

HOLLAND

To men of other minds my fancy flies,
Embosomed by the deep where Holland lies,
Methinks her patient sons before me stand,
Where the broad ocean leans against the land
And, sedulous to stop the coming tide,
Lift the tall rampire's artificial pride.
Onward methinks, and diligently slow,
The firm connected bulwark seems to grow;
Spreads its long arms amidst the watery roar,
Scoops out an empire and usurps the shore.
While the pent ocean, rising o'er the pile,
Sees an amphibious world beneath him smile;
The slow canal, the yellow blossomed vale
The willow tufted bank, the gliding sail,
The crowded mart, the cultivated plain,
A new creation rescued from his reign.
Thus while around the wave-subjected soil
Impels the native to repeated toil
Industrious habits in each bosom reign,
And industry begets a love of gain.
Hence all the good from opulence that springs
With all those ills superfluous treasure brings,
Are here displayed. Oliver Goldsmith.



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LEE & CADY

MICHIGAN TRADESMAN

Fifty-first Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 1, 1933

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MICHIGAN TRADESMAN E. A. Stowe, Editor

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DEVOTED TO the best interests of business men.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

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Whatever Is Done Will Probably Be Wrong

Lansing, Oct. 31—May I thank you for the miniature Michigan Tradesman with the menu for your complimentary luncheon for the fifty year subscribers. I doubt if this record can be duplicated anywhere in the United States and it is one of which you may well be proud. It is to your friends and certainly must be to you a great source of pleasure and satisfaction to know you have kept the confidence of these people during all this time, especially when we consider the weakness and frailties of human nature in being so willing to believe evil of the other fellow.

It is not possible for me to complete the review of the liquor situation in Michigan. I am sending you a few thoughts about state owned stores. This covers not only state owned liquor stores, but stores owned by the state of any description. I am of the opinion that whatever is done about liquor will probably be wrong. It is such a controversial subject and there are so many angles to it that it will take us ten years to arrive at even an approximate solution of the problem which will be thrust on us.

The druggists believe as long as liquor, brandy and alcohol always have been and probably always will be in the Pharmacopoeia they belong in a drug store stock, and they also believe, man for man, they rate as high as any group of business men and that they have not only their reputation, as pharmacists, to protect, but their investments in their business and they are not interested in turning their stores into liquor stores. They do believe, how-

ever, that because of the fact that they always have been one of the official outlets for liquor they should remain so and that it is a service which they can render to the state of Michigan better than any other group. Personally, I am neutral. I am fearful of the reaction toward the drug business if the druggist should be made the exclusive distributor, although that is our chief argument in favor of the drug store. I am satisfied that the amount of liquor business that is going to be done is grossly exaggerated, and that when the artificial restrictions against personal liberty are removed that right of personal liberty is going to abate. Man is a contrary animal, to say nothing of woman, and we insist upon doing those things that someone tells us we cannot do. We must show our individuality and the right to indulge of personal liberty.

A careful study of the whole situation convinces me that liquor stores, outside of a few population centers, will not solve the question. In the first place, they cannot operate at a profit. Second, they would be so far from so many of the prospective consumers that the bootlegger and moonshiner would not be eliminated and, third, the personnel in charge of the stores would be made a political football.

Proponents of the liquor stores state there will be approximately 150 liquor stores, that the net profits to the state as a minimum will be \$10,000,000 with the probability that they will approximate \$20,000,000. If the state is able to show a net profit of \$10,000,000 on gross sales, which would be a remarkable profit, this means the gross business would be anywhere from \$100,000,000 to \$200,000,000 and an average gross business for each store would be \$700,000. Probably at the very maximum the gross profit of over fifty cents a pint can be obtained, and if liquor can be secured to sell at \$1.50 per pint it means that each one of these stores must sell about 250,000 quarts of liquor annually. Any person who has any knowledge of conditions throughout the upper part of Lower Michigan will know how utterly impossible it would be for any liquor store to come anywhere near such gross sales. Proponents of the stores also state that the overhead on each store will run around \$6,000. This means that before the store has even justified its existence it

must sell approximately 12,000 pints or 6,000 quarts of liquor, and in any of the counties North of Kent county there will not be that amount of business.

From a purely financial standpoint the state would get more revenue by licensing some branches of retail business and by placing a tax upon each unit of sale.

If the drug stores should happen to be the one selected, all well and good, but in any event we believe the state should not enter any kind of business, as the states' experience in business has been a very unfortunate one.

E. J. Parr,
Director of Drugs and Drug Stores.

Misinformation From a High Source

Ithaca, Oct. 29—I have not confined myself as much to business lately for the reason I have not been on the top shelf regarding health and also I have not seen the business to confine myself to. Since the Government sold out to the trades unions—which made the trades unions think they owned the whole U. S.—and are carrying out that idea in their actions, prices have advanced until the purchasing public are also on a strike and refuse to consider any advance in price, which action they have the backing of the President in the advice he gave them during his latest radio talk, when he said a shirt which formerly sold for \$1.50 should not be marked over \$1.65, whereas it was ticketed at \$2.50. If the President was in the retail business and received invoices with surcharges of 33 1/3 to 50 per cent. of the purchase price added to the footing and this with the approval of the Government, he would then have experience which would prevent him from reporting such misinformation as he has on different occasions.

You are very kind in your remarks regarding myself and I certainly appreciate it very much. While I enjoy a friends good opinion it is much pleasanter and easier if you know the opinion exists. This is but one of the many occasions I have had to realize the friendly interest you have for the retail merchants of Michigan, and I believe from expressions I have received from many of these merchants if these expressions were delivered to you in the same way you would have opportunity to appreciate their feelings

toward you, as I do your feelings toward us all.

I came across an item the other day which presented our National topsy turvy condition very nicely. It was:

"Up to July, 1933, the National Coffee Co., of Brazil, has destroyed 18,876,000 bags of coffee and will have to keep on destroying a million bags a month for a long time yet before the world ceases to have an over-supply. In the meanwhile the remainder of the world goes on increasing its output, as they have not the heavy export and other taxes that have to be levied in Brazil, to pay for the coffee destroyed and can make a profit at present prices. So much for a nation that thinks it can beat the law of supply and demand. It cannot be done and sooner or later the law will exact a penalty in proportion to the magnitude of the attempt to break it."

Would it not be good judgment to follow the experience of other nations and save this country the billions of dollars now being wasted which will later have to be paid for?

Henry McCormack.

Investors Turning to Diamonds

A growing tendency to invest in diamonds is evidenced by an increased demand for the precious stones which has been shown during the last two or three months. Diamond shipments from Amsterdam increased since the beginning of the year.

Confidence in the value of the diamond, the Department said, has recently been further strengthened by stricter agreements among producers to curtail the volume of uncut stones released to commerce within the limits of what the market can readily absorb.

Exports from Amsterdam in September, according to a report to the Department of Commerce from Consul F. Van Den Arend at that city, were the largest, with one exception, since November, 1930, aggregating 7,170 carats.

The extent to which Amsterdam's diamond trade with the United States has been reduced since the depression is strikingly revealed in figures for declared exports for the years 1929 and 1932. In the former period they were valued at \$19,000,000, while the total for last year was less than \$2,000,000.

Ensemble furniture, long available for other rooms of the home, can now be had for the bathroom. Cupboards, hampers, dressing tables in various styles and combinations make up the line.

DESTROY ORGANIZED GREED

That Is Within the Province of President Roosevelt

The cost of our annual crime bill, according to recent published statistics, is \$13,000,000,000. This staggering tax upon the people for the maintenance of prisoners, law enforcing officers, court costs and stolen property is a record which challenges our civilization. It shows we have passed the pinnacle of our National progress and that we are now on the down grade to destruction unless we awake to action.

Senator Copeland, chairman of the U. S. senate committee investigating racketeering and other crime, said recently in addressing the United States Flag Association, "We must choose between bowing the knee to the predatory criminal and finding some effective means of dealing with the rats of the underworld." "That the American people must rise in its might and shake off the shackles of criminal control or they will be supreme in authority." How can we expect justice and prosperity to return if we do not enlist for action? What has become of the American spirit of our forefathers who flew to arms when their rights and homes were invaded by an enemy? It will take more than prayers from the homes and churches to cope with the dangers which confront us. The Scriptures admonish us that, "The Lord helps those who help themselves." Thus only can our prayers be answered. It is up to us as good American citizens to do our part and do it now.

Experience shows that hard times always increase crime. Poverty brings want and temptation and this leads to violation of law. No nation or individual can succeed when encompassed by poverty. Human needs and comforts come first. Material prosperity is necessary, so there is plenty for all. We cannot be at our best unless we are well clothed and fed. This is true in civilization and in society. Even the church and school are handicapped unless there is material aid to carry on their work. Thus poverty greatly restricts spiritual growth and education. Crime increases when poverty steps in and human needs are denied. Thus, does crime grow less when labor is well employed at wages that allow the necessities and some of the luxuries of life.

There may be a few born criminals, but the great mass of the people are honest and law abiding if permitted to live in comfort. Much has been said about the increase in crime among youth. A careful study of this problem shows economic conditions are the real cause of young men and women going wrong. Every young man and woman desires an opportunity to earn money, that they may have good clothes, spending money so they may mingle with their associates and enjoy such privileges as youth is justly entitled to have. Most young men are ready to work and pay their way, but when jobs are denied them and their money is gone, often they become desperate and are tempted to commit crime. They are "more sinned against than sinning." Thousands of youths now confined in prisons would have

remained good law abiding citizens were they not denied the right to earn an honest living. No wonder our National crime bill has mounted to gigantic figures. A nation that does not maintain an economic system which will provide jobs for its people should be overthrown and a new government set up which will place human needs above the dollar.

This Nation is but a youth among the older nations. It possesses the garden spot of the world. It has never been stricken with famine or pestilence. There is an abundance of every human need, but greedy monopolies and money kings are in control. They have set up a system which gravitates the wealth of the Nation to their headquarters in Wall street. They control congress, presidents, legislatures, judges and courts, also the leading newspapers and magazines. In the midst of plenty, people are starving. Thousands have taken their own lives, because they were ruined by greed.

Destroying sow pigs, plowing up cotton, hiring farmers to not sow grain will never get us back to prosperity. If the poor of the Nation could have employment and a living wage, there would be no surplus. Never in the history of the Nation was there so great a demand for food and other necessities as now. There are very few but what have denied themselves merchandise of every description. If they had employment and buying power, the goods upon the merchants' shelves and stocks of farm tools, machinery, trucks and automobiles would be sold out in less than a week. There is a gigantic demand and facilities to supply it, but those in control of money and credits will not release what the people need. Although the Government is empowered under the Constitution to coin money and regulate the value thereof, the powers of Wall street hold it in check.

We can never borrow ourselves into prosperity. The National debt is constantly increasing as the Government continues its borrowing from Wall street to care for the millions of unemployed, vast building and reforestation projects. The NRA is but a gesture so long as the President keeps his hands off organized greed, which has been violating the Federal anti-trust law for the past forty years. It has set up gigantic monopolies which have invaded every town and city in the Nation where it will pay them to operate. Its control of the press and magazines permits it to blind the people to the evils of the low prices it makes in order to destroy the small merchant and manufacturer. It keeps farm crop prices low, as well as farm lands, also wages and the price of raw materials. If it is permitted to go on and destroy the independent business man, as did the oil octopus, then food prices will advance as did oil and the producer will be entirely at their mercy.

High hopes were raised in the hearts of the people when President Franklin Roosevelt denounced the money changers in the temple of Wall street. He pronounced a scathing indictment. In later addresses he said the anti-trust law must be enforced against monopoly. He seemed to understand where the real trouble of the Nation lay.

Months have now passed since the President made his pronouncements, but as yet no action has been taken to curb or destroy organized greed. Many of the remedies he and his advisors have formulated are of doubtful merit. The Nation is suffering from a dreadful malady, a cancer which threatens its life. There is no doubt: a major operation is necessary. Organized greed must be destroyed or the American spirit will die and chaos reign indefinitely.

While many are impatient for the President to set in motion the machinery which can destroy monopoly they yet believe he has the courage of his convictions, as expressed at various times. We know that Wall street interests did not want him nominated at the Chicago convention. It did what it could to defeat him. It has dominated the Government and its officials so long that it considers itself immune from law. No doubt Wall street will seek to block the President if he attacks it through the courts, which will be subject to the same influences. It is the hope of millions of loyal Americans that the President will promptly use all the powers at his command to destroy organized greed, which is responsible for the prolonged financial depression and the billions of losses for which it is responsible. Christ drove the money changers from the temple at Jerusalem. May the President seize his greatest opportunity to serve the people by driving the money changers out of Wall street and the Nation.

E. B. Stebbins.



Lines of Interest To Grand Rapids Council

When one sees a person swinging down the avenue with a nonchalant air there isn't much news attached to the incident, but when one observes a bright, shiny, new axe being carried on the shoulder of that nonchalant individual, shudders of misgiving begin to chase each other up and down one's spine. Thoughts that dire disaster may overcome some miscreant or innocent, if you please, enter one's head and pity for the unfortunate rushes in. However, one never can tell what the motive, however dangerous the weapon may be. Might be just intending to cut up a little; might be aiming to trim things down to a manageable size or just out on a mission of mercy and expected to sever the tenacious tentacles of the depression which seems to cling so desperately to those who desire to think and act optimistically. Curiosity has enriched the knowledge of the world, it has brought to light mysteries which have baffled mankind for endless centuries and has laid bare truths which have been besmeared with lies. Curiosity prompted us to hail the bearer of the new axe last Saturday and find out what in the law and order a cigar jobber expected to do with such a dangerous implement. We found out. Ray Bentley had some wood in his basement too bulky to go into his fur-

nace and he expected to rend such monstrosities asunder and enjoy heat and comfort from the same. One never can tell.

Was nosin' around the other day and bumped into Sherman Tuller. Remember him, old timers? Remember when Sherm, his good wife and some of the lads furnished terpsichorean harmony for our then agile feet? Back in '16, '17 and '18 when the Council used the old Woodman hall three flights up? Those were the days and many were the wonderful dancing parties held during that period. Mr. Tuller recalled those days with a spark of fond remembrance aglint in his eye and remarked that he would be glad to return to those days when the "bunny hug" and the "fence-rail step" were still unknown. He anxiously asked after those who were active in those days and seemed saddened when told that some had passed on, others were bowed down with age and sorrows and some had moved to other climes. It seemed mighty good to meet an old timer who still recalls the days before the great holocaust tore our social activities apart and later dropped gloom and discontent over the land. The days before greed and selfishness whirled us into the present morass. Our gatherings have never been so sociable or have we ever had parties since that remain as vividly in our memories as those of the by-gone days. Sherm has laid down the dance fiddle and he and his good wife are enjoying a well earned rest after being active in musical circles for many years.

Two five-year olds were talking about what they would do if they could start their lives over. One said he wouldn't eat spinach. The other said he would be a bottle baby, so he wouldn't get cigaret ashes in his eyes.

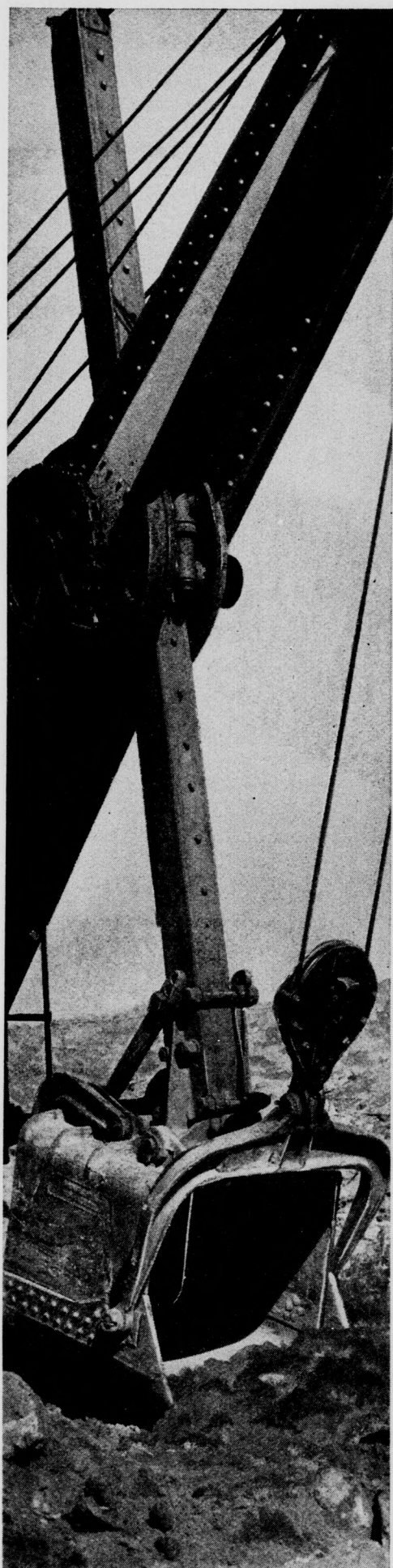
W. E. Lypps, Council leader of the team work groups, announces that he has completed his organization and that his divisional captains are functioning satisfactorily. He expects his organization to figure quite prominently in building up the membership of the Council during the coming months.

The November meeting of Grand Rapids Council will be called to order Saturday evening, Nov. 4, at 7:30. All members are requested to be present and help install a big class of candidates which is expected. The Ladies' Auxiliary will hold their meeting at the same time and every U. C. T. lady is urged to be present. Turn off the old radio, close up the furnace, blow out the lights and come to ye olde lodge hall and meet with the brethren and sistern. Get some gossip and news first hand. Get it before it is all jumbled up by broadcasters. Be there next Saturday evening.

It may be hard for a rich man to get into heaven, but he can easily get on the board of trustees of a church.

Two familiar faces will be missed at the November meeting. L. L. Lozier and his good wife expect to attend the Kansas State and the Michigan State football game at Lansing Nov. 4. In the evening a banquet for the K.S.A.C.

(Continued on page 7)



DOWN TO EARTH PLANS

For Family Protection

Many business and professional men are not waiting for the "Return of Prosperity" to provide financial protection for their families, but are planning from where they stand today. They are making plans that are based on 1933 values. "Down to Earth" plans. Plans that will get them back on solid ground again. Replan . . . recreate . . . rebuild your estate. This company can help you.

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MOVEMENTS OF MERCHANTS.

Ishpeming—John J. Murphy has engaged in the confectionery business in the Anderson building on Canada st.

Cadillac—The Currier Furniture Co., has remodeled the front of its store and is modernizing the entire building.

Greenland—The Miners & Merchants State Bank has increased its capital stock from \$20,000 to \$25,000.

Rochester—James W. Smith, proprietor of the St. James hotel here for the past 47 years, died suddenly Oct. 25.

Dairy Co. has added a grocery and dairy department to its store. It is under the management of Fred Rummel.

Grand Rapids—Alex's Food Market, dealing in groceries and meats, opened for business at 939 Fourth street, Oct. 25.

Ishpeming—The J. L. Bradford Co., clothier, 110 Front street, has decreased its capital stock from \$28,000 to \$14,000.

Detroit—The Detroit Metal Spinning Co., 625 Monroe avenue, has decreased its capital stock from \$25,000 to \$2,500.

Detroit—Ivers Chrome & Metal Plating Co., 1422 East Larned street, has changed its name to the Michigan Chrome Co.

Battle Creek—The United Auto Body Co., Washington and Hamblin avenue, has decreased its capital stock from \$25,000 to \$2,500.

Union City—Walter Smith, aged 62, grocer and meat dealer here for 30 years, died suddenly at his home following a stroke of apoplexy.

Detroit—The Wolverine Creosote Products Co., 14930 Linwood avenue, shingles, etc., has decreased its capital stock from \$50,000 to \$15,000.

Detroit—McManus Drug, Inc., 13340 Woodrow Wilson avenue, has been incorporated with a capital stock of \$2,000, all subscribed and paid in.

Flint—The Ideal Supply & Fuel Co., 712 West Kearsley street, has changed its name to the New Deal Coal Co.

Lansing—The local unit of the Home Detroit—Quaker Stores, Inc., 2822 Union Guardian Bldg., groceries, etc., has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Alanson—Alva McDunmell, who has conducted a restaurant and cigar stand here for the past year, is closing it out and will retire from business for the present.

Detroit—The E. I. E. Co., 3200 Chicago Blvd., drug products, has been incorporated with a capital stock of \$5,000, \$1,000 being subscribed and paid in.

Detroit—Brewers & Distillers, Inc., with business offices at 448 Buhl Bldg., has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Ludington—Ludington Sports Wear Co., clothing for women, children and men, has been incorporated with a capital stock of \$5,000, all subscribed and paid in.

Detroit—The Mohawk Liqueur Corporation, 700 Monroe avenue, has been organized to distill and rectify

liquors with a capital stock of \$20,000, all subscribed and paid in.

Lansing—Mrs. Florence Emery has sold her interest in the Fur Shop, 124 North Magnolia avenue, to Willis Golden. The business will be continued under the same style.

Detroit—The Frigid Food products, Inc., East Ferry avenue, wholesale dealer in butter, eggs and fruits, has changed its capital stock from 155,000 shares no par value to \$260,000.

Detroit—The Gunsberg Provision Co., 2380 20th street, has been organized to prepare and deal in meats with a capital stock of \$10,000, \$3,100 of which has been subscribed and paid in.

Petoskey—The A. Fochtman Department Store, Inc., Mitchell street has merged the business into a stock company under the style of Fochtman's, Inc., with a capital stock of \$1,000, all subscribed and paid in.

Ishpeming—John J. Murphy has leased quarters in the Anderson building, Canada street, and engaged in the ice cream, confectionery and lunch business. The place is an attractive one, and a complete stock will be carried.

Grand Rapids—Fred and Dick Borgman are now located at 406 Leonard street, the grocery store being established ten years ago with Fred in charge. Dick engaged in the grocery business at 808 Leonard street, 13 years ago.

Tustin—McClintock & Co., dealer in potatoes and other farm products at wholesale, has merged the business into a stock company under the same style with a capital stock of 1,000 shares, (book value \$10 a share) \$10,000 being subscribed and paid in.

Grand Rapids—The Skylark Aircraft Corporation, 342 Paris avenue, S. E., has been organized to deal in airplanes, motors and parts at wholesale and retail, with a capital stock of 250 shares at \$100 a share, \$8,000 being subscribed and \$2,000 paid in.

Royal Oak—George Blashill & Son, Inc., 207 South Main street, manufacturer and dealer in jewelry, watches, etc., has merged the business into a stock company under the same style with a capital stock of \$5,000, \$1,000 of which has been subscribed and paid in.

Allegan—Weldon Smith's bakery did not open for business Oct. 31. The front door bore this sign: "Closed for the purpose of reorganization." Mr. Smith has been in poor health for some time. He has always enjoyed an excellent reputation as a baker and business man.

Flint—David S. Childs, proprietor of the Jefferson Hotel, died suddenly of a heart attack in the hotel which he owned and had managed. Prior to going into the hotel business Mr. Childs was traveling salesman for the A. E. Nettleton Shoe Co. He was a resident of Flint for the past forty years and was identified with several organizations as the Flint Country Club, The Elks, Genesee lodge No. 174, F. & A. M. and a charter member of the Southern Shoe Travelers Association.

Bay City—R. V. Mundy, President Bay City Hardware Co., wholesale distributors, recently passed the sixty-

fifth anniversary of his entry into the hardware business. He first entered the hardware field in 1868 and has been connected with the same organization since 1871. He recently celebrated his golden wedding anniversary and although 80 years of age continues to be active in the hardware business as well as in other business enterprises. From 1917 to 1921 he served as mayor of Bay City, during which time he continued to be active in the hardware business and in the management of a bake shop owned by him and employing forty men. In addition he owns a half interest in a 2200 acre livestock farm, raising thoroughbred stock. All these business activities he continues to-day. Mr. Mundy is an early riser, usually getting up about 5:30.

Manufacturing Matters

Detroit—The Gabriel-Noble Manufacturing Co., 5465 Lincoln avenue, manufacturer of metal stampings, etc., has been organized with a capital stock of \$10,000, all subscribed and paid in.

Milford—The Milford Cooperage & Manufacturing Co. has been organized to manufacture barrels, cases and steel containers with a capital stock of \$30,000, all of which has been subscribed and \$6,000 paid in.

Detroit—The Baby's Friend Corporation, Hund Bldg., Gratiot avenue has been organized to manufacture and sell articles used in the care of infants, with a capital stock of \$1,000, all subscribed and paid in.

Detroit—United States Distilleries & Import, Inc., with business offices at 1526 First National Bank Bldg., has been organized to manufacture, store and deal in liquors, with a capital stock of 10,000 shares at \$1 a share, \$25,000 being subscribed and paid in.

Detroit—Ernest J. Farrell, 2496 Orleans street, manufacturer and wholesale dealer in milk, cream and dairy products, has merged the business into a stock company under the style of E. J. Farrell Co., with a capital stock of \$5,000, all subscribed and paid in.

Howell—The Brannon Appliance Corp. is expected to open a factory here Nov. 1. Herbert E. Brannon, formerly connected with the Westinghouse Electrical Manufacturing Co. as development engineer, is general manager of the new plant. He is the inventor of appliances which will be manufactured here.

Rice—The market shows somewhat more activity. Several factors are contributing to a more active demand. There is the colder weather, which is stimulating consumption; higher basic prices, which are causing buyers to cover their requirements more generously and the fact that rice, a rich energy food, is still very cheap, not having been raised proportionately with other products. Millers in the South are not anxious to sell their clean rice holdings as replacement costs will be higher under parity. There is a disposition among them to hold for possible fixed prices on clean rice, now under consideration.

Possessions cannot make us genuinely rich.

Growing Menace of Arthritis to Nation's Health

A nation-wide war on arthritis, to be carried out along the lines which have been followed in fighting tuberculosis, is now enlisting the support of leaders in public health activities.

Dr. Philip B. Matz, Chief, Medical Research Division, Veterans' Administration, calls attention to this health campaign which he views with particular interest because of the fact that arthritis is beginning to affect large numbers of World War veterans. In many cases the men affected cannot establish service connection for their disability, and thus do not definitely come within the scope of recent Government regulations for hospital care of veterans.

Although the mortality rate in the United States from arthritis is low, less than 4 per 100,000, the incidental suffering and economic loss constitute a problem of great magnitude, according to Dr. Matz. He states that arthritis in Berlin causes three or four times the disability of tuberculosis.

In Massachusetts there are 140,000 arthritics as compared with 25,000 cases of tuberculosis. Figures from Sweden, England, and New York show equal or greater economic burden because of this disease.

In 1931, the Veterans' Administration handled 34,369 cases of arthritis among service men at a cost of more than \$10,000,000. In 1932 the cost increased to \$16,690,020.

Arthritis has a long history. Overgrowth of bones of Egyptian mummies shows that the disease was prevalent 4,000 years ago in Egypt. Dinosaur bones, millions of years old, indicate that arthritis may have been one factor in their extinction.

Medical science has only in comparatively recent time developed extensive research as to methods of prevention and treatment. Studies by Dr. Matz have definitely established the fact that dieting is a large factor in successful treatment. Education of the public as to methods of prevention and cure, he observes, is as much needed now as it was 30 years ago, when science began its campaign against tuberculosis.

The dieting problem is made more complex because of the fact that there are two distinct types of the disease—one, atrophic, affecting slender persons and characterized by trophy of joints and bones, and the other, hypertrophic, attacking the well-nourished and to some extent persons of above normal weight, and characterized by hypertrophy or enlargement of the joints.

Nuts—The market here is somewhat more active. There seems to be a particularly good demand for filberts in the shell, and Brazils have done very well. California almonds are reported as slightly more active, and walnuts show signs of taking hold. So far, buyers have been narrowly covering requirements, and it is apparent that they don't intend to enter the new year with any more stocks than they can help. However, there should be improved business until Halloween, and a better Thanksgiving volume.

Essential Features of the Grocery Staples

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

Canned Fruits—Canned fruits are steady and waiting for places to go, but there will have to be some break in the present economic situation before distributors will be in the market for them. This applies particularly to the major items which have advanced in the past few months anywhere from 20 per cent. to 100 per cent. Of course the fact that the advances have been so sharp does not mean that packers are yet benefiting by them. They have still to realize them. They are still shipping goods at low contract prices, plus moderate or large surcharges. These shipments are coming in and will meet requirements for some time to come. The question of whether the packer will soon get prevailing prices or not depends on the business turn, which no one can predict. Many packers believe that they will not only get such prices but will get substantially more. Therefore they are not showing much anxiety to sell. But if they are not showing much inclination to buy, distributors are showing less inclination to buy and so something of a stalemate has been reached which only a turn in the business trend one way or another can break.

Canned Vegetables—Another quiet week in canned vegetables slips by with no particular changes noted in prices. Distributors are apparently waiting until their own position is clarified by the master code before proceeding with new commitments. However, there has been a good movement of merchandise against contracts and retail business has shown improvement here and there. Prices on popular sellers have been kept low in an effort to stimulate consumer buying, but from the latest advertising of chains, it appears that they are depending to a larger degree on other foods than canned foods to get their tonnage and dollar volume up. Specialties and holiday lines are being pushed at the moment, which is natural. The major vegetables show little change in the situation. There is little anxiety to sell evident among packers, as they have sold sufficiently ahead to take care of their needs. The once familiar story of "pressure selling" seems to have passed definitely. It is now heard seldom if at all.

Canned Fish—The outlook for canned and glass shrimp seems to be improved, although low prices still prevail here. However, at this writing, it appears that glass shrimp is again being held firm at \$1.75, factory, after a sale reported much below this price.

Dried Fruits—The dried fruit market showed an encouraging pick-up. There is more emphasis on holiday lines and the arrival here of the first shipment of new crop dates from the Far East stimulates interest. Then, too, the trade is taking a better view of the future since the Government's announced policy of lifting commodity prices. This is guarantee that as far as President Roosevelt can manage it he will exert his influence not only to halt any reaction but to put all commodities higher. The letdown in enthusi-

asm which occurred in business some weeks ago seemed to be based on the idea that speculative sentiment had run its course, and the failure of business to show its expected fall increase was causing uneasiness in the minds of holders of commodities. There was an apparent notion, too, that the Government would cease its reflationary program and pin its faith to a natural increase in prices. Now that it has again moved to hold producers, those who have covered their needs will feel more at ease. The price structure here remains firm and raisins show a little more firmness. On the Coast no particular changes have taken place, but first hands are holding against lower bids. It seems a good test of the market on the Coast has been obtained during the past few weeks of uncertainty and packers may now be expected to show more determination in holding. There has been a fairly steady call on dried fruits here. While orders are small in size, repeat business is steady and jobbers feel that this is a good sign that consumption is keeping up pace.

Macaroni—Recently competitive selling, which so demoralized the macaroni market early this year, has reared its head again. With the code still to be signed by the Government, some sellers have become tired of waiting and were offering quality goods at lower than list levels. Thus the price has been reduced to \$1.40 for 20-pound boxes. Some distress sales have been made below this. It was believed, however, that the official adoption of the code would rectify conditions. Demand was light.

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., \$1 per dozen, 4 doz. in box.

Bananas—6 @ 6½c per lb.

Beet Greens—50c for 10 lb. basket.

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

Brussels Sprouts—Calif., 17c per qt.

Butter—Jobbers hold plain wrapped creamery prints at 23½c and tub butter at 22½c. The Dairy Marketing Corp., fostered by the Federal Government to remove from competitive marketing channels all surplus butter, was organized at Washington late last week and started operating on Thursday on the East Coast, on the West Coast and in the Middle West. The headquarters of the corporation, which are to be in Chicago, are in charge of H. C. Darger, formerly vice-president of the Blue Valley Creamery Co. and more recently in the employ of the Government as advisor to Dr. Clyde C. King, dairy administrator.

The corporation will continue to buy from the surplus, turn the butter over to National Emergency Relief Corp. and encourage exports to foreign countries. It will also assist in carrying out the national marketing agreements, production control and other projects. For the present, butter purchased by the corporation will be disposed of through public relief channels and en-

couragement will be given to export.

Mr. Darger appeared on the Mercantile Exchange on Wednesday morning to qualify for purchasing butter. He furnished the necessary information to the directors and was qualified to start trading on Thursday morning. He has been a member of the Exchange for many years during his connection with the Blue Valley Creamery. He said he had arranged for credit at the banks for the Dairy Marketing Corp. and had taken office space on the seventh floor of the Congress-State Bank Building right above the AAA offices. He also arranged for prompt payment for the butter purchased.

He said he had a definite order for 5,000,000 lbs. to be bought for Government purposes and could get other orders as necessity required, to stabilize the situation. He was accompanied on his visit to the Exchange by several members of the comptroller's office of the AAA. The purpose in having them along was to acquaint them with the rules of the Exchange, so that the Dairy Marketing Corp. could meet the Exchange requirements in paying for butter purchased on the Exchange board.

The corporation will pay the trade the same as any other purchaser on the Exchange, by means of credit arranged for at the banks. The transaction will then be turned over to the AAA. Arrangements have been made with the Bureau of Agricultural Economics of the Dep't of Agriculture to inspect the butter for quality and weight. The Bureau of Agricultural Economics will gather together the papers including warehouse receipts and turn them over to the Federal Relief Administrator's office, which is in the Army Warehouses in the Stockyards district, and will receive payment directly from there. All the red tape has been eliminated, so that the prompt handling of accounts is assured.

Cabbage—65c per bushel.

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

Cauliflower—90c per flat, 8 to 10.

Celery—20@40c per dozen bunches.

Chestnuts—Michigan crop is entirely exhausted. Italian command 15c per lb.

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

Cranberries—Cape Cod, \$2 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.....\$2.20

Light Red Kidney from farmer.. 3.50

Dark Red Kidney from farmer.. 4.00

Light Cranberry.....4.75

Eggs—Jobbers pay 14c per lb. for mixed eggs and 15c per lb. for heavy white eggs. They sell as follows:

Fancy, fresh white.....30c

Candled, fresh.....27s

Candled, pullets.....17c

Storage eggs are as follows:

Candled, X.....17c

Storage, XX.....20c

Checks.....15c

There is a continued shortage of fresh eggs, but with more than enough refrigerator eggs to go the rounds, the scarcity of new-laid stock is not re-

garded as a real market influence. Distribution of eggs has been good and there is reason to look forward to continued favorable movement, but the season for absorption of storage eggs lessens daily in that the majority of handlers put forth every effort to clear their supplies by the close of the year. Generally speaking, there is room for great improvement.

Grapes—Local crop practically all marketed. California Imperials, \$1.65 per box.

Grape Fruit—Texas and Florida are held as follows:

64.....\$3.50

70.....3.50

80.....3.50

96.....3.25

Green Beans—\$2.75 per hamper for Florida grown.

Green Onions—Chalottes, 25c per dozen.

Green Peas—\$3.75 per hamper for Southern grown.

Green Peppers—California, 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—1c 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.....30c

Lemons—The price is as follows:

360 Sunkist.....\$7.00

300 Sunkist.....7.00

360 Red Ball.....6.00

300 Red Ball.....6.00

Mushrooms—30c 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.....4.25

288.....4.00

324.....3.75

Red Ball, 50c per box less.

Parsley—25c per dozen.

Pomegranates—80c per dozen for Calif.

Potatoes—75c per bu.; Idahos, \$2.25 per 100 lb. bag.

Poultry—Wilson & Company pay as follows:

Heavy fowls.....10c

Light Fowls.....7c

Ducks.....8c

Turkeys.....14c

Geese.....7c

Quinces—\$1.25 per bu.

Radishes—25c dozen bunches hot house.

Spinach—75c per bushel for home grown.

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

Tomatoes—\$1 per 8 lb. basket for home grown hot house.

Turnips—25c per doz.; 65c per bu.

Veal Calves—Wilson & Company pay as follows:

Fancy.....6@7½c

Good.....5@6c

Vegetable Oysters—30c per doz.

Wax Beans—Home grown hot house, \$1.25 per 10 lb. basket.

MUTUAL FIRE INSURANCE

Spontaneous Ignition and Summer Fires

Pointing out that summer is the season for awning fires due to office men flipping cigarette butts through open windows; for lightning fire in buildings not rodded or rodded improperly, and for fires due to spontaneous ignition of oily rags and waste, and of hay in barns, a bulletin just issued by the fire prevention division of the Industrial Commission of Wisconsin emphasizes the fact that all such fires can be prevented through the exercise of care.

The bulletin further points out that this is the season of repairs and renovations in schools, churches and residences, as also in shops and factories during the present revival of business, and asserts that if oily waste, paint, rags, or oily mops are left in contact with woodwork or other combustible material, the building may become a prey of a "mysterious" flame, resulting from spontaneous ignition.

Explaining that spontaneous combustion is the ignition of a substance by internal development of heat, without external contact with spark or flame, the bulletin stresses the point that substances impregnated with linseed or other vegetable oils, or animal oils and fats, absorb oxygen quite rapidly and gradually sufficient internal heat is produced to reach the ignition point. Such fires often occur in cellars, attics, closets, haylofts, warehouses, shops, and other out-of-the-way places not under constant observation, and spread rapidly, fed by highly combustible materials usually present.

To avert the danger of spontaneous ignition fires, the Wisconsin officials say that oily waste and paint rags when not in use during the day should be kept in standard, self-closing metal waste cans, and should be burned or otherwise destroyed at the close of the day's work. It is further pointed out that the stairway closet, particularly, is not the place for the floor mop; that sawdust or shavings must not be used to absorb oil on floors; that oily metal filings, borings and cuttings, leather dust and scraps, and waste, cloths or excelsior used for rubbing or varnishing furniture should never be left in contact with combustible materials, but should be cleaned up and removed or destroyed. Workmen's oily clothing should be hung on a masonry wall or in a well ventilated metal locker. Ink rags and cloths used to wipe rollers in print shops and lithograph establishments should be destroyed after use.

Special attention is directed to the fact that many sweeping compounds and dust preventives contain oil and that the only safe storage for them is in covered metal containers, and their removal after use.

The Farmers Way Out

For many years the farmer has been the darling of the politician. The farmer has been promised this and that if he voted the ticket of some particular political party. For years the farmer followed the will of the wisp of political panaceas until the great depression was upon him and his plight was as severe as was that of any other class or seg-

ment of the American people. Various plans for relief were tried but it seemed that the more plans were tried the worse became the plight of the farmer.

At last the farmer has been forced to the realization that the Government can perhaps ease some of the worst effects of the depression. It may aid our agriculture over a crisis. But, in the long run, the farmers themselves will decide whether agriculture is to prosper or to continue in the doldrums—whether it is to advance or go back.

In recent years the farmer has developed a great weapon—the cooperative. We have seen what it can do under the most unfavorable conditions, and its potential achievements must still be left to their imagination. It has been a stabilizing influence when stabilization was the thing the farmer has most needed. It has fought valiantly for better prices and markets when markets and prices were shrinking. It has not, of course, done all it wanted to do. But if it had never existed, there might be chaos in agriculture far more severe than anything the country has experienced.

The future of the co-operative lies mostly in the hands of the farmer. It has been severely criticized, as is any other new institution. It has met resistance from those who prosper from disorganizing farming. It will undoubtedly meet more criticism, more resistance.

The co-operatives deserve the most loyal, whole-hearted support. They deserve the enlistment of every farmer in their area. They must have it, if the new era for agriculture, which has been awaited so long, is to really come into being.

A New Arson Clause

Fire Commissioner Castimore, of Buffalo, New York, after having had extensive experience with arson fires in that city is advocating a new arson clause to be attached to the standard fire insurance policy of New York state.

"Convictions are hard to get in arson cases," he said, "because the very nature of the crime bespeaks its secrecy, developed within the privacy of one's home or business place and with evidence usually destroyed in the blast or fire."

"Even in plain cases of arson, where proof is lacking as to the actual criminal, some fire insurance companies just pay the loss and add it in the public's premium rate."

The proposed law lately before the state legislature reads as follows:

"The written opinion by two regular members of a police or fire force, including volunteer fire fighting units, experienced in fire investigations, based on their personal observations at the scene of a fire, that it was of incendiary origin creates a presumption of arson and also a presumption of negligence in the care and protection of the property on the part of the insured persons or person that have had or has charge of said property, thus avoiding the insurance as to them or him unless the presumption of negligence is overcome as an issue of fact by a fair preponderance of evidence."

Spray To Extinguish Fire

It has been discovered that a fine mist of water is more effective in extinguishing a fire than a great volume of water shot in solid stream. This idea has been adopted by some of the fire companies of Germany and it has been found especially valuable where the firemen can get in close range to the flames. The mist smothers the fire rather than quenches it.

Reindeer-Caribou Hybrid Superior Meat Product

Scientific research for the improvement of food products has been extended to the reindeer herds of Alaska.

Experiments involving the breeding of reindeer with the native caribou of Alaska have been carried out by the Biological Survey with the ultimate

goal of bettering the quality of the reindeer meat.

The Bureau of Education, now supplanted by the Office of Education, was instrumental in introducing reindeer into Alaska from Siberia. They have become a valuable factor in the economic welfare of the territory.

In addition to its experiments to improve the value of the reindeer herds, the Biological Survey is doing work to control diseases which affect the animals.

Shoe whitening, blackening is simplified by dressings contained in a new bottle closed with screw cap and permanently attached fibric pad. The moist, padded bottle top is rubbed on the shoe.

FIRE is not "Choosey"

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

FINNISH MUTUAL FIRE INSURANCE CO.
444 PINE ST. CALUMET

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

FACTS WORTH CONSIDERING

1909

1933

24 YEARS

Without an assessment.

Of uninterrupted dividends to policy-holders.

Of prompt payment of properly adjusted losses.

THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

affiliated with

THE MICHIGAN RETAIL DRY GOODS ASSOCIATION

320 Houseman Building

Grand Rapids, Michigan

Lines of Interest to Grand Rapids Council

(Continued from page 2)

alumni will be held and the Loziers will attend and renew old college acquaintances. We regret that they will be unable to assist at the meeting, but feel sure that everyone wishes them an enjoyable week end.

Orrie Geelhoed and D. A. Drummond have sent in final papers for injuries received some time ago.

Judge: It seems to me that I have seen you some place before.

Prisoner: You have, your Honor; I gave your daughter singing lessons.

Judge: Thirty years.

Jimmy Malloy and wife spent last week end at Chicago. They spent a few hours at the exposition, just to check up on some things they had seen on a previous visit. They said they thoroughly enjoyed being out in the rain which fell steadily during their stay. We suspect that Jimmy was looking for Big Boy McLachlan.

The community chest drive is on and several members of the council are assisting on the various teams. This drive is for a worthy cause and much relief from misery will result among those who are destitute. It is a cause that all who are able should contribute to as liberally as possible. Faith, Hope and Charity, these three, but the greatest of these is Charity. Though I speak with the tongues of men and of angels and have not Charity I become as sounding brass or a tinkling cymbal.

To spread a smile or two over the page for the readers of this column and to acquaint them with some oddities which occur in life, we will reproduce herein one or two letters each week, for a few editions, written by those who may even now be leaders in their communities. However light may be the contents, yet each expresses a thought or question of the writer and to him is as important as the most expertly written epistle.

Skinum & Leavum Co.

Gentlemen—Your letter do come and I see you ask very much I send you some money. This is all very fine but where do I get the money?

How about my working in your place and your working in my place and you will see some of my troubles and maybe you have troubles too. My salary is much less than yours so if you work at my place for my salary and I work at your place for your salary maybe soon I make enough to pay off what I owe you.

Make quick and let me know because I like this idea.

I. Yam Skinned.

White Baking Powder Co.

Dear Sirs—I guess you had better send me your White baking powder cook book at once, for I do not seem to get results from your powder. I am not an experienced cook, because I just got married last week and never tried it before. I have not been able to find any instructions on the can and as we live way out on a ranch, there is nobody I can ask. I have sprinkled your powder generously on everything I have baked, but it does not seem to do any good. In fact it made some of the things taste funny. Mrs. New Bride.

We opine that the tobacco business must be good with Harry Coleman, local representative for Woodhouse Co. arry drives a truck the size of a moving van and besides that great capacity for merchandise, we see Harry

trudging across streets and along the sidewalks with his arms loaded. We have been keeping a secretive eye on him just in case he stubs his toe and spills the load he is totin'. We believe in the rule that finders are keepers.

It is reported that some who are waving the Blue Eagle are not living up to its intentions. We believe we have a high standard of loyalty among our local business men, but if some reports are true, it is time to set some one on their trail and clean them up or out. It is true that there is a tendency among some to use the emblem for gain but we hope that we can check all of our business men 100 per cent.

Valet: Sir, your car is at the door.

Master: Yes, I hear it knocking.

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

Corporations Wound Up

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

Aulsbrook-Jones-Grobhiser Corporation, Sturgis.

Grand Rapids Petroleum Co., Grand Rapids.

Fitch Sales Corp., Saline.

Grand Rapids Enamel Sign Corporation, Grand Rapids.

Posselius Singleyn Co., Detroit.

Henry Jassy, Inc., Detroit.

Majestic Operating Corporation, Detroit.

Conant-Caniff Hdwe. Store, Hamtramck.

Fairgrove State Bank, Fairgrove.

La Jolie, Detroit.

Gross French Cleaners & Dyers, Inc., Detroit.

Flint Realty Co., Grand Rapids.

Hettche Motor Sales Co., Detroit.

Lee M. Ransbottom, Inc., Detroit.

Bellevue Summer Resort Association, Whitehall.

Wooster Products, Inc., Detroit.

Ketterlinus Lithographic Manufacturing Co., Detroit.

Foley Brothers, Inc., Huntspur.

Kaltz Brothers, Inc., Ferndale.

North Lake Mining Co., Houghton.

South Lake Mining Co., Houghton.

Indiana Mining Co., Houghton.

Franklin Mining Co., Houghton.

Capitol Pipe & Nipple Works, Detroit.

Childs Co., Detroit.

E. J. Manville Machine Co., Lansing.

Hecker-Moon Co., Detroit.

United Small Loan Corp., Detroit.

Cass Avenue Investment Co., Detroit.

Byron, Inc., Detroit.

Tri-Penn Oil Co., Inc., Detroit.

Macomb Investment Co., Mt. Clemens.

Nu-Matic Foot Ease Shop, Inc., Detroit.

Price guarantees are being used to stress rising prices by several stores. A Washington store tagged fur-trimmed coats on sale: "This article is being sold for less than to-day's replacement price. If, after you purchase it, the price should be lowered for any reason before December 1, we will gladly give you either a cash refund or credit your account." A Detroit store attached a similar guarantee to furniture on sale.

DETROIT DOINGS

Late Business News From Michigan's Metropolis

The announcement of the Government relative to lifting the code restraints for merchants in smaller towns has met with a storm of protests from business men in the larger centers. Charles E. Boyd, secretary of the Detroit Retail Merchants Association, affiliated with the Detroit Board of Commerce, stated that the removal of NRA restrictions from small merchants and factory owners in towns of less than 2,500 people does not go far enough and should not be confined within prescribed geographical limits. He believes that, following an insistent demand, the change will be extended to include merchants and factory owners in the larger towns and cities whose problems are equally as difficult as those of merchants in the smaller centers. Mr. Boyd said that every agency at the command of representative retail groups is being brought to bear on the authorities to bring about remedial measures. Free copies of the revised retail code signed by the President on Oct. 21 and effective Oct. 30, are available at the Detroit Board of Commerce. Probably no organization of its kind in the country has worked so unceasingly to alleviate the burdens of all retailers as has the Detroit Board of Commerce. Unfair trade practices and prohibitive taxes have been fought with all the vigor possible. Restrictive legislation proposed by law making bodies either in Lansing or in Washington has found representatives of the Board on the fighting lines, battling in defense of the smaller merchants. The Detroit Board of Commerce has evinced keen interest in retail store problems ever since Harvey Campbell was elected to the office of vice-president-secretary several years ago. Mr. Campbell has talked to thousands of merchants in Michigan on retail matters.

Despite a slight slump in business for the first weeks of October, P. M. Sabin, manager of Walk-Over Shoe Co., in Detroit, is very optimistic about the immediate future. "The people who bought for style have already been in and their trade is done with; but those who are our really solid customers, buying because they have to, are still waiting. Weather has been favorable to the customer in recent weeks, but cold days are beginning to bring in the men who obviously need heavy shoes for the winter, or even replacements in their existing wardrobe."

Godfrey Strelinger, formerly manager of branches for Kelvinator Corp., electric refrigerator manufacturers, has been appointed sales manager of the Leonard Refrigerator Co., Detroit. He succeeds R. I. Petrie, who recently became sales manager for Kelvinator Corp. Since 1913 Mr. Strelinger has been active in the sales end of the automotive and electric refrigeration industries. He joined Kelvinator in 1929, taking over supervision of all the corporation's branches, and three years later became manager of the Kelvinator branch in Detroit, which position he held a year and a half.

The family Shoe Co., Inc., has taken over Philip Jaffe's store at 1137 Westminster avenue, in the north end. Jaffe and Herman Sorin, a new partner in the business, are the present owners of the new company.

An automobile manufacturing company has devised a double-purpose radio program, aimed both at selling cars to consumers and recruiting dealers to handle them. A Detroit company is seeking electric refrigerator sales through programs featuring an organist, violinist and vocalist who are state prison inmates—the entertainers are known by numbers, not by names, and the program comes, of course, by remote control.

Be interested—and you'll become interesting.

Feature BODYGARD UNDERWEAR

- - and Keep Busy!

Take your share of the large volume and profit that BODYGARD Underwear guarantees every dealer who stocks and features it.

Bodygard advertising is now appearing in leading farm papers in America.

We Carry the Following BODYGARD Lines:

Men's 50% wool Springtex underwear
Men's VELLASTIC Union Suits
Men's Northland Fleece Underwear

Ladies' 25% Worsted Underwear
Ladies' VELLASTIC Vests & Pants
Children's BODYGARD Sleepers

Van Leeuwen Dry Goods Co., Grand Rapids



UNION LABOR TURNED DOWN

The Department of Labor is not a particularly important branch of the Federal Government as such things go. It is the youngest of the ten major departments. The Secretary of Labor is not even mentioned in the Presidential succession act, which provides—with doubtful constitutionality—that in the event of the death of the President and the Vice-President the Presidency shall descend through the Secretary of State and on down through the Cabinet in the order of seniority.

The Department of Labor had not been created when that act was passed; consequently Miss Frances Perkins, Secretary of Labor, is not eligible to become Acting President, if that is the correct title. Nevertheless, appointments to the Department of Labor have been peculiarly troublesome to most Presidents.

For years, ever since the department was established, the American federation of labor considered that it was one of its prerogatives to have a union-labor man as Secretary. Pennsylvania has furnished two of the four Secretaries of Labor. William B. Wilson, appointed by President Woodrow Wilson, was a member of the National union of miners. Senator James J. Davis, who was appointed by President Harding and whose terms ran through the Coolidge administration and part of the Hoover regime, carries a card in the Amalgamated association of iron, steel and tin workers of America. So far the American federation of labor was on top.

Then came the time when Mr. Davis had to retire from the Cabinet to take his seat in the Senate. The American federation of labor insisted that another of its members be chosen. In fact, William Green, president of the American federation of labor, called on President Hoover and announced publicly that he demanded the appointment of a federation member. President Hoover announced that he would appoint whom he wished and promptly named William N. Doak, an official of one of the railroad brotherhoods—unionized, but not in the American federation.

The appointment of Miss Frances Perkins as Labor Secretary carried on the non-federation succession, but with a compromise. Edward F. McGrady, legislative ace of the federation, was picked by Patronage Dispenser Farley to be assistant secretary of labor. Miss Perkins didn't like that and the appointment was held up. Mr. McGrady became labor advisor to the NRA. Then Miss Perkins exercised her woman's prerogative and changed her mind. McGrady was named assistant secretary of labor, but with the understanding that he be "loaned" to the NRA indefinitely. Now everybody is satisfied.

RETAIL CODE QUESTIONS

As often happens in such cases, the retail code, which was finally signed and became effective Monday of this week, was not improved much after the long delay it suffered. The disputed section on loss limitation took a form so involved that even General Johnson was under the impression that it made invoice cost plus a wage allow-

ance the basis for pricing. Actually, these clauses say nothing at all about invoice cost.

Indirectly, such a basis may be inferred because use of the so-called "loss leader" is declared an unfair trade practice. But the stores could readily include the wage allowance, sell a few pennies above cost and fulfill this provision. Then, of course, there are the numerous exceptions permitted, with "highly perishable" merchandise now followed by the phrase "which must be promptly sold in order to forestall loss."

It is plain that there are many points in the code which must be cleared up promptly by the Retail Trade Authority. The section upon limitation of price increases is one that does not bother the stores much now because prices are below replacement costs. In the event of a change, however, the present system of retail accounting might have to be revised. Should retail prices be challenged under this section, then the stores would have to prove that customary mark-ups were taken only on the June 1 basis, with other increases added separately, and not levied on the total cost of the merchandise, as would ordinarily be done.

But whatever the reactions to this code may be, it is hoped that it will receive full and enthusiastic support. Ward Melville, in a letter to the heads of the retail associations last week, called for such backing and properly pointed out that the whole success of the recovery program depends now upon distributors who must sell the NRA as they move the merchandise which means so much.

MONTH'S IMPORTS LOWER

In the light of the September figures on foreign trade, it is indicated that high protection interests were too quick to deplore the flood of imports and their effect upon domestic industries operating under the higher costs of the NRA. They moved during the week to have the Recovery Administration take steps against such competition.

August imports, as it now appears, showed a large increase by reason of the sharp advance in domestic manufacturing and also as a result of dollar depreciation. Raw materials and other products were wanted here to feed industry, and more dollars had to be paid for them because of the lower value of that unit.

Last month the trend was changed. The value of imports declined to \$147,000,000, a decrease of 5 per cent. from August, when the normal drop is 1 per cent. The new gold policy of the government has now disarranged importing to such an extent that many houses have discontinued foreign purchases, even though there is an advantage to them in buying before the dollar depreciates further.

The drop in imports was in contrast to a sharp gain in exports, which rose so \$160,000,000 for the month. This increase of 22 per cent. compared with a decline of 14 per cent. from August to September. Sales were doubtless spurred by firmness in the dollar and the desire of foreign buyers to avoid higher prices. Depreciation under the

gold purchase plan may tend to check this upturn.

DRY GOODS CONDITIONS

Colder weather brought the long-awaited upturn in retail trade last week. Possibly the address of President Roosevelt and advances in the speculative markets also helped. Demand centered, however, upon seasonal apparel, and, if prospective inflation was an influence, it was not felt in larger sales of higher priced goods. Furniture and other bulk articles were rather neglected.

The improvement in trade was used as a basis in this area for estimating that department store sales will run about 3 per cent. under those in the same month last year. This means, of course, that unit volume is decidedly lower.

In spite of higher replacement costs, some retailers are now forced to cut prices in order to unload burdensome stocks. The pressure on many small stores to meet bills has become severe, particularly as some of their sources of supply are also in difficulties.

These conditions, however, are in contrast with what is reported from busy industrial centers. Should the farmer's lot be improved under the new monetary program, it is likely that those sections where white-collar workers predominate will lag to the rear of the recovery procession.

Wholesale merchandise markets were a little more active in the week. Retail stocks must be worked lower, however, before there is real volume. In the meantime, more favorable weather and inflation may thaw out payments in the garment industry.

PUBLIC MAY BALK

Just what the newest administration move to increase prices and push recovery may accomplish is the question in every business quarter. Taking their cue from speculative markets and financial opinion, business men are prone to feel that devaluation of the dollar must raise commodity levels.

At the same time there is the hard fact to be faced that prices may soar but cannot stay up if the public does not buy. Inflation, in short, may meet a Tartar in a buyers' strike provided there is no universal scare over money and a flight into tangible property.

It is pointed out that the credit expansion policy of the Federal Reserve has apparently come to naught, although at one time over a billion dollars in government securities were bought and excess reserves of the banks have been driven to the unprecedented level of \$850,000,000. The banks have money to lend but no place, in their judgment, to lend it. The sound demand is not there.

Now the attempt is under way to do with a potential of \$50,000,000 in purchases of newly mined gold what a billion in credit could not accomplish. Shifting the comparison to consumers from business borrowers, the question is whether the public is going to be able to follow a stiff rise in prices. The demand is there, but the means of payment are in doubt.

What the outcome may be is uncertain, and to gauge it a sharp eye will be kept on consumer purchasing.

SMOKE AND FIRE

The flurry about the Nazis and the German Day observance has made one collateral subject rather important. That refers to Herr Heinz Spanknoebel, who appears to have been acting as a Nazi propagandist and agent here, with credentials, according to some witnesses, and without any authority whatever, according to assurances from official quarters in Berlin.

We would hardly be in a position to pass upon the Berlin protestations definitely. A natural tendency is to take them with considerable salt. But the incident adds color to the recent declarations that Nazi propaganda is being organized in a big way in the United States. The Hitlerites will be wasting time and money doing that sort of thing, but obviously no one could tell them that, in spite of all the damage German propaganda in this country did to Germany during the World War.

NAVY DAY

For some years now Navy Day, celebrated on the anniversary of the birth of Theodore Roosevelt, has been a rather perfunctory business. The more or less wise statesmen of the Nation were interested in other things. The few who could be obtained to make speeches on Navy Day generalized beautifully or were lonely, earnest talkers into vacuum.

At all events, nothing was being done about the Navy. Now, with another Roosevelt in the White House imbued with characteristic Rooseveltian interest in an adequate United States Navy, the picture is changing and decidedly for the better. We are turning away from the pernicious theory that we can skeletonize our marine forces and thereby induce the rest of the world to disarm.

TAKE THEM AWAY

The Federal Department of Justice is considering a plan to issue a Presidential order requiring registration of all machine guns. It is announced that particular attention is being given to the possibilities of confiscating all such weapons found in possession of known gangsters, whether a particular violation of law may be attached to them or not.

Why limit that activity to "known gangsters"? A machine gun is no proper weapon to be held by any private citizen. It is not like a shotgun or a rifle that a man may keep for hunting. No "right of the people to keep and bear arms" could possibly be infringed by forbidding possession of machine guns by anybody except the police and the military authorities.

Grapefruit and apples are expected to be marketed soon in open-mesh cotton bags, such as are now widely used for Florida oranges. California oranges are also now being packed and marketed on the East Coast in these bags. Brought to New York via the Panama Canal in special crates, the western fruit is inspected, bagged and sold direct to distributors at packing units established at tidewater terminals.

Wood burns because it has the proper stuff in it; and a man becomes famous because he has the proper stuff in him.—Goethe.

OUT AROUND

Things Seen and Heard on a Week End Trip

I was quite surprised Saturday to find that the new route from Grandville to Jenison on M 21 had been completed, including two bridges over Buck creek. The new thoroughfare is a series of graceful curves. The pavement is 80 feet wide, which width is now in evidence all the way from Grand Rapids to Jenison. I expect to see this width of cement laid all the way to Chicago during the next half dozen years.

The hardware stock of Jack De Young, at Grandville, who was found dead in bed one morning in July, is being adjudicated by the probate court. The business is being managed in the meantime by the deceased's only sister, who is the sole heir to the estate, assisted by the clerk who has been connected with the store for the past seven years.

The J. H. Poskey general store, at South Blendon, was closed as we passed by. I learned afterward that this was due to the funeral of the father-in-law of the owner.

I was surprised to find Henry Koop, the life-long merchant at Borculo, out of the store and at home with a nervous malady. He looks fine and is certainly on the way to complete recovery. Mr. Koop has always been regarded as the soul of honor. Few men in the mercantile business have more friends than he has. Because of his easy approach, he has been led into making some investments which turned out very unfortunate, but with his wonderful background of friends and the hearty assistance and co-operation of his remarkable children he will soon be on Easy street again.

It seemed mighty good to see the Holland sugar factory in operation again, after being idle so many years. The active local management is in the hands of M. R. Allen, who has had many years experience with the Michigan Sugar Co. and apparently knows the game from A to Izzard. He plans to run the factory sixty-five consecutive days, using three eight hour shifts. Because of the good reputation he enjoys in the production of beet sugar he was able to obtain permission from Washington to put that schedule into operation with little difficulty.

I was told that the Holland-St. Louis Sugar Co. has been disintegrated, each of the three plants once owned by the organization—Holland, St. Louis and Decatur, Ind.—now operating separately.

I received many complaints during the past year about the poor quality of beet sugar marketed under the name of the Crystal Sugar Co. For some reason much sugar was sent out in such a moist condition that it had to be sold to bakers exclusively. The brand is being made this year at Decatur. I hope it will be made better than it was last season.

Buwalda Bros., at North Muskegon, have made marked changes in their store building, including an entirely new front and new shelving and other fixtures. The tables in the center of the store have been removed. Some one undertook to burn 'em up recently by starting four fires on the West side of their building. Fortunately, the work of the incendiary was discovered in time to prevent serious damage except on the South end of the building, which had to be replaced. They have no inkling as to the identity of the criminal.

The scenic highway between North Muskegon and White Lake still presents a glorious greeting all the way. Some of the red and yellow leaves have begun to change to brown, but there is still enough color in evidence to make the route a very enjoyable one.

The Oceana Canning Co., at Shelby, discontinued operations Saturday after completing its pack of pie apples. The season has been a very satisfactory one, all things considered, although there is a considerable supply of unsold stock on hand. Manager Royal has begun the construction of an addition to his present warehouse, 60 x 160 feet in dimensions. He has lumber and cement already on hand, nicely stored in his present warehouse, showing very plainly how methodical he is when he decides on an undertaking of this kind. He recently had a motion picture film made, showing various processes the sour cherry passes through from blossom time to canning time, which he is exhibiting whenever he goes on his sales trips. If there is a more progressive man in the canning business than Harold Royal, I have yet to meet him. His company handles beans and fuel in the winter, which enables him to furnish employment to the men who work in the cannery summers, but might otherwise be without employment during cold weather.

While I was at Shelby a local merchant called my attention to an article in the local paper, the Herald, describing the impressions Harry M. Royal, the editor, received from attending the fiftieth anniversary dinner given by the Tradesman to its long-time subscription patrons Oct. 19, as follows:

Last Thursday I—in company with Mrs. Royal—enjoyed one of the most unique experiences of my life. Never before has such an opportunity presented itself, nor is it likely to ever again. It was a complimentary luncheon, given at the Pantlind in Grand Rapids, by Mr. and Mrs. E. A. Stowe, of the Michigan Tradesman, to all patrons who have been regular subscribers to that paper during the fifty years which it has recently completed. There are still on the Tradesman subscription list around a dozen of the half century patrons. About half were present at the luncheon, four were ill and two absent because of business engagements. I was proud to be counted within the Tradesman family, which was accounted for by the fact that way back almost fifty years ago I was mailing regularly every week to those oldest subscribers, and to others as the list grew, the Tradesman as it then was.

The worth of the Tradesman and the influence of its veteran publisher—we might say venerable, except that it would indicate age which has not

yet descended upon him—in directing better business policies among the trade of Michigan and the middle-west was oft referred to. Among the guests of honor who paid tribute to his service were Frederick C. Beard, Lee M. Hutchins, Grand Rapids; O. P. De Witt, H. A. DeWitt, St. Johns; W. G. Thompson, L. D. Thompson, Newaygo; O. A. Wolbrink, Holland. Yet no one in all the party, except his gracious wife, better knows "the measure of the man," absorbed more from association in the formative period of life—16 to 20—gained greater benefits or conceives himself under deeper obligation than this writer, whose success—such as it has been—he deems largely due to the training, the encouragement and endorsement of credit, all of which he had at the hands of Mr. Stowe.

Mr. Stowe once wrote me that I would probably have accumulated more money if I had remained in the city with him, but that I would probably not give up the satisfaction of my family for any amount of wealth or income. He was right. How grateful should be every man and woman for the blessings of a family.

The Oceana road commission has done a fine thing in changing the route of US 31 straight North from New Era for a mile or more, thus eliminating two sharp curves which could not help being dangerous in wet and slippery times. Those Oceana officials certainly possess rare vision. Considering their wonderful environment among the Oceana hills I do not wonder they have big thoughts and carry them into execution in a big way.

A. J. Rankin, the old-established hardware dealer, is making his plans to spend the coming winter in Florida, as usual. Harry M. Ryoal is also consulting the various automobile routes to Florida. He will spend the winter at Sebring, as usual.

The fiftieth anniversary edition of the Tradesman will probably be issued the first week in December. Friends of the paper who have been invited to contribute to this year's anniversary are requested to send in their contributions as early in November as possible.

Some weeks ago I was much concerned over the manner in which oak trees in certain localities were losing their leaves. I wrote the forestry department of both the Michigan University and the State College. This week I received a reply from Ann Arbor which dissipates my alarm, as follows:

Ann Arbor, Oct. 27—Your letter of August 28 has ultimately found its way to my desk. The blight on oak to which you refer is due, either directly or indirectly, to the severe drought of the past summer and will pass when precipitation returns to normal. Some trees may actually die as a result of the drought injury, but it seems probable that most of them will recover.

Along with the direct drought injury various kinds of plant bugs and leaf hoppers have become unusually abundant and are causing no little injury to the foliage of the current year, but, unless repeated year after year, this injury is of little moment.

S. A. Graham,
Professor of Economic Zoology.

It is certainly pretty tough to be in possession of historical information known to no other person and to feel that one is nearing the end with a full realization that no successor is in evidence. This appears to be the predicament of George B. Catlin, of the Detroit News, who is universally conceded to be the best posted man on Michigan history in the United States. The following letter explains the situation:

Detroit, Oct. 28—Of course when one is moving along toward his 77th milestone the future is not quite as certain as it seems in earlier years, but just at present I am apparently well and strong and as busy as at any former period of my life. Soon I shall be compelled to curtail some of my activities, but since the death of C. M. Burton I seem to be the only one left who has a fairly intimate acquaintance with the past history of Detroit and of the people who figured in its upbuilding during the 232 years of its existence. For that reason I hate to say no when I am asked to talk to local societies and organizations—have always found it hard to say "no."

This afternoon I am to ride about with some companions to point out historic locations. Tonight I am to talk to the Prismatic Club (organized in 1866) about Oliver Newberry, the first millionaire and big business man of Detroit and leader in transportation. Tomorrow afternoon I am to address a club of young men in a series of talks on How we got our Bible. Monday night I am to talk to the Acanthus Club on the Early Physicians of Detroit. Tuesday night I talk to the people of the First Presbyterian church about some of the notable members of their church at the time it was founded in 1825 and Wednesday night I am booked at the Fort street Presbyterian to talk about their early members and the history of their organization and show some stereopticon pictures of the early residents and the homes and business houses of the locality of the church as they existed eighty years ago.

This is a little too fast a pace for a man of my years. Also I begin to find that my memory for names is slipping, and that fills me with anxieties and worries as I babble along, so I shall have to depend more and more upon written notes which I can compile for guidance in advance of each occasion. One cannot expect to go on forever and the pity is that when I pass on there seems to be nobody left to carry on the old traditions and keep up an interest in the story of the past.

George B. Catlin.

Frank Welton, who has held important banking positions in Benton Harbor, Grand Rapids, Traverse City and Cadillac, writes me as follows:

"I certainly enjoyed reading what you said about Frank Hamilton, of Traverse City, in your Out Around last week. He was always a fine gentleman and has stood for the best things in life without any suspicion of greed. St. Peter will ask no questions of Frank Hamilton."

Grand Rapids, Oct. 28—I want you to know that I thoroughly appreciate the article in this week's Tradesman regarding Will Gilbert. Everything you said and more is true. He was a fine man, a good neighbor and an honest Christian gentleman. Always considerate of others and, in his quiet, gentle way, doing many kind acts which came from the heart without any thought of reward except the satisfaction of doing. Charles N. Remington.

Casnovia, Oct. 30—Your clever and appropriate souvenir of your fifty year celebration, as well as your photograph, have been received by me and I am truly grateful for them. Judging from the program and menu, as well as the favorable newspaper reports, it must have been a most successful meeting and I am sure it was very gratifying

(Continued on page 23)

FINANCIAL

Ruinous Compromise in Our New Monetary Policy

There are some further points that deserve attention in an appraisal of our newly adopted currency program. We have stated previous to this that the plan will not work and that it cannot be defended successfully even as purely theoretical reasoning. Because of limitations of space, however, this was given more or less merely as a dogmatic opinion and no attempt was made, for example, to explain the compromise between two basically conflicting lines of thought involved in the plan. It is this compromise which brings the program to a virtually immediate stalemate and prevents its having more than a speculative influence.

First, however, consider the problems facing the Administration. On the one side was a growing dissatisfaction in agricultural regions which was becoming crystallized in the farm revolt.

Back of this were many factors—growing disequilibrium between farm and other prices, slackened business activity, a declining stock market and a general slowing-down of the whole recovery program.

On the other side, and of at least equal importance, was the possibility, or in the opinion of many people the certainty, that France would go off gold in a few days.

Were there to be such a suspension of gold in France it unquestionably would start a flow of capital to the United States. Unless this was offset it would cause a rise in the dollar, which quite probably would have an adverse effect upon commodity and security prices.

The first requisite of any plan, accordingly, was to establish a mechanism by which such effects of a capital movement could be prevented. If this were not done, no plan could be effective in stemming the growing dissatisfaction.

The only mechanism capable of doing this would be one with power to buy and sell dollars. The plan, accordingly, moved in this direction. It stopped short, however, of giving full powers in this direction through limiting the R. F. C. to purchases and sales of gold. To be fully effective it should have been given the power to buy and sell foreign exchange as well as gold.

Further, in the actual plan the President cut midway between those demanding a definite stabilization with full gold convertibility and those demanding clear-cut and open inflation. It is this compromise which stalemates the plan. Because of it any one with gold cannot turn it in to the Treasury and get, say, two dollars for each of his old gold dollars. In consequence there is no increase in purchasing power.

On the other hand, the plan is not sufficiently inflationary to frighten people to death about their currency. They, therefore, will not rush madly from money into things. Even a spec-

ulative rally thus will be under a severe handicap.

In a word, then, the President, through making a compromise between devaluationists and inflationists, took the route which largely undermined whatever there might be to either side from the point of getting higher prices. It should be obvious, too, that the situation cannot be corrected by removing the ban of hoarding. Were this done at present, with the assurance that the price for gold is going up, people merely would draw out their deposits in gold and hold it until the Treasury stopped advancing the price.

Ralph West Robey.
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Retail Code Exemptions Mark First Great Concession

There have been so many spectacular moves in the recovery program this week that one of the most important developments has gone almost unnoticed. This has been the granting of exemptions from the NRA retail code. With few exceptions nothing that has happened in its whole history has been more significant from the point of view of the future of the NRA. At best, it indicates a fundamental change of policy; at worst, it indicates the start of a real disintegration in this method of "organizing" business.

It will be recalled that the exemptions apply only to small retail establishments. Specifically, any independent store that has not more than five employees and that is located in a town with a population of not more than 2,500 need not comply with the retail code. The rule applies to the whole country, but, of course, is directed particularly at bringing relief to the small stores in agricultural regions where opposition to the NRA has developed most rapidly.

The first point to note in connection with these exemptions is that they mark the first great concession made by the Administration in its determination to bring all our business under codes. This shows that those in charge of the work have realized that there are limits beyond which this idea cannot be carried—that the loading on of additional expense with consequent increase of prices is a ruinous policy if there is not a corresponding increase of purchasing power in the community affected.

In the official statements about the exemption, as is to be expected, no mention of such a change of heart is made. Rather the explanation given is that it has been found the application of codes hits small business owners especially hard and that it has been thought best to free them from this burden. Further, that in the final analysis it is only the large employers that need to be organized and controlled, not the small business man who has only one or two or three employees.

There is no question that the codes have hit small business organizations with great severity, but it must be obvious that it does not follow from this that they must be put in a separate class and permitted to employ any kind

of competition, while larger organizations are held within close bounds.

A second important point in connection with the action is that it constitutes an official admission that the NRA is not self-supporting. It will be recalled that at first the contention was that the additional purchasing power resulting from higher wages and more employment would cause such an increase of business that the higher costs would be covered and business men would be better off than ever. Now it is clear that this is not true.

On the whole, perhaps, one should be pleased at such a trend in the NRA. At least it indicates a swing toward realities. Before the trend becomes really significant, however, it must go much farther. More specifically, it must go to the point of eliminating all price fixing and all those provisions which tend to keep the economically unfit in existence.

If we can get that far, and granting that we are not upset in some other directions, it should be possible for us to get started again on the road to recovery.

Ralph West Robey.
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Proceedings of the Grand Rapids Bankruptcy Court

October 24, 1933. On this day first meeting of creditors in the matter of Edward C. W. Geistert, doing business as Hermitage Battery Company and Majestic Radio Shoppe, Bankrupt No. 5464, was held. The bankrupt was present in person and represented by Warner, Norcross & Judd, Attorneys. One creditor was present and Travis, Merrick, Johnson & McCobb and Hilding & Baker, Attorneys, and Grand Rapids Credit Men's Association were present on behalf of creditors. Fred G. Timmer, Receiver was present in person. Claims were proved and allowed or referred to the trustee. The bankrupt was sworn and examined before a reporter. The report of Fred G. Timmer, Receiver, was considered and approved. Fred G. Timmer, of Grand Rapids, Michigan, was appointed trustee and his bond fixed at the sum of \$500.00. The meeting then adjourned without date.

In the matter of F. F. Wood Motor Company, bankrupt No. 4920. The final meeting of creditors has been called for November 9, 1933, at 10 A. M. The trustee's final report will be approved at such meeting. There will be a dividend for creditors.

In the matter of Dick Arens, Jr., Bankrupt No. 5119, final meeting of creditors was held under date of October 9, 1933. Arthur N. Branson was present for Fred G. Timmer, trustee. J. N. Clark, of Zeeland, Michigan, present for creditors. Trustee's final report and account was approved and allowed. Vendee's interest in land contract was sold to J. N. Clark for the sum of \$100.00. Order was made for the payment of expenses of administration as far as funds on hand would permit. No dividend to creditors. No objection to discharge. Files will be returned to U. S. District Court.

In the matter of Yeiter Shoes, Inc., Bankrupt No. 5180, final meeting of creditors was held under date of October 9, 1933. Trustee was present by Arthur N. Branson and represented by Hilding & Baker, Attorneys. Trustee's final report and account was approved and allowed. Certain attorneys' bills were approved and allowed. Balance of accounts, bills and notes receivable was sold to Donald Gossett, of Grand Rapids, for the sum of \$13.00. Trustee's equity, right, title and interest in real estate offered for sale was sold to Cornelis Schauweker for the sum of \$5.00, subject to any and all liens, mortgages, taxes, contracts and encumbrances of whatever kind and nature. Order was made for the payment of expenses of administration, preferred claims, a second supplemental first dividend of 19 per cent. and a final dividend of 16.96 per cent. No objection to discharge. Final meeting adjourned without date.


October 26, 1933. On this day the schedules, reference, and adjudication in the matter of Tony Last, individually and doing business as Royal Bakery, bankrupt No. 5483, were received. The bankrupt is located at Holland, Michigan. The schedules show total assets of \$300.00, (all of which are claimed exempt), and total liabilities of \$4,380.77, listing the following creditors:

City Treas., Holland	\$ 39.50
Jas. A. Brouwer Co., Holland	40.00
Associated Truck Lines, Holland	40.75
Peter Arens, Holland	114.50
John Arendshorst, Holland	453.33
Bos Tobacco & Candy Co., Holland	47.00
I. Barsotti Co., New York	25.00
John Boersma, Holland	50.00
E. Bean & Son, Lawton	290.00
City of Holland	130.00
G. Cook & Co., Holland	7.80
David Clark, Sturgis	25.00
Tony Dozema, Holland	55.00
DeVries & Dornbos, Holland	41.75
Martin Diekema, Holland	46.06
Dutch Maid Candy Co., Holland	2.35
Diekema Garage, Holland	12.11
Gus De Vries, Holland	6.65
M. C. Dreshfield, Kalamazoo	7.45
De Pree Hardware Co., Holland	7.23
Besley Milling Co., Allegan	55.00
Ferris Coffee Co., G. R.	52.00
Gebben & Van Den Berg, Holland	10.00
E. B. Gallagher, G. R.	215.00
Holland Gas Co., Holland	89.00
Holland Lumber & Supply Co.	22.67
Holland Evening Sentinel	74.55
Holland City News	12.52
Holland Co-Operative Co.	270.00
Harrington Coal Co., Holland	415.66
Hekman Biscuit Co., G. R.	40.00
Holleman-DeWeerd Auto Co., Holland	9.50
Wilson Huizenga, Holland	50.00
Hulst & Son, Holland	20.00
I X L Machine Shop, Holland	3.25
Koeze Mfg. Co., G. R.	18.00
Lee & Cady, G. R.	193.75
Ray Lemmen, Holland	4.72
Lakeside Ice Co., Holland	36.00
Frank N. Lievense, Holland	7.50
Mich. Bell Telephone Co., Holland	16.50
Millard Supply Co., Chicago	24.40
Mills Paper Co., G. R.	178.22
Jos. Poel, G. R.	20.00
Peterson Nut Co., New York	63.00
Stekette-Van Huis Printing Co., Holland	12.05
Stekette Tire Shop, Holland	19.71
Standard Grocery & Milling Co., Holland	277.94
Steindler Paper Co., Muskegon	9.00

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Jacob Steketee, Holland.....	120.00
Ed. Seidel & Sons, Chicago.....	40.00
State Accident Fund, Lansing.....	24.09
Taylor Produce Co., Holland.....	212.00
Voigt Milling Co., G. R.....	13.50
Van Driele & Co., G. R.....	85.00
Ver Hage Milling Co., Zeeland.....	90.00
VenHuizen Auto Co., Holland.....	20.85
White Market, Holland.....	6.00
Dr. W. Kools, Holland.....	151.00

October 5, 1933. On this day first meeting of creditors in the matter of Harry G. Harrod, Bankrupt No. 5424, was held. The bankrupt was present in person and represented by Rex A. Spafford, Attorney. Petitioning creditors were represented by Brown & Gregg, Attorneys, and certain other creditors were represented by Walter R. McLean, Attorney. The bankrupt was sworn and examined without a reporter. Claims were proved and allowed. Fred G. Timmer, of Grand Rapids, Michigan, was elected trustee and his bond fixed at the sum of \$100.00. The meeting then adjourned without date.

October 23, 1933. On this day the order of Reference, and adjudication in the matter of Onondaga Construction Company, Inc., bankrupt No. 5478, were received. The bankrupt is located in Grand Rapids, Michigan. This is an involuntary case, and the schedules have been ordered filed. Upon receipt of same the assets and liabilities will be made known.

October 27, 1933. On this day first meeting of creditors in the matter of Aage K. Frandsen, Bankrupt No. 5152, was held. The bankrupt was present in person and represented by Rosenberg & Painter, Attorneys. Creditors were represented by McLeod, Fixel, Abbott & Fixel, Attorneys. Claims were filed only. The bankrupt was sworn and examined before a reporter. Fred G. Timmer, of Grand Rapids, Michigan, was appointed trustee and his bond fixed at the sum of \$100.00. The meeting then adjourned without date.

October 27, 1933. On this day first meeting of creditors in the matter of Young-Johnson Furniture Company, a corporation, Bankrupt No. 5353, was held. The bankrupt was present by Orson Young, its President, and represented by Roger I. Wykes, Attorney. C. F. E. Luce, Receiver, was present and represented by Cleland & Snyder, Attorneys. Certain creditors were present in person and Cleland & Syder and Gerald T. McShane, Attorneys, and Grand Rapids Credit Men's Association were present on behalf of creditors. Orson Young was sworn and examined before a reporter and all testimony taken at hearing on composition to be considered as a part of this proceeding. C. F. E. Luce, of Grand Rapids, Michigan, was elected trustee and his bond fixed at the sum of \$5,000.00. The report of C. F. E. Luce, Receiver, was considered and approved. Claims were filed. Bills of attorneys for petitioning creditors and for receiver were considered and approved. The meeting then adjourned without date.

In the matter of Henry Sondag, bankrupt No. 5473. The first meeting of creditors has been called for November 14, 1933, at 10 A. M.

In the matter of Benjamin R. Peterson, Bankrupt No. 5474. The first meeting of creditors has been called for November 13, 1933, at 11 A. M.

In the matter of Harry Olson, Bankrupt No. 5467. The first meeting of creditors has been called for November 13, 1933, at 10 A. M.

Items From the Cloverland of Michigan

Sault Ste. Marie, Oct. 29—We must hand it to the Kiwanis Club for being a bunch of live wires. They put on a preliminary sale of Kiwanis Auction money with the merchants, starting last Wednesday, which the merchants gave to their customers in premiums for sales and the payment of accounts. Judging by the amount of auction money in circulation at the armory Saturday night the merchants must have collected most of their outstanding accounts. There were many hundreds of articles to be auctioned off at the armory, but parties with only \$1,000 did not stand much of a chance in making purchases, most of the bids started off at \$500 and went up to \$50,000. A small electric toaster retailing for about \$2 would bring about \$5,000. There was lots of fun and many had to take the auction money home on account of the large crowd that cleaned up the prizes. The big Oldsmobile in the drawing was won by a young farmer boy at Dafer who held the lucky ticket. The money made by the Kiwanis Club will be used to defray the expense of entertaining the youngsters on Halloween night, putting on a big parade and offering free movie,

instead of having the youngsters cutting up and destroying property and doing other damage. The same type of entertainment was a huge success last year and promises to be as good if not better this year. The idea looks like a move in the right direction.

While the depression is still said to be on at DeTour, one would fail to notice it passing through. The merchants are all right side up. Jake Schopp, proprietor of the big general store, has had the entire building redecorated and the outside of the building newly painted, making the old place look new. James McDonald, another prosperous merchant and also postmaster, has just returned after spending a week visiting the Century of Progress at Chicago. The new store that opened only a few weeks ago seems to be doing a good cash business. It does seem remarkable that a small place like DeTour with five good general stores and practically only the Pittsburgh coal dock and limited fishing is about the only industries that they have to look for substance until something else may come in to increase business.

Those who believe in crystal gazers and all that sort of thing are asked to note that a famous seer at East Moline, Ill., has had to ask the police for assistance in finding his wife.

E. G. Collick has opened a confectionary store at 143 Portage avenue, East. Mr. Collick came here from Ishpening, where he has had several years of business experience. Mr. Collick is giving the business his personal attention and is also putting in a line of home made baked goods.

Claude McLean, who for the past several years has been employed here, has moved to Newberry to take the management of the new A. & P. store there.

"Life wouldn't be so bad if it were not for interest and taxes," say the farmers. The same goes for us, too.

The Sports shop, which has been operating on Ridge street since last spring by Ed. La Prairie, has been closed. Mr. La Prairie has not as yet announced what he will engage in in the future.

Mrs. Harper of the Home bakery on Ashmun street, is spending a few weeks vacation visiting her daughter and family at Duluth.

Peter Kott one of the well-known merchants at Raber, has the largest potatoes out of his garden this fall, averaging 2½ lbs. each or twenty-four to the bushel. Some of the potatoes are on exhibition in a store window here and are attracting much attention.

In 1934 many a colonel may be asked whether he got his title in the world war or in the NRA.

Thomas Fornicola has closed his gas station and stand for the season and will continue in the trucking business during the winter.

James Palmer, of Brimley, closed his store last week and does not expect to re-open until next spring.

Father William Francis Gagnier, a devoted teacher of the Indians, has ended his winter labors and the testimonial banquet given in his honor Monday night at the Ojibway Hotel marked sixty years of service in the Jesuit Society. This courageous leader has done a noble work in this district. The tributes paid to him by all the speakers, including Stanley Newton, and the messages of congratulations came from the hearts of those who knew the unselfish character of the man who so worthily has carried on the work of Father Marquette. The state of Michigan is indebted to Father Gagnier for his contributions to Indian philology. The residents of this section delight in honoring a faithful servant who rose above all hardships during these years of performance. They wish him Godspeed and will be glad to welcome him back next spring.

It would be great to do business with pleasant, easy-going customers if they would only pay their bills.

William G. Tapert.

Certainly a Half Century of Progress October 17, 1883—October 17, 1933

Houghton, Oct. 17—The span of fifty years between the above dates constitutes our One Half Century of Progress.

It is quite a while looking back fifty years and takes in a great deal of history, and the various angles of life effected by it.

Very few business ventures continue so many years, and whatever the cause—Luck or Reason—we have a right to feel a bit proud of our position in this community.

We are sending you this anniversary letter written on enduring copper, believing our friendship is mutual and enduring. Ed. Haas & Company.

Haas & Company are certainly to be congratulated over having been able to survive the stress and storm of a half centuring and emerge therefrom with a good commercial rating, a good reputation and hosts of friends. No one

visits the copper country without hearing the Haas store referred to in terms of high praise.

Get Together Dinner By Old Time Travelers

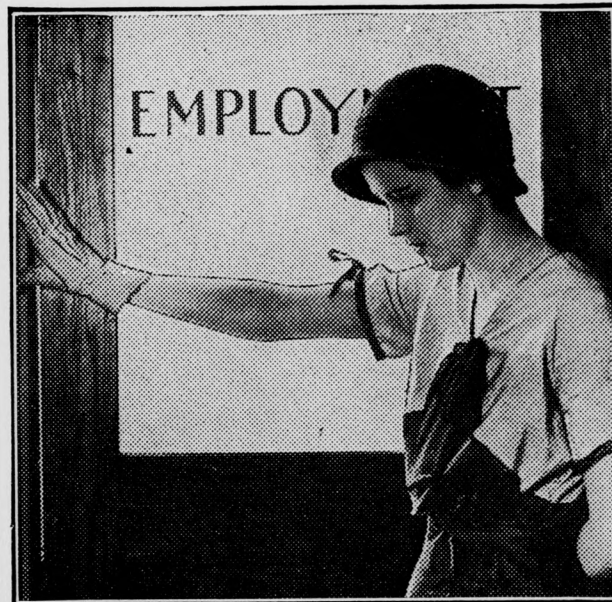
Grand Rapids, Oct. 30—The Old Time Traveling Salesmen and their wives will have a get-together dinner party at the Burch Home Hotel, Grandville, at 1:30 p.m., Sunday, Nov. 12. A chicken dinner, family style, will be served at 50c per plate. Reservations may be made through any of the following named Old Timers:

Geo. E. Abbott,
Will Berner,
Leo Caro,
D. A. Drummond,
Walter Lawton,
John H. Millar,
Roy Randall,
Frank H. Starkey,
Will Ten Hopen,
Dick Warner, Jr.,
Geo. W. McKay.

All reservations must reach Mr. McKay, at the Grand Rapids Trust Co., on or before Friday noon, Nov. 10.

Geo. W. McKay.

MICHIGAN BELL TELEPHONE CO.



THE JOB WENT TO SOMEONE WHO HAD A TELEPHONE

THIS young lady visited the employment office, day after weary day, in vain.

Eventually a job opened. It had to be filled immediately, but she wasn't there then. So the employment manager picked from his list of applicants one who had a telephone, and could be summoned instantly.

Other things being equal, the person who has a telephone and can be reached quickly and easily, is quite likely to be the first called back to work



Order telephone service today from the telephone business office. Installation will be made promptly

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.

Radical Improvement the Price of Future Success

From the beginning of prepackaging—say from when Fred Schumacher began to put his Rolled Avena in cartons in about 1885—a prime manufacturers' problem has been: How to get retailers to take and retain the margin provided in the sales plans? For this habit of non-profit selling is not new. It goes back, at least in spots, to the beginnings of merchandising.

Coffee is perhaps the outstanding travesty of to-day: the semi-luxury of the American table, properly due to carry a fair margin, being handled on a spread of about 6½ per cent., often for less than that; and this on an article which logically and economically is entitled to at least 20 per cent., on which 25 per cent. would in no case be exorbitant or extraordinary.

It surely is pleasing, therefore, to report on a grocer who consistently gets 25 per cent. on coffees, and he sells all the popular, advertised brands exclusively—not private labels. He says that sound policy to-day points to sale of such brands for all the reasons of good business: That they are pre-sold through advertising, consequently move with least expense; are not subject to variations in quality which result in consumer dissatisfaction; and are guaranteed.

Who is this man? Is he a little one-horse fellow in a corner somewhere whose business cuts little ice either way for anybody? No. He does business in a small community, but he is the biggest merchant there and his sales run around \$125,000 annually. He is so conspicuous that he could not "get away with murder." Hence, he must have certain elements of character which enable the performance I indicate.

It is the man, not the town.

Well, that's the answer: He has just such elements. He is located in the Santa Clara Valley, a place beside which the Garden of Eden would look like a desert of scrubs; where almost every kind of fruit and produce known across the broad expanse of our forty-eight states grows in prodigal abundance; where every back yard is a garden; where neighbors give to neighbors the overplus of their vines and figtrees without money and minus price.

Yet from his one store he daily sells a full truck load of produce and in strawberry canning and preserving time he commonly sells 175 crates daily on definite orders over his telephone in that immediate vicinity. Talk of coals to Newcastle—yet the secret is not difficult to dig up. It is this: The place to sell fruit is where everybody always eats fruit. That is why fish is abundantly sold in Duluth, Seattle, Oslo, Copenhagen and Aberdeen—right on the waters—while it is virtu-

ally unsalable in the prairies of the Dakotas, Kansas and Nebraska where you might expect it to be eagerly sought after.

O, yes: The pebbles our children play with in our own back yards are still the diamonds for which we go far and wide to seek! Opportunity not merely knocks—and knocks with unimpaired patience. She virtually pounds our doors down—while we often slumber through her well meant racket.

These facts furnish subject for the deepest reflection of which we can be capable—reflection that may aid in the solution of many problems. For instance, we find from a recent fruit jobbers' circular that "the grower is not only friendly to the itinerant, but enthusiastic over this method of disposing of his product." Why? Does the answer lie at our door?

Is this because the itinerant specializes in produce—handles nothing else—hence is a preferred distributor on the logical basis that thereby he moves considerable volume with a better return, on the whole, to the farmer? If that be the case, is this condition not due to failure of the grocer to do a better job in his perishables department?

That this is often so is shown by the neglect of perishables in many grocery stores. For the good grocers everywhere have made wonderful records as produce sellers, increasing volume—and profits therein—steadily in the last ten or a dozen years far beyond anything we should have looked for in, say, 1920. But in face of this betterment of distribution in a department of increasing importance to the grocery business, we everywhere find grocers who make a discreditable showing.

The Santa Clara Valley grocer, above referred to, does not move a truck load of produce daily in his store by chance. Such sales are the result of the most painstaking attention. He has realized all along that only perishables in the finest condition can be offered to a clientele as well posted on fruit and garden truck as his customers. So he never displays anything that is even slightly off grade. Whatever is left over is discarded or sold to outlets where price is a consideration and condition clearly understood.

Many grocers fool themselves fatally through mistaken attempts to clean up on substandard items in perishables. Fruits and vegetables not quite at their best are used to fill telephone orders from customers assumed to be good natured. If they take such goods once or twice, they are assumed to be easy—until some day they go elsewhere.

It should be accepted as a truism that the only way not to have substandard left overs is never to try to clean up such goods on anybody. The resulting confidence will then bring such increase in outlet that there will be no leftovers to speak of. In this connection, the garbage can is truly a profitable fixture. For what we dump therein as not quite fit to sell to our best customers is loss, but first loss is least loss and this likewise is final loss. But to palm off inferior produce on our customers is to multiply losses indefinitely; and in this regard it may be wise to think that every customer is

a "best" customer—all equally particular about their food—all entitled to the very best there is.

Observations in every state in the Union convince me that if grocers want peddlers eliminated, the best way to attain such result permanently is to do such a good job in the perishables department that peddlers will have no chance.

This should be worth while, too, inasmuch as perishables pay 36 per cent. when intelligently handled, and sales make up from 20 per cent. to as high as 40 per cent. of the total volume; and I now quote figures from chain, cash-carry stores. The service grocer can certainly make as much for he should sell a higher relative proportion.

Corporate chains have been known to be going through a process of consolidation of late years. Many have jumped to the conclusion that this meant they were through or something like that. But the fact is they have been intrenching themselves on sounder lines.

Now we learn that the Voluntaries are running the same process—shaking down, paying less attention to additional members, giving more thought and effort to building up individual store strength.

All of this is beneficent, in line with present day awakening, some of it entailed on the NRA program, every feature of it indicative of betterment in the business on general lines. Better merchandising is coming. Nobody can dodge that fact. Radical improvement is to be the price of future success.

Paul Findlay.

Regulation of Trade in Coffee Under N R A

The furnishing of coffee by wholesalers to social clubs, card parties, etc., for resale in competition with regular dealers is now prohibited as an unfair trade practice under a code of fair competition on which a joint hearing was held Oct. 24 by the Agricultural Adjustment Administration and National Recovery Administration. The code is sponsored by the Associated Coffee Industries of America.

Other trade practices proposed to be prohibited are false advertising, adulteration, false invoicing, and destructive price-cutting.

Since 1929 the industry has been operating on an average of a 50 hour week, but this was reduced to 40 hours under the President's Re-employment Agreement, it was testified. The code would establish a 40 hour week, with minimum wages of 40 cents an hour for male workers and 40 cents an hour for females in roasting, packing, and ware-

house operations, and \$16 a week for clerical employees.

Wages during the past Summer averaged 27 cents an hour for men and 23½ cents for women, while wages as low as 10 cents an hour were paid in some sections of the country, according to the testimony.

More Color for Swedish Stamps

Following the example of England and France the Swedish government has instituted a change in the color of its postage stamps with the idea of giving them a more attractive appearance. The reform has begun by changing the color of the 120 ore Posthorn and Crown type, issue of 1925, from black to "very bright mauve." Although the official announcement says that the change has been made for "divers reasons," Continental philatelists and business men have for some time complained of the faint colors of the stamps of Britain, France and some other countries, usually attributed to the fact that vegetable instead of mineral inks were used in engraving.



do so many grocers say:

"CARNATION MILK for turnover?"

Everybody knows that Carnation is the world's largest-selling brand of evaporated milk. Doesn't that explain the way Carnation Milk moves in grocers' stocks? Customers accept Carnation. Clerks don't have to sell it. . . . For faster turnover and lower selling cost, we recommend Carnation.

Carnation Milk

"From Contented Cows"

WORLD'S LARGEST-SELLING BRAND OF EVAPORATED MILK

KEEP SUPPLIED WITH

LILY WHITE FLOUR

"The flour the best cooks use"

VALLEY CITY MILLING COMPANY

Portland — Grand Rapids — Kalamazoo — Traverse City

MEAT DEALER

Proper Use of White Sauce Increases Appeal

The many forms of white sauce have added much to the art of cookery. By varying the ingredients and their proportions, sauces of different thickness, consistency, and flavor can be made and combined with dishes of many kinds. Among the dishes which involve the use of white sauce are creamed meats, cream soups, fish and vegetables, eggs, escaloped dishes, croquettes, welsh rarebits, timbales, boiled salad dressing and cream gravies.

Among the chief ingredients of white sauce are a liquid, a thickening agent, a fat, and seasoning. For liquids we may choose milk, water, meat or vegetable stock, fish stock, or fruit juices; for thickening agents, flour, cornstarch or egg; for fats, butter, cream, meat drippings, lard, oleo-margarine or oils. Seasonings commonly used are salt, pepper, celery salt, cayenne, onion juice, parsley, lemon juice, tomato juice, and various spices. Other ingredients, such as bread crumbs, chopped mushrooms, chopped egg, chopped pimento, rice and grated cheese, are used occasionally, depending upon the way in which the sauce is to be served. The sauce is not necessarily always white, although it is given the general name "white sauce."

With care in combining ingredients and with a little experience, it is easy to become proficient in the science of making a perfect white sauce without a sign of a lump in it, the Institute of American Meat Packers says.

The sauce should never be cooked too fast. The use of a double boiler, or a sauce pan over an asbestos mat, helps the person just learning.

There are three principal methods of combining white sauces. In the first two, fat is used, and in the third it may or may not be used. The method last mentioned is well suited to making cream chicken gravy, or similar dishes which already have fat in them.

First method: Heat the fat until it has melted, add flour, and mix thoroughly into a paste, being very careful that it does not brown unless it is intended for brown sauce. Add liquid and stir constantly until the sauce is thickened. If a large amount is being made the liquid should be hot, as this will save long stirring.

Second method. Heat the liquid. Combine flour with cold fat and, when thoroughly mixed, drop it into the hot liquid and stir continuously until the sauce is thickened.

Third method: Heat the liquid. Make a paste of flour with some water or milk, mixed to the consistency of thin cream, and add this to the liquid. Be sure that the liquid is not boiling, as this is apt to cause the sauce to lump. Stir constantly until thickened. The fat may be added when the sauce has been cooked, but care must be taken not to add too much as it will not mix well and may make an unsightly dish.

Two recipes given here are suggestive:

Creamed Chipped Beef

Shred one-half pound of dried beef and put it into a frying pan contain-

ing 2 tablespoons of melted butter or bacon fat. Turn over the meat until the edges of the beef are curled. Remove the beef from the pan and add 2 tablespoons of flour to the fat in the pan, stir to form a past, allow it to brown, if desired, and pour in 1 cup of milk. Again stir continuously until the sauce is smooth. Then add the chipped beef, season with pepper, and serve on toast.

Creamed Tongue, Veal, or Lamb

Make 1 cup of white sauce, using 2 tablespoons of flour, 2 tablespoonsful salt and 1 cup milk. Chop fine 1 cup of cold cooked tongue, veal, or lamb, or a combination of these. Combine the meat with the sauce, season, and heat thoroughly in a double boiler. Season and serve on toast for breakfast or in patty or timbale shells for lunch.

If used for a luncheon dish, add cubed celery cooked, chopped mushrooms, chopped cooked egg, and seasoning, according to taste. A richer sauce can be made by using part cream in place of milk.

Ham, sweetbreads, pork, turkey, fish, etc., may be prepared according to these same directions.

Turkey Production Will Be Biggest in History

The production of turkeys this year will be the largest numerically in the history of the industry. In addition, the average weight per bird will be higher. Quality is conceded to be the finest in many years at this season. Research work by experts connected with the U. S. Department of Agriculture has completely controlled turkey diseases and the mortality, which in former years was very heavy, is now, with ordinary care, almost negligible.

It is conservatively estimated that the number of turkeys to reach maturity from the 1933 hatch will be well in excess of 20,000,000 birds. Some of these will be used for breeding purposes. In former years the marketing of the new turkey crop did not start until Thanksgiving. This year, however, young penfed turkeys were shipped into New York from various States as early as August. These young toms averaged 12 lbs. and young hens 7 to 8 lbs. each.

For the past two months fully 50 per cent. of the turkeys consumed have been young birds. At present the supply of frozen turkeys has been completely absorbed, excepting small lots held by the hotel and steamship supply houses. Despite depressed economic conditions, consumption of turkeys this year from February to October totaled 11,506,000 lbs., the heaviest on record. The popularity of turkeys in hotels, restaurants and other eating places has increased greatly during the past year, largely on account of the low cost. In 1926 turkeys averaged 10c per lb. more than roasting chickens. In 1929 the difference had declined to 7c and in 1932 to 28c per lb.

An attempt to figure possible prices for Thanksgiving is difficult. As the holiday this year falls on Nov. 30, almost a week later than last year, birds will not only average heavier, but will be of better eating quality. Another potent factor is the favorable growing weather during October, which will re-

sult in shipments of turkeys from many States which usually could not ship for Thanksgiving. Operating under the NRA code will enhance the cost of dressing and packing turkeys. The fixed limit of advance from warehouses at 70 per cent of the market value as to grade may discourage speculators at Thanksgiving and, in the event of a surplus, low prices may prevail.

The general opinion among leading local receivers is that No. 1 Texas turkeys will sell at 18@20c lb. and No. 1 western at 20@22c. On closely graded northwestern toms, weighing 12 to 17 lbs. each, 22@23c may possibly be realized. Young turkeys weighing more than 18 lbs. will probably have to sell at 1@2c below the more desirable weights.

These prices would permit a retail price of 27c on No. 1 turkeys, although in some sections this price might be advanced to 28@29c. The general opinion is that the popular retail price will be 23@25c on average No. 1 birds. Two of the large chain distributors advertised fancy turkeys extensively in the metropolitan district last Thanksgiving at 29@31c. Consumers refused to pay more than 25c and would not take the high-priced stock.

Round Steak Is a Good Bet

Everyone who likes beefsteak—and almost everyone does—will find that several delicious kinds of steaks can be obtained from the round of beef (the round occupies the same position in a beef animal that the ham does in a hog. Swiss steak is one of the most popular and delicious. Spanish steak, round steak, and hamburger also are highly favored by those who have tried them, says the Institute of American Meat Packers.

In palatability, flavor, and nutritive value, meat dishes from the round of beef compare favorably with those from any other kind or cut of meat. Yet the round is an unusually economical cut. It contains a very high percentage of lean meat, and, despite its goodness, is not so widely known as some other cuts of beef. Moreover, the supply is relatively large—it constitutes about one-fourth of the entire side of beef. Hence, its price is relatively low.

The round cut also may be used for delicious pot roasts, and some parts may be chopped for stews or used in chile con carne, meat pies, meat loaves, or chop suey.

The Accomplishments of Fifty Years

Grand Rapids, Oct. 29 — Because you have certain outstanding qualities important to constructive humanity, I choose to use you, if I may, in illustrating the importance of these.

You have been an active and interesting personality in our community, and, for that, the subject and the inspiration for my exposition. Sincere of purpose and honest in the pursuit of it, you have gone about your business continuously for fifty years. To your understanding observers, your interest and love for individuals has been long revealed. So much of an individual is expressed in his major undertaking; about it all else revolves.

Although many of your undertakings have at times threatened to eclipse, yet you have been loyal to a purpose. And as you persisted in the building, so have you persisted in its support. As Hamlet is a child of Shakespeare's mind, so is the Tradesman the child

of yours. You have drawn into close association with you your subscribers, your contributors, your business associates, and your employees. As frequently as you can, you draw them into your circle to commemorate some event, to give and receive inspiration. The Tradesman has been and is your job. Therein is your heart and mind. All else has revolved about this one big purpose.

To successfully pursue a purpose, one must possess certain qualities. Persistent continuity of co-ordinated effort, supported by your ability, has made for a battering ram, shaping and cementing substantial construction. Whether it be a trade publication or the building of a bridge, hard work accomplishes the fact.

Construction of any form, if without service, is futile; without compensation. In serving oneself, one serves humanity; therefore serving oneself is a laudable purpose. Can one shelter his guests in a shower of rain, if his roof is a sieve? The public is much impressed with the services of a physician or a minister to his community; it little realizes the importance of and need for such a service institution as yours. That the information you have directed to retail institutions for the past fifty years has been important, few fail to recognize. You have done much to bring about better informed merchants, better merchants and service organizations. Because of your work, you have contributed in no small way to better homes, better schools, greater opportunity and greater comfort.

Mr. Stowe, I extoll the qualities of human achievement that are represented in your success. You are a vehicle of human achievement. Your efforts are rewarded in the satisfaction accompanying your success.

The announcement of your fifty year subscriber roundup interests me keenly, as have the many other events commemorating milestones in your business. I congratulate you, Mr. Stowe. S. W. Todd.

The Depot Master

"Tran due?"
"Always."

Then as a whistle blew
The depot-agent knew
That what he said was true.

For coming round the Bay
And puffing on its way
A train due yesterday—
The mixed G. R. & I.—
Was seen against the sky
And brought the reason why

Friend Pool, the station-master
Was glad it came no faster,
For had it not been stuck
His word was out of luck.

A railroad cannot be
A human thing to me
With rails of hardened steel
With ties that cannot feel
With ballast out of rock
Or costly signal block;

What makes them most worth while
Is not their furnished mile
But agents who can smile
Then with politeness rule
Like master V. A. Pool.
Charles A. Heath.

More than 40 retailers in a western town are using co-operative advertising to urge debtors to refinance their indebtedness through a local finance company. Indebtedness of the debtor is transferred by the creditor retailers to the finance company, which discounts the debtor's note calling for regular payments. The cash goes to the retailers at once, they, individually and as a group, usually endorsing the note.

True nobility is invulnerable.

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.

How To Start the Holiday Goods Campaign

For the next two months, holiday lines will be an important feature in the hardware store. In the immediate future the Thanksgiving holiday is the peg on which the dealer hangs a great deal of his selling effort; while immediately after Thanksgiving, the Christmas selling campaign will get under way.

For the next few weeks, much of the selling effort will link up with Thanksgiving. For instance, a "Brighten Up for the Holidays" drive can be put on, featuring hardware lines necessary at this season. Interior paint specialties can be played up to good advantage, for example. Then the cooking of the Thanksgiving dinner entails the use of proper kitchen utensils. Perhaps a new range is in order.

Window displays should take on a distinctively Thanksgiving and holiday note. Demonstrations of some lines, such as interior paint specialties, can be put on. The desirability of getting the home in good shape for winter weather ought to be stressed. And, throughout all this selling and publicity effort, the fact that Thanksgiving and Christmas are both approaching should be kept prominently before your public.

You can't very well feature Christmas gift lines before Thanksgiving; but you can use this month's advertising to prepare the buyer's mind for Christmas and inculcate the holiday idea.

Immediately after Thanksgiving, the Christmas drive should be got under way. Special plans for getting holiday buyers into the store ought to be worked out in advance. As a preliminary, regular stock must be relegated to the background. Seasonable holiday lines, toys, sporting goods, gift lines and household specialties should be brought to the front and attractively displayed. The window displays, and the store advertising generally, must be suggestive of the holiday spirit. An idea to stress especially is that the hardware store is the place to shop for useful gifts.

Whatever the usual policy, for the Christmas season it is desirable to price all holiday lines in plain figures. At this busy season, price tags save clerks and facilitate rapid buying and selling.

The big problem, however, is to attract the crowd. A good stunt is to select a specific day, early in December or even late in November, as a "Holiday Lines Opening Day."

One dealer made his "Holiday Goods Opening" an exhibition rather than a selling stunt. It was specifically announced that at the opening no goods would be sold. The occasion was merely to show the wide variety of holiday and gift lines handled. The visitor was under no obligation to buy, and no effort was made to sell to him.

Of course, if he wished, he could give an order for future delivery, but that was entirely voluntary with him.

The exhibition stunt is sometimes a good one.

For the Christmas season, it is worth remembering that the child is, temporarily at least, the head of the family. Hence, a special appeal should be made to the children. Of the store windows, one should be set aside for displays to appeal particularly to boys and girls. An advertising stunt frequently employed is to distribute handbills to the children as they leave school. In these handbills, announcement is made that every child registering his name, address and birthday at the store on "Christmas opening day" will be given a souvenir. Have an address book convenient and as each child registers hand out a balloon, a whistle, a pea shooter or some such small article. For a girl, a small doll or a pocket mirror will serve.

In return for the cost of the souvenirs and handbills you interest practically every school child in your store; and you secure a valuable mailing list. Getting the birthdates is worth while. They may not be of immediate use; but you can mail congratulations to the child when the anniversary comes round, and can—a little ahead of time—mail printed matter regarding suitable birthday gifts to the parents. This policy can be followed up systematically from year to year, and will help to build business.

Meanwhile, impress on the youngsters that your store is "Santa Claus Headquarters." The youngsters will talk about it to their parents. Such word-of-mouth advertising is helpful.

A popular stunt utilized by some of the larger stores is to have Santa Claus arrive by sleigh or airplane on the opening day and drive to your store. Advertise his progress from the North Pole for a few days ahead of the scheduled opening date and you will arouse a lot of interest and get the youngsters talking.

Another way of opening the holiday season is just to open it. Arrange the Christmas lines inside the store, everything price ticketed. Put on the most striking Christmas display you can devise showing lots of stock and quoting specific prices. Advertise your Christmas gift lines through the local newspaper, again quoting specific prices. And when people come—as they will—put your best selling efforts into the campaign.

Holiday lines should be offered right after Thanksgiving. From the opening day until Christmas they should be pushed for all they are worth. Throughout the store should present a Christmas aspect. Decorative items include evergreens, Christmas bells, red and green paper rosettes and the like. The background of the window might be trimmed with evergreen or holly against a white cotton or cheesecloth background. Incidentally, see that your window lighting is properly diffused to secure the best effect.

Hardware stores featuring toys extensively sometimes find it worth while to establish a special "Toyland" department upstairs or at the rear of the store. Here Santa Clause makes his

headquarters and meets the youngsters.

All Christmas lines should be displayed to the best possible advantage. Not merely should holly, evergreen or other colorful accessories be used, but it is important to display goods on clean paper or cheesecloth. Cutlery, pocket knives and similar lines should be clean and bright. A supply of holly boxes and Christmas wrapping paper may be secured for parcels, or a holly sticker on gummed paper with the words

"To----- From-----"

The Blank Hardware Store wishes all its customers a Merry Christmas."

Just inside the store a large sign can be set up so that the customer leaving is confronted with the parting wish, "Merry Christmas."

Victor Lauriston.

The Code for Retail Hardware Dealers

President Roosevelt signed the Retail Code to take effect Monday, Oct. 30. However, dealers have until Monday, Nov. 6, to adjust their business to the provisions of the code. The following summary concerns some of the main provisions of the code.

Hours and Wages. The NRA agreement as to employees' hours under which retail stores have been operating, is changed to a sliding scale dependent on hours the store is open. Each store has the opportunity, between now and Nov. 6 to designate the group under which it is decided to operate. Stores are required to post prominently the store hours and employee hours. The following table shows minimum wages and maximum hours in each of the groups.

Store Hours	Minimum Weekly Wages in Towns of:	
	Maximum hrs. per week	25,000 to 100,000
52-56 hrs.	40 hrs.	\$12.00
56-63 hrs.	44 hrs.	12.50
63 hrs. and up	48 hrs.	13.00

In all stores, employees may be worked 8 extra hours a week without additional pay for two weeks in the first six months of the year and for three weeks in the last six months.

The Recovery code does not apply to independent stores with 5 employees or less in towns under 2500 (U. S. Census 1930). If more than five employees, wages must be increased 20 per cent. provided this shall not require over \$10 per week. Maximum hours do not apply, in any store, to salesmen spending 60 per cent. or more of their time in outside selling, nor to executives drawing from \$35 in towns over 500,000 to \$25 in towns under 2500.

"Loss Limitation" clause. The Hardware association has been almost continuously represented in Washington. Hundreds of letters and telegrams have been sent at the request of this office by Michigan hardware dealers supporting the "loss limitation" clause. It is not in exactly the same form as requested, but gives equivalent protection. The clause now reads that the "selling price shall include an allowance for actual wages of store labor."

The Hardware Wholesalers' Code. A trade evil of long standing is the sale of goods to the retailer's customers by wholesalers and manufacturers. In some manufacturing centers such

sales of hardware will run about as much as the sales in hardware stores. Many wholesalers, desiring to protect the retailer have been forced to sell to the purchasing departments of factories and other places, merchandise for the retailer's customers at wholesale prices, for personal use.

The more progressive wholesalers are honestly desirous of curbing this practice. The Hardware Wholesalers' Code Committee in the Sept. 9th revision of their code adopted the following clause:

Protection to Retailers. Wholesalers should protect the retailer by refusing to sell to the retailer's customers at wholesale prices, for their personal use. Any violation of this rule is an unfair trade practice.

At the desire of the Recovery Administration, a "Master" wholesalers' code, known as the code for "Merchant Wholesale and Distributing Trade" has been drawn up by representatives of various wholesale trades. The hardware group attempted to secure inclusion of the clause mentioned above but, while their efforts are being continued, so far without success.

At a conference in Chicago with the code committee of the hardware wholesalers at which your secretary appeared before them, he was told that, if their efforts were unsuccessful to secure inclusion of the clause in the "Master" code, they would endorse the clause for inclusion in the supplementary code covering the wholesale hardware industry itself.

A. J. Gahr of the Geo. Worthington Co., Cleveland, Ohio, is chairman of the Hardware Wholesalers' Code Committee. J. T. Martindale of Van Camp Hardware and Iron Co., Indianapolis, is the only other member of the committee in this trade territory. Members are requested to write these men indicating their interest in the subject and thanking them for their continued effort to include the desired clause in the wholesale code.

I can promise you plenty of action at the next convention to be held in Detroit, Feb. 13 to 16. Do you remember the old-time conventions when everybody felt free to "speak his piece" in any way he wanted? Well—that's what we'll have next February. If you have something on your chest, that will be your opportunity to throw it off. The Question Box will be an important part of each session.

We'll talk about "Codes and Competition." Retail codes—wholesale codes—Manufacturers' codes and how they affect the retailer. We'll talk about competition and prices—and what's to be done about it. We'll talk about merchandising and new lines and ideas for selling at a profit.

Write this office for information on the following:

Business Men's Fin. Co., Wichita, Kan.

Continental Sales Co., Tiffin, Ohio.

Rogers Redemption Bureau, Minneapolis.

Wayne Display Co.

Color Ware Steel Co.

H. W. Bervig,
Sec'y Mich. Retail Hardware Ass'n.

DRY GOODS

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

Consumers Write to Protest Prices

Those who have been in touch with the Department of Agriculture in Washington report that "an avalanche of consumer protests against high textile and garment prices because of the cotton process tax were received by the Department during the course of the past week following the radio address of the President." These, it is stated, came from all classes of people, many of the letters being scrawled and others the protests of evidently intelligent people.

The result is that the misinformation that has been permitted to get around about the processing tax representing so small a part of merchandise costs that high prices compared with the low market are unjustified. From the temper conveyed in the correspondence reaching the Department of Agriculture it is felt that grave harm is being done the retail, wholesale and producing markets of the country.

It is conceded or maintained among cotton goods men that price advances during the early stages of the NRA program were extreme. Since then yardage and garment prices have begun to level off, sometimes to such an extent that many conclude they will again rise through the necessity to get cost out of goods. The contention is that if there may have been occasion for complaints about too fast rising merchandise selling prices, that time has already passed.

But the fact that the Consumers' Guide of the Department, sent to farmers and others, should act to arouse bitterness becomes more evident from the flood of letters from consumers who get their inspiration to unfairly protest from the Government itself. On a number of lines of cotton goods keen competition has influenced lower than cost prices. This is reported on the basis of price analysis, new manufacturing costs being taken into account as derived in reports from mills and manufacturers.

Primary market officials include those who emphasize Government officials should be doubly sure of their facts before directly or impliedly charging profiteering to cotton goods sellers. They reiterate account must be taken of the waste content in cotton and the new labor charges that must be borne.

New System of Store Lighting

The latest development in electric lighting ought to be a real boon to store proprietors.

It is now possible to get three different levels of illumination from the same electric lamp, at the turn of a switch.

Suppose that during the time of a special sale the management wishes to attract attention to one department in particular. When the sale is on, it can be flooded with illumination.

Suppose, then, that after the sale only average illumination is required. Just enough light to show that the department is open for business, but not as much as if the aisles were filled with customers.

There are times, too, when less than average illumination will be a saving.

Heretofore such flexibility has been possible only through the use of three separate circuits. Now the combination lamp, called a "three light" lamp, handles all three situations.

In each lamp are two separate filaments. One of these may consume 150 watts, the other 200; or one may use 200 and the other 300. Filament a or filament b may be turned on separately, or the two may be used simultaneously for brilliant illumination.

Ask Relief Goods Be Branded

A suggestion that all foodstuffs to be distributed through retail grocery stores under the program of the Federal Emergency Relief Administration be put up in unit packages and labeled conspicuously as "government property" is made by retail and wholesale grocery groups. In cases where bulk packing is necessary it is suggested that the Government use specially colored bags in which the products can be put when turned over to consumers. National groups of independent retailers, wholesalers and chain-store organizations will participate in the distribution of relief supplies.

Blankets Sell More Freely

The start of cold weather has given impetus to the movement of the heavier textile goods, but because of high mill prices most of the sales are being made by wholesalers. Blankets, comfortables and outing flannels started to sell more freely during the week. Wholesalers who purchased all-wool blankets early in the year are able to offer them at a price almost 20 per cent. under mill levels. A four-pound 66 by 80 wool style, which manufacturers quote at about \$5.80 net, is being offered \$1 cheaper by jobbers.

Basement Prices Stable

Heavy advance investment in merchandise stocks will not be required, according to views now gaining ground among retail basement executives. The recent softening in prices, they feel, will be followed by a stabilization that will not require large advance buying. These executives strongly believe that the maintenance of the old price lines is the best procedure, with substitution of altered merchandise in cases where advances preclude this. Basement executives are on the alert for new items for downstairs selling.

Expect Table Glassware Gains

Indications are that November will be an outstanding month in the production of glassware for the home and table, that glass container output will be slower than in October and that the demand for flat glass probably will increase over present levels. There has been little advance buying of glassware for the holiday selling season despite the certainty that prices will move up when the glassware code and the anticipated new wage scales go into effect. The demand for liquor bottles is excellent.

Holiday Cushion Buying Ahead

Holiday buying of decorative cushions is considered ahead of the volume for the corresponding period last year. Stores placed substantial reorders this week and a number of retailers went into the market to purchase complete Christmas stocks. Silk cushions to retail around \$5 are wanted by the majority of stores. Tailored patterns are favored, but a fair quantity with lace border decorations has been sold. Price advances occasioned by higher fabric costs have not affected demand to any great extent.

New Linen Prices Due This Week

New prices on linen fabrics will be named by a number of importers by the middle of the week, according to information sent out by leading houses last week. Importers withdrew lines from sale last Wednesday and said no new business would be accepted until the exchange situation eased. Buying in the linen trade has been at a low point for some weeks, but there was considerable interest in future commitments. Manufacturers of men's and women's clothing are making queries on supplies and prices.

Sterling Silver Volume Declines

Wholesale buying in the sterling silverware market has eased off manufacturers report. Although the factories are still working full shifts they are turning out goods ordered some weeks ago. Current purchases, which at this time of year should be heavy, are "spotty" with certain sections, notably the metropolitan district, restricting commitments. A number of large orders have been received from the

Middle West but they were mainly for low-end goods.

Men's Stores Cutting Prices

Producers of various types of men's wear report that price cutting of goods by retailers, particularly the smaller shops, is becoming more noticeable, as these stores have heavy maturities to meet this month. With consumer demand failing to show any improvement and resistance offered to the high quotations, the stores have been forced to slash prices in order to meet their obligations. Collections have also slowed down in the last few weeks, it was said, and the situation is becoming critical for many merchants.

Demand for Leather Slow

A slow demand for leather until the end of the year is predicted by tanners, who report that for the last month business has been dull. Shoe manufacturers have cut down their purchases considerably in the last few weeks and with a sharply reduced rate of production until January, few orders from the shoe trade are expected. The recent persistent decline in hides has weakened leather prices, but concessions so far have been minor, as the industry's operation under its code has increased costs.

Courtesy road service is building good will for a Cleveland oil company and its products. The company has equipped two trucks with air compressors, tire repair tools, gas, oil, etc., sends them out on week-ends and holidays in quest of motorists in trouble. To all such the truck drivers proffer their services without obligation or charge, except for materials.

BODYGARD SALES

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TAKE stock of your needs. Years of absolute satisfaction to man, woman and child to the third and fourth generation, has given BODYGARD underwear an appeal that amounts to an option on the best share of your local underwear business. As Advertised in leading Farm Papers in America.



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Men's Springtex Union Suits
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HOTEL DEPARTMENT

Some Little Known Facts About Death Valley

Los Angeles, Oct. 28 — Another earthquake reported for last Tuesday night. Didn't discover it, however, until I glanced over the sporting edition of the War Cry later in the week.

The management of Hotel Detroit, Detroit, has undergone another change, N. A. Agree, former manager of Hotel Normandie, Philadelphia, having assumed control of same. The gentleman is backed up by a record of accomplishment in the past, which will unquestionably be continued in his new field of operation.

Michigan hotel operators propose to "do their part" in the regulation of liquor traffic, as soon as repeal becomes a fixed fact. Walter J. Hodges, general manager of Hotel Burdick, Kalamazoo, who was made chairman of a special liquor control committee, at the recent Michigan Hotel Association convention, has made a strong plea for selection of hotels as dispensaries for hard liquor. Mr. Hodges and his associates on the committee, which includes Fred Doherty, Clare; W. L. McManus, Petoskey; Charles M. Luce, Grand Rapids; Albert E. Hamilton, Detroit; J. E. Frawley, Detroit; Ed. Dalton, Jackson; F. C. Martindale, Lansing, and Henry M. Hollister, Saginaw, were called to arms by the newly elected president of the Association, Preston D. Norton, and plans for an intensive campaign for carrying out this program were adopted. When the time comes the organization hopes to have such arrangements perfected as will place the traffic on a business basis and forevermore do away with the objectionable features of same. The committee expressed opposition to the Quebec plan of state-operated stores, and urged that hotels be permitted to sell liquor by the glass or bottle. Mr. Hodges declared, and rightly too, that the American appetite goes beyond wines and beer, and hotels particularly could not profit under any plan which would restrict their sales to such beverages. Night clubs and speak-easies, he said, had absorbed profits from drinking which had formerly gone to the hotels. Professor Angell, of the University of Michigan, chairman of the committee named by the president of that institution to study liquor control, presented what is known as the "University plan," a combination of the Quebec and Ontario systems, in which the hotel men showed considerable interest. Under this plan permits would be required to purchase liquor of 25 per cent. alcoholic content. Each adult would be entitled to a permit, with which he could obtain twelve quarts of hard liquor per month. Hotels and restaurants could serve liquors of 25 per cent. or less alcoholic content with food. Professor Angell said any plan should encourage the consumption of food with drinking since it is a well known fact that liquor is much less dangerous when food is consumed with it. There is one item in the dispensing of liquor which ought not to be lost sight of in regulations for its sale. During the campaign which was waged to secure the repeal of the eighteenth amendment promoters and speakers laid much stress on the fact that the present depression was due largely to the fact that municipalities and other governmental organizations had been deprived of certain revenues not collectable under prohibition, hence this condition had resulted in increased general and other special taxes which would be done away with under a return of the old regime. Hence there is much manipulation due before these revenues can again be made available.

William H. Wilson, who has been an operator of various smaller hotels

in Detroit, will become the proprietor of the remodeled Crystal Hotel, at Flint, which is expected to be reopened shortly.

The Park Avenue Hotel, Detroit, one of the former Tuller holdings, is being remodeled, and the roof garden will be enlarged to double its former capacity. John P. Keller, who succeeded George W. Snyder, as manager of the Park Avenue some months ago, will continue in charge of same.

E. J. Stevens, manager of Hotel Stevens, Chicago, who was recently convicted of fraud in connection with the affairs of that institution, will appeal his case to the court of last resort, if necessary. Those who are intimate with the gentleman are of the belief that he had no intention of perpetrating any crime in connection with the affairs of the organization, but many expressed the opinion years ago that the enterprise was a crazy notion at best, which has since been convincingly proven.

Return of legal beer has increased the demand for bottle caps, according to manufacturers of same, because the home brew requirements kept up the demand for same, but henceforth there will be an increased demand for ornamental caps, which will improve conditions with lithographers and artists. Carrying out the theory that prohibition's repeal will return the traffic to legitimate establishments.

W. E. Deffenbacher, a former manager of Hotel Whitcomb, St. Joseph, has taken over the management of Hotel Lyndora, Hammond, Indiana.

Mrs. Allan A. Brubaker, 58, for a score of years associated with her husband in the operation of resort hotels in Northern Michigan, among them Hotel Wequetonsing, Harbor Springs, passed on a few days since.

A very large attendance of hotel and other business men was recorded at the annual meeting of the East Michigan Tourist Association, held at Bay City recently. Our good friend, Frank Johnson, who runs Johnson's Rustic Tavern, at Houghton Lake, one of the recently acquired "live wires" of the Michigan Hotel Association, was among the speakers on that occasion. Herman F. Butler, of East Tawas, was elected president of the organization.

I notice that another live wire, well-known in Michigan hotel operation, Ernest W. Neir, formerly manager of Hotel Rowe, Grand Rapids, and now receiver for the properties, has been selected as assistant manager of the Grand Rapids Convention Bureau. Which also means that this organization will be strengthened and expanded.

D. J. Nagel, well known in Detroit hotel affairs, has been appointed manager of Hotel Saville, in that city.

Adolph Weis, one of the best known caterers in Detroit, has been appointed steward and maitre d'hotel of Hotel Belcrest, by Manager H. B. Friedman. Mr. Weis was for some time manager of catering activities at the Phoenix Club, in the Motor City.

E. G. Crow, former proprietor of Hotel Crow, who, with a group of associates took over Hotel Saugatuck, Saugatuck, for the summer season, demonstrated that it could be operated successfully and profitably and recently concluded negotiations for the purchase of the property from Chicago interests. The property will be much improved prior to the opening of the resort season next year.

Dell E. Lutz, a former resident of Michigan, particularly Pentwater, called on me the other day. Mr. Lutz

came to California several years ago and embarked in the mercantile business at Bishop, in the Owen Valley district. Recently the city of Los Angeles acquired the property in that section by absolute purchase for its water supply and Mr. Lutz was a beneficiary. He, with his family, now claim Los Angeles as an abiding place.

Last week I spoke about Dr. Moore taking me over a new route to Mount Whitney, a matter of 200 miles away, and my "copy" paper running out or something, just after we had taken a peek at the peak which is something like 14,000 feet in the air, the highest point in Uncle Sam's domain. But we were really on our way to Death Valley, and what I have stated before was only incidental to the trip. Entering the Death Valley loop from the Owens Valley paved highway just South of Lone Pine, thirty miles of the road, from the Westerly side of Panamint Valley to the sea level contour near Stovepipe Wells, is a toll road, and twenty-five miles across the floor of Death Valley proper is below sea level. Some dip, when you try to reconcile Mount Whitney at 14,000 feet up and the rest of the country averaging 6,000. The area traversed is very dry and barren—and some hot, I would say. While the summit of the Inyo mountains is 5,300 feet, and Townsend Pass in the Panamint Range is 5,200 feet above sea level, the entire area lies well to the East of the Sierra Nevada, and the moisture laden clouds from the West are usually stripped or entirely dispersed before reaching this section during the winter months storm period. The whole floor of the Valley, comprising at least 400 square miles, is below sea level. The lowest point is 310 below sea level, at Bad Water, near the Southern end. The sea level contour incloses an area more than seventy miles long and from one to six miles wide. Telescope Peak in the Panamint Range, rises 11,045 feet above sea level and towers above the land at its foot as does no other peak in the United States. Its full height, from the plain below sea level, is visible, while Mt. Whitney, more than 3,000 feet higher, rises from a plateau almost 4,000 feet in elevation and is less imposing because of its rival neighbors. The valley received its ominous name because of Lewis Manly, who early in 1850 led the remnants of the "Jayhawker" emigrant train out of the Valley, over the Panamint Range to the south of Telescope Peak. They paused long enough long enough on the ridge overlooking the scene of so much trial, suffering and death, to bid farewell to "Death Valley." Following the emi-

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grants in 1849, prospectors were lured into the ranges surrounding the valley by stories of gold, silver and lead deposits, the wealth of which would stagger the imagination and while such deposits are still missing, and still sought to some extent, the prospecting did lead to the discovery of borax deposits, which brought about the construction of wagon roads or trails, a railroad and the gradual development of the area to its present status, neither the prospectors nor the future developers, however, have been able to locate more than meager supplies of water suitable for men and radiators, and the visitor is advised to carry his own. The area composing most of the valley, to the summits of the bordering ranges, was included in the Death Valley National Monument early in 1933, and the U. S. National Park Service is turning attention to the proper development of the valley so as to preserve, and at the same time to render more accessible, its unique attractions. The worldwide renown of Death Valley, however, is destined to make this unique desert region a national touring mecca. State and National recognition of the valley's touring attractions has greatly dispelled the fears of the motoring public, and highways now under construction and contemplated, will do much to familiarize the traveling world, that even with its ominous name, it may gradually become a famous resort. It already is provided with comfortable hotels. I am prepared to say that it is worth while, and I credit myself with having "gone some." Of course, the highway building will be slow in process, and the visitor will naturally have to submit to many petty inconveniences, but there are many compensations. Our return trip was made by Arrowhead Springs, of which I have previously written, but about which there will always be something interesting to talk about. Then San Bernardino, and the beautiful trip via Foothill Boulevard, to the City of the Angels.

In a communication received from Mrs. A. B. (Ann) Flagg, Pentwater, I am advised of the death, at Lawrence, Kansas, of General William H. Sears, a former resident of Pentwater, and well known throughout Michigan from his political and commercial activities. I first formed the acquaintance of Gen. Sears, a quarter of a century ago, when I first took up my residence at Pentwater, an acquaintance which has continued ever since. In fact we were real chums for 26 years, to be exact. At that time he was an executive of, and general legal counsel for the Sears & Nichols Canning Company, who controlled a chain of these establishments in Michigan, Indiana and Ohio. Mr. Sears gained his title for having been for many years a brigadier general in the Kansas National Guard, and adjutant general under several administrations in that state, and was accredited with organizing the first school in the United States for the training of National guard officers. He was also Secretary for United States Senator William A. Harris, of Kansas, and field agent and secretary for Clara Barton, president of the American Red Cross Society, from 1900 to 1905. In 1912 he was candidate for Congress for the Ninth District of Michigan, on the Bull Moose ticket, and I had the honor of managing his campaign on that occasion. Though defeated by a very small margin, his opponent wired and congratulated him on his election. However, late returns from isolated districts, turned the tide in favor of his opponent. Several years ago the General gave up industrial activities and retired to his old home at Lawrence, Kansas. He is survived by his wife and a son, Burton P. Sears, who is general counsel for The National Life Insurance Company. General Sears was a man of wide experience and genial fellowship which endeared him to all with whom he came in contact.

I loved him well and his passing comes to me as a distinct shock. His memory will remain with me ever.

Frank S. Verbeck.

Some of Lapeer's Neighbors

Lapeer, Oct. 30—The country North of here is largely hills and dales. Folsom Mercantile Co., Columbiaville, a large general store, have taken the Tradesman many years. There is a large woolen mill there, but has not operated for three years.

Otter lake is a picturesque village located upon a small lake. W. E. McCormack is the pioneer merchant, having located there in 1882. For some years B. C. Hemingway was as partner. Now he has a general store of his own. On the shore of Otter lake is located the American Legion home for widows and children of veterans of the Kaiser's War. There are now about one hundred in this home.

W. W. Crawford, formerly of the firm of Crawford & Laing, Otisville, is successor to the firm. Poor trade has discouraged him somewhat and he is looking for a buyer. Three merchants informed me to-day they never made any use of the two pages of foods and grocer's sundries. When I explained the use of these pages to them, they were at once interested, and from now on will make use of them each week.

Davison is a fine country town of 1200 population. Three chain stores make it hard for C. I. Richards, who is going to sell unless there is something done to curb low prices and profits. He told me the county agricultural agent praised the chain stores and advised farmers to trade with them. He is certainly doing his part to lead the farmers into peasantry and commercial bondage. Mr. Richards was the only home food merchant remaining in the town. Called upon other merchants who had been former subs, but could not interest them. E. B. Stebbins.

Conference of Druggists at Bay City

Hurrying here from the convention of Young Democrats in Saginaw last Wednesday evening, Gov. William A. Comstock spoke to about 150 druggists gathered at a meeting sponsored by the Bay County Drug Club, following a dinner at the Hotel Wenonah.

The main topic of the short address of the Governor was the public works program of the National Government and its effect on the state of Michigan. The Governor told of attempts to secure funds with which to commence needed projects and the obstacles that were met with when the plans were proposed in Washington.

Gov. Comstock made but slight mention of the liquor problem faced by the state with the repeal of the eighteenth amendment. He said he would not counsel or advise the Liquor Commission in deciding on methods of handling the liquor.

Reuben Bebb, president of the Bay County Drug Club, opened the evening meeting and presented Otto F. Louis, who presided. Louis read a telegram from Herman Butler, member of the liquor control commission from the tenth district. Butler expressed himself as being in favor of the handling of liquor by the druggists of the state.

William Hutchins, manager of the Hazeltine & Perkins Drug Co., made a strong plea in favor of the distribution of hard liquor by the drug trade. His talk was short and right to the point and was heartily applauded at the close.

Addressing the organization Wednesday afternoon, Frank Picard, chairman of the State Liquor Control Commission, vigorously opposed the idea

of the handling of liquors in drug stores. Picard favored the plan of Quebec with a state liquor storehouse. He said that with druggists handling the commodity the price would be greatly increased, due to the number of times it must be taxed and the several profits that would be added.

Picard made it very plain that the method of handling liquor was practically settled to meet the demands of political expediency. His plan is to make all liquor sales through 150 state liquor stores located at convenient places in the state. Each store will furnish employment to about six persons, thus creating a political machine which will be very serviceable to the party which happens to be in control.

One of the best talks at the meeting was by E. J. Parr, director of drugs and drug stores. He opposed the plan proposed by Mr. Pocard and showed how its adoption would keep the bootlegger in the saddle. In his opinion the only practical manner is to confine the sale of liquor to the drug trade, who understands how to handle the article better than men in any other line of business.

Generous Offer By Mr. George Getz

Chicago, Oct. 31—I have your letter of Oct. 26, enclosing tear sheet of the Michigan Tradesman.

I appreciate very much the nice way you have given to the public the information as to the moving of my zoo. I have had this in mind for the last year or two, on account of the responsibility and also my activities in so many different ways which have taken me to New York and Washington a great deal, and now with my new activity it will take me away more than ever. Then, the economic conditions of the country are so uncertain I felt it was absolutely impossible for me to continue along the lines I have pursued in the past. My love for wild animals has encouraged me each year to get new animals, which increased my zoo, and each year found me with a larger zoo, until the responsibility became too great.

There is no one regrets more than I do the moving of my zoo from Michigan. I have always gotten a great kick out of it and shall never lose my fondness for certain individual animals. When I went to the new zoo last Sunday here in Chicago to visit the animals, I felt very bad, yet I seemed to be repaid by having the animals know my voice. They came right to the front of the cages to be petted. I scarcely ever passed the pens of the animals without stopping to talk to them or petting them if I could, so I am going to miss them more than anyone else.

I regret that Michigan or Ottawa county or Holland did not co-operate perhaps more to retain this zoo. Of course, they still have a chance to retain the farm and fill the cages with such animals as might be attractive and interesting to the public at large, thereby maintaining one of the largest private zoos, so to speak, in the country. Of course, it would not be so private if the state took it over; nevertheless, it would have the advantage that I have given that district the past twenty years, as my zoo was known all over the country, and it is too bad the people of Michigan lose that advantage. It has cost me a great deal of money to build it up and maintain it and they would have a large part of that back of them. As you know, I never did any advertising—the people themselves who visited the place did the advertising for me.

Again, I want to thank you for your wonderful co-operation during the

years that I have been at Holland. I appreciate it very much indeed.

George F. Getz.

Some Difference Between Then and Now

Grand Rapids, Oct. 28—Your issue of Oct. 25 contained three items of more than ordinary interest to me—the frontpiece of the illustrious Sheridan and the true-to-life tributes to W. H. Gilbert and W. H. McCartney, both of whom were to me ideal men. Mr. Gilbert sold to me my first home in 1890 and in 1902 disposed of same and made the deal for my present abode. Mr. McCartney was a loyal friend to me from 1889 up to the time I quit outside work at the close of 1928.

Now for question to ye editor? Can't help but notice your emphasis on 1883 subscribers and on new ones, with nary a comment on the many who have been subscribers for many years. It reminds me of the old-time grocers who used to wrap a package of candy or five cent cigar to book accounts when their customers paid their bills, but the cash and carry customers received neither nod nor wink. This was back in the '80s or '90s. Business methods have undergone a change in recent years and cash customers are more thoroughly appreciated and solicited.

Here is an instance: In the '80s or '90s Julius Wagner was a retail grocer in the neighborhood where I lived. He asked me for trade in his line in return for orders given me. I had no account, always paid cash and not a wink or a nod from Julius, but to satisfy him I ordered \$8.40 worth of imperishable goods, soap, salmon, rice and canned articles. I called on him once a week. At the end of the third week I tendered pay, received a cigar and a package of candy, which I did not accept, and called his attention to the fact he had been out of the use of his money for three weeks and paying a bonus to the debtor, whereas he did not even have any record of frequent cash purchases from clerks out in front. Not a comparison to E. A. Stowe's 1883-1933 record of subscriptions, but reminds me along these lines of peculiarities we contact.

John H. Millar.

Twenty-Six New Readers of the Tradesman

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

W. L. Kelley, Carsonville
Burgess & Burgess, Port Sanilac
Nathan Pfaff, Sandusky
Mrs. H. C. O'Brien, Grand Rapids
Taylor & Beadle, Yale
Earl Ellis, Yale
Evans & Knapp, Yale
R. L. Brothwell, Blaine
C. C. Sullivan, Valley Center
H. E. Windsor, Brown City
S. W. Burger & Son, Brown City
Vollink Bros., Borculo
North Branch Co-operative Co., North Branch
C. J. Erb, North Branch
H. Booth, Silverwood
Lee Morrison, Mayville
Kenneth T. Anderson, Mayville
R. J. Lichtenfelt, Marlette
L. P. Temple, Silverwood
C. G. Schirmer, Imlay City
F. H. Waltz & Son, Capac
D. E. McDermid, Columbiaville
W. E. McCormack, Otter Lake
B. C. Hemingway, Otter Lake
F. & E. Gilson, Otisville
Independent Biscuit Co., Detroit.

Icing for cakes, pudding, etc., is now being sold in collapsible metal tubes. The tubes are also being made for other foods—fish pastes, honey, peanut butter, salad dressings, sandwich spreads and soup pastes.

DRUGS

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

Michigan State Pharmaceutical Association.
 Officers elected at the Jackson Convention of the M. S. P. A.
 President—Duncan Weaver, Pennville.
 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.

NRA and the Dilemma of the Retail Drug Code

The retail drug trade is watching tensely the unfolding of events of NRA at Washington. The horizon looks somber and unfavorable for the franchise of pharmacy obtaining adequate treatment for its illness. The representation that officially stands for the retail druggist appears impotent to enforce its demands upon Deputy Administrator Whiteside.

The original code demanding 33 1/3 per cent. gross profit has been thrown out by Donald Richberg, counsel for NRA, and the new code of 21 per cent. maximum cut-allowance on patent-medicines seems dying, without hope of recovery at the hands of the NRA.

To this writer, the dilemma of the retail drug code seems a strange phenomenon. The National Recovery Act is ostensibly created to provide codes of fair competition. In practically every other industry, codes have been quickly arrived at by the administration at Washington in a recognition of the necessities of each industry for its ultimate survival. Yet in pharmacy, the profession and business responsible for the preservation of the public health, the Governmental agency seems strangely reluctant to justify its policy of code of fair competition. To the dispassionate observer, this hardly appears uniform treatment toward the retail druggist.

The fundamental roof and framework of the retail drug code is a provision for the price maintenance of manufacturer's trademarked medicines and cosmetics. This maintenance of price must be seen as obvious, in its attempt to provide a fair, living profit for the druggist engaged in the profitless guardianship of the health of the community. This fair price element is basic for the continuance of retail pharmacy, or else bankruptcy for the druggist can be the only solution. It is the community that will suffer, as a natural result, in its inability to any longer call on the neighborhood druggist for help in any emergency involving health. It is estimated that 40 per cent. of the retail drug stores in our Nation are without any credit from wholesaler or manufacturer. This salient point is indicative of the deplorable state to which the ever-faithful druggist has fallen, due only to the invad-

ing parasitic growth of the cut-rate cosmetic shop, or traitorous drug store.

The outcome of the retail drug code is unable to be prophesied, with any degree of certitude, yet the pyrotechnics of the various associations of Pharmacy seem to be rather more confusing the issues at stake at Washington, than simplifying the already complex code of retail pharmacy.

It is the opinion of the writer that the old adage "Too many cooks spoil the broth" holds true in the matter of the NRA retail drug code most distinctly. It is indeed a mirror of the lack of unity among the retail druggists to read of the various types of retail drug associations that presented individually, in turn, their own retail drug code in hope of acceptance. So much respective parboiling is surely enough to so confuse Deputy Administrator Whiteside and Counsellor Richberg as to render clear action difficult, if not impossible. Had all these various retail drug associations been able to be welded into one homogeneous group, with the force of consolidation behind it, the writer firmly believes that the day of millenium of the retail druggist would have arrived, and the best code, demanding 33 1/3 per cent. gross profit, would have been accepted. But, like this, we are a house divided among ourselves.

The writer desires to take up the various promulgations of the divers druggist representations that appeared at the code conferences at Washington. It is his humble intention to attempt impersonally and yet sympathetically to evaluate the different contentions offered to Whiteside, in a forming of the drug code.

Dr. Robert L. Swain, Baltimore, president A.Ph.A., claims the druggist is more than a merchant. In the author's belief, a stressing of this ipso facto is an unfortunate thing to stress without the expressed reservation that today the druggist does not have enough prescriptions to fill to adequately support his establishment, and that therefore he must act the merchant and obtain a satisfactory gross profit on his sales items for his survival.

John A. Goode, president of NARD, presented the druggists' claim that patent medicines should be sold in drug stores. This view the writer believes to be perfectly valid, and even extends the conviction that any substance that tends, either mechanically or medicinally, to alleviate or cure any ailment or disease suffered by human or beast, must be exposed for sale only in drug stores, under personal supervision of a man trained in the associate role to physician the registered pharmacist. Grocery stores must be forbidden to keep any type of medicine, trademarked or unbranded, as well as any other type of retail store that has not a registered pharmacist in charge at all times.

Goode advocated the right of contract between retail druggist and drug wholesaler and manufacturer as to price agreement on branded goods, so as to maintain a fair re-sale price. This measure would force the cut-rater into line, or else forfeit his right to handle

in any way the product of the particular manufacturer. Today, in the new economic regime advocated by President Roosevelt, we are to have co-operation in industry . . . rather than competition on "the devil take the hindmost" scale. Goode's advocacy seems fair and justifiable, to this writer, himself a retail druggist.

Goode presents a measure restraining an under-selling policy on non-branded goods to the degree that if no net profit is to be made, at least the druggist is to make his gross cost, which has been estimated at 28 per cent. by St. Louis survey of drug stores. To the writer, while a net profit should prevail on all goods sold, the menace of the cut rate cosmetic shop or traitorous drug store cutter appears less havoc-wrecking on these non-advertised patent medicines, for the reason that the public does not become apprehensive and suspicious of the neighborhood druggist, when comparing respective prices offered for the nationally advertised patent medicine.

President Goode puts forth an idea at the NRA Retail Drug Code hearing that to the author seems very unfortunate, in its possible effects upon the approximately 50,000 retail pharmacist clerks. Goode claims that if the maximum hour provision for pharmacist clerks is reduced from the 70-80 hour week, to a 48-56 hour week, it will result virtually in a 30 per cent. salary increase to burden the drug proprietor, so that the pharmacist proprietor in being forced to put on extra registered help, will be forced into probable bankruptcy. Goode says druggists are professional men, and should consider it a duty to put in more hours serving the community for health, than the average workingman.

To the writer, Goode's attitude here is incomprehensible. The purpose of the NRA is to provide more humane working conditions for the worker, as well as fair competition for the industry and retail establishments, of whatever description. Goode appears one-

PUTNAM'S CANDY PACKED IN CADDIES

BLACK KIDS , anise flavored, sugar rolled	GOLDEN KLONDIKES , maple cream center, rolled in peanuts, chocolate coated
CANDY BUTTERNUTS , nut butter filled and rolled in toasted coconut	ITALIAN BON BONS , vanilla flavored butter creams
CANDY HAZELNUTS , shaped like a hazelnut and filled with nut butter	JUMBO JELLY BEANS , spicy flavors
CAPITOL CHOC. DROPS , vanilla center	LEMON DROPS , highly flavored, extra quality
CHOCOLATE COVERED PEANUTS	MIDGET COCOANUT BON BONS
COCOANUT STICKS , crystallized	ORANGETTES , small orange slices, very tender
CREAM WAFERS , assorted peppermint and pink	PARIS CREAMS , crystallized assorted shapes and flavors with decorated pieces
CRYSTAL CREAMS , small size, crystallized, assorted shades and flavors	PUTNAM'S PEP. LOZENGES , pure sugar
FRENCH CREAMS , standard assorted shapes and flavors	RADIANT STARS (chocolate)
FANCY MIXED , high grade crystallized fancy creams, jellies and jelly cuts	RAINBOW JELLIES , sugar rolled, spiced drops
FRUIT TABLETS , assorted and highly flavored	TIP TOP JELLIES , assorted colors, sugar rolled

BUY THEM THROUGH YOUR JOBBER

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

sided in his view, apparently forgetting that with a price-maintenance provision included in the retail drug code, there will be enough gross profit made by the drug-proprietor to pay his clerks an adequate living wage, and also put on other unemployed drug help so as to deplete the ranks of pharmacist unemployed.

Being a professional and willing to give unstinted time and effort to the community health is very fine, very noble; but human flesh and blood, and brain cells, can be efficient for just so long and no longer. In a fairly recent survey covering a metropolitan area, one prescription was sent to be filled in 100 drug stores. It was found that 60 per cent. of the stores filled this prescription incorrectly, due to carelessness and lack of apperception. This was directly traceable, upon investigation, to fatigue that was attributed to very long hours and unnatural living conditions of staggered working shifts, et cetera.

The NRA proclamation that exempted registered pharmacists from a compliance with a 40 hour week, it has been traced down, has been the result of drug representation of the drug proprietors to Roosevelt, that the exigencies of retail pharmacy demanded unlimited hours for the pharmacist clerk. Thus the pharmacist clerks are under compulsion to remold NRA opinion so as to recognize the right of a clerk in a drug store, registered or not, to live as a human being, with adequate time for rest and leisure improvements, of his mind and soul.

The writer has endeavored to present, in this situation of dilemma and Babel, the truly fundamental issues at stake, before the NRA administration. There must be a cohesive solidarity of the entire drug trade, both in a vertical and horizontal direction, if a permanent imprint is to be engraved in the minds of Richberg, Whiteside and Johnson, for a fair NRA retail drug code.

Morrie D. Zalowitz.

Law Against Deception in Food and Drugs

The food and drug act of 1906 was designed for consumer protection; but it also very definitely classifies with other statutes intended to protect honest dealers and manufacturers from unfair competition.

Since it was enacted there has been a decided improvement in the character of interstate traffic in foods. Today the American food supply probably attains a higher standard of excellence than that of any other country in the world.

Present-day conditions in the food industries have, however, altered in rather astonishing ways since the original statute was enacted in 1906. The intervening 27 years have witnessed a gradual transfer of our national food and manufacturing operations from the kitchen to the factory.

The modern trend of advertising could not possibly have been foreseen when the original Food and Drug Act was passed. Honest labeling alone, which was required by that Act, is no longer sufficient to give consumers the protection against deception in the sale

of foods that Congress intended to provide in passing the law.

The Copeland bill (S. 1944), a revision of the old Food and Drug Act and intended actually to replace it, has been designed to stop loopholes in the old Act, and to thoroughly modernize it.

This revision is intended to do for honest manufacturers what only the Federal Government can effectively accomplish. It retains the numerous provisions of the present law which have proved efficacious in consumer protection. It corrects or amends those provisions which have been proven ineffective in the light of judicial interpretation. It adds provisions designed to control those conditions in modern industry which affect the health and economic welfare of the consumer.

The most important provision of the Copeland bill from the standpoint of the food industries is for the formulation of food standards having the force and effect of law. There will be a legal standard for jam and preserves that will specifically state the quantities of sugar and fresh fruit to be used.

The label will be fully informative. It will not be merely honest as at present; for a fact is a lie and a half when you can load it with improper inferences. It will tell the whole truth.

Consumers are becoming label-conscious. Make sure of that. They are constantly seeking more information on food labels. A forward-looking food industry will meet this demand voluntarily and more than half-way.

Incidentally there is also a growing demand for such label information from that large and unfortunate part of our population which is suffering from some form of food allergy and is forced to have adequate knowledge of precisely what foods it eats as a health-protection measure.

Another provision of the Copeland bill is the slack-fill amendment. This provision will require full packages and will end another phase of the housewife's guessing. These provisions of the law cannot do other than increase consumer confidence in the integrity of packaged food products and will inevitably benefit the manufacturer.

The Copeland bill will apply to general advertising statements, in whatever medium, the same standards of honesty and complete integrity that the present law applies to statements made on package labels, plus the additional label requirements of the revision. The manufacturer, not the publisher of his advertising, will be responsible in case advertising statements are false or misleading in any particular.

This gives honest manufacturers much-needed protection against the false, or at least imaginatively fanciful and insanely extravagant advertising claims of their competitors, though it will do nothing, of course, to prohibit trade puffs, widely recognized as the advertiser's poetic license in his lyric moments.

The Copeland bill will give consumers additional health protection. In recent years the market has been flooded with so-called health foods, supposed

(Continued on page 23)

WHOLESALE DRUG PRICE CURRENT

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

ACID			GUM			Hemlock, Pu., lb.		
Acetic, No. 8, lb.	06	@ 10	Aloe Barbadoes, so called, lb.	gourds	@ 60	Hemlock Com., lb.	1 00	@ 25
Boric, Powd., or Xtal, lb.	08 1/2	@ 20	Powd., lb.	35	@ 45	Juniper Ber., lb.	3 00	@ 20
Carbolic, Xtal, lb.	36	@ 43	Aloe, Socotrine, lb.	75	@ 75	Juniper W'd, lb.	1 50	@ 175
Citric, lb.	35	@ 45	Powd., lb.	80	@ 80	Lav. Flow., lb.	3 50	@ 4 00
Muriatic, Com'l, lb.	03 1/2	@ 10	Arabic, first, lb.	40	@ 40	Lav. Gard., lb.	1 25	@ 1 50
Nitric, lb.	09	@ 15	Arabic, sec., lb.	30	@ 30	Lemon, lb.	1 75	@ 2 25
Oxalic, lb.	15	@ 25	Arabic, sorts, lb.	15	@ 25	Mustard, true, ozs.	@ 1 50	
Sulphuric, lb.	03 1/2	@ 10	Arabic Gran., lb.	35	@ 35	Mustard art., ozs.	@ 35	
Tartaric, lb.	35	@ 46	Arabic P'd, lb.	25	@ 35	Orange, Sw., lb.	3 00	@ 3 25
ALCOHOL			Asafoetida, lb.	47	@ 50	Origanum, art., lb.	1 00	@ 1 20
Denatured, No. 5 gal.	44	@ 55	Asafoetida, Po., lb.	75	@ 82	Pennyroyal, lb.	2 75	@ 3 20
Grain, gal.	4 00	@ 5 00	Guaiaic, lb.	70	@ 70	Peppermint, lb.	5 25	@ 5 75
Wood, gal.	50	@ 60	Guaiaic, powd.	75	@ 75	Rose, dr.	@ 2 50	
ALUM-POTASH USP			Kino, lb.	90	@ 90	Rose, Geran., ozs.	50	@ 95
Lump, lb.	05	@ 13	Kino, powd., lb.	1 00	@ 1 00	Rosemary		
Powd. or Gra., lb.	05 1/4	@ 13	Myrrh, lb.	60	@ 60	Flowers, lb.	1 00	@ 1 50
AMMONIA			Myrrh Pow., lb.	75	@ 75	Sandalwood		
Concentrated, lb.	06	@ 18	Shellac, lb.	22 1/2	@ 30	E. I., lb.	8 00	@ 8 60
4-F, lb.	05 1/2	@ 13	Shellac, white, (bone dr'd) lb.	35	@ 45	W. I., lb.	4 50	@ 4 75
3-F, lb.	05 1/2	@ 13	Tragacanth, No. 1, bbls.	1 60	@ 2 00	Sassafras, true, lb.	1 90	@ 2 40
Carbonate, lb.	20	@ 25	No. 2, lbs.	1 50	@ 1 75	Syn., lb.	85	@ 1 40
Muriate, Lp., lb.	18	@ 30	Pow., lb.	1 25	@ 1 50	Spearment, lb.	2 50	@ 3 00
Muriate, Gra., lb.	08	@ 18				Tansy, lb.	3 50	@ 4 00
Muriate, Po., lb.	20	@ 30				Thyme, Red, lb.	1 50	@ 2 00
ARSENIC						Thyme, Whil., lb.	1 75	@ 2 40
Pound	07	@ 20				Wintergreen		
BALSAMS						Leaf, true, lb.	5 40	@ 6 00
Copaiba, lb.	60	@ 1 40				Birch, lb.	3 50	@ 4 00
Fir, Cana., lb.	2 00	@ 2 40				Syn.	75	@ 1 20
Fir, Oreg., lb.	50	@ 1 00				Wormseed, lb.	3 50	@ 4 00
Peru, lb.	1 70	@ 2 20				Wormwood, lb.	4 50	@ 5 00
Tolu, lb.	1 50	@ 1 80						
BARKS						OILS HEAVY		
Cassia						Castor, gal.	1 15	@ 1 35
Ordinary, lb.	@ 30					Cocoonut, lb.	22 1/2	@ 35
Ordin., Po., lb.	25	@ 35				Cod Liver, Norwegian, gal.	1 10	@ 1 50
Saigon, lb.	40	@ 40				Cot. Seed, gal.	85	@ 1 00
Saigon, Po., lb.	50	@ 60				Lard, ex., gal.	1 55	@ 1 65
Elm, lb.	40	@ 50				Lard No. 1, gal.	1 25	@ 1 40
Elm, Powd., lb.	38	@ 45				Linseed, raw, gal.	80	@ 95
Elm, G'd, lb.	38	@ 45				Linseed, boil, gal.	83	@ 98
Sassafras (P'd lb.)	45	@ 35				Neatsfoot, extra, gal.	80	@ 1 00
Soap tree, cut, lb.	20	@ 30				Olive,		
Soap tree, po., lb.	35	@ 40				Malaga, gal.	2 50	@ 3 00
BERRIES						Pure, gal.	3 00	@ 3 00
Cubeb, lb.	@ 55					Sperm, gal.	1 25	@ 1 50
Cubeb, po., lb.	75	@ 75				Tanner, gal.	75	@ 90
Juniper, lb.	10	@ 20				Tar gal.	50	@ 65
BLUE VITRIOL						Whale, gal.	@ 2 00	
Pound	06	@ 15				OPIMUM		
BORAX						Gum, ozs., \$1.40;		
P'd or Xtal, lb.	06	@ 13				lb.	17 50	@ 20 00
BRIMSTONE						Powder, ozs., \$1.40;		
Pound	04	@ 10				lb.	17 50	@ 20 00
CAMPBOR						Gran., ozs., \$1.40;		
Pound	55	@ 75				lb.	17 50	@ 20 00
CANTHARIDES						PARAFFINE		
Russian, Powd.	@ 30					Pound	06 1/2	@ 15
Chinese, Powd.	@ 20					PEPPER		
CHALK						Black, grd., lb.	25	@ 35
Crayons, White, dozen	@ 30					Red, grd., lb.	45	@ 55
Dustless, doz.	@ 60					White, grd., lb.	40	@ 45
French Powder, Com'l, lb.	03 1/2	@ 10				PITCH BURGUNDY		
Precipitated, lb.	12	@ 15				Pound	20	@ 25
Prepared, lb.	14	@ 16				PETROLATUM		
White, lump, lb.	03	@ 10				Amber, Plain, lb.	12	@ 17
CAPSICUM						Amber, Carb., lb.	14	@ 19
Pods, lb.	60	@ 70				Cream Whl., lb.	17	@ 22
Powder, lb.	62	@ 75				Lily White, lb.	20	@ 25
CLOVES						Snow White, lb.	22	@ 27
Whole, lb.	30	@ 40				PLASTER PARIS DENT'L		
Powdered, lb.	35	@ 45				Barrels	@ 75	
COCAINE						Less, lb.	03 1/2	@ 08
Ounce	12 68	@ 14 85				POTASSA		
COPPERAS						Caustic, st'ks, lb.	55	@ 88
Xtal lb.	03 1/4	@ 10				Liquor, lb.	@ 40	
Powdered, lb.	04	@ 15				POTASSIUM		
CREAM TARTAR						Acetate lb.	60	@ 56
Pound	23	@ 36				Bicarbonate, lb.	30	@ 35
CUTTLEBONE						Bichromate, lb.	15	@ 25
Pound	40	@ 50				Bromide, lb.	66	@ 98
DEXTRINE						Carbonate, lb.	30	@ 35
Yellow Corn, lb.	06 1/2	@ 15				Chlorate,		
White Corn, lb.	07	@ 15				Xtal, lb.	17	@ 23
EXTRACT						Powd., lb.	17	@ 23
Witch Hazel, Yel-low Lab., gal.	99	@ 1 82				Gran., lb.	21	@ 28
Licorice, P'd, lb.	50	@ 60				Iodide, lb.	2 56	@ 2 75
FLOWER						Pernanganate, lb.	22 1/2	@ 30
Arnica, lb.	50	@ 55				Prussiate,		
Chamomile, German, lb.	35	@ 45				Red lb.	80	@ 95
Roman, lb.	@ 90					Yellow, lb.	50	@ 60
Saffron, American, lb.	50	@ 55				QUASSIA CHIPS		
Spanish, ozs.	@ 1 65					Pound	25	@ 30
FORMALDEHYDE, BULK						Powd., lb.	35	@ 40
Pound	09	@ 20				QUININE		
FULLER'S EARTH						5 oz. cans, ozs.	@ 71	
Powder, lb.	05	@ 10				SAL		
GELATIN						Epsom, lb.	03 1/4	@ 10
Pound	55	@ 65				Glaubers,		
GLUE						Lump, lb.	03	@ 10
Brok., Bro., lb.	20	@ 30				Gran., lb.	03 1/2	@ 10
Gro'd, Dark, lb.	16	@ 22				Nitre,		
Whi. Flake, lb.	27 1/2	@ 35				Xtal or Powd.,	10	@ 16
White G'd, lb.	25	@ 35				Gran., lb.	09	@ 16
White AXX light, lb.	@ 40					Rochelle, lb.	17	@ 30
Ribbon	42 1/2	@ 50				Soda, lb.	02 1/2	@ 08
GLYCERINE						SODA		
Pound	14 1/4	@ 35				Ash	03	@ 10

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 Tomatoes
Bulk Pop Corn

DECLINED

Spices

AMMONIA

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

APPLE BUTTER

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

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



BREAKFAST FOODS

Kellogg's Brands	
Corn Flakes, No. 136	2 85
Corn Flakes, No. 124	2 85
Pep, No. 224	2 15
Pep, No. 250	1 05
Krumbles, No. 412	1 40
Bran Flakes, No. 624	1 90
Bran Flakes, No. 650	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, 1/2 oz.	1 10
Kaffe Hag, 6 1-lb. cans	2 57
Whole Wheat Fla.	24s 1 85
Whole Wheat Bis.	24s 2 30

Post Brands

Grapenut Flakes, 24s	2 00
Grape-Nuts, 24s	3 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 95
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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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 45
White H'd P. Beans	3 85
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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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

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, 1m. 1/4, ea.	6@11
Sardines, Cal.	1 00
Tuna, 1/2 Van Camps, doz.	1 75
Tuna, 1/4s, Van Camps, doz.	1 35
Tuna, 1s, Van Camps, doz.	3 60
Tuna, 1/2s, Chicken Sea, doz.	1 85

CANNED MEAT

Bacon, med., Beechnut	1 71
Bacon, lge., Beechnut	2 43
Beef, lge., Beechnut	3 51
Beef, med., Beechnut	2 07
Beef, No. 1, Corned	1 95
Beef, No. 1, Roast	1 95
Beef, 2 1/2 oz., Qua., Sil.	1 40
Corn Beef Hash, doz.	1 90
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

CANNED VEGETABLES

Hart Brand

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

Baked Beans

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

Lima Beans

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

Red Kidney Beans

No. 10	4 60
No. 2	90

String Beans

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

Wax Beans

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

Beets

Extra Small, No. 2	2 00
Pride of Mich., No. 2 1/2	1 35
Hart Cut, No. 10	4 25
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

Succotash

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

Tomatoes

No. 10	6 25
No. 2 1/2	2 10
No. 2	1 55
Pride of Mich., No. 2 1/2	1 35
Pride of Mich., No. 2	1 10

Tomato Juice

Hart, No. 10

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

CHEESE

Roquefort	72
Wisconsin Daisy	14 1/2
Wisconsin Twin	14
New York June	24
Sap Sago	44
Brick	18
Michigan Flats	13
Michigan Daisies	13
Wisconsin Longhorn	14
Imported Leyden	25
1 lb. Limberger	22
Imported Swiss	25
Kraft, Pimento Loaf	23
Kraft, American Loaf	21
Kraft, Brick Loaf	21
Kraft, Swiss Loaf	21
Kraft, Old End. oaf	32
Kraft, Pimento, 1/2 lb.	1 50
Kraft, American, 1/2 lb.	1 50
Kraft, Brick, 1/2 lb.	1 50
Kraft, Limbur., 1/2 lb.	1 31

CHEWING GUM

Adams Black Jack	61
Adams Dentyne	65
Beeman's Pepsin	65
Beechnut Pappermint	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	75 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 Corono	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

McLaughlin's Kept-Fresh



Coffee Extracts

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

CONDENSED MILK

Eagle, 2 oz., per case 4 60

CONFECTIONERY

Stick Candy

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

Mixed Candy

Kindergarten	
Leader	
French Creams	
Paris Creams	
Jupiter	
Fancy Mixture	

Fancy Chocolate

5 lb. boxes	
Bittersweets, Ass'ted	
Nibble Sticks	
Chocolate Nut Rolls	
Lady Vernon	
Golden Klondikes	

Gum Drops

Jelly Strings_____	Cases
Tip Top Jellies_____	
Orange Slices_____	

CURRENANTS		MARGARINE		FRESH MEATS		HERRING		SOAP		TEA	
Packages, 11 oz.	14	Wilson & Co.'s Brands		Beef		Holland Herring		Am. Family, 100 box.		Japan	
Dates		Oleo		Top Steers & Heif.		Mixed, Kegs		Crystal White, 100.		Medium	
Imperial, 12s, pitted.	1 90	Nut	07	Good Steers & Heif.	09	Mixed, half bbls.	88	F. B., 60s.	3 50	Choice	21@28
Imperial, 12s, regular.	1 60	Special Roll	11	Med. Steers & Heif.	08	Mixed, bbls.		Fels Naptha, 100 box.	5 00	Fancy	30@32
Figs		MATCHES		Com. Steers & Heif.	07	Milkers, kegs	99	Flake White, 10 box.	2 75	No. 1 Nibbs	31
Calif., 24-83, case.	1 70	Diamond, No. 5, 144	6 15	Veal		Milkers, half bbls.		Jap Rose, 100 box.	7 40	Gunpowder	
Peaches		Searchlight, 144 box.	6 15	Top	10	Milkers, bbls.		Fairy, 100 box.	3 25	Choice	32
Evap. Choice		Swan, 144	5 20	Good	08	Lake Herring		Palm Olive, 144 box.	8 00	Fancy	40
Fancy		Diamond, No. 0	4 90	Medium	06	1/2 bbl., 100 lbs.		Lava, 50 box.	2 25	Ceylon	
Peel		Safety Matches		Lamb		Mackerel		Pummo, 100 box.	4 85	English Breakfast	
Lemon, Dromdary,		Red Top, 5 gross case.	5 25	Spring Lamb	13	Tubs, 60 Count, fy. fat	6 00	Sweetheart, 100 box.	5 70	Congou, medium	28
4 oz., doz.	1 10	Signal Light, 5 gro. cs	5 25	Good	11	Pails, 10 lb. Fancy fat	1 50	Grandpa Tar, 50 sm.	2 10	Congou, choice	35@36
Orange, Dromdary,		MUELLER'S PRODUCTS		Medium	10	White Fish		Grandpa Tar, 50 lge.	3 50	Congou, fancy	42@43
4 oz., dozen	1 10	Macaroni, 9 oz.	2 10	Poor	03	Med. Fancy, 100 lb.	13 00	Trilby Soap, 50, 10c.	3 15	Oolong	
Citron, Dromdary,		Spaghetti, 9 oz.	2 10	Mutton		Milkers, bbls.	18 50	Williams Barber Bar, 9s	50	Medium	39
4 oz., dozen	1 10	Elbow Macaroni, 9 oz.	2 10	Good	04 1/2	K K K K Norway	19 50	Williams Mug, per doz.	48	Choice	45
Raisins		Egg Noodles, 6 oz.	2 10	Medium	02	8 lb. pails	1 40	Williams Toilet, 50	3 15	Fancy	50
Seeded, bulk	6 1/2	Egg Vermicelli, 6 oz.	2 10	Pork		Cut Lunch	1 50	SPICES		TWINE	
Thompson's S'dless blk.	6 1/2	Egg Alphabets, 6 oz.	2 10	Loin, med.	13	Boned, 10 lb. boxes	16	Whole Spices		Cotton, 3 ply cone	35
Quaker S'dless blk.	7 1/2	Cooked Spaghetti, 24c.	2 20	Butts	11	SHOE BLACKENING		Allspice Jamaica	@24	Cotton, 3 ply balls	35
15 oz.	7 1/2	NUTS		Shoulders	08	2 in 1, Paste, doz.	1 30	Cloves, Zanzibar	@24	VINEGAR	
Quaker Seeded, 15 oz.	7 1/2	Whole		Spareribs	07	E. Z. Combination, dz.	1 30	Cassia, Canton	@24	F. O. B. Grand Rapids	
California Prunes		Almonds, Peerless	15 1/2	Neck bones	03	Dri-Foot, doz.	2 00	Ginger, Corkin	@16	Cider, 40 grain	15
90@100, 25 lb. boxes	@	Brazil, large	12 1/2	Trimnings	09	Bixbys, doz.	1 30	Mustard	@21	White Wine, 40 grain	20
80@ 80, 25 lb. boxes	@	Fancy Mixed	11 1/2	PROVISIONS		Shinola, doz.	90	Mace Penang	@60	White Wine, 80 grain	25
70@ 80, 25 lb. boxes	@07 1/2	Peanuts, Vir. Roasted	6 1/2	Barreled Pork		STOVE POLISH		Pepper, Black	@17	WICKING	
60@ 70, 25 lb. boxes	@08 1/2	Peanuts, Jumbo	7 1/2	Clear Back	16 00@18 00	Blackne, per doz.	1 30	Pepper, White	@26	No. 9, per gross	80
50@ 60, 25 lb. boxes	@	Pecans, 3, star	25	Short Cut, Clear	12 00	Black Silk Liquid, doz.	1 30	Pepper, Cayenne	@26	No. 1, per gross	1 25
40@ 50, 25 lb. boxes	@09 1/2	Pecans, Jumbo	40	Dry Salt Meats		Enameline Paste, doz.	1 30	Paprika, Spanish	@36	No. 2, per gross	1 50
30@ 40, 25 lb. boxes	@10 1/2	Pecans, Mammoth	50	D S Belles	18-29@18-10-09	Enameline Liquid, doz.	1 30	Seasoning		No. 3, per gross	2 30
20@ 30, 25 lb. boxes	@13	Walnuts, Cal.	13@21	Lard		E. Z. Liquid, per doz.	1 30	Chili Powder, 1 1/2 oz.	65	Peerless Rolls, per doz.	90
18@ 24, 25 lb. boxes	@14 1/2	Hickory	07	Pure in tierces	6 3/4	Radium, per doz.	1 30	Celery Salt, 1 1/2 oz.	80	Rochester, No. 2, doz.	50
Hominy		Salted Peanuts		60 lb. tubs	advance 1/4	Rising Sun, per doz.	1 30	Sage, 2 oz.	80	Rochester, No. 3, doz.	2 00
Pearl, 100 lb. sacks	3 50	12-1 lb. Cellop'e case	1 25	50 lb. tubs	advance 1/4	654 Stove Enamel, dz.	2 80	Onion Salt	1 35	Rayo, per doz.	75
Bulk Goods		Shelled		20 lb. pails	advance 1/4	Vulcanol, No. 10, doz.	1 30	Garlic	1 35	WOODENWARE	
Elb. Macaroni, 20 lb. bx.	1 25	Almonds	39	10 lb. pails	advance 1/4	Stovoil, per doz.	3 00	Ponelly, 3 1/2 oz.	3 25	Baskets	
Egg Noodle, 10 lb. box	1 25	Peanuts, Spanish, 125	7 1/2	5 lb. pails	advance 1	SALT		Kitchen Bouquet	4 25	Bushels, Wide Band,	
Pearl Barley		lb. bags	7 1/2	3 lb. pails	advance 1	F. O. B. Grand Rapids		Laurel Leaves	4 25	wood handles	2 00
0000	7 00	Pilberts	32	Compound tierces	8 1/4	Colonial, 24, 2 lb.	95	Marjoram, 1 oz.	90	Market, drop handle	90
Barley Grits	5 00	Pecans, salted	45	Compound, tubs	8 3/4	Colonial, 36-1 1/2	1 24	Savory, 1 oz.	65	Market, single handle	95
Chester	4 50	Walnut, California	48	Sausages		Colonial, Iodized, 24-2	1 35	Thyme, 1 oz.	90	Market, extra	1 60
Sage		MINCE MEAT		Bologna	10	Med. No. 1, bbls.	2 90	Tumeric, 1 1/2 oz.	75	Splint, large	8 50
East India	10	None Such, 4 doz.	6 20	Liver	13	Med. No. 1, 100 lb. bk.	1 00	STARCH		Splint, medium	7 50
Tapioca		Yo Ho, Kegs, wet, lb.	16 3/4	Frankfort	12	Farmer Spec., 70 lb.	1 00	Corn		Splint, small	6 50
Pearl, 100 lb. sacks	7 1/2	OLIVES		Pork	15	Packers Meat, 50 lb.	85	Kingsford, 24 lbs.	2 50	Churns	
Minute, 8 oz., 3 doz.	4 05	7 oz. Jar, Plain, doz.	1 65	Tongue, Jellied	21	Cream Rock for ice,	85	Powd., bags, per 100	2 65	Barrel, 5 gal., each	2 40
Dromedary Instant	3 50	3 oz. Jar, Stuffed, doz.	2 25	Headcheese	13	Block, 50 lb.	40	Argo, 24, 1 lb. pkgs.	1 52	Barrel, 10 gal., each	2 55
Jiffy Punch		10 oz. Jar, Stuffed, doz.	2 65	Smoked Meats		Baker Salt, 280 lb. bbl	3 80	Crema, 24-1	2 20	3 to 6 gal., per gal.	16
3 doz. Carton	2 25	1 Gal. Jugs, Stuff., dz.	1 95	Hams, Cert., 14-16 lb.	14 1/2	6, 10 lb., per bale	93	Gloss		Pails	
Assorted flavors.		PARIS GREEN		Hams, Cert., Skinned	@14 1/2	20, 3 lb., per bale	1 00	Argo, 24, 1 lb. pkgs.	1 40	10 qt. Galvanized	2 60
EVAPORATED MILK		1/2s	34	Knuckles	@23	28 lb. bags, table	40	Argo, 12, 3 lb. pkgs.	2 17	12 qt. Galvanized	2 85
Quaker, Tall, 10 1/2 oz.	2 85	2s and 5s	30	California Hams	@09	BORAX		Argo, 8, 5 lb. pkgs.	2 46	14 qt. Galvanized	3 10
Quaker, Baby, 4 doz.	1 43	PICKLES		Picnic Boiled Hams	@16	24, 1 lb. packages	3 35	Silver Gloss, 48, 1s.	11 1/4	12 qt. Flaring Gal. Jr.	5 00
Quaker, Gallon, 1/2 dz.	2 85	Medium Sour		Boiled Hams	@21	48, 10 oz. packages	4 40	Elastix, 32 pkgs.	2 55	10 qt. Tin Dairy	4 00
Carnation, Tall, 4 doz.	2 95	5 gallon, 400 count.	4 75	Minced Hams	@10	Five case lots	2 30	Tiger, 48-1	2 75	Traps	
Carnation, Baby, 4 doz.	1 43	Sweet Small		Bacon 4/6 Cert.	@15	RICE		Tiger, 50 lbs.	2 75	Mouse, wood, 4 holes	60
Oatman's D'dee, Tall	2 95	5 gallon, 500	7 25	Beef		Fancy Blue Rose	4 75	SYRUP		Mouse, wood, 6 holes	70
Oatman's D'dee, Baby	1 43	Banner, 6 oz., doz.	90	Boneless rump	@19 00	Fancy Head		Corn		Mouse, tin, 5 holes	65
Pet, Tall	2 95	Banner, quarts, doz.	2 10	Liver		WASHING POWDERS		Blue Karo, No. 1 1/2	2 17	Rat, wood	1 00
Pet, Baby, 4 dozen	1 45	Paw Paw, quarts, doz.	2 80	Beef	10	Bon Ami Pd., 18s, box.	1 90	Blue Karo, No. 5, 1 dz.	2 99	Rat, spring	1 00
Borden's, Tall, 4 doz.	2 95	Dill Pickles		Calf	35	Bon Ami Cake, 18s	1 65	Blue Karo, No. 10	2 82	Mouse, spring	20
Borden's, Baby, 4 doz.	1 43	Gal., 40 to Tin, doz.	8 15	Pork	05	Brillo	85	Red Karo, No. 1 1/2	2 37	Tubs	
FRUIT CANS		32 oz. Glass Thrown	1 45	RICE		Chipso, large	3 45	Red Karo, No. 5, 1 dz.	3 27	Large Galvanized	8 75
Presto Mason		Dill Pickles, Bulk		RUSKS		Climaline, 4 doz.	3 60	Red Karo, No. 10	3 12	Medium Galvanized	7 75
F. O. B. Grand Rapids		5 Gal., 200	3 65	Postma Biscuit Co.		Grandma, 100, 5c	3 50	IMIT. Maple Flavor		Small Galvanized	6 75
Half pint	7 15	16 Gal., 650	11 25	18 rolls, per case	2 10	Grandma, 24 large	3 50	Orange, No. 1 1/2, 2 dz.	2 73	Washboards	
One pint	7 40	45 Gal., 1300	30 00	12 rolls, per case	1 39	Snowboy, 12 large	1 80	Orange, No. 3, 20 cans	4 39	Banner, Globe	5 50
One quart	8 65	PIPES		18 cartons, per case	2 35	Golden Rod, 24	4 25	Maple and Cane		Brass, single	6 25
Half gallon	11 55	Cob, 3 doz. in bx.	1 00@1 20	12 cartons, per case	1 57	La France Laur. 4 dz.	3 40	Kanuck, per gal.	1 10	Glass, single	6 00
FRUIT CAN RUBBERS		PLAYING CARDS		SALERATUS		Old Dutch Clean, 4 dz.	3 60	Kanuck, 5 gal. can	4 14	Double Peerless	8 50
Presto Red Lip, 2 gro.		Battle Axe, per doz.	2 65	Arm and Hammer 24s.	1 50	Octagon, 96s	4 90	Grape Juice		Single Peerless	7 50
carton	78	Bicycle, per doz.	4 70	SAL SODA		Rinso, 24s	4 80	Welch, 12 quart case	4 40	Northern Queen	5 50
Presto White Lip, 2		Torpedo, per doz.	2 50	Granulated, 60 lbs. cs.	1 35	Rinso, 40s	2 95	Welch, 12 pint case	2 25	Universal	7 25
gro.	83	POTASH		Granulated, 18-2 1/2 lb.	1 10	Spotless Cleanser, 48,		Welch, 26-4 oz. case	2 30	Wood Bowls	
GELATINE		Babbitt's, 2 doz.	2 75	COD FISH		20 oz.	3 85	COOKING OIL		13 in. Butter	5 00
Jell-o, 3 doz.	2 35	JELLY GLASSES		Peerless, 1 lb. boxes	18	Speedee, 3 doz.	7 20	Mazola		15 in. Butter	9 00
Minute, 3 doz.	4 05	1/2 Pint Tall, per doz.	25	Old Kent, 1 lb. pure	25	Sani Flush, 1 doz.	2 25	Pints, 2 doz.	4 60	17 in. Butter	18 00
Plymouth, White	1 55	JELLY AND PRESERVES		WRAPPING PAPER		Sapolio, 3 doz.	3 15	Quarts, 1 doz.	4 30	19 in. Butter	25 00
Jelsert, 3 doz.	1 40	Pure, 30 lb. pails	2 60	Fibre, Manila, white	05	Snowboy, 12 large	1 80	Half Gallons, 1 doz.	5 40	YEAST CAKE	
JELLY AND PRESERVES		imitation, 30 lb. pails	1 60	No. 1 Fibre	06 1/2	Golden Rod, 24	4 25	Gallons, each	81	Magic, 3 doz.	2 70
Pure, 6 oz., Asst., doz.	90	Pure Pres., 16 oz., dz.	1 40	Butchers D F	06 1/2	La France Laur. 4 dz.	3 40	Gallon cans, each	3 35	Sunlight, 1 1/2 doz.	1 35
Pure Pres., 16 oz., dz.	1 40	YEAST-COMPRESSED		Kraft	06	Old Dutch Clean, 4 dz.	3 60	TABLE SAUCES		Yeast Foam, 3 doz.	2 70
JELLY GLASSES		Fleischmann, per doz.	30	Lee & Perrin, large	5 75	Octagon, 96s	4 90	Lee & Perrin, small	3 35	Yeast Foam, 1 1/2 doz.	1 35
1/2 Pint Tall, per doz.	25	Red Star, per doz.	20	Pepper	1 60	Rinso, 24s	4 80	Royal Mint	2 40		



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.

Labor—Partnership or Domination

Labor strikes dotting the country are more in the nature of guerilla warfare than an outward expression of labor's desire to force advantages. Most of the strikes are what might be termed "outlaw" affairs. When 100,000 miners have been raising, not coal but Cain; and 70,000 silk workers have been spinning sedition instead of silk, it is evidence that some of the strikes are for revenge rather than results.

Four years of peace in labor's ranks, even under the stress of a tremendous depression, is bound to have its eventual escape valves. With a half-million people striking, the effects upon industry have not been helpful and purchasing power has been hit a vicious blow. Students of labor, however, say that the form of strikes we now have indicate most clearly that the depression is ended and that recovery is moving well along the path to progress. Peace is expected along the labor front before Winter sets in. The stronger minds in the labor world are winning out. In fact, the greater victor under the NRA is the labor movement. Labor will be front page news for a decade ahead, due to the progress made under the recovery act.

Labor was assured the right to organize for "collective bargaining without coercion or restraint by employers. Labor had this right before, theoretically, but court injunctions—individual or 'yellow dog' contracts—and other obstacles served to impede labor in its attempt to organize. To-day labor feels that it is coming into its own; that its theoretical right has become a practical one. If men choose to form unions they have that right and they are, moreover, protected by law. It is actually a crime to prevent labor from expressing its collective will. The employer must deal with his organized employees, if they choose to ask him to do so."

So, to-day we see government exercising a measure of supervision over industry and yet permitting labor to proceed on the old system. We had occasion in Washington to see the admirable front put up by labor in the presentation of nearly every code. We also had an opportunity to see the lack of front put up by industry through its industrial advisers and associations. Labor knew what it wanted and added inch by inch to its size. Industry was ignorant of its general program and only in isolated cases did it make progress in indicating that the risk, responsibility and losses rested with capital. Employers must now recognize "the property right" of an employee to join or not to join a union. Of course the law imposes obligations on labor as on industry but most of them are beneficial.

We feel that the merchant is tremendously interested in the cause of labor, for that means spreading purchasing power; but the merchant is also interested in the results of labor as expressed in products. A happy bal-

ance must be struck or the cost of the goods to the final dispenser will be so great that he will move less, instead of more, goods. The merchant must get out of his business a profit, or at least a living, and this may be denied him by the battles that are in back of every cost sheet.

The strikes, disturbing as they are, will pass, but we are moving toward some form of political expression by labor which needs to be safeguarded or else it will throw American business out of balance. Maybe the labor clause of the NRA is to be the cradle for a labor party in America.

Let us hope that we will not see a return of the old quarrel between those who earn and profit and those who toil and take wages. Let us hope that the old time feud between the worker and the factory will not again appear. Some manufacturers are disposed to let labor go the limit in organizing the country in the belief that organized capital and organized labor may form a partnership under the recovery act—not built on words but on the strong fact that peace in production leads to greater efficiency and greater purchasing power.

If the NRA kills "child labor" and the "sweat shop," it is a victory for tolerant capital and temperate labor and both can step forward in the march toward progress and prosperity. —Boot and Shoe Recorder.

Potatoes for Staple Diet

Potatoes every day in the week. That is one suggestion in the low-cost food guide issued by the United States Bureau of Home Economics.

Does it seem like too many potatoes? It is not, the Bureau says; and the reason is, of course, the substantial food values you get for your money, plus the fact that most people like potatoes well enough to eat them oftener than any other vegetable.

Many people do eat them every day, just because they want to. That is true of white potatoes wherever they are cheap, and it is true of sweet potatoes, or yams, in their territory.

Some think of potatoes as meaning only Irish potatoes, or white potatoes. To them sweet potatoes seem a different kind of food—sometimes they even serve both at one meal. That is not good practice, says the Bureau, for both are starchy vegetables.

In fact, although they seem to be different and are different in some respects, white potatoes and sweet potatoes are so much alike in food value that in planning a meal you can use either one in place of the other—paying due attention, of course, to the best combination of flavor and color for the meal as a whole.

In other words, you might prefer to use sweet potatoes with ham, and white potatoes with beef — and you would be quite as well fed on one as the other. That is something to remember just now, because sweet potatoes which usually cost more than white potatoes in Northern markets, are selling there for about the same price.

In the South the sweets, or yams, nearly always sell for less than white potatoes. But for variety's sake it is

good to change off now and then when you can.

Both kinds of potatoes are good energy and body building foods. The chief differences in food value are the greater quantity of sugar in the sweet potato, and of vitamin A. The sweet potato, in fact, is a very good source of vitamin A. The white potato, however, contains more iron.

When it comes to variety of uses, the white potato takes the lead. You can use it in soups, in combination with a great many other vegetables and meats, and in salads. The sweet potato appears usually as a main vegetable dish, often in combination with fruits, or as dessert, in pie.

A Business Man's Philosophy

An attractive widow asked a banker for advice on the investment of a few hundred dollars.

He told her to go to an expensive dressmaker and buy clothes with the money.

She did as she was told, and within a year she married a wealthy man. Now she lives happily and has everything she wants.

There's a moral in this true story. Thousands of people ought to invest more in themselves and less in somebody's stocks and bonds. They ought to buy books, travel, wear better clothes, and enrich and brighten their lives in other ways.

William Feather.

Merchants Warned About Swindler

Local police officials have been advised to warn local merchants of the activities of an embezzler and swindler who has been traveling through the central states and Middle West, swindling merchants and business men out of thousands of dollars through fraud and worthless time and seniority book and other schemes.

The man, L. G. Randall, alias Jim Randall, has been working in Michigan, securing money through misrep-

resentations and fake time book schemes. Civic organizations, business men and chambers of commerce are asked to be on the lookout for this man. He usually travels in a 1928 or 1929 Buick sedan with Michigan license plates, carrying a black Scotch terrier. On many trips he takes his wife with him, who helps promote the game.

Jobbers Protest Sales Clauses

Members of the Wholesale Dry Goods Institute have been advised by that organization to refuse future mill contracts containing "rubber-stamp" clauses, which "protect the seller against every possible contingency and generally leave the buyer without any protection whatsoever." The Institute declares that few retailers will accept such conditions if jobbers are compelled to include them in their contracts. Until the Institute and various manufacturers' associations can develop clauses to protect both buyers and sellers, it is recommended that jobbers operate on a spot basis only, selling only such goods as they can deliver and buying only when they can be guaranteed against changes in price, quantity and time of delivery.

Grocers Plan for Repeal

Explaining that the grocery trade will be one of the logical outlets for liquor after repeal, the National-American Wholesale Grocers Association urges its members to acquaint themselves with state liquor regulations and be ready to handle alcoholic beverages. In a special bulletin the association warned the jobbers that drug interests have already perfected their plans and some of the larger drug chains are ready to handle complete lines of wines and whiskies. A special study of State law is being undertaken by the wholesalers' association in order to determine the grocery jobbers' place in the distribution of liquors, it was said.

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

Positive protection
plus profitable investment
is the policy of the

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

OUT AROUND

(Continued from page 9)

to you that there were so many of the original subscribers present. It makes me more than sorry that I was unable to be with you upon this delightful occasion.

E. Harry Norris.

A well well meaning merchant in a near-by town writes me as follows:

"Although I have used the new retailers code, I cannot understand it. I will give you a set-up of our particular case and maybe you will be able to advise. I am operating one store in our city of about 400 population. I have three clerks and hire my delivery separate by the week. Am I exempt from the code employing, as I do, the small amount of help? I am willing to co-operate with the Government in anything that is best and will eventually bring about better times, but at the same time I am paying my help so much for the short hours that it is hard to make expenses. I have not too much help; in fact, have to work more hours myself than ever before."

My reply to the above was as follows:

I do not see how there is anything for you to do but to follow the letter and spirit of the master code, as you are probably now doing.

You realize, of course, that the original code which the President signed a month or so ago is now superseded by the new master code, which he signed a week ago Saturday and promulgated the following Monday. The next day he found he had gone too far and got out a supplementary code exempting independent merchants in towns of less than 2,500 from the operation of the code, so far as hours of employment and wages are concerned. This supplementary code does not apply to you, because you are in a town of 4,000 people.

Everything is confusion, misunderstanding and uncertainty in Washington and my thought is I would work along with the code as set forth on the first page of the Michigan Tradesman of October 25 until other changes and additional supplementary amendments are promulgated.

President Roosevelt is evidently convinced that the small town merchants need a bit of a boost in their battle with chains and with the larger stores in neighboring large towns. His recent Sunday radio address, closely followed by his executive order the following Monday and his supplementary explanation the next day, allowing small town stores to stay open as they please and pay what wages they please, are both highly encouraging to the small town storekeeper. This supplementary order gives the independent merchant a big advantage over the chain stores, because chain stores doing business anywhere must conform to the original order.

The executive order is so important to the small town merchants that it is herewith printed in full:

In order to effectuate the policy of title I of the national industrial recovery act, approved June 16, 1933, and to provide for equitable enforcement of agreements heretofore made with the President and codes approved by the President under said act, I, Franklin

D. Roosevelt, President of the United States, pursuant to the authority vested in me by title I of said national industrial recovery act, hereby prescribe the following rules and regulations which shall have the effect of modifying any inconsistent provisions of any order, approval, rule or regulation heretofore issued under title I of said act.

The provisions of the President's re-employment agreement, issued July 27, 1933, shall not be held to apply to employers engaged only locally in retail trade or in local service industries (and not in a business in or affecting interstate commerce) who do not employ more than five persons and who are located in towns of less than 2,500 population (according to the 1930 Federal census) which are not in the immediate trade area of a city of larger population, except so far as such employers who have signed the President's re-employment agreement desire to continue to comply with the terms of said agreement after the date of this order; and this release of such employers who have heretofore signed the President's re-employment agreement shall be further extended so as to release to the same extent all such employers of obligations not voluntarily assumed under the provisions of a code of fair competition approved by the President. This exemption is intended to relieve small enterprises in small towns from fixed obligations which might impose exceptional hardship; but it is expected that all such enterprises will conform to the fullest extent possible with the requirements which would be otherwise obligatory upon them.

In view of general increase in prices which may or may not be justified in specific instances by increased costs caused by compliance with the President's re-employment agreement, or with approved codes of fair competition, the administrator for industrial recovery is hereby directed to cause to be conducted such investigations as may be necessary to determine the extent to which manufacturers and producers have increased prices following, or in anticipation of, the approval of codes of fair competition, or after the signing of the President's re-employment agreement, and to set up adequate organizations for the handling of complaints against such price increases and of local complaints against retail price increases alleged to be contrary to the requirements of codes of fair competition, or the President's re-employment agreement, or in conflict with the policy of the national industrial recovery act.

On Wednesday the daily papers carried a Washington dispatch stating that General Johnson of the NRA had informed the correspondents that the price control provision of the new code "would almost certainly result in establishing a cost plus ten per cent. minimum for all stores."

This statement followed close upon appointment of the trade authority of three members which will assist the NRA executive to fix the amount of markup, left open by the code. Named were Louis Kirstein, Boston merchant and member of the NRA industrial

advisory board; Dr. Leo Wolman and Mrs. Mary H. Rumsey, chairmen of the labor and consumer boards. Mrs. Rumsey had opposed inclusion of the 10 per cent. provision in the code.

However, Johnson said, the retail men had made "so complete and well documented a case" that the administration had shoved aside the compromise he himself had worked out to meet farm and consumer opposition, and had ended up by giving the storekeepers substantially what they had asked for, rephrased.

The farm opposition, he says, was not responsible for pulling the industrial control program out of the small towns. Actually the step had been decided upon two weeks ago and it was coincidence that some farm spokesmen made demands which were in line with the plan. The reason for pulling out, he said, was that 90 per cent. of enforcement difficulties came from the small towns where merchants could not pay the code wages. Retail trade heads, themselves, he argued, had wanted this step taken.

E. A. Stowe.

Law Against Deception in Food and Drugs

(Continued from page 19)

to contain various mineral and vitamin concentrates. In many cases these foods, while in no sense injurious to health, do not contain sufficient of the minerals or vitamins claimed to protect the health of persons who use them. The standards established under the revised Act will be so framed as to prohibit the making of therapeutic claims for a so-called health food unless it actually contains sufficient of the therapeutic agent involved to warrant such claims.

Then there is the matter of poisons. Under the revised Act minimum tolerances for the quantity of added poisons in foods will be established. This will permit greater protection of the public health by taking into account the amount of poisons consumed from all sources.

These provisions will greatly simplify the protection of consumers from poisonous insecticide-spray residues left on fruits and fresh vegetables, a problem to which the Food and Drug Administration has long had to devote nearly a third of its time and funds.

Under the licensing provision of the Copeland bill it will also be possible for the Secretary of Agriculture to require certain food manufacturing industries to operate only under permits which impose the adoption of sanitary practices to safe-guard effectively the public health. Such power will be invaluable in controlling such outbreaks as the one of botulism which, a few years ago, almost destroyed the ripe-olive canning industry.

The Copeland bill can be enforced, if it becomes a law. It does not give undue dictatorial powers to so called Government bureaucrats. While it does grant the Secretary of Agriculture certain new authorities, it is very specific in these grants; confines these authorities within narrow limits, and protects legitimate business interests effectually.

Rexford G. Tugwell.

Assistant Secretary of Agriculture.

Dad Cured Him

An old farmer recalled his son from college because he was neglecting his studies and wasting his money. After the son returned the old man took him into the field to go to work there. This displeased the former student, and he gave vent to his dissatisfaction in a string of Latin phrases.

Turning to him, the old gentleman said: "Henry, here is a fork and yonder is the manure in a cart. What do you call them in Latin?"

"Forcus, manuribus, cartibus," replied the son with an air of satisfaction.

"Very well then," replied the old man, "if you don't at once take that forcus and unload that cartibus of manuribus, I'll break every bonibus in your bodibus. Understandibus?"

Telegraphics

Flashlight bulbs dyed on the inside with a special dark blue are said to cut down almost to zero the white flare which annoys those who are being photographed. The blue does not, however, make any appreciable difference to the camera, since the rays it filters out are the ones to which the camera plate is not sensitive anyhow.

One enterprising user of steam in an industrial process has recently found that he can cut two-thirds off his steam cost by using an oil furnace designed for use in the home.

From another reader: Many minutes can be saved in finding telephone numbers by inserting in the phone book specially designed and alphabetically thumb-indexed, cards.

Pewter Volume Shows Decline

Interest in pewter hollow ware, particularly popular price merchandise, is declining steadily, according to manufacturers. Only higher price pewter is wanted at this time. Silver plate and sterling silver hollow ware continue active, with merchandise in the lower price brackets in demand for immediate delivery. There has been little holiday buying in the metal hollow ware trades to date, but buyers are expected to place orders here within ten days.

People who sit and wait for their ship to come in may find it turns out to be a receivership.

Phone 89574
John L. Lynch Sales Co.
SPECIAL SALE EXPERTS
Expert Advertising
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209-210-211 Murray Bldg.
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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.

CAN you doubt the wisdom of Purchasing a business established 60 years with goods advancing 20 to 40%. Stock about \$15,000. Fixtures \$5,000. Favorable lease. Cash only. Four show windows. Always a money maker. Age and health is reason. Write for particulars. E. B. Reynolds Co., Chatham, N. Y. 606

For Sale—Small stock men's and boys' furnishings and notions. Best resort town in Michigan, and year-round business. A money maker. Address No. 607, c/o Michigan Tradesman. 607

DEVELOPING FOOD HABITS

Much Depends on the Expansion of Children's Diet

You and I may have been brought up on the theory that babies and young children need very little food besides milk. The up-to-date young mother of today is taught very differently.

She feeds her baby orange juice or tomato juice, in addition to milk, almost from the day he is born. She adds gruels, fruit and vegetable purees, soft-cooked eggs, and hard toast, while he is still very young, and graduates him, probably before his second birthday, to a diet as varied as that of the rest of the family.

His foods must be given him in the form he can manage comfortably. But there is no reason why his diet, besides plenty of milk, should not include eggs and fruit juices, some chopped meat, vegetables and fruits, cereals and things made from cereals, butter and some simple sweets.

There is more than one reason for giving the child as wide a variety of foods as he can take. He needs them, of course; they help him to grow and be healthy. But in addition to satisfying his immediate needs, they establish food habits which will be a great advantage to him in later life.

Many adults are too "finicky" about their food to eat the variety that is best for them. But there are no food prejudices at birth.

Food likes are largely a matter of habit, built up through happy and repeated experiences in tasting. Therefore, strange foods are introduced tactfully, one at a time, and small portions are served until the flavor becomes familiar. Varying the child's early food experiences in this way teaches him the taste of many foods, and develops his willingness to try new things as they are offered.

Variety is obtained not only by using different foods from time to time, but also by preparing and serving them in different ways and by offering them in different combinations. Preparation and combination influence flavor, color, texture, and consistency of the diet quite as much as selection itself; and these four qualities play an important part in making food appetizing and suitable for the child.

Pleasure in meals is often the result of having a favorite food or a combination of flavors that go well together. If a child develops a special fondness for a food because of its flavor, he may have it, of course, but not to the exclusion of other foods. It may be served to him sometimes along with a food he desires less, as an incentive for him to finish both happily.

A mildly flavored dish is enjoyed most when served with one that has more pronounced flavor. Strong-flavored vegetables are better with eggs than with meat, while mild vegetables combine better in a meal with meat.

Colors, too, play their part. Separate foods or certain combinations often appeal so much in color that they influence the desire to eat.

The consistency or texture of a food and the form in which it is served may

contribute to the variety or the monotony of a child's diet. These qualities may also influence a child's ability to feed himself, determine his like or dislike of a food, and play an important part in his tooth development.

Texture and consistency are due first of all to the structure of the food itself, though the method of cooking and the size and shape of the pieces as a food is prepared may change original characteristics decidedly. For this reason variety can be obtained quite as much through the method of preparing as through the choice of foods.

All hard foods, such as bread crusts and toast and also meat that has not been ground or scraped, encourage chewing and are valuable for exercising the gums and teeth. Food of this kind should be given very early in life, but not too often or in such large amounts that eating becomes slow and laborious. Contrast of consistency in the same meal, serving some hard, crisp, or dry foods and some that are soft, makes meals interesting and appetizing.

Simply-prepared dishes in which the natural flavor of the food is retained make the most wholesome and attractive meals for children and for adults as well. This does not mean that food should be bland and tasteless in order to be suitable for children. On the contrary, it should be attractive and tasty, since early childhood is the best time to develop an appreciation for pleasing food flavors and good standards of preparation.

In homes where the grown-ups have a well-balanced diet, not too rich in fat or too highly seasoned, little if any difference is made in preparing for the children. The mother who chooses dishes suitable for the whole family greatly lightens her work of meal planning and food preparation.

Farmers' Bulletin 1647, "Food for Children," published by the United States Bureau of Home Economics, discusses these points and many others. It includes concrete suggestions for the children's meals, with a number of recipes for dishes suitable for children and for the rest of the family, too.

Leaflet No. 42, "Good Food Habits for Children," dwells particularly on one phase of child feeding, as the title indicates. Still another publication of the Bureau, Circular No. 203, "Midday Meals for Preschool Children in Day Nurseries and Nursery Schools," which is intended primarily for specialists, deals with still other aspects of the children's food.

All these publications are available from the Bureau of Home Economics or the Superintendent of Documents, Government Printing Office, Washington, D. C. The first two are sold at 5 cents a copy, the other at 10 cents.

Rowena Schmidt Carpenter.

Cheese Day in Holland

As early as daybreak the Friday visitor—for Friday is cheese day in Alkmaar—will find plenty of activity in the vicinity of the town weigh-house. It is therefore advisable to reach the place the previous Thursday evening, because the unloading of the cheeses and the stacking of them upon the

stone pavement of the market square during the early hours of the following morning are among the most interesting phases of the whole proceeding. And so, by daylight on Friday, gayly painted farm wagons from the surrounding country already fringe three sides of the market, and every one of them is disgorging, two at a time, its load of golden cheeses. On the canal that bounds the fourth side of the square lie berthed a double row of long, narrow boats, also loaded from keel plate to hatch cover with the product of the district. From every point of the compass cheeses are he-tossed through the air from the wagons and boats, only to have their flight checked with a smack by the men who catch them and pile them upon the pavement in long, double-decked rows, ten cheeses in width. Later, canvas is thrown over the piles to protect the cheeses from the rays of the sun until it is time for the cheese makers and the wholesale commission merchants from the cities, soon to descend upon the scene, to commence their dick-erings. All through the early morning this unloading continues, its accompanying smacks to be heard half a block away, until perhaps 250,000 cheeses have piled up in neat rows with alleyways between them, across the market square from one edge to the other.

At ten o'clock promptly the heavy sheets of canvas are dragged from the piles. The market is thus officially opened, and for the ensuing two hours the visitor will be treated to some of the shrewdest of shrewd Dutch bargaining. The stolid, unemotional makers of cheese stand doggedly by their respective piles, while the crafty wholesale merchants flit hither and yon testing. Not a word passes between them other than a surly "how d' y' do" in Dutch. The merchant selects a cheese at random, jams into it an instrument that any competent housewife might mistake for an apple corer, gives it a twist, pulls it out slowly, and tastes the end of the sample thus taken. What remains of the sample is drawn from the instrument, slipped back into the parent cheese, and the tester moves along to attack another pile.

At the end of an hour, then, he is qualified to approach this or that particular dealer and offer him so much per hundred kilos for his cheeses. Then it is that Greek meets Greek. In a moment's time the dull-looking, uncommunicative, apparently unconcerned provincial maker of cheese seems to be transformed into a cunning, canny, clear-headed man of business. The two of them, merchant and maker, stand for a full minute with their right hands outstretched, like a picture of Capt. John Smith sealing a treaty with the Indians. Suppose the maker finally agrees to the price offered: without uttering a syllable he grips the hand of the merchant, and the bargain is closed. If he does not agree, he slaps the merchant's hand a whack that resounds across the square. By eleven-fifteen the walls of the surrounding houses reverberate with what a stranger around the corner might easily suppose to be a premature explosion of a number of

toy balloons.—From "Windmills and Wooden Shoes," by Blair Jaekel (New York: McBrde.)

Market License Defended by State

St. Joseph, Oct. 31—Dismissal of the temporary injunction issued by Circuit Judge Charles E. White to restrain the state from collecting the \$50 a year license from truckers and buyers operating on the Benton Harbor Fruit Market, is asked in an answer filed by the State Attorney General's Department Tuesday.

Judge White two weeks ago issued a temporary injunction restraining state agents from arresting truckers and buyers for refusing to pay the license.

Hearing is scheduled to come up next Tuesday.

The state denies that the act imposing the license is any attempt to regulate interstate commerce; that it imposes a tax on the business of buying and selling fruits, vegetables and other farm produce, and that it is class legislation and imposes a discriminatory tax.

The state contends that the \$50 a year license is merely a regulatory fee and not a tax.

It denies that the act is unconstitutional or that the fee is excessive.

Coated and enamel paper in distinctive scents is offered manufacturers and others for use in catalogs, etc. Use of leather-like scents is suggested for shoe manufacturers' catalogs, flower-like scents for florists' catalogs, and so on.

City of Flint, Michigan Refunding Program

In accordance with our previous proposal we are now ready to proceed with the refunding of Flint bonds and coupons as follows:

General Obligation Serial Bonds maturing from June 1, 1932 to June 30, 1935 incl.

General Obligation Bond Coupons maturing from Jan. 1, 1932, to June 30, 1933 incl.

Special Assessment Bonds maturing from Dec. 15, 1932 to June 30, 1935 incl.

We request that bonds be deposited with The Citizens Commercial & Savings Bank at Flint, Michigan as rapidly as possible. Coupons should be mailed direct to this office as refunding notes will be issued in registered form in exchange for them.

The Refunding Bonds are dated April 15, 1933. The Refunding Notes (for coupons) are dated July 1, 1933. Necessary adjustments because of differing coupon dates between old and new bonds or the accumulated interest on defaulted bonds and/or coupons will be paid in cash at the time of exchange.

The legal opinion on General Obligation Refunding Bonds and Notes is by Chapman & Cutler of Chicago, Illinois. The legal opinion on Special Assessment Refunding Bonds is by Miller, Canfield, Paddock & Stone of Detroit, Michigan.

Additional copies of the Refunding Proposal may be obtained through this office.

Letters of Transmittal to accompany bonds and/or coupons may be obtained from this office upon request.

Authority to refund in accordance with our previously published refunding proposal has been given by the Public Debt Commission of the State of Michigan.

OLNEY L. CRAFT,
Director of Finance.

LICENSED and doing business in every STATE



The Federal Mutuals are the only mutual fire insurance companies licensed and doing business in every state. This means that every State Insurance Department has approved of the soundness

of the companies in addition to their plan of operation. Insurance buyers in Michigan can entrust the protection of their property to the Federal Mutuals with the fullest confidence. Confidence backed by the approval of not just one state insurance department, but forty-eight. Three companies, with combined assets of almost 13 million dollars, back every Federal policy. This large amount has been built up in addition to saving policyholders substantial amounts every year. What could be greater proof of the soundness of the Federal plan?

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

Rademaker-Dooce 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
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The House of Quality and Service

7 GOOD REASONS WHY YOU SHOULD STOCK

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

*The brand
you know*



by **HART!**

A complete line of canned vegetables and fruits.

NEW LOW PRICES!

THE new prices on Royal Baking Powder are so low that you can now sell this nationally advertised baking powder at a very attractive figure. Women who know their baking powder will turn to this famous brand, and your sales will show a large increase.

Feature Royal. Mark the new low prices plainly. Call attention to them and make the new low prices bring you more and better business. Order from your jobber.



ROYAL BAKING POWDER

A Product of

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O.K.'d by 50,000 INDEPENDENT GROCERS

More and more independent grocers are coming to recognize the fact that the Monarch Lion Head Label is their most vigorous defender and friend.

You always know where Monarch stands. None of the 250 Monarch Finer Foods are ever sold in Chain Stores.

Marked superiority and uniformity of quality and flavor win new customers and hold old ones.

The more closely any independent grocer works with Monarch, the more surely he safeguards the future of his business and earns present profits.

Independent Dealers are invited to write. — Address Dept. F-11.

Reid, Murdoch & Co.

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Chicago, Ill.

"Quality for 80 Years"



WRIGLEY'S



A **BIG 5**¢ WORTH

EACH of these **WRIGLEY** packages contains the best that can be produced in chewing gum. They are the standard of size and quality. The consumer gets his money's worth when he buys a package of **WRIGLEY'S** Gum for a nickel.

That is why we had the courage to pioneer the movement to stop its sale at 3 for 10 cents in any and all cut-rate stores.

Now that results are beginning to show everyone is for it. We are glad to have all the help we can get but we want you to know we started the move.

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N-216

