

Prayer for a Little Home

God send us a little home
To come back to when we roam—
Low walls and fluted tiles,
Wide windows, a view for miles;
Red firelight and deep chairs;
Small white beds upstairs;
Great talk in little nooks;
Dim colors, rows of books;
One picture on each wall;
Not many things at all.
God send us a little ground—
Tall trees standing round,
Homely flowers in brown sod,
Overhead Thy stars, O God!
God bless when winds blow
Our home and all we know.

Florence Bone.



Sign the **NRA** *pledge*

MAKE YOUR OWN MARKET!

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

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

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

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

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

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

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

MICHIGAN TRADESMAN

Fifty-first Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 27, 1933

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MICHIGAN TRADESMAN E. A. Stowe, Editor

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DEVOTED TO the best interests of business men.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

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NRA Conditions

Price Cutting, Refunds, Rebates and Discounts Must Cease

The American field of retail business has become as a battlefield when we compare its fatalities with the record of the bankruptcy courts. The high mortality rate shows there is something wrong in our business ethics. Several reasons are listed in an analysis of causes of business failures; such as incompetency, lack of working capital and over extension of credit. These are the usual causes listed for business failures. In a study of this situation, another important cause should be listed and that is the costly mistake of educating the buying public to demand a low price. This has been carried to such an extent that merchant is arrayed against merchant, and often wholesaler against wholesaler and manufacturer against manufacturer. A low price is not a high ideal. Neither is a high price. Both are extreme examples. Forcing price to extremes either way is bad business ethics. Instead of working upon a co-operative basis, the warfare of competition has largely made the business of supplying people their needs, a commercial war with charges and counter-charges. No wonder there is such high commercial fatality.

President Roosevelt must have had this thought in mind when he conceived the NRA codes and admonished those in business that we must "learn to live and let live." There has been a serious lack of foresight and understanding among American business men, which resulted in a deplorable situation. They educated the public to price, instead of quality. Powerful mail order and chain store corporations, with the aid of thousands of independent merchants, used the low price (often below cost) as a bait to attract the buying public. The people could not help becoming bargain minded, until to-day millions watch the harmful price cutting of deluded merchants, buying their profitless bar-

gains, which retards the coming of prosperity. This has gone on until there is scarcely a living profit for anyone, except those having vast buying power. Unless the present order is changed, the business man of small capital is doomed and business will pass into the hands of the great corporate chains. The business of selling foods, clothing, shoes and other necessities will pass out of the hands of the smaller merchants and no one knows what will become of them.

To-day no individual or company of ordinary means can successfully engage in the oil industry, manufacture trucks or automobiles. Other lines of business are moving in this direction, and cutting prices below a living profit and wage is pushing it along. This, or any other nation, never enjoyed prosperity when prices were driven down to cost. A low price always means a small wage to labor and the producer of raw material. Price should neither be too high nor too low, but should be maintained at a level which will be just to both the producer and consumer. Certain features of the NRA are a step toward industrial truce, in which the white flag of justice shall be honored and price cutting hostilities be brought to an end. For ages men have formed guilds and associations for mutual benefits. To-day, practically every line of business has some form of organization, either local, state or national, or all of them. Many of these organizations have done much to improve quality and certain trade practices, especially among manufacturers. The wholesaler and retailer, who distribute to the consumer have not done as well. Here lies the weak link and chief trouble in the chain of merchandising. Thus far, organization has not been able to control this fatal weakness, in the foundation of business prosperity. Practically everyone is injured by low price standards, as it cuts down the buying power. Food stuffs have long been sacrificed upon the altar of low prices and no profit, which in turn has greatly injured agriculture. It has also slain thousands of merchants, as the records reveal.

When a merchant sacrifices his profit on an article for the purpose of attracting trade he expects to make up the loss on other goods the customer may buy. If his competitors are doing the same thing he is nothing ahead here. Both are following a bad practice. Even the customer does not profit by the merchant's folly. He is simply helping in the warfare that keeps prices low. If a merchant sold all of his goods at cost, he would not be doing the people of his community a favor. There can be no such thing as prosperity unless there is a profit in every sale, except in case of obsolete merchandise. The laborer, the farmer, the miner, the lumberman, everyone who has a part in producing the needs

and luxuries of life, must have a fair profit in order to live happily and maintain a good standard of living.

The big problem is, can business men and women all work toward this end? It might be possible to organize a national association in which every line of business would be represented. Such an organization should be authorized to formulate a code of rules and regulations, somewhat after the NRA commission. It should be empowered to stop all present practices, which have proved so destructive to business prosperity. Its aim would be to get business upon a profitable basis and keep it there. Possibly the future business man or woman will have to possess proper qualifications before being allowed to enter, just as is required of the barber, the dentist, the physician, the undertaker and the banker. He or she may have to show proper fitness for selling merchandise or service. Selling at and below cost will be barred as bad business practice. Every rule and regulation will have to be followed, as the public welfare depends upon it. The new business code of merchandising will be as strictly enforced as the pure food and health laws. A cut price merchant would be "quarantined" in the interest of public business health.

Can business men and women bring about this regulation or will it have to be delegated to the government? This remains to be seen, but one thing is certain and that is, commercial warfare and its price cutting tactics, refunds, rebates and discounts must cease, in the interest of the state and nation. Our whole interests are so closely bound together that we cannot have depression and loss anywhere, without it injuring every other part. We have always taken pride in our liberty and freedom to do as we pleased. However, the world is changing rapidly nowadays and we must learn to do what is best for all and then do it. Restricting price cutting does not cover the whole field of our difficulties, but it will go a long way toward that end. Successful business relations require plenty of circulating medium, money and banking facilities. No man or group of men should be permitted to control money or any other necessity of the people. The era of "big business" must be brought under the anti-trust laws. Monopoly must be destroyed. We are fortunate in having a president who sees the evils which have befallen our Nation and who is planning to "lead us out of the wilderness into the promised land." May we add strength to his arm in his fight for justice and humanity.

E. B. Stebbins.

Rattling of manhole covers is ended by a new resilient ring-shaped cushion, so made that it cements itself in place upon its seat without adhering to the cover.

A Business Man's Philosophy

A few people who know me personally say that they do not see much of me in what I write. If this is true, the answer is that I try to present myself as I should like to be, not as I am.

When I give advice to others I am really giving advice to myself. The act of writing is a source of keen pleasure to me because it is a way of clarifying my thoughts and expressing my ideas. To take vague notions out of one's head and put them on paper where others may appraise them is a delight that, once indulged, is never surrendered.

If no compensation were forthcoming I can honestly say that I would write without pay just for the satisfaction of saying what I want to say in exactly the form I want to say it.

After writing for the eyes of thousands of people, there is no particular thrill in talking to a single person. In conversation it is difficult to say just what you think, because the other person will seldom give you time to finish. But in writing you can continue until you have put the period after the last word.

In a way, then, I am talking and preaching to myself when I write. I could not detect the weaknesses of others if I did not have those weaknesses myself. I complain of nobody without complaining of myself.

William Feather.

Consumption of Meat and Lard Increasing

The United States consumed more meat and lard in 1932 than in the previous year in spite of adverse economic conditions, according to figures made public here to-day by Charles D. Carey, prominent Cheyenne, Wyo., live stock man, at the annual meeting of the National Live Stock and Meat Board of which he is chairman.

The total amount of meat consumed was approximately 16,687,500,000 pounds, he said. This was greater by about 37,500,000 pounds than the year preceding.

The Board chairman quoted the per capita consumption of the various meats as follows: beef 47.4 pounds; veal 6.8; lamb 7.1 pounds; and pork 72.2.

The figures on lard, he said, showed that almost one pound more was consumed per person for the year than in 1931. The figures for the two years were 15.2 pounds for 1932 and 14.4 pounds for 1931.

The National Live Stock and Meat Board, of which Mr. Carey is chairman, is an organization representing the entire live-stock and meat industry and is engaged in a national program of research and education in the interest of this industry. At its annual meeting reports were heard on progress in this work and plans are laid for the future.

When on Your Way, See Onaway

Onaway, Sept. 25—Sunday, Sept. 24, was a gala day in Onaway; the occasion was a gathering of the C. C. C. camps from Clear lake, Ocquenoc, Pigeon River, and Lake May, comprising about 500 men.

Camps were pitched on the fair grounds, where all the activities and games were held.

Three American Legion drum and bugle corps were present from Cheboygan, Petoskey and Onaway; also the Onaway cornet band.

All the games were entered into with many entries for each. Meals were served to the public and the food which was served was prepared to arouse the envy of the most experienced housewife.

The day was perfect. Everything was orderly and the event passed off in a manner that pleased everybody; no disorder or confusion, but congeniality and pleasantness prevailed.

The city was crowded. Parking space on the grounds was at a premium. It was estimated that 3,000 people were in attendance.

Monday evening, Sept. 18, at Pinehurst Inn, Indian River, a gathering of 122 men was held comprising Chambers of Commerce delegates from Cheboygan, Topinabee, Indian River, Wolverine, Petoskey, Mullet Lake, Afton, Gaylord, Mackinaw and Onaway.

This meeting was made possible by the activities of Orr Stanley, Secretary-Treasurer of Campbell Stone Quarry and Deputy sheriff of Cheboygan county. What Orr Stanley cannot do in the matter of bringing about union and good cheer there is no use of others trying.

The dining hall at the Pinehurst was filled to capacity. The tables were loaded with the best of everything that was not only good, but better than good.

Al. Weber, editor of the Cheboygan Observer and President of the East Michigan Tourist Association, was chairman of the meeting and acted as toastmaster. Al opened the meeting with a bang by giving one of his best introductory speeches, the kind he knows how to deliver and called on one delegate from each chamber for responses, and the fun rolled along and resounded among the lovely cool whispering pines clustered about that famous hostelry. Then the speaker of the evening was announced, Harold C. Bellows, chairman of the Conservation Committee of the House of Representatives. His speech was in the interest of conservation and the furthering of the tourist business, bringing forth quite forcibly the advantages of Northeastern Michigan, owing to the beneficial atmosphere, pure water and cool nights.

Short speeches were made by Mr. Stanley, Rev. James Lees, "Dutch" Weber, John A. Lake, of Petoskey, C. C. Woodruff, of Ponsheewaig, George Cook, of Wolverine, Dr. Craddock, Mackinaw City, Will B. Gregg, Onaway.

This meeting is going to be the means of inspiring additional activities and enthusiasm in and about the entire section and the results will be shown to the advantage of a better and stronger union of all tourist associations in this Northern section.

After a short illness Charles W. Bahel peacefully breathed his last Monday afternoon, Sept. 18, at his home in Onaway.

Dr. Bahel has been a resident of Onaway since 1897, conducting a drug store and doing a very nice business; also operating a farm of 120 acres six miles from the city.

Dr. Bahel has been a very active man in the interests of Onaway, having served as Mayor, Alderman and on the school board. He was instrumental in naming and laying out the streets of Onaway and the laying of water mains; laying the corner stone of the

new city hall and assisting in the Board of Public Works.

Dr. Bahel was a liberal man, extremely so; nobody in want was ever turned away by him; he administered to all, rich and poor alike, and his cheerful and sunny disposition won him hundreds of friends, real friends who will ever cherish his memory.

Although nearly 80 years of age, last Fall during the hunting season the Doctor went out and brought down his deer and proudly displayed his trophy and his marksmanship.

Left to mourn the Doctor's passing are his wife, Mrs. Catherine Bahel, two daughters Mrs. George Pregitzer and Mrs. T. W. Currie.

Funeral services were held in the M. E. Church Thursday, Rev. Elder Burt officiating, with a Masonic burial at Elmwood cemetery, the largest funeral perhaps ever held in Onaway.

Square Signal.

Items From The Cloverland of Michigan

Sault Ste. Marie, Sept. 25—It looks as if things are coming our way for the winter. For a time it seemed as though the camps in the Upper Peninsula, which were organized to do conservation work would be abolished in the winter months, but orders have been received and construction ordered, so that winter work up here will be available. The conservation commission has done good work in helping to bring about this decision and foresters have gone on record as saying that effective work can be done in winter. Building camps and maintaining the work at Raco and Strongs will be tremendous aid to the relief problem this winter and General Parker's announcement will be received approvingly.

Another good report is that just as soon as the St. Lawrence treaty is ratified, work will start on the new lock to replace the Weitzel lock, which long ago became obsolete. Secretary of War Dern made this statement last Friday when he visited the Sault. This will be the immediate local effect if the fight to construct the seaway is a success. That a determined campaign will be waged to secure ratification at the next session of Congress is evident from the course Pres. Roosevelt is pursuing. Last week Secretary Dern at the meeting in Duluth voiced the policy of the administration in stating that the St. Lawrence waterway was an important part of the President's recovery program. The plan is to develop the Mississippi at the same time, so the opposition from that source may be stilled. The cost of the new lock with 30 foot draft is estimated at \$4,000,000. Increasing the importance of the canals here will mean greater likelihood of the enlarging of Fort Brady, which is a logical post to expand in the consolidated plans of the administration of the army posts of the Nation.

The village of Pickford did not remain long without a restaurant. The Libby restaurant, which has been closed for the past two weeks, was reopened last week by John Foster, who is redecorating the interior. Those who know Mr. Foster say he is a good cook and will conduct a clean place.

W. F. Dwyer, of Duluth, has taken over the Bailey boot shop, on Asimun street, and will conduct the footwear establishment in conjunction with the Smart Wear shop in the same building. Mr. Dwyer arrived last week from Duluth, where he has been employed with the Kinney shoe store. He is a former Sault man, having worked here for a number of years with the Investors Syndicate. He also worked for the Kinney shoe store here. Mr. Dwyer announces that he will handle only women's footwear.

J. J. Cavanaugh, of Petoskey, arrived at Newberry last week to take charge of the A. & P. store, replacing David Quinlan, who has been manager of

the store since it opened ten years ago.

People who fear the return of the saloons ignore the fact that the druggists and tobacconists now have all the good corners.

Gordon Cameron, of Pickford, who has been conducting a soft drink parlor and confectionery store for the past several years, has decided to discontinue business and is closing out his stock. His father, Dr. Cameron, will redecorate and remodel the store into an office.

The Les Cheneaux Island hotels are still open. They have heretofore closed about Sept 15, but the nice weather is holding the tourists who are enjoying the stay and service furnished at these popular resorts. The hotels have had a very satisfactory patronage this season and are optimistic for next year, when we hope the depression will be a thing of the past.

A local grandmother remarked the other day that when her beau called on her in their courting days he brought a bag of wintergreen drops, instead of a pint of gin.

William G. Tapert.

No man is so ignorant but may teach us something.

Apples Losing Place As Preferred Fruit

Total consumption of fruit per person has not changed greatly in the United States in the last 30 years. However, says the Bureau of Agricultural Economics, there has been a notable shift from the use of apples toward greater consumption of oranges, grapefruit, and grapes and a larger use of the minor fruits.

Since 1901, the per capita consumption of apples has dropped from approximately 110 pounds to 55 pounds. Market sales of all orchard fruits have declined from 140 pounds per capita to less than 100.

Consumption of grapes, grapefruit, and oranges has shown the largest rise since 1897. Lemons, plums and prunes, apricots and pears have also shown an increase. The consumption of peaches has remained on about the same level.

It takes only ten seconds for a fighter to become a champion.



M. E. Davenport
President.

BUSINESS EDUCATION

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

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

Fall terms start September 5 and October 1.

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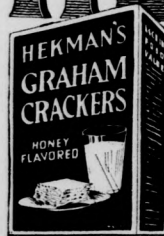
Taste the Difference



TASTE HEKMAN'S! TASTE OTHER BRANDS OF GRAHAMS! THEN YOU'LL KNOW HOW MUCH TASTIER, FINER, HEKMAN'S ARE

HEKMAN'S GRAHAMS

"THE FINEST IN GRAHAMS"



Hekman Biscuit Co.
Grand Rapids, Mich.

THE NEW DEAL AND RETAIL GROCERY SALES

A statement by DEL MONTE to every retail grocer

FOR three years now, business has suffered from "depression-buying".

Today—the whole situation is changing.

Inspired by the Government's great drive for business recovery—encouraged by improving conditions—America is on its way back to "quality first"!

We believe that this new spirit means a real change in buying habits—a new and greater opportunity for the food and grocery trade.

We believe it makes DEL MONTE even *more* essential to every grocer's business!

Before you make your plans for fall—before you think of any other label—remember these facts:



1. DEL MONTE Quality is the kind of quality that women are looking for after three years of "depression-buying"—a quality recognized and known the country over.

2. DEL MONTE, of course, is operating under the Government's re-employment plan. The Blue Eagle and DEL MONTE march shoulder to shoulder.

3. Good times or bad, DEL MONTE can be sold more easily, more quickly, than any other brand of high-grade canned fruits and vegetables on the market. It offers possibilities of rapid turnover, volume, and low selling cost, absolutely essential under present conditions.

4. In addition, tying right in with the Government's own plans, DEL MONTE announces:

A GREAT NEW ADVERTISING DRIVE—STARTING THIS MONTH—ON KNOWN, DEPENDABLE VALUES

—one of the finest series of ads DEL MONTE has ever run

—a campaign based on *good* merchandise, *sold* at a reasonable price, *worth* a reasonable price

—a campaign packed with human interest

—a campaign appealing *most* strongly to the very class of women you want for *your* customers!

Coupled with DEL MONTE's unchallenged position in the canned fruit and vegetable field, this

powerful campaign offers one of the greatest opportunities you have ever had to sell DEL MONTE Foods.

Everything now points to a real revival in business. Why not make the most of it?

Why not display and feature DEL MONTE *regularly* in your store? Take full advantage of the help this outstanding label can give you in building better business this year!

MOVEMENTS OF MERCHANTS

Bay City—The Valley Auto Co., 201 South Henry street, has decreased its capital stock from \$20,000 to \$2,000.

Pontiac—The Pontiac Brewing Co., P. O. Box 161, has increased its capital stock from \$350,000 to \$400,000.

Detroit—The Detroit Tomato Co., 7201 West Fort street, has changed its name to the Detroit Tomato & Produce Co.

Detroit—The Gordon Shoe Co., 1255 Griswold street, has changed its name to Gordon's Ground Gripper Shoe Co.

Detroit—The Premier Dairy Products, Inc., 12215 Twelfth street, has increased its capital stock from \$1,000 to \$5,000.

Detroit—The F. A. Chapper Iron Works, 652 East Fort street, has decreased its capital stock from \$10,000 to \$4,000.

Kalamazoo—Ihling Bros. & Everad Co., legal blank books, etc., has decreased its capital stock from \$250,000 to \$95,000.

Ypsilanti—The Streicher Die & Tool Co., 306 River street, has increased its capital stock from \$25,000 to \$200,000.

Detroit—The Arrow Roofing & Sheet Metal Works, 5100 St. Jean avenue, has decreased its capital stock from \$50,000 to \$10,000.

Detroit—Golden's Department Stores, Inc., 128 East Jefferson avenue, has changed its name to the Detroit Auction & Jobbing House, Inc.

Onaway—Harry Widdicomb, and Stephen Allen, Grand Rapids, are closing out the retail furniture stock of the late L. W. Abbott, of this place.

Detroit—The Miller Plumbing & Heating Supply Co., 10537 Mack avenue, has changed its name to the Miller Hardware Plumbing & Heating Supply Co.

Flint—The Flint Hill Brewing Co., 2001 South Saginaw street, has been organized with a capital stock of \$150,000, \$73,000 of which has been subscribed and paid in.

Detroit—Universal Dairies, Inc., 11704 Dexter Blvd., dealer in dairy products, with a capital stock of 100 shares at \$100 a share, \$3,000 being subscribed and paid in.

Detroit—The Railroad Salvage Corporation, 6451 Gratiot avenue, has been incorporated with a capital stock of 100 shares at \$100 a share, \$5,000 being subscribed and paid in.

Detroit—The Sheeter Dairy Co., 1651 East Grand Blvd., has been incorporated with a capital stock of \$150,000, of which \$41,100 has been subscribed and \$15,000 paid in.

Saginaw—The S. Halpern Corporation, 202 Genesee street, dealer in ready-to-wear garments for women, has been organized with a capital stock of \$5,000, all subscribed and paid in.

Lansing—The Pregelman Furniture Inc., has been incorporated to deal in furniture and electrical household appliances with a capital stock of \$50,000, \$8,750 being subscribed and paid in.

Marquette—The work of installing a modern front in the store occupied

by the Gamble Stores, Inc., 135 West Washington street, has been completed. Additional floor space has been added.

Lansing—The N. W. Larkum Clinical Laboratories, Inc., 313 West Washtenaw street, has been incorporated with a capital stock of \$5,000, \$3,500 being subscribed and \$1,500 paid in.

Highland Park—Simon, Weiss & Klein, Inc., 13547 Woodward avenue, has been incorporated to conduct a general food market, with a capital stock of \$7,500, all subscribed and paid in.

Marquette—The Kinney Shoe Store has removed its stock from its Front street location to 142 West Washington street, where a modern plate glass front, with indirect lighting has been installed.

Romeo—Wolcott's Mill, Inc., R R 4, has been organized to do milling and to deal in country produce, with a capital stock of \$9,000 common and \$11,000 preferred, \$20,000 being subscribed and paid in.

Howard City—G. H. Lammor, of Traverse City, has leased the ground floor of the Masonic building, installed modern fixtures and will occupy it with a stock of bazaar goods, opening the store Sept. 30.

Detroit—The Hill Beverage Co., 1599 East Warren avenue, has been organized to deal in malt, vinous and distilled beverages with a capital stock of 600 shares at \$10 a share, \$6,000 being subscribed and \$2,000 paid in.

Dowling—The George F. Murray System, Inc., has been organized to conduct hotels, restaurants and retail stores, with a capital stock of \$50,000 preferred and 10,000 shares at \$1 a share, \$5,500 being subscribed and paid in.

Detroit—General Television, Inc., 5740 Grand River avenue, dealer in radio and supplies, also electrical goods, has merged its business into a stock company under the same style with a capital stock of \$3,500, all subscribed and paid in.

Hamtramck—The Hamtramck Furniture Co., 9801 Joseph Campau avenue, has been organized with a capital stock of \$40,000 common and \$10,000 preferred \$5,000 being subscribed and paid in. The company will deal in new and used furniture.

Grand Rapids—Charles R. Badman is redecorating the interior and repainting the outside of his meat market, at the corner of Crosby street and Broadway avenue and opened it for business Sept. 23. The market has been closed since April 1.

Detroit—The Baird Company of Michigan, with business offices at 812 Fox Bldg., has been organized to deal in auto differential locks, with a capital stock of \$5,000 preferred and 50,000 shares at \$1 a share, \$43,537 being subscribed and \$1,000 paid in.

Reed City—Mr. and Mrs. Sanford Josephson have moved their stock of merchandise from Traverse City to Reed City and have combined it with that of Ben. Jacobson. They will both assist in the local store. Mrs. Joseph-

son is a daughter of Mr. and Mrs. Ben Jacobson.

Muskegon—The Hughes Shop, dealer in ready-to-wear apparel for women, has leased the store formerly occupied by the Fair store, on Western avenue, between Jefferson and First streets and will open for business as soon as the remodeling and redecorating has been completed.

Manistique—Arthur O. Drevdahl, dealer in clothing and furnishings for men and boys since 1924, has sold his stock and fixtures to Louis Katz, who is engaged in the same line of business at Marquette. The store will be closed a week for inventory and then opened and the business continued under the management of a manager who will be sent here from Marquette.

Manufacturing Matters

Detroit—Fry Products, Inc., 6012 Cass avenue, manufacturer of auto cushion covers, has increased its capital stock from \$25,000 to \$110,000.

Detroit—Arrow Distilleries, Inc., 3539 Concorn avenue, manufacturer of alcoholic and non-alcoholic beverages, with a capital stock of \$50,000, all subscribed and paid in.

Bellevue—The Lakeview Dairy Products, Inc., has been organized to manufacture and sell dairy products, with a capital stock of \$5,000, \$1,000 being subscribed and paid in.

Ecorse—The McNiven Dairy Co., 19 West Charlotte street, has been organized for the manufacture and sale of dairy products, with a capital stock of \$10,000, \$2,500 being subscribed and paid in.

Detroit—The Benjohn Laboratories, Inc., manufacturer of gas stoves and other heating appliances, at 67 Sproat street, has been incorporated with a capital stock of \$10,000, all subscribed and paid in.

Detroit—The Tastee Liquid Garlic Corporation, 7618 Mack avenue, has been organized to manufacture and sell liquid garlic with a capital stock of 5,000 shares at \$1 a share, \$3,000 being subscribed and paid in.

Grand Rapids—The Target-Roll Co., 1259 Thomas street, S.E., has been organized to manufacture and deal in supplies for the manufacture of confection roll, with a capital stock of 50,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Detroit—The Mid-West Conveyor Co., Inc., 13917 Ward avenue, has been organized to manufacture and sell conveyors and conveyor equipment, with a capital stock of \$5,000, \$4,000 being subscribed and \$1,000 paid in.

Underwear Deliveries Affected

A serious situation with respect to deliveries of women's underwear and negligees has developed, owing to the continuance of the strike in this field. Stocks which were available in the market have become depleted and prospects are that a shortage of this merchandise will materialize unless there is prompt adjustment of the labor trouble, which is based on the "open shop" question. Orders for novelty pajamas have been steadily increasing.

Trickery comes back to its master.

A Business Man's Philosophy

When Hetty Green died in 1916 she was the richest woman in America and was worth \$100,000,000. She never wore corsets. She ate baked onion every day. She never rented an office. She maintained no permanent residence, dressed in disreputable clothes and lived in cheap rooms. She resented paying fees to lawyers and escaped doctors' fees by patronizing public dispensaries. She invested in first mortgages and high-grade bonds, and speculated in railroad stocks. Although she was born rich, she could not bear to part with money. Her lunch usually consisted of two sandwiches and a cup of tea. When she permitted herself a piece of pie, she omitted one sandwich. Most of her business was transacted on the floor of a bank corridor or in the safe deposit vault. She owned first mortgages on six hundred churches, but she disowned her husband when he became involved in speculation. Her son and daughter were born during a period of seven years when she lived in London.

Except for four small bequests, she left her entire fortune in equal parts to her children. Not a cent went to charity. A strange type of American citizen-surely; to most of us such a woman is incomprehensible, but she helped to finance this country's development during the important period around 1900. It takes all sorts to make a world.

William Feather.

Twenty-Three New Readers of the Tradesman

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

Peter Peterson, Lakeview
Price-Rite Hardware, Lowell
Donald Kinney, Middleville
Sarret's, Grand Rapids
B. W. Roades, Carson City
James Cunningham, Hubbardston
Lionel Frisher, Maple Rapids
S. P. Horr, Maple Rapids
J. E. Liska, Ashley
C. H. Barnes, Ashley
Ray Richard, Bannister
John Hollicheck, Bannister
R. Ballenbaum, St. Charles
Elmer H. Dearth St. Paul, Minn.
Chesaning Sales Co., Chesaning
E. G. Storey, Ashley
Fairview Food Market, Saginaw
John H. Schroeder, Saginaw
Roy P. Brownell, Grand Rapids
H. L. McCarrick, Inc., Grand Rapids
Elton W. Viets, Lansing
Southwestern Poultry Growers Association, Brady, Texas
Andrew Ellis Co., Saginaw.

Be A Busy Bee

I would I could but be a bee
Be a bee within a wood
Always at home in a big bee tree
Hosting for the neighborhood
And there from early June till Fall
Just keep bees busy—drones and all.

I would I could but be a bee
Nectar sipping from the flowers
Then wing it to the treasury
Just to use in needy hours
For honey-money pure and good
Can sweeten all your neighborhood.

I would I could but be a bee
Humming for the hive each day
Not buzzing 'round, but busily
Find some honey anyway
And Oh! What pleasure! When 'tis said:
There's not one chance to get ahead.
Charles A. Heath.

Cleaning is the first process to beauty.

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 California fruit situation shows no change. All eyes are turned on the Calistan Packers case, in which arguments for a permanent injunction against the company will be heard this week. At present it is under temporary suspension for violation of the cling peach code, but officials of the company have signified their intention of fighting the issue out in higher courts. At any rate, the small allotments made by the cling peach control committee to smaller independents are said to have made necessary further covering of future needs by distributors at the code minimum prices as these smaller independents who booked futures below the code levels are being forced to prorate their allotments, and these allotments in most cases cover only a small part of the future commitments made.

Canned Goods Generally—The canned food trade continues to adjust itself to new conditions. There is not much new buying to speak of, but shipments are being made on contracts and surcharges are being paid with little or no complaint. There has been so much future business done this season that distributors on the whole are content now to devote their time to merchandising. The prospects for a greater consumption of canned foods in the next few months are bright, as purchasing power is being expanded week by week. The N. R. A. program to get assistance to the "forgotten man" augurs well for the grocery trade, for it is the mass of small salary and wage earners on whom profitable retail distribution depends. Retail prices as a whole have shown only moderate advances so far, but what has pleased many packers of fancy canned foods is the revival of interest in the better grades. There are many signs of a considerable increase in the demand for top qualities of canned foods, vegetables, fish and fruits. This department of merchandising was hit the hardest of all during the depression, as the price emphasis on standard grade merchandise drew heavily from the trade which once bought on well known labels, packers or distributors' labels. Price changes during the week were very few. The market has reached a temporary top, at least, although producers seem to feel that many prevailing prices will seem low in the months that lie ahead. The old inflation shot, if and when it comes, would undoubtedly produce horizontal advances in prices.

Dried Fruits—The market has remained firm during the present week, with dried peaches, figs and dried apples showing a stronger trend. The shortage of Calimyrna figs on the Coast, of which variety only a negligible amount will grade first quality, and the higher importing costs of figs, dates, etc., from abroad, have caused

increasing concern in the trade for stocks for future needs. Stocks of old crop dates and figs are practically cleaned up. The primary market in California ruled steady, although the dullness in new business which has characterized the Coast for the past few weeks, remains. There is not much buying in the field, although growers show no particular desire to sell, either, at prevailing bids. The outlook is for higher prices, and raisins already have shown a tendency to work up in later positions. The coming of the Jewish holidays slowed things considerably, but now that they are over, jobbers look for a resumption of trading on a somewhat more extensive scale.

Nuts—The market here this week is featured by the naming of opening prices on California almonds. There was considerable business booked during the first few days, but distributors showed some concern over the future outlook for business, and for the most part the trade was careful not to over-anticipate its requirements. First arrivals here of shelled almonds from the Coast was also reported. The unshelled nut season is somewhat late in getting started this fall, because of the late crops and the various codes being put into operation. However, many believe that the months ahead will see a much wider consuming demand than has been the case in the past few years. The movement of shelled nuts has shown some improvement and the increased weakness of the dollar has inspired some users to fill their requirements here, before the higher replacement costs which are indicated.

Review of the Produce Market

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

Bananas—6 @ 6½c per lb.

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

Butter—Jobbers hold plain wrapped prints at 23½c and tub butter at 22½c. Trade gossip is somewhat mixed. Dealer sentiment varies regarding the plan the government will follow in the move to stabilize the creamery industry. In fact, there is evidence of a possible change in the anticipated program, that is, Washington seems not to be sure that absorbing a good part of the surplus will bring about the desired stability. The secretary of agriculture is mainly concerned in curbing production, while not a few of the leaders are talking absorption of the surplus. Consequently some of the old timers think the program will not be ready as expected and that the cure-all process might lack the necessary pep for November and December markets.

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.....\$2.40
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. X, 14c. Much of the business has resulted from a move on the part of October longs to liquidate the near position and re-instate long lines with purchases of November. Switching of contracts is pronounced, as evidenced in almost a like number of sales at the existing price spread. Trade sentiment, because of the switch sales, is decidedly mixed, although some operated in a manner which suggested a belief in slight betterment later in the season.

Grapes—Wordens and Niagaras, \$1.20 per dozen for 7 lb. baskets; Delawares, \$1.75; 65c for ½ bu.; Californias, \$1.75 per box for Tokays.

Grape Fruit—Texas and Florida are held as follows:

64	-----	\$3.75
70	-----	3.75
80	-----	3.75
96	-----	3.75

Green Beans—\$1 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	-----	\$4.25
Imperial Valley, 4s and 5s, crate	-----	5.00
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 Valencias 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, \$2.40 per 100 lb. sack; Idahos, \$2.50 per 100 lb. bag. The late potato crop will be the lightest in many years, according to predictions of the Dep't of Agriculture and the leading shippers throughout the country. Due to light plantings, bad weather at planting time and drought in numerous sections, the crop may be

the lightest harvested since 1919. Despite the short crop, the average quality will be good this year. Correspondents report relatively little trouble with scab, second growth or other defects that will throw potatoes out of grade, although the sizes will run small in many sections as a result of the drought. Conditions have shown quite a marked change during the past six weeks. Early in August the prospects were rather poor in both Idaho and Maine, but conditions have improved materially since then. On the other hand, the Red River Valley crop has deteriorated steadily and Michigan and Wisconsin prospects have become poorer. The latest Government estimate shows a crop of approximately 294,000,000 bu., which total is well below that of any recent year. The last year that the crop was moderately light was in 1929, when it amounted to 322,000,000 bu. More nearly comparable to this season's crop was that of 299,000,000 bu., harvested in 1925. But to get one that is actually lighter than this season's it is necessary to go back to 1919, when the census report showed 290,000,000 bu. The Dep't of Agriculture estimate for that year was actually higher than this season, however, being 299,000,000 bu. Based on the trends in 1929 and 1925, it would be easy to forecast a steadily rising potato market, with prices reaching high levels next spring. The only difficulty in making that kind of an estimate is the fact that buying power is not what it used to be. No one knows for certain just how much money consumers have to spend for potatoes, but it is certain that they will not pay fancy prices in any such free and easy manner as they did in the Spring of 1930, or the Spring of 1926. In the Spring of 1930, following the crop of 322,000,000 bu. in 1929, the average price of northern round whites at Chicago was \$2.39 cwt. for the month of March. April and May averages were slightly higher. In the Spring of 1926, after a crop of 299,000,000 bu. in 1925, the average price of northern round whites at Chicago was \$4.01 cwt. for the month of March. Prices advanced more or less steadily during both seasons and reached their highs along in April or early May.

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.

Squash—Hobbs, \$2 per 100 lbs.

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

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

Most of us get an even break, but that isn't enough.



FRIEND . . .

As a friend, Fire does more for mankind than ever is appreciated. Were it not for Fire, we would have no artificial heat to keep us warm, nor light to guide our way, nor power—even water power is indebted to Fire for fabricating the machinery which makes its transmission possible. And what would the Boy Scout—or any of us—do without fire to cook our foods!

KEEP FIRE FRIENDLY

Fire is a good servant — but a bad master

HELP AMERICA SAVE
THOUSANDS OF LIVES
AND HUNDREDS OF MILLIONS
IN PROPERTY EACH YEAR



**DO
your
PART!**



OR FOE

As a foe, Fire is well hated by many, particularly those from whom he has taken loved ones, homes and livelihoods and those whom he has maimed for life. The fireman whose business it is to subdue the monster can tell you how, in a flash, Fire springs up to tear down structures which, Fire, the friend, had helped to build. As friend or foe, Fire is a force to be reckoned with.

AGES AGO, Fire was about all there was to this old world of ours, but after a while, when the earth had cooled, water flowed in from somewhere and in 1562, A.D., Bowen (in his "Bulwark of Defense") joined the two in a saying which, with variations, has remained with us ever since:—

"Fire and Water are good servants but bad masters."

Now we all know that we cannot for a day get along without water. If deprived of it for long we would perish. Likewise, as noted above, are we almost as dependent upon fire. Take, for instance, the case of the two young women who went to a camp up North accompanied by a guide who left them after they had reached their destination. They were to return in two days and when they did not, a searching party set out after them only to find that they had frozen to death. Though experienced campers and well supplied otherwise, they had forgotten to bring matches and knew nothing of the Indian method of starting a fire with friction of sticks. The suddenly-severe cold was too much for them without—Fire.

The importance of fire as "friend and foe" and as "servant and master" is something to be very carefully considered. The better we understand this powerful force for good and bad, the more easily we can control it. Since our civilization has taught us how to control Fire's friendly forces, so must civilization also teach us how to control its unfriendly forces and this was realized back in 1666, after the great London Fire when an Englishman wrote as follows:

London in 1666

"There is no accidental calamity in London, so dreadful as that of fire, which no human being can foretell when or where it happens in the night, it's coming upon us with all its terrors, unexpected, unprepared & unguarded, showing no mercy to young or old, man or beast, in its progress; fulfilling the old proverb, fire and water are good servants but bad masters. Every master of a family ought to be as careful as possible to prevent fires and every servant ought to be as careful as his master: When a fire once breaks out, there is no knowing how it may extend, or where it may cease; the master may be lost before

the servant, or the servant lost before the master, the fury of the fire makes no distinction of persons.

"In all probability when there is idle carelessness in families, fires are most likely to happen in those families: When the master is careless, can he expect that the common run of servants will be inspired with more care; when the mistress is taking her pleasure easy and careless, out of the house, are not the lower servants taking their pleasure, easy and careless in the house? Consider these things."

It is to "consider these things" that the President of the United States proclaims the second week in October each year to be Fire Prevention Week, in order that the entire nation may be impressed with the importance of preventing destructive fires.

The programs carried on by insurance organizations, fire departments, schools, chambers of commerce, trade associations, civic clubs, women's clubs, churches, boy scouts, etc., will give you an opportunity to co-operate in doing your share toward preventing destructive fires the whole year 'round.

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.



Three hundred grocers taken to the Century of Progress fair by Peter Pan Bakers, Kalamazoo

Peter Pan Bakers, of Kalamazoo, Entertain 300 Grocers

Thursday, Sept. 14, the Peter Pan Bakers of Kalamazoo sponsored a trip to the Century of Progress for the grocers of Kalamazoo and Southwestern Michigan.

Eight large greyhound busses were chartered and at five-thirty in the morning three hundred grocers gathered at the Peter Pan plant in anticipation of a day of real enjoyment. The morning was cloudy and cool, but the weather did not dampen the spirits of the crowd. After a photograph was taken of the crowded fleet of busses, the party proceeded to the Fair.

A box lunch was provided for everyone, which included sandwiches made with cold meat furnished by Swift & Co. and the famous Chase & Sanborn dated coffee. The lunch was enjoyed at Benton Harbor where the business people greeted the crowd.

The officials of the Peter Pan Co., including E. L. Schafer, J. Newhouse and E. L. Sikkema, together with route salesmen accompanied the grocers. They were met in Chicago by some of the city officials, after which the party soon divided into groups, each one eager to see many points of interest.

In the afternoon the ball fans attended the game where it was announced from two Chicago radio sta-

tions that the Kalamazoo grocers were there as guests of Peter Pan.

After a day of sight seeing the party returned to Kalamazoo at a late hour, tired but happy. A tour of the plant was made, where extensive remodeling has been under way for eight weeks. The new equipment includes a Haller tray oven with automatic oil heating and the latest model slicing and wrapping machine made by the Battle Creek Bread Wrapping Machine Co.

The trip to the Fair was made possible through the loyal support given the Peter Pan Bakers by the grocers of Kalamazoo and vicinity and was done in appreciation of their hearty co-operation.

Glassware Demand is Good

The general tone of the glassware demand is good and the sharp variations in demand which were so noticeable earlier in the year have disappeared in the majority of classifications. In table glassware, factories report backlogs of orders ranging anywhere from three to five weeks. In flat glass circles no outstanding changes were revealed during the week. Requisitions for glass containers for home canning have been good. Preparatory work is being done for output of liquor containers.

Pharmacy Versus Grocery Stores

There exists to-day an evil between these two outlets of merchandising in which the grocers of the country are infringing upon the business of professional pharmacy in addition to the commercial side of their retail trade. Many of our drug journals and magazines are organizing to combat this latest evil in pharmacy. They are working for one end and that is for the betterment of this ancient and noble profession of pharmacy. For the reason that the pharmacists control the distribution of pharmaceutical products to the consumer, they have the support of the drug wholesalers and manufacturers in order that their product remains where it belongs, namely, the corner drug store.

One cause of the evil in which grocers stock medicinal products results from the demands of the "Home Relief Workers." They issue food tickets to the needy and in most cases the members of these unfortunate families are undernourished and Cod Liver Oil is indicated to correct this malnutrition. The receiver of the food ticket naturally stops at the grocer to replenish the empty cupboard and asks for Cod Liver Oil in this same store. Cod Liver Oil does not belong in a grocery store but in order that the grocer may

reap the profits on these food tickets he manages to buy direct or indirect the medicinal needs of his customers.

This morning the proprietor of a grocery store came to me and advised me of the demand made to him by a female member of the Home Relief in which she compelled the grocer to have on hand at all times at least one bottle of Cod Liver Oil. Being a very intimate friend of the grocer he promised to take it off the shelf and return the same to me after a re-inspection was made.

If these drug organizations working to abolish the evil would send representatives to the various "Home Relief" in their own cities and have them discontinue the practice of compelling the grocery store to stock drug merchandise, the health center on the corner would become a better place to work in for everyone concerned. The evil lies right in our own back yards so go to it. Carl Librandi.

Operation of pneumatic tools is said to be improved by a new automatic control valve for compressed air lines which minimizes pressure losses.

Of course, you've heard about the Scotchman who used free air at the filling station for the first time and blew out all four of his tires.

INFLATION DEMANDS

Somewhat indifferent results in trade and a continued down trend in major industrial lines had the effect last week of switching the attention of business interests back to administration moves. A renewed drive for inflation, more action on the public works program and Soviet recognition were highlights in the Washington kaleidoscope. Action included signing of the coal code, the last of the major agreements; the decision to offer loans at 10 cents per pound to cotton farmers who would reduce acreage next year and the establishment of a large Federal relief fund.

From subsequent expressions the action on cotton may calm down the loudest advocates of inflation, and the administration has rather convincingly shown that it opposes currency as distinct from the controlled inflation which is being carried out through the Federal Reserve System. However, the pressure remains severe, and little more than three months remain before Congress comes into the picture.

The clamor from agricultural regions arises from the gap that is widening once more between farm product prices and the prices on industrial products. This was closing quite rapidly up to July, but has since been sharply extended with the fall in farm produce and the advance in industrial quotations, brought about first by the rush for goods and then by the higher costs imposed by codes.

Currency inflation would not adjust this difference, since all prices would rise together, with the chances that agricultural surpluses requiring export markets would advance less sharply. The main effect would be in easing the debt burden, an economy which might be more than lost in higher costs in other directions.

Little progress is evident in efforts to persuade banks to more liberal loan policies. Apparently, the "penny-wise" course is still dominant despite the fact that unsound inflation and other grave risks are encouraged. As far as the financing of capital assets are concerned, possibly the use of convertible bonds provides the answer.

SHARP IMPORT RISE

The effect of rising domestic prices was observed in the foreign trade returns for August issued last Saturday. Imports climbed to \$155,000,000 for the month, which compared with \$143,000,000 in July and \$91,102,000 in August, 1932.

The rise of 8 per cent. in imports on a daily average basis last month as against July was over a period when normally there is no change. However, the larger part of this increase was no doubt due to the depreciated dollar. The goods cost about one-third more in dollars last month than a year ago.

Instead of an increase of 70 per cent., which some may point to in the value of imports over those of August, 1932, it would be correct to put the increase at 28 per cent on a gold basis.

Until the complete statistics are available, it is well to assume that these higher purchases represented materials and supplies required for our

expanded industrial program last month, although there was buying also no doubt to anticipate higher prices and dollar depreciation.

It should be emphasized again, however, that imports offer the simplest and most efficient means of keeping domestic prices within reasonable limits, if that is an objective of the administration. Public price boards in thousands of towns and cities could not hope to answer the purpose as well.

In the export category, last month's shipments were valued at \$131,000,000, compared with \$145,000,000 in July and \$108,599,000 in August, 1932. The decline here on an average daily basis was 9 per cent., as against a normal rise of 5 1/4 per cent. for the month. Apparently the lower dollar has not proved so potent a selling influence as some imagined it would.

PRICE CONTROL PLAN

In a significant address delivered last week before the Boston Retail Distribution Conference, H. S. Person, managing director of the Tabor Society, declared that he saw no major cause of the present depression which embraces within it so many different secondary causes as the progressive impairment of the flexibility of the price system.

He indicated that price control, rather than the lack of it, was at the bottom of our troubles. "Advancing technology demands ever lower prices, other things remaining the same," he said, "For the commodities produced with ever lower unit costs. Business finance, on the other hand, demands fixed prices. It succeeds for periods in actively resisting the glacierlike pressure of technology for lower prices until now and then the latter breaks through and confuses all the fine adjustments and stabilization of finance, and we have such a crisis as that from which we are now attempting to extricate ourselves."

To remedy the rigidities brought about by finance, Dr. Person suggested price controls of basic commodities and services, including natural products, transportation and communication, capital charges, necessities of life, and labor wages and hours. The competitive sector would comprise the production and distribution of the great variety of both producer and consumer goods having special technical and style characteristics. In these it would be provided that goods could not be sold below cost, the latter being determined by a uniform system of accounting.

The pursuit of general price fixing, Dr. Person said, in the hope of preserving an individual competitive system is chasing a will-o'-the-wisp. Its only setting can be in an essentially State commerce and industry, he declared.

RETAIL CODE ISSUED

The long-awaited retail code made its appearance during the week, but only in form subject to revision. Enough opposition apparently developed on its pricing provisions to lead the recovery officials to publish it and obtain wider reaction.

While some minor points have been argued, the main attack has come on

the price-control features. The so-called stop-loss clauses require that the minimum price shall be the wholesale delivered price plus 10 per cent. This wholesale price is defined as "the lowest gross billing price as of any date within thirty days prior to the date of resale made to any retailer in the given market area less only such discounts as are extended to all retailers and plus delivery costs paid by the retailer."

How any such provision is to be enforced it is impossible to see. Complaints may come from hundreds of retailers in one center and upon thousands of articles. Each invoice must be examined to find the lowest billing price on all these articles. The search for the smallest discount would also prove endless. Investigation of delivery costs would involve further complications.

In the meantime, as indicated here previously, the protection supposed to be given to the small dealer by this feature of the code might readily work just the other way and make cost plus 10 per cent. the basis for competition on many more articles than it applies to now.

In the drug code a similar price-control regulation is in reality price-fixing and, even if retail objections do not prevail entirely, manufacturers might awake to the losses which they would undoubtedly sustain through such trade legislation.

EAT AND GROW OLD

If human beings can ever be prevailed upon to eat the right sort of food at the right time there is a good chance to increase the normal life span by 10 per cent, in the opinion of Professor H. C. Sherman of Columbia. Thus if heredity may have fixed your tenure here at seventy you should be able, by accepting principles chemical science has prepared for you, to linger on to seventy-seven. But better still, Professor Sherman believes that the sadder part of old age represented by Shakespeare's "sans everything" will likewise be thrust away for a while.

To grow old thus gracefully and heartily you must drink your milk and eat your spinach—you must live sensibly. In justice to Professor Sherman it must be said that his dietary proposals are not altogether a milk and spinach matter. They seem to afford leeway, which offers hope for them beyond ordinary expectations.

But in one respect the discussion of this matter by the distinguished Columbia scientist calls for argument—a lot of argument. That is his suggestion, or apparent wish, that so lengthening life will secure for civilization the services of more old gentlemen and, of course nowadays, old ladies of riper wisdom and experience, to guide us onward and upward.

We know a little about human beings during a period of 6,000 years and it seems we ought to know by now that the so-called wisdom and experience of age often become cluttered up with traffic signals, most of them red lights. However well fed they may be from the cradle onward, the old draw their

wisdom, as their experience, from behind them. They serve best to warn us. They seldom try to lead us and still more seldom succeed.

DRY GOODS CONDITIONS

More favorable weather brought an upturn in retail trade last week and dispelled some of the fears which had commenced to grow concerning a buyers' strike against higher prices. The gain in volume was enough to bring local stores about even with a year ago on the average, some of them exceeding last year's figures by small percentages. Reports from other parts of the country also testified to a pick-up in business.

The reaction in the first half of September was somewhat larger than was at first estimated. In this area the Federal Reserve Bank put the decline at 6 1/4 per cent. under a year ago for department stores. This compared with an increase of 9 per cent. in August for the Reserve district.

Although the current upturn is considered encouraging, there is one unsatisfactory aspect to present sales. Even though the rise in retail prices has been moderate so far, unit volume has begun to suffer. With an increase of more than 12 per cent. in prices over a year ago, dollar volume must show that much gain before trade can be called even with last year's.

In the wholesale markets the religious holidays combined with a natural reaction to quiet down business considerably. The rush for deliveries ebbed. A feature, however, was the entrance of big mail-order companies into the market again for advance requirements of staple cotton goods particularly. These concerns were very active at the bottom prices last Spring.

NOSTALGIA

Nostalgia is one of those four-dollar words used by professional men to describe simple things. It means homesickness when it is acute. It is akin to neuralgia, which means nerve sickness. A scientist has just been saying that it is nostalgia in its less acute forms which preserves the stability of society. He says that it is the foundation of nationalism and patriotism, as men and women become attached to those things with which they are familiar and are reluctant to change them or to leave them. It tends to increase vocational and class stability and to promote conservatism in all its forms. It affects the conduct of animals as well as of men. The old saying, "The cat came back," is based on an unconscious recognition of this feeling, but only a prig would say that a cat which returned to the house from which its owners had moved was suffering from nostalgia. Yet every one knows that cats do this. The dog attaches himself to persons rather than to places and will follow his master anywhere.

The country boy who leans heavily on a hoe handle usually gets a job teaching school—and from there on into the law.

Be times good or bad, thrift is still a virtue.

OUT AROUND

Things Seen and Heard on a Week End Trip

I had several alternative routes planned for last Saturday—Portland, Lake Odessa and Belding—but telephonic enquiry disclosed that the particular person I wished to especially see in each town was away, so I just naturally embraced the opportunity to call my old friends on US 131, North, where I am assured a kindly greeting always awaits me.

The extension of US 131 from Michigan street to Coldbrook street (Grand Rapids) is now open to the public. It runs so close to North Division avenue as to look like a joke to those who are not familiar with the conditions under which it was conceived and carried into execution. Its creation involved graft at nearly every stage, making it one of the most expensive public improvement features Grand Rapids has ever undertaken. While it is true that much of the cost of this improvement was borne by the state, yet the money thus expended could have been secured for a much more useful and necessary undertaking.

The new cut-off around "death-curve" so-called is a most remarkable achievement and entitles the officers responsible therefor to much credit. No change in route with which I am familiar has done more for the safety of the traveling public than this innovation.

I predict that the three corners where De Weerd's grocery store is located will ultimately become a trading center of some importance. Two merchants of my acquaintance are planning to open new stores at that location in the near future.

As I approached Rockford and started down the incline, I noted a new house under construction, directly opposite the palatial home of Adolph G. Krause. I was informed later that it is to be the home of J. G. Muir, field manager of the salesmen of the Wolverine Shoe & Tanning Co. Mr. Muir has acquired five acres of land on the hillside and proposes to have it landscaped by an eminent architect in that line.

As we approached the long row of petunias which serves as a fringe to the Wolverine Shoe and Tanning Co., I could not help thinking how much this institution has done for the good people of Rockford which, but for the supermen of the Krause family, would still be a somnolent village in one of the most beautiful valleys in Michigan. I was told at the factory by Otto Krause that the company has orders enough booked to keep every man employed and every wheel turning until December 1.

In the early days of the career of Henry Ford I was in hearty sympathy with him because he was the under dog in the controversy over the Selden patent. The owners of this patent, who comprised mostly all the successful auto manufacturers of that era, con-

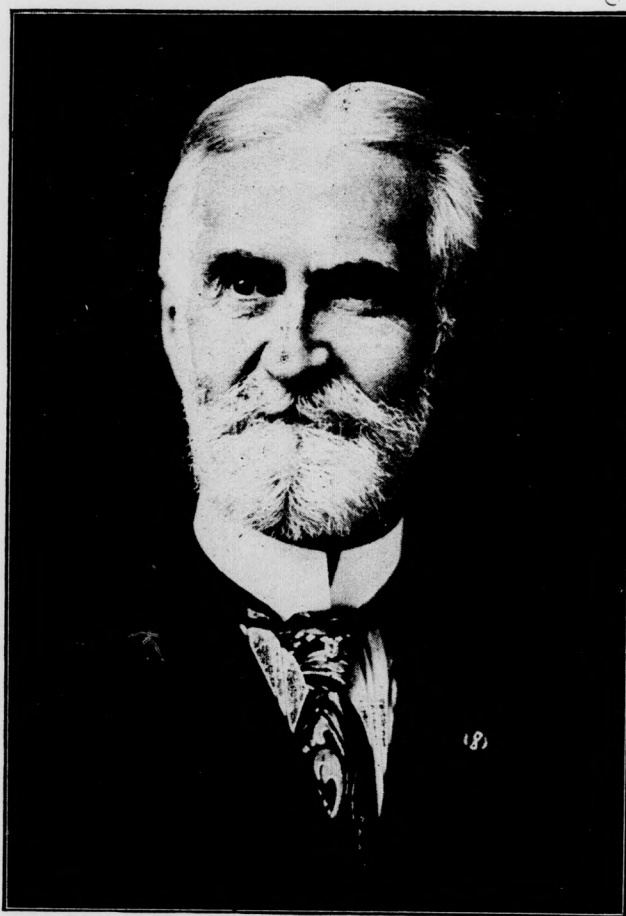
fidently believed their patent would be sustained. This would mean the doom of Ford, who was fighting single handed to have the patent declared invalid. He defeated the machinations of his enemies and soon became the foremost automobile manufacturer of the age. His refusal to bow his head to the monopolistic designs of his competitors showed very plainly that he was one of the most courageous men who ever lived. Now, at 70 years of age, he is forced to show the kind of mettle he is made of and he is doing it in man fashion. General Johnson broadcasted a threat that Ford must sign on the dotted line or be doomed to extinction by the strong arm of the Govern-

bars for two expressions he made during the war, as follows:

1. The word murderer should be embroidered on the breast of every soldier and naval sailor.

2. When this cruel war is over the stars and stripes will come down off my factory and the flag of internationalism will take its place.

Mr. Ford insulted the Jews—wickedly and criminally. When he saw the inroads his unmerited attacks were making on his business, he apologized in man fashion. I have given him many invitations to make a similar apology to the American people, but thus far he has paid no attention to my over-



Col. D. N. Foster, of Ft. Wayne, who is always glad to do Grand Rapids a good turn.

ment. Mr. Ford retaliated by doing more than those who sign, but stolidly refuses to sign his name to a paper which would enable his competitors to ruin him. I hold no brief for Mr. Ford, but I glory in his courage, and am very glad to see him snap his fingers in the face of an antagonistic edict which no Government has a right to undertake to impose on an American citizen. Mr. Ford has the sympathy of every person who has a drop of good American blood coursing through his veins. There are some things a public official cannot do in this country. The ruination of Henry Ford is one of them.

Personally, I think Henry Ford should have been placed behind the

tures. So long as he continues to ignore this situation his name in the Tradesman will be plain Ford.

Colonel David N. Foster, of Fort Wayne, went home from the annual encampment of the G. A. R. at Minneapolis with the title "Chairman of the Executive Committee" pinned to his lapel. He worked early and late to induce his comrades to vote to hold their next encampment in Grand Rapids, but could not overcome the inducements of Syracuse. Mr. Foster transferred his residence from Grand Rapids to Fort Wayne about fifty-five years ago, but has never wavered in support of Grand Rapids whenever the opportunity is presented.

Recent interviews from various parts of the state lead me to believe that two or three thousand grocers and merchants neglected their opportunity to obtain \$14.50 from the Government as rebate for the \$6 yearly oleo tax paid from July 1, 1929, to July 1, 1931. If any merchant sold only vegetable oleo from July 1, 1930, to July 1, 1931, and paid the \$6 tax for that year, he can recover the \$6 and interest thereon by applying to the Tradesman for a blank, filling it out and sending it to the collector of internal revenue at Detroit.

Considering the dryness of the summer season the early fall is remarkably attractive. Few trees show the effect of the drought. Few leaves have left the trees in comparison with previous seasons. The appearance of forest trees in their greenness, with only occasional touches of red and yellow, is very attractive. Frost seldom stays away so long as it has this season. The absence of frost has helped tomato and potato growers very materially.

Fred J. Strong, the Poo Bah of Waukesha, spent Sunday with his newly widowed mother at Alma. He was accompanied by his wife. They came via Grand Rapids and called on local friends.

I met an intelligent farmer the other day and his line of talk interested me. He is not a whiner or complainer, but he certainly knows his onions and realizes this is not an era of great prosperity for the farmer. He said among other things: "I bought a 40 acre farm for \$4,000. I have paid the obligation down to \$2,750. Now I can buy a better farm for \$2,000, but because I am nicely settled and have added improvements to the house and barn which cost me about \$600, I suppose I will stay where I am and gradually wipe out the debt I still owe on the place. Last week one of my daughters wanted a new dress. She saw one advertised at \$1 and I furnished her the money to pay for it. The next day she called at the store to purchase the dress, only to find that it had been increased in price to 1.25. I gave her the additional quarter two days later. When she went to the store the next day for the dress it had been advanced to \$1.75. I have been buying a certain farm shoe for years at \$2. I decided I must have a new pair. I called at the shoe store, only to find the price had been advanced to \$2.40. This has been anything but a good season for the average farmer. We got hay crops early in the season, but the oat crop was a failure on account of the dry weather, and since July nothing the farmer has to sell in any quantity has done very well. Of course, early potatoes brought a good price, but the yield was so small that the total amount received was not enough to help much. Tomatoes are only 60 cents per bushel. The peach crop was a failure and plums and pears sold down pretty low. I think there will be more suffering among the farmers for lack of funds next winter than any time yet."

(Continued on page 23)

FINANCIAL

How To Detect Counterfeits By Quick Inspection

There may be counterfeit money that is so perfect that it defies detection. Materials and process of production employed by the counterfeiter, however, are so different from the stock and methods of genuine production that not even expert scrutiny is usually needed to observe the difference in results; then the divergence is apt to be marked by errors and defects that simplify detection.

The surest way of detecting counterfeit money, in the opinion of the United States Secret Service, is by careful examination of all currency for defects. Familiarity with the appearance of genuine currency and with the rules applied to its production is advised to provide a fundamental knowledge which can be applied successfully to determining whether money is good or bad.

The photomechanical process is the method most frequently resorted to in counterfeiting money. There are many other less effective methods.

Forged notes made by the photomechanical process are plainly surface printed, as distinguished from genuine engraving. Sometimes the reproduction is excellent; often so poor as to be obviously a fraud.

Photography is the first step in making counterfeits of this type. Consequently there are no errors of spelling nor of bad spacing to mark deviations from a genuine original. Defects most generally present are in the coloring of the serial numbers and in the seal and back of the note. The fine cross-hatch lines in the background of the portraits—designed as a special safeguard—are almost certain to be lacking or are broken and indistinct.

Genuine paper—such as original notes are printed on—is occasionally used in printing counterfeits. This paper is obtained by bleaching notes of smaller denomination than the counterfeits which replace the printing. A fair grade of bond paper is more frequently used.

Genuine paper for small-sized currency—the size of the current issues—has fine curly segments of red and blue silk scattered throughout the surface. The larger size paper currency which current notes displaced has two lines of silk on either side of the portrait.

In the reduced size of currency the Federal Government has worked out an entirely new system of currency designing. There are five different types of currency which carry the name designating the particular issue. The seal and serial numbers are printed in colors; Blue for silver certificates; yellow for gold certificates; red for United States notes; brown for national bank notes; green for Federal reserve notes.

The denomination of each is indicated by the portrait on the face and the embellishment on the back. The individual who familiarizes himself with the portrait system will readily detect notes "raised" from a low to a higher value. If a note bearing the numerical "10" with a portrait of Washington should come under such informed observation, it will be recognized as a \$1 note raised to the \$10 denomination by counterfeiting.

The portrait chart of the new currency provides: For the \$1 note, portrait of Washington with ornate numerical "1" on back; \$2 note, Jefferson, with representation of Monticello on back; \$5 note, Lincoln, with Lincoln Memorial in Washington shown on back; \$10 note, Hamilton, with picture of United States Treasury on back; \$20 note, Jackson, with White House on back; \$50 note, Grant, with United States Capitol on back; \$100 note, Franklin, with Independence Hall, Philadelphia, on back; \$500 note, McKinley, ornate "500" on back; \$1,000 note, Cleveland, ornate "1,000" on back; \$5,000 note, Madison, with ornate "5,000" on back; \$10,000 note, Chase, with ornate "10,000" on back.

The check letter is always used in describing counterfeits; if not correct, the note is a counterfeit. The check letter will be found inside the panel in the lower right hand corner on the face of each note; beside it is the plate number in small numerals. These letters and numbers are printed in black, and are not to be confounded with letters preceding and following the color-printed serial numbers.

Check numbers on genuine notes run from A to L; they are synchronized, on all but national bank notes, with the serial numbers. By dividing the entire serial number by six, the remainder will indicate the check number. If the remainder is 1, for example, the check number is A or G; if 2, B or H; if 3, C or I; if 4, D or J; if 5, E or K; if nothing, the check letter is F or L.

If the check letter is correct, it does not prove the genuineness of the note. Serial number and check letter on a counterfeit may reproduce those of a genuine note.

The best method for detecting counterfeit money, in the opinion of the Secret Service, is by careful examination of all currency for defects.

Currency Depreciation Not Essential to Administration Program

Within the past week the value of the United States dollar in terms of gold has declined 9 per cent. On September 11 it was worth 72 per cent of par. By September 18 it had fallen to 65 per cent of par. Such drops do not take place in the currencies of healthy economies. It is worth while, accordingly, again to raise the question of why the dollar is at its present low level and secondly, what benefits its fall has conferred upon the American public.

As to the first of these questions—the cause of the decline—there are two broad facts to bear in mind. The first is that the United States is a creditor nation. This means that more money, or its equivalent in goods, is flowing into the United States than is flowing out. In consequence, the demand for dollars should be greater than the supply, with the result that unless there were offsetting factors, such as a flight from the dollar, our currency should be above par.

The second of these broad factors is that the United States has actual gold equal to over 75 per cent of the total volume of currency outstanding. This

is on the basis of gold being valued at the statutory price of \$20.67 an ounce. If the gold is appraised at the current value in the world market our holding is equal to almost 120 per cent of the total amount of currency outstanding.

In addition to the currency, of course, are bank deposits. With a solvent financial system and a stable currency, however, there is no danger of the public converting such deposits into currency, let alone trying to get gold. People do not draw money from banks unless they have reason to distrust the safety of their deposits and they do not convert currency into gold unless they distrust paper money. From the point of view of both our international financial position and our supply of gold, accordingly, the evidence indicates that there is no occasion for the American dollar being at a discount.

Granting this there still remains the question of whether the public in general has gained by currency depreciation. This question, it should be emphasized, must be kept separate from the NRA, the agricultural bill, or any of the other measures of the Administration. The point at issue is simply whether we are better off to-day with a 65c dollar than we would be if our currency had been held at par.

Separating this one factor necessarily is not an easy task. Nevertheless, those responsible for forcing the decline of the dollar have followed a course of action which they must be able to justify. To do this it is not sufficient merely to gloss over the policy and its effects as one of a general group. The American public has a right to know, and in time will demand to know, what it has received in return for having had placed upon it the earmark which historically has always indicated financial insolvency and economic ineptitude.

Ralph West Robey.
[Copyright, 1933]

Silver Lobby Merely Changed Line of Attack

One of the interesting developments of the last few days has been the spectacular increase of the price of silver. It has advanced from around 37 cents to above 40 cents an ounce. This compares with a value of approximately 25 cents an ounce in March. Obviously there are many people who persist in the belief that the Government, before we get through with our currency experiments, will do something for silver.

Unfortunately there is little basis for combating this belief. It is probable that the position of the silver interests is stronger to-day than at any time in a generation. There still is a chance that they will not get their way, but month by month they are gaining ground. In any case, they are pushing as hard as they can and using any argument that offers promise at the moment.

Thus, a few months ago almost the only argument heard was that a rise in the price of silver was essential to restore the prosperity of the Orient. The contention was that, through getting the price of the metal higher, the value of Chinese money would increase and consequently the Orient would

have a greater purchasing power with which to buy our goods. This thesis, it may be recalled, received support in high quarters.

Now this line of reasoning has been dropped. The reason is simple. It is that the Administration in the handling of our own money took exactly the opposite course. In other words, we adopted the idea that we will become prosperous by reducing the value of our currency. It would be rather absurd in the face of this, obviously, for the silver interests to continue preaching that China's prosperity was dependent upon exactly the reverse—upon increasing the value of her currency.


Such difficulties, however, do not long disturb the silver lobby. This group has a refreshing facility in switching arguments. In the matter of a few weeks, therefore, the whole story has been changed. The plea now is that getting silver to \$1.29 an ounce would restore prosperity, not in China and other silver-using countries but in

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our own West. One might conclude, in fact, from some of the statements being made, that practically every one west of the Mississippi river is engaged in silver mining.

The truth of the matter is that silver mining in this country is an insignificant industry. As measured by the value of its output it ranks below the manufacturing of wooden cigar boxes. Getting even the fantastic price of \$1.29 an ounce for silver, accordingly, would help only an insignificant number of people. Of these people, however, a much larger proportion is important than in the case of the wooden cigar box industry.

Ralph West Robey.
[Copyright, 1933]

Present Business Outlook Not Stimulating

The past week showed increased demands for quick inflation and there were rumors that the Administration was hesitant about considering currency inflation. There was a continued increase in labor with declines in securities, commodities and bonds. The general picture, during the past week, was not very encouraging and the dollar sank to a new low. On the other side of the picture, retail business showed encouraging returns and the decline in steel business was less than anticipated. Carloading figures were up and there was a rise in electric power production.

Many writers are saying that if business does not improve before Congress convenes, there will be a clamoring for a radical type of inflation. The Administration seems to be alert to the situation and will make further aids, if this is necessary. Recent advice is to the effect that it will rely on credit expansion, stimulation of heavier goods industries and efforts to increase the purchasing power of the farmer relative to the other producing groups. The credit expansion program will eventually result in direct loans to industries by the R. F. C. A liberal policy with regard to additional bank openings and qualifications for deposit of guaranty coverage probably are other parts of this program.

Of course, the investor should remember that inflation has occurred and is occurring at the present time. The large budgetary deficit, created as a result of the various Government expenditures to aid business, is inflation. The present business outlook is not stimulating to investors' enthusiasm.

J. H. Petter.

Proceedings of the Grand Rapids Bankruptcy Court

In the matter of Albin J. Larson, bankrupt No. 5128, final meeting of creditors was held under date of September 8, 1933. Fred G. Timmer, trustee, was present in person. John G. Anderson was present for Robert N. Anderson as attorney for bankrupt. Trustee's final report and account was approved and allowed. Balance bills, notes and accounts receivable was sold to John G. Anderson for the sum of \$11.00. Items of real estate listed on Subdivision (b) of paragraph 5 in notice of final meeting were sold to Albin J. Larson for the sum of \$25.00, subject to any and all existing taxes, mortgages, liens and encumbrances. Certain shares of stock were abandoned as worthless and burdensome, no bid having been received. Claims proved and allowed. Order was made for the payment of expenses of administration, preferred claims and a first and final dividend to creditors of 3%. No objection to discharge. Files will be returned to U. S. District Court.

In the matter of Edward Gyde Burle-

son, bankrupt No. 5414. The first meeting of creditors has been called for October 4, 1933, at 11 A. M.

In the matter of Helma Benson and John A. Benson, co-partners operating as Benson's, Bankrupt No. 5430. The first meeting of creditors has been called for October 3, 1933, at 2 P. M.

In the matter of Clifford Kahlo, bankrupt No. 5417. The first meeting of creditors has been called for October 3, 1933, at 11 A. M.

In the matter of Walter Mellor, bankrupt No. 5423. The first meeting of creditors has been called for October 3, 1933, at 11 A. M.

In the matter of Grand Rapids Cut Stone Company, bankrupt No. 5433. The first meeting of creditors has been called for October 3, 1933, at 10 A. M.

In the matter of Onokama Farm Bureau, Inc., Bankrupt No. 5383. The first meeting of creditors has been called for October 2, 1933, at 2 P. M.

In the matter of Hart B. Smith, bankrupt No. 5419. The first meeting of creditors has been called for October 2, 1933, at 11 A. M.

In the matter of John K. Jensen, bankrupt No. 5393. The first meeting of creditors has been called for October 2, 1933, at 11 A. M.

In the matter of Oscar J. Martin and Edward W. Martin, co-partners doing business as Martins Drug Store, bankrupt No. 5429. The first meeting of creditors has been called for October 2, 1933, at 10 A. M.

In the matter of Martins Drug Store, bankrupt No. 5429. The sale of assets has been called for October 6, 1933, at 2 P. M. at the premises formerly occupied by the bankrupt at No. 357 W. Burton St., Grand Rapids, Michigan. The stock consists of merchandise, prescription room stock, fixtures and equipment, all appraised at \$1,362.91. All interested in such sale should be present at the date and time above stated.

September 15, 1933. On this day the schedules, reference, and adjudication in the matter of Ervin Mishler, bankrupt No. 5436, were received. The bankrupt is a salesman of Lake Odessa, Michigan. The schedules show total assets of \$300.00 (all of which are claimed exempt), and total liabilities of \$12,523.09, listing the following creditors:

Township Treasurer, Lake Odessa	\$ 15.00
Farmers & Merchants Bank of Lake Odessa	3,200.00
Willaman Chevrolet Sales Co., Ionia	200.00
Ionia Creamery Co.	600.00
Geo. Hackett, Ionia	1,500.00
Lowell State Bank	80.00
Federal Chemical Co., Louisville, Ky.	250.00
Farmers & Merchants Bank, Lake Odessa	800.00
Mr. and Mrs. A. T. Eash, Alto	700.00
Alma Mishler, Alto	500.00
Simon Mishler, Alto	300.00
Clayton Henry Clinton, Freeport	100.00
Geo. Becker, Lake Odessa	500.00
Mrs. Geo. Becker, Lake Odessa	100.00
Mrs. Joseph Mishler, Alto	500.00
Geo. Becker, Lake Odessa	300.00
Haddix Market, Lake Odessa	130.00
C. Carpenter & Son, Lake Odessa	300.00
O'Mara Bros., Lake Odessa	160.00
Goodsell Hdw. Co., Lake Odessa	100.00
Smith Bros., Vette & Co., Lake Odessa	50.00
Gates & Huntzinger, Lake Odessa	450.00
Lake Odessa Oil Co., Lake Odessa	550.00
Donald Goodemoot, Lake Odessa	160.00
Wm. Allen, Lake Odessa	30.00
Gus Jackson, Clarksville	25.00
Guy Beaver, Ionia	30.00
International Agricultural Co., Buffalo	250.00
Great Northern Refining Co., Cleveland	97.00
John Deere Co., Lansing	125.00
Miller Furn. Co., Hastings	123.00
Howard Poff, Lake Odessa	60.00
A. K. Frandsen, Hastings	23.00
Austin Erb, Alto	50.00
Lake Odessa Canning Co., Lake Odessa	40.00
Ladue & Snyder, Lake Odessa	20.00
Michigan Mutual Hail Ins. Co., Lansing	35.00
Clinton Rudd, Ionia	70.00

September 14, 1933. On this day the schedules, reference, and adjudication in the matter of Russell L. Westlake, bankrupt No. 5434, were received. The bankrupt is a laborer of Kalamazoo, Michigan. The schedules show total assets of \$445.00 (of which \$25.00 are claimed exempt), and total liabilities of \$5,411.98, listing the following creditors:

Flora M. Westlake, Kalamazoo	\$2,500.00
The Allen Corp., Detroit	80.00
Bramhall Supply Co., Benton Harbor	30.00
Bond Supply Co., Kalamazoo	20.00
A. D. Beaudette, Benton Harbor	3.85
William Burkett, St. Joseph	5.00
Benton Harbor Gas Co.	25.00
O. Baumeister, Benton Harbor	100.00
Chausse Oil Burner, Elkhart, Ind.	105.00
Cutler & Downing, Benton Harbor	30.00
Celery City Lumber Co., Kalamazoo	10.03
The Durriron Company, Dayton	165.00
Edward & Chamberlin Co., Kalamazoo	197.00
Electric Service, Benton Harbor	8.00

Frey Yarn Co., Chicago	9.50
Henry Griffendorf, Benton Harbor	34.20
Green Transfer Co., Benton Harbor	5.00
Rosenberg & Forbes, Benton Harbor	79.00
Glass Service Co., Kalamazoo	57.26
W. C. Hopson Co., G. R.	290.00
Hoyland Co., Chicago	160.00
Indiana Michigan Electric, Benton Harbor	16.00
Benjamin K. Lyman, Chicago	70.00
A. L. Lakey Co., Kalamazoo	31.00
Mich. Bell Telephone Co., Benton Harbor	21.00
Mutual Casualty Co., Chicago	11.91
Archie McKee, Bangor	22.46
Noble & Price Plumbing Co., Benton Harbor	27.65
National Lead Co., Chicago	9.00
News Palladium, Benton Harbor	25.00
Ometco Supply Co., South Bend	100.00
Preston Lumber Co., Benton Harbor	150.00

Pilecher Hamilton Daily Co., Chicago	69.36
Polks Directory, Detroit	20.00
Charles Schmaltz, Benton Harbor	26.89
James Wheeler Collection Agency, Benton Harbor	26.89
Smith Monroe Co., South Bend	120.00
Standard Oil Co., G. R.	6.00
Republic Paint Co., Chicago	20.39
Ross-Carrier Co., Benton Harbor	14.50
Telephone Advertising Co., Detroit	146.00
Van Prag Sales Corp., New York	22.00
Wheeling Corrugating Co., Chicago	418.09
Wallace Lumber Co., St. Joseph	24.00

In the matter of Abraham Miller and Louis Sernick, co-partners d.b.a. Miller-Sernick Auto Parts Company, Bankrupt No. 5398, first meeting of creditors was held September 18, 1933. Abraham Miller and Louis Sernick present and represented by Warner, Norcross & Judd, Attorneys. Report and account of receiver approved. Abraham Miller and Louis Sernick each sworn and examined without reporter. Fred G. Timmer, Grand Rapids, Michigan, trustee; bond \$500. Meeting adjourned without date.

In the matter of Allen's Smart Shop, a Michigan corporation, Bankrupt No. 5347, first meeting of creditors was held September 18, 1933. Bankrupt present by Phil E. Goodman, Secretary and Treasurer, and represented by Warner, Norcross & Judd on behalf of John McNeil Burns, Attorney, of Detroit, Michigan. Harold H. Smedley, Attorney, present for Oscar Berg, Receiver, and also for creditors. Phil E. Goodman sworn and examined without reporter. Claims filed only. Fred G. Timmer, Grand Rapids, Michigan, trustee; bond \$500.00. Meeting adjourned without date.

In the matter of Dick Arens, Jr., bankrupt No. 5119. The final meeting of creditors has been called for October 9, 1933, at 10 A. M. The trustee's final report will be approved at such meeting. There probably will be a small dividend.

In the matter of Yeiter Shoes, Inc., bankrupt No. 5180. The final meeting of creditors has been called for October 9, 1933, at 10 A. M. The trustee's final report will be approved at such meeting. There will be a final dividend for creditors.

In the matter of Reliable Market, bankrupt No. 5155. The final meeting of creditors has been called for October 9, 1933, at 11 A. M. There will be no dividend for creditors.

In the matter of Miller-Erhardt Clothes Shop, Bankrupt No. 5169. The final meeting of creditors has been called for October 9, 1933, at 11 A. M. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of Sol Tobias, Bankrupt No. 5139. The final meeting of creditors has been called for October 9, 1933, at 2 P. M. The trustee's final report will be approved at such time. There will be a first and final dividend for creditors.

September 19, 1933. On this day the schedules, reference, and adjudication in the matter of William Thomas Borgeld, bankrupt No. 5437, were received. The bankrupt is a grocer of Grand Rapids, Michigan. The schedules show total assets of \$1,458.84, (of which \$700.00 are claimed exempt), and total liabilities of \$1,613.61, listing the following creditors:

City Treas., G. R.	\$ 19.55
Mandeville & King Co., Rochester, New York	2.37
Frances H. Leggett, Detroit	42.75
Abe Schefman, G. R.	15.62
Karavan Coffee Co., Toledo	16.20
Wexford Ice Cream Co., G. R.	7.80
Vanden Berge Cigar Co., G. R.	17.85
Muskegon Candy Co., Muskegon	6.80
Mich. Bell Telephone Co., G. R.	14.70
Commercial Milling Co., Detroit	6.38
Palmolive Peet Co., Chicago	12.10
Blue Valley Creamery Co., G. R.	7.02
Ellis Bros., G. R.	104.46
Michigan Broom Co., Bay City	15.75
Chas. E. Hausbeck, Saginaw	6.30
I. Van Westenbrugge, G. R.	13.36
Heckl Produce Co., G. R.	10.90
Jennings Flavoring Co., G. R.	2.30
D. L. Cava, G. R.	3.61
G. R. Paper Co., G. R.	4.50
Folkers Soft Drink, G. R.	2.50
C. D. Kenney Co., Detroit	8.60
Van Driel & Company, G. R.	19.56
Ferris Coffee Co., G. R.	40.50
Heckman Biscuit Co., G. R.	251.43
G. R. Wholesale Grocery, G. R.	206.35

Schust Co., Saginaw	16.71
Watson Higgins Flour Co., G. R.	46.90
S. Post, G. R.	488.74
H. Zoet, G. R.	75.00
Wolma Dairy, G. R.	45.00
Mills Paper Co., G. R.	6.25
Standard Brands, Inc., Cleveland	1.25
Lions Specialty Co., Chicago	16.47
Renfro Bros., Chicago	31.00
Comstock Tire Co., G. R.	17.00
Standard Auto Co., G. R.	10.00

September 15, 1933. We have today received the schedules, of George N. Edwards, bankrupt No. 5428, of Niles, Michigan. The schedules show total assets of \$15,138.80, (of which \$850.00 are claimed exempt), and total liabilities of \$11,079.96, listing the following creditors:

City Treasurer, Niles	\$ 32.00
Jean Larzelere, Dowagiac	160.00
State Bank of Niles	10,200.00
Frank B. Edwards, Dowagiac	270.00
Mich. Bell Telephone Co., Niles	17.99
Niles Creamery Co., Niles	180.00
Niles Fuel & Supply Co.	7.00
Lee Stillwell, Niles	177.17
Harry Wogoman, Niles	36.79

In the matter of General Freezer Corp., Bankrupt No. 5140, final meeting of creditors was held under date of September 6, 1933. Fred G. Timmer, trustee, was present. A. B. Wallower, attorney for petitioning creditors, was present. S. C. DeGroot present for Grand Rapids Credit Men's Ass'n. Trustee's final report and account approved and allowed. Balance bills, notes and accounts receivable was sold to S. C. DeGroot, of Grand Rapids, Mich. Order was made for the payment of expenses of administration as far as funds on hand will permit. No objection to discharge. Files will be returned to the U. S. District Court.

September 22, 1933. On this day we have received the schedules in the matter of Onokama Farm Bureau, Inc., bankrupt No. 5383. The bankrupt is from Manistee, Michigan. The schedules show total assets of \$16,544.83, and total liabilities of \$23,081.39, listing the following creditors:

International Harvester Co., G. R.	\$697.63
Niagara Sprayer Co., Middleport, New York	1,292.82
Edgerton Mfg. Co., Plymouth, Ind.	2,538.62
John Bean Co., Lansing	484.00
Niagara Sprayer Co., Middleport, New York	1,292.82
Sheboygan Fruit Box Co.	6,612.86
International Harvester Co., G. R.	639.29
Aetna Portland Cement Co., Detroit	239.75
Bethlehem Steel Co.	45.55
T. E. Bissell Co., Elora, Ont.	359.96
Alfred J. Brown, G. R.	50.00
Burchard & Carlson, Onokama	59.68
The Carbon Fuel Co., Cincinnati	175.25
Continental Coal Co., Cincinnati	74.68
The Dow Chemical Co., Midland	822.83
Farm Bureau Services, Lansing	815.19
General Chemical Co., St. Louis	310.42
Hatfield Campbell Creek Coal Co., Cincinnati	42.00
Huron Portland Cement Co., Detroit	236.38
International Harvester Co., G. R.	58.34
L. G. Jebavy, Ludington	586.50
The John Bean Mfg. Co., Lansing	1,037.88
Kalamazoo Tank & Silo Co.	72.50

Kay Laboratories, West Haverstraw, New York	71.40
Ludington Fruit Exchange, Ludington	47.20
J. Lerner, Chicago	67.69
Mich. Cherry Growers, Traverse City	879.22
Louis Maue, Bear Lake	49.21
Northern Coal Co., Detroit	181.59
New York Insecticide Co., New York	250.00
Shelby New Era Co-Op Assoc., Shelby	43.47
Schneider Bros., Chief, Mich.	306.40
Simplex Paper Co., Albion	400.00
The Sherwin Williams Co., Cleveland	400.30
L. Sonneborn Sons Co., New York	20.00
Swift & Co. Fertilizer Wks., Chicago	184.93
Thayer & Co., Benton Harbor	244.82
Vitality Mills, Inc., Chicago	236.17
H. F. Watson Mills, Chicago	70.00
Zeph Fruit Package Co., Traverse City	512.74
Bank of Onokama	67.11
C. J. Chrestensen, Onokama	104.18
Manistee County Savings Bank, Manistee	480.75

September 20, 1933. On this day the schedules, reference and adjudication in the matter of Lysle J. Ranney, bankrupt No. 5439, were received. The bankrupt is a laborer of Kalamazoo, Michigan. The schedules show total assets of \$250 (all of which are claimed exempt), and total liabilities of \$692.18, listing the following creditors:

Arthur Eklund Estate, Proctor, Minnesota	\$ 49.43
Eklund & Ramseth, Proctor	41.80
Jewel Eklund, Proctor	25.00
A. Brayden, Proctor	23.50
W. M. Blackwood, Proctor	8.15
Wm. E. Fay Co., Proctor	15.00
Mrs. Dorothy Rogers, Kalamazoo	214.87
Jack Price, Proctor	200.00
Budds Jewelry Store, Kalamazoo	20.00
J. Wall Plumbing Co., Kalamazoo	26.00
John DeHaan, Kalamazoo	35.00
Halpert Tire Co., Kalamazoo	8.43
Wm. McMureury, Proctor	25.00

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—Paul Schmidt, Lansing.
First Vice-President—Theodore J. Battike, 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. Milkas, Manistee; Ward Newman, Pontiac.

Is It Enough If One Is An "Independent?"

A few weeks ago I rode with an enthusiast on the independent merchant. We stopped at an oil station which he selected with obvious avoidance of chain station units. Before his tank was filled, he asked if this were an independently operated station. The answer was ambiguous and hesitant—the operator seemingly hardly grasping the purport of the question, but he wanted the business and said it was operated "on a license," which satisfied my companion.

The first five cited to appear before the NRA authorities in San Francisco for violation of the letter and spirit of the code are operators of "independent" filling stations; and ten others have been reported who are to be called in later—all independents.

The allegation is that these men fly the NRA insignium and post prices conspicuously, but that in making sales, their prices are 1c to 2c a gallon under the code price and under the quoted price on their signs.

What is wrong in such action? Is it in violation of NRA? Yes, but that is purely incidental. The wrong needs no great elucidation. It is like the truth we find in the Bible—true not because it is in the Bible but because it was always true—long before the Bible was written—eternal truth. Nor is this a blanket indictment of independent merchants, any more than the lapse of a chain manager into short-weighting is an indictment of chain grocers as such.

The folly, of course, is obvious; but that is what we see in any other kind of crookedness. Devious ways do not pay in the long run—and the run is generally short at that. But the indictment lies deeper than that. Our revulsion is stirred by the basic unfairness, the pure crookedness. Foolish to think that such a scheme would not meet speedy exposure—would not leak worse than any gasoline valve. But those experienced with criminals say that a criminal is either the densest kind of fool or remarkably smart; and because smart men are few and far between, the chance that such operators would escape detection had no show in the world.

Square dealing is the oldest rule of good conduct on earth. It is folly to deal otherwise. But the fact that it is wrong stands alone and alone brings condemnation from all right thinking people. Hence, whether altogether sold on NRA or not, whatever prosecution results from such acts will be universally approved.

Here is an example of the essence of square dealing. It is a short, single column advertisement in the New York Times, 6½ inches long. A lounge chair is illustrated and here is every word of the advertisement:

"This Jacobean lounge chair, \$60. Curtis' contribution to the connoisseur of Early English. Characteristic turned stretcher, deep seat, pitched back. Choice of fabrics. Curtis sale. Why not, instead of reading fancy adjectives, come to the showroom, sit in Curtis furniture! Then see the showrooms, see how Curtis builds it! You're cordially invited."

That is a preferred example of truth in advertising—and there is nothing so effective, nor ever can be. How convincing it is to be thus invited to come and see the goods. One's confidence is evoked immediately by such an advertisement. And grocers who think that because they are small their advertisements would count for little are invited to consider that some of New York's most enduring houses consistently use single column advertisements of a few inches.

Fact is, plain talk is the best talk. It is also the shortest way to trade up—a process I have always practiced and advocated. Let us glance at one business with which we all eventually touch, though we avoid it as long as possible. That was formerly called the undertaking business—one, apparently, where all the trading is down. Have you noticed it of late years?

Some fifteen years ago it graduated so that those men were funeral directors, then of late they have become morticians. Formerly, too, when anybody died, the family would interview the undertaker. He would show them a line of coffins—beg pardon, "caskets"—and he named prices from \$125 up.

Looking at that plain box priced at \$125, even the novice must know it was intrinsically worth around \$20 or \$30, but all of us are shy at such times, and our feeling of relief came with the further knowledge that the \$125 "and up" included everything.

But several years ago the morticians decided to do away with that folly. They began to sell funerals on a sliding scale commensurate with the simplicity or elaborateness thereof: this one, including this casket, \$150. This layout with this finer casket \$250, and so on. Now even the funeral is dropped, according to the Wisconsin Retail Bulletin, and we henceforth have "memorial services."

Few of us like new habits and ways. Change seems a nuisance, notwithstanding that change is the constant way of life everywhere. Here is a bit of jingle that seems apposite these times:

Trouble has a way of coming
Butt end first.
Viewed approaching, we have seen it
At its worst.
Once surmounted, then it waxes
Ever smaller.
And it tapers till there's nothing
Left at all!

But there is one kind of trouble every successful merchant takes and thence arises his success. This is the work of keeping in touch with facts of feeding, household habits which persist through the generations, and trains each new generation in the ways of sound living. Profit always comes to him who does this.

We are apt to overlook the truth that people continually grow up around us. But it is now reported by the Society for the Advancement of Bet-

ter Living that within "the last few years"—exact number not sated—28,000,000 of our people have grown up with only the meagerest knowledge of the "civilized pleasures of the table."

What has caused this condition? Is it the automobile or the movies or the depression? Whatever it is, certain grocers never let such a thing enter the circle of their clientele. They are up and doing to promote sound knowledge of foods, their combinations and processes, among their customers. And it is well to remember that this is one of the facts of life that we have always with us—New Deal or not.

Let's think of this in view of a recent utterance by a rabid anti-chain editor who announces that "Education, Not Taxes, Will Beat The Chains"—a "complete about-face" on his part, hitherto strong for anti-chain taxes.

Obviously, what he favors in his "publicity campaign of education" is negative education in prejudice which, experience shows, always misses its mark.

The right kind of education is favored by all enlightened people. It is what informs the student. The grocer who pursues it will do a better job of merchandising and management within his own store; and that, truly, will fit him to cope with any conditions of competition or otherwise. If he pursues it diligently, he is apt to be too busy, profitably, to worry about what any other fellow is doing.

Paul Findlay.

Fad Reducing Diets a Menace To Health

"Fad" reducing diets, deficient in meat and other protein foods were termed a menace to health by Miss Anna E. Boller, dietitian of Rush Medical College and head of the department of nutrition of the National Live Stock and Meat Board in a report

given to-day at the annual meeting of the latter organization. Miss Boller also pointed out that reducing need not be a hardship and scouted the old idea that in order to lose weight one must adopt a diet that is unpalatable and uncomfortable.

"A weight-reducing diet should be a normal diet," stated Miss Boller, "with the energy requirements limited. It should contain protein of good quality in adequate amounts; minerals, vitamins, a reduced amount of carbohydrates and fat, and foods which provide bulk. Serious results have followed severe limitations of protein, the element which is especially needed to build and repair tissues and keep the body in proper balance."

Late research has shown the high value of lean meats in weight-reduction diets, according to Miss Boller, who cited 25 reducing cases now under her observation in which the meat intake is nearly one-half pound daily per person. In addition, the diet includes fruit, vegetables, milk, eggs, bread and butter.

These patients on the above diet have lost nearly two pounds weekly as an average for fourteen weeks. The maximum weight loss of 3¼ pounds per week is credited to a woman of 45 years of age whose diet contains the maximum amount of meat.

"These persons have suffered no ill effects from this reducing diet," states Miss Boller. "They have kept in excellent health and have found the diet satisfying."

Miss Boller's report was one of a number presented at the session of the National Live Stock and Meat Board, an organization which represents every branch of the live-stock and meat industry and is carrying on a nationwide research and educational program in its behalf.

The best kind of trait: Kindness.

KEEP SUPPLIED WITH

LILY WHITE FLOUR

"The flour the best cooks use"

VALLEY CITY MILLING COMPANY

Portland — Grand Rapids — Kalamazoo — Traverse City

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

New Type of Meat Animals To Cope With

"As research workers in the field of livestock and meat investigations, you have a big part to play in the agricultural readjustment program. Changes taking place in the industry bring important problems to solve. With your trained personnel and the equipment you possess, you have a real opportunity. Your work will be lasting in proportion as you dig deep."

These were some of the highlights in the address of Dr. John R. Mohler, chief of the Bureau of Animal Industry, U. S. Department of Agriculture, which was a feature of the national conference of research workers from thirty experiment stations and the U. S. Department of Agriculture, engaged in the National Co-operative Meat Investigations project. This conference, the seventh annual called by the National Live Stock and Meat Board, was held in Chicago August 14 and 15. Dr. W. C. Coffey, dean of the College of Agriculture of the University of Minnesota, was chairman of the conference, and E. W. Sheets, chief of the division of animal husbandry of the U. S. Department of Agriculture, secretary.

New types of meat animals to cope with future problems were visualized by Dr. Mohler. The record of performance work now under way, in which the most efficient strains of farm animals are being determined, drew praise from the bureau chief. He stated that the true performance of any mating must be measured finally in terms of the kind of meat it yields and the efficiency with which the meat is grown.

"If we can develop strains of live stock," said Dr. Mohler, "in which individual animals are efficient, thrifty and as alike as two White Leghorn eggs, we will have accomplished something worth all our efforts."

The purpose of the National Co-operative Meat Investigations studies, under way on a wide front, is to reveal the underlying factors influencing the quality and palatability of meat. The annual session offers the opportunity to present progress reports and to outline a program for the future.

Since the work under way involves every phase from production to the cooking of the finished product, the reports covered many and diverse subjects.

In the production phase the reports showed that cost of gain was chiefly influenced by breed, ration, age, rate of gain, and the degree of finish. The tenderness, flavor, juiciness and general desirability of the meat from the consumer's standpoint, was found to be mainly influenced by the latter three factors; namely, age, rate of gain and degree of finish.

Among the research studies being made in the field of production are the following: a comparison of heifers and steers as to beef-production abilities; a comparison of cross-breds and straight breeds in sheep in relation to meat quality; type comparisons in hogs; the relation of various swine feeds to firmness of pork; record of performance studies showing the util-

ity value of different strains within breeds of meat animals, and many others.

In the processing phase of these investigations, the work has revealed among other things, that beef and lamb increase in tenderness when held at certain temperatures over various periods of time. Shrinkage in storage and the rate of mold or bacteria penetration in ripening meat, have been found to be influenced by the balance of minerals in the diet. The food value and economy of meat and lard in a balanced diet are greater than competing advertising had led consumers to believe, it is said.

The results of these co-operative studies are of special interest to the meat consumer. The work in the field of meat cookery which is being carried on in the laboratories of the co-operating colleges and the U. S. Department of Agriculture, is an outstanding phase of this co-operative undertaking. The experimental cookery work involves the preparation of thousands of cuts of meat and their testing for flavor, tenderness and other important characteristics. Methods of meat cookery are being standardized. More economical and practical methods have been developed. An example of the value of this work is the revelation that even the less-demanded meat cuts can be made attractive and palatable if cooked by the proper methods. It was brought out at the conference that this and other information is being passed on to housewives of the United States through the educational program of the National Live Stock and Meat Board.

Speaking before the conference as a director of the Board, W. H. Tomhave of the National Society of Record Associations said: "The work in which you are engaged is of fundamental value to every branch of the livestock and meat industry, and fully as important as any type of college work. The industry would have suffered more in the past few years had it not been for the practical results which you have obtained."

"The accomplishments of the co-operative meat investigations are, I feel sure, far beyond the expectations of most of us. Speaking for the National Live Stock and Meat Board, I want to express its appreciation of your efforts which have enabled our organization to carry on with greater effectiveness than otherwise would have been possible. I hope the good work will continue."

Grocery Stores Accept Advances

Grocery retailers have accepted price advances on merchandise without contest in all cases where jobbers can demonstrate that the rise is attributable directly to the effects of industrial codes, according to reports gathered by food manufacturers yesterday. The reports agree with opinions reported by the National-American Wholesale Grocers Association, which made a thorough canvass of its membership on that question this week. Form letters, in which jobbers point out that price rises made on products represent higher wages to workers and not an increase in profits for manufacturers, have been found to win ready acceptance, the wholesalers report.

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

A large number of consumer complaints are received by the Better Business Bureau, which it values for the light they throw on current practices in advertising and selling. The Bureau does not attempt, however, to function as an adjustment bureau to get refunds for dissatisfied customers. Corrective action obtained for consumers by the Bureau, as illustrated in the following cases, plays an interesting part in the important work of raising advertising standards and bringing about a reduction of unfair and confidence-destroying practices.

A woman recently bought at an auction sale for \$325 a ring that was supposed to contain a perfect emerald. She had paid \$49.50 deposit when she was told the emerald was not a perfect stone. She complained to the Bureau and the matter was discussed with the proprietor of the auction rooms who returned the consumer's \$49.50 deposit.

Complaint was received that a pair of gloves which a woman had bought from a leading store did not wash satisfactorily, although they had been sold to her as washable. When this was brought to the attention of the store by the Bureau, the customer was promptly given another pair.

A complaint was received against a printing firm that blotters it delivered to a purchaser were smaller and of inferior quality to the samples which the firm's salesman had shown. When this matter was discussed with the printer, the blotters delivered were taken back and blotters like the sample were sent in their place.

A foreigner who had been in this country only a short time complained to the Bureau that he had purchased on terms of \$3 per month what he believed to be a complete medical service, but that subsequently he received only a set of books, which he had returned, since he could not read English well. Subsequently a collection agency notified the man that suit would be instituted against him if he did not pay \$42 which was the balance he owed on the set of books. The Bureau took up the matter with an executive of the book company and, as a result, the firm

accepted the return of the books and cancelled the transaction.

Complaint was received from another consumer that he had purchased a refrigerator from a furniture store for \$111.50, paying \$11.50 deposit. After a week of waiting for delivery, he was told that he would have to wait three weeks longer before obtaining the refrigerator, as the store had no more in stock. He asked for his deposit back, but the store refused to return it. When the Bureau discussed this with this store, the deposit was returned.

Certain dishonest collection agencies in New York City are frequently the cause of loss to merchants and business men who engage the services of these firms without first investigating them. One such concern was the collection agency known as the Jackson-Marshall Service, Inc., which until recently was located at 401 Broadway. The principals of this company, John G. Jacobs and George E. Macksoud, started the firm about a year ago, when they advertised for solicitors to obtain accounts for them.

It was the practice of Jackson-Marshall Service to inform clients that it had located either a bank account or other assets of their debtors and that the collection agency would have to bring suit in order to effect collection of the debt. For this purpose, fees were collected from the creditors, frequently running into substantial amounts. No suits were brought, however. Moreover, in some instances the collection agency failed to turn over to creditors direct collections it had made for their accounts.

Complaints against the firm which the Better Business Bureau received were taken up with the District Attorney's office in Brooklyn and an investigation was begun. Before the investigation was completed however, the principals of Jackson-Marshall Service closed up the firm and disappeared.

(Continued on page 14)

Oysters and Fish

Fresh Shipments Daily.
Ask your Dealer for Reader Fish.
They are better.
Lake and Ocean Fish. Wholesale.
G. B. READER, Grand Rapids.

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.

Make Customers Believe in Your Advertising Messages

Practically all stores resort, at times, to bargain selling without going to the trouble to specify values; without taking pains to point out the relation of price to value. Advertisers should remember that customers are shrewd in judging a good or poor dollar's worth of merchandise offered, and that it is much easier to undo a good reputation for a store than it is to build up.

Assuming that you have the merchandise values and, that once the customer has entered your store, you can convince him or her that your values are equal or better than elsewhere, you must hammer the idea home in your advertising. Repeated ideas soon become fixed in the customer's mind and there are many and varied ways of saying the same thing or expressing the same thought. The medium of simple and sincere language to convince customers is, perhaps, the most reliable and efficient. No extravagant statements or strong adjectives can hope to build the good will and store following that straight, simple and believable language is capable of. If by this means, you gradually make people think of your store as a place where values are the best for the money, no matter what the price, you are making substantial and permanent progress. If there is one outstanding rule to follow in the business of writing advertising it is to strive to make your statements sound true and believable. The best way we know of to do that is to write as though you are writing to some specific person—a friend—or a certain customer hard to convince. If you make your copy to convince that person you will probably convince hundreds of others. People are much alike when it comes to a matter of values.

The purpose of this series of articles is not so much the presentation of "the tricks of the trade" as it is to drive home the fact that advertising should be as much a part of the store management routine as is seeing that the store is swept regularly and the lights turned on. The store whose advertising appears regularly gets the largest percentage of normal sales during a specific selling period. Your advertisement becomes a regular feature of the paper, just as the reading matter features do, if you keep at it.

Much has been said and written about people's needs when referring to advertising and merchandising. Of course, "needs" are the foundation of our hardware sales, but a very important point to consider is that of people's "wants." There is a great difference. There is a large field for profit in what people want, though they may not actually need. Customers are constantly on the lookout for new and better articles for this and that purpose. They could, doubtless, get along nicely without them, but the stores that temptingly display and advertise these items get away with a large slice of the consum-

er's dollar—even to the point of depriving you of the sale of "needs." Do not overlook the importance of new items, nor the fact that the constantly advertised store has the best chance of selling them; because it is to such a store that customers come in search of new things.

Thought should be given to featuring different divisions of stock in your advertising. At least one division should be featured each week and sometimes two or three can be played up. The regular run of space can, of course, be devoted to a variety of items, selected from all over the store. By featuring is meant giving the prominent position in the advertisement over to it. For instance you might have a main heading calling attention to the aluminum department and its offerings. Feature that department. The secondary items would be selected from other parts of the store. Another time, paints could take the center of the stage while the balance of the advertisement would carry related items or items from other departments.

For the average hardware man who is not familiar with copy writing or advertisement layout, we can give no better advice than this:

Your local jobber can supply you with the electrotypes, for printing, which show the actual merchandise. His catalog contains very efficient descriptions of the items that you need to phrase your own descriptions in your advertising. Study these jobbers' catalogs, make use of their excellent services and your advertising will show a decided improvement and the results should please you. Your jobber does not use extravagant statements about the merchandise he offers you in his catalog. He knows that you know the merchandise as well as he does.—J. A. Warren in *Hardware Age*.

IN THE REALM OF RASCALITY

(Continued from page 13)

This method of operating a collection agency seems to have originated in Chicago. About a year ago the Chicago authorities raided several of these dishonest establishments in that city and indicted their promoters. Some of these collection agency racketeers, however, did not wait for the indictments to be handed down, but fled, seeking new pastures. Three of them opened a collection agency on Seventh avenue in New York City but through the co-operation of the police, the Chicago Bureau and this Bureau, they were apprehended and returned to the Chicago authorities.

A few collection agencies are operating in New York along these lines at the present time, and it is advisable for business men and merchants making contact with a collection agency for the first time to check with the Bureau for any information the Bureau may have in its files.

A cutlery manufacturer whose product had been widely sold by drug stores and other chain organizations in New York and elsewhere, recently signed a stipulation with the Federal Trade Commission agreeing to discontinue the practice of branding scissors made in the United States from domes-

tic steel with the words, "English forged steel." The application for complaint in this case was made to the Commission by this Bureau after efforts to obtain the co-operation of the manufacturer had proved fruitless.

Another instance in which the Federal Trade Commission obtained the cessation of unfair business methods, was the case of Cecil B. Bond, who for the past few years under various trade names employed door-to-door salesmen to sell men's clothing throughout the country. The Federal Trade Commission on April 17 issued a complaint against Bond, charging, among other things, that his salesmen represented the suits they sold would be made to order, whereas actually they were ready-made, and that the garments delivered were "in numerous instances so unfitted to purchasers as to appear ludicrous and, in many instances, even grotesque when worn by them." It was also charged that the cloth from which the suits were made was frequently entirely unlike the samples shown by the salesmen at the time of purchase. The Bureau placed at the Federal Trade Commission's disposal in this case sixty-five consumer complaints it had received against Bond and his firms.

In his answer to the complaint, filed on May 24, Bond declared that his former companies, the World Woolen Co. and C. B. Bond Co., had gone out of business on April 4th. Far from denying the practices charged in the Federal Trade Commission's complaint, Bond declared: "I know that the average salesman, in fact, 99 per cent of them, operating in the direct selling field, misrepresent, exaggerate and make false statements in order to close a sale and secure the deposit which is their commission. We try in every way to keep the business as free from this sort of thing as possible, but in all my experience and from conversations I have had with my competitors, it seems that this is a fault which it is impossible to correct."

The United State Post Office Department, in barring from the mails communications to and from firms which victimize the public, performs a valuable service to the public. The Bureau at all times co-operates with the postal authorities in this phase of their work by making freely available the information in its files and by reporting complaints from the public and the results of Bureau investigations of cases which fall under the Government's jurisdiction.

Two recent instances in which action by the postal authorities effectively ended operations which had been mulcting the public on a large scale were the cases of the Irving-Vance Co., Ltd., and the Menhenitt Co., Ltd., both of Toronto, Canada, which operated a new variation of the old home-work scheme. A fraud order was issued against the Irving-Vance Co. on June 27, 1933. According to the memorandum of the Post Office Department Solicitor, this company through extensive advertising in the United States since October, 1930, had induced about 12,500 students to pay a total of ap-

proximately \$445,000 for a course in photo-coloring by promising that it would supply graduates with work and pay them up to \$50 a week for doing it.

Shortly after the Post Office Department barred the Irving-Vance Co. from the use of the mails, the promoters of the company began to resume operations under the name of the Modern Art Training Co. On July 25th, Postmaster General Farley issued a supplementary fraud order against this firm.

Another praiseworthy result of recent activity of the Post Office Department was the breaking up during the past months of the endless chain selling movement. George B. Sheldon, president of the Sheldon Hosiery Co., an endless chain selling organization, was arrested and arraigned in United States District Court on May 18, charged with contempt of court for ignoring a grand jury subpoena and also on a complaint accusing him and seven other defendants of using the mails to defraud. Bail of \$10,000 was set in each instance. As reported in the Bureau's last annual report, the Post Office Department issued a fraud order against the Sheldon Hosiery Co. on April 27.

The Better Business Bureau placed facts concerning the Sheldon Hosiery Co. in the hands of the Post Office Department and requested an investigation early in February, 1933, within a few days after the company started to operate. Recently the postal authorities have investigated other endless chain selling enterprises and in a number of cases hearings have been scheduled looking toward the issuance of additional fraud orders.

Early in May, a concern calling itself the Lady Lee Silk Hosiery Co., mailed out over the country circular letters offering six pairs of full fashioned pure silk stockings for a dollar. The company's literature bore a marked resemblance to the methods which had been used by the Sheldon Hosiery Co. and Bureau representatives promptly communicated with the proprietor of the Lady Lee Silk Hosiery Co. and pointed this out to him, as well as the fact that a fraud order had been issued against the Sheldon Hosiery Co. Shortly thereafter the Lady Lee Silk Hosiery Co. voluntarily went out of business, refunding the money it had received, except in a few instances where hosiery had actually been delivered.

Silk Stocks Well Cleaned Up

Available stocks of broad silks have been pretty thoroughly cleaned up as a result of the continued dyers' strike. At the moment there is a scarcity of several of the most popular shades and buyers are accepting substitutes. The view prevails that, from a merchandising standpoint, the strike will yield beneficial effects, as buyers will be enabled to fill in with new goods. Prices continue notably firm. Acetate crepes in 2 by 2 and 200 and 150 deniers are active, with quite a pick-up in pure dye failles around \$1.25.

A certain amount of opposition is a great help to a man; kites rise against, and not with the wind.—Hamilton Wright Mabie.

None of us are in business for ourselves.

DRY GOODS

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

Activities of the Michigan Retail Dry Goods Association

As directed by the Board of Directors at our meeting in Flint, plans have been made for five district meetings. Some changes may be necessary, but the meetings will go through practically as arranged. We urge our members to attend as many of these meetings as possible. Interest your merchant neighbors—those who are druggists, hardware men, clothiers or others who are interested in the National Recovery act or recent tax laws passed by the Legislature.

District Meetings—Fall of 1933

Saginaw—Hotel Bancroft, Thursday, Oct. 5, 6 o'clock.

Chairman—Isaac P. James, Wm. Barie Dry Goods Co., Saginaw.

Speakers—Hon. James E. Mogan, Director State Board of Tax Administration; Subject, Retail Sales Tax and Other Laws.

President Thomas Pitkethly; subject, The N.R.A. code. Questions and Answers.

Meetings begin with inexpensive dinner. Members bring ladies and merchants of other mercantile associations to all of these meetings.

Grand Rapids—Hotel Morton, Thursday, Oct. 12, 6 o'clock.

Chairman—O. G. Drake, Herpol-sheimer Co., Grand Rapids.

Speakers—Hon. M. Thomas Ward, Assistant Attorney General of Michigan. Subject, Retail Sales Tax and Other Laws.

Charles E. Boyd, Detroit Retail Merchants Board; Subject, The N.R.A. code and cotton process tax.

Detroit—Detroit-Leland Hotel, Thursday, Oct. 19, 6 o'clock.

Chairman—Former President Geo. C. Pratt, Chas. Trankla & Co., Grand Rapids.

Speakers—Hon. Jas. E. Cummins, Detroit, Assistant Director State Board of Tax Administration. Subject, Retail Sales Tax and Other Laws.

Charles E. Boyd; title and subject as at Grand Rapids.

Battle Creek—Post Tavern, Thursday, Oct. 26, 6 o'clock.

Chairman—Joseph C. Grant, J. C. Grant Co., Battle Creek.

Speakers—Hon. Wm. F. O'Meara, Hillsdale, Assistant Director State Board of Tax Administration. Subject, Retail Sales Tax and Other Laws.

Hezekiah N. Duff, Lansing, Secretary Lansing Retail Merchants Board. Subject, The N.R.A. code and cotton process tax.

Port Huron—Hotel Harrington, Thursday, Nov. 2, 6 o'clock.

Chairman—Clare R. Sperry, J. B. Sperry Co., Port Huron.

Speakers—Hon. C. E. Luzon, Detroit, Assistant Director State Board of Tax Administration. Subject, Retail Sales Tax and Other Laws.

Chas. E. Boyd, Detroit Retail Merchants Board. Subject, The N.R.A. and cotton process tax.

Note—President Thomas Pitkethly will attend meetings in Saginaw, Detroit and Port Huron. In Grand Rapids he will be represented by former presidents J. T. Milliken and Geo. C. Pratt; in Battle Creek by former presidents H. J. Mulrine and John C. Toeller.

We are delighted that our former President, Geo. C. Pratt, remains in Michigan, and at the head of one of Grand Rapids' best stores. Mr. Pratt is comparatively young as a resident of Michigan, but he has hosts of friends who will rejoice that he remains with us. He has already begun his duties as manager of the Trankla store and has promised to be with us at our district meetings and convention.

A large store in western Michigan needs a few forms for sweaters and blouses and would be willing to pay a reasonable price for them. Any store in our membership in possession of such forms please report to this office.

A merchant of experience, former director of the Michigan Retail Dry Goods Association, is now temporarily unemployed. He has recently been in charge of a large store in Oklahoma, but finds himself unemployed by reason of re-organization of the business in which he was engaged. Persons desiring a man of this type enquire at this office. Jason E. Hammond,

Mgr. Mich. Retail Dry Goods Association.

Gotham Raises Hosiery Prices

Price advances affecting low-end, medium and higher price numbers in the Gotham Silk Hosiery Co. lines were put into effect last week. The low-end numbers were raised to \$7 from \$6.50 a dozen, wholesale, with the suggested retail price 95 instead of 85 cents. Hosiery formerly priced at \$7.50 a dozen was increased to \$8.35, with a retail price of \$1.15 instead of \$1 suggested. The \$10.25 goods were increased to \$11 a dozen, making the price to consumers \$1.50 instead of \$1.35. The \$12 numbers were advanced to \$12.50, which raises the retail price to \$1.75 from \$1.65. The new prices bring the Gotham products into closer line with other branded products.

To Scan Men's Wear Surcharges

Surcharges on men's clothing and furnishings which are believed to be unfair will be "thoroughly investigated" by a surcharge committee of the National Retail Clothiers and Furnishers Association. Louis Gutterman, head of the Knickerbocker Haberdashers, Inc., has been named chairman of the committee by Gerald Grosner, president of the retailers' organization. The committee will undertake in the men's wear field what is being done for department store retailing by the group headed by J. E. Priddy, president of Lord & Taylor.

Few Garment Cancellations

Cancellations on ready-to-wear reaching this market have continued comparatively few. Those noted are mainly on merchandise ordered in July or early last month and in a number of these cases new orders are being

placed. The religious holidays last week precluded any material gain in shipments, and it will probably be another ten days before strong headway on deliveries is made. Price-line stabilization in both coats and dresses is still a matter of the future, pending

clarification of labor issues. Eventual agreement with retailers' views on price brackets is probable.

Cost of industrial X-ray work is said to be reduced by a new paper film to be used in place of celluloid film.

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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



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HOTEL DEPARTMENT

CODE OF HOTEL ETHICS

It Gives Hotels Weapon To Fight Unfair Competition*

To-day's meeting convenes at probably one of the most crucial moments ever experienced by the hotel industry and business in general.

Beginning with the now gloriously appearing days of 1929, at the end of which year difficulties of carrying the burden of excessive hotel financing placed the industry in a position where all possible human efforts were needed to make ends meet, we were steadily pushed to the point where major financial changes were necessary.

We find that a large number of projects financed prior to 1929 have fallen of their own weight and by their fall have carried a great many others with them. This condition was not only found in the hotel industry, but in almost all other lines, excepting that the distress in hotels and other enterprises, where real estates constitutes the major investment, has been accentuated by greater suffering on account of the large and now found impractical bond issues which complicated the hotel problem.

This condition has been discussed so frequently and in so much detail that we might well disregard this phase to-day and consider the business in general, shortly following through the happenings from 1927 up to the present date.

Average occupancy in hotels in 1927 was 68.75 per cent., which was decreased to 58.75 per cent. in 1931, a decrease of 14.55 per cent., which decrease made itself so much more felt because at the same time room rates had also decreased 12.8 per cent., so that the decrease in room sales alone was less by 25.49 per cent. in 1931 than it was in 1927.

Similar decreases were experienced in other departments and the total sales of hotels in 1931 was about 26 per cent. less than in 1927. In 1932 the decline was very sharp and the total business amounted to 56 per cent. of the year 1927. In the first six months of 1933 the bottom was reached and the volume of business was approximately 45 per cent. of the business enjoyed in 1927. In June, 1933, the volume of business increased, as compared with 1927, amounting to 52 per cent. and in July to 57 per cent., so that it is pretty safe to assume that the remainder of the year of 1933 will at least be as good as the last six months of 1932.

In certain sections, particularly in Chicago, on account of the world's fair, in Washington, on account of the extraordinary activities created by the "new deal" and in New York City, probably on account of general greater buying activities, results are better than they have been for a considerable period of time. It is interesting to know that 55 per cent. of all the hotels reporting to our regular monthly Trend of Business sold more rooms in July than they sold in the same month in 1932, but these reports also show that the room rates are again 8 per cent.

*Paper read at Michigan Hotel Association by Paul Simon.

lower than they were in 1932. The total decrease in room rates from the high years 1927, 1928 and 1929 amounts to 30 per cent.

The large city of Detroit, in which you naturally are particularly interested, shows very poorly and is probably in the worst condition of any of the large cities. The small cities in Michigan, and particularly those depending upon tourist travel and resort visitors, also in general have done very poorly, which is probably due to an extent to the fact that the exposition in Chicago absorbs this year most of the available business of that type. Notwithstanding the fact that visible improvement in hotels is still spotty, it can nevertheless be accepted as a fact that recovery has set in and that the long deferred end of the downward sweep is at hand and that the trend will soon show the change for the better. Notwithstanding how speedily optimists may expect this recovery to progress, there is no doubt that hotels still burdened with original financing arranged for in the period of the boom, cannot hope to survive.

In fact, the period of re-organization and rebuilding of the financial structure has already started. Announcements are made daily of the completion of re-organization plans. Undoubtedly, while some of these re-organizations have met the issue squarely and have a good chance of working out successfully, some of the new plans are at best only temporary structures which must again be adjusted before they can be expected to produce profits which will carry the fixed overhead expense.

Recent research has shown that in a large city, even if the assessments for taxes were used as the basis of valuation, hotels would need an increase in rates of 65 per cent. to cover all case requirements, plus funds for the replacement of furniture, amortization of the value of the building or return on the equity of the owner.

While this condition might not be just as bad in medium-sized and smaller cities, it is near enough true in most cases to make it clearly obvious that an entirely new type of hotel-keeping is needed to place the industry on a profitable basis.

Therefore, whatever we may think, individually, of the radical measures emanating from Washington and whether or not we are in favor of or object to any or all of them it is well to have the thought in mind that in the hotel industry, as in almost every other industry, a point has been reached where ordinary measures cannot, and will not, improve the situation to such an extent that they might make it possible for either capital management or labor to exist.

In his labor day talk, President Green, of the American Federation of Labor, claimed definitely that eleven million workers are unemployed and he stated as his opinion that that represented a lack of livelihood of forty-four million people, or more than one-third of the Nation.

We know from our own experience that in our particular industry, not less, and probably considerably more, than 80 per cent. of all hotel properties are now in possession or control of trustees

and receivers. We also know as a very definite fact that the average of hotel bonds constituting first liens on hotel properties are now selling, if a buyer can be found, at an average of fifteen dollars on every face value of one hundred dollars.

It is, therefore, really astonishing and, it seems to me, a very distinct compliment to American institutions and to the patience and soundness of the American people that at least so far we have been spared a bloody revolution with complete loss of property, if not life, and that industry has only been asked to submit to an industrial revolution which expresses itself in a redistribution of wealth. For the business man who is being asked to pay out money when he has no funds, to add additional employees when he has not enough work for those now employed and to raise salaries of those working when it is near an impossibility to pay the present salaries, seems to be an enormous hardship, almost impossible of fulfillment. But it seems to me that it is well to consider the major operation now being performed on American business as an emergency operation on a patient who is almost dead and in whose treatment all known ordinary remedies have been employed unsuccessfully.

Nobody, including General Johnson or even President Roosevelt himself has ever expressed himself as being certain of the outcome and each individual undoubtedly has the right to his personal opinion and forecast. However, even the strongest objector to the various forms of relief and recovery legislation will agree that, once having started in this direction, only the most dire calamities can be expected if the plans do not carry through. It is, therefore, a measure of self-preservation, as much as of patriotism for the individual business man to undertake the burden with the thought in mind that if the execution of the actions demanded of him should not carry through he will not be any worse off than he would be otherwise and that if the plans of the government do carry through and the lessening of unemployment, plus raising of wages, should result in sufficiently increased purchasing power, a new and wholesome structure may be built up in which the hotel business, of course, would share as quickly as any other important industry.

It is, of course, doubtful whether or not the code plan in its entirety will be accepted in the final hearing and we

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particularly expect strong objection on the part of labor interests against the exclusion of hotels in cities of less than 25,000 inhabitants and also in regard to the recognition of tips as constituting a wage.

Mr. Boomer, the chairman of the code committee, in a very masterful address has briefed the reasons why the code administration should accept the hotel men's point of view in connection with gratuities.

We all hope that this point will eventually be won, as otherwise the situation is almost impossible to work out and the refusal to recognize such an arrangement would be indeed unjust to the hotel industry.

Assuming that tips are recognized as income in the meaning of the act, the payroll increase is estimated at about 20 per cent. and the increase in the number of employees at about 10 per cent. Those ratios, of course, vary to a great extent, depending upon the size and type of hotel, its location and particularly in conjunction with what policies have been pursued heretofore. Many of the large city hotels already have established a six-day week, whereas many of the small hotels work their employees seven days a week and up to 84 hours.

In considering the hardship of this average increase of 20 per cent. the following facts have to be taken into consideration: Sales in 1933 were 44 per cent. of the business in 1929 and the 1933 payrolls are approximately 55 per cent. of those in 1929. This indicates that it was not possible to keep the decrease in payroll entirely in step with the decrease in business. It is also clear that even had the payroll been exactly in ratio with the decrease in business, the payroll being between 30 and 35 per cent. of sales, it still could not offset the losses created by the drop in business. Reversely, it is also true that an increase in the percentage of payroll in excess of the increase in the percentage of business would be less dangerous than it appears, because a 20 per cent. increase in payroll would represent only about 6 per cent. increase in the cost per dollar sale.

Our statistics show that generally the volume of business in October is 20 per cent. above the volume of business in July.

It is logical to believe that there has always been an increase in payroll to take care of the 20 per cent. increase in business in October and that this increase in payroll would be at least 20 per cent., which would amount to about 6 per cent. of the increased volume of business.

The code not having been accepted as yet and the details being more or less uncertain, I am hesitant to go into details regarding the possible advantages which might come to the hotel industry as a consequence. However, there are certain points that to me appear to be clearly within the scope of improvements that might be expected.

In order to make it possible to employ more people and to pay better wages, it is, of course, necessary that business be successful. In order for the Government to survive and to obtain taxes, without which it cannot function, it is obvious that it must be

in a position to collect income taxes, one of the major sources of revenue for the Federal Government. Income taxes cannot be collected unless a profit is being produced by industry. Consequently, to make it possible for industry to obtain profits unfair competition must be abolished and cannot be abolished without the help of the government.

Quite logically, therefore, a code of ethics is considered an important part of the code to be approved by the administration and in this code of ethics, which is to be administered and enforced by the industry, it is possible to do away with a great many of the competitive abuses now rampant in the hotel industry. The popular indoor sport of the hotel industry of giving things away certainly should be done away with.

The cutting of prices and particularly the giving of special rates is an enormous drain on the total income of hotels and undoubtedly can be considerably curbed by agreement, which is not only legitimate but in fact desired and supported by the administration.

Hotel associations will gain immeasurably in importance, prestige and power and, if properly used, may be the medium of salvation for the hotel industry. Raising of prices of all accommodations and commodities sold by hotels is not only permissible but is, in fact, expected by the administration, although a strong stand has been taken against profiteering on the basis of the increases caused by fulfilling the requirements of the code.

The agreements reached by hotel associations are binding, not only upon the members of the association but upon everybody engaged in the same line of business and can be enforced by penalties.

I have often expressed myself as a disbeliever in agreements reached between hotel operators, simply because there was no way of enforcing them.

The code will give to the legitimate hotel men who compete on the level a weapon with which to fight the unscrupulous and unfair competitors.

New Officers of Hotel Associations Good and True

Los Angeles, Sept. 23—I certainly highly commend the action of the members of the Michigan Hotel Association in electing Preston D. Norton, manager of Hotel Norton, Detroit, and Norton-Palmer, Windsor, to the presidency of that body, for the ensuing year. Every hotel operator in the state knows "Pres" as the real essence of activity in everything he undertakes and I predict he will create a new record of accomplishment in his new official capacity. The Nortons, Chas. W. and P. D., have been among my warmest and choicest friends for many years. During the period when I was secretary of the state organization, with P. D.'s co-operation, the membership in Detroit reached the high-water mark, and for this and many added reasons I have been one of his strongest supporters for the presidency. Other officers elected at the state convention held at Johnson's Rustic Tavern, Houghton Lake, last week, were Ralph T. Lee, proprietor of the Lee Plaza and Lee Crest, Detroit, as vice-president. Bruce E. Anderson, of the Olds, Lansing, is the new secretary and Daniel J. Gerow, Hotel Elliott, Sturgis, was elected treasurer. At a meeting of the executive committee held during the ses-

sion and presided over by Chas. H. Stevenson, of Hotel Stevenson, Detroit, the proposed NRA code was discussed and dues for the ensuing year were fixed at 20 cents per room, with a \$10 minimum, which is an advance of 25 per cent over the previous year, due to the increased activities necessary to be financed. One of the important features of the convention was a discussion of the connection between the state association and the American Hotel Association, all of which was heartily endorsed. The annual banquet took place Friday evening in the rustic dining room with retiring president, Fred Doherty, acting as toastmaster. President Norton and the other officers were installed and a beautiful gold watch was presented to the retiring executive. John A. Anderson, manager of Hotel Harrington, Port Huron, was re-elected as American Hotel representative, and Otis M. Harrison, manager Detroit-Leland, appointed to attend the annual convention of that body at Del Monte, California.

The Milner hotel chain has added two more Michigan hotels to its system—Hotel Edison, Detroit, and the Kenwood Hotel, Pontiac—operated for several years by H. F. Heldenbrand, now proprietor of Hotel Kimbark, Bay City. It is asserted that Earl R. Milner, president and general manager of the Milner organization is negotiating for other hotels in Lansing, Kalamazoo and Battle Creek.

Otis M. Harrison, general manager of the Detroit-Leland Hotel has been commissioned as a Kentucky colonel. Henceforth please address him as Col. Harrison, and feel that you are honored in knowing him.

Hotel men in other states beside Michigan are greatly agitated over the question of tourist camps, but hardly see how they can be eliminated by legislation. The fear that licensing such institutions will place them in the line of legitimate competition makes somewhat for wariness about invoking the aid of the legislators.

It is stated that the U. S. Government is already laying plans for increasing the supply of distilled liquors, which will be brought into demand by the repeal of the eighteenth amendment, which is now reasonably assured. Many hotel operators are already arranging to restore their bars just as soon as they may legally do so, and as a consequence they are casting about to discover a source of supplies for same. For some time it will probably be necessary to procure such goods from abroad which is an unfortunate situation.

F. Taylor Peck, well-known Michigan hotel operator, but who has for many years conducted the affairs of the Battle House, Mobile, Alabama, has resigned from that position, to take up the hotel supply game.

A contributor to one of the hotel publications, discussing farm-house and camping-ground competition with hotels, insists the way to beat this kind of competition is for hotels to operate camping grounds in connection with their establishments, for those who insist on this sort of accommodations. The same suggestion has been made many times in the past and possibly it might be worked out, but any hotel man contemplating this sort of thing should satisfy himself that his is one of the communities where it is likely to prove successful.

There is some satisfaction in the news that J. M. Morris who has been appointed manager of Hotel Rowe, Grand Rapids, comes to that institution with the backing of exceptional hotel experience, and also in the fur-

ther knowledge that our good friend, Ernie Neir, will not retire from the picture, as it were, but will remain as the receiver for the institution, which has been taken over by the Metropolitan Life Insurance Co. We are all very fond of Ernie and are prepared to extend the glad hand to Mr. Morris.

The question of harboring dogs in hotels is still a much discussed question among operators, but so far little has been done among hotel organizations to indicate a tangible solution of the problem. The hotel man, as a matter of common law, is entitled to exclude any nuisance from his establishment, or anything that may become a nuisance, unless its use can be properly regulated. Thus while a radio may become a nuisance, and often does, its use can be regulated by the hotel management; therefore a radio is admissible. But not so with dogs. So far as the records indicate, no satisfactory way has been designed to regulate the use of dogs with a strong tendency toward nuisance, as they are in most cases. Hotel men know from long experience how these pet animals may damage furniture, may practice unsanitary habits, annoy other guests, frighten children, run around the house raising the dickens, but there seems to be no way legally for stopping such nuisance. And the hotel man, especially during these depressed times, just seems to have to stand and bear it, or deprive himself of needed revenue. Perhaps after all, it will be necessary for the guest who objects to the nauseating odor usually accompanying the advent of the canine species, and dislikes to find his bath tub padded with dog hair, to assert himself some day and establish a boycott against the institution which permits the intrusion of the dog feature by possibly two per cent. of his guests, and indicate that he is "afraid of the cars" when complaint is made by the other 98 per cent. of his patrons.

Here is an angle in the hotel game, developed in New York, which may be responsible for lack of dividends elsewhere. A wealthy woman who owned a controlling interest in one of the leading hotels there, after years of private living, decided to move into her own hotel. She selected her apartment and was accorded a minimum rate. A week later she was back in the lobby demanding to know something. She wanted to know why she could get a better, bigger suite in a competitive hotel and at a lower price, and she wound up by wanting to know if this might not be the reason for an absence of dividends in her own hotel operation.

The Upper Peninsula Development Bureau, an organization supported largely by hotel interests, to promote travel in the Upper Peninsula, held its annual meeting in Marquette last week. The financial statement for the six months ending July 31 showed that the officers have balanced the budget and have carried on so successfully that the income exceeded the outgo to the extent of more than \$2,000. George E. Bishop is executive secretary of the Association.

R. I. Carlson, assistant manager of Mather Inn, Ishpeming, since the hotel was opened in January, 1932, has resigned his position to become associated with his brother-in-law, Carl Quigley, former manager of the Mather as assistant manager of the Spaulding, at Duluth, Minn. Arthur Benet succeeds him at the Mather.

The dictum of Auditor General Stack, of Michigan, to the effect that state employees would be permitted to pay no more than 1.50 per night for hotel accommodations while in the state, but would be allowed a maxi-

(Continued on page 23)

DRUGS

Michigan Board of Pharmacy
 President—Earl Durham, Corunna.
 Vice-Pres.—M. N. Henry, Lowell.
 Other members of the Board—Norman Weess, Ewart; Frank T. Gillespie, St. Joseph; Victor C. Plaskowski, Detroit.
 Director—E. J. Parr, Lansing.
 Examination Sessions—Three sessions are held each year, one in Detroit, one in the Upper Peninsula and one at Ferris Institute, Big Rapids.

Michigan State Pharmaceutical Association.
 Officers elected at the Jackson Convention of the M. S. P. A.
 President—Duncan Weaver, Fennville.
 First Vice-President—Paul Gibson, Ann Arbor.
 Second Vice-President—J. E. Mahar, Pontiac.
 Treasurer—Wm. H. Johnson, Kalamazoo.
 Secretary—R. A. Turrel, Crosswell.
 Executive Committee—A. A. Sprague, Ithaca; Leo J. LaCroix, Detroit; J. M. Ciechanowsky, Detroit; M. N. Henry, Lowell; Benj. Peck, Kalamazoo; J. E. Mahar, Pontiac.

Peeps at Patents and Proprietaries

It is quite surprising how unfamiliar many pharmacists are with the many patents and proprietaries that line their shelves. To be more exact, they are well acquainted with the names of the numberless trademarked brands and of those not so often heard of, but outside of the advertised nomenclature, little or nothing is known of the product. That is, not so much as to what ingredients constitute the preparation as to certain little things that identify or help to identify the product. So that, it is not infrequent that a customer will call for a product other than by its name and very often the pharmacist is stumped as to how to answer the request.

Now, for example, a woman came in for a salve that she has been using for a skin ailment a number of years. Unfortunately, she had forgotten the name and since there are many preparations on the market that are designed for the same purpose, a little cross-examination was necessary. I questioned her as to size, price, the color and design of package and about the only thing she could remember was the price, which, too, at times may offer a clue . . . provided the price quoted isn't too "deep cut-rate."

The only thing, then, that I could glean from the meager information she offered, was that it came in a "little brown bag." I subsequently brought forth a package of Poslam Ointment which was the answer to her little problem. This is one of many instances which shows that an intimate knowledge of the products one handles is just as necessary as the familiarity a pharmacist must have with his "back-room preparations."

With that in view, then, I have prepared a catechism which should prove of especial interest to the embryonic pharmacist and those with limited experience. Likewise, to the veterans, it should be, I imagine, somewhat of a refreshing review.

It may be well to make mention that no preference has been given to any products in particular and obviously the intent is not one of publicity.

Q.—What is the name Lavaris derived from and what is its active ingredient?

A.—It is derived from the Latin which means mouth wash, its active ingredient being zinc chloride.

Q.—What product depicts on its package a woman with a luxuriant flow of hair?

A.—Danderine.

Q.—How much Pyramidon is in a teaspoonful of its Elixir?

A.—Two and one-half grs.

Q.—To whom does the trade mark Tabloid belong?

A.—Burroughs-Wellcome & Co.

Q.—What preparation bears the words "Feel It Heal?"

A.—Noxzema.

Q.—How would you pick out a bottle of Rem from a distance that would make the letters unreadable?

A.—By its orange and blue color scheme?

Q.—How does Pertussin get its name and by what process is the thyme, which is its active ingredient, extracted?

A.—It comes from the Latin which when translated means "for cough" and the thyme extraction is effected by the Taeschner Process.

Q.—How many tablets are there in a small box of Midol?

A.—Three.

Q.—What liniment comes in a bottle whose capacity is one and one-sixth ounces and what contributes to its color?

A.—Omega Oil and the Extract of Hyoscyamus imparts its green color.

Q.—How does Squibb and Co. designate its Liquid Petrolatum and its liquid Petrolatum with Agar?

A.—Squibb-Oil No. 1 and Squibb-Oil No. 2 respectively.

Q.—Whose trade-mark is Vera Medicamenta?

A.—Parke, Davis & Co.

Q.—What is used as a substitute for salt by people whose condition can't tolerate same and by whom is it put up?

A.—Eka salt which is exhibited by Sharp & Dohme.

Q.—What have customers reference to when they ask for a drawing salve that comes in a round tin?

A.—Antiphlogistine.

Q.—What tooth-paste contains zira-tol?

A.—Ipana.

Q.—What shaving cream is recognized by its barberpole design?

A.—Barbasol.

Q.—How many tablets does the quarter Ex-Lax contain in comparison to the small size?

A.—Three times as many.

Q.—What recent arsenical preparation changed its name lest it be "too descriptive"?

A.—Tonikum which was changed to Elixir Arsylum Comp.

Q.—What capsule, when cut in half shows the initials of its firm?

A.—Smith's Argoapiol.

Q.—What cough mixture cannot be used as is?

A.—Pinex, which must be diluted with syrup before using.

Q.—What preparation is widely used when aspirin is called for in solution?

A.—Elixir Aspirol.

Q.—What tooth-powder is said to release oxygen as soon as it contacts the gums?

A.—Calox.

There is indeed a certain fascination even in the literature that accompanies

the package. Ofttimes a pharmacist is expected to know some data on certain preparations and hesitancy in response or confession of ignorance tends to break down confidence.

Mental notations should likewise be made of contents of packages. It is always easier to "sell the larger size if you can specifically say how much more there is in one size than another. Pharmacists must be "more than a merchant—they must be keen observers."

Joseph J. Gold.

Sales of Ice Cream in Drug Stores

Consumer preferences and other elements such as a weather, time of day and location of the store, which influence the sale of ice cream at drug store soda fountains are analyzed in detail in a report from the National Drug Store Survey just released by the International Association of Ice Cream Manufacturers. The report is published in two pamphlets under the title "Ice Cream at the Soda Fountain." Is was

prepared by W. H. Meserole, of the Bureau of Foreign and Domestic Commerce, and published by the Association, with the interpretation of the findings by O'Neal M. Johnson, of the Association.

Men were found to predominate as customers for ice cream products in the drug stores. They materially outnumbered women and children as purchasers of ice cream as well as the milk beverages, sundaes and sodas in which ice cream was served. It was found that in the sample group of stores, comprised of stores of all representative types, men bought from two thirds to three-fourths of the ice cream and products using it. The number of children customers was small, but practically all fountain sales made to children are shown to involve ice cream as an ingredient.

An average of 46.63 per cent. of the income received at the soda fountain during the year, the survey indicates, is from ice cream and products using it

JUST WHAT YOU HAVE BEEN LOOKING FOR

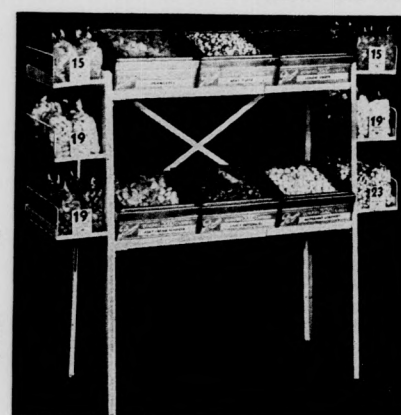
PUTNAM'S
ADJUSTABLE
CANDY
DISPLAY
RACK

Strong, Light,
Attractive

Occupies only
15x34 inches of
Floor Space

Six Hinged Lid
Glass Top Metal
Display Covers
With Each
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Jobbers
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The Up-to-date
Way to Sell
Bulk Candy

20 Varieties of
Fast Selling
Items to Select
From

Average Weight
of Candies.
12 Pounds

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Will be Glad to
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Details of This
Unusual Offer

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

Makers of
GOOD CANDY
for 65 years

School Supplies

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

Hazeltine & Perkins Drug Co.
 Grand Rapids Michigan

as an ingredient. This figure was 53.52 per cent. in the summer, and 35.62 per cent. in winter.

The wide variation in the sale of ice cream products during different periods of the day is analyzed, revealing that the average for all types of drug stores is highest between 8 p. m. and midnight, with another high period between 2:30 and 5:30 p. m., and lower than average sales prior to 11:30 a. m. and between 5:30 and 8 p. m.

Conditioning influences on soda fountain sales, such as weather, store location and type of customers served were found to occasion the widest variety of sales performance. This report attempts to analyze and evaluate these factors so that the druggist may more effectively and economically serve his patrons, and the ice cream manufacturer may more intelligently promote sales of his products to each type of store.

As an example of one of the variations referred to above, the report points out that package ice cream sales are ten times as important at neighborhood fountains as at fountains in congested areas. Income levels were found to bear little if any influence on this resident patronage in purchasing factory-packed ice cream.

Separate analysis is made in the report for sales of each of the products in which ice cream is used, with detailed data on the factors influencing the sales of these products. Copies of the report are available for 40 cents (Volume I, 25 cents; Volume II, 15 cents), from the International Association of Ice Cream Manufacturers, Harrisburg, Pa. Volume II is entirely statistical.

Druggists Show Wide Variance in Pricing Prescriptions

Wide variance in the prices charged for the same prescriptions, with frequent instances of prescriptions being sold below the cost of the ingredients, is revealed in the analysis recently completed by the Department of Commerce of the prescription department of drug stores, made as a part of the National Drug Store Survey.

Throughout the entire study of prescriptions filled in commercial type and professional drug stores, the report states, many inconsistencies in prescription pricing were found. In some stores such inconsistencies were less prevalent than in others, but no store was immune.

As an illustration of inconsistent pricing, it is stated that in one store a prescription was priced at 85 cents, although the materials alone cost \$1.45. Such underpriced prescriptions, it is pointed out, were not a rare occurrence in the stores studied and, similarly, other prescriptions low in cost of ingredients were sold at unnecessarily high prices. The danger to the store in the bad feeling which is likely to be created among customers by such mistakes is pointed out and suggestions are offered for preventing their occurrence.

One of these suggestions is that the pharmacist write the price per ounce on the label of each of his ingredients which are called for most frequently, say the 150 most important ingredients. A few minutes spent in determining

the cost of the prescription would permit pricing on a businesslike basis and avoid the possibility of hidden losses and pricing inconsistently.

The average price charge for prescriptions in 1930 in the stores studied was 92 cents in commercial type stores, and 86 cents in professional pharmacies. These prices are based on a study of approximately 33,000 prescriptions. Comparative prices are shown for 1910, 1920 and 1930 in professional pharmacies, on the basis of a smaller sample. The average price in 1910 was 51 cents, in 1920, 77 cents and in 1930, 86 cents.

This information on prescription prices is taken from Chapter III of "The Professional Pharmacy," the Commerce Department's study which is being published serially in the Journal of the American Pharmaceutical Association. The August issue of the Journal contains Chapter III, "Prescription Price Trends," and Chapter IV "Prescription Business According to the Physicians Writing the Prescriptions."

Importance of Milk in Diet

From one-fifth to one-third of the allowance for food should be spent for milk and its products, says the United States Bureau of Home Economics.

The less money there is for food, the more important it is that the whole family should use plenty of milk. It is wise to spend at least as much for milk—including cream and cheese if they are used—as for meats, poultry and fish.

The daily quantity each person needs depends on physical maturity, the variety of the diet as a whole, and special needs, such as those of pregnancy. While most people recognize the value of milk to supply building material for the growing child, many lose sight of the fact that the adult needs protein to maintain muscular tissues and calcium to safeguard bone and tooth structure.

Milk is an excellent source of protein and is one of the most important of all our common foods as a source of calcium. A generous daily allowance is one quart (or its equivalent in other dairy products) for every child, one quart for every pregnant or nursing woman, and one pint for every other adult. This includes milk used in food preparation as well as the milk that is drunk.

There are special cases when it is difficult to give a child as much milk as he or she should have. Undiluted evaporated milk or a concentrated solution of dried milk may be used in cooking for such special needs. In varied diets, when milk is carefully supplemented in nutritive value by other foods, three-fourths of a quart daily may be adequate for a child.

Every growing child needs at the very least a pint a day, and an adult at least one-half pint. These very limited allowances do not fully meet the need for calcium, and the remainder of the diet should be selected with this fact in mind.

Selling market milk in half-pint bottles has done much in recent years to encourage the drinking of milk away from home, at lunch counters, in restaurants and dining cars, school cafeterias, and hotels.

WHOLESALE DRUG PRICE CURRENT

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

ACID		GUM	
Acetic, No. 3, lb.	06 @ 10	Aloes Barbadoes, so called, lb. gourd.	@ 60
Boric, Powd., or Xtal, lb.	08 1/2 @ 20	Powd., lb.	@ 45
Carbolic, Xtal, lb.	36 @ 43	Aloes, Socotrine, lb.	@ 75
Citric, lb.	35 @ 45	Powd., lb.	@ 80
Muriatic, Com'l., lb.	03 1/2 @ 10	Arabic, first, lb.	@ 40
Nitric, lb.	09 @ 15	Arabic, sec., lb.	@ 30
Oxalic, lb.	15 @ 25	Arabic, sorts, lb.	15 @ 25
Sulphuric, lb.	03 1/2 @ 10	Arabic, Gran., lb.	@ 35
Tartaric, lb.	35 @ 45	Arabic, P'd, lb.	25 @ 35
ALCOHOL		ASAFETIDA	
Denatured, No. 5, gal.	44 @ 55	Asafoetida, lb.	47 @ 50
Grain, gal.	4 00 @ 50	Asafoetida, Po., lb.	75 @ 82
Wood, gal.	50 @ 60	Gualac, lb.	@ 70
ALUM-POTASH USP		Gualac, powd.	@ 75
Lump, lb.	05 @ 13	Kino, lb.	@ 90
Powd. or Gra., lb.	05 1/4 @ 13	Kino, powd., lb.	@ 1 00
AMMONIA		Myrrh, lb.	@ 60
Concentrated, lb.	06 @ 18	Myrrh Pow., lb.	@ 75
4-F, lb.	05 1/2 @ 13	Shellac, Orange, lb.	22 1/2 @ 30
3-F, lb.	05 1/2 @ 13	Ground, lb.	22 1/2 @ 30
Carbonate, lb.	20 @ 25	Shellac, white, (bone dr'd) lb.	35 @ 45
Muriate, Lp., lb.	18 @ 30	Tragacanth, No. 1, bbls.	1 60 @ 2 00
Muriate, Gra., lb.	08 @ 18	No. 2, lbs.	1 50 @ 1 75
Muriate, Po., lb.	20 @ 30	Pow., lb.	1 25 @ 1 50
ARSENIC		HONEY	
Pound	07 @ 20	Pound	25 @ 40
BALSAMS		HOPS	
Copaiba, lb.	60 @ 1 40	1/2 Loose, Pressed, lb.	@ 1 25
Fir, Cana., lb.	2 00 @ 2 40	HYDROGEN PEROXIDE	
Fir, Oreg., lb.	50 @ 1 00	Pound, gross	25 00 @ 27 00
Peru, lb.	1 70 @ 2 20	1/2 lb., gross	15 00 @ 16 00
Tolu, lb.	1 50 @ 1 80	1/4 lb., gross	10 00 @ 10 50
BARKS		INDIGO	
Cassia Ordinary, lb.	@ 35	Madras, lb.	2 00 @ 2 25
Ordin., P'o., lb.	25 @ 30	INSECT POWDER	
Saigon, lb.	@ 40	Pure, lb.	31 @ 41
Saigon, P'o., lb.	50 @ 60	LEAD ACETATE	
Elm, lb.	40 @ 50	Xtal, lb.	17 @ 25
Elm, Powd., lb.	38 @ 45	Powd. & Gran.	25 @ 35
Elm, G'd, lb.	38 @ 45	LICORICE	
Sassafras (P'd lb.)	45 @ 35	Extracts, sticks, per box	1 50 @ 2 00
Soap tree, cut, lb.	20 @ 30	Lozenges, lb.	40 @ 50
Soap tree, po., lb.	35 @ 40	Wafers, (24s) box	@ 1 50
BERRIES		LEAVES	
Cubeb, lb.	@ 45	Buchu, lb., short	@ 60
Cubeb, po., lb.	@ 75	Buchu, lb., long	@ 70
Juniper, lb.	10 @ 20	Buchu, P'd, lb.	@ 30
BLUE VITRIOL		Sage, bulk, lb.	25 @ 30
Pound	06 @ 15	Sage, loose pressed, 1/4s, lb.	@ 40
BORAX		Sage, ounces	@ 85
P'd or Xtal, lb.	06 @ 13	Sage, P'd & Grd.	@ 35
BRIMSTONE		Senna, Alexandria, lb.	35 @ 40
Pound	04 @ 10	Tinnevela, lb.	20 @ 30
CAMPOR		Powd., lb.	25 @ 35
Pound	55 @ 75	Uva Ursi, lb.	31 @ 45
CANTHARIDES		Uva Ursi, P'd, lb.	@ 45
Russian, Powd., lb.	03 50	LIME	
Chinese, Powd., lb.	02 00	Chloride, med., dz.	@ 85
CHALK		Chloride large, dz.	@ 1 45
Crayons, White, dozen	@ 3 60	LYCOPodium	
Dustless, doz.	@ 6 00	Pound	45 @ 60
French Powder, Coml., lb.	03 1/2 @ 10	MAGNESIA	
Precipitated, lb.	12 @ 15	Carb., 1/16s, lb.	@ 30
Prepared, lb.	14 @ 16	Carb., 1/32s, lb.	@ 32
White, lump, lb.	03 @ 10	Carb., P'd, lb.	15 @ 25
CAPSICUM		Oxide, Hea., lb.	@ 75
Pods, lb.	60 @ 70	Oxide, light, lb.	@ 75
Powder, lb.	62 @ 75	MENTHOL	
CLOVES		Pound	5 00 @ 5 60
Whole, lb.	30 @ 40	MERCURY	
Powdered, lb.	35 @ 45	Pound	1 25 @ 1 35
COCAINE		MORPHINE	
Ounce	12 68 @ 14 85	Ounces	@ 11 80
COPPERAS		1/2s	@ 13 96
Xtal, lb.	03 1/4 @ 10	MUSTARD	
Powdered, lb.	04 @ 15	Bulk, Powd., select, lb.	45 @ 50
CREAM TARTAR		No. 1, lb.	25 @ 35
Pound	23 @ 36	NAPHTHALINE	
CUTLEBONE		Balls, lb.	07 @ 12
Pound	40 @ 50	Flake, lb.	07 @ 12
DEXTRINE		NUTMEG	
Yellow Corn, lb.	06 1/2 @ 15	Pound	@ 40
White Corn, lb.	07 @ 15	Powdered, lb.	@ 50
EXTRACT		NUX VOMICA	
Witch Hazel, Yel-low Lab., gal.	99 @ 1 82	Pound	@ 25
Licorice, P'd, lb.	50 @ 60	Powdered, lb.	15 @ 25
FLOWER		OIL ESSENTIAL	
Arnica, lb.	50 @ 55	Almond, Bit, true, ozs.	@ 50
Chamomile, German, lb.	35 @ 45	Bit, art., ozs.	@ 30
Roman, lb.	@ 40	Sweet, true, lb.	1 25 @ 1 80
Saffron, American, lb.	50 @ 55	Sw't, art., lbs.	1 00 @ 1 25
Spanish, ozs.	@ 1 65	Amber, crude, lb.	71 @ 1 40
FORMALDEHYDE, BULK		Amber, rect., lb.	1 30 @ 2 00
Pound	09 @ 20	Anise, lb.	1 00 @ 1 60
FULLER'S EARTH		Bay, lb.	4 00 @ 4 25
Powder, lb.	05 @ 10	Bergamot, lb.	3 00 @ 3 60
GELATIN		Cajeput, lb.	1 50 @ 2 00
Pound	55 @ 65	Caraway S'd, lb.	2 80 @ 3 40
GLUE		Cassia, USP, lb.	2 10 @ 2 60
Brok., Bro., lb.	20 @ 30	Cedar Leaf, lb.	1 50 @ 2 00
Gro'd, Dark, lb.	16 @ 22	Cedar Leaf, Coml., lb.	1 00 @ 1 25
Whi. Flake, lb.	27 1/2 @ 35	Citronella, lb.	1 05 @ 1 40
White G'd, lb.	25 @ 35	Cloves, lb.	1 75 @ 2 25
White AXX light, lb.	@ 40	Croton, lbs.	4 00 @ 4 60
Ribbon	42 1/2 @ 50	Cubeb, lb.	4 25 @ 4 80
GLYCERINE		Grignon, lb.	2 70 @ 3 35
Pound	14 1/2 @ 35	Eucalytus, lb.	95 @ 1 60
		Pennell	2 00 @ 2 60
		Hemlock, Pu., lb.	1 55 @ 2 20
		Heml'k Com., lb.	1 00 @ 1 25
		Juniper Ber., lb.	3 00 @ 3 20
		Junip'r W'd, lb.	1 50 @ 1 75
		Lav. Flow., lb.	3 50 @ 4 00
		Lav. Gard., lb.	1 25 @ 1 50
		Lemon, lb.	1 75 @ 2 25
		Mustard, true, ozs.	@ 1 50
		Mustard art., ozs.	@ 35
		Orange, Sw., lb.	3 00 @ 3 25
		Origanum, art., lb.	1 00 @ 1 20
		Pennroyal, lb.	2 75 @ 3 20
		Peppermint, lb.	4 75 @ 5 40
		Rose, dr.	@ 2 50
		Rose, Geran., ozs.	50 @ 95
		Rosemary	
		Flowers, lb.	1 00 @ 1 50
		Sandalwood	
		E. I., lb.	8 00 @ 8 60
		W. I., lb.	4 50 @ 4 75
		Sassafras, true, lb.	1 60 @ 2 20
		Syn., lb.	85 @ 1 40
		Spearmint, lb.	2 00 @ 2 40
		Tansy, lb.	3 50 @ 4 00
		Thyme, Red, lb.	1 50 @ 2 00
		Thyme, Whi., lb.	1 75 @ 2 40
		Wintergreen	
		Leaf, true, lb.	5 40 @ 6 00
		Birch, lb.	3 50 @ 4 00
		Syn.	75 @ 1 20
		Wormseed, lb.	3 50 @ 4 00
		Wormwood, lb.	4 50 @ 5 00
		OILS HEAVY	
		Castor, gal.	1 15 @ 1 35
		Cocanut, lb.	22 1/2 @ 35
		Cod Liver, Nor-wegian, gal.	1 10 @ 1 50
		Cot. Seed, gal.	85 @ 1 00
		Lard, ex., gal.	1 55 @ 1 65
		Lard No. 1, gal.	1 25 @ 1 40
		Linseed, raw, gal.	86 @ 1 01
		Linseed, boil., gal.	89 @ 1 04
		Neatsfoot, extra, gal.	80 @ 1 00
		Olive	
		Malaga, gal.	2 50 @ 3 00
		Pure, gal.	3 00 @ 3 50
		Sperm, gal.	1 25 @ 1 50
		Tanner, gal.	75 @ 90
		Tar gal.	50 @ 65
		Whale, gal.	@ 2 00
		OPIUM	
		Gum, ozs., \$1.40	
		lb.	17 50 @ 20 00
		Powder, ozs., \$1.40	
		lb.	17 50 @ 20 00
		Gran., ozs., \$1.40	
		lb.	17 50 @ 20 00
		PARAFFINE	
		Pound	06 1/2 @ 15
		PEPPER	
		Black, grd., lb.	25 @ 35
		Red, grd., lb.	45 @ 55
		White, grd., lb.	40 @ 45
		PITCH BURGUNDY	
		Pound	20 @ 25
		PETROLATUM	
		Amber, Plain, lb.	12 @ 17
		Amber, Carb., lb.	14 @ 19
		Cream Whi., lb.	17 @ 22
		Lily White, lb.	20 @ 25
		Snow White, lb.	22 @ 27
		PLASTER PARIS DENT'L	
		Barrels	@ 5 75
		Less, lb.	03 1/2 @ 08
		POTASSA	
		Caustic, st'ks, lb.	55 @ 88
		Liquor, lb.	@ 40
		POTASSIUM	
		Acetate, lb.	60 @ 56
		Bicarbonate, lb.	30 @ 35
		Bichromate, lb.	15 @ 25
		Bromide, lb.	66 @ 98
		Carbonate, lb.	30 @ 35
		Chlorate, Xtal, lb.	17 @ 23
		Powd., lb.	17 @ 23
		Gran., lb.	21 @ 23
		Iodide, lb.	2 56 @ 2 75
		Permanganate, lb.	22 1/2 @ 35
		Prussiate, Red, lb.	80 @ 90
		Yellow, lb.	50 @ 60
		QUASSIA CHIPS	
		Pound	25 @ 30
		Powd., lb.	35 @ 40
		QUININE	
		5 oz. cans, ozs.	@ 71
		Epsom, lb.	03 1/4 @ 10
		Glaubers, Lump, lb.	03 @ 10
		Gran., lb.	03 1/2 @ 10
		Nitre, Xtal or Powd., lb.	10 @ 16
		Gran., lb.	09 @ 16
		Rochelle, lb.	17 @ 30
		Soda, lb.	02 1/2 @ 08
		SODA	
		Ash	03 @ 10
		Bicarbonate, lb.	03 1/2 @ 10
		Caustic, Co'l., lb.	08 @ 15
		Hypophosphite, lb.	05 @ 10
		Phosphate, lb.	23 @ 28
		Sulphite, Xtal, lb.	07 @ 12
		Dry, Powd., lb.	12 1/2 @ 20
		Silicate, Sol., gal.	40 @ 50
		TURPENTINE	
		Gallons	59 @ 74

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

DECLINED

Packaged Dates

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

Twin Lake, 12-31 oz., doz.	1 70
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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

Kellogg's Brands	
Corn Flakes, No. 136	2 85
Corn Flakes, No. 124	2 85
Fep, No. 224	2 15
Fep, No. 250	1 05
Krumbles, No. 412	1 40
Bran Flakes, No. 624	1 90
Bran Flakes, No. 650	55
Rice Krispies, 6 oz.	2 25
Rice Krispies, 1 oz.	1 10
All Bran, 16 oz.	2 25
All Bran, 10 oz.	2 70
All Bran, 3/4 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 6-1 lb.	2 57

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

BROOMS

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

BRUSHES

Scrub	
Solid Back, 8 in.	1 50
Solid Back, 1 in.	1 75
Pointed Ends	1 25

Stove

Shaker	1 80
No. 50	2 00
Peerless	2 60

Shoe

No. 4-0	2 25
No. 2-0	3 00

BUTTER COLOR

Dandelion	2 85
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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 13
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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Pears

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

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

Red Raspberries

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

Strawberries

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

CANNED FISH

Clam Ch'der, 10 1/2 oz.	1 35
Clam Chowder, No. 2	2 75
Clams, Steamed No. 1	2 75
Clams, Minced, No. 1/2	2 40
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 35
Lobster, No. 1/4	1 85
Shrimp, 1, wet	1 45
Sard's, 1/4 Oil, k'less	3 35
Sardines, 1/4 Oil, k'less	3 35
Salmon, Red Alaska	2 25
Salmon, Med. Alaska	1 80
Salmon, Pink, Alaska	1 50
Sardines, Im. 1/4, ea.	6@11
Sardines, Cal.	1 00
Tuna, 1/2 Van Camps, doz.	1 75
Tuna, 1/4s, Van Camps, doz.	1 35
Tuna, 1s, Van Camps, doz.	3 60
Tuna, 1/2s, Chicken Sea, doz.	1 85

CANNED MEAT

Bacon, med., Beechnut	1 71
Bacon, lge., Beechnut	2 43
Beef, lge., Beechnut	3 51
Beef, med., Beechnut	2 07
Beef, No. 1, Corned	1 95
Beef, No. 1, Roast	1 95
Beef, 2 1/2 oz., Qua., Sli.	1 35
Corn Beef Hash, doz.	1 80
Beefsteak & Onions, s.	2 70
Chili Con Car., 1s.	1 05
Deviled Ham, 1/4s	90
Deviled Ham, 1/2s	1 35
Potted Meat, 1/4 Libby	43
Potted Meat, 1/2 Libby	75
Potted Meat, 1/2 Qua.	55
Potted Ham, Gen. 1/4	1 35
Vienna Saus. No. 1/2	90
Vienna Sausage, Qua.	85

Baked Beans

Campbells 48s	2 35
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CANNED VEGETABLES

Hart Brand

Asparagus	
Natural, No. 2	3 00
Tips & Cuts, No. 2	2 25
Tips & Cuts, 8 oz.	1 35

Baked Beans

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

Lima Beans

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

Red Kidney Beans

No. 10	4 60
No. 2	90

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. Ju., 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 50
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 15

OYSTER COCKTAIL

Sniders, 11 oz.	2 00
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CIGARS

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

CONFECTIONERY

Stick Candy

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

Mixed Candy

Kindergarten	1 1/2
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 35
Chocolate Nut Rolls	1 50
Lady Vernon	1 45
Golden Klondikes	1 65

Gum Drops

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

Lozenges

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

Hard Goods

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

Cough Drops

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

COFFEE ROASTED

Lee & Cady

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

McLaughlin's Kept-Fresh



Coffee Extracts

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

CONDENSED MILK

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

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

Apricots

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

Citron

10 lb. box	24
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Currants		MATCHES		FRESH MEATS		HERRING		SOAP		TEA	
Packages, 11 oz.----- 1 1/2		Diamond, No. 5, 144----- 6 15		Beef		Holland Herring		Am. Family, 100 box----- 6 10		Japan	
Dates		Searchlight, 144 box----- 6 15		Top Steers & Heif.----- 10		Mixed, Kegs-----		Crystal White, 100----- 3 50		Medium----- 18	
Imperial, 12s, pitted----- 1 30		Swan, 144----- 5 20		Good Steers & Heif.----- 09		Mixed, half bbls.-----		F. B., 60s----- 2 35		Choice----- 21@28	
Imperial, 12s, regular----- 1 60		Diamond, No. 0----- 4 90		Med. Steers & Heif.----- 08		Milkers, bbls.-----		Fels Naptha, 100 box----- 5 00		Fancy----- 30@32	
Figs		Safety Matches		Com. Steers & Heif.----- 07		Veal		Flake White, 10 box----- 2 85		Gunpowder	
Calif., 24-83, case----- 1 70		Red Top, 5 gross case----- 5 25		Lamb		Top----- 12		Jap Rose, 100 box----- 7 40		Choice----- 32	
Peaches		Signal Light, 5 gro. cs 5 25		Spring Lamb----- 15		Good----- 10		Pummo, 100 box----- 4 85		Ceylon	
Evap. Choice-----		MUELLER'S PRODUCTS		Medium----- 08		Mackerel		Sweetheart, 100 box----- 5 70		Pekoe, medium----- 41	
Fancy-----		Macaroni, 9 oz.----- 2 10		Mutton		Tubs, 60 Count, fy. fat 6 00		Grandpa Tar, 50 sm.----- 2 10		English Breakfast	
Peel		Elbow Macaroni, 9 oz.----- 2 10		Good----- 03		Pails, 10 lb. Fancy fat 1 50		Grandpa Tar, 50 lge.----- 3 50		Congou, medium----- 28	
Lemon, American----- 24		Egg Noodles, 6 oz.----- 2 10		Poor----- 05		White Fish		Trilby Soap, 50, 10c.----- 3 15		Congou, choice----- 35@36	
Orange, American----- 24		Egg Vermicelli, 6 oz.----- 2 10		Pork		Med. Fancy, 100 lb.----- 13 00		Williams Mug, per doz.----- 48		Congou, fancy----- 42@43	
Raisins		Egg Alphabets, 6 oz.----- 2 10		Loin, med.----- 14		Milkers, bbls.----- 18 50		Lux Toilet, 50----- 3 15		Oolong	
Seeded, bulk----- 6 1/4		Cooked Spaghetti, 24c,----- 2 20		Butts----- 10		K K K K Norway----- 19 50		SPICES		Medium----- 39	
Thompson's S'dless blk.----- 6 3/4		NUTS		Shoulders----- 07		8 lb. pails.----- 1 40		Whole Spices		Choice----- 45	
Quaker s'dless blk.----- 7 1/4		Almonds, Peerless----- 15 1/4		Spareribs----- 06		Cut Lunch----- 1 50		Allspice Jamaica----- @24		Fancy----- 50	
15 oz.----- 7 1/4		Brazil, large----- 12 1/4		Neck bones----- 03		Boned, 10 lb. boxes----- 16		Cloves, Zanzibar----- @36		TWINE	
Quaker Seeded, 15 oz.----- 7		Filiberts, Naples----- 13		Trimnings----- 07		SHOE BLACKENING		Cassia, Canton----- @24		Cotton, 3 ply cone----- 35	
California Prunes		Peanuts, Vir. Roasted----- 6 3/4		PROVISIONS		2 in 1, Paste, doz.----- 1 30		Ginger, Africa----- @19		Cotton, 3 ply balls----- 35	
90@100, 25 lb. boxes----- @		Pecans, Jumbo----- 25		Barreled Pork		E. Z. Liquid, per doz.----- 1 30		Mustard----- @22		VINEGAR	
80@ 90, 25 lb. boxes----- @		Pecans, Jumbo----- 40		Clear Back----- 16 00@18 00		Rising Sun, per doz.----- 1 30		Mace Penang----- @65		F. O. B. Grand Rapids	
70@ 80, 25 lb. boxes----- @07 1/2		Pecans, Mammoth----- 50		Short Cut, Clear----- 12 00		654 Stove Enamel, dz.----- 2 80		Pepper, Black----- @22		Cider, 40 grain----- 15	
60@ 70, 25 lb. boxes----- @08		Walnuts, Cal.----- 13@21		Dry Salt Meats		Vulcanol, No. 10, doz----- 1 30		Pepper, White----- @26		White Wine, 40 grain----- 20	
50@ 60, 25 lb. boxes----- @		Hickory----- 07		D S Belles----- 18-29@18-10-09		Stovoil, per doz.----- 3 00		Pepper, Cayenne----- @26		White Wine, 80 grain----- 25	
40@ 50, 25 lb. boxes----- @09 1/2		Salted Peanuts		Lard		STOVE POLISH		Paprika, Spanish----- @34		WICKING	
30@ 40, 25 lb. boxes----- @10		Fancy, No. 1----- 09 1/2		Pure in tierces----- 7		Blackne, per doz.----- 1 30		Seasoning		No. 9, per gross----- 80	
30@ 30, 25 lb. boxes----- @12		12-1 lb. Cellop'e case----- 1 35		60 lb. tubs----- advance 1/4		Black Silk Liquid, doz.----- 1 30		Chili Powder, 1 1/2 oz.----- 65		No. 1, per gross----- 1 25	
18@ 24, 25 lb. boxes----- @14 1/2		Shelled		50 lb. tubs----- advance 1/4		Black Silk Paste, doz.----- 1 25		Celery Salt, 1 1/2 oz.----- 80		No. 2, per gross----- 1 50	
Hominy		Almonds----- 30		20 lb. pails----- advance 3/4		Enamelino Paste, doz.----- 1 30		Sage, 2 oz.----- 80		No. 3, per gross----- 2 30	
Pearl, 100 lb. sacks----- 3 50		Peanuts, Spanish, 125		10 lb. pails----- advance 3/4		Enamelino Liquid, doz.----- 1 30		Onion Salt----- 1 35		Peerless Rolls, per doz.----- 90	
Bulk Goods		lb. bags----- 7 1/2		5 lb. pails----- advance 1		E. Z. Liquid, per doz.----- 1 30		Garlic----- 1 35		Rochester, No. 2, doz.----- 50	
Elb. Macaroni, 20 lb. bx.----- 1 25		Filiberts----- 32		3 lb. pails----- advance 1		Radium, per doz.----- 1 20		Poneltly, 3 1/2 oz.----- 1 35		Rochester, No. 3, doz.----- 2 00	
Egg Noodle, 10 lb. box----- 1 25		Pecans, salted----- 45		Compound tierces----- 8 1/4		Rising Sun, per doz.----- 1 30		Kitchen Bouquet----- 4 25		Rayo, per doz.----- 75	
Pearl Barley		Walnut, California----- 48		Compound, tubs----- 8 3/4		654 Stove Enamel, dz.----- 2 80		Laurel Leaves----- 20		WOODENWARE	
0000----- 7 00		MINCE MEAT		Sausages		Vulcanol, No. 10, doz----- 1 30		Marjoram, 1 oz.----- 50		Baskets	
Barley Grits----- 5 00		None Such, 4 doz.----- 6 20		Bologna----- 10		Stovoil, per doz.----- 3 00		Savory, 1 oz.----- 65		Bushels, Wide Band,	
Chester----- 4 50		Quaker, 3 doz. case----- 2 65		Liver----- 13		SALT		Thyme, 1 oz.----- 90		wood handles----- 2 00	
Sage		Yo Ho, Kegs, wet, lb.----- 16 3/4		Frankfort----- 12		Colonial, 24, 2 lb.----- 95		Tumeric, 1 1/2 oz.----- 75		Market, drop handle----- 90	
East India----- 10		OLIVES		Pork----- 15		Colonial, 36-1 1/2----- 1 20		STARCH		Market, single handle----- 95	
Tapioca		7 oz. Jar, Plain, doz.----- 1 05		Tongue, Jellied----- 21		Colonial, Iodized, 24-2----- 1 35		Corn		Market, extra----- 1 60	
Pearl, 100 lb. sacks----- 7 1/4		16 oz. Jar, Plain, doz.----- 1 95		Headcheese----- 13		Med. No. 1, bbls.----- 2 90		Kingsford, 24 lbs.----- 2 50		Splint, large----- 8 50	
Minute, 8 oz., 3 doz.----- 4 05		Quart Jars, Plain, doz.----- 3 25		Smoked Meats		Med. No. 1, 100 lb. bk.----- 1 00		Powd., bags, per 100----- 2 65		Splint, medium----- 7 50	
Dromedary Instant----- 3 50		5 Gal. Kegs, each----- 6 50		Hams, Cert., 14-16 lb.----- 14		Farmer Spec., 70 lb.----- 1 00		Argo, 24, 1 lb. pkgs.----- 1 52		Splint, small----- 6 50	
Jiffy Punch		3 oz. Jar, Stuff. doz.----- 1 15		Hams, Cert., Skinned----- @14		Packers Meat, 50 lb.----- 55		Gloss		Churns	
3 doz. Carton----- 2 25		8 oz. Jar, Stuffed, doz.----- 2 25		16-18 lb.----- @14		Cream Rock for ice,----- 85		Argo, 12, 3 lb. pkgs.----- 2 17		Barrel, 5 gal., each----- 2 40	
Assorted flavors.		10 oz. Jar, Stuff., doz.----- 2 65		Ham, dried beef----- @24		Butter Salt, 280 lb. bbl.----- 4 00		Argo, 8, 5 lb. pkgs.----- 2 46		Barrel, 10 gal., each----- 2 55	
FRUIT CANS		1 Gal. Jugs, Stuff., dz.----- 1 95		Knuckles----- @24		Block, 50 lb.----- 4 00		Silver Gloss, 48, 1s.----- 11 1/4		3 to 6 gal., per gal.----- 16	
Presto Mason		PARIS GREEN		California Hams----- @09		6, 10 lb., per bale----- 93		Elastic, 32 pkgs.----- 2 55		Pails	
F. O. B. Grand Rapids		1/2s----- 34		Picnic Boiled Hams----- @16		20, 3 lb., per bale----- 1 00		Tiger, 50 lbs.----- 2 75		10 qt. Galvanized----- 2 60	
Half pint----- 7 15		1s----- 32		Boiled Hams----- @21		28 lb. bags, table----- 40		SYRUP		12 qt. Galvanized----- 2 85	
One pint----- 7 40		2s and 5s----- 30		Minced Hams----- @10		Washing Powders		Corn		14 qt. Galvanized----- 3 10	
One quart----- 8 65		PICKLES		Bacon 4/6 Cert.----- @14		Bon Ami Pd., 18s, box----- 1 90		Blue Kara, No. 1----- 2 42		12 qt. Flaring Gal. Jr.----- 5 00	
Half gallon----- 11 55		Medium Sour		Beef		Brillo----- 85		Blue Kara, No. 5, 1 dz.----- 3 24		10 qt. Tin Dairy----- 4 00	
FRUIT CAN RUBBERS		5 gallon, 400 count----- 4 75		Boneless, rump----- @19 00		Chipso, large----- 3 85		Blue Kara, No. 10----- 3 07		Traps	
Presto Red Lip, 2 gro.----- 78		Sweet Small		Liver		Climaline, 4 doz----- 3 60		Red Kara, No. 1----- 2 62		Mouse, wood, 4 holes----- 60	
Presto White Lip, 2 gro. carton----- 83		5 gallon, 500----- 7 25		Beef----- 12		Grandma, 100, 5c----- 3 50		Red Kara, No. 5, 1 dz.----- 3 52		Mouse, wood, 6 holes----- 70	
GELATINE		Banner, 6 oz., doz.----- 90		Calf----- 35		Grandma, 24 large----- 3 50		Red Kara, No. 10----- 3 37		Mouse, tin, 5 holes----- 65	
Jell-o, 3 doz.----- 2 35		Banner, quarts, doz.----- 2 10		Pork----- 05		Snowboy, 12 large----- 1 80		IMIT. Maple Flavor		Rat, wood----- 1 00	
Minute, 3 doz.----- 4 05		Paw Paw, quarts, doz.----- 2 80		RICE		Gold Dust, 12 lb.----- 1 80		Orange, No. 1 1/2 2 dz.----- 2 98		Rat, spring----- 1 00	
Plymouth, White----- 1 55		Dill Pickles		Fancy Blue Rose----- 4 50		Golden Rod, 24.----- 4 25		Orange, No. 3, 20 cans.----- 4 39		Mouse, spring----- 20	
Jelsert, 3 doz.----- 1 40		Gal., 40 to Tin, doz.----- 8 15		Fancy Head----- 5 30		La France Laur. 4 dz.----- 3 65		Maple and Cane		Tubs	
JELLY AND PRESERVES		32 oz. Glass Thrown----- 1 45		RUSKS		Old Dutch Clean. 4 dz.----- 3 60		Kanuck, per gal.----- 1 10		Large Galvanized----- 8 75	
Pure, 30 lb. pails.----- 2 60		PIPES		Postma Biscuit Co.		Octagon, 96s----- 3 90		Kanuck, 5 gal. can.----- 4 75		Medium Galvanized----- 7 75	
Imitation, 30 lb. pails.----- 1 60		Cob, 3 doz. in bx. 1 00@1 20		18 rolls, per case----- 2 10		Rinso, 24s----- 4 80		COOKING OIL		Small Galvanized----- 6 75	
Pure, 6 oz., Asst., doz.----- 90		PLAYING CARDS		12 cartons, per case----- 2 35		Rinso, 40s----- 2 95		Mazola		Washboards	
Pure Pres., 16 oz., dz.----- 1 40		Battle Axe, per doz.----- 2 65		12 cartons, per case----- 1 57		Spotless Cleanser, 48,----- 20 oz.----- 3 85		Pints, 2 doz.----- 4 60		Banner, Globe----- 5 50	
MARGARINE		Bicycle, per doz.----- 4 70		SALERATUS		Sani Flush, 1 doz.----- 2 25		Quarts, 1 doz.----- 4 20		Brass, single----- 6 25	
Wilson & Co.'s Brands		Torpedo, per doz.----- 2 50		Arm and Hammer 24s.----- 1 50		Sapolio, 3 doz.----- 3 15		Half Gallons, 1 doz.----- 5 40		Glass, single----- 6 00	
Oleo		POTASH		SAL SODA		Speedee, 3 doz.----- 7 20		Gallons, each----- 81		Double Peerless----- 8 50	
Nut----- 09		Babbitt's, 2 doz.----- 2 75		Granulated, 60 lbs. cs.----- 1 35		Sunbrite, 50s----- 2 10		J. Gallon cans, each----- 3 35		Single Peerless----- 7 50	
Special Roll----- 11		COD FISH		Granulated, 18-2 1/2 lb. packages----- 1 10		Wyandotte, 50s----- 2 10		TABLE SAUCES		Northern Queen----- 5 50	
JELLY GLASSES		Peerless, 1 lb. boxes----- 18		WRAPPING PAPER		Wyandotte Cleaner, 24s----- 1 85		Lee & Perrin, large----- 5 75		Universal----- 7 25	
1/2 Pint Tall, per doz.----- 35		Old Kent, 1 lb. pure----- 25		Fibre, Manilla, white----- 05		WASHING POWDERS		Lee & Perrin, small----- 3 35		No. 1 Fibre----- 06 1/2	
MARGARINE		COD FISH		Butchers D F----- 05 1/4		Bon Ami Pd., 18s, box----- 1 90		Pepper----- 1 60		Kraft----- 04	
Wilson & Co.'s Brands		Peerless, 1 lb. boxes----- 18		Kraft Stripe----- 09 1/2		Bon Ami Cake, 18s.----- 1 65		Royal Mint----- 2 40		YEAST CAKE	
Oleo		Old Kent, 1 lb. pure----- 25		YEAST—COMPRESSED		Brillo----- 85		Tobasco, small----- 3 75		Magic, 3 doz.----- 2 70	
Nut----- 09		Peerless, 1 lb. boxes----- 18		Fleischmann, per doz.----- 30		Chipso, large----- 3 85		Sho Yow, 9 oz., doz.----- 2 00		Sunlight, 3 doz.----- 2 70	
Special Roll----- 11		Old Kent, 1 lb. pure----- 25		Red Star, per doz.----- 20		Climaline, 4 doz----- 3 60		A-1, large----- 4 75		Sunlight, 1 1/2 doz.----- 1 35	
JELLY GLASSES		Wyandotte, 50s----- 2 10		YEAST—COMPRESSED		Grandma, 100, 5c----- 3 50		A-1, small----- 2 85		Yeast Foam, 3 doz.----- 2 70	
1/2 Pint Tall, per doz.----- 35		Wyandotte Cleaner, 24s----- 1 85		Fleischmann, per doz.----- 30		Grandma, 24 large----- 3 50		Caper, 2 oz.----- 3 30		Yeast Foam, 1 1/2 doz.----- 1 35	
MARGARINE		COD FISH		Red Star, per doz.----- 20		Snowboy, 12 large----- 1 80		TABLE SAUCES			
Wilson & Co.'s Brands		Peerless, 1 lb. boxes----- 18				Gold Dust, 12 lb.----- 1 80		Lee & Perrin, large----- 5 75			
Oleo		Old Kent, 1 lb. pure----- 25				Golden Rod, 24.----- 4 25		Lee & Perrin, small----- 3 35			
Nut----- 09		Peerless, 1 lb. boxes----- 18				La France Laur. 4 dz.----- 3 65		Pepper----- 1 60			
Special Roll----- 11		Old Kent, 1 lb. pure----- 25				Old Dutch Clean. 4 dz.----- 3 60		Royal Mint----- 2 40			
JELLY GLASSES		Wyandotte, 50s----- 2 10				Octagon, 96s----- 3 90		Tobasco, small----- 3 75			
1/2 Pint Tall, per doz.----- 35		Wyandotte Cleaner, 24s----- 1 85				Rinso, 24s----- 4 80		Sho Yow, 9 oz., doz.----- 2 00			
MARGARINE		COD FISH				Rinso, 40s----- 2 95		A-1, large----- 4 75			
Wilson & Co.'s Brands		Peerless, 1 lb. boxes----- 18				Spotless Cleanser, 48,----- 20 oz.----- 3 85		A-1, small----- 2 85			
Oleo		Old Kent, 1 lb. pure----- 25				Sani Flush, 1 doz.----- 2 25		Caper, 2 oz.----- 3 30			
Nut----- 09		Peerless, 1 lb. boxes----- 18				Sapolio, 3 doz.----- 3 15		TABLE SAUCES			
Special Roll----- 11		Old Kent, 1 lb. pure----- 25				Speedee, 3 doz.----- 7 20		Lee & Perrin, large----- 5 75			
JELLY GLASSES		Wyandotte, 50s----- 2 10				Sunbrite, 50s----- 2 10		Lee & Perrin, small----- 3 35			
1/2 Pint Tall, per doz.----- 35		Wyandotte Cleaner, 24s----- 1 85				Wyandotte, 50s----- 2 10		Pepper----- 1 60			
MARGARINE		COD FISH				Wyandotte Cleaner, 24s----- 1 85		Royal Mint----- 2 40			
Wilson & Co.'s Brands		Peerless, 1 lb. boxes----- 18				WASHING POWDERS		Tobasco, small----- 3 75			
Oleo		Old Kent, 1 lb. pure----- 25				Bon Ami Pd., 18s, box----- 1 90		Sho Yow, 9 oz., doz.----- 2 00			
Nut----- 09		Peerless, 1 lb. boxes----- 18				Bon Ami Cake, 18s.----- 1 65		A-1, large----- 4 75			
Special Roll----- 11		Old Kent, 1 lb. pure----- 25				Brillo----- 85		A-1, small----- 2 85			
JELLY GLASSES		Wyandotte, 50s----- 2 10				Chipso, large----- 3 85		Caper, 2 oz.----- 3 30			
1/2 Pint Tall, per doz.----- 35		Wyandotte Cleaner, 24s----- 1 85				Climaline, 4 doz----- 3 60		TABLE SAUCES			
MARGARINE		COD FISH				Grandma, 100, 5c----- 3 50		Lee & Perrin, large----- 5 75			
Wilson & Co.'s Brands		Peerless, 1 lb. boxes----- 18				Grandma, 24 large----- 3 50		Lee & Perrin, small----- 3 35			
Oleo		Old Kent, 1 lb. pure----- 25				Snowboy, 12 large----- 1 80		Pepper----- 1 60			
Nut----- 09		Peerless, 1 lb. boxes----- 18				Gold Dust, 12 lb.----- 1 80		Royal Mint----- 2 40			
Special Roll----- 11		Old Kent, 1 lb. pure----- 25				Golden Rod, 24.----- 4 25		Tobasco, small----- 3 75			
JELLY GLASSES		Wyandotte, 50s----- 2 10				La France Laur. 4 dz.----- 3 65		Sho Yow, 9 oz., doz.----- 2 00			
1/2 Pint Tall, per doz.----- 35		Wyandotte Cleaner, 24s----- 1 85				Old Dutch Clean. 4 dz.----- 3 60		A-1, large----- 4 75			
MARGARINE		COD FISH				Octagon, 96s----- 3 90		A-1, small----- 2 85			
Wilson & Co.'s Brands		Peerless, 1 lb. boxes----- 18				Rinso, 24s----- 4 80		Caper, 2 oz.----- 3 30			
Oleo		Old Kent, 1 lb. pure----- 25				Rinso, 40s----- 2 95		TABLE SAUCES			

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.

Kindred Lines vs. Main Lines

When the descriptions were being written for the preface of the master retail code, the desire was to classify each branch of the retail trade according to its popular designation on the basis of principal commodities sold at retail. It was discovered that retail hardware stores now sell many items formerly carried in specialty shops; that retail furniture stores sold conflicting items with dry goods stores and so on through every line of retail endeavor.

So that the descriptions would not be a complete inventory of every item sold, some one thought of the phrase—"and/or kindred lines." So you will see in the final code the classification—"Retail shoe stores—meaning those dealing mainly in shoes and other footwear for men, women and children, hosiery, findings and/or kindred lines."

Certainly the phrase "kindred lines" tells in two words the amazing interplay of merchandise in retail stores. In seeking to get more business, stores add more and more lines so that we see such stores as drug stores that are general stores selling about everything on the counter.

In many ways the shoe classification, as it will appear in the retail code, is the simplest of all. Footwear is so large a major item in shoe stores that "kindred lines" are few and far between.

This prompts us to express the belief that the public will, in the future, do more and more of its footwear buying in shoe stores; because more competent service can be given in the store which devotes a major portion of its time to the sale of one commodity. Service is too diversified in stores that sell a thousand and one items so that the salespeople are jacks of all trades instead of being really competent in one.

The addition of "kindred lines" in the majority of other stores is to increase volume or to increase store traffic. Whether or no they rate a real profit is incidental to the volume of business transacted. But under the new set-up of the retail code there is, under a clause, a ruling that all retail selling will be regulated so that "loss leaders" will vanish and goods must carry a price not less than net invoice delivered cost or current market delivered cost—whichever is lower, plus 10 per cent. or perhaps 15 per cent. to partially compensate for labor and other operating costs.

That clause will do much to prevent the sale of shoes as an incident of general store merchandising and at prices that are "loss leaders." Shoes in many cases are carried by these stores simply to increase store traffic. Many stores that are competing with retail shoe stores consider shoes as "bait" merchandise. In some of these stores shoes are considered the best "traffic maker." The customer is drawn into the store by a "bait offer" and usually purchases something else on which a

profit can be made. Now the code very emphatically prohibits baiting the customer—in this clause:

Section 3. Advertising and Selling Methods

(1) No member of the retail trade shall use advertising (whether printed, radio, display or of any other nature) which is inaccurate and/or in any way misrepresents merchandise (including its use, trade-mark, grade, quality, quantity, substance, character, nature, origin, size, material content or preparation), or credit terms, values, policies, or service; nor shall any member of the trade use advertising or selling methods which tend to deceive or mislead the customer, including bait offers of merchandise.

The term "bait offer of merchandise" as used herein means the practice whereby a member of the trade through an appeal by price, brand, description, or other means, attempts to attract prospective customers into his store and then through inadequate or disparaging sales presentation or through the quantity available, or through other means places obstacles in the way of the purchase of the advertised merchandise and attempts to force upon the prospective customer's attention other merchandise.

The shoe merchants of America enter a new period of merchandising under the code in partnership with the government. The government asks as it share in the partnership the re-employment of millions of workers at a rate of pay not lower than certain minimums. In the majority of cases, these minimums do not seriously affect the shoe store for the wage scales are usually above that minimum point.

As a partner, the government gives to the merchant certain real benefits. Trade practices which are detrimental to fair competition are taboo in this new law of the land. If the merchant can be safe-guarded against the competition of price and the use of "loss leaders," he is getting more in that one act than what it will cost him in increased employment expense. He is also getting the benefit of the elimination of six other vicious trade practices and if all works well, he is from this day forth in a position to compete on merit of service and on selection.

If he lives intently a shoe life and concentrates on the merchandising and service of that valuable product, he can profit best in prestige and money. He is assured, under the master retail code, that no other field of retailing—selling "kindred lines"—can do things to his harm. He is protected against unfair practices within his own shoe field as well as in the entire field of retailing.

In this significant month of September, the tanning code, the shoe manufacturing code, the shoe wholesaling code and his own retail code will, in all probability, be signed by the President. So the period of indecision and doubt passes. The rules of the game are clearly defined. Violators will be trapped and punished in due time. The retail trade authority will be an instru-

ment of policing and of correction. In the kindergarten of this new economic order we must all be humble and patient students for so revolutionary an idea cannot be made totally effective at once. It will take time and patience of us all.—Boot and Shoe Recorder.

Shoe Output Up Last Month

August shoe production increased close to 2,000,000 pairs over the July figure and 5,000,000 over the total for the corresponding month last year. The August output was placed at 35,500,000 pairs, which compared with 33,600,000 for July and 30,180,000 pairs in August, 1932. September production is expected to hold up to the August rate, as plants are now working on the heavy advance orders placed by buyers some weeks ago. These call for delivery in October and early November.

Did You See Mud or Stars?

Two men looked out through their prison bars. The one saw mud; the other stars.

The two men mentioned in the above quotation from Tennyson could easily represent two different types of merchants of to-day. The tradespeople of America have most certainly passed through a trying time during the past four years. Those men behind prison bars were at least assured of the necessities of life without any wonder or worry as to who would provide for them.

The merchants have had an ever increasing load of worry and a greater struggle as time went on to keep out of the bankruptcy court. But by far the greater number have stuck to their

guns and at the cost of much sacrifice to themselves have kept their business going and furnished employment to their clerks. Some of the big chains have closed stores, never taking into consideration at all the fate of the discharged clerks and managers; hewing solely to the line of profit, letting the consequences to the community fall where they may.

The ruthless methods of the chain, besides being one of the causes of the depression, have also been one of the blackest spots on American business history.

The greater number of merchants can see the star of better times above the horizon and will keep everlastingly at their jobs, knowing a sure and certain recompense and a duty well done. But some few can only see the mud and slough of continued hard times. These last named must either lift their eyes and minds from the mud and trammel of the last four years or else be pushed aside by those who are willing to put their shoulder to the wheel—and help not only themselves but their neighbor to grasp the star of prosperity which is in their vision.

Sam Sugarsax.

Flower gardening is simplified by mulch paper patterns, made in numbered, perforated sections. Seed from packets numbered to correspond are planted, grow up through the holes. Experts prepare the patterns to give proper color, height, blossom rotation.

Ground coffee compressed into disk form is on the market. Ten disks make a package, one disc a cup.

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New Officers of Hotel Associations Good and True

(Continued from page 17)

mum of \$2.50 per night in other states, was attacked as discriminating against taxpaying hotel operators in Michigan, at the recent M. H. A. convention.

How different! The Italian government has decreed that henceforth all wines sold in Italy must contain not less than 10 per cent. alcohol. Violators will be prosecuted. In this country which claims the acme of intelligence and civilization, if you interject more than 3.2 alcohol in anything whatsoever, you go to the hoosegow in a jiffy.

The old time Southern Hotel, St. Louis, known to everyone who has ever traveled anywhere, is to be torn down to eliminate taxes. It has catered to the public for fifty-four years.

James J. Jennings, who has connected with Hotel Morton, Grand Rapids, in the capacity of day clerk, has been appointed by manager Jordan as assistant manager to succeed E. T. Moran, who has taken over the management of Hotel Stearns, at Ludington. Mr. Jennings was for some time connected with Hotel Rowe, and enjoys a wide acquaintance with commercial men and other hotel patrons. I congratulate him on his deserved advancement.

Out of the argument over "commercialization" of college football, comes a suggestion that the players be paid salaries. This seems fair enough in view of the fact that most of them play for nothing at present, take all the injuries and get none of the profits. It is, of course, shameful that college athletics, designed to build up boys physically and morally, should be turned into a vaudeville spectacle. But apparently nothing can or will be done about it, though I might suggest that considering what education costs the profits from college athletics might well be turned back into the public treasury. They might offset, to some degree, the huge sums that now go into schools and universities.

Here's one I heard at a luncheon club the other day: Bill and Fay were having an argument about money. Both agreed that the easiest thing in the world was to spend it. It was on the question of how to spend it or how to save it that they differed. Finally Fay declared: "You talk about economy and that sort of thing and I'll bet you don't know what economy really is!" "You bet your darned life I do! Economy is a way of spending money without getting any fun out of it."

Quite frequently we hear the expression that the profits in the catering business are carried out in the garbage pails, which is true in a great many instances, and the guest guesses why it is. Poor cooking has much to do with the fat garbage pail, and the discriminating patron helps it along. Practical food dispensers give a great deal of attention to the returns to the kitchen from the dining room. When they are abnormal he checks up to find a place to lay the responsibility. In many cases the food is served cold, but more frequently the chef has taken too much for granted and failed to function properly. I should say the garbage can is one of the greatest leaks in the whole food-serving problem.

The old problem of the use of the paper napkin bobs up quite frequently at hotel and restaurant gatherings. I hate them and have always maintained that no self-respecting caterer will use them. In these modern times when there are hotel linen organizations to furnish textile napkins at half a cent

each, the excuse anybody could give for using the paper variety would not wash with me. Frank S. Verbeck.

OUT AROUND

(Continued from page 9)

Elsie, Sept. 22—Here we are again, with our troubles. We are enclosing a clipping which is being published in every weekly newspaper in Michigan—and our letter to East Lansing regarding it. We find that this comes from Washington to the Agricultural College extension department as a part of weekly propaganda regarding Government activities. We can show that shirts which were \$4.25 (Big Yank) in early summer are \$8.25, if not more, to-day; that overalls which we paid less than \$6 for at the same time are \$12.75 now; that outing gowns and blankets have come to us with more added by Government order than we ever expected to add as retail profit and now we must mark them as the new Government planned price.

Then they try to make the public think the retailer is to blame.

Can you help us in any way or suggest where we can face those fellows with their dirt and get a square deal before the public?

We expect this article has been published in local papers all over the United States. We call such misrepresentation damnable. What do you think?

The "copy" that came to our local paper—from which we clipped our enclosure—was signed: "Michigan State College of Agr. & App. Scr. and U.S. Dept. of Agr. co-operating—R. J. Baldwin, director Extension Division. Printed and distributed under Act of Congress, May 8, 1914."

Carter & Steere.

The letter to East Lansing is as follows:

Elsie, Sept. 22—We are the firm whose Mr. Steere just called you about the "Release: Weekly only, week of September 18 and 19, '33."

If ever we have felt that the Government was trying to get out of its responsibility and put it on the retailer, it is now.

We want to know where to get in touch with Dr. Fred C. Howe and the George N. Peek who are mentioned in the release.

Any Government official knows that the "surcharge" is many times greater than the weight tax and those friends of business are—purposely, we believe—leaving that out of the picture. We can prove, and are anxious to, that from 40 to 45 per cent. has been added to our invoices as a flat charge—not even subject to discount—by Government release, and your friends Howe and Peek would ignore that, and have the public mobbing merchants for what the Government has done.

We feel that retailers are due justice, if not consideration.

Carter & Steere.

The newspaper article referred to by the above merchants is as follows:

Previous reports that Government officials would check retail prices closely to find if undue prices are being charged for any commodities affected by the federal plans to increase farm incomes are confirmed by statements from Washington by Dr. Fred C. Howe, consumers counsel and by George N. Peek, administrator of the adjustment act.

Requests to the president of the American Bakers Association from Dr. Howe ask for an explanation for bread prices in seven cities where the charge for a pound loaf is out of line with prices in other cities. None of the cities led to the request.

Retail prices for bread increased 1.2 cents per pound loaf from February 15 to August 15. The cost of the flour of bread was 1.11 cents in February and was 2.17 cents in August, so the

average increased price of a pound loaf is not excessive. Labor costs and other expenses of baking have also increased.

Prices in fifty-one key cities are checked to determine who is benefiting from higher prices for farm products. Undue pyramiding of increased costs of raw products will not be permitted.

Charges for ordinary cotton goods and articles manufactured from cotton are being investigated by Mr. Peek. The tax on cotton adds only 4.2 cents per pound to its cost. Manufacturers or retailers who use the tax as an excuse for adding more than this amount to the price of cloth are not complying with the government's policy of increasing farm prices without adding unduly to the costs of living for workers.

For the week of August 30, the average retail price of sheets was \$1.16 and the amount of the price which could be legitimately charged to tax was 8 cents. A work shirt containing cotton that had paid a tax of about 3½ cents, overalls selling for \$1.41 contained cotton on which the tax was 8¼ cents, and only 1 cent of the price of unbleached muslin per yard could be charged to tax.

Increased prices running as high as 40 per cent. on men's shirts, 27 per cent. on union suits, and 84 per cent. on cotton mattresses are unduly high and can not be charged to any activities of the government in increasing the prices of farm products. Mr. Peek and Dr. Howe will continue to release news concerning retail prices and federal agencies will check attempts at gouging.

I was asked by L. J. Thompson, President of the Grand Rapids Association of Commerce, to send a greeting to the luncheon meeting at the Pantlind Hotel yesterday, having for its object the speeding up of local business conditions. I responded to the request as follows:

In talking with the new manager of the Herpolsheimer Co. a few days ago, I was greatly pleased to learn that he proposed to specialize on Grand Rapids products and had already installed the lines of the following factories:

Grand Rapids Textile Co.
Globe Knitting Co.
Corduroy Tire Co.
Bissell Carpet Sweeper Co.
Wolverine Shoe & Tanning Co.

An entire floor has been devoted to furniture—Grand Rapids furniture exclusively—covering the lines represented by the Grand Rapids Furniture Makers Guild.

So far as my knowledge goes this is the first time a Grand Rapids house has taken such an advance step in exploiting local products in such a broad and dramatic manner.

I believe that much must be done along this line by other local houses if we are to present a united front to neighboring markets which undertake to meet us on a competitive basis.

The jobbing trade of Grand Rapids suffers in comparison with the record of fifty years ago. This is true of every interior wholesale center. The jobbing of merchandise has become a local institution, circumscribed to the narrowest possible limits. We must utilize every door open to us to retain what we have and seek expansion wherever possible. Many lines are no longer handled in a jobbing way. The goods on the shelves of the retailer come direct from the factory. Other lines are rapidly following the same tendency. Unless we avail ourselves of every avenue left to us we will soon see the position of the jobber less secure than is the condition at present. We should, in my opinion, discuss this situation in small groups with great frequency and ascertain what we can do to stem the tide of centralization which now confronts us on every side—cen-

tralization which too often results in extinction.

Detroit, Sept. 24—Since my recent visit with you and Mrs. Stowe I have been receiving each week a copy of your publication. The wife and I have read it each week, with invariable discussion of its interesting features. Only intense preoccupation has prevented me from writing to thank you for the magazine and tell you how much we have appreciated your thoughtfulness in sending it.

Any publication which survives fifty years has had character and stamina and value behind it. The Michigan Tradesman has lived because it certainly has had that. The same ability and integrity which created it have given it life for those fifty years and are still there. The Michigan Tradesman has been and is, for the most part, E. A. Stowe. Please, sir, accept my sincere congratulations on the fifty years you have sat in the editorial chair, coupled with the wish that you may be spared many more years to edit, with the assistance of that faithful partner of yours, the publication which has so long reflected you.

The Michigan Tradesman is a personality paper. It is E. A. Stowe. Throughout its pages one senses the rugged, fearless editor, a spirit of honesty and fair play, a contempt for the crooks and racketeers of business. I have long particularly admired the glorious poems which through the years have adorned your front cover. "When I Am Dead" is a rare gem and cannot have failed to make all who read it pause to think, as it did me. Out Around, of course, is one of your best departments. For years in the publication of "house organs" I have been called upon to write many articles about people and quite a few obituary articles. I've been told that I was gifted in that line. I bow to you, Mr. Stowe. I read your articles about men, alive and dead, with warmest admiration of the facility and felicity with which you perform this task. I think you will agree with me that writing about people still among us, or about those who pass into the Inner Temple, is best done by writers whose hearts beat in affection for their brother men—who believe in human brotherhood. And who are willing to give expression to some emotion in their writing. I have often thought that the reticence of men to tell their brother men about love for them is a mistake. The world

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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.

Other Interests Compel Me to Sell—Neighborhood drug store on main trunk line near large city high school. Modern building, beautiful fixtures, neon sign. Retail agency. Reasonable rent. Good prescription trade. No dead stock. Attractive price for cash, or terms, to responsible party. Address No. 600, c/o Michigan Tradesman. 600

COFFEE RANCH FOR RENT—Successful store ten years. Will rent to experienced coffee man. "Business good in Battle Creek." Taylor Realty Co., Battle Creek, Mich. 601

IRON and Woodwork Business—Established forty years. Excellent opportunity for mechanic. Ill health reason for selling. F. S. Clegg, St. Louis, Mich. 602

would be sweeter if we told folks that we love them. I believe the world is ruled by love—love among men—and that no sacrifice of manliness is made when it is shown and expressed.

One can readily see, looking about the world, with its greeds and hates and worship of the calf of gold, what is the matter.

I purchased a copy of the New York Sun, Sept. 2, 1933, its One Hundredth Anniversary number. It was a treat. Aside from the historic and editorial value of this issue, it contained the most magnificent assemblage of institutional advertisements I've ever seen. Those advertisements are, themselves, linked with 100 years of history in New York. It is surprising to know how many business concerns in New York are 100 and more years old. If you did not see that newspaper I suggest you write for a copy. I would not take a lot for the one I have and treasure. My brother, who died in 1922 while I was in Grand Rapids, was a Sun writer for many years. I worked on the papers in New York as a cub in the days when the great Charles A. Dana was in his editorial chair. I bought, while in Grand Rapids, the book "Memoirs of An Editor" by Mitchell, his successor. A solid and interesting book.

George R. Cullen.

The blowing of the Ram's Horn last Wednesday night summoned the Jews, more solemnly than in many years, to their prayers at the beginning of the 5694 of their calendar.

Over many centuries they may look back upon great glories and great vicissitudes, among the latter the senseless and brutal persecution visited by the Hitlerites in Germany upon their brethren.

Throughout the world the hearts of millions of non-Jews turn with full sympathy to join in spirit in the prayers that rise in the synagogues for deliverance from all evil and particularly in this time from the inhumanities that men obsessed with radical and religious intolerance, or any intolerance, perpetrate even upon their neighbors.

Thirty-one States have now voted in favor of repealing the Eighteenth Amendment—an episode without precedent in the nation's annals. Only five more are needed to make Repeal an absolute certainty, although it cannot be a legal fact before Dec. 6, when Maine, which has voted for Repeal, and North Carolina, which votes on Nov. 7, hold their conventions. Besides North Carolina, four States vote on Nov. 7: Pennsylvania, Ohio, South Carolina and Utah. In addition, Virginia votes on Oct. 3 and Florida on Oct. 10.

Here, then, are seven States, only five of which are needed to put Repeal over. In all probability every one of them will join the procession. We shall be out of the Prohibition trenches well before Christmas.

General Johnson has warned local "compliance boards" to avoid compulsion and inquisitorial methods in furthering President Roosevelt's re-employment efforts under the Blue Eagle. He also points out that the boards are not to operate with relation to industries which have adopted permanent codes. The warning is timely and the reference to the limitation desirable.

In any case infinitely more can be accomplished for the permanent good of the Nation under the N. R. A. if the movement becomes completely co-operative instead of a matter of boycotts and forced regimentation, "or else."

A restaurateur at Concord, N. H., lays what he considers a tough problem before the N. R. A. For two hours each day he employs a boy and gives him one meal besides his wages. Under the code now governing his business this employer finds he cannot charge the youth more than twenty-five cents a meal. His complaint is that the lad eats tremendously—more than twenty-five cents' worth. But, he admits, he does not want to let him go, because he is such a good worker. Thousands of employers throughout the United States are looking for this youngster. They can use him in their business, even with that appetite.

E. A. Stowe.

Vegetable Consumption Has Almost Doubled in Decade

American consumers are using almost twice as many commercial vegetables as they did ten years ago. The U. S. Department of Agriculture finds that production of commercial vegetables in this country has risen 72 per cent. in the last decade. During recent years the production has been showing a tendency to slow down, indicating that supplies are fast overtaking the increased demand.

In contrast to production, says the Department, prices of vegetables have fallen since 1921. In 1930, 1931 and 1932 they declined to much lower levels than the relative size of the respective crops in these years. The Department estimates that prices averaged six per cent. lower during 1930 and 23 per cent. lower during 1931 than in normal times, due to the marked decline in the general price level.

Unit Sales Reduced

The effort to swell dollar sales by retailers is tending to obscure the vital need of obtaining an increase in unit sales or in turnover of merchandise tonnage, according to views expressed by retail authorities during the week.

The rise in retail prices will automatically bring a gain in dollar volume, but this gain can be misleading to considerable extent because unit sales may not increase accordingly. In fact, unit sales thus far this month are about 10 per cent. behind a year ago.

The importance of a gain in unit sales, it was added, comes from the fact that the increase is in physical items of merchandise. The more items are turned over, the more labor will have to be employed and the greater the support given the government in its NRA program.

Earlier Thanksgiving Day Urged By Retail Group

Retailers are being urged by the National Retail Dry Goods Association to take action to have the date of Thanksgiving Day this year changed by Presidential proclamation from Nov. 30 to Nov. 23, a week earlier.

The dry goods association points out that the later date will decrease the holiday shopping season to a few days in excess of three weeks. It feels that

the change to a week earlier during a period "when the nation is making every effort to restore its economic stability" is justified, although recognizing "that Thanksgiving day is hallowed by the tradition of centuries."

Merchants and trade boards have already expressed favor for the proposal.

Weather May Influence Prices

A price situation awkward to both retailers and manufacturers is cited as a possibility of the next few weeks, if weather conditions hamper consumer buying. Retailers have placed large orders at the higher prices prevailing on women's apparel and accessories and to that extent the price structure at wholesale has been supported. In the event of a sales let-down at retail, such as that which marked the first half of this month, retail markdowns would be spurred and the possible piling up of goods at wholesale would tend to force lower quotations. A saving element is the current absence of large stocks.

Sales of Better Grade Shoes Up

Consumer shoe-buying tendencies are turning definitely to medium and better price merchandise. Sales of men's medium-price shoes have risen 5 per cent. since Sept. 1. The gain has been entirely at the expense of extreme low-end goods. In spite of the present trend the trade remains skeptical of the reception consumers will accord higher prices which retailers will be compelled to place on all types of shoes later this year when stocks of merchandise purchased before wholesale costs went up are exhausted.

Hunting Rifles a Feature

The demand for guns and hunting rifles continues an outstanding feature of the current business being done in sporting goods. Sales of these items are running well ahead of a year ago, with further increases expected as the hunting seasons open in various sections of the country. The call for adult games has also expanded appreciably, particularly new versions of bagatelle and games in which an element of gambling enters. Increased leisure was cited as a major factor.

Call for China Base Lamps Up

Demands for china base lamps to retail in ranges from \$7 to \$25 tax the ability of manufacturers to fill the orders. Stores want goods for immediate sale and demand delivery within two weeks. The china-base style lamps have completely supplanted pottery types in public favor, producers say. The china bases are popular in white and blue and combinations. Metal-base lamps continue in good demand in both table and floor styles.

Stores Reorder on Blankets

A strong demand for part-wool blankets of 5 and 25 per cent. wool content has developed in the wholesale market. The goods are wanted for immediate delivery to replace stocks sold in current home-ware promotions. Higher prices called for by increased wholesale costs have not been put into effect by the stores as yet, as many retailers still have goods purchased at low levels. Buyers predict that the higher retail prices will be in force before the close of the year, and that 5 per cent.

wool blankets will be priced at \$3.95 and 25 per cent. wool blankets at \$9 compared with \$1 and \$4 last Spring.

Grocery Products Sell Freely

Demand for grocery products in the wholesale markets is very active, with buyers spreading their purchases over a wide range of merchandise. Canned goods and cooked cereals for delivery next month are ordered in quantity. A number of wholesale establishments have placed orders for Thanksgiving requirements and purchased limited quantities of goods for use in pre-holiday promotions. Producers have hesitated in making substantial commitments for delivery later than November, however, due to price uncertainty.

Speed Holiday Stationery Buying

Stationery buyers for many retail stores are now in the New York market to place orders for the remainder of the goods they need to complete holiday stocks. The bulk of the holiday buying was done last month before a 15 per cent. rise in prices went into effect, but reports that another 15 to 20 per cent. rise is due shortly brought buyers back into the market. Retailers are anxious to keep holiday price lines at 50 cents and \$1 and feel that any further rise in the wholesale price will force them to alter their selling prices.

Gold Rise Lifts Jewelry Prices

The increase in the price of gold for manufacturing purposes is causing a rise of around 55 per cent. in the cost of gold jewelry. Manufacturers are adjusting their prices on the official level for gold which the United States Treasury quotes at \$31.64, against the former basis of \$20.67 per ounce. Retailers have been increasing their commitments in medium and popular price items and were said to be looking forward to a gain over last year in holiday trade. In the fine stone section of the trade, quotations have risen, but actual business has been limited.

Work Clothing Shipments Heavy

Retailers in various industrial centers have placed very large orders for men's work clothing, with current shipments to the stores being triple those of a year ago at this time in the case of some leading producers, it was reported here yesterday. Retail sales of these garments have forged ahead, but have been hampered by industrial disputes to some degree. A report from an executive who visited a number of cities in New England and elsewhere said that re-employment is still lagging behind what was expected at this time.

Dinner Ware Trade Confident

Belief that price increases scheduled for later this season on dinner ware sets will not affect consumer demand for merchandise is general throughout the trade at present. Stores report customers are now calling for goods in medium price brackets which have been neglected for the last three years. Dinner sets consisting of thirty-two pieces and priced at \$4.95 and \$5 are in demand despite the fact that sets of like size can be as low as \$3.98. A similar tendency is noted in larger sets.

No two persons see exactly the same rainbow.

STAMP OUT FIRE!

**STAMP
OUT
FIRE
AND
RECEIVE
YOUR
REWARD**

1. I have destroyed all rubbish, waste paper, etc., which might have caused fire.	2. All matches have been put away from heat and out of reach of children.	3. Those in our house who smoke have promised to be careful with matches, stubs, etc.	4. All oily rags and mops are kept in covered metal containers.
5. All electric cords are in good shape. Appliances are disconnected after using.	6. Gasoline is never stored in our house or ever used there for cleaning.	7. Kerosene is kept in a safe container. It is never used to start fires.	8. All gas connections are in good shape and free from leaks.
9. We have sheet metal on floor under stoves and on the woodwork nearby.	10. All flues and chimneys have been cleared of soot and repaired where needed.	11. Metal ash cans have been provided for ashes from furnace and stoves.	12. All open lights are protected and open fireplaces screened.

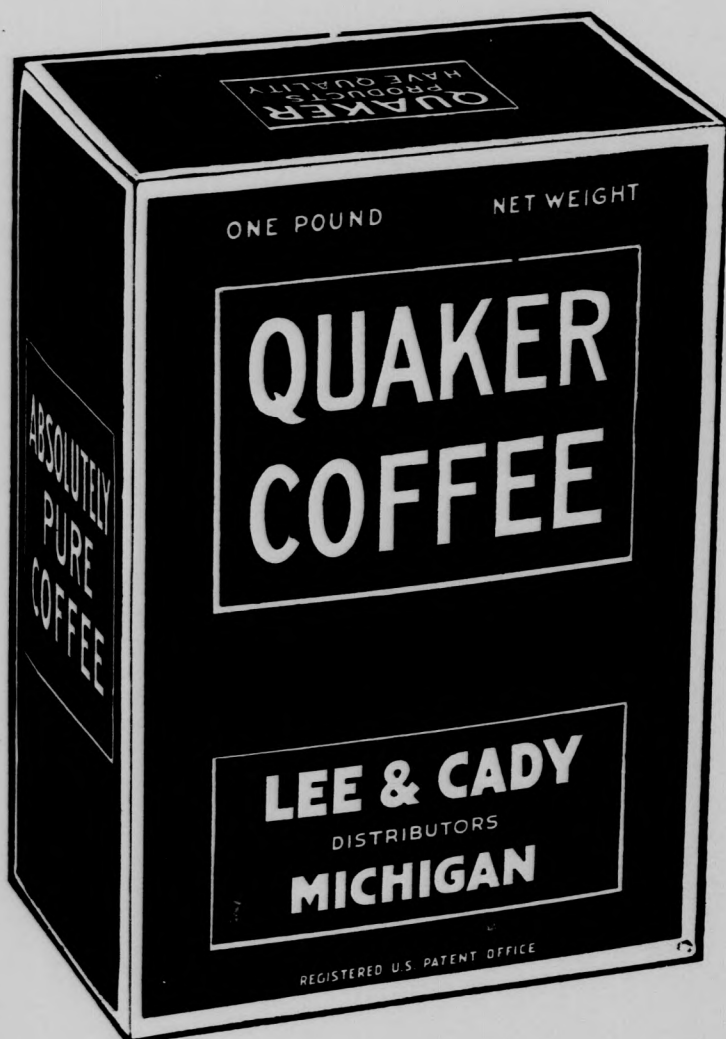
(If any hazard here does not apply to your home, you may stamp out that square.)

SCHOOL CAMPAIGN ON HOME FIRE INSPECTIONS

The National Board's fire prevention sticker this year is to be used in the schools to "stamp out fire" on cards, of which the above is a black-and-white reproduction.

The teacher is supplied with a card for each of her pupils and enough stickers to "stamp out fire" on each card. The pupils take their cards home and, with the aid of their parents, make inspections. Each day, as they correct one or more of the fire hazards noted on the card, the teacher will "stamp out" those hazards. After the inspection has been completed and the parent has signed the card, the teacher puts on the last stamp and the pupil is presented with the card as a certificate of merit and with an interesting story-booklet as a reward. The real reward, of course, is in having each home a safer place to live in. A spirit of contest and co-operation is injected into the activity by using a "score card" for each class.

Quaker Coffee



In the New Attractive Cellophane
Wrapped Carton.

The Same High Grade Uniform
Quality — Lower Cost

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

LEE & CADY

6 REASONS why you should
feature this brand of COFFEE

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- 2 Nationally advertised
- 3 Established consumer demand
- 4 Small capital investment
- 5 Quick turnover
- 6 Fast profits



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