farm

Board representative is acting as supervisor of operations." Considering that statement, there surely can be no mistaking the fact that the United States Government is actively in the canning business in competition with private enterprise.

The Emergency Relief and Construction Act of 1932 empowered the Federal Reserve Banks in unusual circumstances to discount paper directly for individuals, partnerships, and corporations. The paper so discounted must conform to the requirement of eligibility laid down by the Federal Reserve Act and the Regulations of the Federal Reserve Board. These requirements of eligibility are so high that it is doubtful if many loans will be made to the canning industry by the Federal Reserve Banks but it has been done in one instance.

The Reconstruction Finance Corporation act authorizes loans for carrying and marketing agricultural commodities and the Reconstruction Finance Corporation is empowered to make loans to bona fide institutions organized under the laws of any state or of the United States having resources adequate for their undertakings, for the purpose of enabling them to finance the carrying and orderly marketing of agricultural commodities and livestock in the United States. This means that independent canners may organize credit corporations and through these credit corporations receive loans from the Reconstruction Finance Corporation for the purpose of carrying and marketing the current year's pack. While it is not intended that the funds loaned by the Reconstruction Finance Corporation shall be employed to stimulate production, that is almost sure to follow in the case of loans to canners.

Now, overproduction, disgustingly low markets, and grievous losses in the canning industry are not due entirely to government financing of cooperatives nor to threatened government financing of independent canners. They are due, in a large measure, to rather reckless, unsound methods of financing and to too easy credit. It is conceded that the canning industry has always been underfinanced to the extent that it has never had in it sufficient canner owned capital. One reason for it is, that there has been little incentive for the average canner to build up his working capital. It is too easy to obtain the necessary credit to manufacture and carry canned foods up to the close of the packing season. The old smash 'em up—pack your head off—sell what you can at a profit and dump the balance—days are over. The distributors know it. We canners know it, and most of the banks and finance corporations which are loaning money on warehouse receipts are in the process of learning. The warehousing act under which a canner obtains warehouse receipts on his merchandise as it is packed, and uses them as collateral for loans, usually on a per case basis higher than the canners' actual factory cost, has contributed much to the ills of the canning industry. The plan of financing was constructive when it was conceived, but the spon-

sors of it did not foresee the greed which was to enter into the working of it both on the part of those making the loans and those receiving them. If ever an industry needed a house-cleaning on a reckless method of financing which is detrimental to everybody, from the producer to the consumer, the canning industry needs it on the intemperate use of this plan which stretches one dollar until it does the work of five or six. It results in surpluses and carryover and is directly responsible for hand-to-mouth buying which every business day in the year places the conservative, well financed canner on the same basis with the weakest holder of canned foods. Because of it, we have the unusual exhibition of an underfinanced industry which could not possibly overproduce under sound, conservative financing practice, imploring someone to present a plan which will save it from the penalty of overproduction. It is the old chattel mortgage dressed up with a new name and as long as it operates on the present basis, the canning industry will have a problem to bring production in line with consumption.

But whatever may be said of excess credit, unwise financing, and ill-advised intervention by the government in our business, the industry could not, even if it wished, evade its responsibility to balance its production with the market's needs.

Last year when we met in convention, we knew that financial conditions during 1932 would in themselves tend to reduce the pack. The industry went further, for canners faced the facts, so far as they could be obtained, and conscientiously sought to adjust their output so that stock to be carried over plus the pack in 1932 would balance the probable consumption during 1933. The industry at the same time sought advice and assistance from the Bureau of Agricultural Economics of the Department of Agriculture. What we asked required the collection of facts that the industry itself could not obtain, and the disinterested, unbiased analysis and interpretation of these facts for our guidance.

The work done by the Bureau shows what are the chief factors that determine the price of canned foods and therefore the profitable operation of industry. It demonstrates that the necessary data are available or can be obtained that will accurately indicate to the industry the quantity of canned foods which the market will absorb at profitable prices.

I do not believe that canned foods are in oversupply at the present time unless consumers' purchasing power should decline much further. Distributors' stocks are probably lower than they have been for fifteen years. Canners' stocks are lower than they have been for several years; and the situation is gradually working into a position where we may make a start toward living prices. Whether we return to profitable operations depends on how we adjust production to the needs of the day, and the industry is to be congratulated upon its efforts during the

past year to put its house in order for whatever the new year may develop.

But we should look farther, and toward a program of intelligent industry planning. For the present excess capacity there is but one remedy—not to use it until the market situation warrants its use, and I feel that the industry is fully justified in opposing by every legitimate means the promotion or financing of new companies to take over and operate plants that will only contribute to further overproduction.

For inadequate working capital, the remedy lies largely in the hands of the individual canner, who in the last two or three years, has found to his sorrow that the smaller the equity in his pack the less he is able to control his sales and his business. In my opinion, the remedy is to pack what we can finance with our own resources plus a reasonable amount of borrowed money, making sure that quantity does not exceed what we know we can sell at a profit. The courage to pack what we can safely and adequately finance will be followed by the courage to ask and receive a profit on our merchandise. Let us stop booking goods for deferred delivery on a price guaranteed basis which insures us a loss if the market declines and prevents us from accepting a profit if the market advances. There is no reason why the buyer should regard our business any more highly than we do ourselves and such an arrangement only convinces him of how cheaply we hold the opportunity for price appreciation on our products. Let us meet spot buying with spot selling. Let us own the goods we have in our warehouse without any strings tied to them. There is a price advance coming some day and we should have the profit. I believe our industry is in duty bound to give banks and finance corporations loaning money on warehouse receipts a few whiskerless truths regarding the factory costs of the items accepted as collateral and by so doing place them in position to make their loans on a constructive basis. I believe our industry is fully justified in opposing in every way the injection of government credit into the situation, thus making it more difficult to correct the condition that has long made trouble for the industry.

For the correction of our present inadequate planning information, a start has been made in the work that has been done by the Bureau of Agricultural Economics. It is the industry's responsibility to work out a practical way to apply the Bureau's findings to its production problem and if this can be done the Bureau's work will be of genuine value in our effort to balance production with the needs of the day.

The canning industry wants to stand on its own feet. It wants neither coddling nor unwarranted interference with its business. It wants aid when and where that aid is both wise and legitimate. It proposes no plan for its rehabilitation that goes outside the law. It wants to set its own house in order. But it can do this only when we, as individuals, are broad enough and big enough to look beyond the horizon of

our own business to the welfare of the industry as a whole. In emphasizing the necessity of considering the welfare of the industry as a whole, it is not contemplated that there shall be any slackening in individual responsibility. The wholehearted acceptance and the faithful discharge of individual responsibility is true co-operation. Individual responsibility in our business, our civic life, and in our homes, is our duty and our privilege. No one ever gave up the right of individual responsibility that he did not regret it. I bespeak your full cooperation, your earnest encouragement, in every step the organized industry may take toward the goal we seek.

Items From the Cloverland of Michigan

Sault Ste. Marie, Sept. 4.—Our Government has undertaken a most gigantic and tremendously important program to bring back to the people of America their rightful heritage of peace, prosperity and happiness—a program needed more than ever before. Industry and business have their codes. All the rest of us can do our part by enrolling under the Blue Eagle of the NRA, and if we all do our part in this great program we will bring back peace to our people and prosperity and happiness to our Nation.

The Pickford fair started Sept. 2. The big day was on labor day, Monday. The fair directors have been making great preparations to put on one of the best fairs this year. Crops are fine and the live stock is well worth seeing. They have a good line of attractions and the good times which are always enjoyed at the fair make it well worth attending his year.

Harry I. Best, the well known merchant at Pickford, who for the past several years conducted one of the leading grocery stores at Pickford, has decided to go on a strictly cash basis Sept. 25. Mr. Best is making a move in the right direction. The chain stores appear to thrive on a cash basis, so why not the independent merchant as well?

We heard of a new way of collecting debts, the other day. Informed by the debtor that he was not yet ready to settle the account the collector said very quietly, "If you don't, I'll tell all your other creditors that you paid me."

The Hiawathaland Publicity Bureau at the Straits of Mackinack closes its summer stations this week. Ennit Fleming had been in charge during the season with Charles McCandles and Gleen Arnolds and assistants. The young men did good work and many complimentary reports were made by the tourists who were seeking information about the Upper Peninsula. They were pleased with the courtesy and detailed information which made their visit more enjoyable.

The price of a hair cut at St. Ignace is now 35 cents, according to the new code which the barbers there have prepared to be sent to the President for his approval. The code calls for 69

hours a week, while at the Sault there has been no report of anything less than 50 cents for a hair cut. We hope that our barbers may have a softening of the heart, so that it will not be necessary to take a pleasure drive over the new cement highway to save 15 cents.

Jobs in job lots is the big idea now. The Soo Creamery has purchased the equipment of the Soo Beverage Co. creamery and will remove the equipment next week. The Soo Beverage has changed its plant for the production of beer with the Rhenbrau Brewing Co., so the equipment had to be moved. The Beverage Co. will continue to operate as a cream station, with Wm. G. Roepke as manager.

Thomas Melvin, former postmaster at DeTour, in company with Mr. Cameron, have opened a new grocery store at DeTour which will be known as the Squair Deal Grocery. It will be conducted on a cash and carry plan in the same store that Mr. Melvin used for the postoffice. The new grocery is well stocked with a well selected stock of groceries, arranged nicely, making the new store very attractive. Mr. Melvin has been a resident at DeTour for many years and has made many warm friends who wish him and his partner every success in their new venture.

There will never be real "over-production" in the world until everybody has everything he wants. It is largely dumbness in distribution that messes things up.

Pickford is to have a new grocery store which will be known as Sam's Cash Store, with S. F. Roe as proprietor. It will occupy the Cameron building on the main street. Mr. Roe has eleven years experience in the grocery business and needs no introduction at Pickford, where he is well and favorably known. He will carry a complete line of groceries and will give the business his personal attention. He has faith in the city of Pickford and may well look forward to a bright future.

William Boman, who for the past several years was manager of the gas plant here, has been transferred to Alpena to take charge of the gas plant there. During the several years he has been here he has made many friends, being a live wire, active in the commercial clubs, country club, the La Sault club, also the rotary club. Many farewell parties have been given in their honor and they will be greatly missed by a large circle of friends who wish Mr. and Mrs. Boman every success in their new home.

The banks make their money through lending money and there are plenty of people and ready to do the borrowing. Maybe things will be better when they can get together.

William G. Tapert.

Whoever yields to temptation debases himself with a debasement from which he can never rise. A man can be wronged and live; but the unrestricted, unchecked impulse to do wrong is the first and second death.—Horace Mann.

High pay and short hours will put a new premium on efficiency.



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

Petoskey—The Northern Brewing Co., has decreased its capital stock from \$175,000 to \$150,000.

Ionia—Ray C. Eckert, grocer and meat dealer at 449 East Main street, has removed to 214 West Main street.

Ionia—E. H. Wakefield has removed his grocery and meat stock from 637 Lincoln street to 449 East Main street.

Jackson—The Acme Coal Co., has been incorporated with a capital stock of \$10,000, \$2,000 being subscribed and paid in.

Grand Rapids—The Furniture City Brewing Co., 640 Rumsey avenue, S. W., has increased its capital stock from \$1,000 to \$350,000.

New Era—Westing & Swanson, Inc., dealer in produce, fuel, lumber and cement, has decreased its capital stock from \$27,000 to \$15,000.

Adrian—The Acme Preserve Co., 516 Michigan avenue, has decreased its capital stock from \$150,000 to \$11,000 and 790 shares no par value.

Detroit—The Esslin Coal & Cartage Co., 677 Lycaste avenue, wholesale and retail, has decreased its capital stock from \$25,000 to \$1,000.

Nashville—H. Jaffe, formerly engaged in trade at Ann Arbor, has opened a store here, dealing in dry goods, notions, shoes and men's wear.

Detroit—The A.B.C. Bakeries, Inc., 16504 Woodward avenue, has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Detroit—Sklare & Elias, Inc., 170 West Jefferson avenue, wholesale dealer in curtains, draperies and linens, has changed its name to Morris Sklare, Inc.

Detroit—The Commercial Malt Co., 1838 Dime Bank Bldg., has been incorporated with a capital stock of \$1,250,000, \$193,450 being subscribed and paid in.

Detroit—The Ray Dairy Farm Co., with business offices at 515 Barlum Tower, has been organized to own and conduct a dairy with a capital stock of \$10,000, all subscribed and paid in.

Detroit—American Distillers, Inc., 2288 First Nat'l Bank Bldg., has been organized with a capital stock of 100,000 shares at \$10 a share, \$1,000,000 being subscribed and \$100,000 paid in.

Detroit—Famous Brands, Inc., 1900 East Jefferson avenue, has been organized to act as distributor for beer and vinous beverages with a capital stock of \$10,000, \$4,500 being subscribed and paid in.

Detroit—Goody Stores, Inc., 1342 Maple street, has been organized to deal in candy, ice cream and confections of all kinds at retail with a capital stock of \$2,000, \$1,000 being subscribed and paid in.

Niles—The Wolverine Motor Parts, Inc., 123 Sycamore street, has been organized to deal in auto parts and equipment at wholesale and retail, with a capital stock of \$10,000, \$3,500 being subscribed and paid in.

Detroit—Sax, Inc., 1562 Washington Blvd., dealer in apparel for women, toilet articles, etc., has merged its business into a stock company under the same style with a capital stock of \$16,

800 and 700 shares at \$10 a share, \$17,500 being subscribed and paid in.

Allegan—Announcement was made Thursday of the sale of the Allegan News to John J. Axe and Douglas E. Alcock and Samuel R. Axe, all of Spencer, Iowa. The first two will conduct the paper. The News was established Dec. 8, 1899, by J. J. and L. A. Firestone and sold to Fred C. Gallagher April 1, 1921.

Flint—The Wohl Shoe Company of St. Louis has opened a store here at 452-454 South Saginaw Street, to be known as the Vanity Slipper Shop. The store has 2500 sq. ft. of floor space and has chairs for 36 patrons. Women's shoes are handled exclusively, at two prices, \$2.95 and \$3.95. The store is managed by C. H. Ackerman, who came here from Kline's in Detroit. He is being assisted by three regular clerks, and three extras will be hired for Saturdays.

Manufacturing Matters

Detroit—The Cadillac Specialty Co., 10047 West Fort street, has been organized to do a general manufacturing business with a capital stock of \$5,000, all subscribed and paid in.

Detroit—The Crazy Water Crystals Co., 20 West Adams avenue, has been organized to manufacture and deal in mineral water and drug products, with a capital stock of \$10,000, all subscribed and paid in.

Saginaw—The Banner Brewing Co., 1743 East Genesee avenue, has been organized to manufacture and deal in all legal beverages, with a capital stock of \$300,000, \$1,000 being subscribed and paid in.

Burr Oak—The Grand Central Screw Co. is moving from Coldwater to Burr Oak. It will occupy a portion of the building formerly housing the Burr Oak Manufacturing Co. From 20 to 40 are employed.

Detroit—The Hedaid Corporation, 10906 Gratiot avenue, has been organized to manufacture and sell pharmaceutical products, with a capital stock of 1,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Detroit—The Michigan Metalcraft Co., 6527 Russell street, has been organized to manufacture and deal in metal stampings and containers, with a capital stock of \$6,000, of which amount \$1,020 has been subscribed and paid in.

Detroit—The Van Arman Cereal Co., 723 Penobscot Bldg., has been organized to raise and process fruits and vegetables, manufacture cereal foods, with a capital stock of \$200,000, \$15,800 being subscribed and \$1,000 paid in.

There is dew in one flower and not in another, because one opens its cup and takes it in, while the other closes itself, and the drops run off. God rains his goodness and mercy as widespread as the dew, and if we lack them, it is because we will not open our hearts to receive them.—Beecher.

It is staying ahead rather than getting ahead that counts, and to stay ahead one must plan for the morrow.

Twenty-Eight New Readers of the Tradesman

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

N. T. Stephenson, Escanaba
Hanrahan Bros., Escanaba
Albert E. Rose, Escanaba
W. F. Breitenbach, Escanaba
Wallie E. Boucher, Gladstone
A. J. Leveille, Cooks
Philip Luepnitz, Moran
Kaskinen Motor Co., Kaleva
H. H. Bennett, Levering
D. H. Evans, Brutus
O. W. Dreese, Alanson
Lee E. Jones, Ionia
Smith & Wasmich, Harbor Springs
Jerome W. Hovey, Harbor Springs
Harbor Springs Furn. Co., Harbor Springs

Harvey H. Hartung, Harbor Springs
Walter Marsek, Cross Village
E. C. Adams, Cross Village
Petoskey Produce Co., Petoskey
Frank Gruler & Sons, Petoskey
L. E. Juilleret, Petoskey
A. Fochtman Dept. Store, Petoskey
Van's Grocery & Market, Petoskey
S. A. Williams, Petoskey
Leo Wiese, Petoskey
Doherty & Co., Petoskey
John Hallett, Jr., Charlevoix
A. Friedman, Belding.

Profits By the Bankruptcy Proceedings

Grand Rapids, Sept. 5—I want to comment on the matter of publishing in your paper the proceedings of the Grand Rapids Bankruptcy Court, which we deem to be a very good thing, particularly listing the credits of concerns in bankruptcy, because by going through these we sometimes discover customers of ours who have heavy claims against a concern, possibly so heavy that it is detrimental to them. For instance, in last week's issue one concern, an indirect customer of ours, is "into" a company for over \$13,000. That is a lot of money—so much so that it is bothering them to pay their bills and it puts us on our guard so that we are careful not to sell lumber unless we are assured where the money is coming from.

Please keep up publishing these records, for, as we said before, it is a mighty good thing to watch them.

A. Van Keulen,
Van Keulen & Winchester
Lumber Co.

Gracious Action By Peter Pan Bakers

Kalamazoo, Sept. 2—In appreciation of the co-operation given us by our local grocers as well as those whom we serve in Southwestern Michigan, we are taking them to the Century of Progress on Sept. 14.

We have chartered ten large busses which will leave our plant at 6 a.m., returning in the evening at the convenience of the grocers. Arrangements have been made to have some of the Chicago officials meet the busses and we are planning to make it a real day of enjoyment for our good friends.

We know you will be interested in hearing about our plans and we will be pleased if you wish to give us a write-up in your next issue.

Jack Schafer,
Peter Pan Bakers.

Don't bother about genius. Don't worry about being clever. Trust to hard work, perseverance and determination. And the best motto for a long march is: "Don't grumble. Plug on!"

A man may be ungrateful, but the human race is not so.—Milton.

Automobiles are likely to be dearer.

Corporations Wound Up

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

Metropolitan Wholesale Drug Co., Inc., Detroit.

Roy Court Building Co., Detroit.
Wardell Book and Gift Shop, Detroit.

Amidon-Clark Co., Sparta.
Perritt Iron and Roofing Co., Detroit.
Kalamazoo International Co., Kalamazoo.

Central Garage Co., Detroit.
Windiate Building Co., Bay City.
Knitbac Service Co., Inc., Detroit.
Wege-Stanford Marble & Tile Co., Detroit.

House's Cherry Cider Co., Saugatuck.
Detroit Investors Corp., Flat Rock.
Robert Beutel Estate, Inc., Bay City.
Parr Lumber Co., St. Johns.
David Fitch, Inc., Birmingham.
Valley Castings & Pattern Co., Bay City.

Salutaris Mineral Springs Co., St. Clair.

Paint Thinners, Inc., Detroit.
Super Service Oil Co., of Kalamazoo, Kalamazoo.

B. V. D. Sales Corp. of the Midwest, Detroit.
J. F. Higman Lumber Co., St. Joseph.

Grover C. Stine, Inc., Saginaw.
Commerce Ave. Garage Co., Grand Rapids.

Industrial Track Construction Co., Detroit.

Profit Sharing Candy Corp., Muskegon.

Detroit Heliofloor Co., Detroit.
Long Plumbing and Heating Co., Inc., Detroit.

The Lamson Floors Co., Detroit.
Linwood Cartage Co., Detroit.
Hess Warming & Ventilating Co., Detroit.

Timber Investments, Inc., Grand Rapids.

Valley Farmers Oil and Gas Co., Flint.

Protection Sales Co., Detroit.

Hagaman and Storrs Co., Bay City.
Edward V. Monahan Co., Detroit.

Furnas Ice Cream Co., Inc., Detroit.
F. B. McKibbin Co., Lansing.

Gratiot Agency, Detroit.
Houghton County Traction Co., Houghton.

National Chevrolet Sales, Muskegon.
Monnier Lumber Co., Detroit.

Dodge Woodlands Co., Detroit.
Seger-Graham Electropure Dairy Co., Adrian.

Combustioneer, Inc., Detroit.
Fordson Radio Mfg. Corp., Detroit.

Rice and Reid, Inc., Milford.
Greenfield Ave. Lumber Co., Detroit.

General Motors Management Service, Detroit.

Meyer & Mohaske Co., Detroit.
Eberline-Jackson, Inc., Detroit.

Melrose Oil and Gas Co., Fremont.
Lovering-Longbotham Co., Ann Arbor.

Bellevue-Industrial Furnace Co., Detroit.

The Twin-Flux Corp., Detroit.

What's become of the old time boy that used to sneak up alleys and byways while breaking in a new suit of clothes?

Essential Features of the Grocery Staples

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

Tea—The first hands tea market has been rather quiet during the week without any particular changes in price. Demand has been rather regular, but not very heavy. The undertone is still rather strong. Consumptive demand for tea good.

Coffee—Early in the week the market for future Rio and Santos coffee, green and in a large way, showed some gain, but later some of this was lost. We do not seem to be able to hold the Rio and Santos market up for any length of time. Demand for spot Rio and Santos during the week has been very dull and prices are about where they were a week ago. Milds are also practically unchanged from last week, as is the jobbing market on roasted coffee.

Canned Fruits—California fruits are still very much unsettled and everybody is trying very hard to straighten the situation out. The codes are responsible. Prices are looking up along the whole line.

Canned Vegetables—The demand during the week has been quiet with crop damage here and there still a factor, as is the price advance due to the various codes. The storm of a few days ago hurt the Southern tomato pack and some packers have withdrawn prices. There is a good deal of reason to believe that buyers are not going to get all of their future orders or all that they need, if bought on spot. Higher prices are expected. The storm also hurt the corn crop, in some places very badly. Prices are looking up.

Canned Fish—The continued short run of pink salmon on Puget Sound has caused reluctance to sell among some of the packers and the price of \$1.25 Coast, recently announced, will go higher in the belief of many. Chums are also in light supply.

Dried Fruit—The dried fruit market has been affected to some extent by the labor day holiday, but jobbers and other distributors look for a resumption of activity early next week. There has been no speculative interest to speak of up to this time, so that retail outlets are not holding large stocks. On the other hand current spot prices are attractive as compared to futures, due to the fact that jobbers anticipated freely for shipment this month at the attractive levels which prevailed in the late spring and early summer. Raisins, apricots and California prunes have been moving out in a steady if not spectacular way, and stocks here are not heavy. The California market is rather dull at the present time. There has been some very good forward business done in figs, however, and both packaged and bulk types have been bought rather freely for later needs. Prices have been seeking a natural level, but recent sun and insect damage in Merced and Fresno resulted in increases reported as much as 1c and 1½c per pound. There has been some interest shown, also, in new crop dates and figs from Smyrna and Busreh for midfall arrival, but caution is still apparent as importers are trying not to overestimate the holiday demand.

Beans and Peas—Demand for dried beans is very poor but prices, however, have been steady, with the possible exception of red kidneys. Dried peas are also neglected.

Cheese—The market has been steady during the week, but the demand has been quiet.

Nuts—The nut market shows little change here in spot goods. There has been some future business booked but demand for prompt needs is light. Prices have been holding well with several varieties of nuts in the shell higher. Shelled goods have ruled generally unchanged. French and Italian walnuts are now expected to be somewhat more plentiful than was formerly expected.

Rice—The market is moving along at a somewhat accelerated pace and while there was a slight letdown due to the labor day interval, millers look forward to a resumption of activity early next week. Spot and future rices are now practically on a parity, with the former closely sold up. Distributors are not heavily stocked and some good replacement business is anticipated.

Salt Fish—Some activity is developing for mackerel and other salt fish. Some new American shore mackerel has now come forward. Norway and Irish mackerel are cutting no figure in the market now.

Syrup and Molasses—Demand for sugar syrup has been rather good during the past week, considering the season. Prices are firm and production restricted, especially high grade syrup. Compound syrup has been dull with no change in price. Fancy grades of molasses are unchanged in price and in quiet demand.

Review of the Produce Market

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

Bananas—6½ @ 7c per lb.

Beets—35c per dozen bunches or 75c per bu.

Butter—Jobbers hold plain wrapped prints at 22½c and tub butter at 21½c. Less is heard of government buying of butter and the report that the secretary of agriculture is not entirely in accord with the purchase of the manufactured product to stabilize the situation checks support lately credited by Government activities. The secretary of agriculture rather favors the lessening of milk producing cows and, of course, this procedure is not regarded as a bullish factor for the present. On the other hand the steady flow of butter to market rather discourages accumulation for the longer pull, that is, by actual handlers.

Cabbage—\$1.25 per bushel.

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

Carrots—35c per doz. bunches.

Cauliflower—\$1 per crate.

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

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

Cucumbers—No. 1, \$1 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 9c per lb. for mixed eggs and 10c per lb. for heavy white eggs. They hold candled hen's eggs at 16c per dozen, pullets at 14c and X seconds at 13c. The market on eggs while not especially active, nevertheless shows a fair amount of interest and prices wavered to the close of the session. Market finished unchanged to ½c lower with October refrigerator standards at 18½c and November refrigerator standards at 18½c. Market opened comparatively firm and appeared to be in strong hands during the first hour, but scattered selling crept in as the session progressed and toward the last a fair selling movement resulted in price dips. The dip, however, attracted new support very late in the trading period and market finished fairly well, especially for November.

Grapes—Wordens and Niagaras, \$1.75 per dozen for 7 lb. baskets; \$1.50 per bu.

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

Leaf, per bushel..... 75

Lemons—The price is as follows:

360 Sunkist.....\$5.50

300 Sunkist..... 5.50

360 Red Ball..... 4.50

300 Red Ball..... 4.50

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

176 4.25

200 4.00

216 4.00

252 3.75

288 3.75

324 3.75

Red Ball, 50c per box less.

Parsley—40c per dozen.

Pears—\$1.25 per bu. for Bartlett's.

Peaches—Elbertas \$2.50 @ \$2.75;

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 per bu. for Bradshaws; 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—75c per bushel for home grown.

Sweet Potatoes—Virginia, \$1.40 per bu. or \$4 per bbl.

Tomatoes—40c per ½ bu. for No. 1, and 30c for No. 2.

Veal Calves—Wilson & Company pay as follows:

Fancy7@9c

Good5@7c

Water Melons—35 @ 45c for home-grown.

Wax Bean—\$1 per bu. for home grown.

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

Hog Cholera Warning

During the last few weeks, reports reaching the Michigan State Department of Agriculture indicate a widespread prevalence of hog cholera throughout the state. A large number of the outbreaks have been traced to the feeding of garbage and meat market waste to unvaccinated hogs. This is a dangerous practice, not only endangering the life of the swine to which the garbage is fed, but, in event of an outbreak of hog cholera, endangering the life of hogs belonging to various owners in the surrounding farm area.

When an outbreak of cholera occurs in a community, swine owners in the near vicinity can protect their herds by proper vaccination; but in event that disease appears in a swine herd before vaccination, it is at least advisable to immediately consult a qualified veterinarian. Delay is dangerous!

Cherry Fruit Fly Clean-Ups

The State Department of Agriculture reports that toward the close of the cherry fruit fly campaign two large orchards that were badly infested were cleaned up. In the case of one of these orchards, located near Empire, and scattered over a large area, the trees were stripped of cherries and the cherries buried in large pits and covered with lime and at least two feet of soil, as required by the regulations. In the other instance—a large orchard near Northport—about 10,000 pounds of cherries were removed from the trees, placed in a large pit, and treated as in the case of the cherries from the Empire orchard.

Stores Fight Discount Changes

The reduction in discounts now being made is rapidly developing into a major point of issue between manufacturers and retailers and their buying office representatives. Both individually and through the National Retail Dry Goods Association the retailers are expressing strong opposition to the action of the producers in a wide variety of lines in shortening their discount terms without waiting for the codes to be officially accepted. A strong fight on the lowered discounts is predicted at the hearings on the various codes incorporating these changes, it was said.

I have brought myself by long meditation to the conviction that a human being with a settled purpose must accomplish it, and that nothing can resist a will which will stake even existence upon its fulfillment.—Disraeli.

MUTUAL FIRE INSURANCE

Don't Take a Chance—Inspect Your Property To-day

The greatest fire hazards during cold weather are in the dwelling. Before the cold weather set in furnaces, heating stoves, cook stoves, stovepipes and chimneys were carefully looked over and made safe for the winter. Since that time these have been put to a severe test and cold weather is still with us. Defects and fire dangers develop because of constant use.

The occupants of the home too often take it for granted that everything is all right without investigation. Don't neglect this. It is time to make another inspection. Unless you do defects which you do not know exist, may burn your home before spring-time and mild weather.

Make another inspection to-day. Don't fill the stove and leave your home or go to bed unless the front draft is closed, the side door propped shut with an iron bar. See that there is a fireproof board under your stove to catch any sparks which may come from the stove and be sure that no clothing, wiping cloths or rags are hung near the stove or pipes. Check up on your chimney and openings.

Be careful of joints between stovepipes and flues, and use thimbles. If a stovepipe is taken down to be cleaned, be sure that it is replaced and safely plastered in position.

After removing a stovepipe from a chimney, close the opening with a metal flue stop; if the flue connection is left open fire may communicate, and if it is closed by being stuffed full of rags or paper the chances are that it will communicate.

Smoke and stovepipes should be frequently inspected to make sure that they are in good condition, substantially supported in place, and safely away from woodwork and other combustible material. Rusted pipes should be replaced at once.

Stovepipes should never pass through combustible partitions unless protected by a galvanized iron thimble, at least twelve inches larger in diameter than the pipe. Thimbles should have double walls with ventilation through the air spaces.

Chimney fires and fires due to defective chimneys are among the easiest kinds of fires to stop before they start. Fires in the chimney proper are due to dirty chimneys and can be prevented by the simple expedient of regular and thorough cleaning. Fires which ignite the dwelling because the chimney is defective can be prevented by strict attention to construction details.

Criminal Firebugs

Old standards of rigid honesty, says the Omaha World-Herald, must have slipped a good deal when the deputy state fire marshal of Nebraska, L. J. Butcher, gives it as his carefully considered conclusion that 50 per cent. of the fire losses in Nebraska during the past year have been intentional.

The penalties for the crime of arson are severe, but conviction is not easy. Yet widespread scorn and contempt must be called down upon the head of the cheater who, to gain dishonest

dollars, will deliberately set fire to his house or his business, hoping to collect damages from the insurance company.

Such a man is a public enemy of the first order. If his crime meant only the defrauding of the insurance company it would be bad enough, for he is increasing the financial burden upon every honest man who pays a fire insurance premium.

The horror of arson is that every fire means the risking of life as well as property. For in combating even small blazes firemen expose themselves to the risk of disability and death; and no man's life should be imperiled in a dishonest cause.

Yet incendiary fires, for the purpose of collecting insurance, have become so common that the National Board of Fire Underwriters is proposing a delay of sixty days after proof of loss, before the payment of fire insurance claims. Such a delay would be, admittedly, a severe hardship upon the honest person who has suffered a fire loss. It is advocated only as a measure that would tend to lessen arson, by making it more difficult to reap the profits of arson.

Fire Protection For the Farmer

The farmer is the greatest proportionate sufferer from fire. In other words, the annual farm fire waste is greater in comparison to property values than the urban loss.

This may have been unavoidable a few years ago. Farms were far apart, roads poor, communication facilities slow and undependable. But to-day a different situation obtains. Good roads make it possible to go from the nearest town to the average farm in a very short space of time. The telephone affords instant contact with the outside world. The reason farm fire loss has not come down is that the bulk of farmers have taken insufficient interest in building up fire fighting organizations.

A few states have shown how this can be done at a reasonable cost. A first-class standard engine is situated at a central point, where it can serve a wide number of farms in the surrounding area. The department is headed by a qualified fire marshal who builds up a volunteer organization. The cost to the state or the community or the farmer is nothing in comparison to the protection furnished. Such organizations have saved hundreds of dollars worth of farm property which would otherwise have been destroyed.

Anyone who has lived in farming sections knows the tragedy of fire that destroys buildings, livestock, crops and lives and raises taxes and insurance rates. The solution is the central fire department, well equipped and scientifically developed.

School Fire Hazards

County superintendents in all ninety-three Nebraska counties have been requested by State Fire Marshal Butcher to submit lists of names and addresses of all rural school instructors so that information can be obtained on the fire hazards in Nebraska rural schools. Rural school instructors, Butcher said, will be asked to submit reports showing the nature of con-

struction, manner of heating, fire prevention equipment and fire prevention instruction used in each school.

A Business Man's Philosophy

It has been observed that an army can regain lost ground faster and easier than it can push on to a new goal.

This fact offers hope and inspiration to those who wonder how long it will take this country to regain the ground lost since 1929. I think the prediction can safely be made that we will not only achieve the records that were marked up in that year, but that we will do it in less time than many of us now deem possible.

Any venture into new and unknown territory makes us nervous, but when we are on familiar ground we are sure

and courageous. We are not cowed by a sense of possible defeat, by a feeling that we do not know our way, or by a fear that we are over our depth.

"We have been here before," we tell ourselves.

Nobody, who has once made \$50 a week or \$50,000 a year is fearful that he is incompetent to earn such a salary again. As prosperity returns, every one aims to get back to his old pay schedule. It is a safe bet that the majority will.

It is also a safe bet that this nation will equal and surpass all its past records within this decade.

William Feather.

Strikes should be struck out of recovery.

**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

**FIRE is not
"Choosey"**

Fire, like Death, is feared chiefly because it can descend so suddenly, without regard for persons or plans. Your house may escape even a scorched shingle for twenty-five years—and then, without warning, be burned to the ground in a couple hours. Your only protection is insurance—and don't neglect it! Our records show a pitiable number of cases where fires have been reported a few days after a lapse of insurance—too late to benefit from past years' payments. The only sure protection is constant protection!

**FINNISH MUTUAL FIRE INSURANCE CO.
444 PINE ST. CALUMET**

**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.

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

Claims featured by the Grier-Sutherland Co., 563 E. Larned, in their recent "Wholesale Liquidation" afford an outstanding example of abuses in comparative price advertising. Inaccuracies uncovered through the Detroit Better Business Bureau shopping were reported to the company, which refused to publish correction.

The following advertised items were purchased by the Bureau:

"Berycraft Paint—all regular colors—\$3.75 Reg.—Gal. \$1.95."

"\$14 Reflector Lamps—All with Beautiful silk shades—\$5.25."

\$3.75 Golf Bags, \$1.25."

\$3.50 Brief Case, \$1.95."

\$1.70 Fruit Juice Extractor, 85c."

"\$18 Golf Bags—Genuine Leather—\$6.95."

\$10 Genuine Leather Carryall, \$3."

Subsequent investigation by the Bureau indicated that the claimed comparatives were exaggerated in every instance. The so-called "\$3.75" Berycraft paint was found selling regularly in other stores at \$2.80 and all colors were not available, as advertised. The "\$14" Reflector Lamp was found to have been offered to local retailers at \$2.50 and the shade proved to be rayon rather than silk. Needless to say, lamps wholesaling at \$2.50 are not usually sold to the public at \$14. And it is equally obvious that \$5.25, the actual selling price, does not justify the "Less than Wholesale" claims featured in the Grier-Sutherland advertising.

The "\$3.75" golf bag was readily duplicated in quality at from \$1.65 to \$1.95, while the "\$3.50" brief case was no better than others found selling regularly elsewhere at 1.95 to \$2.50. Fruit juice extractors, similar in quality to the "\$1.70" extractor described by Grier-Sutherland were found retailing regularly at from \$1 to \$1.29, while both the "\$18" golf bag and the "\$10" carryall were found to be no better than other merchandise selling regularly for half or less than half the figures quoted.

Exaggerated comparative prices are destructive to public confidence in all advertising and the Bureau is drafting a proposed ordinance, to be submitted to the Corporation Counsel at an early date, which should effectually check this type of misrepresentation.

Close co-operation between the Detroit Better Business Bureau and the Classified departments of the newspapers has largely checked the sale of household goods by dealers as their own personal belongings or the sacrificed furnishings of some one forced to leave the city to care for an ailing aunt.

Five "stuffed flat" operators have thus far been convicted upon complaint of the Bureau to the Prosecutor's office. The latest, one "Bertha Williams" was convicted of obtaining money under false pretenses before Recorder's Court Judge W. McKay Skillman.

Warrant was issued, following complaint to the Bureau that "Bertha Williams," alias Mrs. Lenzion, alias Mrs. Lanson (who admitted operating a "stuffed flat" in a restricted residential

district) had sold a cheap machine-made imported French or Belgian 9x12 rug as a genuine "Oriental."

This rug, which experts valued at a maximum of \$27.50, was described to the victim as having cost \$285 six months ago, and being offered for sale only because the vendor was "breaking up her home." This is the typical "gag" employed by the "stuffed flat" operator in an attempt to dispose of shoddy merchandise at highly inflated prices.

Unlike genuine handknotted, wool pile Orientals, the rug in question was all cotton and the pile was readily plucked from any section—as Judge Skillman demonstrated.

Bureau shopping has conclusively shown that most of the "bargains" offered by irresponsible and gyp residential operators are exaggerated and that unfortunate buyers have little chance of recovering their money when misrepresentation and fraud are discovered. Unlike the legitimate, established merchant, the "stuffed flat" dealer is here to-day and gone to-morrow and those who seek his bargains should bear this in mind when buying.

The Federal Trade Commission has ordered George L. Walker, trading as Walker Medicine Co., to stop using the word "health" in the name of his product, "Walker's Old Indian Health Tonic." The Commission finds that Walker's medicine "is not a general health restorative and that the use of the word 'health' without proper limitations in the name of said medicine or otherwise in connection therewith is unwarranted." The Commission also orders Walker to cease representing the medicine as a remedy or cure for disease of the liver, kidney or bladder or for women's diseases, pains in the neck, side, shoulder, back or hips, blood diseases, laziness, tired feeling, colds, la grippe, rheumatism and others.

The Federal Trade Commission has signed stipulations with manufacturers and dealers in cosmetics, imitation jewelry, hosiery, men's furnishings, and other articles, in which the latter have agreed to discontinue unfair trade practices. Names are not listed, as is customary in these cases, but the facts in each instance are made known as follows:

A corporation manufacturing cosmetics agrees to cease use on labels affixed to its product of the statement "a rich nourishing cream especially developed to smooth away wrinkles and keep the skin young and flexible," or any other statement which would have the capacity to deceive purchasers into believing that the product, when applied externally, will nourish the skin or keep away or eradicate lines and wrinkles and keep the skin young, when such is not the fact.

An individual selling beauty preparations will no longer use the word "laboratories" as part of her name, or in advertising, so as to mislead buyers into the belief that she owns, operates, or controls a laboratory wherein the products she sells are made or compounded.

The words "Federal Certified" will no longer be used by a corporation manufacturing bath curtains, window draperies and novelty accessories, in

any way which would deceive purchasers into believing its product has been "certified" or endorsed by the United States Government or by any department, bureau or officer thereof.

A corporation manufacturing cutlery agrees to cease use of the word "English" as a trade name or brand for products not manufactured in England, and from use of the word "English" in any way which would mislead purchasers into the belief that its products are manufactured in England, when this is not true.

A corporation selling a variety of merchandise, including imitation pearls, will stop using the word "Pearl" either alone or in connection with other words so as to imply that its products are made in whole or in part of pearls when such is not the fact; and from use of the word "Pearl" in any way which would deceive buyers into believing its products are made in whole or in part of genuine or natural pearls, when such is not true.

A corporation manufacturing hosiery agrees to discontinue use of the words "Pure Thread Silk Reinforced with Rayon" or the words "Pure Thread Silk Reinforced with Art Silk" as a brand or label for its hosiery, or as descriptive of a product not composed in substantial part of silk. It also agrees to cease use of the word "Silk" either independently or in connection with the word "Art" as descriptive of its hosiery so as to imply its product is composed in substantial part of silk, when such is not the fact. If its hosiery is composed in substantial part of silk and the word "Silk" is used as descriptive thereof, the word "Silk" shall be accompanied by other words in type equally as conspicuous so as to indicate clearly that the hosiery is not composed wholly of silk but of materials other than silk. The company further agrees to stop use of the words "Art Silk" to describe a product not composed of silk or to represent a product simulating silk in appearance or texture.

A corporation manufacturing soaps will no longer use the words "Soaps of the British Empire" or a pictorial representation simulating in appearance the Royal Coat of Arms of the British Empire, or any other words or pictorial representation as a brand or label for its products which would deceive buyers into believing its products are made in the British Empire and imported into the United States.

A corporation manufacturing hosiery will cease use of the words "Pure Thread Silk Reinforced with Art Silk" as a label for its product, and will no longer use the word "Silk" either independently or in conjunction with the word "Art" as descriptive of its hosiery so as to imply the hosiery is composed of silk, when this is not true. If the hosiery is composed in substantial portion of silk and the word "Silk" is used as descriptive thereof, the word "Silk" shall be accompanied by some other word printed in type equally as conspicuous so as to indicate clearly that the hosiery is not composed wholly of silk, but in part of a material or materials other than silk.

An individual selling men's furnishing goods, including shirts, underwear and neckwear, by mail order, agrees to

cease use of the word "Mills" either independently or in connection with other words as a part of the trade name under which he carries on business; and from use of the word "Mills" in any way which would deceive purchasers into believing he owns, controls or operates a factory wherein the products sold by him are manufactured, when such is not the fact. He also agrees to stop use of the word "Free" in any way which would mislead buyers into the belief the products referred to are given free, or that their cost is not included in the price paid by the purchaser for other products.

An individual selling paints agrees to cease use of the statement "Buy your paint direct and save middlemen's profits" so as to imply or which would have the tendency to deceive buyers into believing he owns, operates and controls a plant or factory wherein is manufactured the paint sold and distributed by him, when such is not the fact.

A corporation bottling medicated drinking water agrees to stop publishing, distributing and circulating any advertisements consisting of alleged letters from users of its product containing statements that the writers thereof have been cured by the use of its product of any serious or chronic ailment; and from the circulation of advertising matter which contains representations claiming for the water curative or medicinal properties greater than those usually found in drinking water or non-stimulating beverages.

Store Advertising Experts in NRA Drive

A committee of leading retail advertising executives has been appointed to prepare plans covering the role which retailers can play in the NRA consumer campaign, says F. W. Spaeth, mgr. of the sales promotion division of the National Retail Dry Goods Association. Careful study will be given by the group to determine the most effective promotional approach to the objective of increased consumer buying sought by the NRA officials. The committee has already started to function and will meet again in the next few days to shape post-labor day activities.

Heavy Underwear Prices Raised

With one of the leading manufacturers of heavyweight cotton ribbed underwear issuing new prices, the entire market is expected to be quoting on goods by the end of the week. The twelve-pound union suit is priced at \$7.25 per dozen for the substandard styles, \$7.50 for the standard and \$7.87½ for the branded styles. The 14 and 16 pound numbers were put at 62½ cents and \$1.35 per dozen higher respectively for each range. The trade expects these prices to be advanced later in the season. The last quotation on a 12-pound substandard union suit was \$4.

When a man is guided by reason and the rights of others—not simply what he desires to do, but what he ought to do—then the man will make friends, and these friends are bound to help him.

SPRING PRICES A PROBLEM

The delay in the approval of codes for many industries and the huge amount of forward buying of goods at low prices make it evident that consumers will not feel the full impact of higher prices until Spring. There have been fairly sharp advances for the coming Fall season, but retail stores will be able to average on merchandise to some extent so that the price rise can be applied gradually.

However, the development causing thoughtful executives the most concern is the further sharp increases scheduled on Spring goods. It is not unreasonable to expect from present developments that prices on Spring merchandise will be from 70 to 100 per cent higher than those prevailing during the early months of this year. Every handler of a product from the raw-material producer down to the retailer is experiencing increased costs under NRA. And the unfortunate part is that these costs are pyramided as they pass through the various processing and distributing units. Coming down to the retail stores, they are reported planning to increase mark-ups in order to care for their higher expenses.

The outgrowth of these skyrocketing prices, as some executives see it, will be further labor troubles on a large scale, as workers strike for higher wages to take care of the increased cost of living. But a wage increase means an addition to operating costs, thus creating a vicious circle. Of course, it is to be hoped that a sufficiently large demand will appear from the unemployed regaining jobs to increase production sharply and thus cut costs somewhat, consequently holding down prices. But the problem is a serious one and demands major consideration from business executives.

UNWANTED BOYS

Many young men and boys need no argument from statistics to convince them that these are difficult and discouraging times in which to find a job. The promises implied in their education have been disappointed and the theory that youth will be served will not fit the facts in the case. These youngsters may even feel that the program of NRA is none too friendly toward them, though they may hope that its beneficial effects will finally reach them.

The predicament of young workers is set forth in figures compiled by the Association for Improving the Condition of the Poor, which has made a survey of employment in nearly five thousand families living in different sections of the country. It is reported that the percentage of idleness is greatest for both sexes among persons under twenty years of age, classified as gainful workers. Nine per cent. of the unemployed are young persons who have had no work since they left school.

But other statistics show another aspect of the situation. A majority of those in employment represent the sole support of their families. It must be considered desirable, therefore, that whatever work is available should be

done by men, rather than boys, though the discrimination against youth is one of the most painful effects of the depression. Employers, in general, are giving first consideration to men with families to support when it is found necessary to decrease or increase pay rolls. There are many exceptions, but these humane considerations do affect the employment figures, as is partly proved by the large number of boys who have no jobs.

INDUSTRY ENTERS FALL

Industry and business will enter the Fall season this week in what is probably the most confused state of mind experienced in years. Whether it will provide a complete collapse of the most astonishing upturn in the country's history or whether the gains already made will be consolidated and the drive to normal business accelerated are the questions worrying business men.

Last week provided little in the way of new developments to answer these questions. On the whole, they were somewhat unfavorable, as they indicated that the seasonal slump had been deepened. New orders, more than actual production, showed a decline. The steel, lumber and automobile industries found demand falling away sharply. Car loadings and electric power output were lower, while cotton forwardings fell below those of a year ago for the first time in many months. As a result, the weekly index of business activity dropped back more than four points, to a level some fifteen points below the year's high mark.

Business in general is looking to the next thirty days to test the efficiency of the administration measures. A tremendous volume of goods has been manufactured and sold to distributors, and prices have skyrocketed. On the other hand, 2,000,000 workers have returned to their jobs, as estimated by General Johnson; lower-bracket wages have been advanced and the psychology of the people is cheerful.

There also remains the fact that the huge public works program is scheduled to get under way later in the year and that repeal of prohibition will restore a large industry, thereby providing further employment.

BUY NOW CAMPAIGN COMING

In recognition of the compelling necessity of sustaining the momentum which trade has thus far achieved, it is likely that a strong national campaign to spur consumer buying will be launched in the near future under NRA auspices. The critical stage of the whole movement is now being approached, and consumer support must be enlisted on a huge scale to provide the base for the wage and production structure which is being built up.

In retail circles reluctance has again bobbed up to designating the drive a "buy-now" movement. Objection has been voiced to the use of the words, owing to the feeling that they imply a selfish appeal on the part of the stores. Study is being given to the development of what is hoped will be a better slogan.

Yet, whether called so or not, the drive cannot be other than a "buy-

now" campaign. The appeal may be indirect as was suggested during the week. But it is evident that any program effectively to stir the consumer must carry conviction that he has a direct personal stake in recovery, and moreover that he will benefit by buying now.

A committee of retail advertising executives is shaping its plans, and whether under "buy-now" or any other name the full force of store publicity should be trained on this fundamental NRA objective.

DRY GOODS CONDITIONS

From the standpoint of sales increases over 1932, local retail trade during the week made an excellent showing. Gains of 15 per cent. or more over the corresponding daily volume figures of a year ago were noted by a number of leading stores here. Reports from out-of-town retailers also told of sharp increases. Gains in home wares, furniture and kindred lines were especially marked, with sales of coats, school apparel and fur garments also doing well.

The improvement in volume during the last half of the month caused a revision upward of the estimate on August department store trade. The increase over a year ago is now placed at about 8 per cent, the best comparative showing in three years. Now that labor day is over the new conditions which will affect retailing for some time to come will be more fully operative. The current sales gain is felt to be a happy augury of progressive improvement as the Fall season gets under way. Improving purchasing power and strong promotional efforts are factors favorable to distribution. By the end of this month a fairly well based ideal will be had of consumer reaction to higher prices.

Pressure for deliveries on old orders rather than a sharp increase in new business feature the major wholesale markets this week.

A CODE FOR HENS

No one who has watched a hen cross the road in front of an advancing automobile will be surprised to learn that once more she has managed to do the wrong thing. There is a surplus of eggs.

To be sure, the hen has only been doing her duty; but duty for the hen means anxiety for the farm adjustment administration. The cold-storage supply of eggs is reported to be 40 or 50 per cent. greater than it was last year. Unless the Farm Administration acts, this surplus is likely to become another thing that somebody will have to "take on the chin"—in more ways than one.

So why not have a code for hens? They should have shorter working hours. The artificial lighting systems, by which crafty poultry men have robbed them of their rest, should be abolished. Cackling could be depended upon to reveal any "chiseling."

AN OIL-DIVINING ROD

The reported discovery of Russian scientists of a divining rod which detects the presence of oil in the earth may seem unfortunately timed just now when the American oil industry is

being regulated. The instrument detects the minute quantities of gas which rise close to the surface of the ground in the vicinity of an oil pocket.

This new device represents a curious parallel to the hazel wand with which the rural "well witcher" advised farmers where to dig for water. But apparently there is nothing to correspond with the "witcher's" mystic practice of tossing a silver dollar into the air and letting the number of turns it made indicate the depth in feet at which water would be found.

The new divining rod should prove an extremely useful device not only in locating new wells but also in determining the extent of subterranean oil pools. Under the old system only one well in ten produced oil. Yet these "dry holes" cost as much as the ones that proved productive. If it turns out to be trustworthy, the invention should make possible great economies for the oil industry.

TOO MANY BULBS

While America's adjustment of output to demand goes on, in cotton patch, hog lot and wheat field, the rest of the world is not without its parallel problems. Holland offers the latest instance. Dutch bulbs, for generations the finest parent stock for tulips, hyacinths and narcissus, have become a drug on the market. To bolster the prices, an "adjustment committee" was put to work, and it has decreed a "bulb-destruction week," which is now in progress. Thousands of bulbs are being piled up to rot or otherwise be destroyed. Such incidents are spectacular. The world was shocked when Brazil began burning coffee. There were jeers when it was first suggested that cotton be plowed under. But these actions are only commercial practice carried to the extreme. The aging building which can no longer attract enough tenants to pay its way is torn down to make a parking yard. The peach crop for which there is no market is allowed to rot in the orchard. Such things have been happening for years.

A WEIGHTY PROBLEM

Announcement by the Public Health Service that a large waistline is an enemy to the health of middle-aged men will not be relished by the persons to whom it obviously applies. They know it will invite advice instead of sympathy.

At least by inference, the Health Service announcement takes the position that the fat man is more to be pitied than ridiculed. But that is not the way the public looks at it. Strangely enough, the oversized waistline repels sympathy instead of attracting it. The prosperous paunch is a standing invitation to poking. The smiles with which men of abundant proportions greet jests about their persons are the result of long experience in repelling ridicule. Necessity and not nature is responsible for the fat man's reputed good humor.

The Public Health Service will never win the plaudits of the portly merely by offering advice. But by arranging to make chairs more substantial and theatre seats wider it could usher in a new deal for the fat of the land.

OUT AROUND

Things Seen and Heard on a Week End Trip

Muskegon has at least one historical heritage which she should cherish with great veneration. I refer to the grave of Jonathan Walker, the "Man with the Branded Hand." The remains of the sturdy old patriot and humanitarian first found a resting place on the point of land which juts out into Mona Lake on the North side, a few feet East of the bridge which takes the driver over the channel to Lake Harbor. In 1878 the remains were removed to the leading cemetery in Muskegon and reinterred with appropriate ceremony under the leadership of Hon. Henry H. Holt, who was once Lieutenant Governor of Michigan. The monument erected in memory of the hero was paid for by Parker Pillsbury, of Vermont, who was the donor of the shaft. He came to Muskegon on the occasion of the dedication and delivered the memorial address. Many years later the owner of the lot on which the cemetery burial was made requested the removal of the remains and they and the monument were given a more appropriate location near the entrance to the cemetery.

I think Landlord Swett will pardon the suggestion, but if I were in command of his beautiful hotel I think I would obtain a portrait of the world-famous hero, a photo of the monument and a reproduction of the poem by Whittier—which placed Walker forever among the immortals—and have them framed together and hung in a conspicuous place in the lobby of the Occidental. I do not think one guest at the hotel in a hundred knows that one of the most heroic men of the nineteenth century—made doubly so by the pen of the Quaker poet—has found a final resting place in Muskegon. I believe that many guests at the Occidental would be glad to learn of this situation and would stay over a day or a few hours at least to pay their respects to one of the most famous men in the history of the cause which resulted in conferring freedom to the Negro race.

The average landlord does not take kindly to suggestions which involve the expenditure of good money in times like these, but Mr. Swett has never turned a deaf ear to any suggestion I have made in the past concerning methods which would add to the comfort or attractiveness of his model hotel. When I mentioned this matter to him at his romantic home on the channel between Lake Michigan and Mona Lake the other evening, he immediately made a mental notation of my remark and said he would give it due consideration.

Speaking of suburban homes, I have never seen one which appeals to me as much as the Swett mansion. There is a notation at the entrance to the estate, inviting strangers to stay out, but after patronizing the Occidental Hotel for twenty-four years under the Swett

management I felt disposed to ignore the warning and break in on the privacy of Mr. Swett and his charming family. Now I have a standing invitation to "come again," which I shall surely avail myself of during daylight, so I can more accurately absorb the beauties of the home and its remarkable surroundings.

Considering the business depression and the many uses Muskegon, county and city, have for money these days, they have done remarkably well in the construction of cement roads. One of the most serviceable thoroughfares thus created is the extension of the pavement on Getty street from Broadway (Muskegon Heights) to U.S.-31. In approaching the Heights from the South on U.S.-31 a turn to Getty street enables the traveler to proceed directly to Jackson street or Marquette avenue. Either thoroughfare leads directly to U.S.-31 on Ottawa street. This enables the traveler who happens to be in a hurry to reach any point North of Muskegon without being compelled to make frequent stops in going through Muskegon Heights and Muskegon in response to traffic signals. I do not know where our Muskegon friends find the money to undertake all these improvements, but they evidently do find it—and make good use of it.

I am told that the Alabama is playing to the biggest business she has ever experienced since she was constructed a quarter of a century ago. She is a mighty good boat and deserves the good luck which has come to her under the new management. When I recall the sturdy old navigator—Captain Rossman, who was Commodore of the Goodrich fleet for years—and the care and thoroughness which he put into the construction of this ship. I cannot help thinking of the record his creation has made in staying on top of water so long without a serious mishap.

My first acquaintance with Captain Rossman was at Sleeping Bear Point more than fifty years ago. As first assistant to the receiver of the Northern Michigan Transportation Co., he had charge of the fuel supply of the fleet of the twenty-nine wood burning propellers engaged in the grain carrying trade between Chicago and Ogdenburg, one of the terminals of the Vermont Central Railroad. The failure of the railroad which owned the water transportation system forced the latter into bankruptcy also. I think the last vessel of this fleet—the Vernon—was burned off Charlevoix about forty years ago. It took with it to the bottom of the lake a friend of mine, Fred Burke, whom I had met while he was in the employ of Captain Rossman at Glen Arbor. He was clerk on the Vernon when she went down.

Captain Rossman had one obsession which he never consented to deviate from—he never sailed a boat without a mast. He said a sail saved coal, steadied the ship in rough weather and

in time of disaster enabled the navigator to keep his ship off the rocks. He pointed to his own experience to sustain this position. The old Michigan, which foundered off Grand Haven about sixty years ago, could have kept away from shore if she had been equipped with a sail. From that time on Captain Rossman had his say in the construction of each new ship added to the Goodrich fleet. The Alpena was lost in an October storm about fifty-five years ago, but she probably owed her doom to being struck by lightning in midlake.

Fifty years ago, when Captain Rossman was captain of the old Menominee and resided at Grand Haven, he delighted to relate a story on one of his lady passengers, who came to him in great distress just before the time the ship was expected to sail with the remark: "Captain, I just know I am going to be sick. I am not a good sailor." "Never mind," replied the suave old navigator. "Go to your stateroom, undress and go to sleep. You will wake up in Chicago in the morning and never know anything has happened." Captain Rossman was a cautious master who never took any unnecessary risks. He never permitted his ship to leave port when he thought there was going to be a bad storm. The Menominee laid all night at her dock in Grand Haven that night. Not knowing that the ship had not gone out to face the storm, the lady supposed she was in Chicago. Going up to Captain Rossman, she met him with a happy smile and the remark: "It was just as you said, Captain, I never was sick a minute."

Edward Frick, who has lived in a beautiful home on the lake shore, near Douglas, since his retirement from the Judson Grocer Co., as buyer and assistant manager, has decided to spend the winter in Grand Rapids, so Mrs. Frick can be in closer contact with her oculist. Mr. Frick, who was in poor health for some years, is now a well man, capable of enjoying the good things of this earth many years longer.

Considering the drought, this has been a remarkable season for cantaloupes, of which I am very fond. I began with this year's crop when we received the first shipment from California, then Arizona, then Colorado, then Indiana and finally Michigan. I did not meet up with a poor melon until I began buying those raised by farmers living near Grand Rapids. The Benton Harbors were the finest this year I have ever known—and that is saying much. The growers in that vicinity appear to have produced remarkable results by careful and persistent experimentation over a long period of years. I do not think any farmer has a right to offer melons for sale unless he is an expert in the production of this delectable fruit.

A Fennville fruit grower informs me that last year the fruit growers tributary to that market shipped 100 carloads of pears. This year they expect

their shipments will not exceed ten carloads.

Harry M. Royal, of Shelby, one of the best posted men on fruit conditions in Western Michigan, writes me that Oceana county will have no marketable peaches this year.

The "three Browns" of the Century Furniture Co. (Grand Rapids) have drawn no salary from their organization for three years. They have made this sacrifice voluntarily in order that the wages of their employes may be continued on a living basis. If there is a parallel to this action in Michigan, I would like to know about it. The Brown men are foremost among the outstanding furniture manufacturers of the world.

The Michigan Supreme Court last week affirmed with some modifications the decision recently rendered by Judge Willis B. Perkins in the case of the Michigan Trust Company foreclosure action against the Cody Hotel, Grand Rapids. The case attracted wide attention, Judge Perkins holding that the trust company must bid in the property at the amount of the mortgage, rather than at a lower price, plus a deficiency judgment. The outcome of this litigation is likely to cause much consternation on the part of trust companies and insurance companies which make large loans on real estate and buildings.

"Organized labor's co-operation with the Industrial Recovery act," says Industry and Labor, "is just about as sincere and beneficial to industry and labor as its co-operation with the government during the kaiser's war when it agitated, called and conducted fifteen hundred strikes—most of them in plants where government orders for munitions, supplies, clothing, and food were being feverishly rushed out for the relief of millions of American soldiers isolated in a foreign land and confronted with a powerful enemy."

The maple tree, the leaf of which is the national emblem of Canada, is not only a notably fine ornamental tree, but also has a unique monetary value apart from its value as lumber: for the production of maple syrup and maple sugar in Canada this year was 1,262,315 gallons of syrup, valued at \$1,559,628 and 5,785,130 pounds of sugar with a value of \$499,713, the combined value being \$2,059,341. Most of the maple syrup and maple sugar produced in Canada comes from the Province of Quebec, with Ontario in second place. Small quantities are produced in Nova Scotia and New Brunswick. These products are derived from millions of maple trees, which are tapped in the month of March each year. Both maple syrup and maple sugar find a ready market due to their high quality. No adulteration of them is permitted under Canadian Government law. The chief demand is for household use and there is a large market among makers

(Continued on page 23)

FINANCIAL

Inflation Obtained Through Slamming Our Currency

Comfort is being derived by many people because of the recent assurances of high Administration officials that they are not considering currency inflation. For some reason these are taken to mean that hence forth the Government is going to follow sound financial policies and that the President will not use the inflationary powers conferred upon him by the Thomas amendment. Such a conclusion is unwarranted. All the evidence that we have points to a continuation of an inflationary program.

Confusion over the outlook is a result of limiting the term inflation to the running of the Government printing presses. In certain countries, notably those where most of the business is transacted by means of currency, it is true that any real inflation almost certainly would have to be injected through an increase in the volume of paper money. In this country, however, the situation is very different.

In this country the use of bank deposits rather than currency is the important thing. Under reasonably normal circumstances we use checks in over 90 per cent. of the volume of business. Currency expansion, accordingly, from the point of view of inflation, is of secondary significance. It could be made into a dominant factor, of course, through the Government's starting the printing presses, but it is a grave error to think that so long as there is no increase in the volume of currency the country is not being subjected to inflationary policies.

As a matter of fact, President Roosevelt entered upon an inflationary program almost immediately upon taking office. From that time on there has been no let-down. As pointed out repeatedly, every time there has been a weakening of the inflationary psychology a new attack has been made by the Administration upon our currency. This has been just as truly inflationary and has had the same results as would a start of the printing press in a country which transacts its business with currency.

This inflationary program of the Roosevelt Administration has been to undermine confidence in the stability of our currency and convince the public that dollars which it holds will suffer a deterioration in purchasing power through an increase in prices. The measurable evidence of the success of the program from an inflationary point of view is the fact that our currency—the currency of a creditor nation—is quoted at a 30 per cent. discount in the foreign exchange markets.

The question, then, of whether we are to have a continuation of inflation is not at present concerned with the Government's starting the printing presses. Even those who are most firmly convinced that ultimately we shall come to this step do not believe that it is a matter of immediate future. They recognize that for a country such as the United States, starting the printing presses would be the last point in an inflationary program. Further, that when and if this step is ever taken it

will be time for some one to give the American public the order, "Stand by for crash." Ralph West Robey.

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A Business Man's Philosophy

"The best health rule of all, I believe," writes Dr. Logan Clendening, "can be derived from the philosophy of the man whose utterances, in all respects, I abominate—Friedrich Nietzsche. Somewhere he said, or is said to have said, 'Live dangerously.' That seem to me as healthy a mode of life as could possibly be chosen. The one thing that life has taught me is that it should be lived to the full."

I have never before seen this point of view expressed by a physician, but it agrees with the observations I have made as a layman. Of the people I know, those who are most rarely sick are almost invariably those who travel at fastest clip. They eat heartily, stay up late, work hard. If they die it is because they refuse to go to bed long enough to cure a cold before it turns into pneumonia.

Some one may retort that the fastest movers inherited iron constitutions, without which they could not stand the pace. The evidence does not bear this out. In any modern group, frail women can be found who are never ill, although they lead a life that would tax the strength of a longshoreman.

Anyway, robust health isn't the most important thing in life, according to Dr. Clendening. More important than health is the ability to do one's job well. Next to that and still ahead of perfect health is the cultivation of such things as poise, grace, a good speaking voice and a sense of humor. In short, we should struggle to lift ourselves out of that class known as "bores."

William Feather.

Proceedings of the Grand Rapids Bankruptcy Court

August 21, 1933. On this day the schedules, reference and adjudication in the matter of Everell S. Brower, bankrupt No. 5387, were received. The bankrupt is a furniture salesman of Grand Rapids, Michigan. The schedules show total assets of \$9,650.00, (of which \$650.00 are claimed exempt), and total liabilities of \$10,573.67, listing the following creditors: City Treasurer, E G R. \$1,759.70 City of East Grand, Township of G. R. and State of Mich. unknown Ravenswood Development Co., G R. 3,641.63

Meyering Land Co., G R. 2,815.22 Auto Clinic, G R. 4.25 Bennett Fuel & Ice Co, G R. 30.25 Blakeslee Bros., G R. 50.00 Dr James Brotherhood, G R. 9.00 Breen & Halladay, G R. 180.26 Cit yof East Grand Rapids 2.50 Creston Transfer Co, G R. 25.00 Dr Willard M Campbell, G R. 4.00 Consumers Ice Co, G R. 10.00 Chase Electric Co, G R. 8.00 Lee Dygert, Inc, G R. 7.50 Eberhard's Foods, G R. 239.21 Ezinga Milk Co, G R. 47.82 Edison Tailoring Co, G R. 2.00 F F Wood Motor Co, G R. 6.10 Mary J Field Co, G R. 26.50 Grand Rapids Press, G R. 1.98 Grand Rapids Herald, G R. 7.00 Herpolsheimers, G R. 38.31 J C Herkner Jewelry Co, G R. 3.00 George Hopp Florist, G R. 6.00 Dr Harry H Luton, G R. 3.90 Dr John H McRae, G R. 10.00 John Ott Garage, Agnew 34.68 Old Kent Bank, G R. 826.00 Paul Stetekee & Sons, G R. 308.35 Dr Ray Sexton, G R. 44.00 Ravenswood Country Club, E G R 162.00 Tatroe Tire Co, G R. 4.55 Mrs J R Taylor, Flint 165.00 Wurzburg Dry Goods Co, G R. 42.35 G R Gas Light Co, G R. 18.41 Consumers Power Co, G R. 13.24 Mich Bell Telephone Co, G R. 15.96

August 21, 1933. On this day the schedules, reference and adjudication in the matter of Walter E Wheeler, bankrupt No. 5386, were received. The bankrupt is a coach cleaner, of Grand Rapids,

Michigan. The schedules show total assets of \$300.00 (all of which are claimed exempt), and total liabilities of \$7,337.70, listing the following creditors: City, County & State Taxes, G R \$322.59 Mich. Conference of the Evangelical Church, Bay City 5,406.67

Household Finance Corp, G R. 119.00 G R Creamery Co, G R. 11.00 Goldfield Dairy, G R. 70.00 Battjes Fuel Co, G R. 28.05 Cornell's, G R. 2.10 Tiefenthal's Grocery, G R. 23.53 Dr John Pedden, G R. 54.00 G R Truss Co, G R. 4.00 Burton Heights Branch G R Nat'l Bank, G R. 135.00 Mich Bell Telephone Co, G R. 10.25 Mike Slayman, G R. 45.00 Dr Spencer, Scottville 35.00 Dr Harold Crane, G R. 310.00 Dr Alfred Dean, G R. 16.00 G R Gas Light Co, G R. 20.00 Alice Smith Norris, G R. 83.55 Spears Lumber Co, G R. 25.53 C L Rowley, G R. 45.00 T C Siebring, G R. 19.00 Roger Wykes, G R. 300.00 John Rozema, G R. 5.00 Mrs Knight, Byron Cester 12.00 Seiberta Grocery, G R. 30.71 Woodka Bros, G R. 2.67 Frank Doran, G R. 44.95 Dewey Van Belkin, G R. 22.75 D D Carlyle, G R. 22.50 Herman Huberts, G R. 22.50 Spikerman's Grocery, G R. 25.00 Engle's Lumber Co, G R. 9.00 George Breen Fuel Co, G R. 11.00 Dr John P Marsh, G R. 5.00 J Idsinga Co, G R. 10.25 Ezinga's Creamery, G R. 15.00 Beverly Creamery Co, G R. 14.00

August 21, 1933. On this day the schedules, reference and adjudication in the matter of Albin B. Pfister, bankrupt No. 5385, were received. The bankrupt is a mechanic of South Haven, Mich. The schedules show total assets of \$6,125.00, (of which \$2,000.00 are claimed exempt), and total liabilities of \$9,368.54, listing the following creditors:

Frank and Rose Szarkowski, South Haven \$2,310.70 Charles M Weber, Chicago 4,240.00 Frank H Chaddock, S H. 300.00 Ida E Hennig, Chicago 600.00 Frank and Rose Szarkowski, S H 2,160.70 F G Cogshall, S H. 201.14

August 21, 1933. On this day the schedules, reference and adjudication in the matter of John B. Ryan, bankrupt No. 5388, were received. The bankrupt is a salesman and broker, of Muskegon, Michigan. The schedules show total assets of \$100.00 (all of which are claimed exempt), and total liabilities of \$143,450.69, listing the following creditors:

Citizens Trust and Savings Bank, Chicago \$6,500.00 Martin C Henneley, Chicago 1,500.00 Louis A Conn, Chicago 500.00 J H Wilson, Chicago 3,500.00 Calumet Refining Co, Chicago 2,000.00 Fred G Clark Co, Chicago 2,500.00 Harry Berger & Co, Chicago 650.00 Max achs, Chicago 450.00 W E Brown, Tulsa 30,000.00 L W Baxter, Tulsa 9,000.00 Thoms D Brennan, Tulsa 500.00 George R Ventries, Tulsa 300.00 A R Tearney, Chicago 100.00 L C Thomas, St Louis, Mo. 50.00 Sam W Pass, Chicago 2,500.00 Rich J Penny, Chicago 350.00 C F Martin, Evanston 500.00 William C Johnson, Chicago 100.00 J L Heath, Tulsa 350.00 Thomas P Merrill, Tulsa 500.00 Mrs Evelyn Carroll, Beverly Hills, California 2,500.00

William E Jagen, Chicago 1,800.00 Henry Farthing, Waukegan 350.00 Paul Weinberg, Chicago 1,800.00 A J Callaghan, Detroit 150.00 Ernest L Hughes, Chicago 202.34 Ward C Pearl, Chicago 100.00 Marshall Field & Co, Chicago 250.00 Fort Shelby Hotel, Detroit 500.00 Allen Sweet, Detroit 150.00 St Clar Hotel, Chicago 210.00 John J Kerins, Dumright, Okla. 350.00 J R Riley, Tulsa 75.00 Leona Apartments, Chicago 150.00 R C Beckman, Chicago 450.00 Marigold Garage, Chicago 64.35 Gene Nufer, Chicago 150.00 Hotel Muebach, Kansas City 1,200.00 Spencer Abbott, Seattle 800.00 James H Anderson, Kansas City 1,000.00 Mayo Brothers, Tulsa 2,500.00 George W. Snedden, Tulsa M P Krafft Miller, La Grange 500.00 Kay W Schalk, Chicago 5,000.00 Huff & Cook, Chicago 10,000.00 Franklin J Newberger, Chicago 704.00 Old Dutch Refining Co, Muskegon Metropolitan Casualty Ins. Co, Chicago 250.00 George W Hall, Chicago 500.00 James K Galbaugh Amalgamated Trust & Savings Bank, Chicago 18,000.00

August 8, 1933. On this day the schedules, reference and adjudication in the matter of Herold W Hermance, bankrupt No. 5368, were received. The bankrupt is the owner of Majestic Radio Shop, Muskegon, Michigan. The schedules show total assets of \$43.70, and total lia-

bilities of \$3,008.63, listing the following creditors:

City of Muskegon, Muskegon \$ 29.60 John A Arntz, Muskegon 250.00 Fred L Beerman, Muskegon 29.70 Grigsby Grunow Co, Detroit 2,034.54 Majestic Co-Operative Advertising Association, Chicago 204.50 S M Mangleson, Muskegon 239.10 Mich Associated Telephone Co, Muskegon 20.00 Muskegon Chronicle, Muskegon 12.82 Muskegon Gas Co, Muskegon 11.00 Markle Cement and Coal Co, Muskegon 20.00 Reliable Tire Accessories Co, Muskegon 149.37 Shannon and Blanchard, Muskegon 8.00

In the matter of Ernest A Power, Bankrupt No. 5382. The first meeting of creditors has been called for September 12, 1933, at 2 P. M.

In the matter of Lawrence Mitchels, Bankrupt No. 5379. The first meeting of creditors has been called for September 12, 1933, at 10 A. M.

In the matter of Olive Brittain, Bankrupt No. 5378. The first meeting of creditors has been called for September 12, 1933, at 10 A. M.

In the matter of Albert VanDyke, Bankrupt No. 5376. The first meeting of creditors has been called for September 8, 1933, at 2 P. M.

In the matter of Esther M. Gentz, Bankrupt No. 5341. The first meeting of creditors has been called for September 8, 1933, at 11 A. M.

In the matter of Bert Glupker, Bankrupt No. 5365. The first meeting of creditors has been called for September 8, 1933, at 10 A. M.

In the matter of Martin Browneye, Bankrupt No. 5367. The first meeting of creditors has been called for September 8, 1933, at 10 A. M.


In the matter of Herman A. Ahrens, Bankrupt No. 5358. The first meeting of creditors has been called for September 7, 1933, at 2 P. M.

In the matter of Aubrey B. Brady, Bankrupt No. 5361. The first meeting of

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
360 Michigan Trust Building
Telephone 94417

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oldest and largest bank
solicits your account on
the basis of sound poli-
cies and many helpful
services . . .

OLD KENT BANK
2 Downtown Offices
12 Community Offices

creditors has been called for September 7, 1933, at 2 P. M.

In the matter of Young-Johnson Furniture Co., Bankrupt No. 5353. The first meeting of creditors has been called for September 7, 1933, at 10 A. M. to consider composition.

In the matter of Chester H. Thomson, Bankrupt No. 5331, first meeting of creditors was held August 18, 1933. Bankrupt present and represented by Dilley & Dilley, Attys. Hilding & Baker, Attys., present for creditors. Bankrupt sworn and examined without reporter. Claims filed only. Fred G. Timmer, Grand Rapids, Michigan, trustee; bond \$100. Meeting adjourned without date.

In the matter of Arnold G. Lockerby, Bankrupt No. 5330, first meeting of creditors was held August 18, 1933. Bankrupt present and represented by Dilley & Dilley, Attys. No creditors present or represented. Bankrupt sworn and examined without reporter. Claims filed only. Fred G. Timmer, Grand Rapids, Michigan, trustee; bond \$100. Meeting adjourned without date.

Final meeting of creditors in the matter of William C. Dennes, Bankrupt No. 4840, has been held. The trustee was present and represented by attorney; State of Michigan represented by Judge E. Richardson, Assistant Attorney General, and the bankrupt was represented by Charles H. Farrell, Atty. Trustee's final report and account was approved and allowed. Balance accounts receivable and interest in certain real estate sold at auction. Sale of trustee's interest in certain real estate held open until title can be cleared, whereupon sale will be made and supplemental final distribution made. Bills of attorneys for bankrupt and for trustee approved and allowed. Made order for payment of administration expenses and preferred labor claim and 50% dividend on preferred tax claims; no dividend for general creditors. No objection to bankrupt's discharge. Meeting adjourned without date.

August 22, 1933. On this day the schedules, reference and adjudication in the matter of Mul-Se-Lax Laboratories, Inc., bankrupt No. 5384, were received. The bankrupt is located at Kalamazoo, Michigan. The schedules show total assets of \$7,801.12, and total liabilities of \$9,962.37, listing the following creditors: Collector of Internal Revenue,

Detroit, unknown

Secretary, State of Mich., unknown

Lansing, unknown

Treas., City of Kalamazoo, \$ 21.74

Kalamazoo, \$ 21.74

Myron A. Barber, Petoskey, 106.00

Cherry-Burrell Corp., Detroit, 411.25

Kalamazoo Publishing Co., Kal., 25.00

The Sandusky Republican-Tribune, Sandusky, 7.20

The Utica Sentinel, Utica, 6.00

Reporter Publishing Co., Iron River, 2.10

Gladwin County Record, Gladwin, 5.50

The Evening Star, Franklin, Ind, 5.88

Romeo Observer, Romeo, 8.10

The Lapeer County Press, Lapeer, 5.40

The Berkley Review, Berkley, 7.25

The Durand Express, Durand, 7.25

Battertons West Side Drug Store, Greensburg, Ind, 4.48

Greensburg Daily News, Greensburg, Ind, unknown

The Delta Reporter, Gladstone, 14.10

The Harlevoix Courier, Harlevoix, 16.07

The Green Drug Co., Connersville, 4.80

The Lowell Ledger, Lowell, 9.60

The Osceola County Herald, Reed City, 12.60

The Post-Gazette Printing & Pub. Co., Hudson, 6.00

Otsego County Herald Times, Gaylord, 15.57

The Northville Record, Northville, 11.70

The Plymouth Mail, Plymouth, 7.20

Traverse City Record-Eagle, Traverse City, 8.80

Hart Shaw Drug Co., Adrian, 5.00

The Ionia Daily Sentinel-Standard, Ionia, 6.30

Cadillac Evening News, Cadillac, 4.20

Northrop Advertising Agency, Kalamazoo, 77.25

Consumers Power Co., Kalamazoo, .52

Emrick Machine Co., Kalamazoo, 29.00

W H Pendleton, Kalamazoo, 14.96

Inton Daily Citizen, Linton, 2.88

Owens-Illinois Glass Co., Toledo, 949.20

Mich Bell Telephone Co., Kalamazoo, 7.10

Monsanto Chemical Works, St Louis, 53.48

Factories, Inc., Kalamazoo, 2.69

W J Steele, Detroit, 60.50

M L Morton, Kalamazoo, 40.00

Brazil Daily Times, Brazil, 3.22

Goetz Drug Store, Detroit, 10.00

Myron A. Barber, Petoskey, 5,390.32

T B Merchant, St Clair, 2,556.16

Adams, Van Horn & Bloom, Kalamazoo, 20.00

August 22, 1933. On this day the schedules, reference and adjudication in the matter of Fred Berger, bankrupt No. 5391, were received. The bankrupt is a salesman of Grand Rapids, Michigan. The schedules show total assets of \$11,685.00, (of which \$50.00 are claimed exempt) and total liabilities of \$12,085.14, listing the following creditors:

State, County & School Tax, G R \$ 126.50

City Tax, G R, 85.25

G R Trust Co, G R, 5,000.00

G R Mutual Bldg & Loan Ass'n, G R, 5,500.00

Saladin Temple ASONMS, G R, 24.00

Lamoreaux Bros, G R, 11.50

Dr John F Younkman, G R, 3.00

Saladin Temple ASONMS, G R, 6.60

Economy Dye House, G R, 17.50

Bon Marche, G R, 22.50

Ancient Accepted Scottish Rite, G R, 5.00

Georgia Lee Store, G R, 12.00

Mary J Field Co, G R, 11.33

Dr Vernon Egan, G R, 20.00

Dr H J Strobel, G R, 17.00

Rason & Dows, G R, 13.00

Dr D B Hagerman, G R, 27.00

Herpolsheimers, G R, 27.00

Dr J P Beukema, G R, 226.00

Peterson's Pharmacy, G R, 10.94

Siegel's, G R, 8.85

Dr James Glerum, G R, 75.00

Dr H Herald, G R, 2.40

Majestic Radio Shop, G R, 3.20

Wurzburger's, G R, 12.00

East End Shoe Store, G R, 9.35

Paul Steketee & Sons, G R, 17.00

Dr E L Crume, G R, 28.00

Dr R J Hutchinson, G R, 18.50

William J Dykstra Co, G R, 9.74

Hammer & Corthenof, G R, 37.18

Gast Motor Co, G R, 9.25

Dr J C Foshee, G R, 241.00

Dr H C Willis, Metz Bldg G R, 70.00

Eberhardt's Grocery, G R, 150.00

Portfleet Bros, G R, 80.00

Mich Bell Tel Co, G R, 50.00

Western Union, G R, 6.27

G R Gas Light Co, G R, 18.00

E G R Water Works, E G R, 21.28

Biwman & Co, G R, 27.00

G R Press, G R, 5.00

Home State Bank, G R, 10.00

Dr Fred P Currier, G R, 10.00

August 24, 1933. On this day the schedules, reference and adjudication in the matter of John K Jensen, bankrupt No. 5393, were received. The bankrupt is a cabinet maker of Barry County, Mich. The schedules show total assets of \$120.00, (of which \$115.00 are claimed to be exempt), and total liabilities of \$618.73, listing the following creditors:

Young & Chaffee Furn Co, G R, \$ 131.00

Commonwealth Loan Co, G R, 72.00

Bishop Furn Co, G R, 11.40

Dr P L Thompson, G R, 108.00

Dr Willis Dixon, G R, 62.00

Dr Norman S Van, G R, 40.00

Dr John Pedden, G R, 17.29

P Steketee & Sons, G R, 4.85

John Lee, G R, 15.00

Wurzburger Dry Goods Co, G R, 1.90

Fox Jewelry Shop, G R, 2.19

Conroy Coal Co, G R, 23.21

Chase Nursery Co, Rochester, N Y, 6.10

Old Kent Bank, G R, 19.00

Herpolsheimer Co, G R, 4.65

Estate of Mason Cline, Middleville, 24.00

Adrian Garner, Middleville, 8.64

Russell Bedford, Middleville, 6.15

James Pohemus, Middleville, 10.04

Harry Pactor, Middleville, 4.31

Herbert Benewav, Middleville, 8.00

Edward Lewis, Middleville, 4.00

Dr Chester Lund, Middleville, 9.00

In the matter of Abraham Miller and Louis Sernick, copartners doing business as Milled-Sernick Auto Parts Company, Bankrupt No. 5398. The first meeting of creditors has been called for September 18, 1933, at 2 P. M.

In the matter of Albin B. Pfister, Bankrupt No. 5347. The first meeting of creditors has been called for September 18, 1933, at 10 A. M.

In the matter of Albin B. Pfister, Bankrupt No. 5385. The first meeting of creditors has been called for September 19, 1933, at 2 P. M.

In the matter of Herbert Benjamin Montague, Bankrupt No. 5375. The first meeting of creditors has been called for September 19, 1933, at 10 A. M.

In the matter of Mul-Se-Lax Laboratories, Inc. Bankrupt No. 5384. The first meeting of creditors has been called for September 15, 1933, at 2 P. M.

In the matter of Everett S. Brower, Bankrupt No. 5387. The first meeting of creditors has been called for September 15, 1933, at 11 A. M.

In the matter of Raymond Beckwith, Bankrupt No. 5374. The first meeting of creditors has been called for September 15, 1933, at 11 A. M.

In the matter of Forrest R. Stroud, Bankrupt No. 5368. The first meeting of creditors has been called for September 15, 1933, at 10 A. M.

In the matter of Theodore J. Diott, Bankrupt No. 5370. The first meeting of creditors has been called for September 15, 1933, at 10 A. M.

Aug. 28, 1933. We have today received the adjudication, reference, etc. in the matter of Aage K. Frandsen, Bankrupt No. 5152. This is an involuntary case and the schedules have been ordered filed, upon receipt of same a list of creditors and assets will be made herein.

August 25, 1933. On this day the schedules, reference and adjudication in the matter of Louis Sernick, bankrupt No. 5396, were received. The bankrupt is a junk dealer of Grand Rapids, Michigan. The schedules show total assets of \$700.00 (of which \$450.00 are claimed exempt), and total liabilities of \$796.00, listing the following creditors:

Nathan Berinberg, G R, \$ 250.00

Nathan Weiner, G R, 475.00

Dr Clinton J Foshee, G R, 34.00

Dr W L Bettison, G R, 12.00

August 25, 1933. On this day the schedules, reference and adjudication in the matter of Abraham Miller, bankrupt No. 5397, were received. The bankrupt is a junk dealer of Grand Rapids, Michigan. The schedules show total assets of \$2,800.00, (of which \$500.00 are claimed exempt), and total liabilities of \$6,041.07, listing the following creditors:

City Treasurer, G R, \$ 197.95

H S Veltman Co, G R, 5,400.00

Household Finance Co, G R, 108.00

Blodgett Memorial Hospital, G R, 5.00

The Boston Store, G R, 29.18

Bon Marche, G R, 9.50

Bultema & Timmer Fuel Co, G R, 6.00

Burleson Sanitarium, G R, 10.00

Dr Foshee, G R, 51.00

Drs Grant & Huizenga, G R, 25.00

Herpolsheimers, G R, 27.18

A May & Son, G R, 7.50

G R Savings Bank, G R, 130.00

Paul Steketee & Sons, G R, 28.45

Wurzburger's Department Store, G R, 6.31

August 24, 1933. On this day the schedules, reference and adjudication in the matter of Harry W. Young, bankrupt No. 5394, were received. The bankrupt is a designer and builder of Whitehall, Michigan. The schedules show total assets of \$210.00 (of which \$200.00 are claimed exempt), and total liabilities of \$2,419.34, listing the following creditors:

Robert Geffert, Whitehall, \$ 700.00

Carrie Mears, Pentwater, 240.00

Montague Castings Co, Montague, 265.00

Thomas Brightwell, Whitehall, 40.00

Gee & Carr, Whitehall, 35.00

B L Saltzman, Chicago, 1,139.34

August 28, 1933. On this day the schedules, reference and adjudication in the matter of Robert Gardiner, bankrupt No. 5400, were received. The bankrupt is a laborer of Richland Township, Michigan. The schedules show total assets of \$175.00 (of which \$160 are claimed exempt), and total liabilities of \$1,729.30, listing the following creditors:

State Treasurer, Indiana, Mich., \$ 17.00

Vermeulen's Warehouse Furn. Store, Kalamazoo, 47.50

James Underhill, Delton, unknown

Joseph Stenger, Delton, 700.00

Floyd Fisher, Richland, 38.50

Consumers Power Co, Kalamazoo, 10.65

Elmer Willison, Delton, 1.00

Wilkins Tire Co, Kalamazoo, 5.65

James Underhill, Delton, 900.00

August 25, 1933. On this day the schedules, reference and adjudication in the matter of Abraham Miller and Louis Sernick, copartners D. B. A. Miller-Sernick Auto Parts Company, bankrupt No. 5398, were received. The bankrupt is located in Grand Rapids, Michigan. The schedules show total assets of \$1,620.69, and total liabilities of \$4,546.23, listing the following creditors:

City Treasurer, G R, \$ 304.37

Township of Wyoming, G A, 13.97

State of Michigan, Lansing, 7.59

Mrs M Berinberg, G R, 400.00

Grand Rapids Savings Bank, G R, 1,070.00

Standard Iron & Metal Co, G R, 150.00

G R Press, G R, 12.42

Amplus Storage Battery Co, Chicago, 4.04

Automotive Parts Corp, G R, 512.14

Auto Radiator Mfg Co, Chicago, 274.63

Chicago Accessories Brokerage Co, Chicago, 5.00

Flash Laboratories, Chicago, 20.80

Frumkin Tire Co, Toledo, 15.00

P B Gast & Co, G R, 5.25

G R Welding Co, G R, 61.00

Jeffers-Hake, G R, 19.54

H G Lange, Chicago, 17.45

Morris L Lerrick, G R, 370.00

Maremont Mfg Co, Chicago, 16.00

McRea Detroit, Inc, Detroit, 55.79

Montieth Bros Co, Elkhart, 276.53

Mich Bell Telephone Co, G R, 24.17

Conrad Mendel, Chicago, 63.90

Motor Parts Mfg Co, West Ellis, Wis., 53.81

National Ignition Sales Co, N Y, 51.97

Northwestern Oil Co, G R, 19.71

Pittsburgh Plate Glass Co, G R, 338.25

Plous & Co, G R, 17.83

Reed & Wiley, G R, 88.32

Reliable Tire & Accessories Co, G R, 24.43

Universal Parts Co, Chicago, 148.36

Wilco Products Co, Chicago, 47.46

Dr R H Denham, G R, 9.50

Dr V M Moore, G R, 10.00

August 25, 1933. We have today received the schedules in the matter of Allen's Smart Shop, bankrupt No. 5347. The schedules show total assets of \$12,344.50, and total liabilities of \$27,852.97, listing the following creditors:

City Treasurer, Muskegon, unknown

State of Michigan, Lansing, unknown

Treasurer Muskegon County, Muskegon, unknown

Phil E. Goodman, Flint, 600.00

Able Luggage Co, New York, 1.88

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.

Service Grocer's Advertising Is a Man's Real Job

One who describes himself as a neighborhood, family, full-service grocer plans to advertise by means of house-to-house distribution of circulars and asks for a few fundamental hints on how to do it.

I am always doubtful when I give such hints: for the percentage of men who really grasp them realize their basic truth, then operate in keeping therewith and carry the work onward on sound lines, is so trifling as to make the effort almost useless.

For two truths stand out about all this. First, that what was sound ten, fifty or a hundred years ago is sound to-day and will be sound in the future. Second, that virtually every beginner in such work must start by getting rid of a load of false notions. If that basis can be established, there is hope for success; otherwise we better not start.

I wish, therefore, that you would regard every word I write as if it were specially emphasized, because it will be fundamental.

Begin, then, by looking within your store. You are a service, family grocer, operating in a neighborhood, serving the same general set of families regularly. What are you not? You are not a cash-and-carry, centrally located, bargain-dealer grocer. The differences are legion—every one crucial.

First, then, if you have fitted your stock into the real needs of your clientele, you carry twice or more the assortment that is proper for cash and carry. Specifically, cash and carry requires, say, 750 to 900 items. If you have anywhere near the proper variety and assortment for your class of trade, you have 1,500 to 2,500 items in stock. If your stock does not conform to this general plan, you have been misled by the rapid stock turn cry of late years into bleeding your assortment below the danger line.

Here is the point: It is proper to keep stock down to the economic minimum of quantity. Assortment is something else. Beware of cutting out items wanted by a credit-service clientele.

What, then, does this one fact mean? Consider carefully: It means that you can advertise from one year end to the other without mentioning, quoting or otherwise specially offering a single thing carried by the cash-and-carry man. You have all his ammunition automatically—everybody around you talking of it, offering it, advertising it. In addition, you have your own exclusive ammunition.

Second. Consider the cash-and-carry man's limitations. Because he sells for cash a limited line of staples and near-staples wanted by everybody, he must sell intensively when the pay envelope is full; that is, the week-end. His pressure must be on Friday and Saturday. That handicaps him heavily with an

out-of-balance week. Commonly, he does around 65 per cent of his week's business between noon on Friday and Saturday night.

Hence, he can advertise only for week-end sales.

No one thing is so vitally important as to get the significance of this factor. Your entire venture hangs on realization of it. So let us dig into it.

Assuming that you have some established business, what condition do you find? Is it not a fact that you are busy, plentifully busy, on Friday and Saturday? As a family grocer, if you have not already made the common mistake of advertising so-called "specials" for week-end sale, you are quite comfortably busy the two last days of each week. But you are not busy enough on Monday and Tuesday; better, probably, on Wednesday; about the same on Thursday.

The job, then, is not to add to the trouble you have keeping up with business on Friday and Saturday, but to put more business into Monday, Tuesday and other slow days. Stop & Shop, Chicago, found its slow day was Wednesday. Pressure put on that day resulted in increased business to such an extent that for years the store has opened Wednesday morning, run through the day, with a night force coming right on which works through Wednesday night—thirty-six hours of heavy business now where formerly there were twelve hours of dullness.

So put pressure where you want trade. To do that, first examine your sales records carefully to know just what time that is in your store—for it is your store you are running, remember, not any "average" store.

Third. It is a happy idea to think of what price advertising because, properly regarded, your advertising is not going to be price advertising at all. Wonderful will it be if you can get that idea well digested.

Study your own stock well. Take items your customers like or will like if you tell them about them. Pick out such items as you know personally—their character, uses, proper treatment for best results. Tell about them in your advertising. Always give a few points about each item. Be rigidly careful that you know what you talk about; because description is coming up again and again every week and it must tally with the facts. Quote prices always, but no need whatever to cut prices. Be satisfied to grow regularly with sales in heavier volume to your own customers, stimulated when you need the business.

You can attract the housewife from her washtub on Monday by a snappy offering of fresh strawberries or peaches at the right price for quality and condition—and make a legitimate profit at that—when you could not get her down town otherwise or when saying nothing would result in her serving Sunday left-overs.

Then what? Then a factor that is hard for most men—the unescapable necessity to think—think—think. For the very foundation stone of real advertising is exact knowledge of our wares. That has always been a job. But it was really less of a job when nobody could avoid it. In 1883, for example, we dealt in stemless, but not

seedless raisins, except Sultanas; in Greek currants, called English currants which those of us who were well posted knew were a variety of small raisins; in several grades and characters of sugars, including a wonderful sugar now vanished from ordinary mortal view—genuine New Orleans molasses dregs, food for the gods. Coffee was now factory roasted to a large extent, but many continued to buy it "green." "green." Teas were all in bulk and Indian growths were as yet unknown in America.

Thus we just had to "know our groceries"—there was no escape. We had, for one thing, to know something about butter; for it was all "dairy," that is to say, farmer-women made, and varied from the extreme of merit to utter "car grease."

But though it is harder now to know really what you sell, you can stand out as a successful advertiser only as you know your items, their merits and how they can be used. A good grocer must be a good chef, a good cook, a skilful planner of meals. He can be a food expert and he must approach that standard or he will not go far.

However, the task is not so hard as it seems; and to the earnest student all study yields knowledge rather readily; and as knowledge expands so does the desire to know more. So go to it.

I have said nothing about credit. That is so crucial, I shall write on it next week.

Paul Findlay.

Signs of Autumn

When the August sun
With mellow light
Is weaving through the webbing trees
Of leaf and fir
Her finest forest tapestries;
When the blue-jay is astir
Amidst the oak
To see how fares
The acorn set
Which soon shall open
As chill October comes with frost;
When the shifting winds
Bring odors clear
Of milkweed and the bergamot
With pollen from the goldenrod,
Or drive across the scene
Thin haze and smoky atmospheres
Until quite oft
Is lost the cheer to gaze
On old horizons
When the birds
Begin to congregate
In friendly flocks
And fly
To southward more—
Though leisurely
As if on holiday;
When the garden has a double lure
Of vegetable mature
And vines display
Their clustered grape
While orchards proudly call
To early apple harvest
Then the year
Has autumn near
With gifts the more increased
While thoughts return
Of fireside fellowship
And overflowing feast.
August 10, 1933.

Charles A. Heath.

The Lucky Seven

Tell the public your sales story:

Pleasantly,

Persuasively,

"Pepfully,"

Powerfully,

Positively,

Plentifully,

Persistently.

Codes coddle unionism, not industry.

Are the canned foods you feature grown
and packed
in your home
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

JUST WHAT YOU HAVE BEEN LOOKING FOR

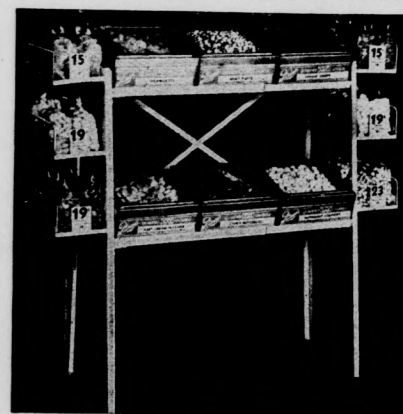
PUTNAM'S
ADJUSTABLE
CANDY
DISPLAY
RACK

Strong, Light,
Attractive

Occupies only
15x34 inches of
Floor Space

Six Hinged Lid
Glass Top Metal
Display Covers
With Each
Rack

Jobbers
Supplied by



The Up-to-date
Way to Sell
Bulk Candy

20 Varieties of
Fast Selling
Items to Select
From

Average Weight
of Candles,
12 Pounds

YOUR JOBBERS
Will be Glad to
Give You
Details of This
Unusual Offer

PUTNAM FACTORY
National Candy Co., Inc.
Grand Rapids, Mich.

Makers of
GOOD CANDY
for 65 years

MEAT DEALER

Organized Effort Is Policy of To-day

Like each successful and surviving institution we have been fortunate in meeting the trying conditions of our age. We have many major problems to solve, one of which is a speedy readjustment of costs and expenditures in our business.

Problems in organization, standardization, legislation, production and distribution crowd upon us. Hereafter no participant in the activities of trade and industry may with safety to himself think only of his own selfish interests. He must take the broader view or lag behind in the race. The trade association to-day presents the soundest organized approach in a democracy to the solution of group problems in industry. In spite of its weaknesses, it offers orderly approach to the solution of the problems of a trade or industry. And the men who lead trade associations and the men who have given of their time and effort in the solution of their problems, through the mechanism of committees and the forwarding of constructive programs, deserve the thanks not only of their fellow businessmen, but of the public. Most trade associations have their origin in defense; most were formed to protect the group against some wrong, either real or fancied. We want to give you leadership and planning and make your trade association a power for promoting advantageous conditions, rather than a force for preventing disadvantageous conditions. The trade association has the power for collective action if its members will treat it as a force for constructive accomplishment and not look upon it as an instrument for defense alone.

The "go-it-alone" policy has had its day with results that all now see and are paying the penalty for. The "pull-together" policy is that of to-day and to-morrow. We urge you to keep banded together for your own protection.

But the first essential of co-operation is education. No matter how much we may desire to pull together, disorder results if we do not proceed according to a plan devised by intelligence and tested by experience. There are many to give advice but few who are real leaders, capable of carrying out the practical details of co-operative activity. If you plan on co-operative activities, it is not advisable to put at the head of your organizations those who have failed in their employment elsewhere; you must secure the best and most capable to be had.

Expert analysis and direction must be had, else the experiment fails and once more it is said that men are inherently incapable of long working together for the common good. We find many examples of successful groups that started with 12 or 16 and grew rapidly while others that started with large numbers failed.

We have studied and labored hard to place our business on a higher plane of ethics, and in so doing, methods have been readjusted to meet the conditions of the times, but there is need of legislation or supervision to curb the unscrupulous. We and our association

know the trickery and methods combined by unfair business tactics used in this industry and your National Association has done all in its power to make recommendations to your Federal Government that would benefit the entire industry. We have likewise opposed legislation that we deemed impractical.

We are better equipped than ever before to serve in the very best manner the public, of whom we form a part and with whom we so happily associate in business.

The history of trade associations throughout the country shows that these organizations have been successful and attained their purposes just to the extent that they have followed a consistent course.

As advice to association members I would say: Do not permit internal dissensions to disrupt your organization. It is well to battle and debate a question, but after the majority have voted, all should support.

Despite the best of intentions, suspicion and jealousy will arise, followed either by dissolution of the organization or the nullification of its effort. It is not necessary to list the well-known cases in which the domination of a trade organization by a single individual or interest within it has had exactly this result.

Many industries are undergoing great changes and retailers likewise must make alterations that mean for economy and efficiency.

In the present day practically every industry has its association, the necessity for them being much greater than the average individual thinks. I want to declare emphatically that it is a very bad policy for the individual business man to try to go alone these days. I rather think you will be obliged to form buying groups and make other changes that will give you co-operative power locally. It is natural for a retailer who has a well-established, prosperous business, so fortunately situated that he feels he has no fear of any other competition, to think that he has no need of associations—local, state or national—but if you could read some of the letters that come into our National office you would see an entirely different picture. Individually the members of this association are capable of handling their own personal affairs and looking after their own business. However, there are certain matters which affect the general good of the industry which the individual cannot handle. In these general matters organized effort is needed, and only through organization can the general welfare of the business be fully protected. That is the reason for the existence of this association.

In its present condition, the meat business is more in need of organized effort than during normal times. The actual value of the association to the individual is not possible to determine. It is known, however, that if it were not for the activities of the various local associations and particularly your National Association, hurtful legislation would be enacted and many undue burdens would be placed on the industry. Therefore about the only way to measure the value of the benefit received through organized effort is to

picture the conditions which would exist were there no associations to represent and speak for the retail business when its general welfare is at stake.

William B. Margerum,
President, National Association
of Retail Meat Dealers.

Puzzling Problem of Aid for the Poultry Industry

What to do about chickens is a problem puzzling officials of the Agricultural Adjustment Administration.

Poultry and eggs provide income on 5,400,000 out of 6,000,000 farms of the country.

That income in 1929 totaled \$848,000,000, realized from 2,700,000,000 dozen eggs and 284,000,000 chickens sold for food.

So sizable a portion of the farm income comes from this phase that agricultural adjusters are trying to determine how prices can be raised. But they admit that thus far they have no plan which can be applied on a national scale to solve the problem. They say: "Several factors contribute to the difficulty of improving the poultry and egg situation. First and most important is the fact that poultry is produced on such a large number of farms, in all parts of the United States.

"Second is the fact that on all but a relatively small number of these farms poultry is considered only a side issue and is often left entirely to the farmer's wife.

"Third, it is possible for producers to get into and out of poultry and egg production in one season, thus making possible considerable fluctuations in the supply and therefore of price.

"Fourth, there are many thousands of buyers of eggs and poultry, scattered widely over the United States. Fifth, the marketing of poultry and eggs is handled by several kinds of middlemen before they reach the con-

sumer. Sixth, cold storage supplies of eggs and poultry are from 40 to 50 per cent. greater than a year ago, and no price-raising plan can be effective which does not take the factor of cold storage supplies into consideration."

Specialists of the Department are busy on the problem and are sifting suggestions in the hope of working out a plan that can be applied to this phase of the farming problem.

Work for Aged and Infirm

Unemployed workers, especially aged or infirm persons who find it difficult to secure employment, are given a special opportunity for work in Zurich, Switzerland, through handicraft workshops which the municipal government has established.

The American Consul General at Zurich reports that successful training has been given to workers between the ages of 40 and 70 in the production of articles of furniture, tools, utensils, silverware, rugs, hammocks, rope, covers and all kinds of ornaments and trinkets.

No previous knowledge of the arts and crafts is required by those employed, among whom are aged unemployed bookkeepers, stenographers, barbers, bank clerks, carpenters, bricklayers, and so forth.

The report of the Consul General says that it is the object of the city authorities to establish new industries in which the aged and infirm may find permanent remunerative employment, and any industrial line offering a possibility in this connection is experimented upon.

During 1932 the experimental workshops were practically self-supporting. About 44,000 pounds of aluminum alone was used in the manufacture of ware sold during the year.

The lifter finally is lifted.

KEEP SUPPLIED WITH

LILY WHITE FLOUR

"The flour the best cooks use"

VALLEY CITY MILLING COMPANY

Portland — Grand Rapids — Kalamazoo — Traverse City

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

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.

Timely Suggestions for the Hardware Dealer

With the advent of September, business becomes more active than in the summer months. With county fairs, harvest festivals and similar events, the hardware dealer can do much to stimulate his business by active participation in these affairs.

If there is a fall fair, it is often good policy to have a booth or stand. First, because such participation actively identifies you with the farming community. Second, because, if properly handled, a display at a fall fair is good advertising and can be made a very helpful business-getter.

If you are planning such an exhibit, get to work on it early. Everything should be carefully planned; just as carefully as your most important window display. Perhaps even more carefully.

It will usually be found advantageous to feature ranges and heaters. Labor saving household devices, particularly such as can be used in farm homes, may also be played up. If you have space, paints or paint specialties can be shown and demonstrated. Demonstrations help with any of these lines.

Keep in your mind a clear idea of what your fall fair display may accomplish for you. The results may not show in direct sales. But you show some lines in which your farm customers are apt to be interested. You introduce new models and new devices. You meet your farm customers personally and establish friendly contacts. And, finally, you can distribute advertising matter and secure the names and addresses of a lot of good prospects. With a mailing list of such prospects, a follow-up later is an easy matter.

September is a good month for demonstrations in the hardware store. Many lines can be demonstrated to good advantage. Ranges, vacuum cleaners, paints and interior finishes, washing machines, electrical devices—all these can be sold as a result of simply showing the prospect what the article will do for him.

If the store has a spare room, or an out of the way corner or a bit of unoccupied space, this can be readily converted into a demonstration room. Invite your public to call and see what your new range or washing machine can do. Put a good salesman in charge of the demonstrating, set the article working, and put up signs throughout the store directing customers to the demonstration department. You might hold a "demonstration week" and advertise it freely, send out formal invitations to your prospects, or use the telephone to invite them. If you take up this form of advertising activity, go at it thoroughly. You don't need a professional demonstrator from out of town; but you should select the member of your staff best qualified for the

work and see to it that he is thoroughly grounded in it.

With strictly summer lines pretty well cleared out, the hardware dealer in September should be working on new, seasonable lines. The stove department can be enlarged by utilizing the space formerly given to such bulky hot-weather lines as refrigerators, lawn mowers, haying tools and screen doors.

The stove department is of course the big feature of the fall trade; and it demands adequate and suitable facilities for display. If possible sufficient space should be allowed inside the store to show each stove to good advantage.

In many communities, fall is moving time. People are getting settled for the winter. As a rule, they want to have their homes in shape for Thanksgiving and Christmas. All this means an active demand for household utensils, kitchen lines, paints, etc. There should also be some demand for builders hardware.

Builders' hardware may require some outside canvassing. In one small city store the junior partner handles this work personally; making it his business to keep in close touch with whatever building is going on. As soon as a new structure is started, or even before, he learns the names of owner and contractor and interviews both. He makes regular calls on local architects and builders. In many cases sales of tar paper, roofing and builders' hardware are closed as a direct result of these calls. Moreover, this outside canvassing helps the sale of other lines.

Even where no effort is made to canvass them, it will pay the hardware dealer to maintain personal contacts with architects, contractors and builders.

Furnaces, and hot water and steam heating systems, justify outside canvassing. In fact, it is hard to get business without some outside work. These lines run into a lot of money; and can be conveniently handled in connection with your canvass for builders' hardware.

The fall paint campaign should be a big factor in fall trade. Yet there is no line where actual sales fall so far short of opportunities. Even in normal times, only a tithe of the buildings that need paint get painted. In the last few years painting has been even less active. With a general revival of business, buildings which have been fairly shrieking for paint are apt to get some attention. Hence, it will pay the hardware dealer to push this line aggressively.

The sporting goods department should also receive some attention in the fall. Shooting is especially active, and some good hunting displays can be put on. Football is another sport active at this season.

While giving due attention to early fall lines, the alert hardware dealer will be paving the way for later fall and Christmas business and making his plays for the Thanksgiving and Christmas trade. A feature of the later fall selling campaign should be a drive to "Clean Up and Brighten Up for the Holidays." This should be started well in advance of the Thanksgiving holi-

day; in fact, it ties in with the stove, paint and household goods.

Now is a good time to lay your preliminary plans for Thanksgiving and Christmas business. The necessary newspaper advertising and window displays can to a large extent be planned in advance. Preliminary planning will help you to secure better results from your selling efforts.

Prospect lists in many of your fall lines should have been overhauled and revised in the summer months. You and your salespeople should, however, be constantly on the lookout for new prospects, for stoves, paints, washing machines and other lines; and a carefully planned follow-up campaign can get results in many cases.

There is distinct evidence of a business upturn. The wide-awake dealer should be prepared to take advantage of any improvement that comes. To

make the most of his increasing opportunities, he should be ready to put forth his very best selling efforts. This does not mean that he should utilize "high pressure" salesmanship to induce the customer to buy some expensive article he doesn't need; but intelligent salesmanship and service are called for and will produce results.

Victor Lauriston.

Youth is not a time of life; it is a state of mind. People grow old only by deserting their ideals and by outgrowing the consciousness of youth. Years wrinkle the skin, but to give up enthusiasm wrinkles the soul. You are as old as your doubt, your fear, your despair. The way to keep young is to keep your faith young. Keep your self-confidence young. Keep your hope young.

Leaners end up lean.

ASSOCIATED TRUCK LINES, INC.

Nelson-Carmody Motor Freight Division
 DIRECT DAILY SERVICE OVER OUR OWN LINES
GRAND RAPIDS — CHICAGO
 GRAND RAPIDS — CADILLAC — TRAVERSE CITY
 PETOSKEY — MANISTEE — LUDINGTON
 Offices at—
 15 Market Ave.
 GRAND RAPIDS, MICH.
 Phone 4-5571
 1152 W. Austin Ave.
 CHICAGO, ILL.
 Phone, Haymarket 4431

PERSONAL

The profit and loss statement of your business is personal information. Only you and your business associates know if there is a profit made on the investment. Many businesses for the past few years have had a difficult time showing a net profit. Many are showing losses. You have, no doubt, used every bit of effort and every idea possible in attempting to make the profit item larger in your business. Here is possibly one idea you have forgotten—that insurance costs may be lowered from 30 to 40%. The Federal Mutuals, composed of the Retail Hardware Mutual, Hardware Dealers Mutual and the Minnesota Implement Mutual, provide sound protection at a just price. Write the Federal Mutuals at Stevens Point, Wisconsin, for information on the reduction of this important overhead item that will help your profits. You owe it to yourself and your business to investigate the Federal plan.

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. Mihlethaler, Harbor Beach.
 Second Vice-President—Henry McCormack, Ithaca.
 Secretary-Treasurer—Clare R. Sperry, Port Huron.
 Manager—Jason E. Hammond, Lansing.

COTTON PROCESSING TAX

Information Supplied by Michigan Retail Hardware Association

The Cotton Processing Tax, levied under the "Agricultural Adjustment act," is a tax on all cotton or cotton articles in which the component part or chief value is cotton.

As much information as is possible has been assembled concerning this tax. We are making every effort to obtain, before the report must be made to the Collector of Internal Revenue, additional information as to the weight of cotton in articles made partly from cotton. Read this report in connection with PT Form 42 and the instructions on the back of that form. We have been informed by the Collector of Internal Revenue that PT Form 42 has been mailed each merchant in the state. If you have not yet received that form, write this office as we have a supply.

PT Form 42, used in making the report to the Government, must be filed in duplicate. The inventory is to be made at the close of the business on August 31. Column 1 of the inventory return shows the total gross weight of the taxable articles in your inventory on August 31. Column 2 shows the total gross weight of the taxable articles brought into stock during August. By deducting column 2 from column 1, you arrive at column 3, which is the gross weight of taxable articles in your inventory. Column 4 shows the weight to be deducted for sizing, buttons, and non-cotton materials. The last column gives the net taxable weight of your inventory. A footing of this column, multiplied by the tax rate per pound of \$.044184, gives the amount of tax to be paid to the collector of internal revenue.

PT Form 42 shall be filed not later than 30 days after the date on which the inventory is required to be taken, or Sept. 30. The tax is payable to the collector of internal revenue for your district.

On Aug. 17, the Treasury Department issued Order No. TD4385 containing new rulings as to payments which supersede the previous order stated in the instructions on the back of PT Form 42. The new order is as follows: "With respect to the amount of tax due on return PT Form 42 (covering your inventory on Aug. 31), one-fourth must be paid on or before the due date for filing returns, Sept. 30, one-fourth not later than thirty days after the due date, or Oct. 30, one-fourth not later than sixty days after the due date, or Nov. 29, and one-fourth not later than ninety days after the due date, or Dec. 29. These extensions apply only to payment of the tax and not to the time for filing each return."

The tax is to be paid on articles made from cotton, or from some form of cotton, and on articles composed of

cotton and other components, provided the cotton has a value greater than that of any other component. The test is not the relation of the value of the cotton content to everything else in the article, but the relation of the cotton content to any other ingredient, by value. If the cotton is valued more than that of any other ingredient, the article is taxable as to its cotton content.

In the case of an article composed partly of cotton in any of its forms and other non-cotton material or materials, if the weight of the cotton content of the article cannot be ascertained, information as to the proportion by weight and by value of the cotton in the article, should be obtained from the manufacturer. We hope to secure some information on the cotton content of various articles for submission to our members.

PT Form 42 shows an extensive list of articles made from cotton, relatively few of which are carried in the hardware store. The following is a list, necessarily incomplete, which covers most of the items carried in hardware stores to which the cotton processing tax may apply:

Aprons—Carp't'r	Leggings
Back bands	Lines—Fish
Bags—Cotton	Mantles—Gas
Bases—Baseball	Mittens
Blazers	Mops
Breeches—Hunting	Nets—Fly
Cases—Gun,	Minnow
Tennis Racket	Tennis
Caps—Hunting	Overalls
Catchers—Grass	Pads—Collar
Clotheslines	Beach
Collars—Horse	Sweat
Coats—Hunting	Pants—Basketball
Cordage	Protectors—Body
Covers—Animal	Robes—Beach
Auto	Lap
Blanket	Rope—Cotton
Camp Cot	Sacks—All kinds
Golf Club	Seines—Fish
Hay	Shirts—Sweat
Ironing Boards	Straps
Chairs—Beach	Suits—Bathing
Cloths—Dish	Track
Dust	Sweaters
Curtains—Shower	Tape—Friction
Flaps—Tire	Tarpaulins
Gloves—Cotton	Tents
Hammocks	Twine
Hampers	Vests—Shell
Hose—Golf	Weather stripping
Jerseys	Wicks—Lamp
Knapsacks	Torch
Knickers	

The tax need not be paid on second-hand goods nor, as explained in the paragraph preceding, when cotton is not the principal part in value. Articles manufactured from cotton lint are not subject to tax. If this exemption is claimed, it must be shown to the satisfaction of the commissioner of internal revenue that the article or the cotton content declared to be exempt was made from lint. Cotton linters are short, fleecy fibers which adhere to cotton seeds after it has once passed through the gin. Few items in hardware stock are made from linters.

The question has been raised about reporting the weight of obsolete and unsalable merchandise. There is no provision in the regulation authorizing the elimination of such merchandise. It is suggested, however, that if you

have considerable merchandise so obsolete that it is unsalable, the weight of this merchandise be eliminated from your return, filed on a separate list with an affidavit attached that you consider such merchandise unsalable and are holding it to write off your inventory when convenient.

It is not now known whether oil cloth, window shades, auto casings or rag rugs are taxable. Information on this point will probably be forthcoming soon. Garden hose, made from cotton and rubber, is probably not taxable. It is advisable, however, to inventory the articles mentioned above in case it may later be determined that the tax must be paid on them.

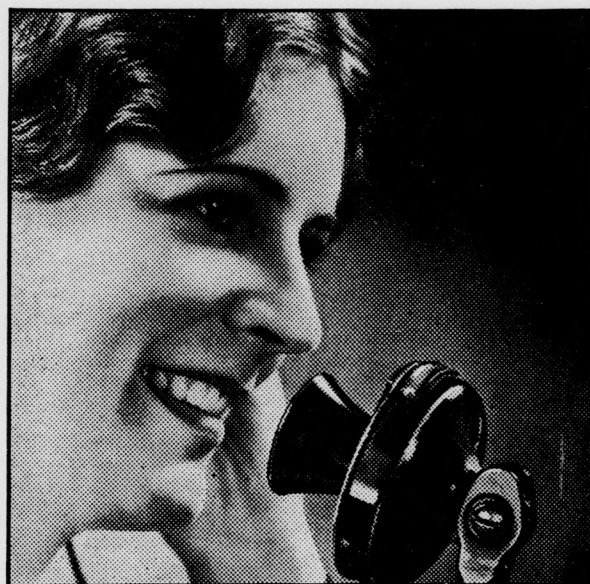
The final inventory as to the cotton content must, of course, be made on PT Form 42, but before the weights of the various articles can be placed on that form, it will probably be necessary to work from a regular itemized inventory of all articles to be included in the report.

We suggest you make a complete inventory on your own form, of all cotton articles, including articles of which you may be in doubt as to their principal content being cotton, showing quantity, kind, stock number and manufacturer or brand. This complete inventory will be for reference if and when needed. Make a separate inventory of all goods brought into stock during August. This can be made up from August invoices. From these inventories make up PT Form 42 which is to be sent to the collector of internal revenue. In case it develops that articles concerning which you are in doubt should be eliminated or included, you have the original entries for reference. These inventories should be kept four years in case the collector of internal revenue wishes to check the figures.

Harold W. Bervig,
 Sec'y Mich. Retail Hdwe. Ass'n.

When you have a fight with your conscience and get licked, you win.

MICHIGAN BELL TELEPHONE CO.



"WE'VE HAD OUR TELEPHONE PUT IN AGAIN"

"I just had to call and let you know, Alice . . .

"Yes, the Joneses were nice, of course. But I'm sure they didn't like us running in to use their 'phone so often, and it was embarrassing to ask them. And no one could call us.

"I really feel so much safer with a telephone, too. You never know when something is going to happen or when one of the children might be taken sick, and you're just cut off from the world, without a telephone."

★ ★ ★
 You can have the convenience and protection of telephone service for only a few cents a day. Order from any Telephone Office. Installation will be made promptly.



HOTEL DEPARTMENT

Features About Santa Fe Trail Not Generally Known

Kingman, Arizona, Sept. 30—I am glad to note that my good friend Preston D. Norton, Secretary of the Michigan Hotel Association, is sending out announcements of the coming annual convention, which are comprehensive, and constitute a stirring appeal to the membership to be on hand and take part in the proceedings, which, this year particularly, are of more than ordinary interest to the fraternity. I am glad, therefore, to contribute my mite to the success of the gathering. It is to be held, as heretofore announced at Johnson's Tavern, Houghton Lake, this week, beginning on September 7, and concluding on the 9th. Several interesting business meetings are scheduled and there will be a full measure of entertainment for everybody, the whole to come to a final climax on Saturday evening with an old-times party, known on this particular occasion, as a Rustic Frolic. Frank Johnson, proprietor of the Tavern, is placing all its facilities at the hands of his guests. I am sorry, particularly this year, when there are so many important issues to be considered, that I cannot be with my old friends on this occasion, but I have no doubt they will all do themselves proud and leave a record of accomplishment behind them. When you read this, if you have not already participated, get out the old gray bonnet and join the throng.

Ever since I left Kansas City I have been following very closely the much exploited Santa Fe Trail. A lot of people back East queried me about this particular route, and consequently I have been unusually observing in negotiating the trip. The United States of America comprises an area so vast in extent and so diverse in natural features as well as in characteristics due to human agency that the American citizen who knows thoroughly his own country must have traveled widely and observed wisely. To "know America first" is a patriotic obligation, but to meet this obligation the traveler needs to have his eyes directed toward the most important or essential things within his field of vision and then to have much which he sees explained by what is unseen in his passage. In the days when railroads carried a vast majority of the travelers, such as invested in Pullman accommodations, missed with their vision many interesting characteristics, and even the daylight trips were far from satisfactory due to the lack of knowledge among railroad employees who cared little for what they observed and seemed to have less interest in the desires of such as depended upon them for information. Today, however, much of this former rail patronage has been diverted to busses and private conveyances, and I am happy to announce that the bus organizations are fully realizing the wishes of patrons and are instructing employees to make special efforts to see that travelers fully realize just what offerings in the way of scenery and other characteristics are at hand. The present stimulus given to travel in our home country ought to encourage many thousands of Americans to study geography at first hand. In going along the aforesaid Santa Fe Trail from Kansas City to Los Angeles, a distance of nearly 1,800 miles, the observing traveler sees a wide diversity of geographic conditions. First he crosses the Great Plains, which extend for 500 miles to the foothills of the Rocky Mountains. In the eastern part of these plains the rainfall is ample for crops, so that nearly all the land is in farms and the population is moderately dense. Toward the west the climate becomes increasingly arid and farms give place to scattered cattle ranches, except along some of the watercourses where irrigation is prac-

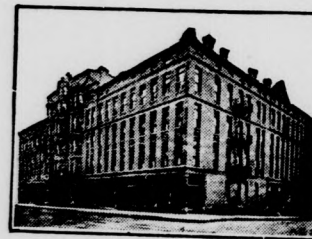
ticable. Running streams and groves of trees are numerous in the eastern part of Kansas, but the watercourses in the western part are much smaller and mostly dry in summer, and the principal trees are cottonwoods, which we all know more or less about, and grow sparingly along some of the valleys.

The Rocky Mountain section, extending from Pueblo, Colorado, to Santa Fe proper, is by far the most interesting feature of any trip over the Trail and consists of a succession of high rocky ridges rising abruptly 4,000 to 6,000 feet above the Great Plains. On account of their great altitude these mountains receive considerable precipitation and a large part are forested up to the timber line, which is at altitude of about 11,000 feet. The rocks are steeply tilted, and in most of this the granites and seams of the old earth crust have been pushed far upward and constitute the high central ranges. Between Las Vegas and Santa Fe the principal highway crosses the north end of the great Corona Plateau, a high table land between the Pecos and Rio Grande rivers which lie south of the Rocky Mountains. Beyond the Rockies the traveler crosses the Rio Grande and enters the great Colorado Plateau province, which extends westward across New Mexico and Arizona, and many miles to the north and south, but all tributary to this great trail artery.

In the brief space allotted to me for this article I cannot undertake to go into great detail, but there are outstanding cities West of the Kansas line, and incidents of moment which I have picked up which I will try to explain understandingly, for the benefit of particularly of such of my readers who have solicited me to do so, and I will incidentally mention Dodge City, Kansas, which was originally named for General Henry Dodge, at one time Governor of Wisconsin, when a territory. Though now strictly a commercial center, it was at one time a famous frontier town, closely associated with much Indian warfare, and was the grazing ground for a million head of cattle, in charge of thousands of herders. There is little evidence of anything of this sort now, but a live city, conspicuous in its commercial activities, remains as a memento. From Dodge City westward to La Junta, Colorado, the principal highway follows the Arkansas Valley, continuing along the north side of the river, in most places within a mile of it. The valley in this vicinity is from two to three miles in greater part and is bordered by moderately steep slopes or bluffs on the north side of the river and by a wide zone of sand hills on the south. At Garden City, the first irrigation project undertaken by Uncle Sam was installed many years ago and it is now the center of one of the greatest beet sugar areas in the United States. The settlers in this part of Kansas, before the introduction of irrigation, suffered seem to be enjoying a reasonable degree of prosperity. La Junta (hoonta) is a very old town for this part of the country. Even seventy years ago it was an important trading center on the Trail. The name is a Spanish term, meaning junction, and refers to the convergence of the old trails at this point. Beyond La Junta may be seen the eastern edge of the Rockies, rising above the western edge of the plains, extending from north to south, presenting a magnificent panorama. Presumably the sight of these mountains cheered the hearts of the overland wagon-train emigrants after their dreary marches across the plains and it still cheers the sons of the West as they return to their mountain homes after a visit to the Century of Progress offering, at Chicago. A short distance west of La Junta the route leaves the valley of the Arkansas river and crosses the plains toward the foothills of the Rockies, following a course nearly due southwest of Trinidad. Of

HOTEL CHIPPEWA MANISTEE, MICH.

Universally conceded to be one of the best hotels in Michigan. Good rooms, comfortable beds, excellent food, fine cooking, perfect service. Hot and Cold Running Water and Telephone in every Room. \$1.50 and up. 60 Rooms with Bath \$2.50 and \$3. HENRY M. NELSON, Manager



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Division and Fulton

RATES

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Grand Rapids, Michigan

ALL GOOD ROADS LEAD TO IONIA AND

THE REED INN

Excellent Dining Room

Rooms \$1.50 and up

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Rates Reasonable—Service Superb

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MORTON HOTEL

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Just a fine modern Hotel, where the appreciation of your patronage is reflected in an effort on the part of the Hotel management and employees to make your visit as pleasant as possible.

GRAND RAPIDS'

FRIENDLY HOTEL

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The Pantlind Hotel

The center of Social and Business Activities in Grand Rapids.

Strictly modern and fire-proof. Dining, Cafeteria and Buffet Lunch Rooms in connection.

750 rooms — Rates \$2.50 and up with bath.

this city I made mention in a previous communication and its Hotel Gardenas, built in the mission style. Trinidad is in Colorado, but a few miles west is the state line of New Mexico, you negotiate Raton Pass, where you at once acquire an altitude of 8,000 feet. It is a spur of the Rockies—not the main squeeze. The name Raton (locally pronounced rattoon) is Spanish for mouse. Wagon Mound, seventy miles to the west, is one of the very oldest settlements—Santa Fe excepted—on the Trail. Its name is derived from a resemblance of the peaks near by to a wagon top, when seen from a distance. A short distance away are the ruins of Fort Union, one of the most important military stations on the Trail, where two principal branches of the same joined. The adobe houses are unroofed, most of the walls are falling in ruins, and the grounds are overgrown with vegetation, but it is easy to be seen that the fort had accommodations for a large garrison. It served not only as a refuge for the settler and traveler, but its storehouse carried a large stock of army supplies, it being a strategic point during the Civil War. Las Vegas has been a railway division point ever since the Santa Fe Railroad was constructed to this section in 1879. The name is Spanish for meadows. On a flat roof of a building here Gen. Phil. Kearney stood in 1846 to administer to the Mexican citizens the oath of allegiance to the United States. Its altitude is about 7,000 feet, and it is surrounded by most wonderful mineral deposits of almost every variety. Leaving here we soon enter the land of the Pueblo Indians, who have an interesting history extending back many centuries. The name Pueblo (pwa-blo) was applied to them by the early explorers because they lived in well-established permanent villages, in marked contrast to the transient camps of the nomadic tribes to the East and West. With the Spanish conquerors and after them came many self-sacrificing missionaries and other colonists from Mexico and Spain, endeavoring to civilize the Pueblo people, it is not easy to-day to appreciate the heroism of the men who so bravely entered this strange and isolated country and ruled its natives 300 years. There were many struggles and massacres, and the early chronicles are touching in their evidence of a religious zeal that overcame severe privations. At the time of Coronado's march of conquest there were reported to be 71 pueblos in New Mexico and eastern Arizona, but numerous remains of habitations of this character show that originally there were many more of them and they occupied a much wider territory in ancient times. The Pueblo houses are of uniform architecture, built of stone or adobes in terraces one upon another, the roof of one house being the front yard of the next above. Ladders were used exclusively for exterior climbing. Entrance was effected through a hole in the roof, through which also the smoke escaped. It is claimed the women built the houses and later churches as well. The Pueblo people have always been weavers and potters, and it is believed the Navajo blanket was introduced to the Navajos by Pueblo women. Just before we reach Santa Fe, of which I wrote a great deal last week, we came to Glorietta Pass where the road reaches an altitude of 7,421 feet in a cut 30 feet deep through the summit. This pass is at the divide between the Pecos and Rio Grande rivers. In the north are fine views of the high peaks of the Rockies. One of the higher pinnacles, known as Thompson Peak, 10,546 feet above the sea, is about seventy miles northwest of Glorietta and plainly in view, and other peaks, some of them 2,000 feet higher, may be seen further north. This portion of our journey takes us over historic battle ground, for here occurred a decisive battle between Union and Confederate forces in

1862. A preliminary skirmish ending in favor of the northern forces was followed by a battle lasting nine hours and which ended in a truce. This is commonly known as the battle of Glorietta and indicated by various monuments throughout the Southwest. I wish I had more space. Perhaps ye editor will allow me more in a future issue. It was all mighty interesting to me.

Frank S. Verbeck.

Questions and Answers for Grocers and Clerks

No. 1. Question—Why do crabs turn red when dropped in boiling water?

Answer—It is due to a chemical change.

No. 2. Question—Why nearly every roasted coffee on the market is a mixture of two or more varieties?

Answer—Practically every variety of coffee has a characteristic of its own. Coffees are mixed in order to produce desired blends. Thus, if it is desired to give a cup of Santos more body, for instance, Maracaibo is added; if a somewhat acid taste is wanted, Bourbon Santos is added; if a particularly good flavor and good color are wanted, Bogota is added; and so on.

No. 3. Question—How much did food prices decline in 1932?

Answer—Food prices declined 15.8 per cent in 1932. The price decline since 1929 has amounted to 34.8 per cent.

No. 4. Question—Are the chain stores gaining or losing?

Answer—The actual number of chain stores is not at present increasing. Chain systems are expanding by adding meat and other departments and substituting the large market store for two or three small stores. Many chain systems are also carrying through remodeling programs. There has been no change in the relative number of chain and independent food stores for three years.

No. 5. Question—Who owns the Piggly Wiggly trade name, original patents and system?

Answer—The Kroger Grocery & Baking Company, Cincinnati, Ohio, owns the Piggly Wiggly system. There are about 2,500 Piggly Wiggly stores in the country, several hundred of which are owned and operated by Kroger, the balance of the stores being owned and operated by individuals or corporations who pay Kroger a royalty for the use of the name and system.

No. 6. Question—What is Chlorophyll?

Answer—The green pigment which gives plants and leaves their color is technically known as chlorophyll.

No. 7. Question—Is it desirable to use artificial preservatives in canning?

Answer—No. Foods properly canned keep because they have been sterilized by heat in air tight containers, so artificial preservatives are not necessary.

No. 8. Question—What percentage of the total grocery business do chain stores do?

Answer—Chain grocery stores do only about 26.5 per cent of the total grocery and provision business of the United States, and only 30 per cent of the total sales through what are generally classified as grocery stores.

No. 9. Question—How far do bees fly for honey?

Answer—Bees fly as far as 2¾ miles from the hive to get honey, it was found by the Bureau of Etymology.

No. 10. Question—Does the metal of a can of food affect the wholesomeness of the food?

Answer—No. The can is simply steel covered with pure tin and for some products it is coated with carefully selected enamels baked at high temperatures. It is sterilized and clean. It can have no unwholesome action whatever on the food inside.

Some New Beer Styles

Old time brewers will tell you that with the approach of Winter the public begins to prefer bottled beer to draught beer. In Summer, it is the other way around.

Since this is our first Autumn of legalized beer, this shift in public taste is likely to have its effect upon methods of marketing and manufacturing. The most marked change, very likely, will be an increase in the use of fibreboard containers, or cartons, with possibly a change in the type of cartons most used.

In the old beer days, the family supply was delivered to the home in substantially built wooden containers holding twenty-four or thirty-six bottles. The case had to be returned. When beer came back last Spring, many brewers hurried to place substantial orders for wooden cases of the old type. In the last fifteen years, however, tremendous progress has been made in the design of fibreboard containers, and to-day, I understand, the old and the new, the wooden case and the fibreboard carton, are running a fairly close race—with the odds probably in favor of the latter.

A number of things have been in favor of the carton. You can pile more of them into a truck—as many as fifty per cent more, according to one claim. No deposit has to be taken from the customer, and the carton does not have to be returned. Consequently, each customer gets a fresh looking package instead of a container that has been reused many times and shows it. Those who do their shopping by car find beer in cartons much easier to carry home. And the claim is also made that beer which has been chilled in a carton stays cold for many hours because the carton stores cold air.

One interesting development to be watched is the demand for cartons holding only six bottles. This was apparently first introduced to the trade by Pabst and other Middle-Western brewers, and seems to be popular with the consumer because it is so much easier to buy or to carry a carton of six than one of twelve or twenty-four. Eastern brewers have not up till now given much attention to the small carton. Many brewers supplying local trade have been unable to keep up with the demand, and have not cared much about such matters as consumer preference. I understand, however, that the small carton is one of the weapons which Middle-Western brewers are using to help them in their invasion of the Eastern market. Whether for this reason or not, several Eastern brewers have recently been enquiring into the cost of small cartons.

How To Make Tea

Tea must be properly prepared in order to bring out the fullness of its flavor and aroma and to obtain all of its benefits.

The right way to make tea is to use one teaspoonful of tea for each cup, and one additional teaspoonful for the pot. Place the tea preferably in a warm earthenware, china or glass tea pot and then pour in the required quantity of freshly bubbling, boiling water. Allow to stand from three to five minutes. Then strain the tea into a second heated teapot for serving. This insures a uniform brew and the last cup will have the same delicious flavor as the first. It is recommended that you use cream and sugar because they give additional food and energy value as well as body to the tea. Placing the cream and sugar in the cup before pouring in the tea improves the flavor. For iced tea, brew as above, using twice the quantity of tea, sweeten and serve with a slice of lemon.

Predict Luggage Sales Gain

An increase in sales volume during the Fall and holiday season of 25 to 30 per cent, is predicted by members of the National Luggage Dealers' Association, attending a convention at the Hotel Pennsylvania. In anticipation of this increase stores are purchasing considerably more merchandise at higher prices than a year ago, it was said. A resolution was passed asking the luggage manufacturers to include in their ethics code a provision against producers selling goods directly to consumers in competition with established merchants.

Novel Jewelry Orders Increase

Reorders on novel jewelry increased during the week, with the indications being that volume this month will run ahead of the same period a year ago. The vogue of the 1900s is having a strong effect on both the type and volume of costume jewelry being bought by the stores. Metal types are outstanding, with the gold finish receiving most attention. The demand covers pins, clips, bracelets, brooches and earrings. The call for necklaces continues to be affected by the high necklines prevailing in the Fall styles.

Store, Offices & Restaurant Equipment

G.R. STORE FIXTURE CO.
7 Ionia Ave., N. W. Phone 86027

Hotel and Restaurant Equipment

H. Leonard & Sons
38-44 Fulton St., W.
GRAND RAPIDS, MICH.

Warm Friend Tavern

Holland, Mich.

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

JAMES HOEKSEMA, Manager

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.

The Root of Cut Price Evils

Many plans and ideas have been presented to "cure" cut price evils, yet nothing concrete has been offered to prevent the origin of gaining a foothold. When we were asked who was responsible for existing conditions, both co-writers replied in unison, "The Druggists, the Doctors and the Disreputable Manufacturers."

Such assertion or accusation (call it what you will) we are explaining for the benefit of the Reputable Manufacturer, Pharmacist and Physician.

A shoe-worker, employed at a bench in a shoe factory, developed rheumatism. He consulted a physician, who prescribed a combination of Salicylates and outdoor exercise. Within a short time this patient reacted favorably to the treatment. Although he attributed the "cure" to the prescription, there isn't any doubt in our mind that exercise and nature had considerable to do with the favorable results. His enthusiasm after using this prescription, was so great, that out of it grew an idea to commercialize it.

Approaching the druggist who compounded the original prescription, he made a deal for a large quantity and resold it to many of his co-workers in his plant, later approaching other workers in other factories manufacturing shoes.

His silver tongue and bragging ability brought him favorable results and the sale of this item at a dollar a bottle increased considerably. Seemingly, later on this self-styled doctor of rheumatism came in contact with a very clever advertising man, and a deal was made to put it on the market.

A so-called Pharmaceutical Laboratory was established in a couple of rented shacks. A fair description of such Laboratory can be easily made by referring the druggist reader to the old fashioned back room of a "Pharmacy" in the Eighties. A junior drug clerk was installed as the chief Chemist, a janitor, and a secretary who was a bookkeeper, stenographer and what not, completed the list of employees.

The advertising agency began a campaign in an adjoining large city. "Spots" were picked. We mean by "spots," drug stores in the cosmopolitan district, where so called "live wires" were operating first class modern drugstores. Those druggists were

offered "exclusive advertising" providing they stocked a fair amount of the product, displayed it in their windows and counters, and featured the sale of it, recommending and explaining the remedial values.

The local newspapers carried the publicity that the druggists named below are selling and recommending the use of this famous rheumatism remedy.

Druggists who had been given this proposition congratulated themselves in having obtained free advertising, although instead of obtaining, they were giving it.

Within a short time, this product became an extensive seller and the non-thinking druggists put it over for the manufacturer and the advertising agency. Suddenly the chain drugstores began featuring and footbaling this item so that the resale price fell to a low level of 59 cents which was below the price any druggist could buy it for.

Then the manufacturer was approached by the men who aided its origin, with a complaint. The reply they were given was that the prices could be controlled.

Later on other manufacturers came to the very same druggists with like propositions. Again and again the silver tongued salesman would sell the same plan with a new item. "Barnum was right" why will druggists continue to co-operate with such type of manufacturer?—Lord only knows.

The continuation of such a policy by aiding and abetting the development of such products added another branch to that spreading cut price tree.

The same applies to the medical profession.

Detail men representing manufacturers of questionable repute will call on a physician, pass him a smoke, pat him on the back, then introduce a wonderful discovery and after a great deal of flowery oratory, leave him a sample and ask him to prescribe it.

The doctor, in many cases without ascertaining the merits or the reputation of the manufacturer begins writing for it and often demands original packages or containers.

Often the patient will read the prescription and demand it over the counter. Now and then the doctor will carelessly hand the patient a sample without removing the label and again a counter demand is created.

Patients who obtain original labels pass along information that Doctor So and So recommends its use or has prescribed for it, and before long this is broadcasted and rebroadcasted until such item becomes a developed counter seller and the back-bone of cut prices.

A humorous incident occurred a few years ago.

A Physician's wife entered a package store to purchase some perfume. Her attention was attracted to another woman, a patient of her husband's. The patient was discussing a purchase, of a so-called specialty, with a clerk in the store. "I am not so sure that I ought to use it without consulting my Doctor So and So." The clerk replied, "Oh, I know Doctor So and So, he writes for it quite often" and the sale

was completed. The Doctor's wife resented her husband being done out of a call and upon the first opportunity related the incident to her husband. The Doctor laughed, thought it a great joke, and admitted that he prescribed for such items occasionally.

We still fail to see the joke or any real intelligence in the laugh.

To add more grief to the situation, the doctor was a pharmacist and part owner of a drugstore. May we say to the doctors and druggists, "Awake from your dreams or else most of your prescribing and dispensing will be done in package and grocery stores. To the manufacturers of repute we say, "If you desire to continue a healthy policy for yourselves, the doctors and the legitimate pharmacists, avoid the abuse the price cutters are giving your items with the well known 'just as good,' 'more for your money' and 'we are just out of it but we have something similar.' Insert in your advertising—'Do not accept anything else' or just as good trade in a legitimate pharmacy where you will receive the brand and the item you desire, not substitutes."

Substitutions are what chain stores and predatory price cutters thrive on and their existence depends solely on this malicious practice.

If such practice is injuring the manufacturer's business he can obtain an injunction restraining the use of such tactics obstructing the legitimate sale of it.

If any manufacturer refuses to abide by such actions of playing fair with the legitimate pharmacist, to the pharmacists we say: "Do not allow any window display or counter space, refuse information by pleading ignorance of his product, and avoid discussing remedial effects with prospective customers."

Do not permit your name, as a pharmacist, to be used by the manufacturers as to the merits of such a preparation in newspaper advertising." The sooner the pharmacist learns to refuse these courtesies, the sooner the manufacturers will derive some solution which will benefit those who are rightfully deserving. Otherwise, he is simply adding fuel to the fire which is slowly becoming destructive not only to the legitimate pharmacist but to themselves as well. John De Nicola.

Noteworthy Features Observed By a Passing Stranger

Escanaba, August 29—Hamrahan Brothers, 810 Ludington avenue, are now nicely settled in their new food store, which is up-to-date in every particular. Besides having fine equipment of store fixtures, their stock is most artistically arranged. There is no better location in the city and with prompt and courteous service they render, their success will be even greater than in the past.

St. Ignace, Aug. 30—I left Manistique about 3 p.m., arriving here 7 p.m., distance one hundred miles. Most of the route is through cutover lands and swamps. There is much limestone along the route. Near Manistique is one of the largest quarries. The ground stone is used by blast furnaces, paper mills, etc. In completing my Upper Peninsula circuit, I am much gratified with what I have seen and learned about this large territory. No one can form an adequate idea of its extent, its vast resources, its large industrial development and its hospitable people, without enjoying it as I have done during the past three weeks. The Finnish and Swedish people have played a large part in its development. They are thrifty and dependable and have had a large part in opening up its rich mines and timber resources.

Pellston, Aug. 31—It has been another fine day; in fact, I have had very good weather almost every day. Made several calls in St. Ignace upon those I interviewed a month ago. I judge the tourist trade is fifty per cent. or more of the usual business. The state

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, Projectors, 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

maintains an excellent ferry service across the straits. It looks to me as though the plan for a bridge to replace the ferry is impractical and only an idle dream of ways to spend taxpayers' money.

Carp Lake is a beautiful body of water and the shores are well lined with cottages. Had a fine visit with F. G. Hunt and E. Nelson, they having the only general stores. Both have been subscribers to the Tradesman for years and find it a profitable investment.

Levering is located in a good farming region which will harvest a good crop of corn, so I was told. The potato crop is not so good, owing to lack of rain. There were fine forests of hardwood and pine, which the mills have cut, so the village depends upon the farmers for its trade. Walker & Son have a large general store, well stocked with goods. They also handle the telephone exchange. They have been readers of the Tradesman for years. H. H. Bennett has a fine food store and is going to read the Tradesman from now on. He was formerly from Nashville.

Pellston and Alanson also feel the effect of the closing of the lumber mills and this includes Brutus. However, these towns are adjacent to good farming land, which is well adapted to potato growing, also good crops of alfalfa were grown this year.

Harbor Springs, Sept. 4.—Smith & Wasmich recently formed a copartnership and bought out the local bakery, supposing they would have the business of the town. The baker who sold to them has started a second bakery, which the town did not need. However, the new firm are coming along nicely. They are both practical bakers, have a good location and turn out a high grade of bread, cakes, pies and other foods. They deserve the patronage of the community and are getting an increasing share of it. Harbor Springs is a mecca for tourists. Located upon the curve of Little Traverse Bay, with wooded hills in the background, it is one of the beauty spots for which our state is noted.

A signboard told me it was nineteen miles to Cross Village, so at 4 p.m. I headed that way. Talk about scenic wooded drives, this takes the lead over any I had traveled. The route follows an old Indian trail, which winds through virgin forest most of the way. The trail was first widened so a horse and sled could get through, then broadened for a wagon. With the coming of the auto it was widened a little more, so in driving one must use utmost care in passing cars. Speed must be cut down, owing to the many short curves. The route follows the edge of the high banks of Lake Michigan most of the way. About midway is a small Indian village and a mission church. By the time I arrived at Cross Village, it seemed as though I had traveled a much longer distance, owing to the low speed. The little town is located on a high bluff with a grand view of the lake. In the distance can be seen Beaver, Crane and other islands. On one the lighthouse can be seen. Two general stores, both with excellent stocks of merchandise, enjoy a good trade. Walter Marsek is proprietor of one and E. C. Adams the other. Each are assisted by his wife in waiting on trade. There is a public and a parochial school, a catholic and a protestant church. The population is about 100 whites, and Indians in about equal numbers. Some of the Indians are farmers and others are makers of baskets, toy canoes, bows and arrows, their products finding ready sale among the tourists.

It was my pleasure to meet Chief Thunder Cloud, a resident here. He was dressed in buckskin suit and war bonnet—a fine specimen of the noble redman. The chief is a genial man to meet and he was most obliging in giving me information. When he told me he would be ninety years old in De-

cember, I was indeed surprised, as he does not appear to have reached near that age. He belongs to the Chippewa tribe and during the Kaiser's war he and fourteen other Indians, including three young women, toured the U. S. in the play, Hiawatha, for the benefit of the Red Cross. There are quite a number of the Ottawa tribe who make their homes here. Years ago there were shipping docks here and a large sawmill. The old steam boilers are all that remain. About three months ago the state took over the scenic route from Harbor Springs here. It is understood that in time this route along along the lake shore will be extended to Mackinaw City. No doubt the state will improve the surface of the road, but the old original trail which the Indians trod for centuries will be preserved. No trip into this part of the state is complete, unless one includes Cross Village. No wonder the Indians selected this region for their home and hunting grounds. Everyone who travels this way is charmed with its scenic beauty.

Petoskey, Sept. 2.—Little Traverse region seems to hold its former charm for the tourists. The picturesque setting of Petoskey, Bay View and Harbor Springs, thin, vitalizing air, will ever be a magnet to summer travelers. The social and cultural environment centering at Bay View, with its Assembly and oratorical and musical talent, attracts a high class of intellectual and wealthy citizens, many of whom own beautiful summer homes here. As I write my window overlooks the beautiful bay and it carries my mind back to the days when its waters were dotted with boats loaded with pleasure seekers. Every hour the ferry carried its load of tourists across the bay. Sail and row boats were much in evidence. Large lake boats were arriving from Chicago and other lake cities, heavily loaded with visitors. Special trains were run during the resort season to handle the crowds. The curio and souvenir merchants were much in evidence and many lapidary artisans ground and polished the moss agate found along the shores of the bay. Watch charms, cuff buttons, stick pins, paper weights, etc., were produced while you watched the operations. How different it is today. The excursion steamers are no more. I have not seen a sail boat since I arrived. Only a few motor and fishing boats are in evidence. No more tourist trains, the depot almost deserted. Instead the streets are filled with big Packards, Cadillacs, Buicks and other cars. Traffic is much congested at times. The old Park Hotel and the Cushman House are closed. The Perry Hotel seems to have a fair trade, although hotels in general are hard hit. It is no wonder. Since the state and nearly every city and village have opened tourist camps, and thousands of citizens have nailed up a sign, tourists rooms, it is no secret as to what ails the hotels. Hard times have, no doubt, caused many to open their homes to travelers. It is a full house which makes a hotel pay. If more variety of rates and service could be provided, hotels would care for a much larger number. The higher rates of the hotel oblige many to seek rooms outside, whereas if lower rates were offered, the hotel might be filled most of the time. There is a hotel company operating in several cities of this state making a rate of 75 cents for rooms and having full rooms each night or nearly so, and claiming to be making money. Many travelers on small income use their services. These hotels are kept neat and clean, with running water in each room.

The food merchants here are having a fair business, with two A. & P. stores competing. Other lines feel the depression more. All are hopeful the buying campaign now being put on by the NRA will show a gain in business over last year. Every merchant here

(Continued on page 23)

WHOLESALE DRUG PRICE CURRENT

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

ACID			GUM			Hemlock, Pu., lb.			1 55 @ 20
Acetic, No. 8, lb.	06 @	10	Aloes Barbadoes,			Heml'k Com., lb.	1 00 @ 125		
Boric, Powd., or			so called, lb. gourds	@	60	Juniper Ber., lb.	3 00 @ 20		
Xtal, lb.	08 1/2 @	20	Powd., lb.	35 @	45	Junip'r W'd, lb.	1 50 @ 175		
Carbolic, Xtal, lb.	36 @	43	Aloes, Socotrine,			Lav. Flow., lb.	3 50 @ 400		
Citric, lb.	35 @	45	lb.	@	75	Lav. Gard., lb.	1 25 @ 150		
Muriatic, Com'l,			Powd., lb.	@	80	Lemon, lb.	1 75 @ 225		
lb.	03 1/2 @	10	Arabic, first, lb.	@	40	Mustard, true, ozs.	@ 150		
Nitric, lb.	09 @	15	Arabic, sec., lb.	@	30	Mustard art., ozs.	@ 35		
Oxalic, lb.	15 @	25	Arabic, sorts, lb.	15 @	25	Orange, Sw., lb.	3 00 @ 225		
Sulphuric, lb.	03 1/2 @	10	Arabic, Gran., lb.	@	35	Origanum, art.			
Tartaric, lb.	35 @	45	Arabic, P'd, lb.	25 @	35	lb.	1 00 @ 120		
ALCOHOL			Asafoetida, lb.	47 @	50	Pennyroyal, lb.	2 75 @ 320		
Denatured, No. 5			Asafoetida, Po., lb.	75 @	82	Peppermint, lb.	4 75 @ 540		
gal.	44 @	55	Guaiac, lb.	@	70	Rose, dr.	@ 250		
Grain, gal.	4 00 @	50	Guaiac, powd.	@	75	Rose, Geran., ozs.	50 @ 95		
Wood, gal.	50 @	60	Kino, lb.	@	90	Rosemary			
ALUM-POTASH, USP			Kino, powd., lb.	@	100	Flowers, lb.	1 00 @ 150		
Lump, lb.	05 @	13	Myrrh, lb.	@	60	Sandalwood,			
Powd. or Gra., lb.	05 1/4 @	13	Myrrh Pow., lb.	@	75	E. I., lb.	8 00 @ 860		
AMMONIA			Shellac, Orange,			W. I., lb.	4 50 @ 475		
Concentrated, lb.	06 @	18	lb.	22 1/2 @	30	Sassafras,			
4-F, lb.	05 1/2 @	13	Ground, lb.	22 1/2 @	30	true, lb.	1 60 @ 220		
3-F, lb.	05 1/2 @	13	Shellac, white,			Syn., lb.	85 @ 140		
Carbonate, lb.	20 @	25	(bone dr'd) lb.	35 @	45	Spearmint, lb.	2 00 @ 240		
Muriate, Lp., lb.	18 @	30	Tragacanth,			Tansy, lb.	3 50 @ 400		
Muriate, Gra., lb.	08 @	18	No. 1, bbls.	1 60 @	200	Thyme, Red, lb.	1 50 @ 200		
Muriate, Po., lb.	20 @	30	No. 2, lbs.	1 50 @	175	Thyme, Whi., lb.	1 75 @ 240		
ARSENIC			Pow., lb.	1 25 @	150	Wintergreen			
Pound	07 @	20	HONEY			Leaf, true, lb.	5 40 @ 600		
BALSAMS			HOPS			Birch, lb.	3 50 @ 400		
Copaiba, lb.	60 @	140	1/2s Loose, Pressed,			Syn.	75 @ 120		
Pir, Cana., lb.	2 00 @	240	lb.	@	125	Wormseed, lb.	3 50 @ 400		
Pir, Oreg., lb.	50 @	100	HYDROGEN PEROXIDE			Wormwood, lb.	4 50 @ 500		
Peru, lb.	1 70 @	20	Pound, gross	25 00 @	2700				
Tolu, lb.	1 50 @	180	1/2 lb., gross	15 00 @	1600				
BARKS			1/4 lb., gross	10 00 @	1050				
Cassia			INDIGO						
Ordinary, lb.	@	30	Madras, lb.	2 00 @	225				
Ordin., Po., lb.	25 @	35	INSECT POWDER						
Saigon, lb.	@	40	Pure, lb.	31 @	41				
Saigon, Po., lb.	50 @	60	LEAD ACETATE						
Elm, lb.	40 @	50	Xtal, lb.	17 @	25				
Elm, Powd., lb.	38 @	45	Powd. & Gran.	25 @	35				
Elm, G'd, lb.	38 @	45	LICORICE						
Sassafras (P'd lb. 45)	@	35	Extracts, sticks,						
Soapree, cut, lb.	20 @	30	per box	1 50 @	200				
Soapree, po., lb.	35 @	40	Lozenges, lb.	40 @	50				
BERRIES			Wafers, (24s) box	@	150				
Cubeb, lb.	@	65	LEAVES						
Cubeb, po., lb.	@	75	Buchu, lb., short	@	60				
Juniper, lb.	10 @	20	Buchu, lb., long	@	70				
BLUE VITRIOL			Buchu, P'd, lb.	@	70				
Pound	06 @	15	Sage, bulk, lb.	25 @	30				
BORAX			Sage, loose						
P'd or Xtal, lb.	06 @	13	pressed, 1/4s, lb.	@	40				
BRIMSTONE			Sage, ounces	@	85				
Pound	04 @	10	Sage, P'd & Grd.	@	35				
CAMPOR			Senna,						
Pound	55 @	75	Alexandria, lb.	55 @	40				
CANTHARIDES			Tinnevelia, lb.	20 @	30				
Russian, Powd.	@	350	Powd., lb.	25 @	35				
Chinese, Powd.	@	200	Uva Ursi, lb.	@	31				
CHALK			Uva Ursi, P'd, lb.	@	45				
Crayons,			LIME						
White, dozen	@	360	Chloride, med., dz.	@	85				
Dustless, doz.	@	600	Chloride large, dz.	@	145				
French, Powd.,			LYCOPodium						
Coml., lb.	03 1/2 @	10	Pound	45 @	60				
Precipitated, lb.	12 @	15	MAGNESIA						
Prepared, lb.	14 @	16	Carb., 1/4s, lb.	@	30				
White, lump, lb.	03 @	10	Carb., 1/16s, lb.	@	32				
CAPSICUM			Carb., P'd, lb.	15 @	25				
Pods, lb.	60 @	70	Oxide, Hea., lb.	@	75				
Powder, lb.	62 @	75	Oxide, light, lb.	@	75				
CLOVES			MENTHOL						
Whole, lb.	30 @	40	Pound	5 00 @	560				
Powdered, lb.	35 @	45	MERCURY						
COCAINE			Pound	1 25 @	135				
Ounce	12 68 @	14 85	MORPHINE						
COPPERAS			Ounces	@	1180				
Xtal, lb.	03 1/4 @	10	1/2s	@	1396				
Powdered, lb.	04 @	15	MUSTARD						
CREAM TARTAR			Bulk, Powd.,						
Pound	23 @	36	select, lb.	45 @	50				
CUTTLEBONE			No. 1, lb.	25 @	35				
Pound	40 @	50	NAPHTHALINE						
DEXTRINE			Balls, lb.	07 @	12				
Yellow Corn, lb.	06 1/2 @	15	Flake, lb.	07 @	12				
White Corn, lb.	07 @	15	NUTMEG						
EXTRACT			Pound	@	40				
Witch Hazel, Yel-			Powdered, lb.	@	50				
low Lab., gal.	99 @	182	NUX VOMICA						
Licorice, P'd, lb.	50 @	60	Pound	@	25				
FLOWER			Powdered, lb.	15 @	25				
Arnica, lb.	50 @	55	OIL ESSENTIAL						
Chamomile,			Almond,						
German, lb.	35 @	45	Bit., true, ozs.	@	50				
Roman, lb.	@	90	Bit., art., ozs.	@	30				
Saffron,			Sweet, true, lb.	1 25 @	180				
American, lb.	50 @	55	Sw't, art., lbs.	1 00 @	125				
Spanish, ozs.	@	165	Amber, crude, lb.	71 @	140				
FORMALDEHYDE, BULK			Amber, rect., lb.	1 30 @	200				
Pound	09 @	20	Anise, lb.	1 00 @	160				
FULLER'S EARTH			Bay, lb.	4 00 @	225				
Powder, lb.	05 @	10	Bergamot, lb.	3 00 @	360				
GELATIN			Cajeput, lb.	1 50 @	200				
Pound	55 @	65	Caraway S'd, lb.	2 80 @	340				
GLUE			Cassia, USP, lb.	2 10 @	260				
Brok., Bro., lb.	20 @	30	Cedar Leaf, lb.	1 50 @	200				
Gr'd, Dark, lb.	16 @	22	Cedar Leaf,						
Whi. Flake, lb.	27 1/2 @	35	Coml., lb.	1 00 @	125				
White G'd, lb.	25 @	35	Citronella, lb.	1 05 @	125				
White AXX light,			Cloves, lb.	1 75 @	225				
lb.	@	40	Croton, lbs.	4 00 @	460				
Ribbon	42 1/2 @	50	Cubeb, lb.	4 25 @	480				
GLYCERINE			Erigeron, lb.	2 70 @	335				
Pound	14 1/2 @	35	Eucalytus, lb.	95 @	160				
			Fennel	2 00 @	260				

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

Salmon
Canvas Gloves

DECLINED

Jello

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
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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, 2½ 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
Pep, No. 224	2 15
Pep, 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, ½ oz.	1 10
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. 5½	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	
Solid Back, 8 in.	1 50
Solid Back, 1 in.	1 75
Pointed Ends	1 25
Stove	
Shaker	1 80
No. 50	2 00
Peerless	2 60
Shoe	
No. 4-0	2 25
No. 2-0	3 60

BUTTER COLOR

Dandelion	2 35
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CANDLES

Electric Light, 40 lbs.	12.1
Plumber, 40 lbs.	12.8
Paraffine, 6s	14½
Paraffine, 12s	14½
Wicking	40
Tudor, 6s, per box	30

CANNED FRUITS

Hart Brand	
Apples	No. 10 5 00
Blackberries	
Pride of Michigan	2 55
Cherries	
Mich. red, No. 10	6 25
Pride of Mich., No. 2	2 60
Marcellus Red	2 10
Special Pie	1 35
Whole White	2 80
Gooseberries	
No. 10	

Pears

Pride of Mich. No. 2½	2 25
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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, 10½ oz.	1 35
Clam Chowder, No. 2	2 75
Clams, Steamed No. 1	2 75
Clams, Minced, No. ½	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. ¼	1 85
Shrimp, 1, wet	1 45
Sard's, ¼ Oil, k'less	3 35
Sardines, ¼ Oil, k'less	3 35
Salmon, Red Alaska	2 25
Salmon, Med. Alaska	1 80
Salmon, Pink, Alaska	1 50
Sardines, 1m. ¼, ea.	6@11
Sardines, Cal.	97½
Tuna, ½ Van Camps,	1 45
doz.	
Tuna, ¼s, Van Camps,	1 35
doz.	
Tuna, 1s, Van Camps,	3 60
doz.	
Tuna, ½s, Chicken Sea,	1 85
doz.	

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, 2½ oz., Qua., Sil.	1 35
Beef, 4 oz. Qua., sil.	2 25
Beefsteak & Onions, s.	2 70
Chili Con Car., 1s.	1 05
Deviled Ham, ¼s	1 15
Deviled Ham, ½s	2 15
Potted Beef, 4 oz.	1 10
Potted Meat, ¼ Libby	45
Potted Meat, ½ Libby	75
Potted Meat, ¾ Qua.	55
Potted Ham, Gen. ¼	1 45
Vienna Saus. No. ½	1 00
Vienna Sausage, Qua.	80
Veal Loaf, medium	2 25

Baked Beans

Campbells 48s	2 35
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CANNED VEGETABLES

Hart Brand	
Asparagus	
Natural, No. 2	3 00
Tips & Cuts, No. 2	2 25
Tips & Cuts, 8 oz.	1 35
Baked Beans	
1 lb. Sacc, 36s, cs.	1 75
No. 2½ 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. 2½	1 35
Hart Cut, No. 10	4 00
Hart Cut, No. 2	85
Marcel. Whole, No. 2½	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 10
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. 2½	1 30

Sauerkraut

No. 10	4 25
No. 2½	1 25
No. 2	

Spinach

No. 2½	2 25
No. 2	1 80

Squash

Boston, No. 3	1 35
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Succotash

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

Tomatoes

No. 10	5 25
No. 2½	1 80
No. 2	1 40
Pride of Mich., No. 2½	1 35
Pride of Mich., No. 2	1 10

Tomato Juice

Hart, No. 10	
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CATSUP

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

CHILI SAUCE

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

OYSTER COCKTAIL

Sniders, 11 oz.	2 60
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CHEESE

Roquefort	72
Wisconsin Daisy	14½
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	22
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, ½ lb.	1 60
Kraft, American, ½ lb.	1 60
Kraft, Brick, ½ lb.	1 60
Kraft, Limbur., ½ lb.	1 60

CHEWING GUM

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

CHOCOLATE

Baker, Prem., 6 lb. ½	2 50
Baker, Pre., 6 lb. 3 oz.	2 42

CLOTHES LINE

Riverside, 50 ft.	2 20
Cupples Cord	2 90

COFFEE ROASTED

Lee & Cady

1 lb. Package	
Arrow Brand	21½
Boston Breakfast	23½
Breakfast Cup	21½
Competition	16
J. V.	19½
Majestic	29½
Morton House	31
Nedrow	26½
Quaker, in cartons	21½

McLaughlin's Kept-Fresh



Coffee Extracts	
M. Y., per 100	12
Frank's 50 pkgs.	4 25
Hummel's 50, 1 lb.	10½

CONDENSED MILK

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

Quaker, Tall, 10½ oz.	2 85
Quaker, Baby, 4 doz.	1 43
Quaker, Gallon, ½ dz.	2 85
Carnation, Tall, 4 doz.	2 95
Carnation, Baby, 4 doz.	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	09½
French Creams	11½
Paris Creams	12
Jupiter	09
Fancy Mixture	14

Currants		MATCHES		FRESH MEATS		HERRING		SOAP		TEA	
Packages, 11 oz.	11 1/2	Diamond, No. 5, 144	6 15	Beef		Holland Herring		Am. Family, 100 box	6 10	Japan	
		Searchlight, 144 box	6 15	Top Steers & Heif.	11	Mixed, Kegs		Crystal White, 100	3 50	Medium	18
		Swan, 144	5 20	Good Steers & Heif.	09	Mixed, half bbls.		F. B., 60s.	2 35	Choice	21@28
		Diamond, No. 0	4 90	Med. Steers & Heif.	08	Mixed, bbls.		Fels Naptha, 100 box	5 00	Fancy	30@32
Dates				Com. Steers & Heif.	07	Milkers, kegs		Flake White, 10 box	2 85	No. 1 Nibbs	31
Imperial, 12s, pitted						Milkers, half bbls.		Jap Rose, 100 box	3 00		
Imperial, 12s, regular	1 15					Milkers, bbls.		Fairy, 100 box	3 00	Gunpowder	
								Palm Olive, 144 box	8 00	Choice	32
Peaches				Veal		Lake Herring		Lava, 50 box	2 25	Fancy	40
Evap. Choice				Top	10	1/2 bbl, 100 lbs.		Pummo, 100 box	4 85		
Fancy				Good	09			Sweetheart, 100 box	5 70	Ceylon	
				Medium	07			Grandpa Tar, 50 sm.	2 10	Pekoe, medium	41
								Grandpa Tar, 50 lge.	3 50		
								Tribby Soap, 50, 10c.	3 15	English Breakfast	
								Williams Barber Bar, 9s	50	Congou, medium	23
								Williams Mug, per doz.	48	Congou, choice	35@26
								Lux Toilet, 50	3 15	Congou, fancy	42@43
										Oolong	
										Medium	39
										Choice	45
										Fancy	50
										TWINE	
										Cotton, 3 ply cone	35
										Cotton, 3 ply balls	35
										VINEGAR	
										F. O. B. Grand Rapids	
										Cider, 40 grain	15
										White Wine, 40 grain	20
										White Wine, 80 grain	25
										WICKING	
										No. 9, per gross	80
										No. 1, per gross	1 25
										No. 2, per gross	1 50
										No. 3, per gross	2 30
										Peerless Rolls, per doz.	90
										Rochester, No. 2, doz.	50
										Rochester, No. 3, doz.	2 00
										Rayo, per doz.	75
										WOODENWARE	
										Baskets	
										Bushels, Wide Band,	
										wood handles	2 00
										Market, drop handle	90
										Market, single handle	90
										Market, extra	1 00
										Splint, large	8 50
										Splint, medium	7 50
										Splint, small	6 50
										Churns	
										Barrel, 5 gal, each	2 40
										Barrel, 10 gal, each	2 55
										3 to 6 gal, per gal.	16
										Pails	
										10 qt. Galvanized	2 60
										12 qt. Galvanized	2 85
										14 qt. Galvanized	3 10
										12 qt. Flaring Gal. Jr.	5 00
										10 qt. Tin Dairy	4 00
										Traps	
										Mouse, wood, 4 holes	60
										Mouse, wood, 6 holes	70
										Mouse, tin, 5 holes	65
										Rat, wood	1 00
										Rat, spring	1 00
										Mouse, spring	20
										Tubs	
										Large Galvanized	8 75
										Medium Galvanized	7 75
										Small Galvanized	6 75
										Washboards	
										Banner, Globe	5 50
										Brass, single	6 25
										Glass, single	6 00
										Double Peerless	8 50
										Single Peerless	7 50
										Northern Queen	5 50
										Universal	7 25
										Wood Bowls	
										13 in. Butter	5 00
										15 in. Butter	9 00
										17 in. Butter	18 00
										19 in. Butter	25 00
										WRAPPING PAPER	
										Fibre, Manila, white	65
										No. 1 Fibre	06 1/2
										Butchers D F	05 1/2
										Kraft	04
										Kraft Stripe	09 1/2
										YEAST CAKE	
										Magic, 3 doz.	2 70
										Sunlight, 3 doz.	2 70
										Sunlight, 1 1/2 doz.	1 35
										Yeast Foam, 3 doz.	2 70
										Yeast Foam, 1 1/2 doz.	1 35
										YEAST-COMPRESSED	
										Fleischmann, per doz.	30
										Red Star, per doz.	20

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.

After Signing Code, What Next?

Look out for the runaway emotionalism of the public. It is going to find expression through local public opinion developed by the hysteria of rumor and the rancor of individuals. Vigilance and common sense on the part of the merchant are needed. It is said that 20,000,000 women will organize a door-bell campaign to see that "eagle" shops are patronized and no others. Naturally recovery will not come unless the nation gets behind it but the merchant must be convinced that it is for his good as well as the country's good.

Every merchant, everywhere, knows by this time that he cannot do business without the Blue Eagle. Under the Blue Eagle he has certain obligations to employees in hours and wages. These he must fulfill or else he will suffer what Hugh S. Johnson terms "economic death." He must abide by the absolute letter of the code for if he doesn't, he may suffer both physical and financial defeat.

In some cities there has been summary action taken by groups of consumers that almost indicates the "spirit of the Vigilantes." In one city, a small size mob forced all of the stores to close by a fixed hour—as if the intent of the Government was a restriction of store hours. But the opposite is urged—more store hours less worker hours—for it will mean more people employed if stores are kept open.

The attitude of the public today is something to watch with extreme care. It has reached a pitch bordering on fanatical evangelism. Is this hysteria or something deeper? There is no question but what the American public has been stirred to a passion over this idea of increasing the purchasing power through shorter hours and higher wages.

In the City of New York alone, the complaints that have been filed to date of evasion or supposed evasion of the Blue Eagle code would keep a committee of trained investigators busy for months. In many cases the store owner himself doesn't understand that he signed a contract with the Government for he believes that he can modify it to the extent of the conversations he has overheard in his trade associations or in his daily contacts. In some cases the clerks themselves file complaints—openly or anonymously—in the belief that they are in the right and the merchant is in the wrong.

This week's signing of the retail composite code, including shoes, will—we hope—prevent further misunderstanding but in many cases the public and the clerks will think it strange that there should be a difference between a general blanket code and the particular retail shoe code. The retail shoe code gives a few more advantages to the merchant—but in the process of telling the public there is bound to be confusion.

But the extremely important thing is more than just the word and action of

the code itself. There has been organized in Washington a Consumer's Advisory Board. Mrs. Roosevelt herself said:

"Consumers must learn to defend themselves against too sudden and too high a rise in prices of the things they buy. Prices have got to go up but not too soon, nor too much, and on some things there is no reason or justification for any increase in prices. Purchasers can best protect themselves by dealing with those vendors who do not increase their prices beyond the real difference occasioned by increased costs of production, and reporting those who do, if upon inquiry and investigation they find they are being imposed upon."

It is true we do not want to see the return of profiteering. We do not want to see the prices of old inventories boosted to a point that cannot be explained upon investigation by the Consumer's Board. And yet there must be increases or else the structure of industry falls down. Merchants in the market for to-day's shoemaking must pay so high a price that the step-up on new goods would frighten purchasers away. A happy medium must be found. We want no inquisition of retail shoe prices. Every merchant in America wants to play fair with the public and at the same time survive. He wants to be helpful and will observe proper caution in his pricing, for in a way he is forced to keep his prices in hand for fear of losing his customers entirely.

For the moment, the merchant is the one who has done most to bring about recovery. His early orders put into circulation money, credit and work. He stocked up because he knew prices were going higher. He should benefit somewhat by his foresight. In stepping into a new and strange business period he should keep a sharp eye ahead.—Boot and Shoe Recorder.

Proceedings of the Grand Rapids Bankruptcy Court

(Continued from page 11)

mer, Grand Rapids, Michigan, trustee; bond \$500. Meeting adjourned without date.

August 30, 1933. On this day the schedules, reference and adjudication in the matter of Emil J. Haas, bankrupt No. 5403, were received. The bankrupt is a supervisor of Grand Rapids, Michigan. The schedules show total assets of \$425.00 (of which \$350 are claimed exempt), and total liabilities of \$715.90, listing the following creditors:

H Dyksterhouse, G R	\$ 107.00
Colonial Baking Co, G R	160.83
DeJager Fuel Co, G R	7.00
Dr Jas Henry, M D, G R	3.00
Southwest Dairy, G R	8.00
Dr Jas M DeKraker, G R	2.00
Dr Wm A Hyland, G R	5.00
Henry Brink, G R	4.00
Wm Seeger, G R	78.00
Dr John Pedden, G R	2.50
Dr A E Cottingham, Ionia	14.00
Frank Gazella, Ionia	24.07
Ionia Credit Exchange, Ionia	5.58
Stebbins Funeral Home, Ionia	35.85
Fred D Keister, Ionia	8.00
Dr Kitson, Ionia	12.00
Richard Dunsmore Dairy, Ionia	6.00
Chas Ireland Hardware, Ionia	12.29
W C Stout Elevator Co, Ionia	29.78
Frank W Wirtz, Ionia	31.00
Carl Jehner, Ionia	175.60
J H Stover, Birmingham	5.90

August 30, 1933. On this day the schedules, reference and adjudication in the matter of John Masselink, bankrupt No. 5405, were received. The bankrupt is a laborer of Holland, Michigan. The schedules show total assets of \$505.20 (of which \$500.00 are claimed exempt), and total liabilities of \$14,466.35, listing the following creditors:

City Treasurer, Holland	\$ 133.45
Mannes Knoll, Holland	1,500.00
H Van Spyker, G R	1,371.00
Holland Loan Association, Holland	163.03
Eaton & Eaton, Holland	72.00
Fred Tinholt, Holland	3,324.00
People's State Bank, Holland	118.00

Mannes Knoll, Holland	165.00
Klinge Coal Co, Holland	46.93
Albert Masselink, Hudsonville	200.00
Gerrit Meyer, Holland	16.00
Corner Hardware, Holland	21.74
J J Rutgers Co, Holland	7.00
Holleman De Weerd Auto Co, Holland	2.85
Overbeek Bros Garage, Holland	7.00
John Van Zoeren, Holland	80.00
Reliable Garage, Holland	6.00
Service Pure Oil Co, Holland	3.00
Wolvering Garage, Holland	3.25
Scott Lagers Lumber, Holland	3.04
Drenthe Garage, Zeeland	1.08
P S Boter & Co, Holland	32.60
Likker Rutgers & Co, Holland	15.40
Richard Lamar-Watkins Products, Zeeland	4.70
Dr O E Van Der Velde, Holland	5.50
Dr Tappan, Holland	9.00
H Van De Heuvel, Holland	4.25
Holland Vulcanizing, Holland	9.45
Geo Mooi Roofing Co, Holland	5.44
Wm Wagner, Holland	10.00
Jack De Pree, Holland	20.00
Tyler Van Landegend, Holland	3.08
J R Watkins Co, Winona	200.00
John Hulst, Holland	1,273.00
Klass Meyer, Holland	424.00
Frst State Bank, Holland	110.00
William Timmer, Zeeland	224.00
John R Mast, Holland	53.00
John Hulst, Holland	350.00
Klaas Van Den Veen, Holland	400.00
John Hagelskamp, Hamilton	500.00
William Timmer, Zeeland	400.00
Peoples St Bank, Holland	152.01
Albert Smooes, Hamilton	3,000.00
Henry Beners, & Albert Hamilton, Masselink	350.00

August 30, 1933. We have today received the schedules of Daniel Stern, bankrupt No. 5360. The schedules show total assets of \$608.79, (of which \$350.00 are claimed exempt), and total liabilities of \$6,755.72, listing the following creditors:

State of Mich. Lansing	\$ 82.60
Walter Stern	107.56
Ainsworth Shoe Co, Toledo	440.00
Ault-Williams Shoe Co, Auburn, Me.	3.40
Bos Leather Co, G R	18.94
Bob Smart Shoe Co, Lyschburg, Va	78.04
Cole, Rood, Haan, McGregor Co, Chicago	7.25
W B Ccon Co Rochester, N Y	272.36
W L Douglas Shoe Co, Brocton, Mass	3.92
Daniel Green Co, Dolgeville, N Y	5.53
Edner Shoe Co, Milwaukee	126.40
Endicott-Johnson Corp, Endicott	205.00
Florsheim Shoe Co, Chicago	45.00
Goodyear Glove Rubber Co, Chicago	167.58

B F Goodrich Footwear Corp, Chicago	340.29
Hoekstra Shoe Co, G R	95.58
Johnson Murphey Shoe Co, Newark	20.75
Roberts, Johnson & Rand, St Louis	231.65
C W Marks Shoe Co, Chicago	239.35
A G Walton Shoe Co, Boston	54.05
Star Paper Co, Kalamazoo	48.76
Fred Stern, Decatur	3,120.00
Numatic Shoe Co, Milwaukee	8.36
T S Updyke, Allegan	300.00
Allegan Lodge No. 111 F & A M	250.00
Pearl E Town, Allegan	475.00
Tri-County Telephone Co	unknown
Consumers Power Co	unknown

August 30, 1933. On this day the schedules, reference and adjudication in the matter of Borgman Stores, Inc., a Michigan Corporation, bankrupt No. 5404, were received. The bankrupt is located in Grand Rapids, Michigan. The schedules show total assets of \$26,886.77, and total liabilities of \$32,604.26, listing the following creditors:

State of Michigan, Lansing	\$ 800.77
Old Kent Bank, G R	1,282.88
National Cash Register Co, Dayton	250.00
Ambrosia Chocolate Co, Milwaukee	33.10
Arkansas State Rice Milling Co, Carlisle, Arkansas	100.00
Atlantic Sales Corp, Rochester, N Y	90.00

W T Adams Broim Co, Louisville, Kentucky	11.24
Harold A Albaugh, Gowen	26.12
Blue Valley Creamery Co, G R	123.00
Blue Seal Products Co, Chicago	31.45
Bordo Products Co, Chicago	31.00
Baby Rice Popcorn Co, Waterloo	46.25
Bordens, N Y	100.00
B T Babbitt, Inc, N Y	20.50
John Borgman, G R	100.00
Consumers Power Co, G R	175.00
Consumers Ice Co, G R	137.04
California Animal Products Co, Oakland, Calif	16.00
Calif Walnut Growers, Los Angeles	20.50
John B Canepa, Chicago	17.50
Central Mich Paper Co, G R	15.81
Commercial Milling Co, G R	23.25
Colgate-Palmolive-Peet Co, Chicago	96.54
Calif Packing Corp, San Francisco	684.59
Chamberlain Bean Co, Port Huron	35.00
Chicago Macaroni Co, Chicago	87.20
Herman N Dosker & Co, G R	880.00
M J Dark & Sons, G R	155.57
John DeVries, G R	380.00
John DeJong, G R	100.00
Folgers, G R	43.00
Ferris Coffee & Nut Co, G R	226.30
Ellis Brother Co, G R	1,315.11
G R Press, G R	495.00
G R Wholesale Grocery, G R	3,323.72
G R Paper Co, G R	223.75
Hekman Biscuit Co, G R	1,049.47
Hills Bros. Coffee Co, Chicago	14.64
Holland Cleaner Co, Holland	62.35
Haskins Brothers Co, Omaha	59.00
Handy Wacks Corp, G R	54.48
H J Heinz Co, G R	36.98
Holland Cigar Co, G R	63.97
Hart & Howell, Brooklyn, Mich	26.25
Hellyer & Co, Chicago	32.80
Jennings Mfg Co, G R	43.42
Keeze Mfg Co, G R	134.23
Kent Storage Co, G R	354.49
Kentucky Macaroni Co, Louisville	25.60
Keystone Chemical Co, Detroit	48.75
Karavan Coffee Co, Toledo	172.00
Thomas J Lipton, Inc, Hoboken	149.00
Laug Bros, G R	85.20
Lee & Cady, G R	2,034.48
Leghorn Food Products Co, Chicago	17.00
Mich Mushroom Co, Niles	89.00
Metal Office Furniture Co, G R	100.00
Mich Bell Telephone Co, G R	44.33
Morton Salt Co, Chicago	150.00
McCormick & Co, Baltimore	20.64
National Biscuit Co, G R	73.06
Newton Products Co, Cincinnati	77.25
National Candy Co, G R	203.60
National Pecan Growers Exchange, Albany, Georgia	35.00
Chas W Nelson & Co, Pulaski, N Y	69.00
New Era Canning Co, New Era	52.52
Puritan Products Co, Milwaukee	74.00
Partition Machinery Co, Chicago	50.00
Pfaffman Egg Noodle Co, Cleveland	19.20
Proctor & Gamble, Detroit	136.00
Postma Biscuit Co, G R	304.54
Plainwell Canning Co, Plainwell	141.15
Rademaker-Dooce Co, G R	26.65
B M Reeves, Brooklyn	48.00
Reed Tissues Co, Little Falls	114.55
Sherman Brothers, Chicago	1,479.23
A Scheffman & Co, G R	1,633.00
Stewart Curtis Packers, Chicago	52.00
Swift & Co, Detroit	127.00
Salada Tea Co, Boston	37.42
Swanson Brothers, Chicago	141.84
Stickney & Poor Spice Co, Boston	20.00
Shotwell Mfg Co, Chicago	23.25
Van Driele & Co, G R	159.00
Valley City Milling Co, Portland	542.89
Vanden Berge Cigar Co, G R	648.00
Van Duren Broom Co, G R	56.26
Voigt Milling Co, G R	20.63
I Van Westenbrugge, G R	379.77
Wixon Spice Co, Chicago	55.80
Van Camps, Indianapolis	143.89
Mrs Van Bree, G R	150.00
Wexford Ice Cream Co, G R	625.70
Zion Institutions & Industries, Zion	41.76
Old Kent Bank, G R	unknown
Mrs John Borgman, G R	1,000.00
Richard Borgman, G R	56.85
Holland Baking Co, Holland	220.00
M Veenstra, G R	280.67

Positive protection
plus profitable investment
is the policy of the

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

August 31, 1933. On this day the schedules, reference and adjudication in the matter of Harold J. Redaway, bankrupt No. 5412, were received. The bankrupt is a papermill worker, of Kalamazoo, Michigan. The schedules show total assets of \$65.00 (of which \$35.00 are claimed exempt), and total liabilities of \$489.00, listing the following creditors:

H J Cooper, Dodge Agency, Kalamazoo	\$ 21.55
Bartlett Dairy Co, Kalamazoo	2.00
H R Cobb, N D, Kalamazoo	8.40
Earl A Marcy, Kalamazoo	112.50
Dr A E Henwood, Kalamazoo	8.27
Julian Goldman Store, Kalamazoo	24.18
Costlow Store, Kalamazoo	35.10
Rose Keelan, Kalamazoo	60.00
Dr O C Howson, Kalamazoo	3.00
Dr G H Sindcuse, Kalamazoo	50.00
Borgess Hospital, Kalamazoo	44.00
Dr A S Youngs, Kalamazoo	50.00
Bronson Methodist Hospital, Kalamazoo	40.00
Dr Hugo Aach, Kalamazoo	5.00
CoCok Coffee Shop, Battle Creek	3.00
Dr J E Berre, Kalamazoo	10.00
Lerdy Hornbeck, Kalamazoo	12.00

August 31, 1933. On this day the schedules, reference and adjudication in the matter of Bruce G. Kitchen, bankrupt No. 5410, were received. The bankrupt is a patrolman of Kalamazoo, Michigan. The schedules show total assets of \$180.00 (all of which are claimed exempt), and total liabilities of \$976.54 and interest, listing the following creditors:

Household Finance Corp, Kalamazoo, Mich.	\$190.00 plus interest
Home Savings Bank, Kalamazoo, Mich.	\$101.00 plus interest
P. B. Appledorn's Sons, Kalamazoo	5.00
Ashley's Dairy Co, Battle Creek	12.00
Dr. Becker, Battle Creek	54.00
Bestervelt Market Co, Kalamazoo	18.00
Bronson Methodist Hosp, Kalamazoo	70.60
Sara Davies, N D, East Toledo	13.00
Bent Fast, Battle Creek	12.00
Julian Goldman Store, Kalamazoo	15.00
Hampton Grocery, Kalamazoo	2.55
Dr W G Hoebeke, Kalamazoo	13.00
Joldersma & Klein, Kalamazoo	2.00
J R Jones' Sons' Co, Kalamazoo	15.96
Kilian's Budget Shop, Kalamazoo	24.00
Dr O J Kinsel, Kalamazoo	1.00
Dr. W W Lang, Kalamazoo	10.75
Dr. Lethbridge, Mason	19.00
James G. Malone, M. D., Kalamazoo	10.00
McGuire Coffee Co, Kalamazoo	4.00
Dr. Alton Pullon, Kalamazoo	201.00
Mr. Phillips, Battle Creek	20.00
Leland Wells Pollock, Boston	1.00
Dr. L V Rogers, Gaesburg	3.00
Dr. R W Shook, Kalamazoo	6.00
Dr. J P Spooner, Toledo	13.50
Dr. E. P. Wilbur, and Dr. R B Fast, Kalamazoo	25.00
Charles Wolfes, Kalamazoo	9.18
Kalamazoo Creamery, Kalamazoo	6.00

August 31, 1933. On this day the schedules, reference and adjudication in the matter of Harrison Doonan, bankrupt No. 5411, were received. The bankrupt is a paper maker of Kalamazoo, Michigan. The schedules show total assets of \$300.00 (all of which are claimed exempt), and total liabilities of \$551.00, listing the following creditors:

Personal Finance Corp, Kalamazoo	\$40.00
Star Paper Co, Kalamazoo	8.00
Bell Shoe Store, Kalamazoo	11.00
Dr C B Fulkerson, Kalamazoo	50.00
Dr Leslie DeWitt, Kalamazoo	75.00
Bronson Hospital, Kalamazoo	75.00
Dr Walter Den Bleyker, Kalamazoo	11.00
Dr H E Brady, Kalamazoo	8.00
Spear & Company, Philadelphia	8.00
National Cash Register Co, Kalamazoo	5.00
Hinton Grocery, Kalamazoo	30.00
Calder Grocery, Kalamazoo	5.00
Stout Paper & Supply Co, Kalamazoo	45.00
Walsh Fruit Co, Kalamazoo	35.00
Kalamazoo Cold Storage, Kalamazoo	30.00
DeLeew Bros, Kalamazoo	23.00
Hecht Produce Co, G R	75.00
Gilmore Bros, Kalamazoo	12.00
J R Jones & Sons, Kalamazoo	5.00

Jobbers Give Surcharge Stand

The control committee on surcharges of the Wholesale Dry Goods Institute issued a series of recommendations as a basis to be used by wholesalers in effecting individual settlements of contracts. The suggestions are that orders placed and accepted after May 17, without a labor clause, should be delivered without a surcharge. Those placed before May 17, without a charge and for delivery after surcharges become effective, should be subject to a reasonable adjustment, but not more than 50 per cent. of the regular surcharge. Orders for delivery taken on a specified date prior to the effective date of surcharges should be delivered without surcharges.

OUT AROUND

(Continued from page 9)

of ice cream and candy, who use both the syrup and the sugar for flavoring. Tobacco manufacturers are also large buyers of syrup to give cigarettes an added taste and flavor.

The old theory that when a man runs afoul of the law he should be confined in a cell to work out his salvation without any material benefit or moral help has passed, and to-day the necessity for individual instruction is recognized almost universally. J. C. McCullough, Director of Education at Pennsylvania Industrial School, Huntingdon, Pa., observes in a recently printed article, that the need for adaptation of methods and material to the intelligence and achievement of the inmates is a very real one.

In outlining the course taken with boy delinquents who come to the Pennsylvania Industrial School, Mr. McCullough says:

"When a boy is received at the Pennsylvania Industrial School, he passes through a probationary period of two weeks. During this time he receives medical, physical, psychological, and psychiatric examinations. He also receives the Stanford-Binet intelligence test and a battery of achievement tests. The results of these give a fair degree of information in regard to the previous achievement of the boy as well as his physical fitness, mental capacity and adaptability for training.

"In addition to these examinations, the boy is placed in charge of a guidance officer who endeavors to direct him in the proper choice of a trade. The first step is a careful explanation to the boy of the various trades offered in the institution, the preparation required for each, and the opportunity for employment upon release in each trade. After this, the boy is asked to make several selections of trades which appeal to him. He is then taken to the shops in which these trades are taught where he spends two half days in an exploratory capacity. If he is not satisfied, he is taken to other shops and shown other trades. He then has another conference with the guidance officer in regard to the choice of a particular trade.

"After the boy has completed his two weeks of exploration and examination he is brought before the staff, which is presided over by the General Superintendent, and is composed of the Assistant Superintendent, Director of Education, Psychologist, Chaplain, and Physician. The staff has before it the results of the various examinations and a report from the guidance officer. After due consideration of the data at hand and a discussion of the boy's interests, desires and needs, he receives an assignment. This assignment may be changed by action of the staff if, at any future time, the boy's welfare seems to demand it.

"The boy now takes part in the regular routine of the institution, attending school, and working at his trade. Full time in school is required of illiterate boys, while those of the middle grades go to school for three hours and

do shop work the remainder of the day. A boy in the upper grades may work in the shop all day and go to school two hours each evening.

"An extensive physical-education program is arranged for all boys. This is carried out largely through recreation. A part of the time is given to setting-up exercises and the remainder to games of a recreational nature. Those boys having physical defects receive corrective exercises. In this latter work, the physical-education department works under the direction of the resident physician."

E. A. Stowe.

Noteworthy Features Observed by a Passing Stranger

(Continued from page 19)

praises the value of the Tradesman to them. I was much pleased to form the acquaintance of Mr. John A. Lake. He made out a list of firms who needed the Tradesman, also he offered to take time to go with me calling on them. Among the new subscribers I send you herewith are a number of those he listed. It is certainly fine to meet so many merchants like Mr. Lake, who are enthusiastic boosters for the Tradesman.

President Roosevelt intended the N. R. A. should get the business of the Nation upon a "live and let live" basis. Not all the trouble in merchandising comes from chain store competition. Frequently complaints come that some home merchant is cutting prices below cost and using this method to draw trade to whom he expects to sell other goods at a profit. It has been charged that department stores cut prices below cost on groceries so as to get the people into their stores, where they expect to sell them dry goods and clothing, shoes, etc., at prices that will care for their losses on foods. This practice makes it hard on the exclusive food dealer. The earlier that merchants get together and agree to stop these warring tactics, the earlier prosperity will come. This is a big world and everyone should have a chance to make a comfortable living, not only in merchandising, but in the field of labor as well. Low prices never brought prosperity. It has always produced a scanty living and distress. Selling goods at or below cost never did anyone a favor. It is always harmful, both to the seller and the buyer. Every merchant should keep this constantly in mind. He cannot honestly display the Blue Eagle of the NRA when following this practice.

E. B. Stebbins.

Orders for Chinaware Increase

Talk of a 15 per cent. advance in chinaware prices in the near future are current throughout the wholesale markets. The reports are supported by statements of selling agents who warn customers of the impending rises. The selling agents say the higher prices would go into effect Sept. 10. Buying advanced considerably on the strength of the reports, and stores are now covering their requirements up to the middle of November. Dinner sets to retail in the \$8.75 to \$18 range are in best demand.

Personal liberty will prove a poor and shrunken thing incapable of satisfying our aspirations if it does not exact as its minimum requirement that there shall be the preservation of opportunity for the growth of personality.

Even silver will some day come into its own.

Silk Fabric Prices Strengthen

The threat of a strike in the silk industry has made buyers more anxious to cover requirements, and firmer prices were reported in the market. Goods which were quoted at 72½ to 75 cents per yard about two weeks ago were priced at 80 cents last week. The call for acetates and rayons has shown a spurt, with an active demand also noted for canton crepes. Satin crepes were reported moving in smaller volume. Chinese red and green, Schiaparelli blue, terra cotta, bronzee green and licorice brown led in colors, with black, however, continuing to lead.

NRA Tags for Knit Goods

To permit consumers to distinguish between knitted outerwear garments made under the recovery code and those produced otherwise, the National Knitted Outerwear Association is preparing for its members mill tags to be attached to all goods produced under the NRA. Printed in two colors, red and blue, on a white ground, the tags contain the Recovery Administration insignia on the front and the emblem of the National Knitted Outerwear Association on the reverse side. Violation of any code provisions voids use of the tags.

Press for Dress Deliveries

With production now gaining, pressure for deliveries continues to feature the dress situation. Buyers are asking that merchandise on order for several weeks be rushed as quickly as possible to take care of early September requirements. Increased quotations are now being named on the various price lines, but considerable uncertainty over the extent of the increase due to the code continues to prevail. The former \$10.50 range is being advanced to \$11.75 and \$12.75, it was reported yesterday.

If fixing wages and prices and regulating output (lumber for example) isn't Fascism, what is?

Phone 89574
John L. Lynch Sales Co.
SPECIAL SALE EXPERTS
Expert Advertising
Expert Merchandising
209-210-211 Murray Bldg.
Grand Rapids, Michigan

Business Wants department

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

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—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

Information—How to establish profitable little business, free. Small investment. Full or spare time. Plan Bureau, 4090 Archer, Chicago. 598

Making Money Out of Fruits and Vegetables

Watermelons—Buy regular shapes in watermelons. Wipe with lard before displaying. Cut into halves or quarters for display or sale, covering with cellophane. Never stack over three deep—they're heavy. Handle carefully and gently. Suggest them for cutting into balls and mixing with fruit dishes as well as for eating the regular way.

Asparagus—Buy straight, fresh, crisp stalks with compact pointed tips. Don't moisten the tips. This will cause decay and make an odor. Stand the bunches upright on moist cloth or moss. Keep in a cool, damp place overnight or stand bunches upright in shallow water. Keep tips dry by all means. Served hot with melted butter, Hollandaise sauce or creamed on toast. Fine for salads alone or in combination with other vegetables.

Beans (Wax and String)—Get them young, tender and crisp enough to snap in two if bent sharply. Be sure they are not rusty, old or wilted. Display with several broken to show crispness. Keep them dry or rust spots may occur. Don't keep them in large containers or they will heat in the center. Don't ice them. Suggest using for salads as well as cooked separately and with other vegetables in soups.

Beets—Swish them around in cold water but keep leaves dry. If leaves become wilted, trim them. Keep roots in crushed ice or in shallow water overnight, but keep leaves dry. If tops get slimy, cut them off. Suggest for cooking or pickling. Tell women the tops are good, cooked like spinach.

Broccoli—Estimate your needs closely. Leaves, stems and heads should be bright green. Remove from crate to display. Keep leaves dry, though you can keep lower part wet. Or wrap in wet gunny sacks. Broccoli is getting very popular. Usually served hot with Hollandaise sauce or cold with some variation of French dressing.

Cabbage—Buy solid, heavy heads. Peel off wilted leaves. Trim stem to show white. Display in large quantities in kraut season. Keep damp, but be careful about too much water or cabbage may rot. Try to educate your customers to use different varieties and colors. Take advance orders for kraut cabbage in large quantities.

Carrots—Get medium size. Large carrots may be tough, flat tasting. Show roots as well as tops. Trim off wilted leaves. Lay away in orderly manner at night, but leave them loose to permit air circulation. Carrot tops, unlike most bunch vegetables, will stand water. Suggest for soups, for cooking with peas for salads. Very healthful when eaten raw.

Cauliflower—Buy solid, pure-white head with bright green leaves. Trim outside leaves only on those you are displaying right away. High-grade cauliflower makes beautiful border in window display. Don't moisten or ice cauliflower, as this may start decay. Shave leaves if needed to freshen the appearance. Keep in cool place overnight. Suggest for cooking alone or in soups.

Celery—Get thick, meaty stems well bunched. Pick off discolored leaves and

stalks. Shave the base to make it look white. Good window item. Sprinkle often. Overnight keep in cracked ice or stand upright in ice water. Suggest frequent use in soups, salads and buttered or creamed as a vegetable.

Cucumbers—Estimate your needs closely. Get long, firm, green ones. Extra plump ones may be seedy. Lend color to any display. Handle gently. Bruises may start decay. Do not ice. Suggest using them profusely in salads or sliced in vinegar.

Eggplant—Figure your needs closely. Rich purple helps brighten your display. Keep in cool place, away from moisture. Suggest for variety. Becoming quite popular.

Lettuce—Remove outer discolored or wilted leaves and shave stem. Wash it and shake off surplus water. Display stem end up. It feels firmer and stands handling better that way. To hold your trade, you must have nice lettuce. Do not trim more than necessary or you trim away profits. Keeps well on ice. Don't sprinkle too much as this may start rust. Overnight, place stem down and cover with ice and a burlap sack. Sell women on keeping lettuce constantly on hand and using it in all kinds of fresh fruit and vegetable dishes, and for all sandwiches.

Onions (Green)—Trim tips if discolored. Wash dirt off the bottom, but keep tops dry. Trim tips if too long or discolored. Overnight lay loosely with stalks all in one direction to permit air circulation. Many people believe in the medical value.

Onions (Dry)—Late onions may be bought in large quantities. Early ones keep less well. Show them the year 'round. Keep very cool, very dry—separate from other goods. Many people eat them for "blood purifiers."

Parsnips—Some trade want them rough, unwashed. Others want them washed. Learn which to buy. Easy to keep. Will stand freezing. Suggest fried, baked or in soup.

Peas—Buy pods which are well filled but not crowded or rigid. Display prominently to sell them quickly. Open several good-looking pods and display them on top. Sell them quickly. They are delicate. Dampness and ice will help you keep them. Fine peas are a real delicacy worth pushing strongly. Suggest cooking with carrots.

Predict a Moderately Upward Trend

The failure of the securities market to exhibit strength during the past week may be attributed to uncertainties. Strikes are occurring which affect a large number of workers. There were some upheavals of officials in the N.R.A. and the fact that Ford has not signed up presents a real problem for N.R.A. officials. Recession in business, although slight, and also doubt as to possibilities of purchasing power to support greater production this fall, has its interpretation in the securities market, as have the lack of monetary policy and fears of drastic inflation. More signs are appearing that monetary inflation and revaluation of the "dollar" will at least be delayed.

It is believed by the Administration that there will be a slower pace of recovery from now on and greater reliance will be placed upon credit inflation, freeing of deposits and possibility

of blanket guarantees of banks; with elimination of many weak units.

Many of the basic industries that were extremely busy a few months ago are gradually slowing up due to cost uncertainties and the fact that many firms are hesitant about signing future contracts due to higher cost of labor and raw materials.

Steel output was estimated at 49 per cent. of capacity as against a high of 56 per cent in July. In the lumber trade the trend is slightly downward as is also electric output and bank debits. The encouraging factor for investors holding common stocks is that money is still very easy. With this in view very little liquidation has been taking place in the market and even with present earning powers of common stocks somewhat affected, the outlook for a new business upturn and the fact that stocks are not in weak hands, makes common stocks still attractive to investors.

The bond market, for those investors holding bonds, was a quiet affair with both transactions light and price trends irregular. Most writers are predicting a trend moderately upward in business volume for September, basing this fact on the month of August, which was very satisfactory, and a let down in business less than in previous years for the same month.

J. H. Petter.

Hardware Demand Is Active

A continued demand for all types of hardware, except the items used only by the building trades, was evident throughout the wholesale markets this week. Retailers are stocking on shelf hardware and are buying household equipment and Winter and Fall specialties in the expectation of avoiding higher prices later in the month. Sales throughout August compare favorably with those of the corresponding month last year in both the wholesale and retail branches of the industry. It is estimated that wholesalers did 15 per cent. more business last month than in August, 1932. Retailers are credited with increasing sales volume around 5 per cent.

Dry Goods Orders Heavier

Dry goods wholesalers increased their purchases in the local markets somewhat this week, although they confined orders to goods needed immediately. The easier tone that has developed in prices is one of the reasons why they are operating cautiously. Wholesale inventories have been depleted by the fairly large volume of goods taken by retailers and if the stores move merchandise in a good way this month, reorders will necessitate further replenishments by jobbers. Jobbers reported that in some instances they have been able to obtain goods at levels substantially below the so-called ceiling prices.

Retail Trade Gains Continue

Retail trade again registered substantial gains during the past week. Local store executives report. Increases of 15 per cent. or more over the corresponding period a year ago were noted by some stores. Consumer buying of house wares, furniture and allied lines was described as notably ac-

tive and the sales spurt in these lines over a year ago was particularly sharp. Fur-trimmed cloth coats and fur garments likewise sold. Some headway was made with offerings of back-to-school apparel, with the indications being that demand for this merchandise will be in full swing next week.

Promoting Cheaper Half Hose

Hosiery wholesalers are promoting imitation-wrap half hose to retail at 35 cents or three for \$1, as a result of the price increase on the genuine wrap goods, that has advanced them to the 50-cent division, reports yesterday indicated. Until proof of consumer willingness to pay 50 cents for goods which a few months ago were available at 25 and 35 cents a pair, is forthcoming, jobbers will confine themselves to the cheaper styles, it was said. Clocks, panels and small figures in heather effects are most popular.

Predicts Revival of Hoops

With bicycles and roller skates meeting revived favor, a trend toward that other old-time favorite of childhood, hoops, is foreseen by a manufacturer here. He has brought out a series of hoops of graduated sizes and in six different colors. The hoops, he points out, may be used for rolling, ring toss, throwing and return, etc. They are made by a drum manufacturer, and are of laminated three-ply maple. The hoops are priced to retail from 10 to 25 cents and will be merchandized either individually or in sets of various sizes.

Knife Features NRA Emblem

A leading pocket knife manufacturer has been granted permission by NRA officials to bring out a pocket knife bearing the Blue Eagle insignia and the words "We do our part," it was announced yesterday. According to stipulations, the knives may not be sold over the retail counter, but they may be distributed as a gift by firms which have enrolled under the recovery act. The first of the knives to be manufactured was sent to President Roosevelt and the second to General Johnson.

Hanes Prices Heavy Underwear

The P. H. Hanes Knitting Co. has issued prices on heavyweight cotton-ribbed underwear in line with the market established last week. The twelve-pound union suits were put at \$7.25 a dozen for the substandard ranges, \$7.50 for the standard group and \$7.87 for the branded lines. Shirts and drawers follow the market basis of \$5 a dozen for the standard ten-pound styles and \$5.37½ a dozen for the branded styles. Deliveries are for November and December.

Glass Trade Activity Spreading

September finds activity in the glass manufacturing industry spreading out over a wide front. The month will see substantial improvement in more than one division, with the expectation that there will be new high ground in view before the advent of the last quarter of the year. Sales of plate and window glass held up fairly well through the week. Current production of blown and pressed glass tableware ranges from good to fair. The export call for containers has subsided.

SLOW BUT SURE STARVATION

Dominance of Chain Store Must Necessarily Result in Impoverishment of the Community.

I have been accused of many things of which I had no knowledge during the time I have conducted the Tradesman, but one accusation has never been laid at my door—that I have an inordinate love for the chain store. I have fought this menace to legitimate merchandising with all the vigor I could command ever since the viper showed its head. I shall continue to oppose it as long as I have any breath in my body, not because it has no good features to commend it, but because the bad features outweigh the good. Under existing conditions it has but one fundamental theory—to make money for the owner. Such features as service to the public, duty to the community, and fair treatment to clerks are entirely overlooked by the chain stores in the mad endeavor to make as much money as possible and get the money so made out of the town in which it is made at the earliest possible moment. Money made by a legitimate merchant usually finds lodgment in the local bank and is utilized to assist in meeting the payrolls of local factories, from which it comes back to the merchant in never ending procession and succession, but no local banker dares to use the deposits of chain stores in meeting local calls and necessities; because he knows that such action on his part will force him to either suspend payment or go on a borrowing expedition day after tomorrow or week after next.

The independent retail dealer sends out of town only sufficient funds to cover his foreign purchases. The remainder of his bank deposits, which represent the profit he has made in his store transactions, remain in the bank until invested in a home, devoted to payment on a home already purchased on time, applied to the purchase of additional home furnishings, needed additions to his store building, desirable additions to his stock or fixtures or investment in local manufacturing enterprises which give employment to home people and thus contribute to the growth and prosperity of his home town.

The chain store, on the contrary, sends the entire receipts of the store (less rent and wages paid the store manager and his clerk) to the headquarters of the chain system in Detroit or elsewhere, to be immediately transferred to New York, where they are absorbed by high priced executives and clerks and divided among the greedy stockholders of the organization.

This steady stream of money, constantly flowing out of town every week, **NEVER TO RETURN**, must ultimately result in the complete impoverishment of the community. It is a process of slow but sure starvation.

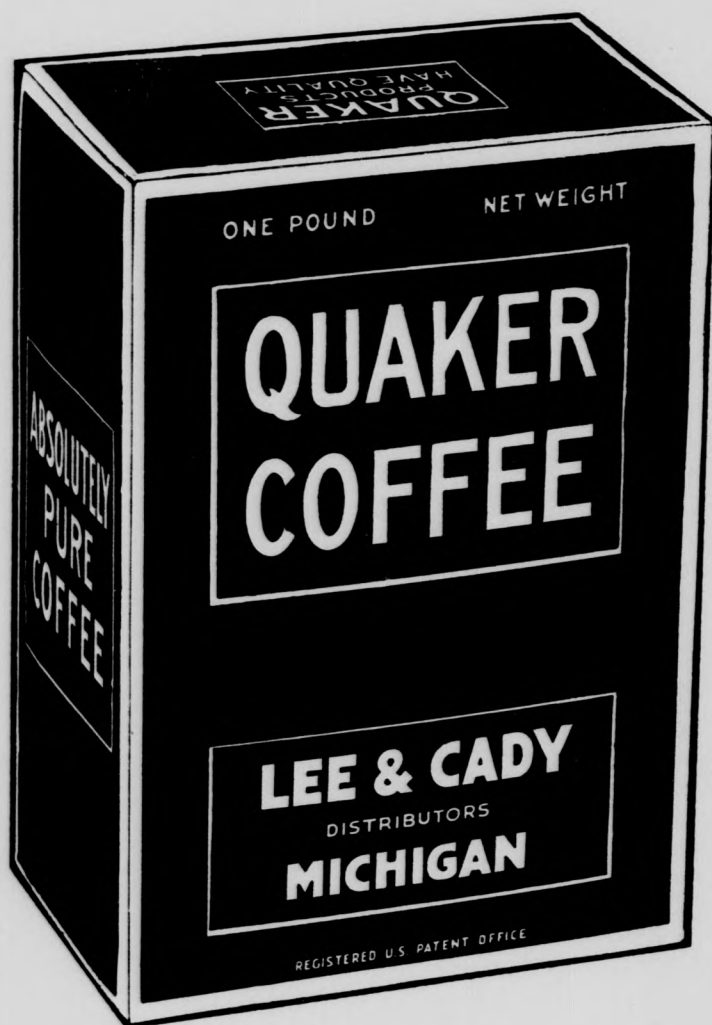
This is the strongest indictment ever presented against the chain store—an indictment which precludes the possibility of a defense, because there can be no defense to a charge of this kind, based on the logic of events.

This indictment effectually outweighs and overcomes any possible advantage which can be presented in favor of the chain store, because of its low prices on some lines of goods, alleged uniformity in methods and prompt service.

In the light of this disclosure, which no one can successfully contradict or set aside, the consumer who patronizes the chain store, instead of the regular merchant, is effectually destroying the value of any property he owns in the town in which he lives, placing an embargo on the further progress of his own community and helping to bring on a period of stagnation in business, real estate and manufacturing which will ultimately force him to accept less pay for his services and reduce the level of living he enjoyed under conditions as they existed before the advent of the chain store.

The decadence of the town, due to lack of employment and the diversion of all available capital to the headquarters of the chains in Eastern money markets, will cause a depression in farm products, due to lack of local demand, which will ultimately result in the impoverishment of the farmer. He can still ship his wheat to Liverpool, but there will be no local market for perishable products which must be consumed near at home.—E. A. Stowe in Michigan Tradesman.

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