

# MICHIGAN TRADESMAN

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Fifty-first Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 20, 1933

Number 2609

Welcome home again, brave seaman,  
with thy thoughtful brow and gray,  
And the old heroic spirit  
of our earlier, better day —  
With that front of calm endurance,  
on whose steady nerve in vain  
Pressed the iron of the prison,  
smote the fiery shafts of pain!

Is the tyrant's brand upon thee?  
Did the brutal cravens aim  
To make God's truth thy falsehood,  
his holiest work thy shame?  
When, all blood-quenched, from the tor-  
ture the iron was withdrawn,  
How laughed their evil angel  
the baffled fools to scorn!

They change to wrong the duty  
which God hath written out  
On the great heart of humanity,  
too legible for doubt!  
They, the loathsome moral lepers,  
blotched from footsole up to crown,  
Give to shame what God hath given  
unto honor and renown!

Why, that brand is highest honor —  
than its traces never yet  
Upon old armorial hatchments  
was a prouder blazon set;  
And thy unborn generations,  
as they tread our rocky strand,  
Shall tell with pride the story  
of their father's branded hand.

As the Templar home was welcome,  
bearing back from Syrian wars  
The scars of Arab lances  
and of Paynim scymitars,  
The pallor of the prison  
and the shackle's crimson span,  
So we meet thee, so we greet thee,  
truest friend of God and man.

## The Man with the Branded Hand

† † †

He suffered for the ransom  
of the dear Redeemer's grave,  
Thou for the true Shekinah,  
in the bound and bleeding slave;  
He for a soil no longer  
by the feet of angels trod,  
Thou for the true Shechinah,  
the present home of God.

For, while the jurist, sitting  
with the slave-whip o'er him swung,  
From the tortured truths of freedom  
the lie of slavery wrung,  
And the solemn priest of Moloch,  
on each God-deserted shrine,  
Broke the bondman's heart for bread,  
poured the bondman's blood for wine.

While the multitude in blindness  
to a far-off Saviour knelt,  
And spurned the while, the temple  
where a present Saviour dwelt;  
Thou beheld'st him in the task-field,  
in the prison shadows dim,  
And thy mercy to the bondsman,  
it was mercy unto him.

† † †

Jonathan Walker, the subject  
of the above poem, is buried  
in Muskegon.

In thy lone and long night-watches,  
sky above and wave below,  
Thou didst learn a higher wisdom  
than the babbling schoolmen know;  
God's stars and silence taught thee,  
as his angels only can,  
That the one sole sacred thing beneath  
the cope of heaven is Man.

That he who treads profanely  
on the scrolls of law and creed,  
In the depths of God's great goodness  
may find mercy in his need;  
But woe to him who crushes  
the soul with chain and rod  
And herds with lower natures  
the awful form of God.

Then lift that manly right-hand,  
bold ploughman of the wave!  
Its branded palm shall prophesy  
"Salvation to the slave."  
Hold up its fire-wrought language,  
that whoso reads may feel  
His heart swell strong within him,  
his sinews change to steel.

Hold it up before our sunshine,  
up against our Northern air,  
Ho! men of Massachusetts,  
for the love of God, look there!  
Take it henceforth for your standard,  
like the Bruce's heart of yore,  
In the dark strife closing round ye,  
let that hand be seen before.

And the tyrants of the slave-land  
shall tremble at that sign,  
When it points its finger Southward  
along the Puritan line;  
Woe to the state-gorged leeches  
and the church's locust band,  
When they look from slavery's ramparts  
on the coming of that hand.

John G. Whittier.

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GRAND RAPIDS



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Number 2609

## MICHIGAN TRADESMAN

E. A. Stowe, Editor

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

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### THE MASTER CODE

#### It Marks the Elimination of Costly Retailing Devices

A year or so ago it would all have sounded like an extravagantly visioned Utopia to the average grocer; a consummation devoutly to be desired, but not over-optimistically anticipated. Nevertheless, here he is today, standing at the very gates with a ticket in his hand, happy in the knowledge that even if, as sober surveyors warn him, the land he is about to enter may not match up in all details with the pictures in the prospectus, a number of his most complex, cancerous problems will surely be left behind in the ruts of rugged individualism.

He has already received one special concession. Because of long operating weeks a blue eagle dispensation has exempted food and drug stores from the 40 hour employe week; thus grocery clerks may be worked 48 hours. There is a possibility, of course, that should the general retail code, with its 40 hour work week be passed and become a guide, the grocer's 48 hour exception may be cut to 44 or less.

The actual prospectus of the grocer's promised land is his so-called Master Code, filed on August 23, after a month's hard fought discussion by a joint committee representing seven associations and covering practically every part of the industry; retailers, chains, voluntaries, wholesalers, brokers and manufacturers. To the average, medium-sized grocery retailer the pictures it presents are very lovely indeed: No loss leaders. No commercial bribery nor false packaging nor defamation of competitors. No misleading advertising. Prices are to be in the open, and various advantages heretofore enjoyed by the big fellows—split commissions, advertising allowances, free and combination deals, false quantity prices, discounts and invoicing—are to be exercised.

The clauses prohibiting misleading advertising, commercial bribery, and defamation of competitors are to-day familiar parts of the codes framed by many industries. The grocer will naturally be glad enough to see such improvements effected in the business ethics of his manufacturers. But his interest in these clauses is merely academic, in comparison to the intensely personal feeling he has for the provisions aimed at the solution of his specific, localized problems; particularly those dealing with the prices at which he buys and sells his goods. And in this connection the Master Code is a sort of minor miracle to him, because, although prepared by representatives his erstwhile arch enemies, the chains, and the manufacturers whom he has long suspected of favoring such large scale operators, its price control provisions all appear to be intended solely to help him, the small retailer, by eliminating the advantages heretofore held by his more powerful competitors.

As he sees it, neither the Government administrators nor the dissenting factions inside the industry can offer any reasonable, valid objections to those beautiful clauses. They are, accordingly, all fixed parts of his visions of the future. In the glittering precincts of his new deal there will be first of all no inside, secret prices or indirect price concessions. Manufacturers and wholesalers will be compelled to publish open price lists offering uniform rates for all buyers of the same class. Snide evasions such as fictitious prices, false invoicing or unearned discounts, all used to cover up secret price agreements, will be very specifically barred. Because it constitutes a form of price concession not enjoyed by the little man, the splitting of brokerage commissions with big buyers will be similarly banished, as will allowances heretofore granted by manufacturers to large operators in the name of advertising co-operation. In the shining future, advertising allowance will only be permitted if the receiver promises not to use it to cut prices, and if its details are formally specified in a written contract.

Deals will be out, too. During the last few years the average retailer—and this is true of fields outside groceries—has developed a whole-hearted hatred of this overworked merchandising device. As he has seen it, the quantity purchase requirement of the usual free goods deal overloads him and unbalances his stock when he buys it, and gives his larger competitor an unbeatable price advantage when he doesn't. Which explains the prohibitions against "the sale of any article or articles at a price that is contingent upon the concurrent purchase of another article or articles."

Overshadowing these significant points is one other—the provision de-

signed to end the bitter reign of the loss leader. But as to the grocer's ultimate realization of this, the greatest of his blissfully anticipated boons, very serious doubts still exist. With the code hearings still several days off, the government officials who will sit in judgment on the wish-prospectus are indicating a troublesome tendency to shy away from the idea of price fixing. Naturally, the code framers do not call it that. In their discussions they refer to the minimum mark-up clauses as provisions for the elimination of disastrous underselling.

However, no matter how they slice it, the fact remains that they are asking for the enactment of a law which will fix the minimum prices at which groceries may be sold. And this the Government is very, very disinclined to do, since it might mean the setting of a dangerous, far-reaching precedent. Also, as Gordon C. Corbaley, director of the semi-official Food Industries Advisory Board, points out, since price fixing would mean the virtual insurance of profit to anybody who wanted to go into the grocery business, we might find a great influx of new retailers materializing overnight.

Indeed, official opposition to price fixing in some quarters is so strong that it is likely to be overcome only by the realization that the entire structure of the recovery program will be threatened by denying the retailer this long sought eagerly anticipated boon.

Partly in recognition of this opposition and partly because many grocery store commodities are customarily handled on less than 10 per cent mark-up, the percentage stipulated in the Master Code is only 7½ per cent for retailers and 2½ per cent for wholesalers, a total of 10 per cent over the manufacturers' price. This will unquestionably be approved if the general retail code's vigorously pushed 10 per cent clause gets by in its earlier hearing. In the office drafts of the Master Code the grocery margins were 10 per cent for retailers and 5 per cent for wholesalers. The reductions to the present levels were effected over the pleas of the retailers, both chain and independent, who claimed that the 10 per cent they had written into their own separate, association code did not cover their overhead by far.

Moreover, they said, there was every indication that their operating costs were due to rise very materially. They pointed to their increased labor costs under the NRA regulations. Hadn't the A. & P. Company figured that its payroll increase would come to fully eight million dollars? And even though the Federal Trade Commission report showed that before NRA the independent grocer paid his clerks an average of three dollars a week more than did the chains, and so will not have a proportionate increase in wage scales, the

additional help required will still bring the independent's overhead up materially, along with the chains. Then again, in addition to his higher labor costs, certain code provisions being written by manufacturing groups seemed likely to raise his overhead as surely as though they had been specifically planned for the purpose. Take, for example, the measures adopted by the cracker bakers and the cocoa manufacturers. Under these codes, retailers would no longer be supplied with such essentials as paper bags and display fixtures.

The grocer is inclined to see in the reduction of the profit margin merely another demonstration of the difficult position in which the distributor of food products finds himself to-day. On his one hand he has the A. A. A. striving to raise the farmer's income by elevating produce prices. On his other hand General Johnson and his consumer's councils reiterate and emphasize their intention of cracking down on "runaway prices," particularly on essentials like food. Between these two opposing forces, the food distributor sees himself as a buffeted, rather flattened cushion. And so, with an envious sigh in the direction of the druggists who can fearlessly rush in with a Master Code calling for a minimum mark-up some two or three times as large as his own hoped-for 10 per cent., the grocer agrees that his 7½ per cent. and 2½ per cent. margins may be more discreet and more likely to get by the powers.

There is still another side to this whole price fixing theory as it applies to the grocery store. Instead of a few loss leaders, compensated for by satisfactory margins of profit on other items, there might develop a tendency to sell a wide range of products at the minimum profit margin—which in the great majority of stores would mean a positive loss.

Beyond all these various provisions affecting the prices at which groceries will be bought and sold when and if all these code provisions are approved, will be others, aimed at certain marketing devices employed by manufacturers. The use of deceptively shaped or filled containers will be banned as coldly as false or deceptive labels and advertising. Consignment selling will be restricted and controlled by special regulations laid down by the joint committee. Selling schemes which involve guessing contests and lotteries or which are "detrimental in any other way to the trade and the consuming public" will be outlawed.

There is a peculiar significance in the fact that the merchandising premium, a device used (and abused) more extensively in the grocery field than in any other, is not mentioned at all in the Master Code; a significance

(Continued on page 24)



## SUDDEN SUMMONS

**John R. DeVries, Manager of H. Leonard & Sons**

John R. De Vries was taken ill on Sunday, Sept. 10, and died five days later at Blodgett hospital. Death was caused by infection which settled in the brain. The funeral was held at the Masonic Temple Monday afternoon under Masonic auspices. Interment was in Forest Hill cemetery, Grand Haven. The pallbearers were Walter G. Peterkin, Ray Utter, C. Herlein, Herman Smith, Benj. Pothaar and Fred Drilling—all long-time associates of the deceased.

John R. De Vries was born in Grand Haven, Jan. 20, 1884, his antecedents having been Holland on both sides. He attended the public schools of his native town, graduating from the high

school on the English course. He then took a course of instruction at the Grand Haven Business College. The next three years he acted as shipping clerk for the Grand Haven Basket Co. Twenty-seven years ago he came to Grand Rapids and entered the employ of H. Leonard & Sons as book-keeper. He subsequently was promoted to the position of credit man and later to assistant manager. On the death of Frank E. Leonard in 1925 he was made manager of the business, which passed out of the control of the Leonard family and was taken over by seven long-time employees, including Mr. DeVries.

Mr. Peterkin has charge of the glassware and house furnishing goods department.

Mr. Utter has charge of the silverware department.

Mr. Herlein handles the toy and china lines.

The sales force consists of Herman Smith, Y. Berg, Richard DeVries and J. Zweedyk.

Mr. De Vries was married Feb. 12, 1905, to Miss Olive Tennis, of Spring Lake. They had four children—three boys and a daughter. The family reside in their own home at 67 West Burton street.

Mr. De Vries attended the Fountain street Baptist church and was a member of Valley City Lodge, F. & A. M. and De Witt Clinton Consistory. He had no other fraternal relations.

Mr. De Vries owned up to but one hobby, which was fishing. He was an outdoor man in all that the term implies. He attributed his success to hard work, properly applied and strict loyalty to his customers, associates and assistants.

Mr. De Vries was held in the highest esteem by his business associates, especially those with whom he came in daily contact, and his passing will be an irreparable loss.

He was a man of sterling qualities, sound judgment and was intellectually keen in business affairs. He was honorable in his dealings and always willing to be of service to those who were unfortunate and needed assistance.

His genial personality attracted to him a wide circle of friends to whom his death will be a personal loss.

**Making Old Dress Look New**

Garments of good material but undesirable color, or faded or streaked, may sometimes be salvaged by a dip in the dye pot.

Some garments may be dyed just as they are, but others may take the dye unevenly or shrink. The United States Bureau of Home Economics suggests that it is often better to rip the garment apart, dye and remodel it.

A suit that is out of style may possibly make a dark warm school dress for a girl. Or an old skirt can be converted into a child's coat after dyeing. Or a dress can be remodeled for further use.

A dye for silk or wool is usually not the same dye as a dye of the same color for cotton. Some "all-fabric" dyes are on the market. Woolen fabrics are generally the easiest to dye at home, but directions must be followed explicitly. Only the manufacturer knows what is the chemical composition of the dye he puts into his package and he gives directions accordingly on the package.

Any color can be dyed a deeper shade, but never a lighter one unless the original color is removed or "stripped" as it is called. Light tints—such as baby blue, flesh pink, egg-shell, and pearl gray—may be treated as white and dyed any color except a very faint tone.

Any color can be dyed black, but instead of a dead black a tinge of the original color may result—blue-black or bronze. Closely related colors can be dyed the same color.

Commercial household dyes can be purchased in powder, liquid, and cake form. The powdered dyes must be thoroughly dissolved and carefully strained through cloth before being added to the dye bath. Failure to do this may result in streaked and uneven dyeing.

To prepare garments for redyeing, all trimmings, buttons, and buckles should be removed, and hems, pleats, and linings ripped out so that the dye can penetrate evenly through the fabric. If the garment is being made over it should be ripped up first and the pieces dyed. All spots and stains should be removed and the material washed well in soap and water—lukewarm water for woolen articles, rinsed thoroughly, in water of the same temperature.

Any soap left in the fabric causes difficulty in dyeing. Faded garments must have their color leveled. This can be done by boiling the fabric in several soapy solutions of soft water and good neutral soap, or using a color remover.

The kettle for dyeing should be granite or agate ware, and must be large enough so that the fabric can be completely immersed and moved about freely. The fabric should be weighed before it is wet to determine the amount of dye needed.

Sticks of smooth wood or glass towel rods are convenient for stirring. As a rule it is better to put fabrics, especially woolens, in the dye bath at a low or lukewarm temperature and then raise it gradually as the directions on the dye package state.

Wool combines better with dyes at temperatures near the boiling point. But it will not stand hard boiling, and must never be left in the dye bath longer than the time stated in the directions.

Whatever is being dyed, the material should be wet thoroughly, then quickly immersed in the dye, and kept in constant motion. All folds of the fabric should be opened well. Then it should be stirred and turned, so that no parts float on top of the dye bath or remains at the bottom, or there will be spots and streaks.

Dyed wool material should be rinsed in several warm waters until the rinse water is clear. A woolen fabric should never be put directly from the hot dye bath into cold rinse water. Sudden changes of temperature felt and shrink wool. Dye and rinse waters should be squeezed out evenly. Never wring or twist a woolen fabric.

If convenient the dyed fabrics should be hung out-of-doors in the shade. When partially dry it should be laid full length on a Turkish towel, the towel folded lengthwise over and the material rolled upon it. It should be pressed under a cloth on the wrong side.

**Coast Orange Growers Meet Florida Challenge**

Open-mesh cotton bags now are serving both sides as weapons in the Florida vs. California struggle for Eastern orange markets.

In the past two years, Florida orange growers have marketed large quantities of fruit in open-mesh cotton bags whose interstices are wide enough to reveal clearly the half dozen or so oranges in each sack. Their enterprise has been rewarded by the enthusiastic approval of consumers. Oranges packed in cotton bags attracted attention; they were easy for consumers to handle; they could be displayed effec-

tively; and the bags, once empty, could be re-used in a variety of household tasks.

California growers have been affected so seriously by Florida's bagged oranges that, this Summer they have taken up the same method in self defense. But the California grower's problem is less simple than that of his rival. Florida growers, relatively near Eastern markets, bag their oranges before shipment and run little risk that one or two oranges in each sack may spoil and thus make the entire bag undisposable. California oranges, on the other hand, reach the markets only after a long trip by rail or water. If oranges are shipped by water, freight costs are relatively low; but, because some may spoil or become bruised in transit, bagging them before shipment is risky. If oranges are shipped by rail, spoiling or bruising is less likely; but freight charges are burdensome.

To combine the advantages of sacked oranges and low water rates where they haven't been reconciled before, California growers have developed a new shipping technique. The oranges are packed, without their customary paper wrappers, in specially-designed crates which can be knocked down and sent back to California for repeat loads. In New York, the oranges are bagged as soon as they are taken off the boat and sold direct to distributors without going through the usual daily auction sales. Results already achieved by this new technique are lower selling costs; lower shipping costs; and improvement of the California grower's competitive position. Plans now are being made to open five orange packing units in New York City and others in Philadelphia, Boston, Seattle and Portland, Oregon, the last two for the Western trade.

To the wide-awake New Uses Section of the Cotton-Textile Institute, which interested Florida growers in cotton bags, goes the credit for the new development. The Institute estimates that 5,000,000 cotton bags will be used for oranges this year alone.

**Nut Kernels Marketed by University Students**

Three tons of black walnut kernels and several hundred pounds of hickory nut and butternut meats were sold last year by students at West Virginia University.

The Extension Service of the Agriculture department reports that the nuts were sold by the students for farm people throughout West Virginia. Plans have already been made for the students to conduct the sales again this year.

Leaners end up lean.



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## MOVEMENTS OF MERCHANTS

Menominee—The Menominee Oil Co., has changed its name to the Barათow Oil Co.

Sault Ste. Marie—Passmore & Paquin, Inc., has changed its name to the Passmore Shoe Store, Inc.

Houghton—The Econo Shoe Manufacturing Co., has decreased its capital stock from \$22,500 to \$4,000.

Detroit—The Stockham Coal Co., 5250 14th street, has decreased its capital stock from \$50,000 to \$25,000.

Detroit—Bricker Bros., Inc., 308 West Grand River avenue, furrier, has decreased its capital stock from \$20,000 to \$4,000.

Detroit—The Acme Boiler Works, Inc., 550 South Junction avenue, has increased its capital stock from \$35,000 to \$75,000.

Lansing—Michigan Distillers, Inc., has been organized with a capital stock of \$300,000, \$1,000 being subscribed and paid in.

Detroit—The Copeland Refrigerator Co., 2567 West Grand Blvd., has changed its name to the X. Y. Z. Refrigerator Co.

Detroit—The Michigan Findings & Leather Co., 2134 Grand River avenue, has increased its capital stock from \$1,000 to \$5,000.

Detroit—The United Distillers & Winers, Inc., 451 West Larned street, has increased its capital stock from \$10,000 to \$25,000.

Detroit—The Charles F. Mann Co., 11655 Hamilton avenue, retail drug business, has decreased its capital stock from \$17,000 to \$5,000.

Detroit—Edward Fry, Inc., brewing and distilling, has been incorporated with a capital stock of \$50,000, \$1,000 being subscribed and paid in.

Detroit—The Riverside Machinery Depot, 251 St. Aubin street, has changed its capitalization from \$145,000 to \$30,000 and 11,500 shares no par value.

Detroit—The Industrial Sales Corporation, 4612 Woodward avenue, has been organized with a capital stock of \$10,000, \$1,000 being subscribed and paid in.

Detroit—The Midwest Casket Co., Inc., 2334 Elmhurst avenue, has been incorporated with a capital stock of \$4,000, \$3,300 being subscribed and paid in.

Detroit—The Ekhardt & Becker Bay City—The Valley Welding & Boiler Co., 1317 South Water street, has been incorporated with a capital stock of \$3,000, all subscribed and paid in.

Belding—Arthur McCoy has sold his interest in the Belding Hardware Co., to his partner, George Crawford, who will continue the business under the old name.

Lansing—Lewis Brothers, Inc., 113 South Washington avenue, dealer in clothing and furnishings for men, has decreased its capital stock from \$75,000 to \$7,500.

Detroit—The Rubber Parts Corporation, 1235 Book Bldg., has been in-

corporated with a capital stock of \$10,000, \$3,000 of which has been subscribed and paid in.

Detroit—The Twin Pines Dairy, Inc., 13958 Hubbell street, has been incorporated with a capital stock of \$25,000, \$16,000 of which has been subscribed and paid in.

Allegan—The W. L. McClelland Co. has leased a store in the Town block, installed a plate glass front, re-decorated the interior and opened an exclusive shoe store.

Dearborn—The Conra Steel Co., 8747 Brandt street, has been organized to trade in and warehouse metals with a capital stock of \$1,000, all subscribed and paid in.

Detroit—The Star Products Coal & Oil Co., 13758 Mt. Elliott avenue, has been incorporated with a capital stock of 5,000 shares at 20c a share, \$1,000 being subscribed and paid in.

Hermansville—The Wisconsin Land & Lumber Co. has contracted for the logging of 8,000,000 feet of timber near Iron River and will open its hardwood sawmill at Hermansville Oct. 1.

Imley City—The Home Drug Co., has been organized to deal in drugs, sundries, confectionery, etc., with a capital stock of \$4,000, \$3,000 of which has been subscribed and paid in.

Otsego—Henry Tiefenthal, engaged in the baking business here 20 years ago, has purchased from H. R. Fabule, the Otsego Bakery and will continue the business under the same style.

Flint—The Goodwill Stores, Inc., 201 South Saginaw street, has been incorporated to deal in general merchandise at retail with a capital stock of \$5,000, all subscribed and paid in.

Detroit—Robinson & Aronheim, Inc., 1031 Dime Bank Bldg., distilling and brewing, has been organized with a capital stock of 100 shares at \$10 a share, \$1,000 being subscribed and paid in.

Detroit—The Grand Euclid Market, Inc., 8372 Grand River avenue, has been organized to deal in groceries, meats and dairy products with a capital stock of \$5,000, all subscribed and paid in.

Highland Park—The Ramsdell Merchandising Co., 16487 Woodward avenue, has been organized to distribute household electric apparatus, with a capital stock of \$1,000, all subscribed and paid in.

Grand Rapids—The Grand Rapids Fuel Co., 607 West Leonard street, wholesale and retail, has been incorporated with a capital stock of \$50,000, of which \$2,100 has been subscribed and paid in.

Detroit—Interlake Terminals, Inc., 4461 West Jefferson avenue, warehousing, etc., has been organized with a capital stock of 50,000 shares at \$1 a share, \$10,000 being subscribed and \$1,000 paid in.

St. Louis—O'Melia Mills, Inc., flour mills, elevator, food products, has merged its business into a stock company under the same style with a capital stock of \$50,000, \$15,000 being subscribed and paid in.

Detroit—The American Boy Creamery Co., 1564 First National Bank Bldg., has been incorporated to manu-

facture and sell dairy products, with a capital stock of \$25,000, \$5,000 being subscribed and paid in.

Detroit—The Motor City Produce Co., Union Produce Terminal Bldg., has been organized to deal in fruits and vegetables in car load lots, with a capital stock of \$25,000, \$5,000 being subscribed and paid in.

Detroit—The Cellutize Co., Inc., 840 Cherry street, waterproofing, wood preservatives and kindred goods, has been incorporated with a capital stock of 100 shares at \$20 a share, \$2,000 being subscribed and paid in.

Detroit—The Sally Ann Shoppe, Inc., 11616 Dexter Blvd., has been incorporated to deal at retail in millinery and ready-to-wear apparel for women with a capital stock of \$2,000, all subscribed and paid in.

Detroit—The Huck Manufacturing Corporation, 6527 Russell street, has been organized to deal in rivets and riveting processes, with a capital stock of 1,000 shares at \$45 a share, \$27,000 being subscribed and paid in.

Detroit—The American Iron & Metal Co., 4690 Humboldt street, fabricator and dealer in iron and steel, has merged its business into a stock company under the same style with a capital stock of \$1,000, all subscribed and paid in.

Muskegon Heights—The Hoyt Street Drug Store, Inc., 649 Hoyt street, has been organized to manufacture and deal in chemicals, cosmetics, confectionery and drugs, with a capital stock of \$2,500, all subscribed and paid in.

Big Rapids—Gamble Stores, conducting a chain of 176 stores, dealing in automobile supplies, electrical appliances, radio, paints, sporting goods, electrical refrigerators, etc., has opened a similar store at 111 Michigan avenue, with Lewis Vail as manager.

Detroit—The Zynda Bros. Products Co., 10220 Nardin avenue, dealer in beer and other beverages, has merged the business into a stock company under the style of the Zynda Distributing Co., with a capital stock of \$50,000, \$1,000 being subscribed and paid in.

Lakeview—Peter Peterson and Richard Charnley, grocers and meat dealers, have each received checks from Uncle Sam for \$14.54, refund on the nut oleo tax. Both express appreciation for the efforts of the Tradesman in recovering the two years' tax and interest.

Belding—Art McCoy, for many years a partner in the Belding Hardware Co., has disposed of his interest. Mr. McCoy is an expert on Indian lore and wildlife and during the many years he has been in business here has never missed a trip North during the deer hunting season.

Detroit—The Metal Bi-Products Co., Inc., 648 East Columbia street, has been organized to deal in and refine non-ferrous and ferrous metals, with a capital stock of 5,000 shares of A stock and 5,000 shares of B stock at \$1 a share for both, \$1,000 being subscribed and paid in.

Muskegon—Harry M. Algire, who has been engaged in the drug business here for the past ten years, has

removed his stock from its location on Western avenue, near Pine, to a newly decorated and furnished store on Terrace street, near Walton avenue. A formal opening was held Sept. 16.

Lansing—Lewis Brothers, Inc., dealer in clothing for men at 113 South Washington avenue for the past 14 years, has successfully terminated the receivership under which the business has been conducted since May 27, 1933 and reorganized under the style of Lewis, Inc. The business being conducted at the same location.

Grand Haven—The Moll Shoe Store, formerly at 111 W. 7th St., has moved to more spacious quarters at 109 W. 7th St. This establishment owned and operated by Edward W. F. Moll and sons Fred and Abram, has been in this location for the past twenty years. A decided increase was the cause of making the change to larger and better quarters.

Detroit—In the very week in which his new shoe store was opened, Stuart J. Rackham had a windfall of \$191,250, from the estate of his uncle, the late Horace H. Rackham, an early associate of Henry Ford. Under the original will, he was given \$20,000, and the great bulk of the estate, about \$20,000,000 was devoted to public charity, the largest such gift in the history of Michigan. Through an adjustment with the trustees, Stuart Rackham and the five other heirs received the increased amounts to prevent litigation over the estate. Rackham says the gift does not stop him from being a good shoeman, and comes in very handy in connection with his current expansion.

## Manufacturing Matters

Lansing—The Hi-Klas Beverage Co., 408 East Maple street, has been organized to manufacture and sell soft drinks with a capital stock of \$10,000, \$4,000 of which has been subscribed and paid in.

Detroit—The Becharas Hydro Thermal Corporation, 134 West Vernor Highway, has been incorporated to manufacture and sell electric water heaters, with a capital stock of \$10,000, all subscribed and \$5,000 paid in.

## White Shirt Vogue Due in Spring

Return of the white shirt as a vogue in men's furnishings is forecast by manufacturers of popular-price garments. The producers explain that prices for colored materials have removed them from the class of goods which can be used in the manufacture of shirts to retail at \$1.95 and white grounds must be substituted in the merchandise made up for Spring sale. In the past the low cost of shirtings made it possible to use colored cloth extensively and the demand for colored shirts in the popular-price ranges was stimulated as a result.

A new machine wraps and seals 600 pies an hour, encasing them in a transparent wrapper which is sealed to the under side of the pie-plate rim.

Surgical scissors are now being made with removable and renewable cutting edges which slip into grooves in the shanks.



### Essential Features of the Grocery Staples

The Master Code—Another week has gone by without the President having approved the master code up to this writing—Wednesday noon. It is thought that a decision will be reached before the end of the week.

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

Canned Fruits—The dried fruit market continues fairly active in a replacement way. Jobbers reported during the week a good demand for merchandise. Orders showed diversification. Apricots, prunes, dried peaches and apples were represented in the movement and spot raisins were quite active at the attractive prices quoted here. There is little evidence of speculative interest in the market but as the fall approaches both the local and interior trades show a desire to round out their inventories. This market, by reason of its relatively low prices on fruits, is attracting considerable business. Stocks moving in against contracts are below replacement costs as a general thing, and trade sentiment is improving. The relatively low prices on domestic figs will undoubtedly affect the movement of imported figs in the trade where price means so much. Greek currants are also quoted high as a result of storms in the primary market. Little change is noted on the Coast, where packers are holding firm on all items. Rumbblings of discontent are heard in California over the cling peach situation. The Cling Peach Control Committee is reported to have estimated it will be unable to pay the authorized price on unharvested fruit to growers unless the Government acts to enforce all provisions of the code, but the Government already has acted by ordering a prosecutor and a legal representative to the coast to enforce the agreement, particularly as it relates to peach contracts made at prices below the code minimum.

Canned Vegetables — The canned food market showed steadiness last week in nearly all items. Shorter packs than were anticipated are indicated on the basis of the latest survey by the Bureau of Agricultural Economics. The total prospective production of tomatoes has declined 15 per cent. from the August 15 estimate bringing the prospective yield materially below last year's as well as the five-year average. Storm damage in the Tri-States is largely responsible for the loss. In sweet corn, production prospects improved a little during August, with good yields in prospect in New England, Minnesota, Iowa, and Wisconsin. The green lima bean survey indicates 9,530 tons, as against 9,680 last year. Probable production of green beans is put at 41,030 tons, as against 43,760 tons a year ago. The indicated production of cabbage for sauerkraut is put at 83,500 tons, or 45 per cent. below the production of 1932.

Canned Fish—The announcement made in the Northwest that 40 per cent. of the new pink salmon pack has already been sold has stimulated interest throughout the country, but most brokers here find the demand for cheap grades of salmon at present prices negligible.

Nuts—The market is shaping up for the fall now and next week should bring the new opening prices on California almonds. There is considerable speculation as to what these prices will be, but reports are that advances of 2c per pound or so will be made, compared with last year's opening. All nuts in the shell are tending upward, due to higher production costs, etc. The shelled nut market is fairly active here, with stocks in light supply and prices still only approximating replacement costs.

Rice—The market has been featured by a more active domestic enquiry and prices in the South have shown increased firmness, but there is comparatively little activity in the primary market. Unfavorable weather has delayed harvesting in some sections. The rice already harvested is of unusually good quality and will doubtless mean increased sales of Prolifics as a substitute for Blue Rose because of the higher prices. Trading here and in domestic consuming centers continues to show improvement. Stocks in the hands of the trade are light.

### Review of the Produce Market

Apples—Wolf River and Wealthy, 75c @ \$1 per bu.; Strawberry and Shawasse, \$1.25 @ \$1.50 per bu.

Bananas—6½ @ 7c per lb.

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

Butter—Jobbers hold plain wrapped prints at 23½c and tub butter at 22½c. The market exhibits a fair amount of activity due entirely to the continued efforts on the part of one of the largest co-operative creamery associations in the country to advance prices. Yesterday the creamery extras were raised ½c and centralized standards ¼c higher, presumably a move to stress the fact that in the future the tendency will not be downward. The fact that fresh butter showed further accumulation and that storage stocks were enlarged further seemed not to discourage interests financially supported by the government in their activities for maintained and higher levels.

Cabbage—\$1.25 per bushel.

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

Carrots—35c per doz. bunches or 75c per bu.

Cauliflower—\$1 per crate.

Celery—20@40c 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.....\$2.50  
Light Red Kidney from farmer.. 4.25  
Dark Red Kidney from farmer.. 4.00  
Light Cranberry ..... 4.25

Eggs—Jobbers pay 9c per lb. for mixed eggs and 10c per lb. for heavy white eggs. They hold candled hen's eggs at 17c per dozen, pullets at 14c @ 15c. The future market on eggs turned somewhat easier under scattered liquidation and a continued rush to transfer open trades. Yet there was liquidation other than that of switching contracts, in that the spread widened and October trading was really

active. Just what prompted the selling was not discernible to the majority in that the news of the day was a little more bullish than otherwise, especially the storage movement in principal markets. However, scattered holders had their selling ways and constant pressure to the close resulted in the declines recorded.

Grapes—Wordens and Niagaras, \$1.50 per dozen for 7 lb. baskets; Delawares, \$2; 75c for ½ bu.; Californias, \$2.25 per box for Tokays.

Grape Fruit—California crop exhausted. Texas and Florida are now in, being held as follows:

64 .....\$3.50  
70 ..... 3.50  
80 ..... 3.50  
96 ..... 3.50

Green Beans—\$1.25 per bu. for home grown.

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

Green Peas—\$1 @ \$1.25 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.....\$4.50  
Imperial Valley, 4s and 5s, crate.. 5.25  
Leaf, per bushel..... .65

Lemons—The price is as follows:

360 Sunkist .....\$6.50  
300 Sunkist ..... 6.50  
360 Red Ball..... 5.50  
300 Red Ball..... 5.50

Mushrooms—28c per one lb. carton.

Onions—Home grown, \$1.25 per bu. for Yellow and \$1.50 for White.

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

126 .....\$4.50  
176 ..... 4.50  
200 ..... 4.25  
216 ..... 4.25  
252 ..... 4.00  
288 ..... 4.00  
324 ..... 4.00

Red Ball, 50c per box less.

Parsley—40c per dozen.

Pears—\$1.75 & \$2 per bu. for Bartlett's.

Peaches — Elbertas \$2.50 @ \$3; Hale's Early, \$3@3.25; Prolifics and Ingals, \$2 @ \$2.25.

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

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

Potatoes—Home grown, \$1.35 per bu. White Cobblers from the Carolinas and Oklahoma, \$2.50 per 100 lb. sack; Idahos, \$2.50 per 100 lb. bag.

Poultry—Wilson & Company pay as follows:

Heavy fowls..... 10c  
Light fowls ..... 8c  
Ducks ..... 8c  
Turkeys ..... 11c  
Geese ..... 7c

Quinces—\$2.50 per bu.

Radishes—12c per doz. bunches.

Spinach—75c per bushel for home grown.

Sweet Potatoes—Virginia, \$1.25 per bu. or \$3.75 per bbl.

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

Veal Calves — Wilson & Company pay as follows:

Fancy .....8@10c  
Good .....5@ 7c

Water Melons—10@15c for home grown.

Wax Beans—\$1 per bu. for home grown.

### A Limited Triumph

As an experiment, the success of Mr. Wily Bigger, an employee at the Government experiment station at Sand Hill, N. C., in grafting a tomato plant on a jimson weed is a novel triumph. Early in the season Mr. Bigger inserted a slip from a tomato vine into a slit in the jimson stem. It grew there and now has produced normal tomatoes, while the remainder of the plant produces only jimson burrs. However, few gardeners will thrill at the news. The tomato is itself a hardy plant, readily grown from seed, relatively free from insect pests and easy of cultivation. Left to fight for survival in a patch with a jimson weed, the tomato would have at least an even chance. If Mr. Bigger wants a real triumph, one that will win him undying thanks, let him cross an insect-ridden green bean with the all-pervading morning glory; or, better yet, graft a temperamental aster on an iron weed. That would be triumph indeed.

### Chain Store Tax Stopped By Injunction

Chain store licenses have already been issued by the Department of State to forty companies operating 286 stores. The forty corporations paid \$13,795 in fees. The state has been stopped from making the new law effective against fourteen of the larger chain store companies which are seeking to test the legality of the new statute.

### Play Ball

You can if you want to  
Do things right today  
You can if you want to  
Make it bright always  
Life is chiefly in the wishing  
Much like when you go a fishing  
With no luck you call it play.

You can if you want to  
Find worth while the day  
You can if you want to  
Make a smile today  
When you make it try to wear it  
Then we'll try to grin — and bear it  
That will be a double play.

You can if you want to  
Where you sit today  
Simply if you want to  
Help a bit some way  
Write a line to one in sorrow  
They will pass it on to-morrow  
Scoring for a triple play.  
Charles A. Heath.

### The Tree Worshipper

I rather sit beneath a tree  
Enjoy its quiet shade  
Than share the stranger company  
In cities man has made  
For with its beauty, fruit and fire  
It supplements my heart's desire.

A fellowship there is in trees  
Wherever they are found  
And Mother Earth's fair prodigies  
So much the more abound  
They speak a language through their gifts  
Nor is there tongue that so uplifts.

They build a temple in the wood  
And follow sacred form  
Further devoted to our good  
They shelter from the storm  
Till their presence starts in me  
Pardonable idolatry.

Charles A. Heath.

## MUTUAL FIRE INSURANCE

### Cheap Money: Effect on Life Insurance

The effect of the abandonment of the gold standard and a controlled inflation of the monetary system upon the financial position of life insurance companies should, provided the inflation is properly controlled and not allowed to proceed too far, be very beneficial.

Most evident should be the improvement in the farm mortgage situation resulting from a rapid and sustained advance in the price of agricultural commodities. Not only will this advance in commodity prices render it easier for the farmers to meet interest payments on mortgages, but also the higher prices for grains and agricultural products should result in a demand for farm lands.

Life insurance companies which have taken over farm property in volume during the past few years should be able to dispose of a substantial portion of this property at a profit.

The effect of inflation upon value of city properties is not so immediate, and would await improvement in general business conditions.

On that portion of the life insurance companies' portfolios invested in very highest grade bonds, there will doubtless be a depreciation in value, although companies would still be receiving the same income. It should be remembered that the life insurance companies' obligations are in terms of a fixed amount of dollars, regardless of the value of those dollars at any one particular instant.

Railroad securities of medium grade and other bond investments of similar nature will doubtless show an advancement in value based upon the improved prospect for better business conditions. On this portion of the portfolio for a great many companies the appreciation will offset the depreciation on high grade fixed maturity securities.

From the standpoint of policy loans and cash surrender values, life insurance companies' prospects should show marked improvement. Improved business conditions will lessen the demand for policy loans and cash surrender values.

The restrictions on policy loan and cash surrender payments—it can not be called a moratorium strictly speaking—became inevitable after the banks of the country were closed. Unable to get money from the banks, hoarders rushed to the life insurance companies; and to have permitted the companies to continue to meet this abnormal and unnecessary demand for cash would have made the financial situation of the country much worse and might have wrought great damage to the structure of life insurance.

It was an extraordinary measure to meet an extraordinary situation. The restrictions have gradually been liberalized so that policyholders in real need of money are being accommodated.

How long restrictions will continue in effect can not be indicated with certainty. With an improvement in the

general situation of the country, it is reasonable to expect that they will probably be lifted in the course of the next several weeks.

The restrictions have not been and are not popular. The companies and the insurance commissioners were not altogether pleased to take such drastic action.

All reasonable persons will agree that it was inevitable and absolutely necessary under the circumstances. That it has tended to increase the difficulty of selling life insurance was to be expected.

### Fire Prevention Week This Year

This year Fire Prevention Week will be observed from October 8 to 14. In other years it has received a good deal of attention in the newspapers. This year, however, N. R. A. publicity may push fire prevention material to the back pages, or out of the picture altogether. For this reason, it will be necessary to drive more forcefully than ever to gain the public attention.

Every fire chief should be at the head of his local fire prevention campaign. Too often the chiefs are content to sit back and let other agencies do all the work—and at the same time get all the credit. There is a natural tie-up between fire prevention and the fire department. By taking advantage of the extraordinary amount of publicity on fire prevention flooding the country during this period, the chief can keep his department in the public eye in a favorable light.

There are many ways of carrying on such campaigns. Do not neglect any of the following agencies in mapping out your program: the newspapers; radio; talks to school children; talks to civic organizations—Rotary and Kiwanis clubs, fraternal organizations and so on; posters; exhibits in vacant store windows; public meetings. These are the most common methods of putting the message over; many chiefs manage to bring out some original method each year.

To get space in the newspapers, jot down a few ideas you wish to bring out, and take them to the editor. If you feel that you cannot prepare an article for publication, he will detail the job to a reporter, who can whip your ideas into shape.

Addresses to children, over the radio, and before clubs of all sorts may either be delivered by citizens or members of the fire department. During Fire Prevention Week, every fire chief may be sure of the cooperation of his chamber of commerce and the insurance men in his city—two influential groups from which he can get much assistance. These men will help to prepare talks, and will deliver them if necessary.

Posters may be obtained from the National Board of Fire Underwriters and the National Fire Protection Association. Placed in the windows of stores and officers, they bring home your message, and tie in with the general campaign. Many cities have made good use of the windows of empty stores, of which there are plenty. By using dummies, it is possible to depict the tragic results of using gasoline



## DON'T BUY BLINDFOLDED

Before buying property insurance, investigate several companies from all angles to determine which is best for you. A fair comparison will point to the Federal Mutuals as your logical insurance carriers. In addition to offering safety, competent service, prompt payment of losses and excellent management, they have saved policyholders 30 to 40% on the net cost. It will pay you to investigate.

### Federal Hardware & Implement Mutuals

Retail Hardware Mutual Fire Ins. Co. Hardware Dealers Mutual Fire Ins. Co.  
Minneapolis, Minnesota Stevens Point, Wisconsin  
Minnesota Implement Mutual Fire Ins. Co.  
Owatonna, Minnesota

## Mutual Insurance

With losses lower, with expenses lower, with no inside profits for invested capital you would expect the net cost of MUTUAL insurance to be less. It is.

The saving in cost is not made at any sacrifice in safety and strength. The Mutual plan of operation is right, Mutual insurance is better protection, Because it is better it costs less.

May sound unreasonable if you are not informed, An investigation is convincing, For the sake of yourself and your business, investigate

### Finnish Mutual Fire Insurance Company

444 Pine Str., Calumet, Mich.

## 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

## 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.



carelessly in the home, for instance. Here too the ingenuity of those handling the campaign is the only limit of the effect attained.

It is important that the fire chief be the head of the campaign. He should not be content to sit back and let men entirely outside the department take the reins, but should co-operate with these men, using their ideas and suggesting ideas of his own. The chief should by no means assume a domineering attitude, but it is really his job to handle the program. If he dodges the responsibility, the respect he should command among community leaders is very apt to be non-existent.

#### A Message To Brother Salesmen

Perhaps no time in the history of motor transportation has it been more difficult to get funds for new cars, so it behooves us to give good care to the present ones.

There are few things more important than lubrication, and less understood. We suggest you get the instruction book of your car and personally know what the manufacturer says about its lubrication. Many so-called greasing stations do plenty of greasing, but not much lubrication. First, they have not the proper lubricant or equipment and do not possess the necessary knowledge to do the job correctly. They put chassis lubricant into everything, thereby ruining brakes, universal joints, etc. The average car needs at least seven kinds of lubricant: chassis, gear, wheel bearing, universal joint, water pump, steering gear, lead base grease for silent gears. Cars with free wheeling need special lubricant. All new General Motor cars require fluid lubricant for spring shackles, but the average fellow uses grease, which does not lubricate them. Power guns should not be used on water pumps or universal joints. Yellow lubricants, especially in chassis lubricants, are inferior to the darker ones. Cheap cup grease has no place in any kind of lubrication, but can be used as soap to wash your hands.

Any lubrication station that is not kept clean is run by a man who does not know his business. If the car dealer you patronize has the proper equipment and lubricants, and employs an intelligent service man, that is a good place to go. If not, hunt up an honest fellow who does his own work or closely supervises it, and have him do the job. When you go to the place for the job the first time, look up the equipment, also lubricants, before giving them the job. Remember that cheap grease jobs are usually expensive. See that the attendant wipes all dirt and sand off the fittings before applying the gun. Do not get a grease job free with an oil change, as you are sure to be gypped on one or both. Drive on your own side of the road at all times.

The writer has driven two cars over 80,000 miles each without having spindle bolts replaced, and they were in good condition. Reason: lubricated, not just greased. E. P. Monroe.

But why shoot a little man whose treason harms the country very little and merely retire an official whose folly ruins it?

### IN THE REALM OF RASCALITY

#### Questionable Schemes Which Are Under Suspicion

Stipulations to cease and desist from unfair methods of competition:

A corporation manufacturing cosmetics agrees to discontinue the use of the phrase "A rich nourishing cream especially developed to smooth away wrinkles and keep the skin young and flexible," or any representations of similar import, to designate or describe products that will not accomplish such results.

A distributor of beauty preparations agrees to discontinue the use of the word "Laboratories" in trade name, on labels, and in any other manner that would imply ownership or operation of a laboratory in which the products sold are compounded.

A corporation manufacturing shower bath curtains, window draperies, and novelty accessories, agrees to discontinue the use of the words "Federal Certified" on labels or in any other manner that would imply certification of any products by the United States Government or by any bureau thereof.

A corporation manufacturing cutlery, including scissors, shears, and pen-knives, agrees to discontinue the use of the word "English" in trade name, in advertising matter, as a brand, or in any other manner, to designate or describe products not manufactured in England.

A corporation distributing a variety of merchandise, agrees to discontinue the use of the phrases "Pure Thread Silk Reinforced With Rayon" and "Pure Thread Silk Reinforced with Thread Silk," on labels, as a brand, or in advertising matter descriptive of a product not composed in substantial part of silk; to discontinue the use of the words "Art Silk" to designate any product not composed of silk; and to discontinue the use of the word "Silk" alone, in conjunction with the word "Art," or in conjunction with any other words, to designate products not composed in whole or in substantial part of silk, the word "Silk" when used to designate products consisting of silk in substantial part only, to be accompanied by other words in type equally as conspicuous, that will clearly indicate that the products are not composed entirely of silk.

A corporation manufacturing soaps, agrees to discontinue the use of the phrase "Soaps of the British Empire," the use of any pictorial representations simulating the Royal Coat of Arms of the British Empire, and the use of any other words or pictorial representations implying that the soap is manufactured in any part of the British Empire.

A corporation manufacturing hosiery, agrees to discontinue the use of the phrase "Pure Thread Silk Reinforced with Art Silk," as a brand or label, or to designate in any other manner products not composed of silk; to discontinue the use of the word "Silk" alone, in conjunction with the word "Art," or in conjunction with any other words, to designate or describe hosiery that is not composed in whole or in substantial part of silk, the word "Silk," when used to designate products consisting of silk in substantial part only,

to be accompanied by other words in type equally as conspicuous, that will clearly indicate that the products are not composed entirely of silk.

A distributor conducting a mail-order business in connection with the sale of men's furnishings, agrees to discontinue use of the word "Mills" as a part of or in connection with its trade name, and to discontinue its use in any other manner that would imply operation of a factory in which the products sold are manufactured, when neither owning nor operating such a factory; and to discontinue use of the word "Free" when the cost of the alleged gratuity is included in the price charged for the article with which it is purported to be given free of charge.

A distributor of paints agrees to discontinue use of the phrase "Buy your paint direct and save middlemen's profits" when neither owning nor operating a factory in which the products sold are manufactured.

A corporation preparing and bottling a medicated drinking water, agrees to discontinue circulating alleged letters from users of the water, containing statements to the effect that the writers have been cured of any serious or chronic ailment by the use of the beverage; and to discontinue use of any advertising matter attributing to the water any medicinal properties not possessed by ordinary water or other non-stimulating beverage.

Scholl Manufacturing Co., Inc., Chicago, Ill., engaged in the manufacture of "Zino-Pads," alleged to remove corns.

Lightning Co., St. Paul, engaged in the manufacture of a purported electric battery designated "Lightning Electrotube," alleged to be a new, peculiar product not requiring use of sulphuric acid solution, which will charge batteries instantly, and charge a totally dead battery without the help of electric current.

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

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

Walker Remedy Co., Atlanta, engaged in the compounding and sale of proprietary medicines, directed to eliminate the word "health" from the designation "Walker's Old Indian Health

Tonic," and to discontinue representing that the medicine is a remedy for fever, for liver, kidney or badder trouble, for women's diseases, or for pain in the neck, side, shoulder, back, or hips; that it is a remedy for laziness, a drowsy or tired feeling, rheumatism, or pain, when these conditions are caused by anything other than constipation; that it is a remedy for blood diseases or weakness, with the tired feeling resulting therefrom, when the conditions are caused by anything other than simple anemia; and that it will relieve weakness and a tired feeling resulting therefrom, beyond such relief as would follow the correction of constipation, if such condition were present.

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

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

#### Pepper and Tomato Are Joined

Ashland, Mass., Sept. 9.—This village, thanks to the horticultural magic of Constable Charles MacNear, is the birthplace of a brand new vegetable—the "pepomato."

The result of crossing the tomato with the pepper, the pepomato is a torpedo-like vegetable, green when young and red when ripe.

Constable MacNear describes it as "like a tomato with a peppery flavor," but that's his story. Other samplers say it's "like a pepper with a tomatoey flavor."

The very core of peace and love is imagination. All altruism springs from putting yourself in the other person's place.—Harry Emerson Fosdick.



## EMPLOYMENT GAINS

The setback in trade was not cheerful news to industrial interests last week. On the other hand, the employment and payroll figures made public in the week promise added support to purchasing power. At the same time, efforts to loosen up bank credit for industrial and trade uses were regarded as particularly desirable in view of the impairment of capital and the additional costs involved in the recovery program.

Employment last month for the country as a whole increased 6.4 per cent, and payrolls 11.6 per cent. Secretary Perkins reported. This meant that 2,200,000 workers have obtained employment since last March, but Miss Perkins indicated that the number of employed is still 28.4 per cent, and payrolls 48 per cent, below the 1926 average. However, even at the code minimum there should be more than \$30,000,000 a week added to purchasing power through the gains made since last Spring.

A reversal in automobile production was the feature of the weekly business index, even though the combined number showed another drop. Sales of motor cars have been well maintained and, since there have been few price increases, point by inference to a buyers' strike on other products which have been sharply advanced. In the cotton goods field, speculative operations have been resumed on the basis of the outlook for inflation, and sales reached a very high total in the week.

Some of the criticism aimed at banks for restricting loans seems well based when present caution on self-liquidating commercial transactions is compared with the lack of that care even on non-commercial business at the top of the boom. A question which some bankers might ask themselves is how much they stand to lose through failure of the present recovery drive compared with what they would risk through loans that are ordinarily paid off when legitimate business is concluded.

## STRONG DOSE OF INFLATION

Influential in the speculative disaffection of the public at large has been the gradual realization that the business recovery since labor day has lacked the vigor anticipated with the approach of autumn and the restoration of large numbers of the unemployed to the working ranks. Steel production, which is back to the lowest level since the first week in June, is so disappointing as to suggest the accumulation of excess inventory. Railroad carloadings have turned downward. But worst of all is the indisputable recession in retail trade this month as compared with a year ago, implying quite definitely, even in the case of food-stuffs, over-buying by consumers last month in advance of certain higher prices.

Backwardness of the heavy industries and of retail trade has intensified the pressure for inflation which Western and Southern Democratic political leaders have been exerting upon the Administration at Washington. The Committee for the Nations is understood to have been hard at work upon a draft of a policy which would prompt-

ly effect the sharp upward valuation of price levels which they have espoused. Theirs will be the business voice in the inflation councils.

As a straw that might be expected to show which way the wind is blowing, is the sudden reversal of attitude of the Secretary of Agriculture. In a prepared statement he indicated plain doubt of the success of the agricultural program as it comes into conflict with the NRA, stating that the farmer is no "better off," if, with higher income, he has to pay higher prices for manufactured goods. Secretary Wallace said: "Our people are likely to get impatient in the next few months and demand a strong dose of inflation," an admission that contrasts markedly with apprehension by the same Administration spokesman last month over the ultimate consequences of inflation. Additional straws of inflation are the strong statements by such senatorial leaders as the conservative Pat Harrison, Chairman of the Finance Committee, and Senator Fletcher, head of the Senate Banking Committee.

The understanding at the Capitol is that this week the President will be in consultation with the leading inflationists of whom he expects definite programs. At least two of his leading impartial economic advisers will at that time tender their views. Tangibly discounting the strongly-running sentiment toward inflation are the gains last week of over 10 cents per bushel for wheat and 18 cents for sterling exchange.

Inflation therefore seems at the moment to be more imminent than at any time since dictatorial powers were conferred upon the President by Congress. In the opinion of the biggest capitalists and market operators, the prospect of inflation makes less desirable than ever the retention of cash. Inflation, now on the horizon, must simply intensify the extreme money ease, and conceivably might warrant a yield of 3 per cent. or less for seasoned dividend-paying equities.

## NORMAL THEORY DOUBTED

After the extraordinary steps that have been taken since last Spring in the effort to bring about recovery, those who argue that the country should be let alone and normal forces would carry it back to economic normalcy are fairly safe in the knowledge that their hypothesis cannot be tested out. The program cannot be waved aside and all its effects removed in order to see whether they are right or wrong.

On the other hand, practically everything that the traditional school of economists has argued for has received attention. Sound money was in the way in the two political platforms, and yet the banking moratorium became necessary. Sharp Government economies were instituted and the budget was brought into practical balance. For three years "rugged" individuals had full opportunity to show what their policies could bring about, and, apparently, in the end many of them went to Washington with pleas for relief at almost any cost.

It would seem, therefore, that normal recovery had many obstacles in its path and basically, of course, the

almost impossible task of service on a debt structure swollen to tremendous proportions during the boom. Possibly through the old method of individual judgments this debt service might have been worked out, but only over another long period. The question was very much to the point whether the country could stand the strain for any such length of time.

There are uncertainties connected with the present program and they undoubtedly hamper business operations. It is only fair, however, to compare the damage done by these uncertainties with the black outlook and despair which held the country before positive steps were taken to deal with our economic calamity. The balance seems decidedly in favor of what we have.

## RETAIL CODE HELD UP

Price-control features of the retail code are understood to be causing further delay in the adoption of regulations for this field, which is, of course, one of the most important in point of units and employees. The fight for "stop-loss" provisions apparently blinks the fact that the consumers' representatives on the Recovery Administration are opposed to any arrangement on prices.

It would seem as though retailers themselves might reach the same attitude along a somewhat different line of reasoning. Should a minimum be placed below which goods could not be priced, say 10 per cent. above the wholesale price as suggested, then it might be expected that prices would tend toward that minimum. In such circumstances the last condition would be a great deal worse than the first for retailers.

Outside of the labor provisions, possibly the best pledge to which the retail interests might bind themselves to their own greatest benefit would be in deciding to handle only Blue Eagle products. Several leading institutions have already led the way in this promise. Ruthless price competition has its fountainhead in the "sweating" of labor and it cannot carry on very far if this evil practice is eliminated. "Selling below cost" can only be continued at the expense of labor.

So far as the proposed rule on branded goods is concerned, it would be well for manufacturers of such products to consider whether requiring them to be sold for not less than 21 per cent. under the list price would stand the test of actual figures. That reduction is apt to become general. Is it higher or lower than the present average retail price? If higher, then volume must suffer.

## DRY GOODS CONDITION

Equinoctial storms and the apparent completion by the public of its "price protection" purchases brought about a marked slump in retail trade here during the week. Reports from other sections of the country, with the possible exception of the South, told of similar declines. Retailers, however, viewed this recession as only temporary.

The sharp drop in trade made necessary a revision in early estimates of business for the half month. From a gain of 10 per cent. which was formerly calculated for the two weeks, it was figured that volume would do well

to break even with a year ago. All distributive units are apparently feeling the set-back.

Two explanations are offered for this development. One contends that consumers who had money or credit used them last month to anticipate the price advances which they were convinced would soon become effective. In this they followed the course of professional buying, which also stocked up against future price increases.

The other theory is that there may be the dim beginnings of a buyers' strike against unreasonable price demands present. Should this be the case, then consumer resistance may be expected to grow much stronger in view of the much higher prices which are still in the offing. The increase from last Spring, which is figured at from 20 to 30 per cent, may be doubled in some instances, if retailers price goods on a replacement basis.

Delivery problems still vex the wholesale markets, due to code delays, labor shortages and restricted bank accommodation. This difficulty, however, might be succeeded by cancellation trouble if trade continues to recede.

## MORE INITIATIVE NEEDED

When what has since become the Blue Eagle plan was first outlined in these columns on March 8 of this year as a co-operative enterprise for trade and industry, it was suggested that a small tax on sales would finance the necessary education of the public. Policing of the codes is the first essential, since the Eagle must stand for what it really signifies. But after that the education of the public to its stake in the support of Blue Eagle products is a *sine qua non*.

So far it is apparent to some observers that entirely too much reliance is being placed on government effort for both policing and public education. This is, perhaps, a logical condition and to be expected in a program that was launched so swiftly on a thousand fronts. To make the benefits real and lasting, however, trade and industrial groups will have to show more initiative, it is believed.

Looking forward to possible failure of the recovery program to reach its full objectives, each business will hold its advantages only to the extent that it has bulwarked its own particular membership. The central theme of the Blue Eagle plan might well be carried on to success through private support even if the main program falls on evil days.

The suggestion, therefore, that funds be appropriated from industry itself to finance the drive for public support of honest products made under decent working conditions and reasonably priced should mean a real and lasting co-operative movement and not merely a government scheme subject to the changing winds of political favor.

Even lollipops can't escape change. A heightened safety factor is claimed for a new one in which a flexible loop handle, made of a special type of paper, replaces the usual wooden stick.

The world can take a young man out of Indiana, but it can't take Indiana out of the young man.



## OUT AROUND

## Things Seen and Heard on a Week End Trip

I always enjoy a trip over M37. The scenery on both sides is attractive, the towns are mostly bright and snappy and the people I call on are invariably friendly.

I seldom go to Sparta that I do not call at the general store of Johnson & Smith, because its size, variety of stock and general appearance would be in keeping with a town ten times the size of Sparta.

I usually drive by the factory vacated by the Grand Rapids Store Equipment Corporation and wonder how long it will be before some other manufacturing institution will find lodgment there and start the wheels in motion. Despite that setback and the delay in opening the banks, the town is doing pretty well in a business way.

The striking drawback at Kent City is, of course, the Roach cannery which stands like a silent sentinel illustrating the mutability of human hopes in a changing world. The closing of the cannery has forced the growers tributary thereto to resort to the Grand Rapids market as an outlet for their products and the prices they have received during the past three years have been anything but satisfactory. It is devoutly to be hoped that changed conditions in the canned goods market will result in a resumption of operations another season.

Mrs. J. B. Perham, widow of the veteran druggist, informed me that she and her son will continue the business as long as they can make a comfortable living from the sales.

Mrs. E. A. Webb, widow of the long-time druggist at Casnovia, has not yet found a cash purchaser for her stock and building. I hope she may be successful soon in placing these properties in the hands of a worthy successor of her late husband. I was told that the Masonic lodge at Casnovia conducted a very interesting memorial service for their late member last Tuesday evening.

I was greatly pleased to be told at Newaygo that the Newaygo Engineering Co. had been re-organized under the auspices of the former manager, W. J. Bell, and that orders are being received in sufficient volume to warrant the employment of a dozen or fifteen men.

I am also told that J. B. John has purchased a patent for the production of a new kind of cement in Germany and that he proposes to utilize the Newaygo Cement Co. plant in the production of this article. This is certainly good news for Newaygo.

Nels Christianson, who has been engaged in general trade at Newaygo forty years, met his first experience with a forged check last week. A stranger dropped in the store, made a few purchases and handed out a check on one of the Fremont banks for

\$10.35. Mr. Christianson gave him the remainder in cash, only to learn on Saturday that the check was a forgery. He was much chagrined over the experience, but I told him no other merchant in Michigan could present such a record as he has made.

The new addition to the Fremont Canning Co. presents a very handsome appearance. I was gratified to learn that the plant was running on a higher momentum than ever before, with no indication of a let-up in any department.

Judging by the extent and variety of the antiques possessed by Fremont people I think the next institution the people of that enterprising town should espouse is a public museum. L. D. Puff, the hardware dealer, has a collection of fire arms and explosives which would make that department of the proposed museum very complete and comprehensive.

George B. Catlin, librarian of the Detroit News, premier historian of the Northwest Territory and the best historical authority of Michigan, writes me as follows concerning some statements I made in this department last week:

Detroit, Sept. 15 — Many thanks for your letter, those of Col. Foster and that lovely bouquet you handed me on page 9 of the Tradesman. After all appreciation is one of our best rewards, and I am glad to note that you are getting a generous contribution of it from all directions.

The banking situation seems to be straightening out everywhere except in Detroit. We have had a prolonged investigation here, charges of misfeasance and malfeasance, criminations and recriminations, world without end—without getting anywhere.

There is no sure cure for foolishness. The human species is brother to the sheep and apt to follow the bell wethers, even if they are drunk on loco weeds. The consequences of booming real estate and stock values have been demonstrated over and over again, but if any one raises a voice of warning during the height of the craze he is rated as a public enemy.

You give a complete statement of the plaintiff's case in that newspaper controversy and now I am wondering what the other side of the case may be. As all sorts of people engage in business, big and little, it is not strange that methods now and then become picturesque. Spanish conquistadors robbed the early American people of their gold and jewels; British privateers preyed upon the vessels of the conquistadors and gradually drifted into plain piracy and the nations had to combine to suppress that. The passion for getting rich quickly and without rendering any compensatory service is more general than we like to admit.

Am glad that Mr. Garfield is improving. The past year must have given him no end of worries, and a man who is the soul of honor, as he is, would suffer from the strain more than one can appreciate. Long life and happiness to him to the end of his days. Three weeks ago I helped carry to the grave one of his old friends and fellow students at the Agricultural College, Oscar Angstman, and yesterday another of the same group, Will Snyder, called at the house and we talked about Mr. Garfield.

The celebration of Perry's victory was a great success. We had a lovely day, a quiet lake and a jovial company with a nephew of James Alexander Perry on board with his family. James

Alexander, brother of Oliver H., aged 15, served as powder monkey on the Lawrence and crossed to the Niagara in the boat with his big brother. Stephen Champlin, cousin of Oliver, commanded the Scorpion in the fight and although armed with only one long and one short 32 pounder he fired the first and the last shot. Champlin was the last survivor of the men who participated in the victory, dying in Buffalo in 1870 at the age of 90.

At the Centennial Exposition in Philadelphia I saw the remains of the Lawrence, which an enterprising fellow was cutting up into souvenirs—canes, brackets, card baskets, etc. I think the Tigress and the Porcupine were afterward used for several years as revenue cutters on the upper lakes, one commanded by Capt. Keith and the other by Capt. Flaherty. One of them brought President James Monroe from Erie to Detroit in 1817 when he made a visit of five days here. I agree with you that the Porcupine should be raised and preserved in Spring Lake as a historic relic of heroic days.

If I am to judge by the report of the twentieth annual convention of the Michigan Hotel Association, held at Prudenville and published in this week's issue of the Tradesman, no action was taken on the matter of refusing dogs admission to hotel rooms where eating and sleeping is practiced. For three years past I have urged the organization to secure the enactment of a law prohibiting this practice, but my appeals appear to have fallen on ears deaf to any entreaties. I think I will undertake to attend the next convention, if I am so fortunate as to be invited, and see if I cannot secure an authoritative expression from the members present on this important question.

The down-town churches of Grand Rapids have always aimed to have strong expounders of their religious tenets in their pulpits, but the death of Dr. Wishart (Baptist) and Dean Jackson (Episcopal) have left vacancies which will be difficult to fill. The recent retirement of Rev. Merriam from Park Congregational church has been filled by Rev. Edward Archibald Thompson, of Pasadena, Calif., where he had a very successful pastorate for several years. Dr. Thompson is not only a preacher of the gospel—from the heart rather than the head—but he is a natural religious leader and one who identifies himself with every forward movement for the good of his church and the moral uplift of the community, the state and the Nation. As he is not well along in years, he has reason to look forward to a long and successful career in Grand Rapids.

When the Park church was rebuilt on the inside under the direction of Rev. Merriam some years ago, a cousin of Anton Lang—who takes the part of Christ in the Passion play at Oberammergau—and who is also an artistic wood carver, like his distinguished cousin, created a representation of Christ in wood which was installed in Park church and which has attracted wide and painstaking attention. The people in the office of the church are very obliging to lead any stranger in the city to this remarkable work of art. Enter the church by the side door and proceed directly to the office on the ground floor. Any one who

properly identifies himself will receive prompt and painstaking attention.

The past week has brought many letters from Tradesman readers, pro and con, regarding the paragraph I handed out in last week's paper regarding legislation I think we should have relative to the distribution of both beer and hard liquor, when the latter is legalized, in order to prevent the abuses we had to meet and contend with before the prohibition law was enacted. I think I will undertake to present a summary of these letters in a future issue of the Tradesman. They are mostly in hearty accord with the ideas I set forth in the Tradesman of last week, showing me very plainly that the restoration of the saloon and its accompanying vices will not be tolerated by the people.

Every driver of an automobile is interested in what the code is to do to the oil industry. The President appointed Secretary Ickes a short time ago as oil administrator. He has since then appointed a committee of fifteen, including twelve men connected with the industry, to co-operate in an effort to make the code work as it is intended.

The problem before the oil men is the regulation of production and the agreement on prices for the crude and finished products. Some of them want agreement on prices. If this should come about, the President has authority under the code to determine an experimental price of oil for a sixty-day trial.

Some of the oil men object to Presidential price-fixing. They prefer to attend to that important matter by agreements among themselves, by preventing overproduction and arranging for an allocation among the different companies of the amount to be produced. The oil administrator has authority under the act of Congress to allocate production and to enforce his orders.

With more than 20,000,000 automobiles in the country, each using gasoline, the matter of price becomes of great importance. It is of almost equal importance that the supply of oil be conserved so that this great natural resource may not be wasted. The need of some kind of regulation in the industry has been evident for a long time. The anti-trust laws have prevented the oil companies from combining. State regulation ends at the state boundaries. The code is the result of an effort to extend regulation over the whole industry under Federal supervision. It is much easier to justify it in this case than in the case of some other industries in which it is being applied.

Common sense, which is often more accurate in its judgments than scientific logic and learning, has already found fault with the psychology which tried to make certain human characteristics the key to all social problems. The subconscious mind, the complex, sex and the mechanisms of behavior have been blamed in their turn for the curi-

(Continued on page 23)



## FINANCIAL

### Threat of Inflation Underlies Both AGA and NRA

There is a growing demand from practically all sections of the country for some kind of governmental price fixing. This demand is not surprising. In fact, it would be astonishing if the combination of the agricultural relief program, inflation and the NRA did not result in just such a demand.

All three of these phases of the Roosevelt program have to do with prices. Secretary Wallace has as his primary goal the elimination of all disequilibrium between the prices received by farmers and the prices they have to pay for the goods they purchase. The NRA has as its immediate goal an increase in the volume of wages. This must result in a higher cost of production to be offset by higher prices.

Underlying both the agricultural program and the NRA is the threat of inflation which constantly is being held over our heads. The effect of this has been hoarding in commodities with a concomitant advance in the price level and the cost of living. On every side, therefore, the Federal Administration is playing with the price level. The inevitable result of such a program is the creation of disequilibria.

It is this which is causing concern from one end of the country to the other. Farmers are becoming disgruntled because, although agricultural prices are advancing, they find other prices advancing equally fast so that they in actuality are no better off. Industry is worried because it must have higher prices in order to meet the greater cost of production under the NRA and it realizes that an advance in prices may curtail sales. Finally, consumers are becoming aroused because the advance in the cost of living is not being followed by any greater number of dollars with which to meet it.

Such disequilibria cannot continue indefinitely. Either the spread will get so great that it becomes unbearable and there will be a collapse or the various portions of the economic system again must be brought into workable balance. No economic system can prosper when a large proportion of the population is being subjected to a strain.

The solution is obvious. It is simply that the Administration must get a harmony in its program which will prevent one part after another getting completely out of line. This means a thorough overhauling and the elimination of some features. Although this is a big task, if the Government does not do it, it will find that by comparison the problems it has faced so far have been mere child's play.

Ralph West Robey.  
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### Every One Loses by Resultant Uncertainty

Rumors of impending inflationary developments which recurrently emanate from Washington in such volume gravely endanger the possibility of any orderly recovery. Their disturbing effect, too, is not offset by official denials. This is because during the past six months so many of these stories have been followed by hair-raising develop-

ments that every rumor about inflation is given serious consideration.

The current reports have to do with a conference of President Roosevelt and the outstanding financial lights of the Administration on Monday afternoon. The first gossip coming in about this meeting was to the effect that the President was considering a drastic currency move in connection with the refunding of Government later statements about chusbie-ob obligations. If one can believe the discussion between the President and his advisors there was not a word of truth in this report. Nevertheless, it was sufficient to cause a sharp rally in stock prices.

It should be clear that the continuation of such a condition can have only deleterious effects. The Government does not gain prestige by the circulation of such stories and certainly the public at large, in so far as it is affected at all, is hurt by them. Every effort should be made, accordingly, to prevent the creation and maintenance of such a state of uncertainty.

The answer is made, of course, that the circulation of such rumors has nothing to do with the Administration itself. It is stated they receive their currency through Washington reporters sending out stories and drawing their own conclusions as to what is taking place within such meetings. Further, that when this is backed up by the grapevine tactics of financial centers an innocent conference quickly is converted into a world-shaking negotiation.

The fact of the matter is that in each case the Administration can prevent the circulation of such stories if it so desires. The President has thousands of conferences about which nothing is said in the press. He and his publicity agents, accordingly, must accept a substantial share of the responsibility for this disturbing element in the American financial and economic system.

This does not mean, it should be emphasized, that the President necessarily is in favor of keeping the public in an uproar on the question of inflation and devaluation of our currency. It does mean, nevertheless, that he seems to show no concern over having such stories spread from time to time. Otherwise he would put an immediate end to all of them and thereby not force the public to believe that he simply does not know what he wants to do.

Ralph West Robey.  
[Copyright, 1933]

### Earnings Likely To Be Affected By Conditions

Reports of domestic business show that recent trends continue. Steel activity is still somewhat lower and industry reports show lack of new orders. The demand for heavy steel is very small and at the present time it looks as if steel mills will reduce operations and that previously built up inventories will be used in the market. Plans are being formulated to stimulate the buying of railroad equipment although it is reported that steel companies will have to take a reduced price on this equipment. Retail trade in the textile industry showed about the only signs of autumn pick up. Car loadings, bank clearings and electric power production

continue the down trend, which was started in July.

The demands of industry for Government assistance to finance risks which so far the banks have considered too speculative for the safety of their depositors, is a disturbing factor in the present program. While there were evidences in recent weeks that the Administration was listening to the more conservative figures in the Administration, the demand of leading Senators for inflation, as a result of declining business, again brings to the minds of many investors new problems. So far, no definite monetary policy has been announced by the Administration and there is no indication that this is to be announced shortly. In the past it has changed with business conditions.

It seems that inflation will take the form of expansion of credit. At least, many writers feel that this will be the program for the next two or three months. Many are saying that credit inflation is a better type than paper money inflation due to the fact that paper money does not stay in circulation and that credit expansion develops credit, which goes direct to bank credit and to the establishment of expanding business. This, undoubtedly, will take the form of purchases by the Federal Reserve of government bonds. This, of course, makes idle money, with the tendency to force this credit into business and it logically could be a revival of confidence.

One of the current problems of the Administration is expansion of capital goods, or saying this in another way—goods that are required to supply goods, which people use; capital goods rather than goods which are consumed. In other words, the Government must assist business in developing along the lines of construction.

For those investors holding bonds, particular attention should be given to the holdings as the New Deal is liable to hurt many industries while, on the other hand, it helps others. For those investors holding stocks, normal recovery should carry for some time. They also have the benefit of inflation and the advantage of higher prices. Again, however, careful attention should be given, in that earnings are liable to be affected by conditions in many industries.

J. H. Petter.

### Proceedings of the Grand Rapids Bankruptcy Court

September 7, 1933. On this day the schedules, reference, and adjudication in the matter of Ralph H. Bowman, bankrupt No. 5420, were received. The bankrupt is a laborer of Muskegon, Michigan. The schedules show total assets of \$830.00 (of which \$330.00 are claimed exempt), and total liabilities of \$1,323.15, listing the following creditors:

Associated Investment Co., Muskegon	220.02
Turner, Engle & Cochran, Muskegon	100.00
Fawley-Abbott Co., Muskegon	20.00
Bishop Furniture Co., Muskegon	19.00
Dr. A. W. Mulligan, Muskegon	2.00
Svenor Dairy, Muskegon	2.50
Division St. Green House, Muskegon	4.50
Peoples Credit Clothing Co., Muskegon	55.00
Budd's Jewelry, Muskegon	8.90
Cooper's Flower Shop, Muskegon	2.50
Dr. Devere R. Boyd, Muskegon	140.00
Dr. C. J. Bloom, Muskegon	75.00
Dr. R. J. Douglas, Muskegon	8.00
Dr. C. M. Colignon, Muskegon	2.00
Dr. J. A. Racette, Muskegon	800
Dr. A. A. Spoor, Muskegon	15.00
Hackley Hospital, Muskegon	110.00
Mr. Hubbard, Muskegon	10.00
Wm. D. Hardy Co., Muskegon	33.00
Grossman's, Muskegon	50.00
Ned Martin, Muskegon	50.00

Alice Jane Shop, Muskegon	35.00
Towner Hardware Co., Muskegon	10.00
Square Clothing Co., Muskegon	8.00
Aron's, Muskegon	18.00
Pine St. Furniture Co., Muskegon	9.00
Hall Electric Co., Muskegon	1.00
A. R. Damm Hardware, Muskegon	9.00
Piper Auto Sales, Muskegon	5.00
Jimmie & Jerry's Grocery, Muskegon Hts.	60.00
Highland Park Dairy, Muskegon	15.00
Bakker's Hair Shop, Muskegon	3.00
Mueller Jewelry House, Muskegon	8.00

September 8, 1933. On this day the schedules, reference, and adjudication in the matter of Thomas W. Butler, bankrupt No. 5425, were received. The bankrupt is a proprietor of a billiards and tobacco store of Dowagiac, Michigan. The schedules show total assets of \$3,316.80 (of which \$2,500.00 are claimed exempt), and total liabilities of \$2,775.43, listing the following creditors:

City of Dowagiac, personal taxes	\$ 12.15
County, School Road & State Taxes	32.96
Sales Tax	12.00
Ezra G. Nodruff, Dowagiac	342.50
A. H. Gawthrop, Dowagiac	212.00
Dowagiac National Bank, Dowagiac	280.00
Co-Operative Building & Loan Ass'n, Dowagiac	600.00
S. F. Snell, Dowagiac	428.00
Dowagiac Bottling Works, Dowagiac	90.00
Mable Burke, Dowagiac	712.88
Mich. Gas & Electric, Dowagiac	32.84
Artesian Ice Co., Dowagiac	14.31
Burlingame & Stahl, Dowagiac	5.99
Hinckley & Garret, Dowagiac	3.80
Mutual City & Village Insurance Co., Dowagiac	8.00


September 11, 1933. On this day the schedules, reference, and adjudication in the matter of Oscar J. Martin and Edward W. Martin, co-partners doing business as Martin's Drug Store, bankrupt No. 5429, were received. The bankrupt is located at Grand Rapids, Michigan. The schedules show total assets of \$3,315.77, and total liabilities of \$3,508.67, listing the following creditors:

City Treas. & State Treas., G. R.	\$259.36
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12 Community Offices



Heyboer Company, G. R.	1,005.37
Hazeltine & Perkins Drug Co., G. R.	510.17
G. R. Trust Co., G. R.	860.00
Koeze Mfg. Co., G. R.	20.00
Mills Pper Co., G. R.	5.80
Burton Heights Fuel & Building Material Co., G. R.	14.00
John Collier, G. R.	11.50
Michigan Candy Co., G. R.	80.00
A. E. Brooks & Co., G. R.	7.00
Tunis Johnson Cigar Co., G. R.	87.95
G. R. Savings Bank, G. R.	275.00
Berghoff Co., G. R.	3.90
Arctic Ice Cream Co., G. R.	20.66
G. R. Press, G. R.	20.00
Shaw News Co., G. R.	2.00
Locke Insurance Agency, G. R.	63.84
Baldwin Perfume Co., Chicago	4.40
Frederick Stearns & Co., Detroit	36.66
Michigan State Telephone Co., G. R.	27.66
Century Photo Shop, G. R.	3.00
General Cigar Co., Chicago	3.93
G. H. P. Cigar Co., Detroit	2.93
Holland Cigar Co., G. R.	22.88
Vanden Berg Cigar Co., G. R.	8.00
Christy Sales Co., Fremont, O.	3.25
The Vado Sales Corp., Chicago	14.66
Bayuk Cigars, Inc., G. R.	9.79
Rysdale Candy Co., G. R.	15.61
H. E. Skillman, G. R.	105.60
Banker Candy Co., Battle Creek	3.75

September 11, 1933. On this day the schedules, reference, and adjudication in the matter of Howard E. Augspurger, bankrupt No. 5427, were received. The bankrupt is a dealer in tires, batteries, and automobile accessories of Sturgis, Michigan. The schedules show total assets of \$2,105.20 (of which \$859.36 is claimed exempt), and total liabilities of \$7,675.59 listing the following creditors:

Citizens Trust and Savings Bank, Sturgis	5,550.00
The Battery Shop, Kalamazoo	361.16
Chicago Cycle Supply Co., Chicago	89.35
Goodrich Silvertown Tire Co., Kalamazoo	30.83
Goodrich Tire Co., Detroit	1,499.46
R. M. Kaugh Co., Ft. Wayne	84.37
John Simpson, Sturgis	15.77
H. E. Walters, Sturgis	44.65

September 9, 1933. On this day the schedules, reference, and adjudication in the matter of Aage K. Frandsen bankrupt No. 5152, were received. The bankrupt is located at Benton Harbor, Michigan. The schedules show assets of \$450.00 (all of which are claimed exempt), and total liabilities of \$5,784.35, listing the following creditors:

Mildred A. Frandsen, Delton	\$1,472.41
Queen Dress & Shirt Co., Milwaukee	16.30
Japanese Wood Novelty Co., Providence, R. I.	34.45
N. Erlanger, Blumgart & Co., New York City	41.16
English-Amer. Tailoring Corp., Baltimore, Md.	2.94
DeVries Lembeck, Inc., N. Y. C.	4.00
Augusta Knitting Corp., Utica, N. Y.	22.89
Century Ribbon Mills, Inc., N. Y. C.	16
Daisy Whitehead Knitting Co., New York City	6.60
Auerback Bath Robe Co., N. Y. C.	7.06
Kirsch Co., Sturgis	1.66
H. J. Heinz Co., G. R.	6.17
Proctor & Gamble Distrib. Co., Detroit	9.66
Dudley Paper Co., Lansing	6.32
J. Wiss & Sons Co., Newark, N. J.	14.30
Reese & Reese, Omaha, Neb.	18.14
A. Krolk & Co., Inc., Detroit	500.00
David E. Schwab & Co., N. Y. C.	41.10
L. Tweel Importing Co., N.Y.C.	28.57
Munsingwear Corp., Minneapolis	29.96
Frank Levinsohn & Bros., N.Y.C.	70.27
Excella Corp., N. Y. C.	106.41
Durand-McNeil-Horner Co., Chicago	10.68
Bogart & Co., N. Y. C.	4.20
Bishopt-Gerson & Co., Inc., Pittsburg	13.80
Butterick Publishing Co., N. Y. C.	171.41
Arlett Girl Coal Co., Inc., N.Y.C.	8.19
Art Craft Silk Hosiery Mills, Inc., Philadelphia	56.52
Simon Bros., Inc., South Bend	27.17
Van Camp Sea Food Co., San Pedro, Calif.	2.43
Wilson Bros., Chicago	5.51
Bluffton Grocery Co., Bluffton, Ind.	12.96
Eureka Vacuum Cleaner Co., Detroit	3.27
L. & M. Kaufman Bros., Inc., N.Y.C.	.68
Keystone Silver, Inc., N.Y.C.	16.55
Kiddies Canning Cloes Co., Chicago	33.87
Kaybrook Mfg. Co., Inc., N.Y.C.	11.55
A. H. Jackson Mfg. Co., Fremont, Ohio	30.35
William Iselin & Co., Inc., N.Y.C.	17.51
Mrs. Day's Ideal Baby Shoe Co., Danvers, Mass.	4.77
Flexume Corp., Buffalo, N. Y.	58.43
Her Majesty Underwear Co., Phila.	4.08
Hastings National Bank, Hastings	226.13
Houbigant, Inc., N. Y. C.	15.42
The Great Six Co., Winona, Minn.	44.16
Kellogg Sales Co., Battle Creek	7.20
Landauer-Goldstone Co., Milwaukee	4.77
Morris, Mann & Reilly, Inc., Chicago	1.72
P. R. Mitchell Co., Cincinnati	2.25
Mitchell Sales & Storage Inc., Fort Wayne	3.07
Melcher & Landau, Inc., Chicago	.37
Marathon Rubber Products Inc., Wausau, Wis.	1.57
National Garment Co., Massillon, O.	6.34
Novelty Velling Co., N. Y. C.	14.03
Minn. Valley Canning Co., LeSueur, Minn.	6.57
Pioneer Mfg. Co., Cleveland	1.47

Nanyang Lace Co., Inc., N. Y. C.	4.54
Piedmont Plush Mills, Inc., Greenville, S. C.	10.44
W. E. Carrington, Receiver Paxton Canning Co., Paxton, Ill.	1.05
Schreiber-Wallach Co., Cleveland	3.21
M. M. Ruchik, Inc., N. Y. C.	.37
Southern Pen Co., Petersburg, Va.	1.23
Utility Products, Inc., Chicago	58.44
Winship, Boit & Co., Wakefield, Mass.	9.70
Conlon Corp., Chicago	233.10
Stanz Cheese Co., South Bend	3.91
Stuber & Kuck Co., Peoria	5.51
S. M. & R. Co., Inc., Chicago	26.92
Standard Brands, Inc., Chicago	31.86
Sanitary Feather Co., Chicago	.75
Speare Glove Co., Gloversville, N. Y.	1.14
Strutwear Knitting Co., Minneapolis	10.59
rs. A. K. Frandsen, Delton	639.00
Hastings City Bank, Hastings	211.82
Fremont Mfg. Co., Fremont, O.	2.76
Citizens Bank & Trust Co., Elwood, Indiana	1.05
Jas. H. Forbes Tea & Coffee Co., St. Louis, Mo.	.46
Elite Glove Co., Inc., Gloversville, New York	3.28
Emil Eigner & Co., New York City	2.31
Duro Test Corp., N. Y. C.	8.37
The Embossing Co., Lawton, Mich.	.89
Jas. H. Dunham & Co., N. Y. C.	1.26
Corticelli Factors, Inc., N.Y.C.	22.65
Strutwear Knitting Co., Minneapolis	1.93
Cheramy, Inc., N. Y. C.	6.00
Calumet Carton Co., Harvey, Ill.	.45
Creswell Candy Co., Chicago	1.08
Craig Glove Co., Inc., Gloversville, New York	2.93
Bermingham & Prosser Co., Kalamazoo	.64
Vogue Novelty Mfg. Co., Chicago	2.60
Maxine Neckwear Co., Chicago	9.29
Schmidt Knitting Co., Cleveland	8.55
L. N. Gross Co., Cleveland	8.10
Majestic Mirror & Art Co., Chicago	4.39
Arco Playing Card Co., Chicago	1.83
Phoenix Hosiery Co., Milwaukee	31.43
Textile Banking Co., Inc., N. Y. C.	115.14
Hecht Fixture Co., Chicago	27.53
Algoma Mfg. Co., Inc., Algoma, Wis.	6.51
Campus Sweater Co., Cleveland	22.92
E. Albrecht & Son, St. Paul, Minn.	3.68
Herman & Jacobs, Inc.	21.29
A. J. Hilbert & Co., DePere, Wis.	32.10
Commercial Factors Corp., N.Y.C.	4.69
Leacock & Co., N. Y. C.	1.53
Fan C. Pack Co., Inc., N.Y.C.	.75
Overland Candy Corp., Chicago	2.91
Remington Rand, Inc., Chicago	5.03
Arta Picture Co., Chicago	1.38
A. & H. Shillman Co., Baltimore	3.60
Borin-Vivitone Corp., Chicago	.96
T. Buettner & Co., Chicago	74.78
Central Paper Box Co., Peoria	7.37
Dickenson & Co., Inc., N.Y.C.	3.00
Ernest Simons Mfg. Co., Port Chester, N. Y.	27.44
Forest Garment Co., Cleveland	40.84
Flour City Paper Box Co., Minneapolis	5.61
H. G. Fry Glass Co., Rochester, Pa.	10.62
Hills Bros. Co., N. Y. C.	1.73
Western Silver Novelty Corp., N. Y. C.	6.86
Lampole Sportwear Mfg. Co., Cleveland	1.55
The Louray Co., G. R.	3.04
Loose-Wiles Biscuit Co., South Bend	7.44
Massari-Anderson Co., Chicago	1.44
Packers Motor Transit, Chicago	.09
South Bend Electric Co., South Bend	24.59
Steller Drug Co., N. Y. C.	3.25
Tallman Robbins Co., Chicago	.21
W. C. Van Sant & Co., Baltimore	1.05
Happy Maid Frocks, Chicago	17.50
Metropolis Costume Co., Phila.	11.03
Fred Ferguson, Chicago	12.60
West Bend Aluminum Co., West Bend, Wis.	7.65
Benstone Mfg. Co., Inc., Corona, N. Y.	4.80
Bernhard Ulmann Co., Inc., Chicago	7.96
Shaw & Davis, Inc., N. Y. C.	.59
Jacob Cassell, Indianapolis	30.00
The W. Bingham Co., Cleveland	3.93
Indianapolis Cage Corp., Indianapolis	2.13
Royal Tilers, Inc., Chicago	3.47
Butler Bros., Chicago	173.70
Jergens-Woodbury Sales Corp., Cincinnati	1.20
Campus Sweater Co., Cleveland	8.35
Edson, Moore & Co., Detroit	37.55
Samuel Jastrow, Chicago	6.30
G. & S. Knitwear Co., Cleveland	1.32
Helen Zolin Studios, Milwaukee	7.37
Textile Publishing Co.	5.22
Platt's, Chicago	4.29
Elizabeth Arden, Inc., N. Y. C.	1.06
Sommer-Pelzer Co., Cincinnati	6.51
Belding Heminway Co., Chicago	1.71
Richard Hudnut, N. Y. C.	1.80
Kippy-Kit Co., Circleville, O.	1.32
Continental Silver Co., Inc.	
H. Y. Schmidt Glove Co., N. Y. C.	10.89
Julius Kayser & Co., N. Y. C.	60.73
Brooklyn	11.13
Libby-McNeill & Libby, Chicago	3.80
Marshall Field & C., Chicago	17.57
A. Stein & Co., Chicago	15.71
A. Kimball Co., N. Y. C.	.84
Spiegel Bros., N. Y. C.	8.53
Geo. H. Bowman Co., Cleveland	8.16
Monarch Marking System Co., Dayton	3.51
Klein & Co., Philadelphia	7.76
W. R. Payne, Benton Harbor	235.06
R. C. Read & Co., Boston	23.40

In the matter of Thomas W. Butler, bankrupt No. 5425. The first meeting of creditors has been called for September 28, 1933, at 2 P. M.

In the matter of Ralph H. Bowman, bankrupt No. 5420. The first meeting of creditors has been called for September 28, 1933, at 11 A. M.

In the matter of John Masselink, bankrupt No. 5405. The first meeting of creditors has been called for September 27, 1933, at 2 P. M.

In the matter of Harrison Doonan, bankrupt No. 5411. The first meeting of creditors has been called for September 27, 1933, at 2 P. M.

In the matter of Fred Berger, bankrupt No. 5391. The first meeting of creditors has been called for September 27, 1933, at 11 A. M.

In the matter of Clare A. Noffsinger, bankrupt No. 5372. The first meeting of creditors has been called for September 27, 1933, at 11 A. M.

In the matter of Walter E. Wheeler, bankrupt No. 5396. The first meeting of creditors has been called for September 27, 1933, at 10 A. M.

In the matter of Howard E. Augspurger, bankrupt No. 5427. The first meeting of creditors has been called for September 27, 1933, at 10 A. M.

In the matter of Julius Kramer, bankrupt No. 5074, final meeting of creditors was held August 21, 1933. A creditor only present. Trustee's final report and account approved and allowed. Bill of attorney for bankrupt reduced and allowed. Made order for payment of administration expenses and balance funds in part payment of preferred labor claim; no funds for preferred taxes or general creditors. No objection to bankrupt's discharge. Meeting adjourned without date and files returned to Clerk of Court.

In the matter of Walter H. Moul, bankrupt No. 5008, final meeting of creditors was held August 21, 1933. Trustee present and bankrupt represented by Warner, Norcross & Judd, attorneys. Trustee's final report and account approved and allowed. Bill of attorney for bankrupt allowed, subject to payment of all administration expenses. Made order for payment of administration expenses as far as funds would permit; no dividend for creditors. Meeting adjourned without date. No objection to bankrupt's discharge. Files returned to Clerk of Court.

September 11, 1933. On this day the schedules, reference, and adjudication in the matter of Helma Benson and John A. Benson, co-partners operating as Benson's, bankrupt No. 5430, were received. The bankrupt is located at Grand Rapids, Michigan. The schedules show total assets of \$1,536.16 (of which \$10.00 are claimed exempt), and total liabilities of \$3,658.17, listing the following creditors:

City Treasurer, G. R.	\$ 27.04
State of Michigan, sales tax	2.00
Mitchell Brothers, Chicago	1,305.00
Famous Dress Co., Cleveland	213.49
Marinette Knitting Mills, Marinette	230.00
National Ribback, Chicago	39.00
Leocadia Jones, G. R.	525.50
American District Telephone & Telegram, G. R.	49.50
The Grand Rapids Herald, G. R.	10.63
The Grand Rapids Press, G. R.	26.45
American Paper Box Co., G. R.	13.73
Michigan Bell Telephone, G. R.	15.80
Mr. J. Bryce, Detroit	200.00
Mrs. A. Rudine, G. R.	1,000.00
September 12, 1933. On this day the schedules, reference, and adjudication in the matter of Grand Rapids Cut Stone Company, a Michigan Corporation, bankrupt No. 5433, were received. The bankrupt is located at Grand Rapids, Michigan. The schedules show total assets of \$4,317.89, and total liabilities of \$14,393.20, listing the following creditors:	
City Treasurer, G. R.	460.67
James Valentine, G. R.	45.00
Peter Balhuus, G. R.	34.00
James H. Fox, G. R.	31.00
Michigan Stone & Slate Co., Muskegon	35.00
Walter Miles Coal Co., G. R.	34.13
National Lead Co., Chicago	24.46
Patch Wagner Company, Rutland, Vermont	20.00
F. Rainville Co., G. R.	8.10
Simpson Granite Works, G. R.	5.00
Dale Souter, G. R.	25.00
Shawnee Stone Co., Bloomington	189.66
Stair Transfer Co., G. R.	1.87
Michigan State Accident Fund, Lansing	11.88
Standard Oil Co., G. R.	102.16
Wicks-Fuller & Starr, G. R.	10.00
Kroger Grocery Co., G. R.	10.00
Bedford Foundry Co., Bedford	30.82
James H. Fox, G. R.	507.28
Acme Welding Co., G. R.	3.00
Brunner-Lay Co., Chicago	3.44
Bixby Office Supply Co., G. R.	7.74
Builders & Traders Exchange, G. R.	17.50
Carborundum Co., Niagara Falls	20.00
Consumers Power Co., G. R.	115.28
G. R. Sheet Metal Co., G. R.	6.45
G. R. Association of Commerce	37.50
G. R. Forging & Iron Co.	6.95
Goodrich Silvertown Inc., G. R.	29.48
I. H. Gingrich & Sons, G. R.	9.00
Glenridge Stone Co., Millersburg	339.31
Gardner Vail Co., Chicago	12.50
Clare J. Hall, Atty., G. R.	25.00
Irving Casson Davenport Co., Boston	200.00
Leitert Iron Works, G. R.	25.90
Martin Auto Electric Co., G. R.	15.54
Mich. Bell Phone Co., G. R.	38.63

International Harvester Co., Jackson	10.00
Lannan Quarries, Inc., Beaver Dam, Wis.	175.00
Old Kent Bank, G. R.	8,019.82
Connecticut Steam Brown Stone Co., Portland, Conn.	1,250.00
Hodley Quarries, Inc., Bloomington, Ind.	200.00
Vendor Slate Co., Easton, Penn.	440.00
Ross-Republic Marble Co., N.Y.C.	1,800.00

In the matter of Louis Landauer, individually and doing business as The Louis Landauer Hardware, bankrupt No. 5090, final meeting was held under date of August 21, 1933. Fred G. Timmer, trustee, was present. Trustee's final report and account was approved and allowed. Balance bills, notes and accounts receivable sold to Donald Gossett, of Grand Rapids, Mich., for the sum of \$3.00. Trustee's right, title and interest in Lot No. 341 Pasadena Park Addition to the City of Grand Rapids was abandoned as worthless and burdensome. Order was made for the payment of expenses of administration, preferred claims and a first and final dividend to creditors of 11%. No objection to discharge. Final meeting adjourned without date. Files will be returned to U. S. District Court.

In the matter of Borgman Stores, Inc., bankrupt No. 5404. The sale of assets has been called for October 5, 1933, at 10 A. M., starting at store located at 408 West Leonard St., Grand Rapids, Michigan, and continuing until the seven stores are sold. An itemized inventory and appraisal can be seen at the office of the Referee in Bankruptcy.

In the matter of Fred DeHaven, bankrupt No. 5199. The sale of assets has been called for October 4, 1933, at 2 P. M., at the premises formerly occupied by the Bankrupt at No. 135 Cochran Ave., Charlotte, Michigan. The assets consists of store fixtures and equipment of a confectionery store, appraised at \$1,597.47. All interested in such sale should be present at the date and time above stated.

In the matter of Otsego Waxed Paper Co., bankrupt No. 5146. The sale of assets has been called for October 3, 1933, at 2 P. M., at the premises formerly occupied by the Bankrupt at Otsego, Michigan. The assets consists of real estate, machinery, factory equipment, motors and electrical equipment, paper and supplies, all appraised at \$35,484.19. All interested in such sale should be present at the date and time above stated.

### A Business Man's Philosophy

To many young men who came to see me about employment in 1932 I said: "Have you any money?" If they said they had enough to carry them for six months, I suggested that they take a trip around the world, or a trip to Europe if the longer trip could not be financed.

As far as I know my suggestion was followed by only one man. He introduced an improvement that was his own idea. He got married and went to Paris for a honeymoon that lasted six months. He returned recently, very happy and obviously much improved mentally and physically. He had used his time to advantage, acquiring mastery of the language, exploring the rich cultural life of France, and making valuable connections and friendships that will last as long as he lives. If he had stayed home, he probably would have spent an equal sum, and now might be broken in health and spirit.

My advice always to young men is "Invest in yourself." It is foolish for a young man to put small savings out at common interest in the hope of some day reaching a goal of five thousand dollars. The best thing he can do with his initial surplus is to spend it on self-improvement.

Money wisely spent in travel, education, reading and good appearance will pay dividends exceeding anything his capital will earn elsewhere.

William Feather.

At last hog-raisers are dipping into the Washington pork barrel.

NRA will profit nothing if nobody can earn a profit.



## 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.

### Stability Held by Character, Conservatism and Sustained Quality

What means character in merchandise and business? It means just what character means in any man's life. Any merchant who gets the force of this idea into his system has already laid the foundation for success.

This can be illustrated by the experience of any long established, successful concern: Heinz, Lea & Perrins, Ivory, for examples—names which evoke the impression of unquestioned reliability in all of us. But because there are more British business houses with long histories behind them than we have, I illustrate by reference to two or three of those.

A childhood impression of mine which dates from perhaps my fourth year is of stopping at the grocery store in Glasgow with my grandmother and being given a ginger snap to keep me happy while she shopped. Some thirty years later we imported Huntley & Palmers good direct. In the assortment was ginger snaps. The first taste of them brought back vividly the street in which the old Glasgow grocery store was located.

Digging into history a bit, I then learned that possibly the same baker was still in service; because H & P had one man who had baked those ginger snaps for about 50 years. Certain it is that if and when that baker passed to his fathers, other trained under him would carry on with precisely the same flavor, resulting from the same grade and character of ingredients, which had preserved my impression over a full generation.

I am reminded of a medical saying: "Respect old habits—even bad ones." We can think over that saying. Its meaning and true significance will come to us gradually. It means partly that we may well go slow on changes—being sure we are right before we change and holding back determinedly until we are sure. It is better to be known as a bit queer and "set" in our ways than not to be known.

I am reminded also of a legend printed on the preparations of John Wyeth & Brother, Philadelphia, manufacturing pharmacists, which I learned by heart and have never forgotten because so striking: "We claim no proprietorship in our preparations. Our only claim is the purity and excellence of the materials used and the skill and accuracy with which our products are compounded"—and the full formula is printed in plain English on the label.

I told a time ago of buying McVitie & Price ginger bread in Nice and of seeking it ever since—McVitie, you remember, is pronounced macveety. I now learn that this biscuit making house, which originated in Edinburgh and which I did not know had extended out of that Scotch capital city, has plants in Edinburgh, Manchester, Lon-

don and France; and that it is "probably the largest biscuit manufacturer in Europe."

How is it that those British biscuit makers continue to distribute their goods in our country over tariff walls, against ocean freights, export packing expense and what we incline to think is rather keen domestic competition? Maybe the answer is the "excellence of the materials used and the skill and accuracy with which they are compounded."

There are many ways to express the thought that price is not the only consideration in anything. "A low price without quality does not constitute a bargain," says one. "Quality may be high or low" says another. "To get rich quick is a delusion" would perhaps express it best—for that is a common failing.

We are somewhat inclined to regard those Britons as slow. They are not so very slow, after all. But, better than being speedy, perhaps, they are quite sure; and it is worthy of note that they make sure by being satisfied with the recurrence of many small profits.

Fortnum & Mason, for example, as I have told many times and feel I can repeat with propriety, established in London around 1710 and continuous ever since, opened a New York retail house two or three years ago for the sale of groceries. Can you beat that? Well, they beat it themselves anyway, for they have just opened a wholesale department in New York—a department fully justified by their already continent-wide distribution of high grade, exclusive specialties. In fact, distribution from the American house has long extended to Honolulu.

That house bids fair to take the place vacated by Park & Tilford, Acker, Merrill & Condit and other old-timers who have fallen by the wayside of late years, wrecked on the shoals of departure from genuine merit in goods and services. And the fact that Clark & Co. and Hicks & Son continue to flourish in New York as of old indicates clearly that steadfast adherence to high grade goods is always a winning card in merchandising.

"It is not all in the price," as still another good merchant puts it; and as for consistency, of which politicians are often so proud, that's all right, too, provided one is consistently right. Consistency counts for little itself, for one may be consistently wrong—which is not so good.

I know this: That since we ate McVitie & Price's ginger bread squares in Nice, we have looked for them and now that I have word from headquarters that they can be obtained in New York and Boston, I can assure you that soon I shall be able to report that we are taken back to the city on the French Riviera by the remembered flavor thereof.

What does all this mean to the ordinary family grocer? It means that if he devotes himself to the task of knowing about groceries and of being actually what he likes to call himself—the purchasing agent for his customers—he may stand out as individually in his district, neighborhood and vicinity as distinctly and clearly as McVitie & Price loom up in my mind across the Atlantic.

The job has always been worth while for the man who aims to be a grocer all his life, for that man is certain to learn his groceries in full detail. That, as I said last week, is in some respects more difficult now than it was forty years ago, because of the standardization of so many commodities and their packaging uniformly so that stores tend to be much alike.

But, as I also have lately shown, grocers who are masters of their business can build up a special trade and clientele for cheese now as effectively as ever in the past. I am inclined to think that job is easier now because so little specializing in cheese is now done. Packaged, processed, advertised cheeses are now so universal—the average grocery store in its cheese department is so exactly like all other grocery stores—that the man who goes after his own lines individually can stand out more distinctly now than when every grocer did something on his own account in cheese, however unskilful he might be at it.

The same reasoning applies to dried fruits—pointedly to shelled nuts on which, by the way, merchants can specialize in virtually any neighborhood despite the common impression to the contrary—in Scotch and Irish oatmeal—in bulk cereals—to say nothing of individual blends and brands of tea.

Such work always pays. It is the stuff of which true individuality is made. From such efforts springs a clientele which in a surprisingly short time will say of you: "I remember that taste from childhood."

Paul Findlay.

### Shorten Store Hours to Avoid Employing More Men

The N.R.A. people are after grocers who are manipulating their store hours so as to defeat the purposes of the code, and are threatening to take their emblem from them. The Government takes the position that grocers who signed the code cannot shorten their store hours so as to avoid the employment of more people.

The code authorities have issued the following statement:

It is the intent of the Administration in Washington to shorten hours of operation as well as to put more people to work and raise wages.

The President's Re-employment Agreement does not place any limitation on store-hour operation and the N. R. A. in general will not sanction any group agreement as to store hours.

The N. R. A. Administration has also given out the text of a warning which they sent to the Indiana Retail Grocers' Association as follows:


You are urged to give serious consideration to the fact that in several local communities retailers are making joint agreements to shorten store hours. This is not in keeping with either the spirit or the fact as expressed in the President's Re-employment Agreement or in the President's statements regarding re-employment, of which the essence is to effect an increase both in re-employment and in wages to those employed.

In the Presidential agreement the absolute minimum hours of any store which customarily operated more than 52 hours is 52 hours. The average number of hours which retail grocers were open was by their national committee stated to be 73 hours. They said they did not want their hours shortened because of possible loss of business. On this representation grocers were given especial consideration and allowed 48 hours' work for the employees. If the store hours are reduced by agreement to any number of hours below 63 hours the re-employment which is anticipated through the allowance of the 48-man hours each week will not be obtained and the understanding upon which the food and grocery distributors and the retail codes was based will not have been carried out.

The proposal to shorten store hours is in violation of Section 8 of the President's Re-employment Agreement. Re-consideration of the provisions of the retail codes and possible withdrawal of insignia will be necessary immediately if community or concerted action to shorten store operating hours is taken.

What is defeat? Nothing but education; nothing but the first step to something better.—Wendell Phillips.

Americans trust Roosevelt's brains more than his Brain Trust.



# JUNKET

REG. U. S. PAT. OFF.

## POWDER or TABLETS

Make Milk into Cool, Creamy Desserts—No Cooking.

The Junket Folks, Little Falls, N.Y.

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

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



A complete line of canned vegetables and fruits



## MEAT DEALER

### Health-Building Properties of Oysters as Food

It is a popular fallacy that oysters should not be eaten during the months which are not spelled with an "R." This fallacy has been so thoroughly impressed upon us since childhood that a large proportion of the population omits oyster eating during the months of May, June, July and August, thus deferring their demands upon the oyster fishermen until September.

Until recent years, there was a good reason why oysters were not recommended as a food during these hot months. In times gone by, the oyster luggers, under sail, took several days to bring in oysters from the oyster reefs or beds.

At times, when contrary winds were encountered, as much as four or five days' time would elapse, before the oysters reached the counter for consumption. Then, too, in those days, refrigeration facilities were lacking at the oyster counters.

To-day—when the luggers, equipped with motors, transport oysters from reefs or beds to oyster counters in from six to eight hours, and with the improved refrigerating facilities that exist at present—oysters sold by any of the reputable dealers are recommended as a safe hot weather food.

If you like oysters and would like to find a substitute for a heavy, hot cooked dinner you may find the following suggestion to your liking. And in satisfying your desire for this type of meal you also do away with the labor necessary for cooking the ordinary dinner, a far from desirable task on a hot day.

Ice cold raw oysters, with crackers and iced tea or some other cold drink is the menu you may find to your liking on some of the nights when the heat is stifling and warm foods are too much of a reminder of the temperature.

The husband who encourages his wife to prepare a meal such as that described above not only may add to his wife's good humor but he may also find that he will be able to sleep better on a hot night than if he had eaten a warm meal.

The most popular method of serving oysters is in the form of a stew, according to 52 per cent. of the housewives included in a study of consumer preferences for different methods of preparing oysters which was made by the Bureau of Fisheries. Other popular methods are scalloped, as a soup, as a dressing, baked, and in salads.

If you are fortunate enough to like oysters served raw you will get the full benefit of the vitamins they contain.

If you want to find some new recipes and new methods of preparing oysters write to the Superintendent of Public Documents for Bureau of Fisheries Economic Circular 58 (5 cents). It contains 98 recipes on the preparation of oysters.

If you are interested in further pursuing your study into the subject of oysters, write to the Superintendent of Public Documents for Fishery Circular No. 3 (10 cents). Information Circular No. 9 contains a list of all the publications on the subject of marketing

oysters and oyster fishing; it may be obtained free from the Bureau of Fisheries.

Neither of these publications contain any large measure of enlightenment for the housewife. She will find the methods of preparing oysters suggested in Circular 58 sufficient to satisfy the demands of the most exacting of oyster epicures.

Any discussion on the subject of oyster consumption should not be concluded without referring to the valuable health qualities of oysters. They are rich in iron, copper, manganese, and other salts, making them an ideal food to rebuild the worn out red corpuscles of the blood. Science claims that the iodine content of oysters is useful in preventing common goitre.

Only fresh liver and oysters contain the animal starch called glycogen. Oysters are urged by scientists as a preventative against anaemia, and are being widely used as a cure for this disease.

So you may eat oysters both during the months without an "R" and with an "R" with the confidence that you are helping your system to rebuild the red corpuscles in your blood, which means the return of the energetic feeling which comes with a healthy blood system.

Frank E. Bell,

Commissioner U. S. Bureau of Fisheries.

### Frog Legs in American Fare

Frog legs as food, first popularized in this country by imported French chefs, has shown a large increase in America during the last 25 years.

Figures of the Bureau of Fisheries show that the value of frogs marketed in 1931, the last year for which figures are available, amounted to \$144,527, or about four times the value of those sold in 1908.

The data shows that 890 fishermen were employed on a full time basis and 2,189 were employed part time in catching frogs during 1931. The total catch amounted to 986,737 pounds.

The Atchafalaya, Mississippi, and Red Rivers in Louisiana, and Lake Okeechobee and other interior waters, in Florida, are the chief sources of the commercial supply of frog legs.

Success in artificially raising frogs has not been achieved in this country although in Japan "frog farming" has been carried on advantageously. This is possible, however, largely because of the cheapness of labor in Japan.

Most of the "frog farms" in this country are natural marshy areas or ponds adapted as to food supply and environment for raising frogs. In such areas, says the Bureau, frogs will thrive and multiply without attention from the owner of the land.

Part of the failure to raise frogs artificially in this country is due to their feeding habits. They will not eat dead fish, vegetable refuse or the like but require living food. Most of their food supply is made up of small insects, although in the adult stage they eat small fish and young turtles.

In the eastern United States the edible species are the common bullfrog, the green frog, the southern bullfrog, the leopard frog, the southern leopard frog and the pickerel frog. In the western States the edible species

are the yellow-legged frog, the western frog and the western bullfrog.

The common bullfrog is the largest North American species, reaching a length of eight inches. This species ranges from the Gulf Coast to southern Canada and from the Atlantic to the Rocky Mountains. It takes a little more than two years for the species to reach maturity.

Most of the frogs taken in this country for commercial sale are captured with grabs or with spears and lines.

At one time the supply of frogs was so reduced by the commercial fishermen that several States enacted game laws for their protection.

### The Poems on the Front Cover

Grand Rapids, Sept. 14 — When I went home to lunch this noon I picked up the Michigan Tradesman which had just come in the morning mail and read with a great deal of interest and pleasure the poem on the front cover entitled "When I am dead."

I read it aloud to the whole family, including an uncle and aunt of ours who are visiting here from California and they thought so much of it that they wanted me to have some copies typed, so they might take them home.

They are both Christian Scientists and this poem appealed to them very strongly.

How true it is that we say good things about people after they have passed beyond, but forget to say them while they are still alive when they can appreciate what we say.

I remember a great many years ago after you had begun printing on the front cover, not only good poems, but other good articles and essays for quite a while, you had an opportunity to sell the front cover to some advertiser. Your good friend, Adolph Krause, of the then Hirth-Krause Co., had on numerous occasions stepped in and complimented you on the articles you were running on the front cover, and when this particular edition came out with an advertisement on the front cover, Mr. Krause stepped in and mildly criticized you for even tem-

porarily discontinuing the printing of the good sayings and poems, telling you that devoting that front cover to these heroics was worth a great deal to you. You know, Mr. Krause is one of the rare combinations of successful business man and philosopher and you, being a hard-headed business man, rather took issue with him and told him that you knew just what that front cover was worth when it contained an advertisement and wanted him to tell you just how much it was worth to you if you used it for the printing of these beautiful poems. Of course, he could not measure this up in dollars and cents, but he still insisted that it was worth a lot to the Michigan Tradesman.

I want to compliment you on being able to lay your hands on some of the most wonderful articles that you print on that front cover that can be obtained and I only wish that I had started in years ago to keep them all.

I have heard of numerous cases where they have been religiously laid aside. There is one particular instance I heard of where a school teacher would go to a store which took your paper and if she couldn't get the storekeeper to give her the front cover she would copy what you had printed that particular week and use it in her school work.

Roy H. Randall.

### Illinois Man To Close Plant Till NRA Blows Over

Elgin, Ill., Sept. 16—Preferring, he said, to quit business altogether than to operate under the NRA, Mr. Benjamin A. Pearsall, head of a dairy products company, today was preparing to close his plant at the end of the month.

In announcing his decision Mr. Pearsall said the National Recovery act was all "coercion and fear, bluff and boycott" and said he would go out of business until it "blows over." Mr. Pearsall has about 100 workers on his pay roll.

Trying to keep a girl pleased is as futile as lathering a mirror and shaving the reflection.

Given shorter hours, workers should strive to do more per hour.

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.

### America Went Haywire on Low Prices

To sell cheap goods, or not to sell cheap goods that is the question. There have been orations and articles galore on the subject. As in almost all discussions the truth lies about half way between the extremes. Unfortunately, if a writer, or speaker, expresses the opinion that in recent years too much attention has been devoted, and too much time has been given, to the seeking out and selling of low priced goods, then this speaker or writer is immediately accused of advocating that a dealer should sell nothing but high priced goods, and should not sell any low priced goods.

On the other hand, if he advocates the sale of certain low priced items then he is put in the class as advocating nothing but low priced items. Is there not a middle ground between these two extremes?

Let's look back to the selling of hardware a generation ago. Take for instance cutlery. Jobbers not only carried high priced lines of cutlery such as Wostenholme, Rogers, as well as American high grade goods, but they also carried in stock a lot of cheap German goods. When a salesman started out, in his trunks were various rolls of the various lines. Some dealers carried in stock nothing but high quality goods. Other dealers, especially general stores bought and sold nothing but the cheaper class of goods. There were still other merchants who carried both high and low quality and were in position to take care of the purchases of any class of customers. If a salesman started out with his line of cutlery and sold nothing but the cheap German goods this would have been a source of great surprise to his sales manager. He would quickly have been asked if merchants on his territory were not buying anything besides this trash. As a matter of fact there was then no argument about high or low priced cutlery. It was taken for granted there was a demand for both kinds. Therefore, both kinds were stocked and sold.

Now take the sale of arms a generation ago. There were, of course, high grade arms. Practically all of the first class brands of arms sold in this country today were sold a generation ago. It was nothing unusual for a salesman to take orders for double guns ranging from \$75 to \$200 each. Sometimes even special orders for more expensive arms either to be made in this country or to be imported from abroad. On the other hand, probably the present generation have no conception whatever of the cheap trash in the shape of single barrel and double barrel shotguns and rifles that were imported and sold a generation ago. Most of these cheap guns and rifles were manufactured in Belgium. There workmanship was something terrible. Many of these guns were painted, barrels and all, to give them an attractive appearance. Practically all of them were hand made. Parts for them were

not interchangeable and, of course, this was great for the old gunsmiths who did a lucrative business filing out parts for this class of arms.

The guns of those days, of course, had hammers. Many of them were muzzle loaders and there was a great sale for EB (Ely Brothers) caps, musket caps, wads, powder and shot. That was a generation when powder pouches and shot pouches, as well as powder horns, were regular stock articles. These goods, of course, were sold at a price, but no salesman, and no jobbing house, and no retailer ever thought of just selling these cheap goods and nothing else. There were high priced goods for the best trade and low priced goods for those who could not afford to buy anything else.

Some young men in the trade talk about mail order house competition as if it were something entirely new. These young merchants of today, of course, were children or were not even born in the days of concerns like E. C. Meacham's Arms Co., of St. Louis, dealers in sporting goods, who issued low priced catalogs and distributed them all over the country. Meacham bought up distress merchandise. He imported in large quantities. Ostensibly he sold only to dealers, but as a matter of fact, as he would sell anybody in town in any line of business, he practically sold direct to consumers as the barber in the town who would collect the money, would sell arms and sporting supplies to anybody.

The same general conditions prevailed in shelf hardware. Foreign padlocks were imported and were sold by jobbers at from 60c to \$1 per dozen. These padlocks, of course, were very crude. They did not pay anybody a fair profit. There were other items of the same nature all through the line of shelf hardware, but these cheap goods were all taken as a matter of course. There was a certain demand for them, but this did not mean that the salesmen and the retailers of those days did not sell large quantities of the best hardware of the day.

The point I am trying to make in this article is that in the early days of the distribution of hardware in this country there were always very cheap goods sold on a small margin. Probably there were more cheap goods offered, especially by foreign manufacturers, than are offered to-day. These goods were bought and sold, but no one ever seemed to gather the idea in those days that it was necessary to sell nothing but cheap goods.

My judgment is, and I know this will subject me to criticism, that in the past few years this entire country, including jobbers, retailers and salesmen, went haywire on cheap goods. The alleged basis for this state of mind on the part of the hardware sellers was the competition of mail order houses and chain stores. Now, let us admit this competition. Let us admit at times it is troublesome, but this competition is no reason in the world for a retailer changing the entire character of his store from high quality goods, to nothing but bargain counters and bargain sales. To my mind this idea of cheapness in buying was just an obsession. It has struck the retailers especially with the idea of

open tables with cheap goods displayed. This, of course, was just an imitation of chain store methods. Then as the retailers hammered the salesmen of jobbers for cheap goods the majority of the salesmen, especially the younger salesmen, went haywire on this idea of selling low priced items. Then in turn the retail dealer and the salesmen hammered the jobber and it was not long before a large number of jobbing buyers went also haywire on this same subject.

What has been the result? The general standard and character and quality of hardware sold the past three years has drifted to a much lowered standard. Many retail merchants and salesmen entirely lost the idea that while it was a good thing to have some cheap goods, for instance as in the old days, there was no reason in the world why all of the better quality of goods should be thrown out and nothing but cheap goods offered to the public. What has been the result? A lowering of the unit sales of both retailers and jobbers. A lowering of the sales volume of the salesmen. It is only a matter of common sense that a profit of 25 per cent. on a total sale of \$4 is \$1, while a profit of 25 per cent. on a total sale of \$6 is \$1.50. In other words, an increase of 50 per cent. in profit at the same percentage in profit on account of the sale of higher priced goods. This simple problem in merchandising seems to have been entirely forgotten by large numbers of retail stores, and their clerks.

Now, let me illustrate what I am driving at by a few actual experiences in buying. I wished to buy a certain tooth powder. I went into a drug store near the Grand Central station at 12 o'clock at night and asked for a can of this powder. It was given to me with a ticket for 19c. I said to the clerk, "I thought the price of this powder was 25c." "Yes, that is the manufacturer's resale price," he answered, "but we sell at 19c." "Just why," I inquired? "Well, to tell you the truth," he replied, "we are meeting the competition of one of the large department stores in New York." "But," I said, "this is 12 o'clock at night and the department store closes at six. Besides I did not even know the department store was making that price. In addition to that I wouldn't walk from here, over 10 blocks, even if the department store was open to save the six cents." This clerk looked at me with a very bored expression and said, "Well anyhow 19c is our price." It is interesting to note that this chain of drug stores of which this is one, has recently gone into receiver's hands.

Here is another outstanding illustration of the fact that cut prices haven't the effect and influence that some dealers think they have. A certain well known manufacturer under contract makes a special brand for a selling organization. These goods under the special brand are exactly the same goods sold by this manufacturer under his own brand. There is no difference whatever except the labels and the stamps. The quality of the two lines is exactly the same in every respect. This fact is well known to jobbers, to retailers and to salesmen. Now this special brand is being sold and is being offered from 10 to 15 per cent. less

than the manufacturer's own brand. The sales are backed up by a strong selling organization. One would suppose under such conditions that the sale of the special brand would gradually take the place of the sale of the manufacturer's brand on account of the difference in price. But what has happened? The sale of this special brand, notwithstanding the cut prices, and notwithstanding all the push that has been put back of the line, has not only not increased in volume, but has actually fallen off in sales.

Of course, the reason for this is that the manufacturer on his own line by wide, excellent and systematic advertising has built up his sales. He has created a large consumer demand. The public know his goods and is willing to pay the price for his brand and is not willing to take the special brand even at a cut price.

Another indication of the value of national advertising, trademarks and consumer demand is in the determination of mail order houses and chain stores to obtain these goods even if they sell them afterwards at cut price. They practically say to the public—here we have these well known brands. There is no question about the quality. We can supply them to you and in addition we will give you the inside price. Mail order houses have found that selling special brands, even at cut prices, was up hill work. With a special unknown brand a cut price means nothing. The consumer naturally concludes that the goods are lower priced because they are of lower quality.

If you should go into a shoe store and a dealer should say here is a pair of shoes at \$4 and another pair at \$5, you might look at these shoes and not be able to see the slightest difference between them, but nevertheless on account of the difference in price the majority of consumers would conclude that the higher priced article was a better quality, or it would not be offered at a higher price. There are many goods that must be bought upon faith. The average buyer is not an expert in judging quality. They always feel that they are protected by a well known brand. But after all is said on this subject of low priced goods, and higher priced goods, isn't the jam into which this country got itself trying to sell goods without any profit the answer? The haywire craze for cut prices, low prices, cheap assortments, good looking goods of poor quality permeated every business in the United States. Almost everything we bought came to pieces. It has almost been impossible to get the good quality of years ago. This state of mind of the country has led to the N. R. A.

Let me close with the following statement made by General Johnson:

"If chisellers under cut you, tell us. Give us the names and we will deal with them in short order. We propose to create conditions under which money can be made and more employment created. There is only one way to do it."

The only one way is to start in right now selling your goods at a reasonable profit. Buy goods on which you can make a profit. Train your salesmen to think in profits and not in volume.—Saunders Norvell in Hardware Age.



## 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.

### Homewares Sales Volume Ahead

Results in the first week of the seasonal promotions of homewares were better than retailers expected. Dollar volume in some stores ranged as much as 10 per cent, ahead of the corresponding period last year. The call for merchandise was general with such items as china and glassware, curtains in retail ranges up to \$6 a pair, low-end electrical appliances and household linens outstanding. The demand for kitchen utensils and accessories was good, buyers said, but not up to the volume levels maintained in other lines. Most of the stores are offering homewares at the higher levels, made necessary by the recovery program.

### Better Grade Glassware Wanted

A growing consumer demand for better price merchandise heartens manufacturers and selling agents of table glassware this week. Stores holding seasonable housewares promotions report that consumers are asking for goblets and other crystal stemware retailing at 25 to 50 cents each. The cheaper types of glassware, which formerly retailed in the 5 and 10 cent ranges, are much less popular than last Fall. Importers handling Swedish and other high price stemware report an increase of 50 per cent. in August sales this year compared with last.

### Linen Orders Heaviest in Years

September buying of linens for men's and women's suits is the heaviest in years. The exceptional call is due in part to the fact that manufacturers are producing linen suits for women for Fall wear and also to the early buying being done for the 1934 men's lightweight suit season. Linens in black, brown and navy are wanted by the women's wear trade for immediate delivery. The advance buying for men's suits is the heaviest in more than five years, with manufacturers seeking assurance that the goods they order now will be delivered around the close of the year.

### Sports Dresses Meet Active Call

Re-orders on sports dresses have been large, with the volume of business at retail on this merchandise the best in several years for the early Fall period. The demand has covered a wide variety of woven woollens and knitted types. Favor for rabbits' hair knitted garments has been notably strong and promises to continue for some time to come. Boucles are also faring well in the several new versions which are being shown. One and two piece models have sold well, with the three-piece styles, however, in considerable request.

### Choose Date for Cotton Week

Selection of the week of May 14 to 19 as the period in which Cotton Week for 1934 will be observed has been announced by George A. Sloan, president of the Cotton Textile Institute. The dates were selected, Mr. Sloan said, at a meeting of institute

officials last Wednesday. Preparations for the 1934 observance by the cotton industry, it was stated at the institute offices, will be started before the close of this month. The institute also announced yesterday that its regular annual meeting and election of officers will be held here Oct. 18.

### Stores Place Straw Hat Orders

An exceptional amount of early buying marks the straw hat market. Retailers have placed orders for much of their 1934 requirements on popular price merchandise. Price advances recently made on straw hats of all kinds will compel the average retailer to ask \$1.95 for hats comparable to those retailed at \$1 this season. Better type straws will sell from \$2.45 up, it was predicted. The heavy buying at this time is believed due to the fear that wholesale prices will go up sharply immediately after the hatter's code is approved and put into effect.

### Predict Shortage of Silks

A virtual shortage of some types of silk goods is said to be looming up as a result of the continuance of the strike in the industry. The walkout of the dyers is already being reflected in a paucity of goods for near-by delivery and will prove an important factor in production which would have been available for later shipment. Prices are notably firm. Acetates, pure-dye, cantons, satins to be used in combination with other weaves and cheap rayon cloths are particularly active. Chinese red and green are gaining in colors.

### Foresee Silk Underwear Delays

A situation in silk underwear on deliveries similar to that which has hampered the dress trade for several weeks is seen as a result of the underwear stoppage. Resident offices took steps to advise their clients of this probability, although it was not expected that the stoppage would prove of long duration. Higher prices were reported as likely, as many silk underwear items, with the possibility of a corresponding adjustment on back orders. The Fall trade in undergarments has been active.

### Leisure Aids Sporting Goods

Increasing sales of sporting goods and equipment, traceable in considerable part to the increased leisure under the NRA program, is reported by leading dealers in this merchandise. In one well-known shop, ten out of the twelve departments showed substantial gains during August and July. At the moment there is an active call for guns, with buying centering on the medium price varieties. Camping equipment has been active, with a large volume done in tennis and golf equipment.

### Corset Orders Notably Good

The course of orders thus far this Fall indicates one of the best seasons in years for corsets and foundation garments. Not only have the Mae West silhouette and the recent trend toward greater slimmness proved stimulating factors, but the diversity of models being shown was said to be a notably favorable factor for corsets. The longer models providing unbroken hiplines and higher bust effects are selling readily. Brassieres also are meeting a greater demand.

There is no better ballast for keeping the mind steady on its keel, and saving it from all risk of crankiness, than business.—Lowell.

Leadership in recent years too often proved unseaworthy.

Our Government should pay the market price for gold, not force shipping of gold ores to Canada to give work there.

Italy has Mussolini. We have Johnson.

## 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

## MICHIGAN BELL TELEPHONE CO.

### LONG DISTANCE RATES ARE SURPRISINGLY LOW

for **60<sup>c</sup>** or less,

between 8:30 p. m. and 4:30 a. m., you can call the following points and talk for three minutes for the rates shown. Rates to other points are proportionately low.

From GRAND RAPIDS to:	Night Station-to-Station Rate
ELYRIA, OHIO	\$.60
SARNIA, ONT.	.55
LA GRANGE, ILL.	.50
CHARLEVOIX	.50
DETROIT	.50
TOLEDO, OHIO	.50

The rates quoted above are Night Station-to-Station rates effective from 8:30 p. m. to 4:30 a. m. Night Station-to-Station rates are approximately 40% less than Day Station-to-Station rates, in most cases. On calls costing 50c or more, a Federal tax applies.

For fastest service, give the operator the telephone number of the person you are calling



## GRAND RAPIDS PAPER BOX CO.

Manufacturers of SET UP and FOLDING PAPER BOXES  
 SPECIAL DIE CUTTING AND MOUNTING  
 GRAND RAPIDS - MICHIGAN

## HOTEL DEPARTMENT

## MICHIGAN HOTEL MEN

## Twentieth Annual Convention Held at Houghton Lake

Preston D. Norton, Managing Director of the Norton Hotel, Detroit, and the Norton Palmer, Windsor, was elected President of the Michigan Hotel Association at its twentieth annual convention which closed Saturday at Johnson's Rustic Tavern, Houghton Lake.

Mr. Norton has served the Association as Secretary for the past three years and was Vice-President two years prior to that time. A graduate lawyer, and raised in the hotel business, Mr. Norton, without question, will give the organization one of the best administrations it has ever had. His genial personality and widespread popularity will assist him in furthering the many activities of the association, which already is considered one of the most active state groups in the American Hotel Association.

Other officers elected were Ralph T. Lee, proprietor of the Lee Plaza and Lee Crest Hotels, Detroit, vice-president; Bruce E. Anderson, proprietor Hotel Olds, Lansing, secretary; and D. J. Gerow, proprietor Elliott House, Sturgis, was elected to serve his second term as treasurer.

The members of the Executive Council elected were as follows: Fred J. Doherty, retiring president, chairman of the council, Hotel Doherty, Clare; Carl H. Montgomery, Post Tavern, Battle Creek; Henry M. Hollister, Bancroft Hotel, Saginaw; John A. Anderson, Hotel Harrington, Port Huron; Walter J. Hodges, Hotel Burdick, Kalamazoo; Wm. L. McManus, Hotel Cushman, Petoskey; E. R. Swett, Hotel Occidental, Muskegon; J. Henry Pichler, Hotel Statler, Detroit; E. J. Bradwell, Hotel Cook Cadillac, Detroit.

District Vice-Presidents elected were: 1st District, M. V. MacKinnon, The Wardell, Detroit; 2nd District, Ed. Dalton, Hotel Dalton, Jackson; 3rd District, Wm. Carroll, Kellogg Hotel, Battle Creek; 4th District, D. J. Gerow, Hotel Elliott, Sturgis; 5th District, J. Hoeksema, Warm Friend Tavern, Holland; 6th District, Lloyd G. Robinson, Hotel Durant, Flint; 7th District, C. W. Holden, St. Clair Inn, St. Clair; 8th District, A. C. Martin, Hotel Steel, St. Johns; 9th District, George C. Anderson, Hotel Park Place, Traverse City; 10th District, F. R. Johnson, Johnson's Rustic Tavern, Prudenville; 11th District, Leon A. Deglman, Hotel Ojibway, Sault Ste. Marie; 12th District, C. A. Robinson, Iron Inn, Iron River; 13th District, O. M. Harrison, Hotel Detroit Leland, Detroit; 14th District, Elmer Hogren, The Whittier, Detroit; 15th District, C. E. Wilson, The Lee Plaza, Detroit; 16th District, John S. Packard, Dearborn Inn, Dearborn; and 17th District, H. V. Heldenbrand, Hotel Waldron, Pontiac.

John A. Anderson, of the Hotel Harrington, Port Huron, was re-elected representative for Michigan on the

American Hotel Association Council.

With the opening of the convention by President Fred J. Doherty, on Friday morning, September 8, at Johnson's Rustic Tavern, Frank Johnson, the host, welcomed the members in a most cordial manner, stating that the entire resort, accommodating over two hundred, was reserved for the hotel men and that all its facilities were at their disposal.

Before the President delivered his address, he appointed on the Nominating Committee, John A. Anderson, Hotel Harrington, Port Huron, Chairman; Leon A. Deglman, Hotel Ojibway, Sault Ste. Marie; Charles E. Wilson, The Lee Plaza, Detroit; E. J. Bradwell, Book Cadillac Hotel, Detroit; and C. W. Holden, St. Clair Inn, St. Clair. He further appointed H. V. Heldenbrand, Hotel Waldron, Pontiac; W. W. Carroll, Kellogg Hotel, Battle Creek; and C. M. Luce, Mertens Hotel,

Educational Committee of the M.H.A., were securing very definite results. He pointed out the need of skilled hands and trained brains to take the place of the present day hotel man. He said that with the retirement of the men now in the industry, educated young men and women must be ready to carry on and continue to elevate the profession of hotel keeping, to a still higher plane. He commended the faculty of the Michigan State College for the recognition their hotel course is getting throughout the country.

With the gradual increase in numbers of attendance at the annual short course at the college, Ruth Mary Myhan, chairman of the committee, said that unquestionably there was a very popular demand for such courses of information about the hotel business and she was confident that the activity would continue to grow as it has during the five years of its existence.



1 2 3 4 5

1. Preston D. Norton, President
2. Ralph T. Lee, Vice-President
3. Bruce E. Anderson, Secretary

4. D. J. Gerow, Treasurer
5. Fred J. Doherty, Chairman Executive Council

Grand Rapids, on the Resolutions Committee, under the Chairmanship of Mr. Heldenbrand.

In his report on the year's activities, President Doherty dwelt on the splendid accomplishments of the committee chairmen and expressed his gratitude for the wholehearted cooperation given him during the two years of his administration.

Preston D. Norton and Ralph T. Lee, secretary and treasurer respectively, reported in detail upon the activities of their offices.

The beer bill of Michigan and other pieces of legislation passed during the year formed the greater part of Bruce Anderson's report as chairman of the legislative committee. He also drew attention to the fact that certain bills with questionable value to hotels had received the attention of his committee.

H. William Klare, director of the Educational Committee, said that he felt the efforts of the Michigan State College, together with those of the

W. W. Carroll, in charge of placing students of the four-year course during the summer vacation in order that they might obtain actual experience, reported that he had received very good cooperation from the members and hotel men outside the state.

M. V. MacKinnon, in charge of insurance activities, said that while the effort to secure lower rates on fire insurance for hotels continued, it was something that would take considerable time to materialize. However, it was hoped that some sizable rate reduction on fireproof hotels at least would be effected this Fall. In this he quoted the thought of E. L. McManus, in charge of American Hotel Association insurance matters.

In spite of the fact many other associations are constantly decreasing in numbers, W. H. Crabb, chairman of the membership committee, presented the applications of fifteen new members since the last meeting. This, he said, proved beyond a doubt that the hotel men of Michigan realize the im-

portance of the work being done by the association.

Protective activities were reported upon by J. E. Williston, chairman of that committee. Urging the members to make use of the agreement with the state police for broadcasting names and descriptions of hotel crooks, Mr. Williston said, "The means for apprehending a large number of these criminals are in your hands. You have but to make use of them."

"There are but very few laws on the statute books of Michigan governing hotels," said Claude S. Carney, chairman of the Board of Commissioners, Department of Labor, who was one of the principle speakers on the program. "It is not the intention of the Department to make life miserable for hotel men by rigid inspection. The majority of hotels in Michigan already comply with the necessary regulations and it is simply a matter of the inspector calling on them and making out his report." Asked what the attitude of the Department was regarding tourist homes the Commissioner stated that he was not concerned with the matter of competition between the small hotel and the tourist home. On the contrary, it was the purpose of the administration to encourage competition in all lines of business. "But," he said, "when we inspect a tourist home, it comes under the same category as the hotel and must comply with the same regulations." Mr. Carney pointed out also that by inspecting tourist homes and bringing them up to the requirements of the hotel as regard sanitary conditions, fire escapes, etc., they became keener competitors of the hotel. This, it might be noted, replies to a difference of opinion among hotel men that this form of competition can be eliminated by placing them under the same regulations as hotels. It was Mr. Carney's thought that instead of eliminating them, it made them more attractive to the traveling public.

"The sales tax was instituted in Michigan to replace real estate tax and to distribute the burden of taxation more evenly by causing every individual to pay instead of just the property owner," said Deputy Attorney General Thomas Ward.

"The results obtained so far are very satisfactory," Mr. Ward stated. He is confident it will be the means of the state meeting many of its financial obligations. He also announced a change in the manner of collecting the tax, when he said that it was the intention of the administration to issue instructions within the very near future, whereby retailers will be given thirty days in order to adjust their records, and thereafter the amount of the tax must not be shown on sales as a separate item, but must be included in the sale price of the article or commodity sold. "The state does not care what you charge for an article, but you must absorb the tax in the retail price," he said. Mr. Ward, in a word, said, "When applying the sales tax to retail sale, ask yourself the following question, 'Are you selling something tangible, and are you selling it to the consumer?'"



The Round Table Discussion on Saturday morning, under the chairmanship of D. J. Gerow, was a continuation of the American Hotel Association Section conducted by John A. Anderson, inasmuch as both dealt with a thorough discussion of the National Recovery code, proper liquor legislation after the repeal of the eighteenth amendment, both of which are national in scope. Matters pertaining to the code were handled by John A. Anderson, and Charles H. Stevenson, both gentlemen having attended the meetings of the committee in Washington and Chicago. Expression of their opinions was very interesting.

The outcome of the discussion regarding the control of liquor following repeal resulted in the appointment by President Norton of the following Special Committee: Walter J. Hodges, chairman, Fred J. Doherty, Ed. Dalton, John A. Anderson, C. M. Luce, F. C. Martindale, A. E. Hamilton, J. E. Frawley, Wm. L. McManus and H. M. Hollister.

The resolutions committee under the chairmanship of H. V. Heldenbrand offered fitting resolutions on the death of the following members in the Association, who passed on during the past year: Floyd E. Doherty, of Reed City; H. D. Smith, of Bellaire; R. W. Reip, Linden; Dave Reid, South Haven; and Paul Buckley, of Ann Arbor.

The following Resolution to the press was also unanimously adopted: Whereas The Michigan Hotel Association has always received excellent cooperation from the hotel press in general, and

Whereas—The representatives of the press have given so freely of their time and interest, be it hereby

Resolved—That the Michigan Hotel Association extend its appreciation and thanks to the various hotel publications, and be it further

Resolved—That this resolution be made a part of our records and a copy sent to each publication.

A Special Committee headed by Walter J. Hodges, presented the following resolution:

The members of the Michigan Hotel Association in annual convention assembled at Houghton Lake, Sept. 8, express approval of the policies, program and intelligent efforts of the present administration of the American Hotel Association, its President, Thomas D. Green, and its National Recovery Committee in framing a satisfactory code under which hotels may operate under the Recovery Act and especially pledge continuing support to them. The Secretary is directed to transmit this resolution to the American Hotel Association in convention at Del Monte, California, and our honorary member, Paul Simon, is requested to carry a copy of the message to the convention.

Johnson's Rustic Tavern, the most outstanding resort in Northern Michigan, and noted for its beautiful roomy tavern and surrounding cottages built of logs taken from his 1500 acre tract of Northern forest, offered the members of the Association many unique facilities for a good time, and it was

almost impossible to take advantage of all of them. Motor boats, horse back riding, swimming, fishing and golfing were among the most popular.

The annual banquet and dance was held on Friday night. Accompanied by his wife, Emory Parnell, well known character artist, of Detroit, kept his audience enthusiastically amused with a series of songs and character skits. The Tavern's splendid orchestra furnished the music for dancing following the banquet.

On behalf of the members of the Association, Charles H. Stevenson presented a solid gold Waltham wrist watch to retiring President Doherty, as a token of the esteem in which he is held by the Association.

The Rustic frolic and buffet supper on Saturday night was voted an event long to be remembered by the association. Frank Johnson, in keeping with the affair, had decorated his beautiful rustic dance hall in true rustic style, even to four improvised enclosures in which were placed, sheep, calves, chickens and tiny pigs. The guests at the party were all dressed in rustic attire or in costume.

First prize for men was won by Ralph T. Lee, second, Preston D. Norton and third by the host, Frank Johnson.

The ladies prizes went to Ruth Mary Myhan, Mrs. John A. Anderson and Mrs. A. E. Hamilton respectively.

A recess in the frolic was called in order that the awards of the golf tournament, played on Saturday afternoon, might be presented to the winning members. The beautiful 22-inch silver trophy cup went to A. E. Dumanois, of Fenton, as first prize, while the second prize, a smaller cup, was won by C. W. Holden, of St. Clair. E. J. Bradwell, of the Book Cadillac Hotel, Detroit, and president of the Detroit Hotel Association, having attained the honor of highest golf score, was awarded a miniature loving cup, some four inches in height.

By resolution and by popular demonstration Frank Johnson was voted an outstanding host.

#### Average Hotel Promoter Ignorant of the Business

Los Angeles, Sept. 16 — I am certainly much pleased to receive an announcement to the effect that henceforth Hotel Stearns, Ludington, is to be under the management of E. T. (Eddie) Moran, who, until recently, has been assistant manager of the Morton Hotel, at Grand Rapids. I have watched the career of this interesting young man for several years and I unhesitatingly say that he is of the right stuff and is bound to make a satisfactory record in the hotel field. Originally I knew him at Hotel Otsego, Jackson, and the Wolverine, Detroit. In these various positions he accumulated many friends and acquaintances, who have been steadfast boosters, and who will, no doubt, continue to patronize him in his new capacity. Mrs. Moran, also, is a distinct asset in the work, and will prove an admirable and attractive hostess at the Stearns. I wish these young people a full measure of success at Ludington. They have a wonderful, up-to-date hotel, in a live city and they know how to conduct it to the satisfaction of their patrons. Wishes for much success.

Newspaper publicity, in the main, is a most wonderful aid, but I never considered it especially desirable in bulletining the plans of the police and other guardians of the peace in their efforts to spy on law-breakers. A hardened criminal is this man Bailey who is being straight-jacketed in an Oklahoma prison, who openly concedes that he was enabled to make various get-aways by being kept in touch with police activities through the daily press. Scotland yard, which has the highest record of accomplishments of any police organization in the world, accomplishes these results by keeping entirely mum as to their modes of operation and detection. Once they are on the trail of a criminal the world at large knows nothing about what is going on and the criminal, also, is very much in the dark. There is another angle to this type of publicity, which Malcolm W. Bingay, a writer for the Detroit Free Press, handled without gloves in an address made at a meeting of the International Association of Chiefs of Police, at a recent convention in Chicago, which appeals to me. He spoke of the "sensational, irresponsible and scandalmongering element of the press" which plays up to the youth of the country, supplying them with ideas of criminal accomplishments which have no place in the moral code outside of the court room. Crime news, at the most, should be published on the same basis as any other news—for what it is intrinsically and comparatively worth as news—and no more. The unholy alliance between police officials and the yellow press has done much toward lowering the moral standard, and certainly supplied a lot of ideas to the youthful element, which they would not, as I have stated, ever secure outside of criminal proceedings.

It is usually the case that hotel promotion is in the hands of somebody who knows nothing about the business, who goes to others who are also shy of hotel knowledge, and induces them to invest their coin in possible hotel fiascos, but one finds the parboiled limit in the person of the real hotel operator who, when the convention season opens, disconnects the institution from its permanent guests in order

(Continued on page 22)

#### CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

#### 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

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

That is why LEADERS of Business and Society make their headquarters at the

#### PANTLIND HOTEL

"An entire city block of Hospitality"

GRAND RAPIDS, MICH.

Rooms \$2.25 and up.

Cafeteria -:- Sandwich Shop

#### MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -:- 400 Baths

RATES

\$2.50 and up per day.

#### 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

#### Hotel Milner

Formerly Herkimer Hotel  
323 S. Division—Phone 8-1471

\$1.00 Day — \$3.00 Week

Guest Laundry Done Free

First Class Cafe in Connection

Sunday Dinners 35c—40c

All Brands of Beer—6 A. M. to 2 A. M.

Grand Rapids, Michigan

ALL GOOD ROADS LEAD TO IONIA AND

#### THE REED INN

Excellent Dining Room

Rooms \$1.50 and up

MRS. GEO. SNOW, Mgr.

#### Park Place Hotel

Traverse City

Rates Reasonable—Service Superb

—Location Admirable.

GEO. ANDERSON, Mgr.

ALBERT J. ROKOS, Asst. Mgr.

#### New Hotel Elliott

STURGIS, MICH.

50 Baths 50 Running Water  
European

D. J. GEROW, Prop.

#### Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

EDWARD R. SWETT, Mgr.

Muskegon -:- Michigan

#### Columbia Hotel

KALAMAZOO

Good Place To Tie To

## 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. Clechanowsky, Detroit; M. N. Henry, Lowell; Benj. Peck, Kalamazoo; J. E. Mahar, Pontiac.

### More About Contraceptives

It was with quite a bit of amusement and just a trace of cynicism that the drug trade read your article in a recent issue headed "Preceptives and the Drug Profession."

It can not help but remind one of a certain widely circulated cartoon that appeared last winter when Congress angrily dismissed a certain doorkeeper for alleged attack on the honor of that august body. The cartoon showed Congress, shabby and quite the worse for wear, sitting in a gutter. Around the corner was disappearing a man who had been spanked—the doorkeeper. And Congress was waving an angry fist in the air from its seat in the gutter and shouting, "How dare you attack my good name!"

Thus it is with the drug trade. Pharmacists have handled a very profitable mechanical means of contraception ever since the reign of Charles II. At that time the famous—or infamous, as you prefer—Dr. or Baron Condon invented an appliance, made from the intestine of the sheep to check the dreaded "French disease." It sprang into immediate favor, although it brought the originator so much ridicule that he was forced to change his name.

Even to-day the manufacturers of such articles blandly state that they are made for medicinal purposes only and are to be sold exclusively under a doctor's order or prescription. It is just another of those amusing incidents that you run into so often in a drug store where the manufacturer uses a meaningless phrase to comply with the law.

The profit of the druggist in handling such articles runs from four hundred to as high as six hundred per cent. It is not the purpose of this article to take exception with those who handle this profitable line, rather it is to call attention to the inconsistencies of the article you published. In my personal experience I have found one drug store, owned by a lady and gentleman of the highest personal and professional integrity, who did not handle the above mentioned merchandise.

In all the other stores known to my personal knowledge they are sold promiscuously—to any boy who has attained the age where he thinks he might need them. And very few pharmacists—especially those in the larger cities—can truthfully deny that they

had had calls for the same thing from high school girls. Yet the author under discussion states—possibly with his tongue in his cheek—that we should use discretion in handing the newer methods of contraception across our counters.

Let us compare the old method with the new. Anyone who has the slightest working knowledge of the various jellies on the market, or who has diligently read the literature accompanying them, knows that in ninety-nine per cent of the cases they cannot be used by anyone except married people, most of whose churches have ruled that they have a moral right to use them. It is physically impossible for these jellies to have the large illegal use that do the mechanical means. Every jelly that I have ever seen specifies that the user shall lie in a prone position in bed for eight to ten hours after use, and that if they stand in an erect position during that time the efficiency of the product is lost.

Therefore it is a mere case of deduction to see why the young people who are now using the old methods cannot use the new. The youth of the land will always have the crude mechanical method of contraception as long as drug stores, barber shops, filling stations, etc., carry them. But to the married couples comes this improved, more certain method that belongs to them almost exclusively. It is a method that is not so hasty, that calls for time to complete its purpose, that calls for a proper surrounding atmosphere for its effective use. It is an ethical method that is used by people who have a moral right to, and cannot be used by those who do not.

So I urge the druggists not to swallow a camel and choke on a gnat. Get behind these new products and push them. They are a vast improvement over the merchandise you are now carrying and they are ethical products that you will not have to "bootleg." As I have said before, every time you get a call for one of these jellies you can be almost positive that it will be used legitimately by people who have a right to—it can scarcely be used by others. And you will have taken a step forward toward ethical pharmacy and will not be called upon to compete with the barber shops and filling stations.

C. H. Smedley.  
 Salem, Ind.

### When the Prospect Asks for Something Cheaper

In my younger years I was employed for a time as a clerk and general errand boy in the retail hardware emporium of a shrewd Canadian named Jack Quigley. That austere gentleman caught me one morning in the act of apologizing humbly to a prospective patron for the fact that we did not carry a certain line in stock. Subsequently, he impressed upon me that the one unpardonable sin of retailing was to permit a customer to go out of the store empty-handed. "Your job," my employer reminded me, "is to sell the merchandise we have in stock; not to apologize for goods we haven't got."

There is much to be said for the Quigley school of philosophy, and I was minded of my early reprimand the other day when I read a letter

which one of my correspondents sent me to criticize. Here is the missive:

"Thank you for your recent letter, but it is to be regretted that we are not in a position to quote you on second surgeons' gloves for the reason that it is opposed to our policy of not selling second gloves for hospital use."

"This may be a foolish idea of ours, but we are seeing it through on the premise that it is even more dangerous for an operating room to supply a second glove than it is to use a rejected thermometer, a hypodermic that is incorrectly calibrated or a catgut the sterility of which is questioned."

"We will admit that we are losing quite a bit of business on account of this attitude, but we think it is better to sacrifice it rather than sell a second glove which may prove disastrous to the patient or to the surgeon through infection caused by the glove breaking down."

"I realize, Doctor, that what the hospital wants is second gloves, and this

letter is a poor substitute; but it is to be hoped that we may be able to get together on some of the other items you may find yourself interested in from time to time."

Despite the fact that this letter is rather awkward in construction, it is, on the whole, a straightforward presentation of the company's position. Its weakness lies in the fact that it is apologetic where it should have been strongly assertive. No effort whatever is made to sell the first-quality article. The obvious move here was to quote a price on the perfect product; to dwell upon the guarantee and assurance of satisfaction; to contrast the evident risks against the possible "savings" of a few cents per unit, and to express confidence that, after thoughtful consideration, an institution of the character of Blank Hospital would not be content with anything less than the best and safest product available.

Overhead puts many under.

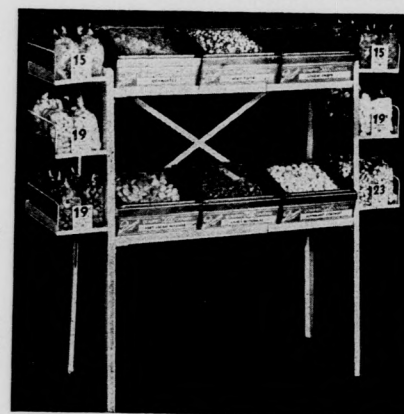
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PUTNAM'S  
ADJUSTABLE  
CANDY  
DISPLAY  
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Strong, Light,  
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Occupies only  
15x34 inches of  
Floor Space

Six Hinged Lid  
Glass Top Metal  
Display Covers  
With Each  
Rack



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 JOBBER  
Will be Glad to  
Give You  
Details of This  
Unusual Offer

Jobbers  
Supplied by

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

Makers of  
**GOOD CANDY**  
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## School Supplies

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

**Hazeltine & Perkins Drug Co.**  
 Grand Rapids  
 Michigan



## Making Money Out of Fruits and Vegetables

Potatoes (Irish)—Buy clean, smooth, firm ones. Best varieties are: Irish Cobbler, round, smooth and white, popular spring and summer variety; Red Bliss, round and red, early season, small but full of flavor; Idaho Russets, large and fine for baking; Green Mountain, standard high quality late variety. Keep away from heat or profits will evaporate. Sort often for rots and decay. Keep your customers well stocked. Push early varieties for profit.

Potatoes (Sweet)—Get both dry-meated and moist-meated, or yam types. Color is not important. Thick, chunky, medium sized sweets that taper toward the ends are preferable. More perishable than Irish potatoes. Introduce both types to all customers. Suggest different ways to prepare them, such as glazed, baked, etc.

Peppers—Learn which kinds your customers want. Use freely to brighten your display. Keep them moving. Suggest for salads, soups, etc.

Radishes—Learn what varieties your customers prefer. Red Button and white Icicle generally sell best. Wash all varieties and trim roots. Always display with plenty of leaves. To freshen, ice or dip in ice water. Keep leaves dry if possible. Suggest as appetizers and garnishes.

Rhubarb (Pie Plant)—Look for freshness in leaves and firm long, straight, red stalks. Adds color to displays. Wilts in a few days. Is sometimes revived by cutting a slice off the bottom and standing in water overnight. Suggest for pies, sauce. Some women think it is a good tonic.

Spinach—Wash if sandy. Remove dry, dead leaves. Place cracked ice on display if possible to keep it fresh. Sprinkle a few times during the day. Pack in ice overnight. Never keep it tightly packed in container or it will heat and spoil. Recommend this as a great health food with an extra store of vitamins. Learn and suggest various methods of cooking.

Squash—There are fifty varieties. Learn which your customers want. Best to cut large winter varieties. A whole one is too large for many families. Avoid bruising. Look out for frozen squash. Winter varieties are best stored in cool, dry room, not piled on top of one another. Suggest summer varieties for cooking, winter for baking.

Sweet Corn—Must be fresh with well-filled kernels. Get good corn or none. Figure your needs closely. Give prominent display to move it fast. Cut a "window" in several ears to show kernels. Spread it on floor, preferably in refrigerator. Sell it quickly. Teach women about different varieties.

Tomatoes—Select ripest ones to sell first. Rewrap green ones. Cut one in half and cover with cellophane to show meaty section. Sort them each morning, picking ripest ones to sell immediately. Tomatoes must be handled gently. Don't pile tomatoes more than two deep. Push them the year 'round. Good supplies are available. Get orders in advance for canning and for catsup making.

Turnips—Fresh turnips come with tops on. Sack turnips are both yellow

and white. Sell fresh turnips before leaves turn yellow. If leaves do turn, cut them off and sell turnips in bulk. High food value. Suggest use of turnip tops as greens.

Confidence is your biggest need. You must have confidence in the quality of your merchandise. You must have confidence in the need for it in the home of every customer.

And you must make your customers confident and trustful that you are giving them a real value in the fresh fruits and vegetables you sell them.

Always suggest to your customers the purchase of those fruits and vegetables that you would be glad to have some other grocer suggest to your own wife. You probably recognize that as the golden rule applied to your job—and let us say here that that is the only policy we have ever seen work successfully and profitably.

Women buy from you day after day. They like what they get. They have faith in you. They tell their friends. These friends come in. And still others hear about the quality fresh fruits and vegetables you sell. They buy often. They buy more. Your turnover speeds up. Your spoilage drops down. Your profits mount—and that is exactly what you are in business for.

## Improving Flavor of Peach by Using Syrup in Canning

When canning peaches and other fruits it is not absolutely necessary to add sugar in any form, but the fruits will have a better flavor to most tastes if the jars are filled with boiling sirup. When any large amount of fruit is being canned, the sirup should be made ready in advance and be boiling hot when the jars are filled, says the United States Bureau of Home Economics.

The sirup not only gives the fruit a better flavor and texture, but by pouring it into the jars just before they are sealed for processing, it helps to drive out air and give a better pack.

Three concentrations of sugar are recommended, depending on the acidity of the fruit, and the way the canned product is to be used. For thin sirup, one cup of sugar should be used to three cups of water; for medium, one cup of sugar to two cups of water; and for thick sirup, one cup of sugar and one cup of water.

In each case the sugar and water should be heated together and stirred carefully until the sugar is dissolved and the sirup brought to a boil. Some of the juice of the fruit may be substituted for water in the sirup to improve the flavor of the product noticeably.

## New Top for Mixing Drinks

A new type shaker-top for mixing beverages has just been put on the market by a silverware concern. The top, made either of silver-plated metal or sterling silver, is credited with making any glass a beverage mixer for soft or hard drinks. The appliance is tapered, being wide at the bottom and narrow at the top. It is equipped with strainer and spout. Turning the top seals it to the glass, without leakage. The silver-plated version is priced to retail at \$1 and the sterling type to retail at \$5.

## WHOLESALE DRUG PRICE CURRENT

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

<b>ACID</b>		<b>GUM</b>		<b>Hemlock, Pu., lb.</b>	
Acetic, No. 8, lb.	06 @ 10	Aloe Barbadoes,		Hemlock Com., lb.	1 00 @ 1 25
Boric, Powd., or		so called, lb. gourds	@ 60	Juniper Ber., lb.	3 00 @ 3 20
Xtal, lb.	08 1/2 @ 20	Powd., lb.	35 @ 45	Juniper W'd, lb.	1 50 @ 1 75
Carbolic, Xtal, lb.	36 @ 43	Aloe, Socotrine,		Lav. Flow., lb.	3 50 @ 4 00
Citric, lb.	35 @ 45	lb.	@ 75	Lav. Gard., lb.	1 25 @ 1 50
Muriatic, Com'l.,		Powd., lb.	@ 80	Lemon, lb.	1 75 @ 2 25
lb.	03 1/2 @ 10	Arabic, first, lb.	@ 40	Mustard, true, ozs.	@ 1 50
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 @ 3 25
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 @ 1 20
<b>ALCOHOL</b>		Asafoetida, lb.	47 @ 50	Pennyroyal, lb.	2 75 @ 3 20
Denatured, No. 5		Asafoetida, Po., lb.	75 @ 82	Peppermint, lb.	4 75 @ 5 40
gal.	44 @ 55	Guaiac, lb.	@ 70	Rose, dr.	@ 2 50
Grain, gal.	4 00 @ 5 00	Guaiac, powd.	@ 75	Rose, Geran., ozs.	50 @ 95
Wood, gal.	50 @ 60	Kino, lb.	@ 90	Rosemary	
<b>ALUM-POTASH, USP</b>		Kino, powd., lb.	@ 1 00	Flowers, lb.	1 00 @ 1 50
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 @ 8 60
<b>AMMONIA</b>		Shellac, Orange,		W. I., lb.	4 50 @ 4 75
Concentrated, lb.	06 @ 18	lb.	22 1/2 @ 30	Sassafras,	
4-F, lb.	05 1/2 @ 13	Ground, lb.	22 1/2 @ 39	true, lb.	1 60 @ 2 20
3-F, lb.	05 1/2 @ 13	Shellac, white,		Syn., lb.	85 @ 1 40
Carbonate, lb.	20 @ 25	(bone dr'd) lb.	35 @ 45	Spearmint, lb.	2 00 @ 2 40
Muriate, Lp., lb.	18 @ 30	Tragacanth,		Tansy, lb.	3 50 @ 4 00
Muriate, Gra., lb.	08 @ 18	No. 1, bbls.	1 60 @ 2 00	Thyme, Red, lb.	1 50 @ 2 00
Muriate, Po., lb.	20 @ 30	No. 2, lbs.	1 50 @ 1 75	Thyme, White, lb.	1 75 @ 2 40
<b>ARSENIC</b>		Pow., lb.	1 25 @ 1 50	Wintergreen	
Pound	07 @ 20	<b>HONEY</b>		Leaf, true, lb.	5 40 @ 6 00
<b>BALSAMS</b>		Pound	25 @ 40	Birch, lb.	3 50 @ 4 00
Copaiba, lb.	60 @ 1 40	<b>HOPS</b>		Syn.	75 @ 1 20
Fir, Cana., lb.	2 00 @ 2 40	1/2 Loose, Pressed	@ 1 25	Wormseed, lb.	3 50 @ 4 00
Fir, Oreg., lb.	50 @ 1 00	lb.	@ 1 25	Wormwood, lb.	4 50 @ 5 00
Peru, lb.	1 70 @ 2 20	<b>HYDROGEN PEROXIDE</b>		<b>OILS HEAVY</b>	
Tolu, lb.	1 50 @ 1 80	Pound, gross	25 00 @ 27 00	Castor, gal.	1 15 @ 1 35
<b>BARKS</b>		1/2 lb., gross	15 00 @ 16 00	Cocoonut, lb.	22 1/2 @ 35
Cassia		1/4 lb., gross	10 00 @ 10 50	Cod Liver, Nor-	
Ordinary, lb.	@ 30	<b>INDIGO</b>		wegian, gal.	1 10 @ 1 50
Ordin., Po., lb.	25 @ 35	Madras, lb.	2 00 @ 2 25	Cot. Seed, gal.	85 @ 1 00
Saigon, lb.	@ 40	<b>INSECT POWDER</b>		Lard, ex., gal.	1 55 @ 1 65
Saigon, Po., lb.	50 @ 60	Pure, lb.	31 @ 41	Lard No. 1, gal.	1 25 @ 1 40
Elm, lb.	40 @ 50	<b>LEAD ACETATE</b>		Linseed, raw, gal.	85 @ 1 00
Elm, Powd., lb.	38 @ 45	Xtal, lb.	17 @ 25	Linseed, boil., gal.	88 @ 1 03
Elm, G'd, lb.	38 @ 45	Powd. & Gran.	25 @ 35	Neatsfoot,	
Sassafras (P'd lb.)	45 @ 35	<b>LICORICE</b>		extra, gal.	80 @ 1 00
Soaptree, cut, lb.	20 @ 30	Extracts, sticks,		Malaga, gal.	2 50 @ 3 00
Soaptree, po., lb.	35 @ 40	per box	1 50 @ 2 00	Pure, gal.	3 00 @ 5 00
<b>BERRIES</b>		Lozenges, lb.	40 @ 50	Sperm, gal.	1 25 @ 1 50
Cubeb, lb.	@ 35	Wafers, (24s) box	@ 1 50	Tanner, gal.	75 @ 90
Cubeb, po., lb.	@ 75	<b>LEAVES</b>		Tar gal.	50 @ 65
Juniper, lb.	10 @ 20	Buchu, lb., short	@ 60	Whale, gal.	@ 2 00
<b>BLUE VITRIOL</b>		Buchu, lb., long	@ 70	<b>OPIUM</b>	
Pound	06 @ 15	Buchu, P'd, lb.	@ 30	Gum, ozs., \$1.40;	
<b>BORAX</b>		Sage, bulk, lb.	25 @ 30	lb.	17 50 @ 20 00
P'd or Xtal, lb.	06 @ 13	Sage, loose	@ 40	Powder, ozs., \$1.40;	
<b>BRIMSTONE</b>		Sage, pressed, 1/4s, lb.	@ 40	lb.	17 50 @ 20 00
Pound	04 @ 10	Sage, ounces	@ 85	Gran., ozs., \$1.40;	
<b>CAMPHOR</b>		Sage, P'd & Grd.	@ 35	lb.	17 50 @ 20 00
Pound	55 @ 75	Senna,		<b>PARAFFINE</b>	
<b>CANTHARIDES</b>		Alexandria, lb.	55 @ 40	Pound	06 1/2 @ 15
Russian, Powd., lb.	@ 35 50	Tinneveilla, lb.	20 @ 30	<b>PEPPER</b>	
Chinese, Powd., lb.	@ 2 00	Powd., lb.	25 @ 35	Black, grd., lb.	25 @ 35
<b>CHALK</b>		Uva Ursi, lb.	@ 31	Red, grd., lb.	45 @ 55
Crayons,		Uva Ursi, P'd, lb.	@ 45	White, grd., lb.	40 @ 45
White, dozen	@ 3 60	<b>LIME</b>		<b>PITCH BURGUNDY</b>	
Dustless, doz.	@ 6 00	Chloride, med., dz.	@ 85	Pound	20 @ 25
French Powder,		Chloride large, dz.	@ 1 45	<b>PETROLATUM</b>	
Coml., lb.	03 1/2 @ 10	<b>LYCOPodium</b>		Amber, Plain, lb.	12 @ 17
Precipitated, lb.	12 @ 15	Pound	45 @ 60	Amber, Carb., lb.	14 @ 19
Prepared, lb.	14 @ 16	<b>MAGNESIA</b>		Cream Whl., lb.	17 @ 22
White, lump, lb.	03 @ 10	Carb., 1/4s, lb.	@ 30	Lily White, lb.	20 @ 25
<b>CAPSICUM</b>		Carb., 1/16s, lb.	@ 32	Snow White, lb.	22 @ 27
Pods, lb.	60 @ 70	Carb., P'd, lb.	15 @ 25	<b>PLASTER PARIS DENT'L</b>	
Powder, lb.	62 @ 75	Oxide, Hea., lb.	@ 75	Barrels	@ 5 75
<b>CLOVES</b>		Oxide, light, lb.	@ 75	Less, lb.	03 1/2 @ 08
Whole, lb.	30 @ 40	<b>MENTHOL</b>		<b>POTASSA</b>	
Powdered, lb.	35 @ 45	Pound	5 00 @ 5 60	Caustic, st'ks, lb.	55 @ 88
<b>COCAINE</b>		<b>MERCURY</b>		Liquor, lb.	@ 40
Ounce	12 68 @ 14 85	Pound	1 25 @ 1 35	<b>POTASSIUM</b>	
<b>COPPERAS</b>		<b>MORPHINE</b>		Acetate lb.	60 @ 56
Xtal, lb.	03 1/4 @ 10	Ounces	@ 11 80	Bicarbonate, lb.	30 @ 35
Powdered, lb.	04 @ 15	1/2s	@ 13 96	Bichromate, lb.	15 @ 25
<b>CREAM TARTAR</b>		<b>MUSTARD</b>		Bromide, lb.	51 @ 72
Pound	23 @ 36	Bulk, Powd.,		Carbonate, lb.	30 @ 35
<b>CUTTLEBONE</b>		select, lb.	45 @ 50	Chlorate,	
Pound	40 @ 50	No. 1, lb.	25 @ 35	Xtal, lb.	17 @ 23
<b>DEXTRINE</b>		<b>NAPHTHALINE</b>		Powd., lb.	17 @ 23
Yellow Corn, lb.	06 1/2 @ 15	Balls, lb.	07 @ 12	Gran., lb.	21 @ 28
White Corn, lb.	07 @ 15	Flake, lb.	07 @ 12	Iodide, lb.	3 36 @ 3 59
<b>EXTRACT</b>		<b>NUTMEG</b>		Permanganate, lb.	22 1/2 @ 35
Witch Hazel, Yel-		Pound	@ 40	Prussiate,	
low Lab., gal.	99 @ 1 82	Powdered, lb.	@ 50	Red lb.	80 @ 90
Licorice, P'd, lb.	50 @ 60	<b>NUX VOMICA</b>		Yellow, lb.	50 @ 60
<b>FLOWER</b>		Pound	@ 25	<b>QUASSIA CHIPS</b>	
Arnica, lb.	50 @ 55	Powdered, lb.	15 @ 25	Pound	25 @ 30
Chamomile,		<b>OIL ESSENTIAL</b>		Powd., lb.	35 @ 40
German, lb.	35 @ 45	Almond,		<b>QUININE</b>	
Roman, lb.	@ 90	Bit., true, ozs.	@ 50	5 oz. cans, ozs.	@ 66
Saffron,		Bit., art., ozs.	@ 30	<b>SAL</b>	
American, lb.	50 @ 55	Sweet, true, lb.	1 25 @ 1 80	Epsom, lb.	03 1/4 @ 10
Spanish, ozs.	@ 1 65	Sw't, art., lbs.	1 00 @ 1 25	Glaubers,	
<b>FORMALDEHYDE, BULK</b>		Amber, crude, lb.	71 @ 1 40	Lump, lb.	03 @ 10
Pound	09 @ 20	Amber, rect., lb.	1 30 @ 2 00	Gran., lb.	03 1/2 @ 10
<b>FULLER'S EARTH</b>		Anise, lb.	1 00 @ 1 60	Nitre,	
Powder, lb.	05 @ 10	Bay, lb.	4 00 @ 4 25	Xtal or Powd.,	10 @ 16
<b>GELATIN</b>		Bergamot lb.	3 00 @ 3 60	Gran., lb.	09 @ 16
Pound	55 @ 65	Cajuput, lb.	1 50 @ 2 00	Rochelle, lb.	17 @ 30
<b>GLUE</b>		Caraway S'd, lb.	2 80 @ 3 40	Soda, lb.	02 1/2 @ 08
Brok., Bro., lb.	20 @ 30	Cassia, USP, lb.	2 10 @ 2 60	<b>SODA</b>	
Gr'd, Dark, lb.	16 @ 22	Cedar Leaf, lb.	1 50 @ 2 00	Ash	03 @ 10
Whi. Flake, lb.	27 1/2 @ 35	Cedar Leaf,		Bicarbonate lb.	03 1/2 @ 10
White G'd, lb.	25 @ 35	Coml., lb.	1 00 @ 1 25	Caustic, Co'l, lb.	08 @ 15
White AXX light,		Citronella, lb.	1 05 @ 1 40	Hyposulphite, lb.	05 @ 10
lb.	@ 40	Cloves, lb.	1 75 @ 2 25	Phosphate, lb.	23 @ 28
Ribbon	42 1/2 @ 50	Croton, lbs.	4 00 @ 4 60	Sulphate,	
<b>GLYCERINE</b>		Cubeb, lb.	4 25 @ 4 80	Xtal, lb.	07 @ 12
Pound	14 1/2 @ 35	Erigeron, lb.	2 70 @ 3 35	Dry, Powd., lb.	12 1/2 @ 20
		Eucalytus, lb.	95 @ 1 60	Silicate, Sol., gal.	40 @ 50
		Fennel	2 00 @ 2 60	<b>TURPENTINE</b>	

# 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

Walnut Meats

## DECLINED

 Kanuck Syrup  
 Royal Baking Powder  
 Mich. H. P. Beans

## 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.	80
Royal, 6 oz., doz.	2 00
Royal, 12 oz., doz.	3 85
Royal, 5 lbs., doz.	20 00



## BREAKFAST FOODS

<b>Kellogg's Brands</b>	
Corn Flakes, No. 136	2 85
Corn Flakes, No. 124	2 85
1 ep, No. 224	2 15
1 ep, No. 250	1 05
Krumbles, No. 412	1 40
Bran Flakes, No. 624	1 90
Bran Flakes, No. 650	85
Rice Krispies, 6 oz.	2 25
All Bran, 10 oz.	2 25
All Bran, 16 oz.	2 70
All Bran, 3 1/2 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 85
Post Toasties, 24s.	2 85
Post Bran, PBF 24	2 95
Post Bran, PBF 36	2 95
Sanka 6-11s.	2 57

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

## BROOMS

Quaker, 8 sewed.	6 75
Warehouse	6 25
Rose	2 30
Winner, 5 sewed.	5 60
Whisk, No. 3	2 25

## BRUSHES

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

<b>Scrub</b>	
Solid Back, 8 in.	1 50
Solid Back, 1 in.	1 75
Pointed Ends	1 25

<b>Shaker</b>	
No. 50	2 00
Peerless	2 60

<b>Shoe</b>	
No. 4-0	2 25
No. 2-0	3 60

## BLEACHER CLEANSER

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

<b>BUTTER COLOR</b>	
Dandelion	2 35

## BLUING

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

## BEANS and PEAS

100 lb. bag	
Dry Lima Beans, 100 lb.	7 50
White H'd P. Beans	4 10
Split Peas, Yell., 60 lb.	3 95
Split Peas, Gr'n, 60 lb.	5 80
Scotch Peas, 100 lb.	7 50

## BURNERS

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

## BOTTLE CAPS

Dbl. Lacquer, 1 gross pkg., per gross	15
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## Red Kidney Beans

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

## String Beans

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

## Wax Beans

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

## Beets

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

## Carrots

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

## Corn

Golden Ban., No. 2	1 35
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. June, No. 10	7 50

## Pumpkin.

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

## Sauerkraut

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

## Spinach

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

## Tomato Juice

Hart, No. 10	
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## CATSUP

Little Sport, 14 oz., dozen	1 18
Sniders, 8 oz. doz.	95
Sniders, 14 oz. doz.	1 55
Quaker, 8 oz. doz.	1 12
Quaker, 14 oz. doz.	1 35

## CHILI SAUCE

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

## OYSTER COCKTAIL

Sniders, 11 oz.	2 00
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## CHEESE

Roquefort	72
Wisconsin Daisy	14 1/2
Wisconsin Twin	14
New York June	24
Sap Sago	44
Brick	18
Michigan Flats	13
Michigan Daisies	13
Wisconsin Longhorn	15
Imported Leyden	24
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, 1/2 lb.	1 60
Kraft, American, 1/2 lb.	1 60
Kraft, Brick, 1/2 lb.	1 60
Kraft, Limbur., 1/2 lb.	1 60

## CHEWING GUM

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

## CHOCOLATE

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

## CLOTHES LINE

Riverside, 50 ft.	2 20
Cupples Cord	2 90

## COFFEE ROASTED

### Lee & Cady

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

## McLaughlin's Kept-Fresh



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

## CONDENSED MILK

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

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

## CIGARS

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

## CONFECTIONERY

### Stick Candy

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

### Mixed Candy

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

### Fancy Chocolate

5 lb. boxes	
Bittersweets, Ass'ted	1 25
Nibble Sticks	1 25
Chocolate Nut Rolls	1 50
Lady Vernon	1 45
Golden Klondikes	1 05

### Gum Drops

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

### Lozenges

A. A. Pep. Lozenges	13
A. A. Pink Lozenges	13
A. A. Choc. Lozenges	13
Motto Hearts	16
Malted Milk Lozenges	19

### Hard Goods

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

### Cough Drops

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

### Specialties

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

## COUPON BOOKS

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

## CREAM OF TARTAR

6 lb. boxes	42
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## DRIED FRUITS

<b>Apples</b>	
N. Y. Fcy., 50 lb. box	13
N. Y. Fcy., 14 oz. pkg.	16

### Apricots

Evaporated, Choice	14 1/2
Evaporated, Ex. Choice	20 00
Fancy	16 1/2
Ex. Fancy Moorpack	

### Citron

10 lb. box	24
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<b>Currents</b> Packages, 11 oz.----- 11 1/2  <b>Dates</b> Imperial, 12s, pitted -- Imperial, 12s, regular - 1 15  <b>Figs</b> Calif., 24-83, case----- 1 70  <b>Peaches</b> Evap. Choice ----- Fancy -----  <b>Peel</b> Lemon, American----- 24 Orange, American----- 24  <b>Raisins</b> Seeded, bulk----- 6 1/2 Thompson's S'dless blk. 6 1/2 Quaker s'dless blk.----- 15 oz.----- 7 1/2 Quaker Seeded, 15 oz.----- 7  <b>California Prunes</b> 90@100, 25 lb. boxes @----- 80@ 90, 25 lb. boxes @----- 70@ 80, 25 lb. boxes @ 07 1/2 60@ 70, 25 lb. boxes @ 08 50@ 60, 25 lb. boxes @----- 40@ 50, 25 lb. boxes @ 09 1/2 30@ 40, 25 lb. boxes @ 10 20@ 30, 25 lb. boxes @ 12 18@ 24, 25 lb. boxes @ 14 1/2  <b>Hominy</b> Pearl, 100 lb. sacks----- 3 50  <b>Bulk Goods</b> Elb. Macaroni, 20 lb. bx. 1 20 Egg Noodle, 10 lb. box 1 25  <b>Pearl Barley</b> 0000 ----- 7 00 Barley Grits----- 5 00 Chester ----- 4 50  <b>Sage</b> East India ----- 10  <b>Tapioca</b> Pearl, 100 lb. sacks----- 7 1/2 Minute, 8 oz., 3 doz.----- 4 05 Dromedary Instant ----- 3 50  <b>Jiffy Punch</b> 3 doz. Carton----- 1 25 Assorted flavors.-----  <b>FRUIT CANS</b> <b>Presto Mason</b> F. O. B. Grand Rapids Half pint----- 7 15 One pint----- 7 40 One quart----- 8 65 Half gallon----- 11 55  <b>FRUIT CAN RUBBERS</b> Presto Red Lip, 2 gro. carton----- 78 Presto White Lip, 2 gro. carton----- 83  <b>GELATINE</b> Jell-o, 3 doz.----- 2 35 Minute, 3 doz.----- 4 05 Plymouth, White----- 1 55 Jelsert, 3 doz.----- 1 40  <b>JELLY AND PRESERVES</b> Pure, 30 lb. pails----- 2 60 Imitation, 30 lb. pails----- 1 60 Pure, 6 oz., Asst., doz.----- 1 90 Pure Pres., 16 oz., dz.----- 1 40  <b>JELLY GLASSES</b> 1/2 Pint Tall, per doz.----- 35  <b>MARGARINE</b> <b>Wilson &amp; Co.'s Brands</b> Nut ----- 09 Special Roll ----- 11 	<b>MATCHES</b> Diamond, No. 5, 144----- 6 15 Searchlight, 144 box----- 6 15 Swan, 144----- 5 20 Diamond, No. 0----- 4 90  <b>Safety Matches</b> Red Top, 5 gross case----- 5 25 Signal Light, 5 gro. cs----- 5 25  <b>MUELLER'S PRODUCTS</b> Macaroni, 9 oz.----- 2 10 Spaghetti, 9 oz.----- 2 10 Elbow Macaroni, 9 oz.----- 2 10 Egg Noodles, 6 oz.----- 2 10 Egg Vermicelli, 6 oz.----- 2 10 Egg Alphabets, 6 oz.----- 2 10 Cooked Spaghetti, 24c, 17 oz.----- 2 20  <b>NUTS</b> <b>Whole</b> Almonds, Peerless----- 15 1/2 Brazil, large----- 12 1/2 Fancy Mixed----- 11 1/2 Filberts, Naples----- 13 Peanuts, Vir. Roasted----- 6 1/2 Peanuts, Jumbo----- 7 1/2 Pecans, 3, star----- 25 Pecans, Jumbo----- 40 Pecans, Mammoth----- 50 Walnuts, Cal.----- 13@21 Hickory----- 07  <b>Salted Peanuts</b> Fancy, No. 1----- 09 1/2 12-1 lb. Cellophane case----- 1 35  <b>Shelled</b> Almonds----- 39 Peanuts, Spanish, 125 lb. bags----- 7 1/2 Filberts----- 32 Pecans, salted----- 45 Walnut, California----- 48  <b>MINCE MEAT</b> None Such, 4 doz.----- 6 20 Quaker, 3 doz. case----- 2 65 Yo Ho, Kegs, wet, lb.----- 16 1/2  <b>OLIVES</b> 7 oz. Jar, Plain, doz.----- 1 05 16 oz. Jar, Plain, doz.----- 1 95 Quart Jars, Plain, doz.----- 3 25 5 Gal. Kegs, each----- 6 50 3 oz. Jar, Stuffed, doz.----- 1 15 8 oz. Jar, Stuffed, doz.----- 2 25 10 oz. Jar, Stuffed, doz.----- 2 65 1 Gal. Jugs, Stuffed, dz.----- 1 95  <b>PARIS GREEN</b> 1/2s ----- 34 1s ----- 32 2s and 5s----- 30  <b>PICKLES</b> <b>Medium Sour</b> 5 gallon, 400 count----- 4 75  <b>Sweet Small</b> 5 gallon, 500----- 7 25 Banner, 6 oz., doz.----- 90 Banner, quarts, doz.----- 2 10 Paw Paw, quarts, doz.----- 2 80  <b>Dill Pickles</b> Gal., 40 to Tin, doz.----- 8 15 32 oz. Glass Thrown----- 1 45  <b>Dill Pickles, Bulk</b> 5 Gal., 200----- 3 65 16 Gal., 650----- 11 25 45 Gal., 1300----- 30 00  <b>RICE</b> Fancy Blue Rose----- 4 50 Fancy Head----- 5 30  <b>RUSKS</b> <b>Postma Biscuit Co.</b> 18 rolls, per case----- 2 10 12 rolls, per case----- 1 39 18 cartons, per case----- 2 35 12 cartons, per case----- 1 57  <b>SALERATUS</b> Arm and Hammer 24s----- 1 50  <b>SAL SODA</b> Granulated, 60 lbs. cs.----- 1 35 Granulated, 18-2 1/2 lb. packages----- 1 10  <b>COD FISH</b> Peerless, 1 lb. boxes----- 18 Old Kent, 1 lb. pure----- 25 	<b>FRESH MEATS</b> <b>Beef</b> Top Steers & Heif.----- 10 Good Steers & Heif.----- 09 Med. Steers & Heif.----- 08 Com. Steers & Heif.----- 07  <b>Veal</b> Top ----- 12 Good ----- 10 Medium ----- 08  <b>Lamb</b> Spring ----- 15 Good ----- 13 Medium ----- 12 Poor ----- 05  <b>Mutton</b> Good ----- 04 1/2 Medium ----- 03 Poor ----- 02  <b>Pork</b> Loin, med.----- 14 Butts ----- 10 Shoulders ----- 07 Spareribs ----- 06 Neck bones----- 03 Trimnings ----- 07  <b>PROVISIONS</b> <b>Barreled Pork</b> Clear Back----- 16 00@18 00 Short Cut, Clear----- 12 00  <b>Dry Salt Meats</b> D S Belles----- 18-29@18-10-09  <b>Lard</b> Pure in tierces----- 7 60 lb. tubs----- advance 1/4 50 lb. tubs----- advance 1/4 20 lb. pails----- advance 3/4 10 lb. pails----- advance 7/8 5 lb. pails----- advance 1 3 lb. pails----- advance 1 Compound tierces----- 8 1/4 Compound, tubs----- 8 3/4  <b>Sausages</b> Bologna----- 10 Liver ----- 13 Frankfort ----- 12 Pork ----- 15 Tongue, Jellied ----- 21 Headcheese ----- 13  <b>Smoked Meats</b> Hams, Cert., 14-16 lb.----- 14 Hams, Cert., Skinned----- 14 16-18 lb.----- @14 Ham, dried beef----- Knuckles ----- @24 California Hams ----- @09 Picnic Boiled Hams ----- @16 Boiled Hams ----- @21 Minced Hams ----- @10 Bacon 4/6 Cert.----- @14  <b>Beef</b> Boneless, rump----- @19 00  <b>Liver</b> Beef ----- 12 Calf ----- 35 Pork ----- 05  'ee Run'g, 32, 26 oz.----- 2 40 Five case lots----- 2 30 Iodized, 32, 26 oz.----- 2 40 Five case lots----- 2 30  <b>RICE</b> Fancy Blue Rose----- 4 50 Fancy Head----- 5 30  <b>BORAX</b> <b>Twenty Mule Team</b> 24, 1 lb. packages----- 3 35 48, 10 oz. packages----- 4 40 96, 1/2 lb. packages----- 4 60  <b>WASHING POWDERS</b> Bon Ami Pd., 18s, box----- 1 90 Bon Ami Cake, 18s----- 1 65 Brillo ----- 85 Chipso, large----- 3 85 Climoline, 4 doz.----- 3 60 Grandma, 100, 5c----- 3 50 Grandma, 24 large----- 3 50 Snowboy, 12 large----- 1 80 Gold Dust, 12 lb.----- 1 80 Golden Rod, 24 lb.----- 4 25 La France Laur, 4 dz.----- 3 65 Old Dutch Clean., 4 dz.----- 3 40 Octagon, 96s----- 3 90 Rinso, 24s----- 4 80 Rinso, 40s----- 2 95 Spotless Cleanser, 48, 20 oz.----- 3 85 Sani Flush, 1 doz.----- 2 25 Sapollo, 3 doz.----- 3 15 Speedee, 3 doz.----- 7 20 Sunbrite, 50s----- 2 10 Wyandott. Cleaner, 24s----- 1 85 	<b>HERRING</b> <b>Holland Herring</b> Mixed, Kegs----- Mixed, half bbls.----- Mixed, bbls.----- Milklers, kegs----- 
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## 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.

### A Promise of a New Retailing

For the first time in the history of retailing merchants have discovered that no branch of retailing is very much different than any other branch and that the common function of distribution of merchandise to the public can be regulated under a common code. Even the drug trade, endeavoring to get a separate code, discovered that it has so many things in common with general retailing that it might well enter the master code, reserving to itself one or two minor and provisional clauses.

The selling of shoes is not very different from the selling of furniture or clothing or dry goods, in those fundamental characteristics of showing and serving the public, advertising, credits and conditions. The only variable in so far as shoes is concerned is the semi-professional feature of fitting and altering shoes for other than normal feet.

So we see, at this writing, the possibility of all retailing being placed under one master code. We are now at the point of patient waiting. The period of confabulations in Washington is about over. Corridor conversation, secretive or excitive, passes with the hearings. The period of obstruction and contradiction is likewise over. Out of Washington will come, in a few days, a code which materially changes all retailing from this day forth.

In exchange for giving to the NRA those benefits in hours and wages calculated to reduce unemployment, retailing as an industry has received the promise of correction of certain trade abuses and the possibility of total elimination of "loss leader" selling. Labor controversies have never been a serious factor at retail, so that the fights in the manufacturing fields present no companion problem at retail. All retailers discovered the same general practices of chiseling, sweat shop pricing and sweat shop retailing give way to a new sportsmanship at retail calculated to improve the possibility for a profit.

But remember this, the code does not of itself supply a retailing heaven. There is much of hell yet to be found in retailing through the errors and aggravations of picking the wrong goods, that will not sell at the higher prices. The Government can give but little more than the bare outline of a possible future Golden Rule for Retailing.

Don't expect too much in the first code. Don't even expect as much as the first drafts indicate. The mere writing of the code is but the beginning of a great experiment to establish fair rules of competition. Revisions will be made from time to time. In fact, if you want the bitter truth, if 1,175,000 stores, employing over 5,000,000 people, do not materially reemploy 800,000 more from the ranks of the unemployed, there will be a revision about Nov. 1 of store hours to insure such reemployment.

New stores will crop up and will employ more people. Some businesses

may have the experience of one live store, which signed the Blue Eagle code and discovered that it could operate with the addition of only 22 new people, on a standing staff of 2100 people. But in the four weeks since the signing of that blanket code, because of the increased business and the increased buying of people (who see in today's value real profit in public purchase) that store has increased its employment by 350 workers. The store owner is only too happy to add new people when the volume of his business increases. Merely adding them, as a gesture of obedience to the Blue Eagle, is not particularly satisfying. That merchant is tremendously enthusiastic over the surge of buying power that has hit his community and it is obvious that if the same thing happens nationally, the NRA, as such, will be a huge success.

The early months of Fall will tell the story, but this thing we can take as a business truth from this day forth. Once the retail code is in operation and once its trade practice provisions are made law, they will be observed and enforced not only for a period of two years, the duration of the law, but for many years to come. It will be a horrible day at retailing, if after the rules were set and found sportsmanlike, that an act of Congress would bring us back to the days of the chisel, knife and the axe.

We commend the rare patience of Deputy Administrator A. D. Whiteside, who has permitted full and complete hearing—revision, addition and reconsideration of every paragraph of the code, to the end that the master code, as presented, will be the biggest contribution towards a better day in retailing.—Boot and Shoe Recorder.

### Average Hotel Promoter Ignorant of the Business

(Continued from page 17)

that he may handle a few transient guests at higher rates. We have had several concrete examples of this type of business in Los Angeles during the present season. A predicted attendance of 100,000 to twice that number, at a convention of war veterans, sent a lot of permanent guests scurrying for accommodations in apartment houses and other quarters. The exact attendance was slightly above 17,000. A portion of this number remained on the Pullmans which brought them to town and a large percentage of the others put up with relatives. Naturally the hotels were mostly "frostbitten" and will now proceed to reorganize and seek to recover that patronage which they have lost. But next season there will be a convention of High Binders, or something else and the regulars will be "shunted" in the customary manner.

Some years ago a hotel manager conceived the idea of issuing credit cards to such as desired to establish a credit with his hotel, but now other hotel men who adopted the idea are having their troubles. For instance, some of them thought it would make a hit if they sent out a bunch of these cards to prospective customers, resulting in the filing of many of them by irresponsibles, and a consequent shower of bad checks. These, with the regulars who occasionally go wrong, proved to be no joke. The moment the hotel man decides that he will cash personal checks for nobody, and requires those with other forms of remittances to identify themselves, he may be said to have arrived mentally.

A Chinese restaurant in London is featuring a new delicacy in the form of eggs which have been buried in soil for twenty years and do not require cooking before eating. For people who are a trifle finicky about their fresh eggs this ought to make a decided hit. It is from this class of epicures that the Chinese "joint" secures most of its patrons.

Hereafter, a new ordinance adopted by the Los Angeles city council and directed against the gangster element, will be put in force immediately. This emergency measure requires that all ex-convicts in the city must register immediately, and must also notify the authorities of any removal. If this is not done there is a heavy fine and imprisonment for the offender. The police authorities predict that at least 95 per cent. of felons now living in the city will leave at once on account of this regulation. If it works out, the problem of handling gangsters will be simplified.

Also the police commission here has decided that hereafter their minions shall obey the law and they have issued a radical order to the effect that any officer who makes an entrance into a private home without a search warrant shall "walk the plank." This was brought about through the disastrous termination of a suit for damages against the city wherein the complainant was awarded a verdict because the officers had overlooked this formality. And, strange as it may seem, the head of the anti-saloon league has acquiesced in this determination to henceforth keep out of trouble. The constitution of California is almost a replica of the National document and the right to hold inviolate the sanctity of the home is going to be strictly adhered to in the future. Hence, the thrifty individual may even use the blossom of the dandelion to prepare his spring tonic and will not be subject to the interference of some booze fighting police "bull" who might otherwise come in and, by inference, threaten him with consignment to the wicked place, or else extract sustenance from his wallet.

That the New York state law limiting the liability of an inn keeper to \$100 in case of loss of baggage, where there has not been a previous agreement between the owners of the baggage and the hotel, is recognized as meaning what it says, is evident from a decision handed down by the supreme court, where a verdict of \$100 was rendered in an action for the loss of a jewelry trunk which was valued at \$15,000 and that amount claimed in the suit. It would be a good thing to have such a law in a good many other states. There has been an epidemic of law suits all over the country wherein an attempt has been made to develop

a goat out of the hotel man, and he has acted the part nobly, but it is high time he were permitted to take a vacation. Recently out here a guest stubbed his toe on a stair carpet and forthwith the hotel man was asked to pony up \$25,000, notwithstanding the fact that no proof was offered to the effect that the said stair covering was in any wise defective. The judge, however, probably sensed that some bootlegger and not the hotel man, was to blame and promptly took the case away from the jury.

Those familiar with most of the 35,000 miles of roads in the thirteen Southern counties of California are unanimous in the opinion that six months of each year are well spent covering the highways of this favored section. Perhaps nowhere in the whole world are so many scenic attractions available to the autoist. Roughly estimated Southern California contains about half the highways of the entire state. Approximately 2,000 miles of these roads belong to the state and are designated and maintained as state highways. Nearly 3,300 miles are designated as county roads. Many of them are paved and are of the very highest type of construction, but all of them are available for comfortable traveling. It is for this reason that Southern California has a larger number of automobiles per capita than any nation in the world. There are approximately two motor cars for every family, and every one of them will be found with 1933 license.

The trend of the times was indicated by a delegate in attendance at the annual police convention here last week, and stopping at my hotel, in a statement he made in a conversation we held in the hotel lobby the other evening. "There are more armed men in America to-day than there were during the civil war," is exactly what he said. If this statement is true, it is sure a sign of retrogression. The constitution, to be sure, gives citizens the right to bear arms, but it is usually conceded these days that arms are unnecessary and that most people are safer without them. I think the most of us would like to see a world without arms. Let us hope that future generations will enjoy such a condition. We plant game in game preserves to overcome the wanton destruction of game in the past, but we allow the use of instruments of destruction which wantonly destroy such game. In the days of pioneering nearly every man carried a gun, but it was for protection against wild animals and savages. But these have passed out of the picture. Now, no thoughtful individual ever thinks it necessary, and very few do so for legitimate purposes. Gun play used to be a normal state of affairs; now it draws a headline in the newspapers because of its rarity. There are

**P**ositive protection  
plus profitable investment  
is the policy of the

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



still too many guns in America—and I am speaking of America only—and what there are are mostly in improper hands. It ought not to be an easy matter to procure firearms even if there is a necessity for them, but what possible excuse can a manufacturer or a dealer give for the making and selling of gatling guns such as are now known to be in the hands of racketeers? If it is proper to require a registration of jail birds, why not require every individual to report on the possession of fire arms and allow the authorities to decide whether they may legitimately retain possession of same?

No matter what may happen in other industries there will never be a five-day week in the hotel business. People must eat and sleep during the entire week of seven days and the probabilities are that hotel patrons will do more eating and sleeping than ever before if they have more idle moments. But arranging for service for an entire seven-day week is yet a problem which a very able committee appointed by the American Hotel Association is trying very hard to bring to a solution.

Some hotel men take the position that guests take pleasure in giving tips to employees who perform satisfactory service. That is all right, but why pass the subject by without a further examination into the facts. All employees do not perform satisfactory service and no one knows this better than the hotel one knows this better than the hotel type is exceedingly rare, take pleasure in performing a service without any particular thought as to the possibility of receiving a gratuity, but most of them size up the guest and serve according to appearances.

Frank S. Verbeck.

#### Items From The Cloverland of Michigan

Sault Ste. Marie, Sept. 18—This is fair week and it looks as if the only thing left to cause any disappointment would be the weather. We have had such a nice long run of fine weather that we are almost looking for it to be too good to last much longer. For the past week we have had some rain and some of the old timers predict rain for the fair. If they win, it will be just too bad, as we have a good exhibit and for the first time for a number of years the co-operation of the merchants, arranging to close one day so that all may patronize the fair. It may be that the school board will also fall in line to close for the afternoon, although last week they would not consent on account of a short term and other reasons. There will be plenty of attractions at the fair this year, including horse races, automobile races and other sports. All of the concessions are taken and if we only have the favorable weather this should be a banner year.

It looks like the C. C. C. camps will continue for another six months from reports received here. The men will be given a chance to re-enlist and those wanting to drop out will make place for new men. The C. C. C. camps have made considerable extra business here and it is hoped that they will continue during the winter.

The future is bound to be brighter, but while waiting for it, is a good idea to enjoy the present.

The building formerly occupied by the Pell and Pell pool rooms at Newberry is being remodeled for the A. & P. Co. All new fixtures, including electric refrigeration and ventilation, are being installed. The new tenant will also have a meat market department. It is expected the new place will be finished for business next week.

Mynor Seaman, one of DeTour's well-known merchants, was a business caller here last Saturday. He was accompanied by his wife and daughter. They remained over for one of the midnight shows, returning later.

Glen Smart, the popular traveling salesman for Swift & Co., returned last week from a visit to the world fair at Chicago. Glen was one of the lucky fellows who won the trip by being high man in selling soap in this territory.

Judge Gillespie and Deputy Sheriff John McKee had an unusual experience last Wednesday morning when Frank Cams called on his honor, hitting him for a little loan to buy some food. After listening to the hard luck story, he had a softening of the heart as well as the deputy sheriff and the two relieved the situation by raising \$1.50 for the distress. You may imagine their surprise when a short time later, at 2:10 the same afternoon, the police brought in the man and his wife for being drunk. This brought about a change of heart again, but this time he gave them ten days, meals included.

Life is much like a game of cards—you play it with the hand that is dealt you. The greatest disgrace is losing with a good hand and the greatest honor is winning with a poor hand.

William G. Tapert.

#### What Vegetables To Buy

On an economy diet, nutritionists say that a family needs, according to its size, a certain number of pounds of "other vegetables"—that is, vegetables other than potatoes and tomatoes—to balance a weekly supply of bread, cereals, milk, meats and so on.

To get the most for your money, how should you choose your vegetables? The United States Bureau of Home Economics suggests a three-way guide:

First, of course, look for the vegetables that are "in season" in your locality, because they will probably be the cheapest vegetables. Second, choose some green-leaved vegetables, some beans or peas, and some yellow-fleshed vegetables. Third, among these different types select the best for bargains, i.e., the vegetables that yield the most food values for the money; to do this you need to "know your onions" very well indeed.

Just now in many places lima beans may be bought within the limits of the small pocketbook. Snap beans may be cheaper, but to many people the limas are an especial treat and they are an excellent food bargain. Sweet corn is plentiful now in many markets, so are beets and Summer squash.

For greens, if you cannot find beet tops or kale, or if spinach is too high now, there is always cabbage, and in some places there is swiss chard, which makes an interesting variation. Again, there are always carrots and onions; and in some places, peas.

How much of a variety can we have within a week's supply, keeping closely within the good food bargains? Here are some of the possibilities, says the Bureau:

Monday, creamed potatoes and kale, or any other greens that may be cheap.

Tuesday, baked tomatoes stuffed with rice.

Wednesday, beans—lima or snaps, and beets.

Thursday, corn on the cob and sliced tomatoes.

Friday, potatoes cooked in their jackets, swiss chard or cabbage.

Saturday, fried corn and yellow squash.

Sunday, mashed potatoes and fried tomatoes.

There are many tempting combinations for this Summer season, which is, of course, opportunity to "make hay while the sun shines"—mineral and vitamin values being the "hay." But one thing to remember in making purchases is this:

Peas and corn lose their sugar rapidly, and if to be served while their flavor is still at its best, they should be used as soon as they are gathered from the garden if possible. These vegetables gradually lose their sugar, even if they are kept on ice, and they lose it very rapidly in a warm room or left in the sunshine.

It is best, of course, for every reason, to buy these and other green or watery vegetables from day to day if you can manage it, and not in advance. If they must be kept overnight, put them in a refrigerator if you can.

#### OUT AROUND

(Continued from page 9)

ous conduct of men. Single-track scientific studies have found one chief cause for many social phenomena, though not always the same one.

And now the American Psychological Association has listened to a new explanation of basic human behavior. Dr. Beardsley Rumel of the University of Chicago finds homesickness, or nostalgia, to be the most powerful factor affecting the habits of humanity. It controls, he says, the shifting of populations and the stability of every settled social order. It inspires patriotism, promotes conservatism and holds the family together. It is the basis of much religious conviction and esthetic sentiment. It is, he claims, a clue to many riddles in social science and should be made a starting point for studies in statesmanship.

Nearly every individual can recognize within himself the impulse which seeks a safe and settled home and will defend it against the restlessness of all the world about him. There is a love of places and the memories attached to them. There is a like love of old acquaintance, which goes deeper than any desire for fresh company and new faces. And there is another and abiding affection for well-tried faiths and firm convictions, which becomes a sort of homesickness in the disturbing presence of new doctrines and unfamiliar opinions.

The nostalgic urge may delay the march of progress and make men stubborn in defense of false standards and outmoded manners of thought and living. But the longing for a home, both for body and mind, has largely laid the course of civilization in the past and will continue to do so through all the chances and changes of the future.

E. A. Stowe.

#### If I Had A Million

The corner grocer says, "if on opening the store some morning a million cold dollars were thrust into my hand, couldn't I have some fun. I could immediately—

Tell that extra good customer who persists in bringing her dog into the store to take her pup out and stay out—but would I?

Tell the woman who pinches all the fruit to have a heart. How would she like such treatment—but would I?

I could double the price of my groceries and lie around in complete idleness—but would I?

I could lock the door right in the face of every customer—grab a fish pole and beat it for the lake—but would I?

I could tell the lady who always wants everything way below cost "to go way back and sit down"—but would I?

I could pay every wholesaler in advance—but would I?

I could sell the poor farmer real butter at the price he now pays for oleo—but would I?

I could put oranges and lots of fresh fruit and vegetables in with the welfare orders to make the unemployed happy—but would I?

I could advertise—but would I?

I could pay for the Tradesman in advance—but would I?

I could argue with every customer, or I could take my time and joke with them—but would I?

I could treat the kids to candy every day—but would I?

I could do all these things without the million, but I couldn't change my nature or my make-up—and would last about as long without the million as I could with it. Sam Sugarsax.

#### Hazy Days

The autumn haze  
Is made of dreams  
When summer falls asleep  
And lends its ways  
It truly seems  
To bosom soft and deep  
Our thrills of Spring, our daisy chain  
And meadows with their song again.

The autumn haze—  
Like incense rare—  
When summer falls asleep  
Appears to raise  
A silent prayer  
That fatal frost may keep  
Aloof from leaf—yet timely bring  
To woods a flood of coloring.

Methinks the haze  
Does represent  
That summer is asleep  
And too portrays  
The banishment  
Of cares which love to creep  
Adown the paths we hope to run  
Till shines another summer sun.  
Charles A. Heath.

Each one of us has had 60,000,000 ancestors since the Norman conquest in 1066.

Two maidservants have been elected to the councils of towns in Czechoslovakia.

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**John L. Lynch Sales Co.**  
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Expert Merchandising  
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#### Business Wants Department

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

WILL EXCHANGE—Toledo real estate for stock of general merchandise. If interested, address No. 599, c/o Michigan Tradesman. 559



## THE IRONY OF FATE

### Chain Store Closes With NRA Signs In Window

In this picture a story has been told. It is a story full of meaning and intensity, full of stark realism, full of life's sinister events. It is an amusing story to some, to others not so pleasant. It is a tale of youth—youth helplessly thrown into the pits of a chaotic world. It is the story of the Iron Mountain A. & P. store which recently closed its doors and moved out, leaving hanging in its window the emblem of the NRA—the emblem which says "We Do Our Part"—our part to aid unemployment by hiring new employees, raising wages, and shortening the working hours—the emblem which was created by our President to halt the complete fall of a crushed, depleted nation—a discouraged, unemployed nation—a nation broke and hungry.

This A. & P. store probably wasn't making enough money so its doors were closed, perhaps leaving behind it some more unemployed people, and leaving another empty building in the hands of a landlord who has had a difficult task to pay even the taxes on it during these trying days of depreciated values. President Roosevelt has asked the business establishments and industries to operate and employ even though it may be highly difficult and discouraging to them because in the long run it will help to carry the nation back to normalcy. The A. & P. store says: No. It hasn't made a lot of money, so it defies the chief executive and closes its doors—and yet, in a seemingly patriotic manner, it proudly displays the NRA blue eagle in its windows. Is this patriotism? Is it something to be proud of? We say, No!

The picture above shows a youth not yet out of his teens standing by and wondering just what it is all about. He knows that when a business establishment closes it throws a number of people out of work, and he also knows that the NRA sign signifies "more employment." But when he sees a "closed" sign and an NRA sign together he becomes puzzled. He can't quite see the connection between the two. No, lad, there is no connection, and there never should be, but strange things do occur at times. And, dear readers, the picture above shows the future destiny of our youth if we are to continue under the chain store system. It plainly illustrates what your boy and my boy will continue to meet at the hands of these chain organizations—no work—nothing to do.

Every loving mother who has children and wishes them to grow up into fine manhood and fine womanhood, every farmer who is receiving almost nothing for his products from the chains, every school teacher whose salary is helped being paid by the independent merchant, every doctor, lawyer, professional man, every public official should stop to consider before making his purchases at chain organizations.

The independent merchants throughout the country are suffering and sacrificing in an effort to comply with the new code, and now comes a chain store

which openly defies it. The latter store now does not deserve your support and patronage.

Mothers, farmers, laborers, professional men, and merchants, too, do you wish to co-operate with the president's code by trading at stores which are fulfilling the NRA agreement? Do you want to take an active part in the greatest battle in our history—the battle against the depression? Do you want to do your part to bring this United States back to happier and more prosperous times? Do you want to lay a solid, healthy foundation for our youths in years to come? Or do you want to be a slacker, and trade at those stores which are using the National blue eagle emblem as a "smoke screen?"

If you want to do your part, the independent merchants, who are spending their money at home, who are paying taxes to help educate your children, deserve your first and only consideration.—Iron Mountain Capitol News.



### THE MASTER CODE

(Continued from page 1)

that is particularly pointed in view of the fact that government officials have indicated their very clear disapproval of all such practices which, they feel, raise the prices of commodities unnecessarily. Perhaps the very competent merchandisers who evolved the Master Code were convinced that inducements to make people buy were more necessary at this time than ever before and so, by their silence, sagely gave their approval to the basic principle. This does not mean, of course, that the premium is completely whitewashed. It was specifically outlawed by the independent retailer's own code adopted in Atlantic City by a little handful of men masquerading under the name of the National Retail Grocers Association and arrogantly assuming to speak for the grocery trade of the entire country, when their organization does not represent 1 per cent. of the total number of grocers in the United States.

The Master Code is, in a sense, a vertical one, and the Government experts on whose laps the codes are laid do not care very much for vertical codes. They will agree that a single set of regulations designed to cover an industry from top to bottom is great in principle, but they deplore its impracticability, particularly for the extremely

complex and widespread food business. While the grocery Master Code may represent a veritable miracle of co-operation between widely-diverse elements in the industry, these co-operating elements still comprise only about 10 per cent. of the entire food business. Clearly, the regulations framed to control that 10 per cent. might not be as acceptable or feasible when applied to the producers and distributors of meats, fish, fresh fruits and vegetables, dairy products and others who play important parts in the food market.

Even if the Master Code becomes nothing more than a perfect pattern to be adopted by individual codes (as has already been done in several instances) it will mark a forward step of great importance. For the first time in the history of the food industry, the lions and the lambs—even the chains and independents—have found grounds for agreement.—H. Deutsch in Advertising & Selling.

### Grocery Terms Opposed

Charging that many of the smaller divisions of manufacturers handling individual food commodities are attempting to force wholesalers to accept reductions in cash discount allowances through new codes, the National American Wholesale Grocers Association warns its members to oppose such moves. The accepted discount rate in most commodities, the Association contends, is 2 per cent. for cash, while many commodity groups are now trying to establish 1 per cent. as the limit. Among the groups reported by the wholesalers to be seeking a change in discount rates are producers of coffee, baking powder, gelatine and macaroni.

### Shoe Orders Are Sharply Off

Orders for men's and women's shoes declined substantially in the wholesale market last week and several producers reported that sales volume for the week would fall behind the figure for the corresponding week last year. The dearth of buying was attributed to the fact that retailers previously had stocked up on merchandise in anticipation of price advances. Both retailers and manufacturers are now waiting for the goods to move into consumption. Imposition of the processing tax on raw materials has added 5 to 15 cents to the retail cost of shoes this month, according to the trade.

### Formal Millinery Vogue Gains

Growing interest in more formal models, together with substantial re-orders for sports millinery, are reported in the trade. Many of the new styles stress the formal type heavily, with velvets notably outstanding. Turbans, particularly of the close-fitting variety, are receiving attention. A strong formal vogue would help greatly to raise the size of the average millinery sale at retail, it was pointed out. Hats of felt, novelty materials, to match accessories, antelope and woolen weaves are also active.

### Select Spring Shoe Colors

Two high style and seven staple colors for women's shoes have been chosen for Spring by the joint committee of tanners, shoe manufacturers and retailers, in co-operation with the Textile Color Card Association. The high fashion shades comprise Spring taupe, a new light taupe developed from the eel gray favored for Fall, and Biscay brown, a light brown. The staples, stressing blues and grays, comprise marine blue, Paris gray, flint gray, Indies brown, Bourbon, sea sand and fawn brown.

### Note Fall Gain in Cosmetics

A gradual improvement in the demand for cosmetics has featured the current month and is expected to broaden out into substantial increases in October. Consumer demand for the so-called essential items, particularly cleansing creams, lotions and hair preparations, has been well maintained, a trend which continued during most of the depression period. The holiday outlook for perfumes and allied lines is seen as much better than a year ago. Popular-price sizes continue to be stressed.

### No Rush to Low Price Field

Manufacturers of better grade items in a wide variety of merchandise ranging from silverware to dresses are showing little desire to bring out lower-end lines in order to meet possible price resistance. Two factors were said to govern: One, the reluctance to enter an unfamiliar price field in which competition among firms long engaged in selling at the lower levels was already keen; the other is the expectation that quality goods will now find a much wider market than in the past three years.

### Candy Sales Show Uptrend

A substantial season rise in sales of packaged chocolates and other candies has developed, with gains of 5 to 10 per cent. over a year ago noted in some instances. Types with nut and fruit centers and "chewy" candy were said to be making a particularly good showing. Higher retail confectionery prices are due, it was added, owing to the rise of 18 to 30 per cent in raw materials and the higher costs of NRA operation. The trade will continue to concentrate on the pound box as the volume seller.

He that would write well must follow the advice of Aristotle—to speak as the common people speak, and to think as the wise think.

Airplanes capable of carrying 250 passengers are predicted by an engineer.





**WE MUST ALL  
UNITE**



## **FOR THE COMMON GOOD**

No one person, no one industry can, alone bring about the improvement hoped for by NRA.

The C. F. Mueller Company was prompt to enroll—we gladly do our part.

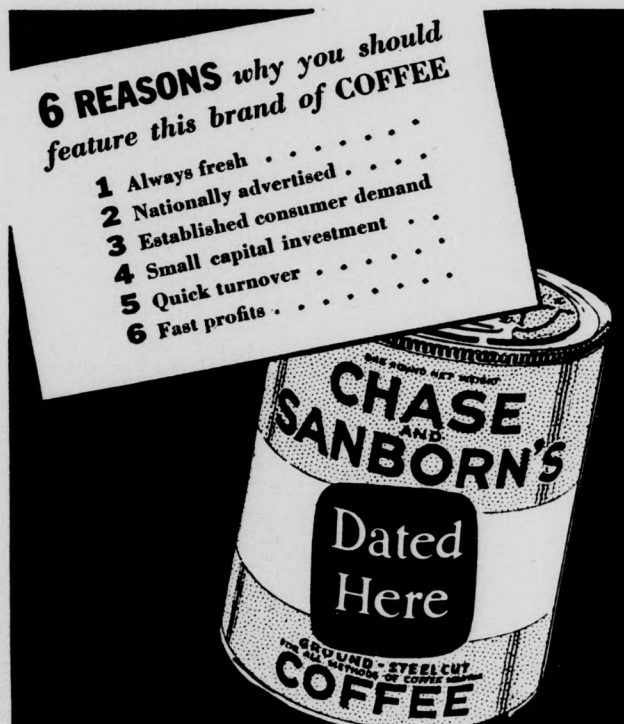
Cooperate by signing up and displaying the Blue Eagle, and speaking of displaying, don't overlook MUELLER'S—the popular Red, White and Blue package.



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**6 REASONS** why you should  
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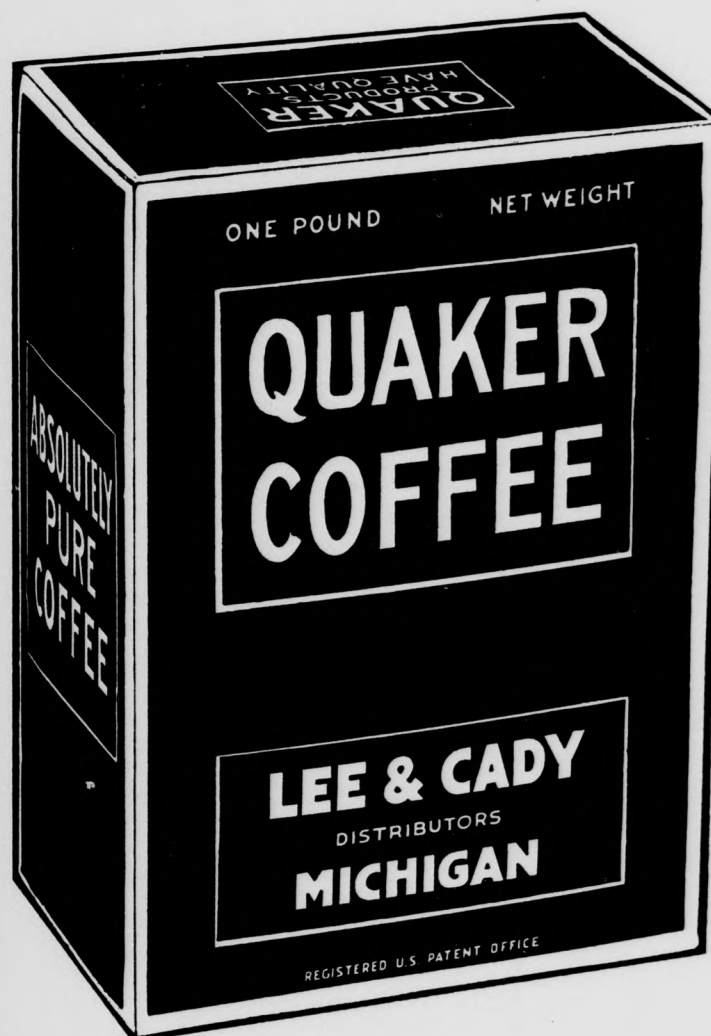
- 1 Always fresh . . . . .
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- 5 Quick turnover . . . . .
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**In the New Attractive Cellophane  
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**The Same High Grade Uniform  
Quality — Lower Cost**

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

## **LEE & CADY**

# Three Tests

Before securities are placed in any trust account in the GRAND RAPIDS TRUST COMPANY they must first pass three tests:

**First:** They must be particularly adapted to the trust in which they are to be placed.

**Second:** There must be diversification of securities. This policy has been pursued by the management for years and found very sound in reducing possible depreciation in both principal and income to a minimum.

**Third:** Securities must be purchased to the best advantage to the trust. Of course, the company never makes one cent of profit on the securities purchased for this purpose. They are put into the trust account at cost.

Our customers have found this manner of building trust accounts most advantageous to them during the recent period of stress.

**GRAND RAPIDS TRUST COMPANY**

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