

All Things Work Out.

Because it rains when we wish it wouldn't,
Because men do what they often shouldn't,
Because crops fail and plans go wrong,
Some of us grumble all day long;
But somehow in spite of the care and the doubt,
It seems at last that things work out.

Because we lose where we hoped to gain,
Because we suffer a little pain,
Because we must work, when we'd like to play,
Some of us whimper along life's way;
But somehow as day always follows the night,
Most of our trouble works out all right.

Because we cannot forever smile,
Because we must trudge in the dust awhile,
Because we think that this way is long,
Some of us cry that life's all wrong;
But somehow we live, and our skies grow bright,
And everything seems to work out all right.

So bend to your trouble and meet your care,
For the clouds must break and the sky grow fair,
Let the rain come down as it must and it will;
But keep on working and hoping still;
For in spite of the grumblers who stand about,
Somehow it seems all things work out.

What every merchant knows

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a real adventure in thrift ✓ ✓ ✓

because —



It saves you money — dividends to policy-holders, of 25 to 30 per cent since organization, is a record to be proud of.

• •



It saves worry — prompt and careful adjustments.

• •



It saves costly errors — our insurance auditing service meets a popular and growing need.

• •

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

MICHIGAN TRADESMAN

Fifty-first Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 18, 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.

Printed by the Tradesman Company, Under
NRA Conditions

Store Gains in "Buy Now" Drive

While no startling gains in retail trade developed during the initial week of the NRA "Buy Now" drive, a fair measure of improvement both here and in other cities was credited to the movement by retail executives. The consensus was that the campaign has yet to hit its stride. About a half-dozen leading stores here showed increases over a year ago for the week and it is estimated that volume for the half-month will be about 3 per cent. ahead of the same period of 1932.

Adverse weather conditions and increasing price resistance, as exemplified by the marked increase in shopping around for values that is being done by consumers, are major factors with which retailers are now contending. The NRA campaign, plus their own aggressive promotions of merchandise bought at low prices and the appeal to the customer's own selfish interest to buy because replacement prices will be much higher, are the main selling forces utilized by retailers.

The importance of the success of merchandising efforts during the next two and one-half months is illustrated by the fact that the average department store, and other types of retailers as well, does about 8.68 per cent. of its business in October, 9.3 per cent. in November and 14.65 per cent. in December. The "Buy Now" campaign is scheduled to last until the end of the year and is expected to be a major factor affecting volume for this period.

Some disappointment was expressed in both retail and wholesale circles that the campaign had not borne out the previous implications that it would be on the

tremendous publicity scale of the Liberty Loan drives. Aside from news stories and the radio, it was said that the huge publicity effort has fallen short of what was expected, at least in its initial stage.

Most stores, with but few exceptions, did not use the direct "Buy Now" motif, it being explained by executives that they were tying in by making a strong appeal to customer self-interest through aggressive promotions of attractive merchandise bought at low prices and by stressing higher replacement prices to come soon.

In analyzing present and future price rises, with a view to determining customer resistance and to find those departments which are doing well and those which are experiencing trouble on this score, retail executives said that so far there has been about a 25 per cent. average gain in retail levels over the "ridiculously low levels" of last May. Another increase of about the same amount was said to be likely by the end of the year. Even at the increased current levels many items are still about unchanged from a year ago, due to the heavy purchasing by stores at the low Spring wholesale levels.

Increases in prices from the current level to a replacement basis are suggested by the following changes reported to be due on volume selling items: Boy's suit from \$4.95 to \$6.95; silks, from \$1.95 to \$2.95; woman's coat, \$39.95 to \$50; women's shoes, \$6.75 to \$8.50; table, \$19.95 to \$24.95; kidskin gloves, \$1.69 to \$2.29; underwear, 98 cents to \$1.29, and millinery, \$1.59 to \$1.98.

So far, the departments which have done best under the higher price conditions, during both August and September, were said to be staples, including sheets, pillow cases, etc.; furniture and many items of home-ware in the "investment goods" category; main floor accessories, including small-ware, cosmetics, and piece goods. Consumer buying in some of these lines, particularly furniture, has eased off somewhat in recent weeks as anticipatory buying to forestall price advances was completed.

The departments now encountering the most consumer price resistance, and which are being carefully studied for that reason, comprise coats, dresses, men's clothing and fur coats. Cloth coats have advanced from \$10 to \$50 or more per garment and many consumers have yet to be

"educated" to the new levels. These departments are being particularly watched because of the influence of weather conditions and also the mark-down factor, which would become operative toward the latter part of next month.

Consumers, it has been found by retailers, strongly hesitate to pay a \$5 or \$10 advance in price, although that may represent a much smaller increase in percentage than that made on main-floor accessories, for example. One of the latter items may rise from 10 to 25 cents, but in percentage this may represent a 50 per cent. price advance. Where the unit price is small, little resistance is looked for, with the contrary true of higher cost items.

Credit Program Still is Debated

Wall Streets still is involved in attempting to appraise the probable effects of the credit expansion program of the Administration. Nothing approaching even approximate agreement has yet been reached. The only phase upon which there is substantial harmony is that the program will continue to be urged. No one seems to doubt any longer the determination of the Government to force additional purchasing power into the economic organization, and that failing to get this thru increased bank lending, it will inject it by direct action. This view, however, has little or nothing to do with what the results may be in the next few months or, say, between now and January 1.

The majority opinion appears to be that through the program enough purchasing power will be added to offset at least any further appreciable business recession, and perhaps even to give a substantial upturn. It is held by this group, accordingly, that there is a period of rising stock prices more or less immediately ahead of us. Having drawn this conclusion, however, the individuals in this group usually are quick to add the reservation that there are too many elements of uncertainty for one to feel sure that this is the time to make commitments.

On the other hand are those, and they comprise only a small minority, who believe that the odds are in favor of the whole expansion program proving as sterile as the old Hoover credit drive. This group, therefore, does not see the credit activities of the Administration as a major influence in the immediate outlook,

but insists that whether business continues its recession or turns upward rests by and large upon quite other factors—upon fundamental economic forces such as have caused recent business improvement in foreign countries. Instead of anticipating rising stock prices, accordingly, they hold we may have a period of decline unless business shows distinct betterment.

Such a view, at first glance, appears utterly untenable. Scarcely a day—and certainly there has been no recent week—passes without the announcement of some new scheme whereby purchasing power will be enlarged. The total of this scheme is almost fantastic — \$400,000,000 for loans on cotton, \$1,700,000,000 already approved in the public works program, \$650,000,000 for direct relief, \$1,000,000,000 for preferred stock of banks, and an indefinite number of hundreds of millions to liquidate closed banks, to mention only the large items.

In spite of this imposing array of plans for getting purchasing power into the hands of the public, however, the minority refuses to budge from its opinion. There is, this group emphasizes, a vast difference between having plans formulated and getting them in operation, between even having projects approved by the Public Works Administration and having the money spent. It is this difference which the minority insists will prevent our having any great business boom and inflationary stock market in the near future as a result of the credit program of the Administration.

Regardless of which of these views one may hold, it must be evident that the situation would be helped by having the Administration follow a policy which would cause business men to be willing to invest their money and assume business risks. Until this is done, any recovery must be purely temporary.

Ralph West Robey.

Store Fixture Sales Advance

Manufacturers of store fixtures report a sharp gain in sales of all types of lighting equipment, counters and show cases the past six weeks. Although some of the business came from the launching of new retail stores, producers say the bulk of the trade is due to retailers' efforts to modernize their establishments. A sales campaign in which fixture producers urged store owners to add new equipment before prices advanced, produced a large volume of new business last month.



Lines of Interest To Grand Rapids Council

As the sun peeped over the horizon the morning of October 15, booming of various calibred guns broke the silence of a Sabbath morn. Twitter of birds, bark of the saucy chipmunk and the rattle of shot on the leaves ushered in the season for those who love the big outdoors and for those who hark back to the call of a strain of savagery and killing instinct. Game bird and rabbit season opened with a salvo of guns which surely reminded some of the great war which raged not many years ago. The pheasant, the woodcock, the partridge and the rabbit were the enemy chased across no-man's land and the land of those who desired no truck with the city fellers. Great as the march of the multitude may have been, earnest as their intentions may have been, many returned from the field of conquest with empty game sacks, empty stomachs and weary limbs which accepted rub-downs as a measure of relief. Grand Rapids council was well represented in that great drive and we are only awaiting a final check-up to ascertain the number of alibis and the quantity of game before publishing any statistics. We can only get solace for the lack of game from the fact that an unfired gun presents but a small task to clean for future use.

The opening of the old Grand Rapids Savings Bank should present a relief to those whose funds have been impounded for the past eight months. It should open new channels to better business and play an important part in liquidating long standing obligations. As one drifted around the lobby of the beautiful bank building on opening day, he met many friends whose pinched countenances had loosened with a smile of anticipation as they awaited their turn at the teller's windows. Long and ardent have been the labors of the bank executives to get back into a place in the sun and at last they can look back on a task well done. Let's go forward and make a better Grand Rapids a better place in which to live.

Teacher: What is a hypocrite?

Johnny: A boy who comes to school smiling.

The informal meeting of the boys at the Elk's cafeteria was well attended Saturday. Happenings of the week, political policies and current events were cussed and discussed. These meetings are open to all salesmen and they are becoming quite popular. The luncheon hour is around high noon.

Grandma, showing the girls through the zoo and coming to the stork, explained how it had helped bring them into the family, and Dotty whispered to Betty: "Don't you think we ought to tell poor Granny the truth?"

Mrs. T. J. Van Buren, of 53 Pleasant street, is slowly recovering from a serious operation which she underwent in June. Mrs. Van Buren has had a

long, hard pull back to normal health and is pleased that she will soon be able to mingle with her friends again. Mrs. Van Buren is the wife of counselor T. J. Van Buren, Michigan representative for Karavan coffee.

Mrs. Grace Bolender and son, of Detroit, are visiting her parents, Mr. and Mrs. H. R. Bradfield and family, over the week end. Master Bolender is one of our genial secretary's high lights in life and the light is much accentuated when the sun glints on the coppery hue of the young man's hair. To dear old granddad, that is a head of gold.

Business opportunities—Near a railroad crossing should be a good spot for a junk shop to be opened.

Marion D. Estee, who represented a dry goods house in Michigan for several years, has taken over the Firestone line of footwear for the C. J. Farley Dry Goods Co. and will cover his old territory. His many friends wish him every success with his new line.

In Grand Rapids it is against the law to find a golf ball until it has stopped rolling.

Our good friend at the Tradesman, Frank Wiles, has washed off the ink spots, shined his shoes, brushed his other hat, pressed his suit, dumped the burden of business off his shoulders and grabbed the missus by the arm and hied for the gangsters hangout. We received no definite information as to the purpose of the getaway, but we surmise that it is for the intent and purpose of visiting the great and only Century of Progress. We concede that Frank is a man of rare intelligence, that he is worthy of a real vacation and that he and Mrs. Wiles will get much pleasure from their journey to the fair. We do not anticipate that our good friend will form any alliances with the undesirables, neither will he enjoy the thought that he will have to contend with the hieroglyphics of the scribe when he returns. We shudder when we think of the panning that may be when Frank gets back.

Past Counselor R. W. Radcliffe, representative for the U. S. Sanitary Specialties Corporation, of Chicago, is doing the goose-step, Irish reel and Highland fling. He is having the thread in his clothing reinforced and a steel band put on his hat. He has raised himself from five cent cigars to three for a dime, buys in quantities now, all because he proved himself a man to be reckoned with in salesmanship. There were 263 carefully selected salesmen of his firm competing for national honors and doggone if Rad didn't step out into the depression and bank holiday and grab himself off a real prize. He was placed sixteenth nationally and we understand that the prize standing is no small honor with his line. We hasten to congratulate our good brother and sincerely hope he will continue to hold that order book sacred and will succeed in filling it with that which produces life, liberty and happiness.

The hard part of making good is that you must do it over every day.

Don't buy cheapness. Pay enough to get your money's worth. This is not a shoddy nation. Scribe.

MEN OF MARK

William J. Wagner, Manager O. & W. Thum Co.

We laud and celebrate the individual who has achieved extraordinary merit in art, letters, military renown, statesmanship, and fame world wide largely rests on such distinctions. Men also become famous in law, jurisprudence, medicine and scientific study and demonstration. Yet all such masters in their several spheres do no more, often not as much, for the well-being of mankind as the ingenious and untiring mechanics and engineers who discover something and make it conduce to the benefit of an industry that is the foundation on which rest the stability, livelihood and happiness of many thousands of people. Peace hath her victories no less renowned than war, and no victors are more deserving of acclaim among the chieftains of peace than those who invent something that adds to productive power and successfully apply it to general use. The man who evolves from his fertile mind a contrivance whereby a utility can be developed so as greater to enlarge capacity to produce useful things, and at the same time give permanent employment to hundreds who otherwise would have to struggle for a meager and squalid existence, has done more for community and state than a general or legislator or judge or any other celebrity whose name figures among the galaxy of notables in ordinary historical annals.

The foundation of society and the state is in the productive industries: for they are the means whereby the population pursues an orderly and prosperous life. In the absence of war and consequent destruction of human life there is a growth of population. Productive capacity must keep pace with this increase of human units or the peoples will lapse into a horde of vagrants, soon becoming savage, degraded and, like hungry predatory animals, devouring their fellows weaker than themselves. By natural increase and by immigration the population of the United States is rapidly enlarging, and it is necessary that the productive industries shall have a corresponding augment in order to prevent the social disaster that would follow a lack of employment. For this reason no man can confer a greater benefit upon the country than he who contributes to the enlargement of productive capacity.

Not to everyone is given the privilege of adding something of value to the comfort and commerce of this world. Those who do enjoy this privilege have not lived their lives in vain and their greatest satisfaction should

be the knowledge that their efforts have been of practical, material benefit to mankind.

William J. Wagner was born in Grand Rapids, March 26, 1887. His antecedents were German on both sides. He graduated on the engineering course of Grand Rapids Central high school and then completed an engineering course at the Michigan university at Ann Arbor.

In 1910 Mr. Wagner entered the employ of the O. & W. Thum Co., manufacturer of Tanglefoot, as assistant superintendent. Eleven years later he was promoted to the position of superintendent and in 1929 he was made general manager of the company, which position he still fills with credit to himself and satisfaction to his employers.

Mr. Wagner was married August 22, 1911, to Miss Josie Vose. They have three children—two girls and a boy. The older daughter is twenty years old. She is pursuing the literary course at the Michigan university. Another girl, of fourteen, and a boy of eight are attending public schools of Grand Rapids. The family reside in their own home at 1257 Bemis street.

Mr. Wagner is a member of the English speaking Lutheran church on Crescent street. He is a member of Malta Lodge, F. & A. M., a member of the local engineers club and also a member of the Michigan Engineering Society.

Mr. Wagner is a devoted brook trout fisherman and has a weakness for bass as well. He is an advocate of the great outdoors and always takes his son with him on his fishing expeditions.

Mr. Wagner attributes his success to his early training, which was certainly accomplished in a very methodical manner.

Seek Ban on Price-Cutting

An appeal to the National Recovery Administration to end the price-cutting tactics in the cotton goods fields as endangering the success of the NRA program is being seriously considered in New York City. Just what form of Federal intervention would be asked has not been decided upon, inasmuch as merchandising practices were not touched upon in the industry's code. However, the code contains a clause which would permit the planning and fair practice agency of the industry to make recommendations to the Recovery Administration for requirements "to prevent and eliminate unfair and destructive competitive prices and practices."

There is no calamity which right words will not begin to redress.—Emerson.



M. E. Davenport
President.

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Sidelights on Eastern Michigan Mercantile Conditions

Clio, Oct. 13—C. B. Cady Co., dry goods, clothing and shoe merchants, recently hit on a novel and inexpensive advertising stunt, which is attracting much attention. With the purchase of a stock of shoe laces they were given a junior metal truck with rubber tire wheels for a small additional charge. They placed the truck in their show window and on a large placard announced they would give the truck to the boy or girl who would bring to the store the largest number of old, worn out shoes, within the following ten days. It was not long until old shoes of every description began to arrive and by the time the contest ended, there were several bushels of them. A record was kept and each boy and girl given proper credit. After the truck was awarded the old shoes were stacked in one of the show windows and a card announced a guessing contest on the number of shoes in the window, the lucky guesser to be presented with a good pair of new shoes. The display of old shoes attracted wide attention, stopping many to look it over. These shoes remain the property of the firm, and the best of them will be repaired and given to needy people in the community.

Claude F. Babcock, formerly with a national chain food store, has one of the neatest food stores in this locality. His stock is well displayed and features strongly a large assortment of fruits and vegetables. Being located in the center of the main business block, and giving prompt and courteous service, he is highly deserving of the success which is attending his efforts to please.

One of the most recent firms to enter into the grocery business here is Julius Rose and wife, who have an excellent location near the center of the business section. While their store is not as large as some others, it contains a very attractive assortment of staples, which are well displayed. These home merchants are giving their increasing list of patrons the best of foods and service, which is the key to success for any grocer.

Frankenmuth, Oct. 14—I have not been more surprised in any town than in Frankenmuth. It is a community of German Lutherans who are most clannish. The one street of the town strings out for a mile with stores and dwellings. There are two breweries, one in operation and the other nearly ready; two flour mills, a sausage factory, woolen mill, an engineering company and a sawmill make up the industries. There are two substantial bank buildings, better than usually found in a town of 900 population. One would wonder how four hotels could remain in business here, but I was told by the landlord of the Fischer hotel that he had fed as many as 1200 with chicken dinner on a Sunday. Guests come from leading cities of the Lower Peninsula. Their novel plan of serving these dinners is to put the dinner all on the table and every guest is invited to eat to capacity at the usual price of \$1. One of the banks here had assets of over \$2,000,000 before the depression and the other nearly as much. Both banks are limiting withdrawals. I do not believe there is another as wealthy village of its size in the state. It is situated in the midst of rich farming lands, which together with the thrift of the people, sets an example in many ways for others to follow.

Vassar has been hit unusually hard by the closing of its banks. Two National chain stores make it still worse for the home merchants who helped to build up the town. Tuscola is a has-been village with only two stores left. It is surrounded by good farms and will always remain a fair trading point.

Caro, Oct. 16—The merchants of Caro have made a mistake in permitting managers of local branches of the National chain stores to become mem-

bers of their organization. These stores are a part of great monopolies, which are sapping the life blood from hundreds of towns and cities. So long as they remain, bedfellows of the home merchants, there is no hope for the latter. The objection is not to the local managers and employees, but to the greedy monopolies they work for. I was told that one of the chain stores of this town entered into a lease with the owner of a store, conditioned upon his making certain improvements and alterations to the store, so to better meet their needs. After the owner had spent over a thousand dollars in fitting up the building, the chain found another store it liked better, so it entered into another lease, which required the present merchants to vacate. When the owner of the store first leased tried to enforce his rights and compel the chain manager to live up to his contract, he found the lease was all one-sided. It bound him, but not the chain organization. This is but one of many tricks worked upon unsuspecting people. Such an organization is not worthy to be represented in any business man's organization.

I regret to see a merchant put up a sign advertising cut rate groceries, drugs or anything else. When he does this and works to keep prices low, he is fighting prosperity. We never had good times on low prices and never will have. A low price means low wages and farm prices, together with a low price for everything that enters into goods the people must have. I find a great need of co-operation among merchants in all lines. They ought to get together more often and talk over their problems. Merchant should not fight merchant by price cutting. Every merchant should be a real neighbor to his competitor. Competition is all right, but it should not be confined to low prices. Learn to compete in quality and courteous service. People like to trade where they are made welcome and receive friendly consideration. Cutting profit out of merchandising is foolish and senseless. President Roosevelt says we must learn to live and let live.

Process Improves Flavor of Citrus Fruit Juice

Citrus fruit juice having none of the cooked taste that so far has characterized bottled or canned orange juice has been successfully prepared by the Department of Agriculture.

H. H. Mottern and H. W. VonLoe-secke, of the Bureau of Chemistry and Soils, state that the secret of this new method of preserving citrus juice is de-aeration—or freeing from air—and rapid pasteurization.

Heating in the presence of air and localized overcooking, they explain, are responsible for objectionable flavors usually present in commercially prepared orange juice.

Packing-house cull fruit was used in preparing the experimental packs. The juice taken from storage at periods ranging from 1 to 6 months was exceptionally pleasing. It lacked the full bouquet of fresh fruit, but was free from the disagreeable bitter after taste and the cooked taste found in deteriorated juice.

People of today are learning to do without many things which their grandparents never hoped to possess.

What we need is a child labor law to keep them from working their parents to death.

Those anxious to invest in a going concern should make sure which way it is going.

Planning Outing With Baby

Parents taking their babies with them on vacation trips should take special precautions for the infant's welfare. The Children's Bureau has made some suggestions for adding to the comfort of the babies and to lessen the amount of work involved in taking them along.

Among the suggestions given by the Bureau for the journey are the following:

Plan the trip so as to avoid delays and to give the most privacy and quiet for the baby.

Do not let anything interfere with the baby's regular feeding, elimination, bathing, sleep, and exercise. Wash his hands and face several times each day. Keep him as cool and quiet as possible.

Do not give the baby cakes, candy, bananas or anything else to keep him quiet in the train. Irregular feeding and unsuitable foods, together with the fatigue and excitement of traveling are likely to make him ill.

Do not let strangers handle him.

Don't use too much clothing. For a long journey in hot summer weather, he should be barefooted and dressed only in a band, a diaper, and a thin, short-sleeved, low necked dress or slip. Have warmer clothing at hand in case the day cools off suddenly.

On an automobile trip it will be found advisable to use a hammock for the baby. A market basket may be used as a substitute.

The basket should be arranged like a bed, with a thin mattress, rubber sheeting, a blanket and, if desired, a sleeping bag. A cotton mosquito netting should be brought along to cover the basket. A young baby can stay in the basket throughout the journey, except when it is time for feeding, bathing, changing the clothing, exercise or other care.

For the bottle-fed baby the Bureau adds the following advice:

Boil all milk used for the baby. Remember that the baby's bottle must be boiled before it is filled. Either boil and stopper enough empty bottles at home to last the whole journey, or else make arrangements with the proper steward to have the bottles boiled daily in the dining car or steamer kitchen.

Use dried or evaporated milk for a long trip. Just before each feeding time mix the dried or evaporated milk with boiling water and then bring the mixture to a boil again. Carry a traveling stove for the purpose.

For short trip carry a vacuum bottle full of cold boiled milk or milk mixture. Clean, scald, and cool the vacuum bottle before putting the milk into it. Boil the milk or milk mixture, chill it thoroughly, and fill the vacuum bottle. Do not put warm milk into the vacuum bottle, as it may sour. Do not use milk from a vacuum bottle after 24 hours.

When milk is carried in a vacuum bottle it must be warmed. At each feeding time, fill a nursing bottle and warm it in a pitcher of hot water.

To avoid filling bottles on a short trip with a small baby, carry a large vacuum bottle holding small feeding bottles filled and stoppered and wrapped in cotton. Chill the whole

thing thoroughly before closing the vacuum bottle. If traveling in a day coach or automobile carry also a vacuum bottle filled with hot water for heating the feeding bottles.

A Business Man's Philosophy

One word is so loosely used that I hope some publisher of a dictionary will leave it out of his next edition, or mark it obsolete.

The word is "guaranteed."

Today I received calls from three salesmen—shirts, clothes, and books. Each announced that his product was guaranteed. I questioned each closely to find out what was meant. The shirt man and the clothes man said that I must be entirely satisfied or I could have my money back.

"Do you mean," I asked the shirt man, "that these shirts at three for \$5 will satisfy me as well as shirts costing three times as much?"

He confessed that he didn't mean that. The guarantee, I concluded, merely meant that if I raised enough fuss and made myself thoroughly disagreeable, I could have my money back. The other guarantees meant no more than that.

My attitude may be wrong, but when any one proposes to guarantee me against loss or dissatisfaction, I immediately become suspicious. For example, I don't want seeds or rose bushes that are guaranteed. After I've toiled in a garden, it's small satisfaction to get a free package of lettuce seeds when the first lot has failed to germinate. No reasonable money payment can offset my disappointment.

William Feather.

Average American Eats 263 Eggs in Year

Average per capita consumption of eggs in the United States has more than doubled during the last 50 years. Agricultural statistics of the Bureau of the Census show that egg production in 1879 amounted to 109 eggs per capita. In 1929 production had increased until the per capita supply was 263 eggs.

The Department of Agriculture says that a large share of this increase has been due to the development of the refrigerator car, which extended the areas from which eggs could be sent to market and of cold-storage warehousing, which greatly improved the quality of eggs carried from one season to another.

Production practices have also shown improvement, chiefly as a result of educational programs designed to instruct producers in applying the results of scientific investigation.

Glass Trade Activity Widening

Activity in the glass manufacturing industry is spreading out over a wider front. Some divisions that to date have displayed few signs of improvement are moving closer to the forefront. In the glass container section unusual forces are operative in consequence of the growing repeal vote. Orders are already in movement for liquor bottles of the common varieties and several factories have made preparations for increased production. Production of rough plate glass and allied lines will be increased in the near future.

MOVEMENTS OF MERCHANTS.

Mt. Pleasant—The Mt. Pleasant Oil & Gas Corporation has decreased its capital stock from \$250,000 to \$25,000.

Flint—The Dailey Brewing Co., 1521 St. John street, has increased its capital stock from \$150,000 to \$200,000.

Detroit—The Stanley Steel Co., 434 East Milwaukee street, has increased its capital stock from \$1,000 to \$10,000.

Detroit—The Elite Laundry Co., 2624 Elmwood avenue, has increased its capital stock from \$10,000 to \$20,000.

Iron Mountain—John Court has taken over the Town Talk Lunch, 1204 South Carpenter street, taking immediate possession.

Muir—The Banton Elevator Co. has been incorporated with a capital stock of \$50,000, \$10,000 of which has been subscribed and paid in.

Escanaba—The Fair Store, which is celebrating its 45th anniversary, was founded in 1888, its four story building having been erected in 1903.

Pontiac—The D. & D. Cleaners, Inc., 63 West Huron street, has been incorporated with a capital stock of \$2,000, all subscribed and paid in.

Hancock—The Park Brewing Co., has been organized with a capitalization of \$230,000 common and \$20,000 preferred, \$70,500 being subscribed and paid in.

Detroit—The Gondek Stove Exchange, Inc., 4113 Buchanan street, has been incorporated with a capital stock of \$10,000, \$1,000 being subscribed and paid in.

Mt. Pleasant—The Franklin Tool Co., Box 22, has been organized to deal in oil well supplies, with a capital stock of \$10,000, \$5,000 being subscribed and paid in.

Yorkville—Carl G. Hamilton, of Richland, has leased a store building here and will occupy it with a stock of meats and groceries under the style of the Hamilton Grocery & Market.

Detroit—Jewell's, Inc., 7165 Michigan avenue, has been organized to deal in furniture and household goods at retail, with a capital stock of \$10,000, \$5,000 being subscribed and paid in.

Detroit—The Michigan Carpet Co., 4240 Fourteenth street, has been organized to deal in floor coverings and decorations, with a capital stock of \$10,000, all subscribed and \$6,000 paid in.

Detroit—The Old Holland Brewing Co., with business offices at 3315 Barlum Tower, has been organized with a capital stock of \$52,500, all of which has been subscribed and \$10,000 paid in.

Detroit—The Universal Brewery Equipment Corporation, 3625 Superior street, has been organized with a capital stock of \$70,000 preferred and 5,000 shares at \$1 a share, \$75,000 being subscribed and paid in.

Flint—The Marjohnelle Food Products Co., Dye Road, has been organized to produce and sell foods, with a capital stock of \$50,000, of which amount \$40,000 has been subscribed and \$29,000 paid in.

Bradley—Elenbaas Brothers have sold the Bradley Elevator to M. W. Watts, who has removed from his farm in Leighton, to Plainwell, where he

will reside. Simon Fox will continue as manager of the elevator.

Cassopolis—Gideon W. Tallyday, 55, former hardware dealer at Cassopolis, died recently in Louisville, Ky., following a heart attack. He had been associated in the hardware business with Fred Reynolds, Niles, and J. J. Fisher, now of Albion.

Petoskey—The Northern Brewing Co. has been organized and is now selling its issue of stock amounting to \$150,000. The company has taken over the plant and real estate of the former Petoskey Brewing Co., and will modernize it throughout.

Detroit—V. V. McBryde, owner of the McBryde boot shop, has opened a new shoe department in D. J. Healy & Co., one of the city's four major downtown department stores. This is the first time Healy's has ever had any shoe department in their store.

Harbor Springs—Butler Weaver, who has conducted a grocery store in the Lineham block since Nov. 11, 1908, suffered a severe fire loss recently. All of the stock was either lost or damaged. As soon as a suitable store can be secured, Mr. Weaver will re-engage in business with a complete new stock.

Muskegon—Paquin Bros., who have conducted a grocery store here for the past 14 years, have added a complete meat department which is under the management of L. S. Greiner. The store is at 137-9 Laketown avenue and is modern in every way, new equipment, electric refrigeration and display cases have been installed.

Iron Mountain—Fred Lasch, proprietor of the Triangle Store at Kingsford Heights, has leased it to Botruse Massrouha, who has conducted the Hillside grocery for the past three years. Mr. Massrouha has installed a large stock of groceries and meats and will conduct the business under the style of the Triangle Store.

Chase—After a business career extending over a period of twenty-one years, Nelson Brothers have decided to close out their stock and retire. They have rented their store to Gover & Patterson, who expect to take possession on Nov. 1. The Nelson Brothers took over their father's business in 1912, and, with the exception of a few years when the business was conducted by Charles R. Miller, have continued in active charge until the present time. This store has been a land-mark in the business history of Chase.

Manufacturing Matters

Detroit—The Detroit Electric Vehicle Manufacturing Co., 1601 West Lafayette Blvd., has been organized with a capital stock of \$2,500, all subscribed and paid in.

Detroit—The Belle Isle Beverage Co., 10213 Harper avenue, manufacturer of soft drinks, has been incorporated with a capital stock of \$6,000, \$5,028 being subscribed and paid in.

Grand Haven—The John Rocks Carving Co. has been organized to manufacture furniture frames and wood carvings with a capital stock of \$30,000, all subscribed and paid in.

Detroit—The Hyman Products Corporation, 837 Pingree avenue, has been organized to manufacture, sell and

lease coin registers with a capital stock of 2,500 shares at \$10 a share, \$19,750 being subscribed and paid in.

Detroit—The Old Frontenac Wineries, Inc., 1701 West Lafayette, has been organized to manufacture wine and other beverages, with a capital stock of 5,000 shares at \$10 a share, \$5,000 being subscribed and paid in.

Digestibility of Fried Foods

We are coming to the time of year when fried foods, hot breads, and pastries are most tempting, and the question is often raised as to whether these foods are wholesome. Fried foods are perhaps challenged even more than hot breads and pies on this ground.

There is no need to worry, says the United States Bureau of Home Economics, about the supposed indigestibility of well-fried foods, if you do not eat too much fried food at one time. There is nothing to the notion except that some cooks are not good at frying. They let the food soak up the fat. Too much fat slows up digestion—and so will too much fried food.

But some foods taste best when fried. Frying gives them a flavor and a texture that can be had in no other way. A well-planned, well-cooked meal with one fried food can be much more inviting and quite as digestible as a meal with everything boiled or creamed or baked or scalloped.

Of all the cooking fats, for frying and baking, lard is the cheapest, now selling for about 9 or 10 cents a pound. There are 224,000,000 pounds of it in storage in this country. It can be used in a great many ways.

Lard is not less digestible than other cooking fats. It is 97 per cent. digestible; and none of the common cooking fats has a higher rating than that. As shortening, lard is one of the best and also the most economical fat on the market.

To make a good flaky pie crust, five or six tablespoons of lard should be added to 1½ cups of sifted pastry flour. The lard should be worked in with finger tips, fork, or biscuit cutter, until the mixture becomes "grainy." Then water should be added slowly, but no more water used than is absolutely necessary to make a stiff dough. Too much water makes pastry "crackery" and hard.

Lard can be used for shortening biscuits, muffins, griddle cakes, coffee cake or any of the yeast breads. Gingerbread, molasses cookies, any cake or cookie made with brown sugar, spices or chocolate, can be made with lard. It is a good, cheap aid to economical cooking, especially for so many of the "plain" foods the large family is brought up on.

For successful frying with lard, the main thing is to get it just hot enough, but not too hot, for the

particular food you are frying. If the lard is not hot enough the food will soak it up and be greasy when finished. If hot enough to smoke, the lard will decompose and the chemical changes that take place then will produce the unpleasant substance that fills your kitchen with an irritating smell.

When frying croquettes, eggplant, or anything else coated with flour or meal or bread crumbs, let the coated pieces dry a little to "set" and make a crust.

Relief for Ill-Fed Children

Organization of State, county, and local committees to find undernourished children and initiate plans to remedy existing conditions of malnutrition was recommended by the executive committee of the Child Health Recovery Conference, meeting in Washington, Oct. 6, under the supervision of the Children's Bureau.

The committee made the following recommendations as to the manner in which the movement for betterment of child health can be stimulated:

Due consideration should be given to the needs of children in families on relief and those in families who though not on relief are nevertheless in need.

Under the term children, infancy, early childhood, the school child and the adolescent should all be given consideration.

A physical examination form with accompanying interpretive information shall be issued by the Children's Bureau to insure a degree of uniformity in procedure.

Provision should be made for the payment of a small fee for such physical examinations. Fees for the necessary correction of defects should also be provided. Previous experience has shown that the payment of a small fee assures a greater degree of uniformity of examination and expedites the effort.

The committee stated in its report that, in order to carry out the proposed program, it will be necessary to have the full and complete co-operation of the State and local departments of health, welfare and education, the national, State and local emergency relief administrations, the State and local medical and dental societies together with the official and non-official national, State and local agencies concerned in the promotion of public health and child welfare.

In communities where child welfare work is already organized the committee suggested that to further the objectives of the program the continuance of this work should be encouraged.

It is a psychological law that whatever we desire to accomplish we must impress upon the subjective or subconscious mind; that is, we must register a vow with ourselves, we must make our resolution with vigor, with faith that we can do the thing we want to do; we must register our conviction with such intensity that the great creative forces within us will tend to realize them. Our impressions will become expressions just in proportion to the vigor with which we register our vows to accomplish our ambitions, to make our visions realities.—Marden.

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.

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

Canned Fruit—California fruits show little change one way or the other. There is no buying reported here at code levels, although the trade appear to be paying the code prices on futures contracts on which shipments are being made.

Canned Vegetables—The canned vegetable market showed no particular change during the past week and business has been very dull. There seems to be little or no demand for foods now, although shipments on old contracts are holding up fairly well and many believe that new buying will soon be in evidence again. Producers feel that in general they can afford to wait, as their unsold stocks are light, and by waiting their own position is strengthened. Many of them, moreover, have little goods left to sell and are confident that they can realize better prices on such goods as time goes on.

Canned Fish—Prices on canned salmon are steady, but there is not much business being done at these prices just now. For one thing, the summer is over and cold salads are not going to be used as much, but salmon is still attractive food from the standpoint of price and should move out better. The present reaction is hard to explain, unless it is in the general difficulty of getting distributors and consumers adjusted to higher prices.

Dried Fruits—Demand from both the local and interior trades is on a replacement basis, and stocks in the hands of retailers are light. The price structure here continues quite firm, with raisins showing a somewhat better tone as the stabilization program makes headway in California. Muscats and Sultanas are outside the pooling arrangement, but will be controlled by the light stocks which will be available in the coming year. California prunes and apricots are steady through the various sizes and grades, while Northwest Italians have firmed up on news of rain damage to the new crop. California packers are again buying prunes from the free tonnages of the growers at somewhat higher bids than prevailed a month ago. Stocks of California figs are now practically out of the hands of the growers. Prices here offer advantages, but the trade steers clear of any speculation. The general business situation, with its uncertainty, no doubt has considerable to do with this.

Nuts—Short crops are indicated in both California and the Northwest and the control program seems likely to make for a stabilized market. Brazil nuts are showing increased strength by reason of relatively light supplies and low prices to start the season off. Almonds have done fairly well but, as in walnuts, it remains to be seen how far higher prices will cut into volume. The shelled nut market is steady and unchanged with trading routine.

Olive Oil—The market abroad continues generally unchanged. Prices appear to have reached at least a temporary bottom, and some importers believe that the trend will reverse itself within a short time. Oil for immediate shipment has shown steady. Stocks here continue light and demand routine.

Rice—The market in the South enjoyed a good-sized boom in the closing days of last week on information emanating from Washington that the Government would place millers under license effective as of Oct. 16. This action is looked upon as being something more than a code, to which the millers have pledged to agree. The result is that clean rice was being held at an advance of some 10@15c, while distributors alert to the situation are vigorous bidders. Demand here is fairly good and may be expected to show further expansion in coming weeks.

Review of the Produce Market

Alligator Pears—19c each.

Apples—Wolf River, 50 @ 75c per bu.; Shiawasse, 75 @ 80c per bu. Snows, 90c for No. 1; 20 oz. Pippin, 85c. Fall varieties generally, 75 @ \$1.25 per bu.

Artichokes—Calif., 90c per doz., 4 doz. in box.

Bananas—6 @ 6¼c per lb.

Beets—20c per dozen bunches or 75c per bu.

Brussels Sprouts—California, 17c per qt.

Butter—Jobbers hold plain wrapped creamery prints at 23½c and tub butter at 22½c. The news that the Government was finally prepared to purchase butter in the open market did not influence as anticipated. The news contained the fact that 2,000,000 pounds would be purchased weekly. Consequently with a surplus of better than 85,000,000 pounds it would require many months to take up the excess at the rate of 2,000,000 pounds weekly. This did not meet the fancy of bullish interests who have been aggressive on the long side of the market in anticipation of real buying by the government. The Government program printed recently is not expected to be final. Many dealers think the Government will go into the surplus more deeply in the realization that absorption at the rate of 2,000,000 pounds a week would be reflected in a maintained highly nervous and unsettled condition. The rate of movement into storage and the fact that home consumption fails to increase because of relatively higher levels than the consumer wishes to follow clearly stresses the importance of much broader assistance if the Government hopes to create betterment in the creamery industry.

Cabbage—75c per bushel.

Carrots—20c per dozen bunches or 65c per bu.

Cauliflower—\$1 per flat, 8 to 10.

Celery—20@40c per dozen bunches.

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

Cranberries—Cape Cod, \$2.25 per 25 lb. box.

Cucumbers—No. 1 hothouse, \$1 per dozen.

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

C. H. Pea from farmer.....\$1.85
Light Red Kidney from farmer.. 3.50
Dark Red Kidney from farmer.. 3.25
Light Cranberry 4.25

Eggs—Jobbers pay 11c per lb. for mixed eggs and 12c per lb. for heavy white eggs. They sell as follows:

Fancy, fresh white.....28c
Candled, fresh.....24c
Candled, pullets.....20c

Storage eggs are held as follows:

Candled, X.....17c
Storage, XX.....19c
Checks.....17c

The market on fresh eggs is full steady to firm in spots. Scarcity of really fine fresh stock is pronounced and trade movement indicates higher levels before the close of the week. Receipts are light, trading supply no more than normal and country movement just fair for this season of the year. All distributors are forced on held stock to meet requirements.

Egg Plant—\$1. per bu.

Grapes—Wordens and Niagaras, \$1.20 per dozen for 5 lb. baskets; Delawares, \$1.75; 40c for ½ bu.; Californias, \$1.65 per box for Tokays.

Grape Fruit—Texas and Florida are held as follows:

64\$3.50
70 3.50
80 3.50
96 3.00

Green Beans—\$2.50 per bu. for Florida grown.

Green Peas—\$3.75 per hamper for Southern 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.

Hubbard Squash—2c per lb. Table Queen are the same.

Honey Dew Melons—\$2.25 per crate.

Lettuce—In good demand on the following basis:

Imperial Valley, 6s, per crate....\$3.00
Imperial Valley, 4s and 5s, crate.. 3.25
Leaf, hot house......35

Lemons—The price is as follows:

360 Sunkist.....\$7.00
300 Sunkist..... 7.00
360 Red Ball..... 6.00
300 Red Ball..... 6.00

Lima Beans—25c per qt. box.

Mushrooms—32c per one lb carton.

Onions—Home grown, 75c per bu. for Yellow and \$1 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—30c per dozen.

Potatoes—80c per bu.; Idahos, \$2.25 per 100 lb. bag.

Poultry—Wilson & Company pay as follows:

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

Quinces—\$1.25 per bu.

Radishes—12c per doz. bunches.

Spinach—65c per bushel for home grown.

Sweet Potatoes—Virginia, \$1 per bu. or \$2.50 per bbl.

Tomatoes—50c per ½ bu. for No. 1, and 40c for No. 2; home grown hot house, 70c for 8 lb. basket

Turnips—25c per doz.; 65c per bu.

Vegetable Oysters—30 per doz.

Veal Calves—Wilson & Company pay as follows:

Fancy7@8½c
Good5@6c

Wax Beans—\$2 per bu. for Southern grown.

New Safeguards

The idea of giving maximum protection to contents through use of up-to-date technique in packaging seems to be spreading.

Latest to join the group of "vacuum packed" products are spices. A glass container is used, which also has a cap that can serve both as a shaker and a measuring device.

The sale of lubricating oil in unit packages that cannot be tampered with is also gaining. In a test recently made in three Middlewestern cities, filling stations found that their motor oil sales increased 25 per cent. through use of the new type of container. It has been claimed that 25 per cent. of the time a customer asking a filling station for a trademarked brand of oil becomes the victim of substitution or adulteration. The new cans make this impossible, and seem to increase purchasers' confidence. It is also reported that introduction of the sealed cans by one refinery has brought to it a number of new service station operators.

A Business Man's Philosophy

Voting is a dangerous procedure in determining business policies.

John D. Rockefeller refused to undertake anything until he could win the approval of all his partners. Once, when the approval was not forthcoming for an extension on which Rockefeller had set his heart, he proposed to the board that he would finance the project involving many millions from his personal funds, with the understanding that he was to be reimbursed later if the experiment was successful.

The ideal of unanimous approval has merit. Often—possibly always—it is better to delay action until all concerned can be convinced. Is that too much to expect? Surely, frequent division when judgment is taken, indicates that something is seriously wrong.

William Feather.

Calling Liberty

The special interest in the Treasury's calling of \$1,875,000,000 of the Fourth Liberty Loan for redemption next April lies in its non-inflationary character. Such a step will seem almost like treason to the extreme inflationists, who have been demanding payment of Government obligations with printing-press money. To others it will appear to be a wise move, making for economy and the credit of the Government. There should not be overlooked the fact that, along with this refunding, the debt is to be increased by \$500,000,000, an increase made necessary by emergency expenditures in connection with the depression.

MUTUAL FIRE INSURANCE

Burglars Are A Fire Hazard

Forcible entry, as well as trespass, constitutes not only a very definite fire hazard but in many cases has proven an unusually costly one. Many plants, as well as homes, are equipped with a fire alarm system or a sprinkler system to catch a fire while it is still in its incipient stage. Usually only those buildings housing articles of rather high value have ever bothered to install a system of burglar alarm.

Many properties are too easy of access. This probably is particularly true of the average country elevator. A simple tumbler lock on the office door or a 10c padlock with staple and hasp in many cases constitutes the only bar between the interior of the building and a tramp. In cold weather, with so many men on the road, it is only logical to suppose that with a human desire to get in out of the weather, they will force the easiest door or window. If the weather is particularly cold they may build a fire to keep warm. At least if they have the "makings" they are going to smoke and we all know how dangerous is a partially smoked cigarette and a partially extinguished match.

There was a gin mill loss recently reported in Louisiana where there seems to be no question but that the plant was burned by the people who broke in. Only last month an elevator at Barnard, Missouri burned to the ground and it has since been discovered that the property had been broken into three or four times. When the plant closed the night of the fire the safe had been locked, but when the fire was discovered the safe was found to have been open and there is not much doubt but that the fire was set by the thieves either to cover up or accidentally.

One of the greatest authorities on insurance says: "No honest business man would trade his plant for its insurable value, with the knowledge that he must immediately start to build anew and in the meantime have his field of distribution invaded by competitors." And yet most of us are impelled by a feeling that every man is honest. While this is true of your neighbors without a doubt, it may not be so true of the traveler from a strange country in search of overnight shelter. He has absolutely no interest in your property, will take what he can use and without consideration of your rights make himself comfortable, even at the risk of a total loss of your property.

It is our belief that the tramp is probably a greater hazard than the burglar, but only since there are more of them. Just be sure that your property is thoroughly locked up when you go home at night and, if possible, install a simple burglar alarm system. If this system frightens away just one tramp a month it has more than paid its way.

While a youngster nine years old was taking a bath, another aged six played with an electric lamp on an extension cord. To see the pretty re-

flection of the lamp in the water it was held over the bath tub. Then, to improve the effect it was dipped in the water up to the socket. The elder child was electrocuted. That happened in Louisville.

Across the Ohio River in New Albany a father was doing some work that necessitated the use of a light on an extension cord. The socket was defective and he knew it. When he laid it down to take up some other work his little boy seized it for a plaything. He was electrocuted.

Singular Residence Fire in Indiana

Noble Gray, of New Albany, registered great astonishment upon opening the door of his home after a week's absence to find three downstairs rooms gutted by fire and the upstairs blackened by heat and smoke. Nobody in the neighborhood knew there had been a fire and Fire Chief Graff, when called to the scene, was utterly dumbfounded. The fire, which was severe enough to partly melt some of the window panes, evidently had burned itself out without being noticed of without breaking through wall or roof. Damage amounted to some \$5,000.

Definition of Whisky as Food Beverage

What is whisky?

With the advent of prohibition repeal apparently approaching many persons are seeking information from the Food and Drug Administration as to the legal requirements for manufacturing food whisky.

J. A. Sales, of the Administration, to whom the inquirers are referred, answers the question in this manner:

"Whisky as a food beverage is described in Food Inspection Decision No. 113, issued in 1910. The decision that 'all unmixed distilled spirits from grain, colored and flavored with harmless color and flavor in the customary way either by the charred barrel process or by the addition of caramel or harmless flavor, if of potable strength and not less than 80 degeres proof (40 per cent alcohol), are entitled to the name whisky.'

"Decision No. 113 is out of print and we are not circulating copies, but have them for reference. We tell all inquirers to take this decision for what it is worth. There have been many legal opinions since it was issued.

"The only type of whisky which has been legal during the prohibition period—medical whisky—is described in the official United States Pharmacopoeia. All whisky listed as 'medicinal' must conform to this definition as to content and processing. One requirement is that it be aged four years.

"Beverages not to be used for medicinal purposes can be labeled without any statement as to age."

For an hundred that can bear adversity, there is hardly one that can bear prosperity.—Carlyle.

Nothing is too hard if what you stand for is bigger than what you are.—Lady Astor.

The most important part of every business is to know what ought to be done.

WHY have policyholders saved?

The Federal Mutuals insure only the better type of property—you might say the "cream." This results in fewer losses. Operating costs are kept at the minimum. These two factors result in a much lesser portion of your premium dollar being used, which means larger profits. As there are no stockholders the policyholders receive the profits at the expiration of their policies. These companies operate for your benefit—why not investigate?

FEDERAL HARDWARE & IMPLEMENT MUTUALS

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

Mutual Insurance

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

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

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

Finnish Mutual Fire Insurance Company

444 Pine Str., Calumet, Mich.

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

No interruption in dividend payments to policy holders since organization

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

WILLIAM N. SENF, Secretary-Treasurer

The GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE CO.

A LEGAL RESERVE MUTUAL COMPANY

23 YEARS

OF DIVIDENDS TO POLICYHOLDERS

Affiliated with

THE MICHIGAN RETAIL DRY GOODS ASSOCIATION

320 Houseman Bldg., Grand Rapids, Mich.

Corporations Wound Up

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

American Construction Co., Inc., Lansing.
Koppers Construction Co., Detroit.
Rice Clothes Shop, Inc., Muskegon.
Leo Jordan Co., Detroit.
Mahon Investment Co., Detroit.
Schieber Manufacturing Co., Detroit.
Renville Investment Co., Detroit.
Outer Drive Investment Co., Frank-
enmuth.
City Mortgage Co., Grand Rapids.
Berridge Realty Corp., Dryden.
Flint Fish Co., Flint.
Gordon R. Dubois, Inc., Grand Rap-
ids.
Grossman Plumbing Co., Inc., De-
troit.
G. J. Haan Calendar Co., Grand Rap-
ids.
Flint Brewing Co., Inc., Flint.
St. James Hotel Co., Inc., Ironwood.
Jewelers Trading Co., Detroit.
Miller Inc. of Kalamazoo, Detroit.
Miller Inc. of Lansing, Detroit.
One Hundred Fifty Fort Street
West, Inc., Detroit.
Hirschfield Candy Co., Inc., Detroit.
Carlton Schultz, Inc., Lansing.
L. F. Schroeder Construction Co.,
Escanaba.
H. G. Christman & Brothers Co.,
Detroit.
Realty Advisory Bureau, Inc., De-
troit.
Preferred Investments, Inc., Detroit.
Realty Engineering Co., Detroit.
Harbeck's Radio Shop, Battle Creek.
Battle Creek Transportation Co.,
Jackson.
Lakewood Farm, Battle Creek.
Cadillac Opera House Co., Cadillac.
M-H-B Company, Detroit.
Miller Sprinkling Systems, Inc., De-
troit.
Galster Realty Corp., Detroit.
O. H. Warwick Co., Lansing.
Michigan Land Company, Ltd., Sault
Ste. Marie.
The Keweenaw Co., Lake Linden.
Universal Auto Co., Houghton.
Consolidated Cigar Corp., Detroit.
J. O. Nessen Lumber Co., Manistee.
Wolverine Sales Book Co., Lansing.
Schiesel & Malone, Inc., Detroit.
Acme Motor Truck Corp., Cadillac.
Hire-Klas Beverages, Inc., Lansing.
Rolling Mill Mining Co., Negaunee.
McGowen, Cassaday & White, Inc.,
Detroit.
St. Clair Investment Co., Lansing.
Devileg Machine Tool Co., Jackson.
Kohler Products Corp., Detroit.
Caley Land Co., Detroit.
Wilson Lumber Co. of Florida, De-
troit.
Koss Construction Co., Lansing.
Lansing Realty Co., Lansing.
Albrecht Realty Co., Detroit.
Genesee Theater Co., Inc., Fenton.
M. S. Wallace Lumber Co., Dear-
born.
Foster, Stevens & Co., Grand Rap-
ids.
Highland Park State Bank, High-
land Park.
Peoples Wayne County Bank of
Highland Park, Highland Park.
Dearborn State Bank, Dearborn.

Guardian Bank of Dearborn, Ford-
son.

Park Building and Realty Co., De-
troit.

Independent Elevator Co., Ashley.
Allegan News Publishing Co., Alle-
gan.

Wm. Canham & Son, Port Huron.
Aviation Holding Co., Detroit.
Gaukler Ice & Fuel Co., Pontiac.
Hunter-Prell Co., Battle Creek.
Alloy Steel Spring & Axle Co., Jack-
son.

The Hart Corporation, Detroit.

Crowley Land Co., Detroit.

Tecumseh Malt Products Co., Te-
cumseh.

Colon Booster Corp., Colon.

Lansing Transportation Co., Lan-
sing.

King Wah Lo Cafe Co., Detroit.

Kent Carvers, Inc., Grand Rapids.

John R. Woodward Management Co.,
Detroit.

Sand Lime Products Co., Detroit.

Detroit Bankers Company, Detroit.
Guardian Detroit Union Group, Inc.,
Detroit.

Merrill Company, Saginaw.

arwell Investment Corp., Saginaw.

Howe Specialties Co., Detroit.

Wolverine Oil Co., Lansing.

Michigan Forest Dunes, Paw Paw.

Neutrovac Corporation, Detroit.

Clyde Park Land Co., Grand Rapids.

Absopure Water & Cooler Co., De-
troit.

Burnham Boiler Corp., Detroit.

Transamerican Airlines Corp., De-
troit.

Monroe Produce Co., Inc., Detroit.

Pure Ice Co., Lansing.

Kleinman's Distributing Co., Detroit.

Hart Baking Co., Hart.

Concealed Door Check Co., Detroit.

Tudor Apartments Co., Detroit.

Michigan Smelting Co., Boston and
Houghton.

Superior Poultry Farms, Inc., Zee-
land.

Foundation Co., Marquette.

Palms Stoepl Investment Co., De-
troit.

Detroit Lunch, Detroit.

Holmes Farm Co., Garden City.

The Hay Barn

A boy, a barn, a bay
Well filled with new mown hay
And pray
Can any bliss
Come up to this:—
A boy, a barn, and bay.

A boy, a barn and bay
Then take a rainy day
And say—!
What greater glory—
An "Injun" story
When hiding in the hay.

A boy, a barn, a bay
All fragrant with sweet hay;
No day
Attar of roses
Nor garden posies
Could ever smell that way.

A boy's hay-barn! Oh! may
My recollection play
Always
And ever more
On hay-day-lore
The boys, a barn and bay.
Charles A. Heath.

All together for the long pull and
the strong pull that will take us up the
hill again.

Lack of clarity in thought is more
often at fault than the facility of ex-
pression.

Exhaustion is a certain indication
that one has failed to store up unused
power.

Every person should so live as to
have a "reserve" both of energy and
endurance.

KEEP SUPPLIED WITH

LILY WHITE FLOUR

"The flour the best cooks use"

VALLEY CITY MILLING COMPANY

Portland — Grand Rapids — Kalamazoo — Traverse City

The New Large Cake



Fresh Compressed
**RED STAR
YEAST**

Grown from Grain

**RED STAR YEAST
AND PRODUCTS CO.**

Milwaukee, Wisconsin

Strictly Independent Since 1882

50% PROFIT
on cost to you

Priced at 20 cents
per dozen, delivered

Sells at 2 CAKES
5 cents

HEKMAN'S COOKIE-CAKES and CRACKERS

*Supreme in
Wholesomeness
and Flavor*

HEKMAN BISCUIT CO.
GRAND RAPIDS, MICHIGAN.



AN INSPIRING RECORD

The story of the activities of the Food and Clothing Division of the Emergency Unemployment Relief Committee recalls the magic of Aladdin's lamp. Receiving from the National Red Cross flour, cloth and ready-made garments of an estimated wholesale value of about \$4,000,000, the division, as the result of operations undertaken by it in co-operation with the local Red Cross chapters and the Emergency Work and Relief Bureau, saw these commodities converted into garments and balanced-food packages of a retail value of more than \$7,000,000. This great increase in value was of direct benefit to the unemployed, providing emergency jobs for hundreds of men and women as well as food and clothing for a multitude. The figures for the separate items are enormous—45,000,000 pounds of food, 5,000,000 cotton garments with an additional 1,285,000 ready-made garments available for distribution this winter.

More than 800,000 barrels of flour were received through the American Red Cross, but what could be done with flour in a community in which more than 99 per cent. of the people bought their bread? The answer was given by the large baking organizations, which agreed that, if flour of the required quality could be obtained, they would purchase it at the market price, issuing credits to be used to buy other kinds of food. Use of these food credits created another problem, which was solved through the assistance of leading grocery organizations. The cloth received from the American Red Cross ran to 5,500,000 yards and was made into garments and bedding in mechanized shops by workers drawn from the ranks of the unemployed, both union and non-union.

All this is far from exhausting the story. Not a penny was spent by the Food and Clothing Division for rent. Whole floors were turned over to it for offices and as space for handling food and clothing. The estimated total rental value of this donated space exceeds \$100,000. An interesting item is that of the loan of trucks, which made possible the free use of thirty trucks daily, the value of this service being estimated at more than \$60,000. Nor should there be omitted from even a summary account the self-sacrificing labor of outstanding men who put their knowledge and skill at the disposal of the division. It is an inspiring record.

GETTING THE STORY ACROSS

That the opportunity for convincing argument in the consumer campaign are a legion is immediately evident. The trouble has been that many stores suffer from what may be called a self-interest or profiteering complex.

Thus, the latest plan of campaign embraces an appeal to confidence with an appropriate set-up of local committees and publisher co-operation for the printing of news of improving conditions. This is all very well, but it seems to neglect the fact that throughout the depression we had similar attempts which very soon were rather generally discounted as ballyhoo.

A more practical approach to the problem, it is suggested, might be to definitely show each individual with examples how he has suffered through giving his support to low-wage, long-hour, profitless and unjustified bargains. The man who saw his dividends reduced and then passed, the man who had his wage or salary cut, the business man who saw sales dropping to the vanishing point, those who lost their homes or their savings in closed banks—all these could be convinced that when they thought they were just buying a bargain they were also buying all kinds of personal distress.

Thrift and humanity are motives to call upon, but, unfortunately, they do not rank with plain selfishness as a universal trait. The "pocketbook" argument finds the readiest hearing. That is why bargains have their appeal. Their attraction can be offset only by bringing home to every individual what he has paid for his bargain out of his own income and earnings through direct and indirect losses that the vicious, descending spiral of the depression occasioned.

Support of the Blue Eagle products and services then is put on a personal basis. It only remains to see that they really represent what that emblem stands for.

SOUND PROGRAM SEEN

Announcement of a plan for refunding part of a Liberty loan issue was quite generally accepted in financial and business quarters last week as a definite sign that the administration has turned from unsound currency proposals and would shortly arrive at a stabilization program. This understanding led to some unsettlement in speculative values built up on inflationary hopes, but to a strengthening of more conservative enterprise.

Evidence of how the rebuff to inflationists several weeks ago has reacted upon business is to be noted in another upturn in the weekly business index. Despite the spread of labor trouble, some of the basic lines are moving ahead or at least falling off to a smaller degree than is usually found at this time of the year. Steel activity advanced and the reduction in automobile manufacture was less than seasonal.

With labor disturbances in the foreground, it cannot be said that the federation meeting at Washington contributed much hope of improved relations. Although a committee had been proposed to study the contention on craft and vertical unions, the latter were voted down overwhelmingly in the convention and the country is promised a continued plague of jurisdictional disputes. A larger executive committee was also defeated, so that, apparently, the broader views which should accompany the new power gained by labor have little chance.

With full understanding that many of the present disputes have their origin in the "last stand" opposition of racketeering reactionaries of the labor unions, business men nevertheless are convinced that labor might adopt a more conciliatory attitude, and to its own advantage. Unless it straightens out its own dissensions and offers real co-operation in the recovery program,

its best wishers among employers see disaster ahead.

PRAISES NRA ADVERTISING

The "Song of the Shirt" was presented in a new version last week by Bloomingdale, New York, in an advertisement contributed to the NRA cause which drew warm congratulations from General Johnson, National Recovery Administrator. The full-page layout pictured two men wearing shirts and asked, "Which one would you prefer to wear?"

Under one the price was 89 cents and the advertisement detailed the hardship and suffering which that low price entailed to all who contributed to it. Under the other a price of \$1.25 was marked, and the store told of the different story behind those figures. "At \$1.25 it is a real bargain," the store declared, "a sound bargain, sound for your welfare and sound for the welfare of our country."

This was generally conceded to be the most striking exposition seen so far in the NRA consumer campaign. General Johnson wrote that "its simplicity sets forth the arguments that we have been trying to get to people in better form than I have ever seen them presented."

Special significance attaches to this retail contribution by reason of the rather lukewarm attitude which many retailers have adopted toward the consumer education campaign. Their psychology has been rather difficult to understand. On the one hand, for instance, they have been afraid that the public might regard them as selfish in pushing the "Buy Now" movement, while, on the other, some of their leaders actually started a drive to have Thanksgiving day changed to a week earlier this year in order to get in more Christmas business.

DRY GOODS CONDITIONS

Toward the close of the week cooler weather turned trade upward. Columbus day trade here was fairly good, but the temperature was too high to bring about substantial sales of heavier apparel. Small home wares buying is still active, although heavier purchases have dropped.

Definite resistance to increased prices in the higher price offerings has been noted. Customers are now showing more of a tendency to shop for values. Since the full price advances based on wholesale replacement costs have yet to appear generally, retailers have become more worried over the outlook.

The improvement in trade in this area leads to estimates that sales should run about 3 per cent. ahead of those in the corresponding period last year. Department store sales in this district were 3 per cent. less last month than in September, 1932.

For the country as a whole, the Federal Reserve Board reported an increase of 2 per cent. for the month. Its index declined, however, from 77 in August to 70 per cent. last month. The range of department store results in September ran from an increase of 16 per cent. in the Cleveland district to a decline of 11 per cent. in the St. Louis reserve area.

Decision of the floor covering manufacturers to forego a price advance

they had planned was rather typical of developments in a number of wholesale lines. Lagging trade has revived price pressure.

CODE VIEWS CHANGING

As final action on the retail code is postponed, due to differences on the mark-up provisions, it is more clearly seen what difficulties these regulations would impose and how little benefit they might afford. Late last week it was indicated that all action on the retail agreements would probably be deferred until the period for filing briefs on the food code expires on Thursday. The object would be to have a uniform ruling upon the pricing provisions in all the retail codes.

This appears to be a sensible decision, and perhaps the whole dispute might be settled, as suggested, by having a general ban against selling below cost, with the cost taken as the net invoice figure. Complicated calculations and radical changes in wholesale price setting would thus be avoided, along with policing arrangements which might well exceed by a wide margin what was necessary at the peak of prohibition enforcement.

Delay on the code has reduced a good deal of the original enthusiasm concerning it among retailers, and, in the dry goods lines particularly, considerably more interest is being taken just now in the procedure for dealing with changes introduced by manufacturers' codes. The discount question is right up in front and the stores have formed a nation-wide committee to protect their interests.

WHAT PRICE HAIRCUT?

How much ought a haircut to cost? This is not a puzzle for hairsplitting scholars but a practical question confronting high officials in the National Recovery Administration. Disturbed by the fact that in a small town one can have his locks abbreviated for 25 cents, while in a large city the process sets one back half a dollar, and in California the barbers are proposing sixty-five cents as the right amount, the Recovery officials have sent out an S O S call for the perfect price. Anybody who has the secret of this price will confer a great favor upon these distracted officials by making it known.

In a world in which perfection is too often given up as impossible of capture it is thrilling to see hard-headed men hot on the chase, determined to put salt on the tail of this elusive bird. Yet we confess to a fear that its pursuers are destined to disappointment. We doubt that there is such a thing as a perfect national price for a haircut, any more than there is a perfect national rent for a barber shop or a perfect national quota of hair per capita.

When a man has a small trouble, he can laugh it off. But when he has a big trouble—areal trouble, he should go for a long walk. He should walk at least five miles quickly. That will send the blood bounding through his veins. It will take the blood out of his head. It will help to put him in control of himself—George M. Cohan.

The bustle is an old-fashioned custom that business wants back.

OUT AROUND

Things Seen and Heard on a Week End Trip

Last week's Out Around included an itinerary which covered 308 miles. It was accomplished in about eleven hours. Our first stopping place was Ithaca, where we found Henry McCormack, the veteran general merchant and banker, enjoying the wonderful fall weather. Mr. McCormack has lived a beautiful life and has long been regarded as a natural leader by the mercantile interests of Gratiot county.

Mr. McCormack still cherishes the idea that Ithaca will eventually become the center of an oil development equal in volume to the Mt. Pleasant and Clare fields. The business men of Ithaca and the farmers who own land thereabouts do not take kindly to the promoters from other fields who frequently undertake to interest local capital in the development of the Ithaca district, because of the heavy toll they propose to exact for the doubtful service they are able to render. Several syndicates have been formed at Alma to enter the Ithaca district, but the people the promoters are so anxious to benefit turn a deaf ear to their overtures.

I had not visited the Mt. Pleasant fields for four years, when I accompanied John Cox on a tour of inspection and investigation. He was then putting down a well near the old town of Leaton. He got a good showing of both oil and gas, but used most of the money he was able to obtain from others for his own personal use. The result was an unfinished well, which would probably have been a big producer if he had gone down a short distance. Another operator later secured a gusher within a stone's throw of the Cox undertaking by going of few feet lower down. When I think of the scamp Cox turned out to be and the gloomy prospect he has in his present engagement—serving a fifteen year sentence in Jackson prison for swindling my wife and others—I cannot help speculating on the rich man he might have been by this time if he had been a square shooter instead of a crook of the deepest dye.

The Mt. Pleasant oil field has not changed much in four years, except in the great increase in the number of wells—both good and bad—and the large amount of good roads which have been constructed throughout the entire field. The land on which the development is located is still as worthless as ever—sandy soil covered with the most scraggly growth of small timber I have ever seen.

This is not the case with the more recently developed Clare field, which is in the midst of a good farming country, covered with fine homes and barns, instead of wretched huts and shanties. The development of the Clare field has been more rapid than was the case in the Mt. Pleasant district.

If what the geologists tell us is true, Michigan people will eventually see a compact line of oil wells twenty

miles wide and 250 miles long, running from Monroe to Grand Traverse Bay. I am told there will be room for 500,000 wells in this area. I was told years ago that the Standard Oil Co. of Indiana is advised that the big pools are located between Ann Arbor and Howell and that it has expended \$500,000 in the payment of leases on land in that area.

H. E. Kidder, the new manager of the state prison at Ionia, has nearly 200 less people on his roll call than he did when he took charge of that institution July 1.

Marshall Field & Co. announces for the third quarter of 1933 a net profit of \$995,000 as compared with a loss of \$1,709,800 last year. Net sales were \$24,475,600, an increase of 51 per cent. over the same quarter in 1932. The statement covers activities of affiliated ventures. The wholesale division showed a gain of 70 per cent. in sales over last year. No wonder the Chicago merchants are anxious to prolong the fair by holding it over next year, but those who have borne the heat and burden of the great undertaking do not happen to hold the same opinion. They made contracts with exhibitors which expire October 31 and, so far as they are concerned, the contracts will be made good.

It looks as though the Michigan Central Railway could continue to advertise that it serves Lake Superior whitefish in its dining cars caught in the Straits of Mackinac, so far as the Federal Government is concerned, judging by the following letter:

Washington, D.C., Oct. 14—I have your letter of October 5 enclosing your article in the Michigan Tradesman for Oct. 4, dealing with the misuse of terms for fish on dining car bills of fare. Your article indicates your understanding that a railroad in your section is advertising Lake Superior white fish on the bills of fare whereas you indicate the fish thus served are caught in the Straits of Mackinac and presumably originate in Lake Michigan or Lake Huron but cannot be proved to be Lake Superior fish. You conclude your letter with an expression of your opinion that the matter should have immediate attention on our part.

While we have every sympathy with your attitude in regard to misrepresentations made in any form regarding the identity or source of food products, I must point out that under the terms of the Federal food and drugs act this administration has no jurisdiction whatsoever over the representations made in bills of fare. The provisions of this law apply to foods and drugs shipped within Federal jurisdiction and to their labeling. If consignments of fish shipped in interstate commerce bear on the boxes or other forms of packages containing such fish any misrepresentation as to the identity or source of the fish, action can be taken against the shipments under our law.

I trust that this will serve to make clear to you just why the Government has not and cannot take any action in regard to representations on bills of fare.

C. W. Crawford,
Acting Chief Food and Drug Administration.

There is still one avenue open—the fraudulent advertising law enacted by the Michigan Legislature. We will see what can be done to stop the abuse by resort to that expedient.

The new owners of the Rowe Hotel are spending nearly one hundred thousand dollars in new plumbing and heating systems which will place the hotel on the top notch, so far as sanitation and bodily comfort can contribute to that result. J. Bingham Morris, the present manager of the Rowe, is patronizing home industry altogether, so far as possible, in the prosecution of these improvements.

So many significant points are missing in the advance reports of the plan of the Government to facilitate the liquidation of failed banks that any appraisal at this time must be tentative. The program as outlined has within it the possibility of conferring widespread benefits upon the American public. Whether this will prove to be the case, however, will rest upon decisions made upon points which still appear to be in dispute.

The plan in general is reported to consist of the formation of a separate banking corporation, to be financed with R. F. C. funds, that will take over the assets of failed institutions and in return advance funds to depositors. In this, it is stated, no distinction will be made between banks that were members of the Federal Reserve system and other institutions. It also is a part of the plan, according to reports, to make it cover any banks that may need aid in preparing themselves to enter the deposit guaranty system January 1.

The two points upon which there still appears to be a difference of opinion are, first, the exact amount which will be advanced by the new corporation to depositors, and secondly, the period of bank failures to be covered. On the first, reports vary from the statement that a flat 50 per cent. will be paid regardless of institution, to the explanation that only an amount equal to the actual assets possessed by the closed bank will be forthcoming. Obviously there is a wide difference between the two conditions.

If a flat 50 per cent. is advanced it means that in effect the Government is introducing a guaranty of this amount and making it retroactive. On the other hand, if it advances merely asset value, it will be serving as a liquidating agent which has the ability to make the funds available without waiting for final conversion of the assets into cash. This would be a sound policy. If the flat 50 per cent. idea is adopted it will mean that the Government is socializing losses through having taxpayers bear the burden.

On the period of failures to be covered two dates have been mentioned—January 1, 1933, and March 4, 1933. The selection of any date, of course, is largely arbitrary and it would be desirable that all banks in the process of liquidation be brought under the plan. If the method for handling failed institutions is sound, necessarily it is so for those banks that failed before March 4 just as well as for those failing since.

If the plan is a liquidating organization, pure and simple, the question of dates should not enter. That it is discussed, in fact, makes one wonder whether this is a plan designed solely for the purpose of facilitating the liquidation of failed banks. In other words, it raises the question of whether it is not primarily an inflation scheme—a means for getting the equivalent of printing-press money in the hands of the public without actually starting the printing presses.

In a sealed verdict opened by Justice Lewis L. Fawcett in the Richmond County Supreme Court at St. George, S. I., last week, a jury awarded \$60,000 damages to Mrs. Anna Gunderson of 4880 Amboy road, Annadale, and \$7,500 to her husband, Hedgard, against the Great Atlantic and Pacific Tea Co. According to Mrs. Gunderson, while she was in the company's store at 849 Annadale road on October 9, 1931, a packing box filled with canned goods fell and struck her on the back of the neck. Doctors testified that one of the bones of her neck had been broken, permanently injuring her. Mrs. Gunderson attended the trial in a wheel chair.

For some time the R. F. C. has been urging the banks to sell some of their preferred stock to the Corporation, hoping in this manner to make it possible for the banks to extend more liberal credit to business. It was the only way under the law that the Government could extend financial aid to industry, as no agency of the Government can make direct loans to individuals or private corporations. The banks have been reluctant to take advantage of this opportunity to increase their capital stock, taking the position that they already had ample capital to make sound loans and that good banking practice prevented them from making unsound loans unless the Government guaranteed them, which it could not do under the law. Now, however, the fifth largest bank in the country, the Continental Illinois Bank & Trust Co., has heeded the Government's appeal and has sold \$50,000,000 worth of its preferred stock to R. F. C., which makes the purchase with the understanding that the bank will use the money to make loans to business at a reasonable rate of interest. Chairman Jones, of the R. F. C., hails the transaction as an indication that the "larger banks as well as the smaller ones see the desirability of Government partnership."

Much concern is being manifested in Washington over the threat of increasing strikes to the success of the Government's industrial recovery program. Hugh S. Johnson, the Recovery Administrator, expressed the official view of the situation when, speaking before the convention of the American Federation of Labor he declared that unions do not need the strike weapon any longer because machinery to adjust disputes between employers and employees had been set up on a national

(Continued on page 23)

FINANCIAL

Refunding Operation Indicates Progress in Fiscal Problem

Refunding a substantial proportion of the Liberty 4 1/4's is a step for which the Administration deserves high commendation. Not only will it save the Government many millions of dollars in interest, but it reflects a determination to work toward getting our Federal finances in more acceptable condition. Compared with what yet remains to be done this particular operation is comparatively small, but one can feel only encouragement from the fact that the Government finally is taking hold of some of its major problems.

The terms of the new offering, twelve-year obligations bearing 4 1/4 per cent. for the first year and 3 1/4 per cent. thereafter, are such that it is expected the public will respond favorably. On the whole, the rate of interest is liberal as compared with the yield which it recently has been possible to derive from the old bonds. This is as it should be. At various times in the past four years the Government has done far too much "chiseling" in interest rates and usually the practice has proved to be a cause of later trouble.

In the offering, too, many people see a step toward a more clearly defined monetary policy for the country. It is viewed as a clear indication that there is to be no currency issue and that it is a matter of relatively short time until we definitely and positively will return to a stable currency. This interpretation of the operation is based upon the thought that were the Government anticipating a currency issue it would not take the trouble to try to get its debt on a lower interest basis and with better maturity.

From one point of view this interpretation perhaps is correct. It seems reasonably safe to say that at present the Administration does not plan on starting the printing presses. All of the evidence for the past few weeks has been on the other side. In so far as the public knows, every one urging printing-press money has received a cold shoulder in Administration quarters.

Unfortunately, however, this relative coldness to currency inflationists is far from conclusive as to what the policy may be a few months hence. We as yet have had no assurance from the President or any responsible Administration official that under no condition will the Government issue fiat money. This lack of assurance continues to be one of the disturbing elements in the business outlook and is making the fight for recovery all the more difficult.

In any case, whether such a currency issue takes place is of secondary importance. Inflation does not have to be in the form of nicely printed notes in order to be disastrous. It can be just as bad in the form of credit on the books of the Federal Reserve Bank. Accordingly, those who see in the current refunding operation an assurance that the country is safe from dangerous inflation would do well to watch the credit program of the Administration,

instead of just concentrating their attention on possible currency issues.

Ralph West Robey.

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Proceedings of the Grand Rapids Bankruptcy Court

September 30, 1933. On this day the schedules, reference, and adjudication in the matter of Wagg Motor Company, Inc., bankrupt No. 5461, were received. The bankrupt is located at Grand Rapids, Michigan. The schedules show total assets of \$3,886.43, and total liabilities of \$6,139.86, listing the following creditors:

City Treasurer, G. R.	70.00
Secretary of State, Lansing	139.88
G. R. Water Works	10.93
M. Miller, Byron Center	52.00
W. Best, G. R.	74.00
J. Pearce, G. R.	50.00
H. MacDonald	7.50
Nelson E. Wagg, G. R.	92.05
G. E. Nervau, G. R.	98.00
N. Brower, G. R.	39.16
H. A. Rosa, G. R.	29.13
Associated Investment Co., G. R.	1,755.00
Mich. Mutual Liability Ins. Co., Detroit	25.00
G. R. National Bank	115.00
American Register, Boston	58.20
Automotive Daily News, N. Y.	12.00
Battjes Fuel, G. R.	178.12
Bixby's Office Supply, G. R.	3.25
Burroughs Adding Machine, G. R.	15.00
Creston News, G. R.	34.42
Automotive Parts, G. R.	11.14
Bouma & Sons, G. R.	11.27
Electric Service, G. R.	24.56
Federal Mogul, Detroit	30.76
General Insurance, G. R.	59.75
G. R. Herald	39.50
G. R. Press	91.44
G. R. Forging & Iron	6.25
G. R. Sanitary Towel Supply	2.20
G. R. Auto Parts	7.50
G. R. Welding	15.97
Giodrich Silvertown, G. R.	17.00
Ray Q. Harrison, G. R.	8.79
Huegel-Nugent Petroleum	52.77
Mich. Bell Telephone Co., G. R.	111.30
Southern Mich. Trans. Co.	5.25
DuBois Soap Co., Cincinnati	15.00
Jarvis Tire Co., G. R.	5.00
Hermitage Garage, G. R.	13.50
F. A. Madigan, Inc., G. R.	27.65
Motor Rebuilding, G. R.	20.12
Pennzoil Co., G. R.	45.47
Postal Telegraph, G. R.	5.42
Sherwood Hall Co., G. R.	43.47
Snap-on Tools, Kenosha	4.55
Tisch-Hine Co., G. R.	5.63
Walker & Co., G. R.	103.38
Western Union G. R.	13.89
Warner, Norcross & Judd, G. R.	152.00
Willys-Overland, Inc., Toledo	557.07
Willys-Overland Parts Corp., Toledo	14.18
Michigan Auto Parts, G. R.	3.58
Ruffe Battery, G. R.	9.96
W. A. Studley, G. R.	15.00
Wyoming Park State Bank	21.60
C. G. Kuennen Estate, G. R.	850.00
Kroger Co., G. R.	22.50
J. Wegusen, G. R.	29.44
F. Cole, G. R.	5.00
Rose Wright, G. R.	24.70
Buchanan Sales & Service, Muskegon	25.00
E. M. Wagner, Harlan	357.71
Manus Norton, Trufant	360.89
Allegan Body, Allegan	3.25
A. X. Bodary, McBain	.57
George Botbyl, Grand Haven	10.00
Ray Gillette, Hastings	7.92
Greenberg & Beckstrom, Cadillac	.14
Hastings Whippet Co., Hastings	.07
Kaskinen Motor	.04
A. H. Moore, Ravenna	.00
C. A. Rasmussen, Greenville	6.99
Reliable Tire, G. R.	.06
C. E. Smith, Petoskey	1.11
Speet Motor, Fremont	.30
Swanson Bros., Garage, G. R.	3.53
Verhage Garage, Coopersville	.20
H. M. Wagner, Harlan	3.30
W. Leonard Sales & Service, G. R.	8.03
Standard Oil Co., G. R.	14.00

In the matter of William G. Schaubel and Clarence Ebyinch, co-partners doing business under the trade name of Grand Rapids Rosette & Carving Co., bankrupt No. 5453. The first meeting of creditors has been called for October 20, 1933, at 11 A. M.

In the matter of Glen Fox, bankrupt No. 5204. The first meeting of creditors has been called for October 19, 1933, at 2 P. M.

In the matter of Roy W. McCook, individually and doing business as Kalamazoo Nehi Bottling Co., Bankrupt No. 5441. The first meeting of creditors has been called for October 19, 1933, at 2 P. M.

In the matter of Bert Vanderwier, individually and doing business as the Park Grocery, Bankrupt No. 5462. The first meeting of creditors has been called for October 19, 1933, at 11 A. M.

In the matter of Fred Withey Russell, bankrupt No. 5212. The first meeting of creditors has been called for October 19, 1933, at 10 A. M.

In the matter of Arther Ranney, bankrupt No. 5443. The first meeting of

creditors has been called for October 17, 1933, at 2 P. M.

In the matter of Gerald Scott, bankrupt No. 5444. The first meeting of creditors has been called for October 17, 1933, at 2 P. M.

In the matter of Paul Hayward, bankrupt No. 5454. The first meeting of creditors has been called for October 17, 1933, at 11 A. M.

In the matter of Wagg Motor Co., Inc., bankrupt No. 5461. The first meeting of creditors has been called for October 17, 1933, at 10 A. M.

In the matter of Wagg Motor Co., Inc., bankrupt No. 5461. The sale of assets has been called for October 19, 1933, at 2 P. M., at the premises formerly occupied by the bankrupt at No. 25 Crescent St., N. W., Grand Rapids, Michigan. The assets for sale consists of DeVaux, Graham, Austin, and Willys parts, oil and grease, shop equipment, stock room equipment, show room and office equipment, all appraised at \$854.55. All interested in such sale should be present at the date and time above stated.

In the matter of Oscar J. Martin and Edward W. Martin, co-partners doing business as Martins Drug Store, Bankrupt No. 5429, first meeting of creditors was held October 2, 1933. Both co-partners of bankrupt were present and represented by Warner, Norcross & Judd, Attorneys. Certain creditors were present in person and others represented by George B. Kingston, Attorney. Oscar J. Martin and Edward W. Martin were each sworn and examined without a reporter. Claims were proved and allowed. Fred G. Timmer, of Grand Rapids, Michigan, appointed trustee; bond \$100.00. Meeting then adjourned without date.

In the matter of Helena Benson and John A. Benson, co-partners operating as Benson's, bankrupt No. 5430, first meeting of creditors was held October 3, 1933. Both co-partners of bankrupt were present and represented by Hilding & Baker, Attorneys. No creditors were present or represented. Claims were proved and allowed. Helena Benson and John A. Benson were each sworn and examined without a reporter. Fred G. Timmer, of Grand Rapids, Michigan, appointed trustee; bond \$100.00. Sale of stock and fixtures by custodian at private sale ratified and confirmed. Meeting adjourned without date.

In the matter of Onkama Farm Bureau, Inc., a corporation, bankrupt No. 5383, first meeting of creditors was held October 2, 1933. Bankrupt was present by Curry J. Christensen, Manager and Paul Alpers, Secretary-Treasurer, but not represented by attorney. Fred G. Timmer, receiver, was present in person. Certain creditors present in person and represented by Belcher & Hamlin, Attys., ation. Claim proved and allowed or referred to trustee. Fred G. Timmer, of Grand Rapids, Michigan, elected trustee and his bond fixed at the sum of \$1,000.00. Curry J. Christensen and Paul Alpers each sworn and examined before a reporter. Jesse Miller, a stockholder, sworn and examined before a reporter. Meeting then adjourned without date.

In the matter of Grand Rapids Cut Stone Company, a corporation, bankrupt No. 5433, first meeting of creditors was held October 3, 1933. Bankrupt was present by James H. Fox, President, and C. M. Emerson, Secretary-Treasurer, but not represented by attorney. Creditors were represented by Dale Souter and Dilley & Dilley, Attorneys. Claims were proved and allowed. Fred G. Timmer, of Grand Rapids, Michigan, elected trustee; bond \$500.00. James H. Fox and C. M. Emerson each sworn and examined before a reporter. Meeting then adjourned without date.

October 3, 1933. On this day the schedules, reference, and adjudication in the matter of Claude D. Dykema, bankrupt No. 5463, were received. The bankrupt is an insurance agent of Grand Rapids, Michigan. The schedules show total assets of \$350.00, (of which all is claimed exempt), and total liabilities of \$4,769.62, listing the following creditors:

G. Gay Carman, Chicago	\$3,837.19
Fred Mare, G. R.	240.58
Dr. Wm. A. Stander, G. R.	257.00
Ferguson, Droste & Ferguson, G. R.	104.00
Dr. Carl Snapp, G. R.	25.00
Dr. Thomas Gordon, East G. R.	15.00
Dr. Horace Beel, G. R.	9.00
Blodgett Memorial Hospital, G. R.	28.00
Philbrick Hardware Co., G. R.	3.85
Cascade Country Club, G. R., about	250.00

October 3, 1933. On this day the schedules, reference, and adjudication in the matter of Edward C. W. Geistert, doing business as Hermitage Battery Company and Majestic Radio Shoppe, bankrupt No. 5464, were received. The bankrupt is located at Grand Rapids, Michigan. The schedules show total assets of \$17,633.68, (of which \$700.00 is claimed exempt), and total liabilities of \$15,023.01, listing the following creditors:

Mr. F. V. Smith, G. R.	\$ 447.47
Esther E. Hansen, G. R.	175.00
C. I. T. Corporation, Detroit	282.06
Nat'l Battery Co., Chicago	56.60
Old Kent Bank, G. R.	3,600.00

Brown & Sehlér Co., G. R.	58.00
Commercial Credit Co., G. R.	44.90
Community Chest, G. R.	15.00
Consumers Power Co., G. R.	55.83
Mr. Glupker, Holland	3.84
G. R. Dray	3.75
G. R. Gas Light Co.	1.33
G. R. Herald	250.36
The G. R. Press	146.97
G. R. Welding Supply Co.	2.86
G. R. Assn. of Commerce	68.75
Merchants Service Bureau, G. R.	44.61
Hermitage Garage, G. R.	1,684.06
Hermitage Realty Co., G. R.	1,566.65
Master Tire Co., G. R.	83.18
Independent Advertiser, G. R.	32.00
Mich. Bell Telephone Co., G. R.	25.05
J. C. Miller Co., G. R.	20.92
Motor Rebuilding & Parts, G. R.	108.83
Northwestern Publishing Co., G. R.	5.00
Radio Distributing Co., G. R.	8.40
Republic Radio Corp., G. R.	121.77
Richards Storage, G. R.	8.13
Telephone Directory, Detroit	25.00
Tisch Hine Co., G. R.	20.81
Westinghouse Electric Supply Co., Detroit	22.12

A. O. Wheeler, G. R.	4.45
Michigan Majestic, Inc., Detroit	3,651.57
Majestic Co-Operative Adv., Chicago	280.00

National Battery Co., Chicago	285.00
Old Kent Bank, G. R.	1,675.00
Hermitage Garage, G. R.	147.84

October 4, 1933. On this day the schedules, reference, and adjudication in the matter of Harry Olson, bankrupt No. 5467, were received. The bankrupt is a fireman of Grand Rapids, Michigan. The schedules show total assets of \$552.00, (of which \$524.00 are claimed exempt), and total liabilities of \$1,459.88, listing the following creditors:

Commonwealth Loan Co., G. R.	\$ 93.16
Biermacher-Sloomaker, Inc., and Associates Investment Co., G. R.	165.00
Grinnell Brothers, G. R.	35.00
G. R. Gas Light Co.	30.00
Williams-House Optical Co., G. R.	13.00
George Egeler, G. R.	5.00
American Restaurant, G. R.	15.00
Weiss Bros. Shoes, G. R.	9.00

COMPLETE INVESTMENT SERVICE
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Brokers
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Phone 8-1217

Analysis of any security furnished upon request.

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West Michigan's
oldest and largest bank
solicits your account on
the basis of sound policies
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OLD KENT BANK

2 Downtown Offices
12 Community Offices

Ollie F. Henderson, G. R.	3.95
Jarvis Tire Store, G. R.	1.60
Biermacher-Slootmaker, Inc.	165.00
Anderson, G. R.	.98
Renihan & Lilly, Attys., G. R.	35.00
Cornelius Wiarda, Atty., G. R.	30.00
L. Frank McKnight, Atty., G. R.	75.00
F. Dunbar Robertson, G. R.	50.00
Associates Investment Co., G. R.	165.00
McClaren, G. R.	10.00
Edward Oosterhouse, G. R.	32.00
Wurzburg's, G. R.	15.00
Albert Hake Coal & Coke Co., G. R.	25.00
De Korne Furniture Co., G. R.	40.29
Heyboer & Van Dusen, G. R.	28.00
R. Earle Smith, G. R.	40.00
C. S. Beummann, G. R.	73.00
Dr. G. L. Biley, G. R.	20.00
Sunshine Hospital, G. R.	20.00
C. J. Peterson, G. R.	4.00
E. C. and R. I. Vietor, G. R.	1.00
Estate of S. Porter Tuttle, G. R.	30.00

October 4, 1933. On this day the schedules, reference, and adjudication in the matter of Ryar Baker, bankrupt No. 5465, were received. The bankrupt is a laborer of Kalamazoo, Michigan. The schedules show total assets of \$395.00, (of which all are claimed exempt), and total liabilities of \$927.00, listing the following creditors: Industrial Finance Co., Kalamazoo \$135.00 Peoples State Bank, Bloomington 49.00 Richard Fox, Berlamont 60.00 Ed. Schultz, Benton Harbor 618.00 Quality Coal Co., Kalamazoo 5.00

October 4, 1933. On this day adjourned hearing on composition in the matter of Young-Johnson Furniture Co., bankrupt No. 5353, was held. Alleged bankrupt was present by Burt Chaffee and represented by Gerald E. White, Atty., on behalf of Roger I. Wykes. C. F. E. Luce, Receiver, present in person. Creditors represented by C. Sophus Johnson, Cleland & Snyder, Dilley & Dilley and Gerald T. McShane, Attorneys. Claims proved and allowed for composition purposes only and vote taken on acceptance of composition offer, resulting in the rejection of such offer. Referee's certificate of non-acceptance of offer will be made to the U. S. District Judge.

In the matter of Modern Beverage Company, bankrupt No. 5173. The final meeting of creditors has been called for October 23, 1933, at 2 P. M. The trustee's final report will be approved at such meeting. There probably will be a dividend for creditors.

In the matter of Frank Reddy, bankrupt No. 5166. The final meeting of creditors has been called for October 23, 1933, at 2 P. M. The trustee's final report will be approved at such meeting. There probably will be a dividend for creditors.

October 6, 1933. On this day the schedules of Harry G. Harrod, bankrupt No. 5424, were received. The schedules show total assets of \$1,465.94, (of which \$525.00 are claimed exempt), and total liabilities of \$3,554.96, listing the following creditors:

A. N. Palmer Co., Cedar Rapids, Ia.	\$9.47
Savoy, Inc., Newark, N. J.	7.35
Klopper Bros., Cleveland	15.97
Geo. S. Carrington Co., Chicago	10.29
Belding Casket Co., Belding	15.67
Boye Needle Co., Chicago	1.74
Shotwell Mfg. Co., Chicago	17.96
Hospital Specialty Co., Cleveland	9.88
Reese Padlock Co., Lancaster	11.25
G. W. Eade & Co., Aurora	8.73
Crescents Product Co., Terre Haute	6.84
Republic Paint & Varnish Works, Chicago	11.25
Vaughn Novelty Co., Chicago	2.35
Plaza Hat Co., St. Louis	10.00
Kluga Novelty Co., Cleveland	141.70
Sargent Gerke Co., Indianapolis	1.55
Massillon Aluminum Co., Massillon	4.10
Butler Bros., Chicago	499.00
Brown-Eager & Hull Co., Toledo	489.00
Edson-Moore & Co., Detroit	408.00
Carson-Pirie Co., Chicago	129.40
H. Leonard & Son, G. R.	42.50
Dudley Paper Co., Lansing	18.26
Star Paper Co., Kalamazoo	60.00
Wessinger Paper Co., Lansing	14.25
Con-Ferro Paint Co., St. Louis	18.24
Standard Oil Co., G. R.	4.09
Lloyd Mfg. Co., Menominee	16.75
Pioneer Broom Co., Amsterdam, N.Y.	7.50
Veeder Broom Co., Hillsdale	8.35
I. Fleisher & Sons, Cincinnati	43.05
Wetherbee & Son, Detroit	10.62
Whittemore Bros., Cambridge	4.25
Loan Deposit State Bank, Grand Ledge	714.50
Edward Maler, Grand Ledge	730.00
Consumers Power Co., Grand Ledge	46.57
Garadine Hat Co., St. Louis	2.17
Barber Leather Co., North Adams, Mass.	4.80
Rock River Cotton Co., Zanesville	8.88
Lansing Button Co., Lansing, Ia.	1.00
Saalsfield Pub. Co., Akron	7.00
Mrs. Daisy Houghtaling, Charlotte	200.00
Belco Co., St. Paul	8.76
Paradise Packing Co., N. Y.	1.67
Miller Products Co., Detroit	3.25
Fisher Bros., Fort Wayne	15.08
Charlotte Candy Co., Charlotte	8.00
Grand Ledge State Bank, Grand Ledge	30.00
Fred G. Timmer, G. R.	7.91
Capital Awning Co., Lansing	8.77
Auburn Car Co., Auburn, Ind.	5.00
Kirsch Co.	5.93
Mandville King Co.	3.33

Michigan Telephone Co.	unknown
Northrup King Co.	18.16
F. W. Gallus Co., Toledo	17.31
Walter Revohort Co., Chicago	38.33
L. H. Baker, Detroit	14.82

October 6, 1933. On this day the schedules, reference and adjudication in the matter of Brunson B. Font, bankrupt No. 5469, were received. The bankrupt is a Hotel and restaurant keeper of Fremont, Michigan. The schedules show total assets of \$629.99, (of which \$400.00 are claimed exempt), and total liabilities of \$5,288.37, listing the following creditors: City of Fremont, Michigan \$37.08 Consumers Power Co., G. R. 194.00 Electrolux, Inc., New York 52.50 Fremont Hotel Company, Fremont 2,000.00 George Monroe, Fremont 7.75 C. W. Burkle, Fremont 46.15 John Speet, Fremont 4.00 Reeber & Shoecraft, Fremont 4.01 A. P. Reeber, Fremont 3.50 Crandall & Ensing, Fremont 1.75 City Water Works, Fremont 87.50 Co-Operative Produce Store, Fremont 2.50

Iver Nelson, Fremont	6.80
Sent Insurance Co., Fremont	48.60
Weisner Plumbing Shop, Fremont	7.20
Consumers Power Co., G. R.	40.00
Fremont Times Indicator, Fremont	2.25
J. L. Hilliard, Fremont	10.60
Co-Operative Produce Co., Fremont	16.40
Fremont Lumber & Fuel Co.	38.50
Home Laundry, Fremont	20.00
Fremont Creamery Company	7.80
Griswold Dairy Co., Fremont	20.00
Lee & Cady, G. R.	66.50
Daniels & Co., Muskegon	12.50
Swift & Company, Chicago	16.65
Palmolive-Peet-Colgate Co., Chicago	21.50
Lever Bros. Co., Cambridge, Mass.	16.00
Superior Beverage Co., Muskegon	8.60
McGuire Bros. Tea Co., So. Haven	4.05
Michigan Tradesman, G. R.	3.00
General Cigar Co., Chicago	7.28
B. Heller & Co., Chicago	6.29
Quimby-Kain Paper Co., G. R.	4.60
E. P. McFadden Co., Lansing	2.60
Michigan Lithographing Co., G. R.	31.74
Michigan Company, Lansing	10.38
Mich. Bell Telephone Co., Big Rapids	14.60
J. J. Holcomb Mfg. Co., Indianapolis	1.76
Continental Carnavor Co., Brazil, Ind.	18.50
C. W. Mills Paper Co., G. R.	25.00
Fremont Auto Co., Fremont	6.50
Blanford Pickle Co., Fremont	3.90
Dake News Office, Fremont	3.04
O'Dell, Fremont	6.00
P. B. Gast & Sons, G. R.	3.80
A. L. Burt Coal Co., Fremont	23.40
Southard Electric Co., Fremont	7.29
Fremont Hotel Co., Fremont	2,269.00
Van Leeuwen & Co., G. R.	30.50
H. J. Heinz Company, G. R.	4.50

October 6, 1933. On this day the schedules, reference, and adjudication in the matter of Charles Snyder, bankrupt No. 5468, were received. The bankrupt is a farmer of Sheridan, Michigan. The schedules show total assets of \$4,295.00, (of which \$235.00 are claimed exempt), and total liabilities of \$5,518.59, listing the following creditors:

People's State Bank of Sheridan	\$1,198.71
Simon Anderson, (address unknown)	785.00
State Bank of Carson City	1,484.00
Ionis, Clinton & Ontcalm Mutual Insurance Co., Ionia	36.00
People's State Bank, Sheridan	308.09
George Whitmore, Butternut	35.00
Hummel & Hafer Oil Co., Carson City	75.00
Chris Larson, Sheridan	15.00
Chris Peterson, Sidney	14.00
People's State Bank, Sheridan	303.63
Greenville National Bank	140.00
Lewis Walker, Fenwick	125.00
People's State Bank of Sheridan	824.11

In the matter of Cornelius J. Kole, individually and as surviving partner of Holleman-Kole Auto Company, bankrupt No. 5472. Final meeting of creditors was held under date of September 6, 1933. Fred G. Timmer, trustee, was present. Bankrupt was represented by R. Van Kovering, present for Cornelius Hoffius, attorney. Creditors were represented by Hilding & Baker and Dilley & Dilley. One bidder on accounts present. Trustee's final report and account was approved and allowed. Balance of bills, notes and accounts receivable, account in Peoples State Bank of Holland, Michigan, and 25 shares of stock in Holleman-DeWeerd Auto Co. were sold to Abner Dilley, of Grand Rapids, Mich. Certain real estate was abandoned as worthless and burdensome, no bid having been received. An order was made for the payment of expenses of administration, preferred claims and a first and final dividend to creditors of 8.8%. No objection to discharge. Files will be returned to U. S. District Court.

October 9, 1933. On this day the schedules, reference and adjudication in the matter of Glenn Snyder, bankrupt No. 5470, were received. The bankrupt is a farmer of Bushnell Township. The schedules show total assets of \$590.00 (of which \$490 is claimed exempt), and total liabilities of \$772.85, listing the following creditors: Ernie Hatinger, Edmore \$15.00

Hummel & Hafer Oil Co., Carson City 40.00 Lewis Walker, Fenwick 125.00 People's State Bank, Sheridan 592.95 In the matter of Hama H. Bush, bankrupt No. 4887, final meeting of creditors was held August 15, 1933. Trustee was present in person. The bankrupt was present in person and represented by Irving H. Smith, Atty. One creditors present. The trustee's final report and account was approved and allowed. Bills of attorneys considered and approved. The meeting adjourned for a period of thirty days to complete sale of the real estate, and on October 2, 1933, an order was made for the payment of administration expenses and a first and final dividend of 17% to creditors. No objections to bankrupt's discharge. The matter adjourned without date and files will be returned to U. S. District Court.

In the matter of Aage K. Frandsen, bankrupt No. 5152. The first meeting of creditors has been called for October 26, 1933, at 2 P. M.

In the matter of Russell L. Westlake, bankrupt No. 5434. The first meeting of creditors has been called for October 25, 1933, at 2 P. M.

In the matter of Frank Van Oosten, Jr., bankrupt No. 5450. The first meeting of creditors has been called for October 25, 1933, at 2 P. M.

In the matter of Harry G. Harrod, bankrupt No. 5424. The first meeting of creditors has been called for October 25, 1933, at 11 A. M.

In the matter of Duurt Medendorp, bankrupt No. 5438. The first meeting of creditors has been called for October 25, 1933, at 10 A. M.

In the matter of Brunson B. Font, bankrupt No. 5469. The first meeting of creditors has been called for October 24, 1933, at 2 P. M.

In the matter of Leonard P. Jansens, bankrupt No. 5456. The first meeting of creditors has been called for October 24, 1933, at 11 A. M.

In the matter of Edward C. W. Geisler, doing business as Hermitage Battery Company and Majestic Radio Shoppe, bankrupt No. 5464. The sale of assets has been called for October 25, 1933, at 2 P. M. at the premises formerly occupied by the Bankrupt at No. 133 Michigan St., Grand Rapids, Michigan. The assets consist of radio equipment and supplies office and show room fixtures, battery shop equipment and supplies, wash rack equipment and trucks, all appraised at \$1068.07. All interested in such property should be present at the date and time above stated.

October 10, 1933. On this day the schedules, reference and adjudication in the matter of Henry Duthler, bankrupt No. 5471, were received. The bankrupt is a farmer of Wayland, Michigan. The schedules show total assets of \$10.00 (all of which is claimed exempt), and total liabilities of \$1,777.75, listing the following creditors:

Hudsonville Lumber Co.	\$ 448.00
S. Auserma, G. R.	650.00
B. Tangerberg, G. R.	100.00
Engle Lumber Co., G. R.	65.00
Chas. A. Shobe, Wyoming Park	196.00
John Jelsema, G. R.	37.00
Hoeksema Grocery, Grandville	32.00
Welmers-Dykman, G. R.	64.00
Dr. Geo. Broodman, G. R.	65.00
Spears Lumber Co., Grandville	29.75
Dorr Kuizema, G. R.	10.00
Grandville Avenue Garage, G. R.	25.00
Jennie A. Comstock, Grandville	56.00

October 10, 1933. On this day the schedules, reference and adjudication in the matter of Allan R. Heath, bankrupt No. 5472, were received. The bankrupt is a factory hand of Grand Rapids, Michigan. The schedules show total assets of \$24.48, and total liabilities of \$660.07, listing the following creditors:

Liberal Credit Clothing Co., G. R.	\$ 35.00
Wilfred Smith, G. R.	21.00
Wilford Saliers, G. R.	20.00
E. C. Nussdorfer, G. R.	12.00
Ernest Hoover, G. R.	95.40
Personal Finance Co. of G. R.	476.67

In the matter of Miller-Erhardt Clothes Shop, bankrupt No. 5169, final meeting of creditors was held under date of October 9, 1933. Arthur N. Branson was present for Fred G. Timmer, trustee. One account bidder present in person. Trustee's final report and account was approved and allowed. Balance bills, notes and accounts receivable was sold to Donald Gossett, of Grand Rapids, Michigan, for the sum of \$3.00. An order was made for the payment of expenses of administration as far as funds on hand will permit. No dividend to creditors. No objection to discharge. Files will be returned to U. S. District Court.

October 12, 1933. On this day the schedules, reference and adjudication in the matter of Henry Sondag, bankrupt No. 5473, were received. The bankrupt is a baker of Grand Rapids, Michigan. The schedules show total assets of \$300.00, (of which all are claimed exempt), and

total liabilities of \$5,087.72, listing the following creditors:

City Treasurer, G. R.	\$ 23.29
Joan Schipper, G. R.	349.75
Louis Sondag, G. R.	1,885.74
E. B. Gallagher & Co., Detroit	488.50
Ezinga Milk Co., G. R.	10.76
L. & L. Jenison Co., Jenison	126.69
Kent Storage Co., G. R.	81.00
Lee & Cady, G. R.	145.44
John Luidens, Holland	22.55
Mills Paper Co., G. R.	10.85
Pastoor Bros., G. R.	65.75
Ryskamp Bros., G. R.	33.60
Red Star Sweeping Co., G. R.	3.00
Steele Bros. Co., G. R.	323.42
Voigt Milling Co., G. R.	175.97
Wealthy Hts. Ptg. Co., G. R.	8.24
Mich. Bell Tel. Co., G. R.	10.39
Grandville Elevator Co., Grandville	72.50
Becker Brothers, G. R.	191.36
E. B. Gallagher & Co., Detroit	558.34
American Home Security Bank, G. R.	100.00
Citizens Industrial Bank, G. R.	400.00

In the matter of Young Johnson Furniture Company, a corporation, bankrupt No. 5353. The first meeting of creditors has been called for October 27, 1933, at 10 A. M.

October 14, 1933. On this day the schedules, reference, and adjudication in the matter of Benjamin E. Murphy, individually and as a copartner in the copartner ship of Murphy and Feather Motor Sales, were received. The bankrupt was formerly Automobile Sales Agency of St. Joseph Township, Michigan. The schedules show total assets of \$9,963.26, (of which \$825.83 are claimed exempt), and total liabilities of \$13,930.00, listing the following creditors:

Molly Willard, St. Joseph	\$1,000.00
Commercial National Bank, St. Joseph	11,000.00
Thayer & Company, Benton Harbor	180.00
Consumer Coal Co., Benton Harbor	75.00
George Mitchell and Irene P. Mitchell, St. Joseph	875.00
Mrs. James Sterling, St. Joseph	75.00
E. A. Le Bon, St. Joseph	45.00
Martin J. Dunkirk and Winfred S. Dunkirk, St. Joseph	375.00
Helen R. Caldwell, St. Joseph	305.00

October 14, 1933. On this day the schedules, reference, and adjudication in the matter of John F. Hull, bankrupt No. 5475. The bankrupt is a laborer of Three Rivers, Michigan. The schedules show total assets of \$1,250.00, and total liabilities of \$2,867.46, listing the following creditors:

William D., George P., and Mary B. Hull, Three Rivers	\$1,250.00
Harry White, Battle Creek	180.00
Ed. Smith, Burlington	100.00
Earl R. Carpenter, Union City	85.00
Union City State Bank	357.92
Union City Nat'l Bank	164.00
W. D. Hull, Constantine	174.00
Lizzy Bowersox, Three Rivers	296.08
State Bank, Constantine	5.00
Wood and Woodruff, Athens	9.58
American Oil Corp., Jackson	126.06
Balch & Reed, Three Rivers	119.82

October 13, 1933. On this day the schedules, reference, and adjudication in the matter of Benjamin R. Peterson, bankrupt No. 5474, were received. The bankrupt is a manufacturer of Holland, Michigan. The schedules show total assets of \$2,293.29, (of which \$500.00 is claimed exempt), and total liabilities of \$9,926.60, listing the following creditors:

Caroline Peterson	\$ 74.25
Beulah Thompson	74.25
Walter E. Heller & Co., Chicago	88.10
G. R. Cabinet Co., G. R.	936.31
G. R. Cabinet Co., G. R.	357.50
G. R. Cabinet Co., G. R.	450.00
General Motors Acceptance Corp., G. R.	286.75
Metropolitan Life Ins. Co., N. Y.	410.00
Cherry-Burrell Corp., Detroit	550.00

Auto Electric & Radiator Shop, Holland	63.23
Dr. W. Westrate, Holland	14.00
Trail Candies, G. R.	4.48
Borden's Farm Products, Detroit	280.00
Foot & Jenks, Jackson	10.00
Holland Sentinel, Holland	14.00
Bowey's, Chicago	36.16
I. X. L. Machine Shop, Holland	2,058.13
Joe Lowe, Chicago	57.00
John Mulholland, Milford, Del.	29.40
Gumpert, Bush Terminal, Brooklyn	64.43
Robt. Johnston, Milwaukee	10.00
Quimby-Kain Paper Co., G. R.	306.94
White Bros., Holland	94.98
Chocolate Products Co., Chicago	4.50
Modders Plumbing & Heating Co., Holland	43.04

Holland City News, Holland	50.00
Meese, Inc., Madison, Ind.	28.50
Westerlin & Campbell, Chicago	100.00
Kalamazoo Creamery, Kalamazoo	1,900.00
Martin Lowe, Holland	28.10
G. R. Cabinet Co., G. R.	226.01
Charles L. Peterson, Muskegon	735.00
Mich. Gas & Electric Co., Holland	13.92
Mich. Bell Tel. Co., Holland	53.62
Board of Public Works, Holland	100.00
Northwest Cone Co., Chicago	12.50
Looman Electric Co., Holland	unknown
John Arendhorst, Holland	331.00
Elhart, Byron Center	25.00

In the matter of Bert M. Heth, doing business under assumed name of Heth Bros., bankrupt No. 5192. The final meeting of creditors has been called for October 14, 1933, at 10 A. M.

(Continued on page 14)

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—Paul Schmidt, Lansing.
First Vice-President—Theodore J. Bathke, Petoskey.

Second Vice-President—Rudolf Eckert, Flint.

Secretary—Elton W. Viets, Lansing.
Treasurer—O. H. Bailey, Sr., Lansing.
Directors—Holger Jorgenson, Muskegon; L. V. Eberhard, Grand Rapids; A. A. Boyce, Bay City; Vincent A. Miklas, Manistee; Ward Newman, Pontiac.

Valuable Time Recklessly Wasted at State Conventions

Experience in Washington, rubbing elbows with big merchants, manufacturers and retailers during various conferences with Government officials, has had one happy effect. It has broadened the outlook of association officers. They now look on the grocery business more as an industry in toto, paying less attention to segments and sections.

I noticed the altered attitude during the latest California state convention, where business was done far more efficiently and expeditiously than in the old days. Less time was given to puerilities and petty jealousies. Mere talkers were cut short. Things were done promptly and we went on to other things.

One feature impressed me particularly. That was the renewed conviction that there has been no impairment in the opportunity of the able grocer, but that others need not apply. That is in line with my life-long observation. It is gratifying to see it become the general conviction.

There was almost no anti-chain talk—no time for it. Los Angeles, for instance, is now over all that, for they have something else now to worry about. The super markets, running 24 hours daily in that gentle climate, selling any number of things "for less"—those put into shadow any alleged commercial sins of the chains.

Fact is, the days ahead are going to be such as will bring to the surface the best merchants, but will more certainly submerge those who either will not or can not make a good job of merchandising than any conditions of past experience. It is clear that we shall just have no room hereafter for the rule-of-thumb-grocer under NRA and conditions it will entail. Truth is, thumbs are pretty much out of joint these days. If NRA brought our business nothing more than this, it would be worth all the effort and shake-ups; for above all things, exact science has been the crying need of our business and now we seem fairly launched on a beginning of it.

This applies most pointedly to the service grocer; because, while it is no snap to make a success of non-service, non-service is simpler to understand and to operate. It is also less profitable, as may well be noted at this time. For service grocers have tended of late years to undervalue their own essential stability, overlooking the peculiar advantages of their subdivision of retailing. I think of some ancient truths that we may recall now which, like all basic truths, are eternal—as safe to tie to now as ever before.

1. The two great divisions of trade continue: Credit-delivery and Self-service or limited service. The relative proportion changes little. In good times the split is perhaps 55 per cent

credit and 45 per cent cash. In times not so good it runs 45 per cent credit and 55 per cent cash. Here we have virtually half the business always tied to the service merchant. He should realize this vital fact and act accordingly—not flirt with will-o'-the-wisps such as "increase of cash trade."

2. It is now commonly said that "price is becoming less important—no longer the whole consideration." But the fact is that price never has been the controlling factor. What influences trade is in the following order: (a) the goods—what have you to offer, in what assortment? This involves knowledge; success always being in exact keeping with the perfection of the grocer's knowledge of his merchandise; (b) Character of store. This covers every factor of personality of the merchant as reflected in his business—the features are innumerable; (c) The Service, how well rendered; (d) Price. Thus it appears that price is important—maybe like salt in our diet—but it comes last, not first: an ingredient only.

3. The charge account is the sheet anchor of the service grocer. Success waits on administration. No work can equal in importance the correct administration of credit, and no single factor can mean so much to the service, family grocer. But at that the most important subdivision to credit handling is sensed by the fewest possible number of grocers. That is that the greatest profit is realized from accounts which the grocer investigates for himself, in advance, and solicits. Here is a veritable gold mine at the grocer's doorstep, one which assays riches far beyond what can be recovered from accounts which seek out the merchant as a "favor," or "convenience" or "accommodation" to the customer.

These are good thoughts right now because Secretary Wallace has lately said something that savors far more of basic wisdom than much he had uttered formerly: That we need not look for rapid recovery, that the upward journey will be long and slow. This, I believe, is good sense. It brings out the idea that, regardless of various plans for artificial commercial respiration, time-tried business practices must be our main reliance. In any event the safe course will remain always and he will be safest who operates conservatively, on lines always known to be basically sound. "Make haste slowly" is sound good sense.

"The quickest way to have low prices is to have your prices too high," was a gem uttered by a service grocer. An entire session might properly be given to that idea. That might bring out why we need various margins on different classes of goods and why we must graduate out of the lazy notion that all we need know is the average cost of operation.

But the tragedy of this convention was the same as ever: That virtually unlimited time was allotted to horse-play and little to business. At that, the California grocers get down much nearer to earth than most. But the second day of this convention was devoted to departmental gatherings, of which I chose the service grocers' end. I marked a few of the subjects for

special discussion—then got nowhere to speak of because

The program for that day was divided into ten main headings. Under those headings were listed seventy-five subdivisional sections. Every one of those seventy-five items was worthy of thoughtful consideration, though quite obviously a choice must be made because there was subject matter sufficient for an entire winter of evening business school. Yet not even such approximation to fair accomplishment was had, for this reason:

Meetings were scheduled for 9 a.m. They got under way not before 9:30. The chairman was a nice man, but lacked force and was modest about throwing his voice. Nevertheless, certain men from the floor lent so much brass tacks to the talks that, had we been able to stay the whole day, great good might have accrued to all.

But the session was terminated at 12:15 because two contests were set for that afternoon. One was either a bicycle or golf game and the other was horseshoe pitching; and so many "fine prizes" has been contributed by manufacturers and others that business could not be permitted to interfere with pleasure.

I could not avoid making contrast with the two-day convention of the chain grocers held last July in San Francisco, where sessions lasted all day and far into the night—one session continuing all one night—with no banquets or games, with not even a formal luncheon. Let us hope things will get better. They sure need to become so.

Paul Findlay.

Cracker Form of Rye Bread Borrowed from Sweden

A European breadstuff which has gained a measure of popularity in this country in recent years is the Swedish type of bread. It is now manufactured to a limited extent in this country, according to the Foodstuffs Division of the Department of Commerce.

The Swedish type of bread is a rye bread which is baked in thin round cakes of four or five inches diameter. It is crisp, and resembles the crackers commonly sold in this country.

Sitting around after bathing and lying on the ground at any time are very dangerous practices.

Never criticize anything at a charity bazaar. You can never tell who made it.



JUNKET

REG. U.S. PAT. OFF.

POWDER or TABLETS

Make Milk into Cool, Creamy Desserts - No Cooking.
The Junket Folks, Little Falls, N.Y.

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

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

Cleaning Up Advertising by Enforcing Meat Standards

In developing standards for advertising and selling meat as an aid toward uniformity and a help to the ethical meat dealer, the Pacific Livestock and Meat Institute of San Francisco has undertaken to define only the cuts that are commonly used, particularly those regarding which there is a lack of uniformity to a degree which might lead to misunderstandings between retailers and their customers.

It is stated that through the adoption of the standards, it is not the intention of the Institute that a retailer shall be prohibited from cutting meat as he sees fit, nor to require him to refuse to sell a particular type of cut which many of his customers may desire.

The sole purpose of the standards is to eliminate unfair advertising competition and to require that if a particular cut is advertised or placarded by name, such cut shall be the same as described in the standards. The term "steer meat" must not be applied to heifer, cow, stag or bull beef. Forequarter cuts of lamb may not be called "leg." A "shoulder of lamb" consists of the neck, shoulder and shank with not less than three ribs included. "Fillet" must be cut off the loin, and may not be a piece of chuck, or round, or top sirloin or some other angle or corner of the body.

The Better Business Bureau is enforcing the regulations.

The principal classes of meat are described as follows:

Advertising Standards

1. Retail meat dealers shall not misrepresent the classes of meat in their advertising or placards. The principal classes of meat are:

A. Beef.

For the purpose of these standards, beef may be defined as flesh from mature animals of the bovine species.

I. "Baby Beef" is from steers or heifers from one of four leading beef breeds from 8 to 18 months old, showing finished fed condition, excellent conformation and quality.

II. Steer Beef is from a male that was castrated before he advanced far enough toward sexual maturity to make reproduction possible. The animal must also have progressed beyond the veal and calf stages.

Note: The term "steer beef" shall not be applied to heifer, cow, stag or bull beef, if sold at retail.

III. Heifer Beef is from a female that has passed beyond the veal and calf stages but has never had a calf, and has not reached advanced pregnancy.

IV. Cow Beef is from a mature female which has had one or more calves or was advanced in pregnancy at the time of slaughter.

B. Sheep.

I. Lamb is a general term which refers to the flesh of young animals of the ovine species of both sexes. The age at which the change from lamb to yearling lamb takes place is approximately 12 to 14 months. Lamb foreleg joints break in four well defined ridges, resembling somewhat the teeth

of a saw. These ridges are smooth, moist and red with blood.

a. Spring Lamb is a term referring to meat from young lambs of weaning age or younger and which are generally sold for slaughter at ages ranging from 3 to 5 months. The flesh is uniformly tender and a shade lighter than that of more mature lambs. The bulk of spring lambs are marketed in April, May and June in the United States. On the Pacific Coast shipments begin about March and continue through the summer months from the high mountain areas.

Exception—After October 1 retailers shall not designate lamb as "Spring Lamb," but shall call it only "Fed Lamb" or lamb until the new crop appears on the market. Then it may again be designated as "Spring Lamb" providing that the retailer purchases spring lamb designated as such.

b. "Fed Lamb" or Lamb is a term referring to lambs which have been weaned and which are usually sold for slaughter from 6 to 12 months of age.

Such carcasses are distinguished from Spring lamb carcasses by harder and whiter bones, darker and somewhat coarser flesh, firmer and somewhat thicker exterior fat, and more liberal quantities of fats grade for grade. Other prominent features which distinguish "Fed Lamb" or lamb from spring lamb carcasses are wider and larger abdominal cavity, and larger body and legs. The break joint shows just as with the spring lamb. This joint, however, may be rougher, more porous, slightly dry, and lacks the redness of spring lamb.

c. "Yearling Lamb" is a term referring to young sheep usually ranging from 12 to not over 20 months old. The break joint of the foreleg is always a positive means of identification. This joint usually breaks in ridges similar in shape to a lamb joint, but the surface is rougher, porous, dry and lacks redness. A fair percentage of "yearling lamb" carcasses are found in the market which do not show the rough saw-tooth effect when the joints are broken, but have instead a jagged and rough surface. This is because of the advanced age and becomes more apparent as the mutton stage is approached. The break joint must be present, and if the leg fails to break at this point, the carcass must be designated as mutton.

II. Mutton is a term referring to animals of the ovine species which have passed the "yearling lamb" stage.

Note: The definitions of veal and pork are not given because, due to the lack of misrepresentation of these meats, it was considered unnecessary.

2. Stall Fed Beef is a term formerly applied to cattle fed on waste distillers' grains for an extended period in stalls adjacent to distilleries in the Corn Belt. Modern beef production does not follow this practice. Therefore, the term "Stall Fed Beef" shall be eliminated in all advertising.

3. Cream Veal is a deceptive term, leaving the inference with the purchaser that the animal was fed cream before slaughter. Such a practice is impracticable in modern veal and calf production. Therefore the term "Cream Veal" shall be eliminated in all advertising.

4. The advertising of mixed chops, that is, chops of various cuts, shall be discontinued. This applies to pork, lamb, mutton and veal.

5. The term "leg" shall not be used in connection with any forequarter cuts.

6. All meat, advertised or sold, or offered for sale, at any place of business, except shanks, offal, heads and plucks, and wild game, will be advertised and sold by weight, and shall be weighed in a scale by weight or a beam, properly sealed.

Note: If meat is offered for sale and price tagged by the piece, there shall also be plainly shown, either upon the same tag or upon another tag on the piece, the price per pound.

Savory Pork for Idle Poor

Uncle Sam is not only going to give more than 100,000,000 pounds of pork to the unemployed; he also will tell them how to prepare it appetizingly.

With the announcement of the final destination of the meat obtained in the Agricultural Adjustment Administration's pig reduction campaign comes the information that the Bureau of Home Economics has printed 3,500,000 leaflets telling how to cook salt pork.

During the next few months, says the Federal Emergency Relief Administration, it is planned to distribute a portion of pork to each of 4,000,000 families on relief rolls who desire it. This is in addition to regular relief allowances and will not be used to reduce current expenditures.

The Relief Administration is using its funds to purchase the pork from the Agricultural Adjustment Administration. Only pigs weighing 80 pounds or more were processed in the pig reduction campaign.

The "dodger" describes in simple language 12 different ways of cooking salt pork. Fried salt pork; salt pork with dried beans or peas; chowders; salt pork in stuffed or scalloped vegetables; salt pork with pan-fried savory greens; baked salt pork; salt pork in quick breads; salt pork in Spanish rice; salt-pork stew; salt-pork scrapple; salt-pork hash; and salt-pork sandwiches are suggested.

Dr. Louise Stanley, head of the Bureau, explains the purpose of the leaflet:

"The food value of lean pork is the same as that of any other meat. But it is not our intention to sell the public on the nutritive value of the pork. All we have tried to do is to help them prepare it more palatably.

"The pork fat can be used very profitably to improve the flavor of other foods. The average housewife is, of course, familiar with this fact; but we have tried to add to her store of knowledge with additional recipes worked out by our Bureau."

All pork to be distributed by the Federal Emergency Relief will have been properly processed by the dry-salt cure in established packing plants.

The housewife's acquaintance with cured pork, says the Bureau, is often limited to ham, shoulder, and bacon. Among other cuts, one that is especially suitable for small families, is the smoked, boneless shoulder butt, sold under various trade names.

The smoked boned loin, known as Canadian-style bacon, is another piece that can be purchased in any quantity. Dry salt pork can not be excelled, points out the Bureau, as a well-flavored fat for baked beans and meat loaf and for larding very lean beef and veal. There are also many varieties of cured sausage and other smoked and pickled pork specialties.

For cured pork, as for fresh pork, it is pointed out, thorough cooking at slow to moderate temperature is the secret of success, whether the meat is fried, broiled, roasted, steamed or cooked in water.

Cured shoulder, sometimes a dry and salty piece of meat and difficult to carve because of the shoulder blade, makes a delicious roast when boned, soaked in water, then stuffed with spicy, well-seasoned bread crumbs and baked in a slow oven in the same way as ham.

Users of salt pork are warned not to wash off the salt until the pork is to be used. Several hours' soaking is recommended before cooking. For a large piece of "very salt meat" an overnight soaking and cooking in several waters is advised.

Iodine Content Augmented by Rationing Poultry

Special rationing of poultry feed as a means of increasing the vitamin and iodine content of eggs has been tried in an experiment conducted by the Ohio State Agricultural Experiment Station.

The attempt to increase the iodine content of eggs was made in order to add this chemical to the food value of the diet of those who live in districts liable to attack from goiter because of the absence of iodine from the food and water supplies.

It was found that the addition of kelp to the rations of poultry resulted in an increase in the amount of iodine in eggs.

Addition of potassium iodide to the rations was also found effective as a means of increasing the iodine content. It required two weeks for the increase to become noticeable and two weeks after the special feeding was stopped the iodine content dropped back to its former level. Enough iodine was added to the eggs to make them of substantial benefit in prevention of goiter.

Menhaden fish meal instead of meat scrap proved an effective addition to the poultry ration as a means of increasing the amount of iodine in eggs.

Milk Consumption Expands As Use of Wheat Declines

Consumption of milk has continued to increase since 1929 and consumption of wheat, a cheap food, has decreased. Dr. O. E. Baker of the Department of Agriculture points out this fact as one of the unusual trends in food consumption during the depression.

Unless a man has known at least one failure he is unable to appreciate success.

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.

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.

Preferential Price To Chain Stores

Certain groups of manufacturers in our field boldly seek NRA approval for discrimination against the hardware jobber and retailer. They have proposed for both mail order and chain stores a 10 per cent. extra discount beyond the wholesaler's cost. If this practice is permitted, the wholesale and retail hardware business labors under a totally unnecessary and unfair handicap. If the chain and mail order firms have so much efficiency, as we have been told so often, they should not need this extra price advantage. Fortunately, organized wholesalers have forced out this "extra 10 per cent. clause" from several tentative codes of manufacturers groups. But this may not eliminate the practice in daily business.

As employment increases, wages improve, and credit becomes more liberal, we should expect a victory for quality merchandise and a falling off in the demand for shoddy and inferior sub-standard goods. Even through perilous times, most wholesale and retail hardware distributors have been very steadfast to quality lines and have not been price wreckers. They deserve consideration in the improving market and should not be penalized. Preference should not be given distributors who have been notorious in their price cutting tactics.

Chain stores and mail order houses seek that extra 10 per cent. advantage over wholesalers so they may cut the retail price to the consumer. If this is not so, the mail order and chain store systems of distribution are not efficient. If these two groups require an extra 10 per cent. because of a more costly overhead these two competitors are uneconomic.

Hardware dealers cannot sell standard trade-marked merchandise, on the same street to the same people at a higher price than is offered by mail order and chain stores. Wholesalers cannot put retailers in the competitive picture on high quality standard trade-marked goods, if they must start off with a 10 per cent. handicap. It is even a fair question to ask if the mail order stores and chain store organizations are actually entitled to the extreme wholesale discount, when their business is retail-to-consumer and not for resale.

One manufacturer, who sees the situation clearly and fairly, writes: "In our code discussion we maintained that mail order houses are retailers and should be so classified. We believe the mail order houses should be sold at a retailer's price and in no instance at jobber's or extreme jobber's prices. A set price for the second brand (a standard hardware item) to the jobber is \$1.65. Sears Roebuck's fall catalog quotes the same item to the public at \$1.68. No retailer can compete with this price. When a retailer cannot compete with the mail order house

prices the jobber cannot hope to sell him any of our products."

An important wholesaler says: "You make the statement that a chain store is a retail business. Of course, this is the way the hardware jobber and retailer consider the chain store, but most manufacturers do not look at them this way. An executive of an important and leading hardware manufacturer tells us that the chain stores buy and warehouse his company's product in wholesale quantities and have the expense of wholesaling in their distribution. On this account, he says, the chain stores must be placed ahead of the jobber in price consideration. The same manufacturer sold a chain store in our town a small bill of goods at prices which ranged from 5 to 25 per cent. under that which he charged wholesalers. From our experience, which goes back a good many years, we believe that most of the leading manufacturers operate in the same way. We are fully convinced of this fact and have the proof of what some are doing. If you would like proofs of our statement we shall be glad to produce them."

These letters are typical.

Chain stores and mail order houses should not receive an extra 10 per cent. or any extra discount beyond the wholesaler's cost. The manufacturer who gives this preferential price to chains and mail order stores is directly contributing to price cutting which threatens the very existence of his most important customers, the wholesale and retail hardware distributors.—Hardware Age.

A Business Man's Philosophy

Many years ago Louis F. Swift, the packer, said to a group of his employees: "Boys, I am going to give you some advice that will surprise you. Get into debt and dig out. I know this is contrary to what you are usually told, but my judgment, backed by experience, is that this is one of the best ways of getting ahead. Do not deprive yourselves of the things you want and ought to have because you cannot pay cash down. Get yourself a home, furnish it decently, and do other things that will tend to your comfort while you are able to enjoy them. What sense is there in hanging on to savings until all the zest is gone out of life? So I say again, get into debt and dig out. Then you have some real object before you."

"Save money" is such safe advice that it is given frequently. Most of us are disposed to give safe advice. We want to be free from responsibility if anything goes wrong. Bankers and lawyers invariably urge caution; consequently successful business men usually act first and then consult bankers and lawyers.

William Feather.

Proceedings of the Grand Rapids Bankruptcy Court

(Continued from page 11)

tober 30th, 1933, at 11 A. M. The trustee's final report will be approved at such meeting. There will be no dividend for general creditors.

In the matter of Clayton N. Stratton, individually and doing business as Manufacturers Sales Company, bankrupt No. 5188. The final meeting of creditors has been called for October 30th, 1933, at 10 A. M. The trustee's final report will be approved at such meeting. There will be no dividend for general creditors.

In the matter of Elmer Lewis Black, individually and doing business as Black's Family Shoe Store, bankrupt No. 5179. The final meeting of creditors has been called for October 30, 1933, at 10 A. M. The trustee's final report will be approved at such meeting. There may be a first and final dividend for creditors.

In the matter of George Hoodhood, bankrupt No. 5194. The final meeting of creditors has been called for October 30, 1933, at 11 A. M. The trustee's final report will be approved at such meeting. There will be no dividend for general creditors.

New Type of In-Between-Season Advertising

A novel type of in-between-season advertising is reported in Commercial Bulletin and Apparel Merchant (August) to have been used by an eastern merchant.

Just at the time when stores were at a loss to know whether to promote summer merchandise or new fall fashions, this firm cleverly combined the two.

After carefully assembling summer bargains and new fall merchandise this merchant headed a five-column newspaper advertisement with: "It All Depends on Where You're Headed . . . August's Bargains? Or September's Latest?" The space was divided into equal vertical sections which played up the summer bargains on one side and the fall fashions on the other, with a fall hat opposite a summer hat, with all other articles in a corresponding position.

MICHIGAN BELL TELEPHONE CO.



IT COSTS ALMOST AS MUCH NOT TO HAVE A TELEPHONE

Add up the monthly cost to you of messages that **must** be sent . . . of calls you make at public telephones . . . of time, carfare, driving and parking that a telephone at home would save.

Then consider the advantage of being able to receive messages from friends, relatives and business associates, and invitations to social affairs you would regret missing.

Remember, too, that in case of fire, sickness, accident or other emergency, just one telephone call for aid may be worth the cost of the service for a lifetime.

You can order a telephone from any Telephone Business Office. Installation will be made promptly.



GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS MICHIGAN

DRY GOODS

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

WHY PRICES ARE HIGHER

Enquiry into Costs May Give the Answer

If the NRA is to succeed, prices must not be allowed to run away. In the words of President Roosevelt: "We cannot hope for full effect of this plan unless, in those first critical months, and even at the expense of full initial profits, we defer price increases as long as possible."

What is actually happening?

Judging by newspaper comment and letters to the Consumers' Advisory Board, some prices are marching away ahead of the parade. And there is every expectation of further jumps.

How is the consumer to pass intelligently on the problem? Why have prices risen? How much? Are these rises in prices justified?

It is an easy matter to keep currently informed on the situation in the retail trade. A visit to the store any day will show the purchaser increases in one or the other item. But it is much more difficult to judge the validity of the price increases.

The intelligent consumer tries to figure out why the bed sheets for which she paid 60 cents a piece in March this year were \$1.19 when she went to the same store in September. "That's almost twice as much," she said, indignantly. "I won't buy any sheets now." The salesperson tells her politely but firmly that if she waits until the Winter months, she will have to pay much more. She finds an even larger increase when she is about to buy percale for her children's clothes. In March she paid 8 cents a yard; in September, when she was making their school clothes, she had to pay 22 cents.

Perplexed, she returns home to "figure it out. Her percale cost her 175 per cent. more than she paid in March, her sheets cost 72 per cent. more.

It is true that with the exception of the previous year, she never paid so little for that particular sheet as in March of this year. Why were sheets so cheap then? Is it just a desire to profiteer that makes the retailer charge so much more now? Who is doing the profiteering? Is there really profiteering? Or, are the increases justifiable under the circumstances? What are these "circumstances"?

These and many more questions come to the mind of the intelligent consumer who tries to find the reasons for the increased cost of articles of daily use in the household.

With the aid of the Consumers' Advisory Board this consumer has made an attempt to evaluate the factors that enter into the increased price. She finds at the outset that her questions are not easily answered.

The retailer gets his percale from a wholesaler or jobber, who gets the goods from the converter. The converter, who probably bought direct from the mill, had the goods printed

by the finisher. In a manufactured article, a dress, for example, there is a still more bewildering progression of steps from the mill which wove the gray goods to the retail store.

What did it cost the mill to manufacture the yard of percale she has bought? How much did it cost to print it in its present design? What does the wholesaler charge for his services? What were these costs in March and what are these costs now?

Two distinct increases in the cost have been effected recently. One is a Government tax; the other is increased wages and shorter hours.

Under the Agricultural Adjustment Act, a processing tax of 4.2 cents is imposed on every pound of cotton. The greater the cotton content of the article she buys, the larger is the proportionate amount of the tax. Consequently, the \$1 cotton house dress she wears on her round of home duties in the morning bears a larger tax than the light voile dress she slips on to go to the store. This tax on cotton is designed to help the farmer, to whom the Government will make substantial benefit payments this year. She is, of course, in sympathy with any attempt to increase the income and purchasing power of the farmer.

The second increase arises from the National Recovery Act's aim to increase wages to labor and shorten hours. Thus again the Government is making an effort to increase purchasing power, this time of the workers in trade and industry. The Cotton Textile Industry was one of the first to sign a code, on July 17. Hours of labor were reduced to 40 a week, with a two-shift operation; wages were raised to a minimum of \$12 in the South and \$13 in the North. The customer is in full accord with this effort to raise wages and spread employment. She realizes that the clothes offered last Winter at such "extraordinary bargains" often meant sweatshop conditions and starvation wages to factory workers and salespeople. And it very often meant shoddy clothes.

But how much more should be added or is added, to the price of the three yards of percale and the six sheets she bought? Where are the labor costs incurred? There is the mill which weaves the cloth. In the case of sheets, it usually does all the operations—weaves the gray cloth, bleaches, and hem-stitches or sews the sheet. In case of cloth, the mill usually sells the gray goods to a converter, who contracts with the finisher to have the goods printed into patterns of his designing. The finisher dyes or bleaches or prints the cloth. Already there are two sources at which extra labor costs can be traced. The converter may sell to a wholesaler or jobber, who sells to the retailer. If our consumer were buying a dress, instead of the goods, she would have the account for another step, the cut-make-and-trim or the manufacture of the dress. Here again there may be an extra step before the dress goes to the retailer.

How much—to retrace our steps—is the increased cost as a result of the NRA wage increases? That is a difficult question to answer. The efficient one, the mill which paid very low wages, would have a greater increase, at

least from the lowest wage to the new wage. In addition to higher wages, the prescribed shorter hours effect costs by reducing the output. How much? Here is one estimate that may guide our consumer. Textile mill labor costs have increased in the vicinity of 60 per cent. But that is only one factor that enters into the calculation of mill cost. It is a cost accounting problem not easily answered as yet.

She has almost forgotten the increased cost of materials. As a single example, vat dyes have gone up in cost. And, of course, raw cotton. Early in March, when she last bought sheets, the cost of "spot" cotton was down to six cents a pound. It began to go up soon after and rose to more than 11 cents in July. It went down sharply from that high point, so that in September, the date of her two purchases, cotton was around 9 cents. Was the raw cotton, out of which her articles were made, bought at the high point of July, or the very low of February and early March?

March, she is told, was the low point for most cotton goods. Many mills were losing money. Were the high prices of July and August due to an attempt to recoup losses, or to the great rush in buying? This again is difficult to determine.

The results of these intricate factors, however, are readily apparent in the market. Cotton towels have risen 87 per cent., at wholesale; ladies' hosiery, 63 per cent.; children's hosiery, 94 per cent.; men's socks, 67 per cent.; ribbed union suits, 73 per cent.; cheap shirts, over 72 per cent, and so on.

At retail, however, the increase has been slightly lower, but the retailer tells the customer that much of his merchandise is marked below replacement cost, because he is giving her the benefit of the cheap prices at which he bought goods at an earlier date. As time goes on, he will have to charge the full replacement value. Some of the stores are indicating in their advertising what prices would be if the merchandise were marked on the replacement basis: Silk hosiery selling at 49 cents would be priced at 75 cents to \$1.35; shirts now selling at \$1.09 would go to \$1.95. Higher prices are "promised" for the next 90 days on all sorts of necessities.

What has been said above should indicate how difficult it is for anyone to make a hard and fast decision about the reasonableness of most price increases. Nevertheless, the importance of knowing when prices are out of line has stimulated a series of fundamental investigations. These are being made in the consumers' interest by various agencies under NRA. At points where prices are made—whether by the manufacturer, the jobber or the retailer—the reasons for price lifting will be examined to pave the way for action when needed to protect the consumer.

Glove Prices Up 20 Per Cent

New prices coming through this week on men's gloves show advances as high as 20 per cent., following the start of the industry's NRA code last week. Pigskins, which were once quoted at \$14, the low point, cannot be obtained under \$22.50, and the lowest retail prices will probably be \$2.65. With

higher wages, however, workers are turning out better quality. Mochas and capeskins have advanced several dollars to \$19.50 per dozen for the cheaper grades. The many uses to which pigskins are now being put has created something of a shortage in those types, with the result that glove manufacturers have found it difficult to obtain supplies.

To Push New Resort Dresses

While the prolonged silk dyers' strike has caused further delay in the preparation of Winter resort and advance Spring lines of dresses, it is felt that a representative collection of this merchandise will probably be ready around or shortly after the middle of next month. The belief in the trade is that these lines, together with cruise styles, will meet a larger demand than was the case last year, owing to the improvement in business conditions. Indications are that once the silk troubles are adjusted, the lines will be rapidly whipped into shape and will be larger than a year ago.

Restrict Dry Goods Orders

Dry goods wholesalers, who have cut their buying operations at the present time to a minimum, foresee a period of hesitancy until the low-price goods now held by retailers are cleaned out and the higher-price merchandise starts to move over the counter. They feel that the higher prices have not been really tested as yet and point to the fact that some of the advances put into effect by retailers have met with opposition from customers. Jobbers placed only small fill-in orders during the week on a few staple lines.

Fancies Sought in Men's Shirts

As is usual for holiday buying, men's fancy shirts comprise the bulk of the orders now being placed by stores, who are covering their Christmas requirements. There is a somewhat stronger trend to fancies this season, however, than in several years. The \$1.65 range appears to be the most popular one, with the two matching collars styles leading. Shirts with rayon filling are being ordered freely. Another popular style is one made of branded rayon with silk colored figures, to sell at \$1.65.

High Shade Wool Dresses Lead

With high shades in football styles leading in the current demand, buyers are concentrating largely on woolen dresses, reports in the trade indicate. Business in formal afternoon and evening types, however, has gained, with the favor for velvets a highlight. The use of silks in dresses for general wear has been affected by the prolonged strike, a situation, however, that is regarded as only temporary.

Yard Goods Sales Forge Ahead

Piece goods sales at retail have continued to forge ahead, with gains of 50 per cent. or more volume being experienced by many stores. Pattern sales are also gaining, and merchandisers are now giving this end of the business increased attention, with the aim of making it more profitable. Retailers feel that adjustment of the size of the stocks they have to carry by contract would be desirable.

HOTEL DEPARTMENT

Obligations Involved in the Return of Hard Liquor

Los Angeles, Oct. 14—Herman Kletzsch, manager of the Republican Hotel, Milwaukee, in a communication just received, accuses me of wanton neglect in not paying him a promised visit at his excellent hotel during my vacation period in the East last summer and characteristically says: "Just so you know that you can always rely on the hospitality of the Wisconsin contingent is what I am trying to tell you. Although California appears to be attractive to you, and we may not have a similar climate here, we do want it said, and are prepared to demonstrate, that good fellowship is on a par with any dished up anywhere else. So next time visit the Badger state first and let the Wolverines wait a bit." Herman is eminently correct, as I had reason to discover several years ago, when, in company with Eames MacVeigh, I had the pleasure of making a flying trip through Wisconsin, and while my acquaintance with Badger bonifaces was limited, I never was more heartily entertained anywhere. All right, Herman, you are at the head of the list on my pink slip.

The passing of Wallace R. Farrington, or, of Honolulu, former governor of Hawaii, last week, comes as a personal regret to me. He sure was a most wonderful individual with a most pleasing personality. Several years ago I became intimately acquainted with him, on my visit to the Island Group. I was introduced to him by Col. William Waterhouse, head of the trust company by that name, who was my cabin mate on my voyage across the Pacific. Governor Farrington immediately proposed that we omit all formalities in our further relations, and twice a week, for several months I was a welcome visitor at the executive offices. On my departure the governor expressed regret that I could not tarry indefinitely. Jokingly, I suggested that if I could get a certain municipal appointment—that of traffic cop—I might return, and a few months later, in Salt Lake City, in introducing me to Senator Smoot, he suggested the possibility of my coming back on the basis of such appointment. He was very popular with his constituency and his spirit of enterprise will be missed in the Paradise of the Pacific.

Also the death of Governor Arthur Seligman, of New Mexico, is announced. While I met him but a very short time ago, on a visit with ex-Gov. Miguel Otero, at Santa Fe, he treated me with the utmost consideration, entrusting me with the keys of the Ancient City, and granting me a safe-conduct throughout the New Mexican domain, and I cannot but learn of his untimely demise with a feeling of sorrow. Governor Seligman was prominent, not only in the affairs of his own commonwealth, but throughout the entire southwest.

A disclosure made before Chicago courts indicated that Hotel Stevens during its last five years of operation, lost on an average over one million dollars per year. Among the extraordinary items of expense in operation was the salary of the general manager, E. J. Stevens, of \$72,000 per year. And yet some folks wonder why hotel investors turn grey.

John F. Conroy, Detroit hotel man, is a candidate for city councilman at the forthcoming city election. Mr. Conroy was manager of Hotel Whitford for twelve years and later was resident manager of the Abingdon. More recently he was associated with the Wardell as sales promotion manager. He is at present a director of the Greater Detroit Hotel Association.

Manager William Carroll, in charge of the Kellogg hotel interests at Battle Creek, reports that the brine system of refrigeration in use in his apartment hotels has been discontinued and henceforth they will be supplied by independent units.

The Crystal Hotel, at Flint, for years conducted by Earl Greene, is undergoing transformation. The newer part of the building, facing Union street and the Pere Marquette passenger station, is being remodeled and will soon be opened again for hotel purposes.

William O'Riley, owner of Lake View Park Hotel, has already started a program of remodeling, expecting to have such improvements completed in time for next season's business.

Ben Wagner, who has been conducting hotels in Detroit, in a minor way, for some time, has taken over the running of the Grant, a 200 room house, and will manage it himself with the aid of his son. The hotel was formerly conducted by Dunitz Bros., with A. Nelson as manager.

The newly formed Michigan Restaurant Association, through its counsel, Anthony A. Trupis, lodged a protest against the restaurant code with the NRA authorities in Washington, last week, asserting that many restaurants will be obliged to close if forced to observe the wage provisions of the National restaurant code. As a substitute, the Association has proposed to the NRA that Michigan restaurateurs, unable to maintain the minimum wage scale, be permitted to pay their labor whatever they can afford. This privilege, under the plan, would be open only to those who are able to show that they cannot operate at a profit on any other basis. The Association itself would be the enforcing agency, with authority to examine the books of restaurant proprietors. Trupis states that at least 2,000 restaurants in Michigan would be compelled to close if forced to meet the minimum wage.

I have not always exactly agreed with Billy Sunday in what I called erratic evangelistic ideas, but I remove my chapeau over the statement he made at Omaha recently on the subject of prohibition. "I cannot continue to preach prohibition and preach the gospel, so I am returning to my first love—preaching the gospel." Rev. Sunday has probably made the discovery that preaching temperance sanely to the individual is greatly different from bulldozing the element who wish to shape their own personal affairs. There is an important difference here which a lot of zealots have not discovered.

Mrs. Floyd E. Doherty will henceforth operate Hotel Osceola, at Reed City, owing to the death of her husband, which occurred some time ago. In a letter just received from her she shows her determination to try and continue the operation of the Osceola, due to the incentive that it will be something to work on and much satisfaction to succeed in the effort. She will succeed, all right.

Fred J. Doherty, owner of Hotel Doherty, Clare, who has just completed his second term as president of the Michigan Hotel Association, was made chairman of the executive committee of that organization and has begun a campaign which has in view the regulation of liquor selling after the repeal of the eighteenth amendment. His idea is that the most economical and satisfactory system of handling will be through the hotels in the various communities. "Investments in hotels aggregate the fifth largest of any business in Michigan, and to place the responsibility upon reputable hotel managers would be a safe method because these men have too much at

stake to violate liquor control rules." Mr. Doherty apparently is opposed to the open bar and would limit the sale of liquor to hotel requirements. With repeal now only a matter of formal approval by the few remaining states necessary to ring the knell of prohibition, the return of hard liquor fills the public mind with varying shades of emotion, ranging from shuddering apprehension to undisguised hilarity. I believe the larger and saner number recognize that the return of hard liquor should be so regulated that its service shall also bring to the states and communities certain resourceful compensations as will enable them to meet necessary financial obligations, which have, in a measure, brought about the present depression. For instance, prior to the acceptance of prohibition, the city of Chicago was the recipient annually of seventy million dollars in various liquor license fees. This just about represents her deficits in the past fifteen years. Naturally the first question to be answered is: "Where shall it be sold?" The old time reformers will naturally inveigh against the saloon, known for ages as the "poor man's club." What is the saloon, anyhow? Is it really a den of iniquity, through the swinging doors of which deluded fathers of hungry families, carrying their weekly pay-checks, enter only to emerge sodden, penniless wreck and stagger home to beat their wives and pawn the family trinkets? Or is it really a "poor man's club," at which, without membership dues, he drops in to spend a glowing hour at the end of a day of toil? The answer is framed in the point of view. It is not the name of the place in which liquor is sold, or the price for which it may be purchased that concerns the outlook for to-morrow. It is really the character of those who sell it and the kind of supervision under which the seller is permitted to operate. There is no more reason why the American public house (call it saloon if you will) should be an object of shame or disrepute than the wayside inn of any European country, the boulevard cafe of Paris or the rathskeller of Berlin. Pennsylvania for years limited liquor sales in hotels only. It was not an unqualified success. Perhaps the hotel men are in a better position to handle the situation than any other class. I am willing to trust them with the traffic, and I am willing to back up Mr. Doherty's plans if they can be enforced. One of the greatest evils in liquor handling has been the pernicious practice of "treating." Regulation will have little to do with the volume of consumption, but it will be a step in the right direction, if the character of those who sell it and the kind of super-

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\$2.00 up with bath.

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THE REED INN

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Rates Reasonable—Service Superb
—Location Admirable.
GEO. ANDERSON, Mgr.
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STURGIS, MICH.

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

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300 Rooms

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J. Leslie Kincaid, President

vision under which the seller is permitted to operate. Hotel bars were very numerous in the old days. As a rule they were operated in a business-like manner, but the human appetite has to be considered, and here is a chance for the prohibition worker. Coaxing, not driving, should be the watchword of the future. Regulation can do little toward moderating consumption. Education can do a lot. Liquor traffic in the hands of responsible parties, and proper taxes, are the main things to be considered.

Waiters and waiters there are to be sure, but the other evening I found one of the profession who modestly conceded he is a movie star. He is called upon quite often to give the studios the benefit of his experience. "My job, sir, is a most important one. I find my pleasure and some profit in dressing tables for sets out in the movies. There are some who say that the profession or, rather, the art of waiting on tables is dead, but I assure you it is not so. Bankers are bankers, diplomats are diplomats, and, I assure you, waiters are waiters. In a movie production it is highly important, from an artistic standpoint, that tables be set properly." I then remembered on certain occasions I had noticed some glaring inconsistencies in the set-up of tables in swell dining room affairs, but had not supposed that producers had given the matter any attention. The information cost me a modest tip, but was well worth it.

The railroads may or may not have discovered the chirography on the wall, but after hauling empty coaches between here and Chicago all summer long, they have finally discovered that what the public is really looking for is lower fares. Early in the season, when you really contemplated a trip to the Century of Progress, it was \$60.60 for a round trip, with a twenty-one day return limit. Now it is \$40 and you can take 60 days to get back home.

Frank S. Verbeck.

Gabby Gleanings From Grand Rapids

Within the past year a new wholesale leather and findings house has come into being in connection with a concern which has been in business in Grand Rapids since 1904. The Grand Rapids Belting Co., 40-50 Market, has manufactured leather belting for the past twenty-nine years. Within the past year it has added a complete wholesale sole leather and shoe findings department, supplying all requirements of shoe stores and shoe repair shops. It is distributing many of the better known lines of leather and supplies, such as Panco Rubber Co., Griffin shoe cleaners and polishes, Fleckenstein leather, Joppa, Steerhead, Stadri and other well known quality lines. A complete line of shoe laces, cement presses and supplies of all descriptions is also carried in complete stock.

Richard D. Warner (Colonial Salt Co.) went to Mackinaw City for the week end to bring Mrs. Warner home from Wa-Wa-Tam Beach, where he has long owned and occupied a summer home. During the past summer he put in a drive well and now has a flowing well which sends out a gallon of water every six seconds. The water is very palatable and has a temperature of 46 degrees.

You can't stretch your word far without breaking it.

Happy is the man who can't borrow trouble.

Credit Expansion Probable Policy of Government

The outstanding development of the week was the action of the Treasury Department in calling in approximately one-third of the Fourth Liberty 4½s. The significance of this action is that the Administration will apparently follow a sound money policy, temporarily at least. It indicates recognition of the fact that confidence in the money standards in the country is necessary before long term capital will be available from private sources.

Another important development was the rapid progress that is being made towards liquifying deposits of banks still closed. Although payment in currency of 100 per cent. is not reasonable, a 50 per cent. payment or less would release an enormous amount of funds. It is believed that this action will be effected through the new central bank, which will be financed by the R. F. C.

If investors will take stock in the present economic trend, they will find seven months have elapsed since experimental economic measures were introduced. Also, remember that the backbone of sustained economic reconstruction must be based on widespread employment and the volume of purchasing power, that is in line with price levels. Many financial experts claim that the cost of living figures have risen 10 per cent. and production has increased 53 per cent. In this same period, wholesale commodity prices have advanced 40 per cent., which would lead one to believe that physical volume of production has gone ahead too rapidly. This was undoubtedly due to speculative purchasing and replacement demand. Manufacturers bought raw materials and wholesalers and retailers filled their shelves. However, there still remain millions of people out of work who necessarily are confronted with the problem of increased living costs. In considering a problem in this light, one can understand the reasons for the Administration's policy on the money standard.

Therefore, the next step in the program probably is a policy of credit expansion to provide money for capital goods production. Farmers will receive credit for curtailment of production, railroads will receive credit for purchases of new equipment, banks will receive new capital and the public works will undoubtedly be financed. Credit expansion, therefore, promises to increase faster than trade or industrial activity, which is a form of inflation and will lead towards strength in commodity prices and certain types of securities.

J. H. Petter.

Tribute To the Family Cat

He jumped up on my desk as I sit here trying to think of something more to record.

He follows the course of my pencil with his eyes as I write this.

Now he interrupts the pencil with his paw—he thinks I am writing just for his amusement rather than for the delectation of you readers.

He weighs twelve pounds and is more than twelve years old. I don't know his exact age, for he came full grown and as a blow-in. I was proud that he selected me as his master and our home as his abode—took it as a

compliment—and after some diligent effort to locate his owner, and hoping that I would not, I named him Benvenuto, which is the Italian for welcome.

Then, there was Benvenuto Cellini, the great 16th century goldsmith and swashbuckler, to whom King Francis I of France, his great art patron, always referred as "My Benvenuto."

I thought by reason of his nature and sex that naming him for this character in history with such a career might be fitting.

He is very beautiful—a perfect piece of natural form and function architecture. His ancestors were natives of Malay and he has short hair of the color, texture and markings of a chipmunk.

He is like a child that always remains a child—never grows up. His favorite place is upon a very downy seat of a chair in the living room—it has been recovered many times on his account.

Frequently he jumps up on the mantel or book cases, weaving in and around many ornaments of value and has never knocked over or broken one of them.

When company comes he usually mounts some high point in the room and poses in the very poetry of changing lines and never an ungraceful movement or gesture.

He has the best of table scraps and even special food to his liking. He is combed each day, an operation of which he is very fond and upon which he insists.

He has the run of the yard in good weather. He pursues field mice and sparrows. I never saw him with any song birds. Hunting is the sport of kings.

He has never been punished nor had a cross word spoken to him save in jest—never did anything to justify punishment.

He has never been trained to any movements or actions beyond his nature nor beneath his dignity—won't even come when he's called. If he is in sight when wanted, why, he just sits and looks at you like a Chinaman—knows all about you and you don't know a thing about him.

He doesn't have to obey any orders; he is economically independent—absolutely; for if necessary he can forage for his food and knows instinctively by reason of his good looks and manners that some other family will take him in if need be and treat him with all the care and consideration that we do. He has just as much sense as the needs—and which is more than some of us human beings can say.

He has no trouble about money; he is not obsessed with the mania of owning things; he worries not about the future of his body nor his soul, nor is he concerned in the least mite about rights or duties or obligations of any sort.

Oh, Lord, I am growing old and full of days. I have had many tribulations and I am sorely tried with the times. If there be reincarnation of the spirit after departing this life, cast mine, Oh Lord, to a creature like this with all his powers of endearment and ingratitude to the will of a kindly, indul-

gent human master, that I may again live the quiet, peaceful, harmonious, contented life of My Benvenuto—my cat!

Twenty-Three New Readers of the Tradesman

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

Thomas Graham, Grand Rapids
Claude F. Babcock, Clio
Julius Rose, Clio
D. C. Kingsbury, Clio
Floyd Roberts, Clio
Eddington Lee, Bridgeport
Art Goodknecht, Mt. Morris
McCormick's, Montrose
Wm. E. Arnold, Birch Run
Gerald Bos, Grand Rapids
Wm. F. Paine, Tuscola
Central Meat Market, Vassar
Chas. C. Johnson, Vassar.
Joseph Heim, Ionia
C. E. Tennant, Caro
J. J. Carpenter, Caro
J. L. Kauffman, Caro
G. N. Van Tine, Caro
C. E. Patterson, Cass City
M. D. Hart, Cass City
Alex. Henry, Cass City
John Fournier, Gagetown
Adrian Nutt, Gagetown.

Sporting Goods Rise Sharply

While sporting goods dealers anticipate a larger volume of business next year because of added leisure for workers, they fear that the sharply increased prices may retard buying. This is particularly true of golf equipment. While a fair supply of cheap golf clubs will be carried over to the Spring, later in the year it will be difficult to obtain irons under \$3 and woods under \$5. Golf balls will be 15 to 20 per cent. higher. All leather bags have advanced sharply, the \$5 wholesale ranges going up to \$7.90.

Different Types of Vinegar

There are many kinds of vinegar, varying widely in desirability for different purposes. Vinegars are classified, the Department of Agriculture points out, as cider or apple vinegar; wine or grape vinegar, malt vinegar, sugar vinegar, glucose or corn-sugar vinegar; spirit, distilled, grain, or white vinegar; and evaporated-apple or dried-apple vinegar.

The sour taste of vinegar is due to the natural acetic acid developed during the fermentation process.

Leather Belting Call Steady

A fair volume of orders for leather belting continues to appear, despite the higher prices which manufacturers are now quoting. Advances have been kept down as much as possible by producers in order to prevent a halt in the sale of goods, but sharply increased leather prices have forced substantial additions to previous lists. Most of the orders appearing are for replacement purposes, particularly in textile mills, but a slightly better call is developing from machinery manufacturers.

Business is closely similar to a trimotored airplane: One of the engines is advertising; another is personal salesmanship; and another is the mere motive force of primitive needs. When you kill the advertising engine, the business craft can neither speed nor climb.—Roger W. Babson.

DRUGS

Michigan Board of Pharmacy
 President—Earl Durham, Corunna.
 Vice-Pres.—M. N. Henry, Lowell.
 Other members of the Board—Norman Weess, Evart; 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.

Radical Changes in American Diet Predicted

"Invention" in agriculture has been just as successful as it has been in industry, and during the next 25 years it is probable that many radical changes will be made in the American diet because of the development of new varieties of plants.

This assertion is made by Dr. William A. Taylor, Chief of the United States Bureau of Plant Industry. He points out that although industry and agricultural invention cannot be strictly compared because mechanical inventions are stable while a new plant variety may show considerable variation, agriculture has made relatively great advances.

Dr. Taylor says that the outlook for development of new plant species is more hopeful to-day than ever before because of these two factors.

Twenty-five years ago all the work of plant breeding was carried on by individuals. To-day the Government is also engaged in scientific research in this field.

Formerly there was no protection for the man developing a new plant. Now the plant patent law permits the granting of patents for "new and distinct varieties of plants which have been asexually reproduced."

While the provision of the law does not cover reproduction by seed, thus excluding many major agricultural crops, it does cover fruits and several other plant products which are reproduced asexually.

The plant patent law has been in effect since May 23, 1930. Dr. Taylor says that this is too short a period to determine how effective it is going to be in encouraging breeders to originate new varieties.

If the law is successful in bringing about greater commercial development of the classes of food products it now includes, there is the possibility it may be extended to cover plants reproduced by seed. This has been advocated and such a law could be administered, Dr. Taylor points out.

Plant breeders are attempting to develop plants which will be immune from disease; which will possess large yielding properties and have other valuable qualities. Resistance to cold, drought, heat, wind or soil conditions are other qualities which are being considered in plant breeding experiments.

Canneries have encouraged plant

breeding for the production of certain qualities in their product. Tomatoes have been developed with a certain texture, flavor and color for catsup. Similar results have been attained in developing strawberries for specific purposes.

Before the passage of the plant patent law, discoverers of new plants were entirely without protection for their work. The originator of a new plant found his only hope of financial return through high prices for the short time after his discovery was introduced.

One of the most important fields for research, says Dr. Taylor, is in the originating of species of plants which will be disease resistant.

The phoney disease has threatened the peach supply of Georgia. Blight has killed out chestnuts in the East. The blister rust threatens the white-pine forests.

Development of disease resistant varieties by the plant breeder offers one of the best means of combatting these diseases.

Dr. Taylor points out many examples could be submitted of the tremendous improvement in production of major agricultural crops which has been made possible through improvement of plant varieties. Hybrids produced in corn-breeding experiments have yielded 20 to 40 per cent. more than the best of the ordinary varieties. Most agricultural crops have been improved through careful selection of seed stock.

Most of the 73 patents which have been granted under the plant patent law have been for flowers and small fruits. Mrs. Elizabeth Waters Burbank, widow of Luther Burbank, was among the first to submit new varieties of plants for patents. Patents have been issued to her for three varieties of plums, for peaches and several other new plants.

Roses have predominated in the number of patents granted. More than 20 new varieties have been patented. Carnations, freesias and dahlias are other floral varieties on which patents have been issued.

Secretary of the Interior Ickes holds a patent on a dahlia of a coral red color shading to Eugenia red towards the center. His patent is No. 19 and was granted July 19, 1932.

Plums, peaches, cherries, strawberries, grapes, and the dewberry bramble, pecan, mushroom, and barberry are other types of which varieties have been patented.

The patent law provides for protection against any propagation by grafting, budding, cutting and layering, which results in producing another plant similar to that from which the parts have been cut.

First Aid For Poison Victim

The symptoms of poisoning depend upon what poison has been taken. Many poisons produce nausea, vomiting, purging, and collapse. Others bring on convulsions or spasms and a few cause the patient to become gradually unconscious without any other striking symptoms.

In an endeavor to determine what poison has been taken, says the United States Public Health Service, if no information can be obtained from the

patient, an examination of the surroundings may throw light on the case. An empty bottle may be discovered in the vicinity or some of the substance may have been spilled over the floor or the clothing. This may be smelled or otherwise examined. It may be ascertained that certain poisons were in the house and one of these poisons may show signs of having been recently opened or handled.

Always smell the breath and examine the mouth. The mouth may be stained or burned by certain chemicals in a characteristic way, such as follows drinking carbolic acid or other strong acids. If a patient has taken a drug accidentally and if he is conscious he will, of course, be willing to tell what drug it was.

Remember that a skilled physician is usually able to decide from the symptoms what poison has been taken. Always send immediately for a doctor if poisoning is suspected but while you are waiting for a doctor to arrive administer first-aid measures yourself.

As temporary emergency measures before the doctor arrives the United States Public Health Service recommends:

First: That you give the antidote if it is known and available. If you lack the proper antidote, white of eggs, milk, or strong tea may be administered as they will do no harm and are somewhat antagonistic to a number of poisons.

Second: Get the poison out of the stomach as soon as possible. After administering the antidote the stomach should be emptied as quickly as possible. The antidote is expected to combine with the poison and render it harmless but it may not be effective or the resulting mixture may be harmful if it is afterwards absorbed. To cause vomiting, tickle the back of the throat with the forefinger, or give an emetic.

There are several general emetics that can be prepared quickly in almost any home. The first of these is the mustard emetic. One heaping teaspoon-

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CUSTOMERS THE BEST

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PUTNAM FACTORY

NATIONAL CANDY CO., INC.

GRAND RAPIDS, MICH.

HOLIDAY GOODS

OUR 1933 DISPLAY NOW READY

Thousands of items sensibly priced in plain figures ready for your inspection. The Line contains plenty of new items, also all the leading staples. We are selling considerable holiday goods every day. We expect to sell our share—and you also should freshen up your stock and sell your share—for every year some buy holiday gifts and if you don't sell them—someone else will. This is your invitation to come look the line over. The selection is large and the prices are right.

Hazeltine & Perkins Drug Co.
 Grand Rapids Michigan

ful of mustard mixed with a cupful of lukewarm water. Second, the salt emetic. One heaping teaspoonful of salt to a cupful of lukewarm water.

Repeat the dose every 10 minutes until three or four tumblers have been swallowed if vomiting does not occur sooner. It is well to cause the patient to vomit several times and to have him drink freely of lukewarm water in the intervals. This process assists in washing out the stomach.

Third, the ipecac emetic. One or two teaspoonfuls of syrup of ipecac in a cupful of lukewarm water. Repeat the dose if necessary.

There are a few poisons in which it is not wise to give an emetic. But in an emergency, in the absence of a doctor and without specific knowledge to the contrary, the general rule for giving an emetic holds.

No emetic should be given after the acid poisons, such as acetic acid, muriatic acid, nitric acid, oxalic acid and sulphuric acid.

If before the doctor arrives an antidote has been administered followed by an emetic which has produced vomiting, you should know that if the pulse becomes rapid and weak, hot coffee, one-half a teaspoonful of aromatic spirits of ammonia, should be given. If the patient is greatly weakened and prostrated, as he generally will be, hot-water bottles should be applied around the feet and the extremities and measures taken to sustain the strength.

Change in Drug Act Held Detrimental

Marshaling the arguments that will be used against revision of the Pure Food and Drugs act at the coming session of Congress, drug manufacturers declare that 53 per cent. of the wholesale drug volume of the country is in proprietary or trade-marked items; that the proposed rewriting of the act will affect adversely these goods and that it will tend to reduce the tremendous volume of advertising which the industry does.

The advertising bill of the industry amounted to \$345,000,000 in 1932, it was pointed out. In addition to reducing this amount, the so-called Tugwell bills will hurt the raw materials market, the container and closure industry, railroad freight, real estate values and cause additional unemployment, drug producers charge.

Of course, the main argument of the drug industry will be that the new bills prevent "self-medication" and destroy the personal and private rights guaranteed by the Constitution. However, the effect on industry will also be stressed strongly.

The drug trades also object to the measures on the ground that they establish complete bureaucratic control over the manufacture, sale and distribution of foods, drugs, medicine and cosmetics, and transfer the regulation of advertising from one forum to another, thereby effecting more drastic control and the probability of multiple seizures.

It was also declared that under existing laws the public is fully protected from impure foods and drugs in a three-fold manner, namely: by the right of the drug administration to prosecute the manufacturer; by denying use of the mails through the postal laws and

by prosecution under the Federal Trade Act.

While the drug trades feel that some sort of revision of the existing statutes is inevitable, they are anxious to keep them within certain bounds, which, they feel, will not seriously affect the industry.

More Photoelectrics

In spite of the widespread publicity which has been given to the many accomplishments of the electric eye and related devices, each new list of them contains many interesting items. Here, for instance, are some (and only some) of the uses which are listed in a recent catalogue of the photoelectric relays produced by one manufacturing company. Some of this company's photoelectric relays are used to control steam valves in removing scale from steel ingots, power and pressure in chain-welding machines, an automatic machine for making cotton bags, spray guns which prime lumber, a machine for grading ball bearing according to size, and automatic weighing processes for commodities as far apart as cement and baking powder.

Others are used to synchronize a pair of conveyors, and still others to stop a conveyor when a jam occurs.

Even more picturesque is the use of the photoelectric relay to indicate the lineup on a drawbridge, to regulate the fluid level in an oil tank, to inspect storage battery caps for vent holes, to reject defective dry cells.

Other accomplishments of this new watchman are to indicate when the ore or coal in a bin has reached the desired level, to sound the alarm when a filter in a sugar refinery fails, and to give word when a skip hoist travels too far.

Another recently announced application is the use of the electric eye to shut off a testing machine when an item being tested for fatigue finally breaks.

Sales of Food Products

Monthly sales of food products are to be reported by the Bureau of Foreign and Domestic Commerce. Dr. Willard L. Thorp, Director, has undertaken to set up monthly indexes of sales volume in important fields of retail trade.

In announcing the project, the Department of Commerce stated Oct. 4 that it was initiated at the request of the Executive Council and the Central Statistical Board. The Department pointed out that it is expected the new indexes will serve as helpful guides to changing trends in the movement of consumer goods, indicating from month to month the effect of varying economic policies and practices.

An attempt will be made to prepare the indexes so that they will represent sales in small towns, country and city districts. In the establishment of trade figures the co-operation of representative firms and organizations has been obtained.

A monologue is a conversation between an insurance salesman and a prospect.

If you have half an hour to spare, don't spend it with someone who hasn't.

WHOLESALE DRUG PRICE CURRENT

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

ACID		GUM	
Acetic, No. 8, lb.	06 @ 10	Aloes Barbadoes, so called, lb. gourds	@ 60
Boric, Powd., or Xtal, lb.	08 1/2 @ 20	Powd., lb.	@ 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 @ 46	Arabic, P'd, lb.	25 @ 35
ALCOHOL		Asafoetida, lb.	47 @ 50
Denatured, No. 5		Asafoetida, Po., lb.	75 @ 82
gal.	44 @ 55	Guaiaac, lb.	@ 70
Grain, gal.	4 00 @ 5 00	Guaiaac, powd.	@ 75
Wood, gal.	50 @ 60	Kino, lb.	@ 90
ALUM-POTASH, USP		Kino, powd., lb.	@ 1 00
Lump, lb.	05 @ 13	Myrrh, lb.	@ 60
Powd. or Gra., lb.	05 1/4 @ 13	Myrrh Pow., lb.	@ 75
AMMONIA		Shellac, Orange, lb.	22 1/2 @ 30
Concentrated, lb.	06 @ 18	Ground, lb.	22 1/2 @ 30
4-F, lb.	05 1/2 @ 13	Shellac, white, (bone dr'd) lb.	35 @ 45
3-F, lb.	05 1/2 @ 13	Tragacanth, No. 1, bbls.	1 60 @ 2 00
Carbonate, lb.	20 @ 25	No. 2, lbs.	1 50 @ 1 75
Muriate, Lp., lb.	18 @ 30	Pow., lb.	1 25 @ 1 50
Muriate, Gra., lb.	08 @ 18	HONEY	
Muriate, Po., lb.	20 @ 30	Pound	25 @ 40
ARSENIC		HOPS	
Pound	07 @ 20	1/4 Loose, Pressed, lb.	@ 1 25
BALSAMS		HYDROGEN PEROXIDE	
Copaiba, lb.	60 @ 1 40	Pound, gross	25 00 @ 27 00
Pir, Cana., lb.	2 00 @ 2 40	1/2 lb., gross	15 00 @ 16 00
Pir, Oreg., lb.	50 @ 1 00	1/4 lb., gross	10 00 @ 10 50
Peru, lb.	1 70 @ 2 20	INDIGO	
Tolu, lb.	1 50 @ 1 80	Madras, lb.	2 00 @ 2 25
BARKS		INSECT POWDER	
Cassia		Pure, lb.	31 @ 41
Ordinary, lb.	@ 30	LEAD ACETATE	
Ordin., Po., lb.	25 @ 35	Xtal, lb.	17 @ 25
Saigon, lb.	@ 40	Powd. & Gran.	25 @ 35
Saigon, Po., lb.	50 @ 60	LICORICE	
Elm, lb.	40 @ 50	Extracts, sticks, per box	1 50 @ 2 00
Elm, Powd., lb.	38 @ 45	Lozenges, lb.	40 @ 50
Elm, G'd, lb.	38 @ 45	Wafers, (24s) box	@ 1 50
Sassafras (P'd lb. 45)	@ 35	LEAVES	
Soap tree, cut, lb.	20 @ 30	Buchu, lb., short	@ 60
Soap tree, po., lb.	35 @ 40	Buchu, lb., long	@ 70
BERRIES		Buchu, P'd, lb.	@ 70
Cube, lb.	@ 55	Sage, bulk, lb.	25 @ 30
Cube, po., lb.	@ 75	Sage, loose pressed 1/4s, lb.	@ 40
Juniper, lb.	10 @ 20	Sage, ounces	@ 85
BLUE VITRIOL		Sage, P'd & Grd.	@ 35
Pound	06 @ 15	Senna, Alexandria, lb.	35 @ 40
BORAX		Tinnevela, lb.	20 @ 30
P'd or Xtal, lb.	06 @ 13	Powd., lb.	25 @ 35
BRIMSTONE		Uva Ursi, lb.	@ 31
Pound	04 @ 10	Uva Ursi, P'd, lb.	@ 45
CAMPHOR		LIME	
Pound	55 @ 75	Chloride, med. dz.	@ 85
CANTHARIDES		Chloride, large, dz.	@ 1 45
Russian, Powd.	@ 30	LYCOPodium	
Chinese, Powd.	@ 2 00	Pound	45 @ 60
CHALK		MAGNESIA	
Crayons, White, dozen	@ 3 60	Carb., 1/4s, lb.	@ 30
Dustless, doz.	@ 6 00	Carb., 1/16s, lb.	@ 32
French Powder, Com'l., lb.	03 1/2 @ 10	Carb., P'd, lb.	15 @ 25
Precipitated, lb.	12 @ 15	Oxide, Hea., lb.	@ 75
Prepared, lb.	14 @ 16	Oxide, light, lb.	@ 75
White, lump, lb.	03 @ 10	MENTHOL	
CAPSICUM		Pound	4 80 @ 5 20
Pods, lb.	60 @ 70	MERCURY	
Powder, lb.	62 @ 75	Pound	1 25 @ 1 35
CLOVES		MORPHINE	
Whole, lb.	30 @ 40	Ounces	@ 11 80
Powdered, lb.	35 @ 45	1/4s	@ 13 96
COCAINE		MUSTARD	
Ounce	12 63 @ 14 85	Bulk, Powd., select, lb.	45 @ 50
COPPERAS		No. 1, lb.	25 @ 35
Xtal, lb.	03 1/4 @ 10	NAPHTHALINE	
Powdered, lb.	04 @ 15	Balls, lb.	07 @ 12
CREAM TARTAR		Flake, lb.	07 @ 12
Pound	23 @ 36	NUTMEG	
CUTTLEBONE		Pound	@ 40
Pound	40 @ 50	Powdered, lb.	@ 50
DEXTRINE		NUX VOMICA	
Yellow Corn, lb.	06 1/2 @ 15	Pound	@ 25
White Corn, lb.	07 @ 15	Powdered, lb.	15 @ 25
EXTRACT		OIL ESSENTIAL	
Witch Hazel, Yel-low Lab., gal.	99 @ 1 82	Almond, Bit., true, ozs.	@ 50
Licorice, P'd, lb.	50 @ 60	Bit., art., ozs.	@ 30
FLOWER		Sweet, true, lb.	1 25 @ 1 80
Arnica, lb.	50 @ 55	Sw't, art., lbs.	1 00 @ 1 25
Chamomile, German, lb.	35 @ 45	Amber, crude, lb.	71 @ 1 40
Roman, lb.	@ 90	Amber, rect., lb.	1 30 @ 2 00
Saffron, American, lb.	50 @ 55	Anise, lb.	1 00 @ 1 60
Spanish, ozs.	@ 1 65	Bay, lb.	4 00 @ 4 25
FORMALDEHYDE, BULK		Bergamot, lb.	3 00 @ 3 60
Pound	09 @ 20	Cajeput, lb.	1 50 @ 2 00
FULLER'S EARTH		Caraway S'd, lb.	2 80 @ 3 40
Powder, lb.	05 @ 10	Cassia, USP, lb.	2 10 @ 2 60
GELATIN		Cedar Leaf, lb.	1 50 @ 2 00
Pound	55 @ 65	Cedar Leaf, Com'l., lb.	1 00 @ 1 25
GLUE		Citronella, lb.	1 05 @ 1 40
Brok., Bro., lb.	20 @ 30	Cloves, lb.	1 75 @ 2 25
Gr'd, Dark, lb.	16 @ 22	Croton, lbs.	4 00 @ 4 60
Whi. Flake, lb.	27 1/2 @ 35	Cube, lb.	4 25 @ 4 80
White G'd, lb.	25 @ 35	Erigeron, lb.	2 70 @ 3 35
White AXX light, lb.	@ 40	Eucalytus, lb.	95 @ 1 60
Ribbon	42 1/2 @ 50	Fennel	2 25 @ 2 60
GLYCERINE		Hemlock, Pu., lb.	
Pound	14 1/2 @ 35	Hemlock Com., lb.	1 00 @ 1 25
ACID		Juniper Ber., lb.	3 00 @ 3 20
ALCOHOL		Junip'r W'd, lb.	1 50 @ 1 75
AMMONIA		Lav. Flow., lb.	3 50 @ 4 00
ARSENIC		Lav. Gard., lb.	1 25 @ 1 50
BALSAMS		Lemon, lb.	1 75 @ 2 25
BARKS		Mustard, true, ozs.	@ 1 50
BERRIES		Mustard art., ozs.	@ 35
BLUE VITRIOL		Orange, Sw., lb.	3 00 @ 3 25
BORAX		Origanum, art., lb.	1 00 @ 1 20
BRIMSTONE		Pennyroyal, lb.	2 75 @ 3 20
CAMPHOR		Peppermint, lb.	4 75 @ 5 40
CANTHARIDES		Rose, dr.	@ 2 50
CHALK		Rose, Geran., ozs.	50 @ 95
CHAPS		Rosemary Flowers, lb.	1 00 @ 1 50
CLOVES		Sandalwood, E. I., lb.	8 00 @ 8 60
COCAINE		W. I., lb.	4 50 @ 4 75
COPPERAS		Sassafras, true, lb.	1 60 @ 2 20
CREAM TARTAR		Syn., lb.	85 @ 1 40
CUTTLEBONE		Spearment, lb.	2 00 @ 2 40
DEXTRINE		Tansy, lb.	3 50 @ 4 00
EXTRACT		Thyme, Red, lb.	1 50 @ 2 00
FLOWER		Thyme, Whi., lb.	1 75 @ 2 40
FULLER'S EARTH		Wintergreen Leaf, true, lb.	5 40 @ 6 00
GELATIN		Birch, lb.	3 50 @ 4 00
GLUE		Syn.	75 @ 1 20
GLYCERINE		Wormseed, lb.	3 50 @ 4 00
ACID		Wormwood, lb.	4 50 @ 5 00
ALCOHOL		OILS HEAVY	
AMMONIA		Castor, gal.	1 15 @ 1 35
ARSENIC		Cocoonut, lb.	22 1/2 @ 35
BALSAMS		Cod Liver, Norwegian, gal.	1 10 @ 1 50
BARKS		Cot. Seed, gal.	85 @ 1 00
BERRIES		Lard, ex., gal.	1 55 @ 1 65
BLUE VITRIOL		Lard No. 1, gal.	1 25 @ 1 40
BORAX		Linseed, raw, gal.	82 @ 97
BRIMSTONE		Linseed, boil., gal.	85 @ 1 00
CAMPHOR		Neatsfoot, extra, gal.	80 @ 1 00
CANTHARIDES		Oliver, Malaga, gal.	2 50 @ 3 00
CHALK		Pure, gal.	3 00 @ 3 50
CHAPS		Sperm., gal.	1 25 @ 1 50
CLOVES		Tanner, gal.	75 @ 90
COCAINE		Tar, gal.	50 @ 65
COPPERAS		Whale, gal.	@ 2 00
CREAM TARTAR		OPIUM	
CUTTLEBONE		Gum, ozs., \$1.40;	
DEXTRINE		lb.	17 50 @ 20 00
EXTRACT		Powder, ozs., \$1.40;	
FLOWER		lb.	17 50 @ 20 00
FULLER'S EARTH		Gran., ozs., \$1.40;	
GELATIN		lb.	17 50 @ 20 00
GLUE		PARAFFINE	
GLYCERINE		Pound	06 1/2 @ 15
ACID		PEPPER	
ALCOHOL		Black, grd., lb.	25 @ 35
AMMONIA		Red, grd., lb.	45 @ 55
ARSENIC		White, grd., lb.	40 @ 45
BALSAMS		PITCH BURGUNDY	
BARKS		Pound	20 @ 25
BERRIES		PETROLATUM	
BLUE VITRIOL		Amber, Plain, lb.	12 @ 17
BORAX		Amber, Carb., lb.	12 @ 19
BRIMSTONE		Cream Whi., lb.	17 @ 22
CAMPHOR		Lily White, lb.	20 @ 25
CANTHARIDES		Snow White, lb.	22 @ 27
CHALK		PLASTER PARIS DENT'L	
CHAPS		Barrels	@ 5 75
CLOVES		Less, lb.	03 1/2 @ 08
COCAINE		POTASSA	
COPPERAS		Caustic, st'ks, lb.	55 @ 83
CREAM TARTAR		Liquor, lb.	@ 40
CUTTLEBONE		POTASSIUM	

GROCERY PRICE CURRENT

The following list of foods and grocer's sundries is listed upon base prices, not intended as a guide for the buyer. Each week we list items advancing and declining upon the market. By comparing the base price on these items with the base price the week before, it shows the cash advance or decline in the market. This permits the merchant to take advantage of market advances, upon items thus affected, that he has in stock. By so doing he will save much each year. The Michigan Tradesman is read over a broad territory, therefore it would be impossible for it to quote prices to act as a buying guide for everyone. A careful merchant watches the market and takes advantage from it.

ADVANCED

Hart Crosby Corn
Evaporated Apricots
Raisins
Catsup

DECLINED

AMMONIA

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

APPLE BUTTER

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



BLEACHER CLEANSER

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

BLUING

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

BEANS and PEAS

100 lb. bag	
Dry Lima Beans, 100 lb.	7 50
White H'd P. Beans	3 60
Split Peas, yell., 60 lb.	3 90
Split Peas, gr'n, 60 lb.	5 30
Scotch Peas, 100 lb.	7 30

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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BREAKFAST FOODS

Kellogg's Brands	
Corn Flakes, No. 136	2 85
Corn Flakes, No. 124	2 85
1 ep, No. 224	2 15
1 ep No. 250	1 05
Krumbles, No. 412	1 40
Brn Flakes, No. 624	1 90
Brn Flakes, No. 650	85
Rice Krispies, 6 oz.	2 25
Rice Krispies, 1 oz.	1 10
All Bran, 16 oz.	2 30
All Bran, 10 oz.	2 75
All Bran, 3/4 oz.	1 11
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 60
Grape-Nuts, 24s	3 90
Grape-Nuts, 50s	1 50
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	3 65
Winner, 5 sewed	5 50
Whisk, No. 3	2 25

BRUSHES

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

Stove

Shaker	1 80
No. 50	2 00
Peerless	2 60

Shoe

No. 4-0	2 25
No. 2-0	3 60

BUTTER COLOR

Dandelion	2 85
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CANDLES

Electric Light, 40 lbs.	12 1
Plumber, 40 lbs.	12 8
Paraffine, 6s	14 1/2
Paraffine, 12s	14 1/2
Wicking	40
Tudor, 6s, per box	30

CANNED FRUITS

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

Pears

Pride of Mich. No. 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 95
Shrimp, 1, wet	1 50
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 15
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., Shl.	1 40
Corn Beef Hash, doz.	1 85
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	48
Potted Meat, 1/2 Libby	75
Potted Meat, 1/2 Qua.	70
Potted Ham, Gen. 1/4	1 35
Vienna Saus., No. 1/2	90
Vienna Sausage, Qua.	85

Baked Beans

Campbells 48s	2 60
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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 90
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 Mich., No. 2	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	95
Diced, No. 10	4 20

Corn

Golden Ban., No. 2	1 35
Golden Ban., No. 10	10 00
Little Quaker, No. 1	90
Country Gen., No. 2	1 20
Marcellus, No. 2	1 10
Fancy Crosby, No. 2	1 35
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 75

Pumpkin.

No. 10	4 75
No. 2 1/2	1 25
No. 2	92 1/2

Sauerkraut

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

Spinach

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

Squash

Boston, No. 3	1 35
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Succotash

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

Tomatoes

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

Tomato Juice

Hart, No. 10	
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CATSUP

Little Sport, 14 oz., dozen	1 23
Sniders, 8 oz., doz.	1 20
Sniders, 14 oz., doz.	1 85
Quaker, 8 oz., doz.	1 12
Quaker, 14 oz., doz.	1 35

CHILI SAUCE

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

OYSTER COCKTAIL

Sniders, 11 oz.	2 00
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CHEESE

Roquefort	72
Wisconsin Daisy	14 1/2
Wisconsin Twin	14
New York June	24
Sap Sago	44
Brick	13
Michigan Flats	13
Michigan Daisies	13
Wisconsin Longhorn	14
Imported Leyden	25
1 lb. Limberger	22
Imported Swiss	23
Kraft, Pimento Loaf	25
Kraft, American Loaf	21
Kraft, Brick Loaf	21
Kraft, Swiss Loaf	21
Kraft, Old End. oaf	37
Kraft, Pimento, 1/2 lb.	1 50
Kraft, American, 1/2 lb.	1 30
Kraft, Brick, 1/2 lb.	1 50
Kraft, Limbur., 1/2 lb.	1 50

CHEWING GUM

Adams Black Jack	61
Adams Dentyne	65
Beeman's Pepsin	65
Beechnut Peppermint	65
Doublemint	65
Peppermint, Wrigleys	65
Spearmint, Wrigleys	65
Juicy Fruit	65
Wrigley's P-K	65
Teaberry	65

CHOCOLATE

Baker, Prem., 6 lb. 1/2	2 50
Baker, Pre., 6 lb. 3 oz.	2 60

CIGARS

Hemt. Champions	40 00
Webster Plaza	76 00
Webster Golden Wed.	76 00
Websterettes	38 50
Cincos	38 50
Garcia Grand Babies	40 00
Bradstreets	38 50
Odins	40 00
R. G. Dun Boquet	75 00
Perfect Garcia Subl.	95 00
Budwiser	20 00
Hampton Arms Jun'r	33 00
Rancho Coronado	31 50
Kenway	20 00

CLOTHES LINE

Riverside, 50 ft.	2 20
Cupples Cord	2 90

COFFEE ROASTED

Lee & Cady	
1 lb. Package	
Arrow Brand	21 1/2
Boston Breakfast	23 1/2
Breakfas. 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



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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CONFECTIONERY

Stick Candy

Pails	
Pure Sugar Sticks-600c	
Big Stick, 28 lb. case	
Horehound Stick, 120s	

Mixed Candy

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Currants	
Packages, 11 oz.	14
Dates	
Imperial, 12s, pitted	1 90
Imperial, 12s, regular	1 60

Figs	
Calif., 24-33, case	1 70

Peaches	
Evap. Choice	
Fancy	

Peel	
Lemon, Dromdary,	
4 oz., doz.	1 10
Orange, Dromdary,	
4 oz., dozen	1 10
Citron, Dromdary,	
4 oz., dozen	1 10

Raisins	
Seeded, bulk	6 1/2
Thompson's S dless blk.	6 3/4
Quaker s'dless blk.	
15 oz.	7 1/2
Quaker Seeded, 15 oz.	7 1/4

California Prunes	
90@ 100, 25 lb. boxes	@
80@ 90, 25 lb. boxes	@
70@ 80, 25 lb. boxes	@07 1/2
60@ 70, 25 lb. boxes	@08
50@ 60, 25 lb. boxes	@
40@ 50, 25 lb. boxes	@09 1/2
30@ 40, 25 lb. boxes	@10 1/2
20@ 30, 25 lb. boxes	@13
18@ 24, 25 lb. boxes	@14 1/2

Hominy	
Pearl, 100 lb. sacks	3 50

Bulk Goods	
Elb. Macaroni, 20 lb. bx.	1 25
Egg Noodle, 10 lb. box	1 25

Pearl Barley	
0000	7 00
Barley Grits	5 00
Chester	4 50

Sage	
East India	10

Tapioca	
Pearl, 100 lb. sacks	7 1/2
Minute, 8 oz., 3 doz.	4 05
Dromedary Instant	3 50

Jiffy Punch	
3 doz. Carton	2 25
Assorted flavors	

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

FRUIT CANS	
Presto Mason	
F. O. B. Grand Rapids	
Half pint	7 15
One pint	7 40
One quart	8 65
Half gallon	11 55

FRUIT CAN RUBBERS	
Presto Red Lip, 2 gro.	
carton	78
Presto White Lip, 2	
gro. carton	83

GELATINE	
Jell-o, 3 doz.	2 35
Minute, 3 doz.	4 05
Plymouth, White	1 55
Jelsert, 3 doz.	1 40

JELLY AND PRESERVES	
Pure, 30 lb. pails	2 60
(imitation, 30 lb. pails)	1 60
Pure, 6 oz., Asst., doz.	90
Pure Pres., 16 oz., dz.	1 40

JELLY GLASSES	
1/2 Pint Tall, per doz.	25

MARGARINE	
Wilson & Co.'s Brands	
Oleo	
Nut	08
Special Roll	11

MATCHES	
Diamond, No. 5, 144	6 15
Searchlight, 144 box	6 15
Swan, 144	5 20
Diamond, No. 0	4 90

Safety Matches	
Red Top, 5 gross case	5 25
Signal Light, 5 gro. cs	5 25

MUELLER'S PRODUCTS	
Macaroni, 9 oz.	2 10
Spaghetti, 9 oz.	2 10
Elbow Macaroni, 9 oz.	2 10
Egg Noodles, 6 oz.	2 10
Egg Vermicelli, 6 oz.	2 10
Egg Alphabets, 6 oz.	2 10
Cooked Spaghetti, 24c	
17 oz.	2 20

NUTS	
Whole	
Almonds, Peerless	15 1/4
Brazil, large	12 1/2
Fancy Mixed	11 1/2
Filberts, Naples	13
Peanuts, Vir. Roasted	6 3/4
Peanuts, Jumbo	7 1/2
Pecans, 3, star	25
Pecans, Jumbo	40
Pecans, Mammoth	50
Walnuts, Cal.	13@21
Hickory	67

Salted Peanuts	
Fancy, No. 1	08 1/2
12-1 lb. Cellophane case	1 25

Shelled	
Almonds	39
Peanuts, Spanish, 125	
lb. bags	7 1/2
Filberts	32
Pecans, salted	45
Walnut, California	48

MINCE MEAT	
None Such, 4 doz.	6 20
Quaker, 3 doz. case	2 65
Yo Ho, Kegs, wet, lb.	16 3/4

OLIVES	
7 oz. Jar, Plain, doz.	1 65
16 oz. Jar, Plain, doz.	1 95
Quart Jars, Plain, doz.	3 25
5 Gal. Kegs, each	6 50
3 oz. Jar, Stuff., doz.	1 15
8 oz. Jar, Stuffed, doz.	2 25
10 oz. Jar, Stuff., doz.	2 65
1 Gal. Jugs, Stuff., dz.	1 55

PARIS GREEN	
1/2s	34
1s	32
2s and 5s	30

PICKLES	
Medium Sour	
5 gallon, 400 count	4 75

Sweet Small	
5 gallon, 500	7 25
Banner, 6 oz., doz.	90
Banner, quarts, doz.	2 10
Paw Paw, quarts, doz.	2 80

Dill Pickles	
Gal., 40 to Tin, doz.	8 15
32 oz. Glass Thrown	1 45

Dill Pickles, Bulk	
5 Gal., 200	3 65
16 Gal., 650	11 25
45 Gal., 1300	30 00

PIPES	
Cob, 3 doz. in bx.	1 00@1 20

PLAYING CARDS	
Battle Axe, per doz.	2 65
Bicycle, per doz.	4 70
Torpedo, per doz.	2 50

POTASH	
Babbitt's, 2 doz.	2 75

FRESH MEATS	
Beef	
Top Steers & Heif.	10
Good Steers & Heif.	09
Med. Steers & Heif.	08
Com. Steers & Heif.	07

Veal	
Top	10
Good	08
Medium	06

Lamb	
Spring Lamb	13
Good	11
Medium	10
Poor	03

Mutton	
Good	04 1/2
Medium	03
Poor	02

Pork	
Loin, med.	14
Butts	11
Shoulders	08
Spareribs	06
Neck bones	03
Trimnings	07 1/2

PROVISIONS	
Barreled Pork	
Clear Back	16 00@18 00
Short Cut, Clear	12 00

Dry Salt Meats	
D S Belles	18-29@18-10-09

Lard	
Pure in tierces	6 3/4
60 lb. tubs	advance 1 1/4
50 lb. tubs	advance 1 1/4
20 lb. pails	advance 3/4
10 lb. pails	advance 3/8
5 lb. pails	advance 1
3 lb. pails	advance 1
Compound tierces	8 1/4
Compound, tubs	8 3/4

Sausages	
Bologna	10
Liver	13
Frankfort	12
Pork	15
Tongue, Jellied	21
Headcheese	13

Smoked Meats	
Hams, Cert., 14-16 lb.	14
Hams, Cert., Skinned	
16-18 lb.	@14
Ham, dried beef	
Knuckles	@23
California Hams	@09
Picnic Boiled Hams	@16
Boiled Hams	@21
Minced Hams	@10
Bacon 4/6 Cert.	@15

Beef	
Boneless, rump	@19 00
Liver	
Beef	10
Calf	35
Pork	05

RICE	
Fancy Blue Rose	4 75
Fancy Head	

RUSKS	
Postma Biscuit Co.	
18 rolls, per case	2 10
12 rolls, per case	1 39
18 cartons, per case	2 35
12 cartons, per case	1 57

SALERATUS	
Arm and Hammer 24s.	1 50

SAL SODA	
Granulated, 60 lbs. cs.	1 35
Granulated, 18-2 1/2 lb.	
packages	1 10

COD FISH	
Peerless, 1 lb. boxes	18
Old Kent, 1 lb. pure	25

HERRING	
Holland Herring	
Mixed, Kegs	88
Mixed, half bbls.	
Mixed, bbls.	
Milkers, kegs	99
Milkers, half bbls.	
Milkers, bbls.	

Lake Herring	
1/2 bbl., 100 lbs.	

Mackerel	
Tubs, 60 Count, fy. fat	6 00
Pails, 10 lb. Fancy fat	1 50

White Fish	
Med. Fancy, 100 lb.	13 00
Milkers, bbls.	18 50
K K K K Norway	19 50
8 lb. pails	1 40
Cut Lunch	1 50
Boned, 10 lb. boxes	16

SHOE BLACKENING	
2 in 1, Paste, doz.	1 30
E. Z. Combination, dz.	1 30
Dri-Foot, doz.	2 00
Bixbys, doz.	1 30
Shinola, doz.	90

STOVE POLISH	
Blackne, per doz.	1 30
Black Silk Liquid, doz.	1 30
Black Silk Paste, doz.	1 25
Enameline Paste, doz.	1 30
Enameline Liquid, doz.	1 30
E. Z. Liquid, per doz.	1 30
Radium, per doz.	1 30
Rising Sun, per doz.	1 30
654 Stove Enamel, dz.	2 80
Vulcanol, No. 10, doz.	1 30
Stovoll, per doz.	3 00

SALT	
F. O. B. Grand Rapids	
Colonial, 24, 2 lb.	95
Colonial, 36-1 1/2	1 20
Colonial, Iodized, 24-2	1 35
Med. No. 1, bbls.	2 90
Med. No. 1, 100 lb. bk.	1 00
Farmer Spec., 70 lb.	1 00
Packers Meat, 50 lb.	65
Cream Rock for ice,	
cream, 160 lb., each	85
Butter Salt, 280 lb. bbl.	4 00
Block, 50 lb.	40
Baker Salt, 280 lb. bbl	3 80
6, 10 lb., per bale	93
20, 3 lb., per bale	1 00
28 lb. bags, table	40



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

BORAX	
Twenty Mule Team	
24, 1 lb. packages	3 35
48, 10 oz. packages	4 40
96, 1/2 lb. packages	4 00

WASHING POWDERS	
Bon Ami Pd., 18s, box	1 90
Bon Ami Cake, 18s	1 65
Brillo	85
Chipso, large	3 85
Climaline, 4 doz.	3 60
Grandma, 100, 5c	3 50
Grandma, 24 large	3 50
Snowboy, 12 large	1 80
Gold Dust, 12 lb.	1 80
Golden Rod, 24	4 25
La France Laur.	4 dz. 3 65
Old Dutch Clean.	4 dz. 3 40
Octagon, 96s	3 90
Rinso, 24s	4 80
Rinso, 40s	2 95
Spotless Cleanser, 48,	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapallo, 3 doz.	3 15
Speedee, 3 doz.	7 20
Sunbrite, 50s	2 10
Wyandot. Cleaner, 24s	1 85

SOAP	
Am. Family, 100 box	5 60
Crystal White, 100	3 50
F. B., 60s	2 35
Fels Naptha, 100 box	5 00
Flake White, 10 box	2 85
Jap Rose, 100 box	7 40
Fairy, 100 box	3 25
Palm Olive, 144 box	8 00
Lava, 50 box	2 25
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 10

SHOE MARKET

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

Build a New House of Industry

It is the intention of the National Recovery Act to bring together men of similar business interests so that in general, orderly relationships may be effected; and all elements—including the public—be benefited thereby. If we can substitute order for confusion, we are indeed stepping along the path of progress. The codes have been written horizontally but we will soon find out that individually, as businesses, we have much in common vertically. We can best explain it this way:

Prior to the depression, all shoe men, from the hide man through to the shoe fitter, were living in one house. They made up, what might be termed, the family of industry. In this one-family house, there was a large entrance and "Welcome to the Public" was printed largely on the front mat. When the public wanted something new, the merchant himself might go to the tanner with the suggestion as to a finish of leather or color and the next natural partner in the transaction was the shoe manufacturer, with his lasts, patterns and assembling system. The resulting shoes were shown to the public with pride and received an acceptance because of the talking points in the shoe and its values. In this house were many business—all in friendly relationship one with another. The important thing was the customer at the front door. He or she was to be served and upon that service all benefited.

That was virtually a friendly vertical system of shoemaking and distribution. It was the ideal, when a profit was possible to everyone in the house. But during the depression, the friendships within the house were torn asunder. Individual selfishnesses developed. A regular bedlam followed, in the battle for the public's dollar.

Then along came the idea for the codes and with it has come a change in the House of Industry. Industry has set itself up a house of apartments—each floor separate and distinct under the code. The service of supplies had the top floors. The tanner had the next. The shoe manufacturer the next; and the shoe retailer had the street floor—with the characteristic apartment house entrance, small and narrow, with "Come In" on the mat. Each of the codes sets up rules for industry on each floor. It is impossible, under the code, to have any rules and regulations interfering above and below—or, for that matter, even benefiting above and below the industry so codified.

If you have ever lived in an apartment house, you know how it is. You learn to hate the people above you. Everything they do is wrong. If you only knew them, you might learn to love them; but you don't have an opportunity to know them. The same holds true on every level in this house set up by the NRA.

Beware of a situation where the separate selfishnesses develop an increased

resistance between floors and an increased burden of expense on the goods which come down from the top floor, through the various levels of industry, to the retailer on the street floor. Beware of a public which fears to enter a store because of expectation of a cost burden on the final product, greater than the customer can bear. The customer is to-day a trifle timid about going into stores because of the price rises almost arbitrarily set by the levels of industry above.

Certainly now is the time for an infiltration of good will between the various industries in this apartment house. It is time for them to get neighborly because they all live or die over the fitting stool. Maybe the first step for bringing about this intercommunication of economic thought and industrial good will is to have individuals, if not associations, work vertically for the betterment of shoes and service. Now that the codes are the law of the levels, there is nothing in the world to prevent the great law of friendship from harmonizing the industry vertically. It would be an excellent thing for the industry to statistically and economically work in vertical harmony.

The real studies of industry must be made at the point of contact with the public. Information gathered there is the only vital information of industry. Accord between the groups is to be recommended. Real close fellowships between individuals will hasten the day when all the groups will get together vertically to increase efficiency; to level off the peaks and valleys of waste in production; to make more orderly the order and receipt and distribution of shoes. The important point in the new House of Industry is its contact with the public at the front door and, to that end, new harmonies between levels of trade must be achieved.—Boot and Shoe Recorder.

Luncheon Basket For Picnic

Part of the fun of the week-end motor outing is the picnic lunch. If the drive covers much distance there may be two out-of-door lunches.

It is a good idea, says the Bureau of Home Economics, to keep a special basket or picnic box on hand with enamel or paper plates, cups, knives, forks, spoons, bread knife, can and bottle openers, salt, pepper, waxed paper and paper napkins—ready for the call of the open. Preparations can be quickly and easily made if these essential accessories are at hand in one place.

There is no hard and fast rule that all sandwiches must be made before starting. Put a loaf of bread, some butter, and any available filling into the picnic kit. When a halt is made for lunch, bread may be cut by one person, buttered by another, spread with filling by a third. In the midst of much sociability the sandwiches will be produced as fast as they can be eaten.

When sandwiches are thus, as it were, made to order, one stops to think whether another is really wanted or not. When boxes of sandwiches are brought from home the tendency is to keep eating them while they last. Most people eat more bread in this way than usual, and with other starchy

food carried because of convenience, the meal becomes unbalanced.

Why not take salad ingredients along, suggests the Bureau. Lettuce and celery, wrapped in damp cloths, tomatoes, and cucumbers can be carried in good condition. Put the mayonnaise in a screw-top jar, and the butter in another.

If the day is warm set them in a box or bucket of chopped ice. People sometimes take an ice cream freezer if there is room in the car. Butter and milk will keep splendidly beside the ice cream can.

Split rolls or biscuits answer the same purpose as bread, or unsweetened crackers may be used. By way of dessert, cup cakes and cookies are easier to handle than layer cakes and pies. Figs, prunes, dates and raisins satisfy the desire for something sweet that may be eaten with the fingers, while almost any fresh fruits are excellent. Try taking washed strawberries with the hulls on. Use the hulls to hold the berries as they are dipped in powdered sugar and eaten.

A fire in the open makes toasted frankfurters, bacon, steak or chops in order. Fresh-caught fish may be cooked in a skillet over a camp-fire, too. Don't forget to take the proper precautions for extinguishing any fires made. In lieu of building a fire, a hot drink, such as cocoa or coffee, may be taken in a vacuum bottle. Ice-cold milk may be put in these bottles for the children.

If two roadside meals are necessary the Home Economics Bureau suggests something different for each. A small cooked ham is a good addition to the lunch basket for the second meal, or some American cheese, or hard-boiled eggs, or any canned meats that slice conveniently.

Don't forget the can opener, however! Extra bread and butter may not be amiss.

The bottle opener, too, must not be left at home, for grape juice or ginger ale will be needed before the day is over.

Orange juice and milk are good for the children if the grown-ups are having coffee. Carry drinking water from home rather than risk drinking from strange springs or wells. Leave one or two drinking cups out of the packed-up lunch kit, with the water, and a box of graham crackers for the children.

Driving in the open air is likely to whet their appetites. A mid-morning cracker with milk, orange juice, or water, may be counted as an extra meal.

After the picnic is over, pick up all papers and other refuse, and burn or bury them.

To taxpayers: How do you like paying farmers to produce less so that you will have to pay more?

A Business Man's Philosophy

"Best risks are often slowest to pay bills," says a headline in a periodical.

The article relates that 99 per cent of the charge-account customers of American retail stores are honest, but that they take an average of 70 days to pay their bills, which is 40 days too long.

There is constantly outstanding in this country about \$15,000,000,000 in open book credit to retail customers.

The man who pays his bills promptly can never understand the mental process of the man who "pays when ready." To him the elation derived from the fact that he owes money to no man is one of life's grand and glorious feelings. In his own small way he is just as independent as John D. Rockefeller. He can look any man in the face, even his milkman, without turning red at the temples.

Prompt payment offers another advantage. It is an automatic control of optimism. It puts the brake on extravagance. If last month's purchase can't be paid, then additional obligations must be curtailed. Even women, if given all the figures, will submit to such necessity.

Young people, above all, should beware of abuse of credit. A reputation for slow pay is damning. The practice suggests moral shiftlessness. It is a red flag, warning young men and women in particular.

William Feather.

Small House Ware Sales Hold

Small housewares stand out this week as the most active items in all branches of home furnishings. In the wholesale market glass and china tableware, kitchen utensils, decorative articles such as pottery, and metal hollow ware are reordered freely for both current and later delivery. The activity there was in contrast to declines noted in the demand for furniture, floor coverings, electrical appliances and draperies. In the floor covering trade, announcements that producers would hold present prices for the remainder of the year are reported ready to be sent to buyers this week.

Expect Sharp Coat Pick-Up

An improving demand for women's coats is reported and the best six days of the Fall season thus far in this merchandise is expected this week. If this proves the case, it will offset to a considerable extent the reduction in anticipated coat volume which featured trade on Columbus day, largely due to the comparatively warm weather which prevailed. The size of current coat stocks either on hand or to be delivered has occasioned a little concern among retailers, but cold weather plus aggressive promotions are counted on to move garments rapidly.

A stingy man is always poor.

WHOLESALE SOLE LEATHER AND SHOE FINDINGS

For REPAIR SHOP—SHOE STORE—DEPARTMENT STORE Distributors

Panco Rubber Taps and Heels—Joppa Leathers—Griffin Shoe Dressings and Polish—Steerhead Leathers—St. Louis Braid Co. Shoe Laces—Tioga Oak Leathers—Flickenstein Flexible Sole Leather—Rayon Products—Bends—Strips—Men's and Women's Cut Taps—Large Complete Stock—Prompt Shipments.

GRAND RAPIDS BELTING COMPANY

40-50 Market Avenue

Established in 1904

Grand Rapids, Michigan

OUT AROUND

(Continued from page 9)

scale. It became known in official circles later in the week that the Government was considering the advisability of withholding Federal relief to strikers if, in the judgment of Department of Labor investigators, their strikes are unjustified.

The Government sees another threat to industrial recovery in increasing reports of racket activities by certain union labor groups operating behind the mask of labor unions. So serious has this situation become that the National Recovery Administration and the Department of Justice have been studying a proposed code for labor unions which would force them not to use intimidation, coercion or violence toward unorganized workers.

It is currently reported that racket activities are sanctioned by the American Federation of Labor and its venal and unscrupulous leaders. The Government apparently believes these activities are being carried on by groups not very remote from the Federation.

It is discouraging to watch the continued delay to final action on the General Retail Code. The "stop-loss" clause is the stumbling block and may even be discarded in the final draft. This clause requires that all merchandise must be sold at not less than 10 per cent. above invoice cost, plus delivery. At best, from the retailer's standpoint, it is wholly inadequate. It does not recognize the "cost of doing business" factor. It merely puts a limit on the loss leader practice of price cutters. In the code, it is followed by qualifying clauses which admit far too many exceptions. Anxious to facilitate the NRA work, independent merchants desisted in their fight for more complete price protection. They hoped the "stop-loss" clause might help, perhaps serve as precedent for further similar action. Certainly, they were justified in expecting more speedy action. It was assumed that by Sept. 1 the final code would be signed by the President. Here we are in the middle of October and the retail code has not been completed.

Without some protection from unlimited price cutting, the average retail merchant cannot pay the new higher wages with shorter hours and continue in business. As pointed out by R. J. Atkinson, during the hearings, retailers have the colossal task of selling the NRA to the public because retailers will have to explain the advanced prices on goods. The wage scales provided in the retail code do not seriously affect store wages in our opinion. But the shorter work-week scale does definitely increase store payroll. Retailers cannot vary their number of workers employed, as is common practice in factories where production schedules can be determined in advance. For these reasons, the "stop-loss" clause should stay in the General Retail Code and every retail merchant in this country should wire, or write General John-

son to that effect immediately. And when doing so they should state that this clause is not price fixing. They should tell their newspapers that this stop-loss clause is not price fixing and tell the same thing to everyone who advances such a silly and uninformed opinion.

I am in receipt of information from Nashville that makes me very sad. The report is to the effect that my lifelong friend, Cassius L. Glasgow, is very low with hardening of the arteries and heart trouble. Mr. Glasgow is a prince of a man in all that the term implies. He has never betrayed a customer or disappointed a friend. E. A. Stowe.

Introductions of New Plants

Plant introduction work of the Department of Agriculture has resulted in giving the American public many of its choice foods.

Explorers of the Department have sought for valuable new plants in all parts of the world. In addition to this work of bringing in new plants, the Department's entomologists and pathologists supervise the importation of new plants into this country by non-Federal agencies, thus preventing the introduction of new pests and diseases.

The Department points out that important crops started from plant introductions during the last 35 years include numerous citrus fruits, durum wheat, Sudan grass, soybeans, many varieties of vinifera grapes, Persian walnuts, and figs.

The crops introduced include several not previously grown in this country, and not competing with any other crops grown here. Among them are the Washington navel orange, which gave the initial impetus to California's production, numerous varieties of the avocado, the mango, Chinese and Japanese persimmons, the papaya, and the pistache nut.

The Department calls attention to the fact that these introductions diversify our agriculture in ways largely noncompetitive with existing crop production.

The date industry, which is scarcely 25 years old in this country, originated with the introduction by the Department of choice dates from Europe. It has a noncompetitive domestic market, because the United States imports more than 20 times as many dates as it grows.

Another promising and noncompetitive crop which the Department cites as an example of the value of plant importations is the early-ripening strain of Satsuma orange.

This orange, recently introduced from Japan, ripens in the Gulf coast region between the middle of September and the last week in October, in which period no other fresh-picked oranges come on the market.

In addition to the introduction of food plants, the work of the Department scientists has figured in the production of a number of agricultural varieties not used for food. American Egyptian cotton, bred from varieties introduced by Agricultural Department workers some 20 years ago, supplies the longest and best Egyptian cotton needed by American spinning mills

and meets a growing demand from the manufacturers of high-duty automobile and truck tire casings.

Tung-oil trees, first introduced by the Department in 1905, are the basis of an expanding production of tung-oil, an important constituent of high-grade varnishes.

Another example of the plant introduction work of the Department is the bringing of boll weevil-resistant cotton to this country. Explorers of the Department in 1906 found in Mexico a cotton variety which is resistant to the weevil.

This cotton, called the Acala variety from the town in Mexico where it was discovered, is now grown in all the irrigated valleys of California, Arizona, New Mexico, and western Texas, in many districts farther east in Texas, and in Oklahoma, Arkansas, Tennessee, and other cotton-growing states.

Plant-introduction work of the Federal Government, says the Department of Agriculture, goes back to the early history of the United States. Even in colonial times, Benjamin Franklin, when he was in England as agent of the Colony of Pennsylvania, sent home silk-worm eggs and mulberry cuttings to start the silkworm industry, also specimens of seeds and plants that he thought might be adapted to this country.

Thomas Jefferson, as the first Secretary of State, took great interest in the introduction of plants and animals into the United States.

In the final analysis, points out the Department, practically all of our field crops, except tobacco and corn and a few minor crops, have been introduced from foreign countries. Not even the potato is native to the United States; it was originally found below our Southern boundary.

Ask Sixty-Day Trial of Food Price Plan

An appeal to NRA officials to give the grocery industry sixty to ninety days in which to prove the workability of its proposed code clause against the retailing of merchandise at a mark-up of less than 7½ per cent. will be made in Washington this week, according to word in food trade circles. Manufacturers, wholesalers and retailers, it is claimed, are in agreement that a rule against sales below the minimum mark-up set is essential if all branches of the trade are to continue operating under the terms of the recovery program.

Food men returning from Washington are in a rebellious state of mind because of the coolness with which they said Government administrators viewed the proposals for the minimum markup. Many distributors voice the threat of retracting their recovery pledges if the minimum mark-up proposal is ruled out by Washington officials. The widespread dissatisfaction among grocery people is believed by them to be responsible for a statement credited to General Johnson Friday that "Blue Eagle" holders cannot surrender their insignia voluntarily or withdraw from the blanket agreements they have signed.

According to spokesmen for all branches of the food industry the grocery trade was among the first to

swing into line on the recovery program and for months has lived up to the wage and hour requirements of the blanket code in spite of higher costs. After weeks of debate, it is claimed, the master code for the grocery industry was drawn up with the minimum mark-up provision as the keystone of the whole plan. The Government, they hold, has threatened to rule the provision out, but has not offered a substitute paragraph which will save the trade from the destructive competition it has faced in recent years.

"Inasmuch as this is a period of experimentation," one manufacturer said, "we feel the government should be willing to permit us to operate under our provision for a trial period of two or three months in order to demonstrate that the clause is workable. If it fails at the end of that time we would be willing to let the Government impose a plan of its own."

Appliance Sales Worry Jobbers

A slowing down of retail demand for electrical appliances is causing deep concern to jobbers who based their Fall operations on the expectation of 15 to 25 per cent. more buying than actually developed. Special promotions by large department stores in leading cities have helped to increase sales of electrical kitchen appliances this week, but the general volume at retail is back to late June levels. Because of the uncertainty regarding business for the immediate future, jobbers are revising holiday buying plans and are considering making substantial cuts in the size of orders placed late this month.

Currency Inflation Feared

Fear of currency inflation is adding to the present uncertainty in business circles, where it is believed that such a move would lead to a disruption of economic conditions. One New York bank discovered this to be a reason for the refusal of sound manufacturers to borrow money at this time, as they did not know what was going to happen to the dollar and did not wish to burden themselves with debts if they could help it.

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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.

For Sale—Christmas trees. Will contract for delivery of five hundred or more, Michigan, Indiana, or Ohio. Good stock. Priced right. Address No. 604, c/o Michigan Tradesman. 604

Situation Wanted By Chain Store Manager.—Wish to make connection with a reliable department store in Michigan doing about \$200,000 yearly. I have eleven years' experience in buying, merchandising, advertising, and managing and should be valuable to any merchant with chain competition. Reference as required furnished. Address No. 605, c/o Michigan Tradesman. 605

Proper Labeling of Food Products

Most people are quite unimaginative. They say a spade's a spade and apparently believe it. But some of them see things happening all around them that they can't define or understand.

They see magicians taking rabbits out of toppers, and folks buying swamproot medicines and millionaires giving dimes to children. And they still go around quoting "things are not what they seem"—believing all the time, that they are.

Let us see just how much we know about some common foods. Take bread for example.

Every one thinks he knows what bread is. But there are hundreds of kinds of bread, made in all shapes, of many colors, and baked from many different kinds of flour.

When is bread sweet bread, or sour dough, or hard tack? Further, when is flour, flour?

The officials of the Food and Drug administration are working on the idea that things should be exactly what they seem.

They have taken the realistic attitude that tomato catsup should be just that—and not something else. They have worked on the theory that spices should be spices and not adulterated with bits of foreign leaves, or twigs, or sand, or other foreign material.

When you go to the store and ask for a jar of strawberry preserves the grocer reaches up on the shelf and hands you a jar. It has a label which reads "Strawberry Preserves" and which gives the name of the manufacturer and a declaration of the contents. That is about all you will find on the average strawberry-preserve label.

Now when you take the jar home and open it up, what should you expect to find? I believe that you should expect to find a standard strawberry preserve; which means that it is made with at least 45 pounds of strawberries to each 55 pounds of sugar, and which contains no added pectin concealing the substitution of water for fruit, or other adulteration.

The average housewife generally considers that she knows what a particular food is. It's my opinion that most women, proud of their ability to cook good food, are justified in that feeling. Consumer opinion is the most important guide in the formulation of standards and definitions for food commodities.

The day has passed when the average family bottled, canned, and stored its food supply for the future. Today, the manufacture and preparation of foods are pretty much in the hands of commercial manufacturers who operate on a large and increasingly efficient scale.

There were in the past, many abuses in the manufacture and sale of foods and these led to the enactment in June, 1906, of the Federal Food and Drugs Act. That law is designed to protect the health and economic well-being of the American consumer. It was passed to prevent interstate or foreign commerce in adulterated or misbranded foods and drugs.

The Government, in the enforcement of this measure, is obliged to establish evidence in court—and courts are often hard-boiled—where cases of adulteration or misbranding are indicated. Under the law, officials of the Federal Food and Drug Administration initiate seizure or prosecution proceedings against manufacturers or shippers of adulterated or misbranded foods and drugs.

Obviously, the Government—and officials of the various States which have food and drug laws—must have standards and definitions of foods in order to enforce their measures.

The Food Standards Committee is the important organization which draws up standards for foods for the use of national and State regulatory officials. A committee, as early as 1897, was working out what were considered to be the standards for different food products.

In that year the Association of Official Agricultural Chemists assigned to five of its members the job of formulating specifications for foods and food ingredients which would serve as guides to purchasers, manufacturers, and law-enforcing officials. This was not a Government committee, since the date was nine years before the Federal Food and Drugs Act was passed. Several States and cities, however, already had laws designed to prevent traffic in adulterated and misbranded foods.

In 1913 a new Standards Committee was created by the Secretary of Agriculture. This committee still meets. Its members are representatives of the Department of Agriculture, of the Association of Official Agricultural Chemists, and of the Association of Dairy, Food and Drug Officials.

The representatives of the last two organizations are all State officers, concerned with State food-law enforcement.

Solon R. Barber.

All the wild ideas of unbalanced agitators the world over in their ignorant and pitiable quest for happiness through revolution, confiscation of property, and crime cannot overthrow the eternal truth that the one route to happiness through property or government is over the broad and open highway of service. And service always means industry, thrift, respect for authority and recognition of the rights of others.—William G. Sibley.

Dry Goods Trades Fear Cut in Hours

Growing conviction in the primary dry goods market that the National administration plans a further reduction in industry's operating hours and increases in minimum-wage levels has upset both mills and wholesalers considerably within the last two weeks.

Whether such a program is actually carried out or not, its possibility has created a situation whereby wholesalers may have to suspend all future contracts with their retail accounts and a great deal of wrangling over phrasing of sales agreements will ensue between mills and jobbers.

In order to protect themselves against the possibility of shorter hours and higher wages, mills have renewed within the last ten days the practice of including in contracts labor clauses whereby the buyer agrees to pay any surcharge necessitated by increased manufacturing costs through government action.

Wholesalers, however, who are going through a trying period in attempting to pass surcharges on to retailers, do not wish a duplication of the situation and are reluctant to sign contracts with such clauses. They declared yesterday that retailers have refused to pay the surcharges jobbers asked, have accordingly canceled a good volume of orders and have returned substantial quantities of goods.

It was also stated that jobbers have more trouble with their small retail accounts than the mills have with the wholesalers who are large operators. In the latter case, the jobbers can investigate the mill's costs and both parties usually arrive at an amicable adjustment. However, the small retailers are taking an arbitrary stand and are refusing to make any adjustments.

Because of the fact that the future business around which these disputes center is only a small portion of the wholesaler's total volume, he cannot afford to jeopardize his contacts and in many cases drops the surcharges, thus entailing a loss. From present indications, wholesalers feel that it would be wiser to decline future business altogether, until the situation is clarified.

One of the solutions under consideration is the use of the cancellation clause by mills and wholesalers, allowing the latter to cancel their orders if they objected to the surcharge. A great many of such clauses were written into sales agreements last Spring, but they left things in an indefinite state. There is also the possibility that if a manufacturer wishes to cancel a jobber's order he merely has to name an excessive surcharge, thus leaving the wholesaler without needed goods.

Jobbers declare that they realize the problem of the mills, but that they also wish buyers to be protected. As one jobber stated: "Wholesalers signed too many blank checks last Spring and the amount filled in by mills was far more than anticipated."

Wholesalers attribute part of the difficulty to the fact that the approval of the cotton textile code and the imposition of the processing tax came almost simultaneously and at the height of the buying season, a very inopportune time. If both of these events had taken place on Oct. 1, difficulties would have been only minor, as most of the old orders would have been delivered and shipments on Spring goods would not have started.

As a result of the situation, Flint Garrison, director general of the Wholesale Dry Goods Institute, has suggested that a conference be held between mill executives and jobbers to see if some formula cannot be worked out by which both manufacturers and wholesalers will be adequately protected.

Far as the shortening of hours and increase in minimum wages are concerned, they have been the main topics of conversation in textile circles for the last week and most executives feel that some sort of action will be taken. As one executive pointed out, the NRA has helped but not solved the situation and, if the administration is to follow through logically its original plans, further changes in hours and wages are inevitable. He pointed out that the move would have the ardent support of labor and, while he doubted that a thirty-hour week would be enforced, he expected some cut in the present rates and an increase in minimum wages.

Mechanical Refrigeration Serves Double Purpose

The modern food market faces the double problem of keeping its merchandise in prime condition and attractively displayed while practicing every economy that will reduce costs in buying, storage, display and handling of a wide variety of products. Mechanical refrigeration, when the equipment for producing it is properly designed and correctly installed to meet the conditions peculiar to each installation, enables a merchant to solve this double problem successfully.

In the daily operation of a food market the constant, ever-present problem is spoilage. It is one of the greatest liabilities in the handling of foods. One of the problems of food markets is to determine the day-to-day demands of the trade in order that a sufficient variety and quantity of salable merchandise is on hand for all sales opportunities and at the same time safeguard against overstocking and suffering a loss through spoilage or by trimming meat that has become unmarketable.

The best friend is he who never deserts till he is first forsaken.

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STABILITY**

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LANSING •
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LEE & CADY

THE GRAND RAPIDS TRUST COMPANY ANNOUNCES

That it is no longer affiliated with the Guardian Detroit Union Group, Incorporated, all relationships with that institution having been completely severed.

The ownership of the stock of the Company is now vested in responsible residents of Grand Rapids and vicinity.

The management which has served the institution so ably in the past, will continue to direct its affairs

The Management Operates Under the Direction of:

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