

LITTLE BREECHES

A Pike County View of Special Providence

I don't go much on religion
I ain't never had no show
But I've got a middlin' tight grip, sir,
On the handful of things I know.
I don't pan out on the prophets
And free will, and that sort of thing,
But I b'lieve in God and the angels,
Ever since one night last spring

I came into town with some turnips
And my little Gabe come along,
No four-year old in the county
Could beat him for pretty and strong,
Peart and chipper and sassy,
Always ready to swear and fight,
And I'd larnt him ter chew terbacker
Just to keep his milk teeth white.

The snow came down like a blanket
As I passed by Taggart's store;
I went in for a jug of molasses
And left the team at the door.
They scared at something and started,
I heard one little squall,
And hell-to-split over the prairie
Went team, Little Breeches and all.

Hell-to-split over the prairie!
I was almost froze with skeer!
But we roused up some torches
And searched for 'em far and near.
At last we struck hosses and wagon,
Snowed under a soft white mound,
Upsot, dead beat — but of little Gabe
No hide nor hair was found.

And here all hope soured on me
Of my fellow-critter's aid,
I just flopped down on my marrow bones,
Crotch-deep in the snow and prayed,
By this, the torches was played out,
And me and Isrul Parr
Went off for some wood to a sheepfold
That he said was somewhar thar.

We found it at last and a little shed
Where they shut up the lambs at night.
We looked in, and see them huddled thar,
So warm and sleepy and white;
And thar sot Little Breeches and chirped,
As peart as ever you see,
"I want a chaw of terbacker,
And that's what's the matter of me."

How did he get thar? Angels.
He could never have walked in that storm.
They just scooped down and toted him
To whar it was safe and warm.
And I think that saving a little child,
And bringing him to his own,
Is a dern sight better business
Than loafing around the Throne.
JOHN HAY.



cooperation
the basis of recovery

has been used
and practised
for 100 years
by
mutual insurance
why not participate
in the savings
made possible
by cooperation

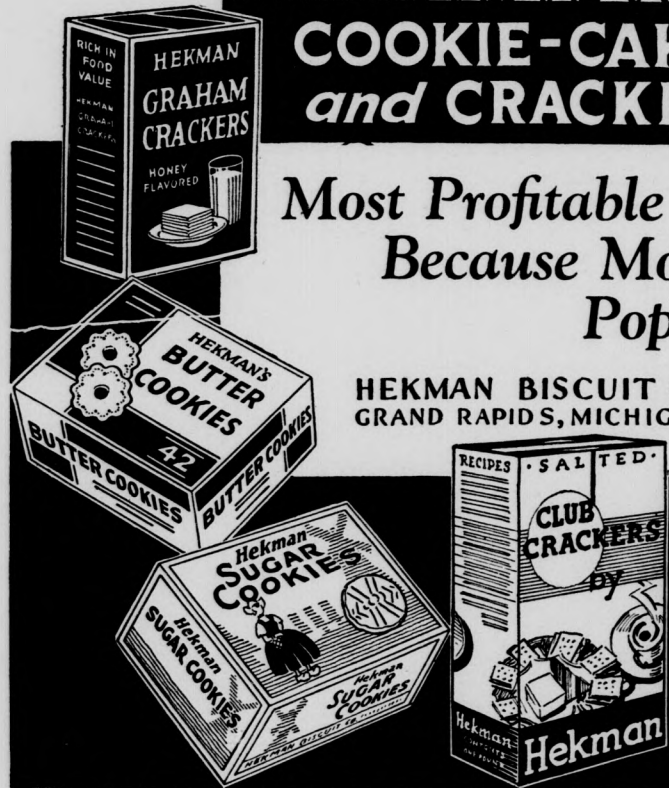
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MILL MUTUALS AGENCY

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Most Profitable
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For forty years a standard of Quality for Canned Foods

Hart Brand is known by the housewives of Michigan for the quality, flavor and general excellence of all commodities packed under this brand.

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LEE & CADY

MICHIGAN TRADESMAN

Fifty-first Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 8, 1933

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MICHIGAN TRADESMAN

E. A. Stowe, Editor

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JAMES M. GOLDING
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SOME TRENDS IN TRADE

Sidelights on the General Business Situation

The President appears to have accepted two primary points as mandates from his constituents: (1) to produce business recovery, and (2) to institute business reform. He has tried conscientiously to carry on both programs at the same time. This may be possible, but there are numerous indications that an overwhelming majority of the people want recovery first, and think that reform might well be used as the restraining brake if and when recovery proceeds too rapidly.

President Roosevelt doesn't want the speculators to reap all the harvest, as he so emphatically stated in his talk, nor does he want to see "the rich get richer and the poor get poorer." Rather he seeks a more equal distribution of wealth. But the country is security-minded, and when the quotations of the New York Stock Exchange slide off rapidly, the tempo of recovery slows up and the "all-gone" feeling starts to reappear. The country in large part takes its cue from the market quotations, and specifically this is true of the some ten million security holders. Therefore, the President's new plan for governmental open market buying of gold can be taken as indicating a realization of this truth in Washington circles and as seeking an upward trend in security prices as well as commodity levels.

The President also made it very clear that there have been no changes in his major and constant recovery objectives, even though the methods used may shift and fluctuate. These can be summarized:

1. To raise commodity price to approximately the 1926 level;
2. To make debts payable with the same size dollar as when debts were contracted;

3. To stabilize the dollar and prices after prices get to a satisfactory level, through a managed currency;

4. To increase employment and purchasing power.

Some business men are wondering whether we are facing a new period of contraction which may bring us back to the low levels of the depression, so far as activity and employment are concerned. Among the factors which tend to prevent a major business contraction of such sweeping character are: (1) the banking situation has been greatly improved; not only are small depositors to be guaranteed, but depositors in closed banks are about to get some of the money on their frozen funds; (2) the public works program will help maintain the level of business activity in coming months; (3) despite criticisms of NRA, it is likely that the codes of fair competition will keep competitive practices upon a sounder level than prevailed before NRA! (4) the status of the farmer, despite current dissatisfaction, is much better than a year ago—the President estimated a gain of 33½ per cent. in purchasing power for the current year.

President Roosevelt's statement that "we are thus continuing to move toward a managed currency" would indicate that in the future we are going to be tied to commodities rather than to gold, and that the worker in years to come will be paid in terms of shelter, clothing and food and not in terms of gold. It is an interesting outlook and no one can tell whether it will, or will not, work, for exactly the same plan has never been tried before.

According to Department of Commerce figures, world stocks of primary commodities are down from their peak levels of last year, and the trend for the first time in the past eight years is definitely down. The Department uses the average for the years 1925 to 1929 as a measuring stick, placing it at 100. On that basis, 1925 stood at 76 and each year thereafter there was an increase in stocks, reaching 196 in April, 1932, and holding at that level throughout the Summer. These statistics, therefore, indicate that instead of enjoying real prosperity in the years following 1925, the world was really buliding a surplus of production over consumption which was bound to bring on a depression when the so-called saturation point was reached. The latest figure quoted by the Government for April, 1933, with the level standing at 187 — still more than 100 points above 1925. The rapid increase after 1925 was due to a falling off in consumption rather than an increase in production. The figures indicate why the Administration is striving so valiantly to bolster the purchasing power of this country.

Miss Perkins reports that average hourly earnings September were 51.4 cents, or more than 3 cents above the August average, while working hours declined from 38.6 to 36.1. She further estimates that during the month 620,000 of the unemployed were returned to jobs.

Here is the farmer's side of it: According to the Bureau of Agricultural Economics, the farmer after he has been to market and sold his products can buy only 61 per cent. as much as he could before the Kaiser's war. City prices are now 17 per cent. above pre-war levels. Several farm prices are 29 per cent. under those levels. To bring about a balance, farm prices would have to rise on the average 46 per cent., while city prices were standing still.

The largest dollar upturn in box office receipts since the adoption of sound pictures has been experienced by motion picture theaters in recent months. Many sales managers have found amusement receipts to be an accurate index to sales potentials in individual cities.

The Government now takes in \$1.71 for every dollar as collected one year ago. The beer tax has accounted for \$42,500,000 since June 30.

The progress of plans for recognition of Soviet Russia opens up an important outlet—but it is likely to develop slowly because of credit difficulties.

Under the limitation imposed by the authorities the amount of frozen bank deposits which will be released may fall below the billion dollar mark. The amount of deposits locked up in banks closed this year is estimated at \$3,000,000,000.

Better business has caused the General Motors Corporation to decentralize operations. On April 1, 1932, Pontiac and Chevrolet were consolidated and likewise Buick and Olds. The President now states that business improvement justifies reinstating the separate identities. There is no change in the company's plan of having retailers handle two or more General Motors cars.

Chrysler's third quarter net income was the largest for a like period since 1928, and exceeded the net profits in the third quarter of 1929 by 10.8 per cent. The corporation in the first eight months of the year increased its share of the total domestic passenger car business from 8.9 per cent. in 1929 to 24.4 per cent. this year. The higher operating costs imposed by the NRA code are believed to have cost shareholders only 7 cents a share in three months.

Earnings reports released during the first 28 days of October showed that 223 corporations were better off than the same period last year, and 86 made a poorer showing.

Industry was called upon by the NRA to increase employment and pay-

rolls in advance of the development of profits and volume to fully warrant such increases, and because the movement got under way at a time when general trade was receding, many business heads find their companies currently operating at an unfit profit margin. Strikes have also added to uncertainty and the net result has been a letdown in sentiment, a curtailment in operations and a less-than-expected seasonal rise in trade. The important question now is, does the bulk of the business not done in recent weeks represent business deferred or business lost? If the country responds favorably to Mr. Roosevelt's recently announced plans, there is good reason for the judgment that November and December will compare far more favorably with the same months of 1932 than did September and October. If this happens, we will see a counter-seasonal rise in trade during the last two months of the year and in early 1934.

For the first time since 1929 orders of the General Electric Company for the first nine months exceeded those of the corresponding period of the previous year, the gain being approximately 12 per cent. In the third quarter orders received totaled more than the sales billed—an achievement which had not been equaled in three years. Since the first of March the company has added 7,600 employees to the payroll, and the total payroll has increased \$17,000,000.

President Roosevelt stated last week that he regarded the total of 4,200,000 as a conservative estimate of the unemployed who had returned to work since March 1. In his radio talk he stated that during the worst period of the depression, 10,000,000 people who really wanted to work were unable to find employment. Thus 42 per cent. of the battle has been won.

Nine New Readers of the Tradesman

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

Edward Ellis, Grand Rapids
C. H. Tuttle & Son, Lapeer
Kruth Bros., Lapeer
L. M. Sheldon, Ovid
Pewamo Hardware Co., Pewamo
James R. Cotter, Pewamo
F. H. Grove, Lyons
R. K. Danielson, Muskegon
Carroll Honey Co., Central Lake.

There is a new display stand for show-window use which frames articles displayed in tubes of colored light. Permanently cool, the fixture connects with the ordinary current outlet.

Said to be entirely air-tight, a new stoneware container for chemicals and reagents is equipped with newly devised spring lock which holds the cover under a uniform tension.



Lines of Interest to Grand Rapids Council

The November meeting of Grand Rapids Council was called to order at 7:30 sharp Saturday evening, Nov. 4, by Senior Counselor Wagner, with about thirty counselors present. The attendance was not so large, but the quality was excellent.

During the course of business three new applications and one re-instatement were acted upon and elected to membership. The new degree team went into action and did creditably well for their second appearance.

Council leader Lypps gave a detailed report on his activities and has accomplished very good results thus far. The three new members who were initiated were secured by W. E. Lypps himself. He has selected group leaders who will contact all the wholesalers and jobbers in the city seeking to enlist their aid in getting new members from their organizations. Counselor Lypps announced that the December meeting will be given over to a mass meeting for the wholesalers and jobbers and that well-known speakers will be on hand to add interest to the meeting.

The Council voted to dispense with a New Year's eve party at a local hotel and will hold a New Year's party in conjunction with the regular January meeting.

The meeting closed at 10 o'clock and the members immediately hied themselves to the refreshment room where the Ladies Auxiliary had prepared a tempting luncheon of sandwiches, doughnuts and coffee. Following the luncheon, bridge was indulged in until low twelve. Mrs. Kuehne won the door prize, Mr. and Mrs. Jannausch the first and second bridge prize and Harley Lovell won the booby prize. Everyone present had a good time and departed homeward wishing the morning had not been built so close to the evening.

Middle age is that indefinite period when you think you need more exercise because you need more rest.

Word has been received that Past Counselor Dan Viergever, of Rochester, N. Y., was injured in an automobile accident. It has been reported that he has filed his final paper for indemnity.

Counselor E. J. Steeby, of 1807 Horton avenue, is reported as recovering slowly from an accident suffered last January.

Hubby: Some flowers for you, my dear.

Wife: What a terrible day! First of all, the pipe burst, then I broke a mirror, and now you come home drunk.

Counselor Harry Parrish, who conducts a dental parlor over May's clothing store, has gone to Mayo Brothers at Rochester, Minnesota, for treatment. Council members sincerely wish him a speedy recovery.

Past Counselor W. D. Bosman attended the meeting Saturday. It is the first time in many months that Counselor Bosman has been in our midst. He has been undergoing treatment for his eyes and is now well on the road to normal sight again.

Ernest Krause, hardware dealer at Fowlerville, has hung up a record for any nimrod to shoot at. He has made forty-five trips into the North woods for deer and brought back his limit each time. He is preparing for his forty-sixth hunting trip and there is no doubt but what he will bring back his deer. Mr. Krause is not only a successful sportsman, but is an outstanding merchant as well. His business has prospered during the depression and the use of red ink is unknown in his business. This merchant should be a model business man for others to pattern because he works with as much enthusiasm as he plays. He enters into sports to win and he applies the same rule to his business. Such merchants are bound to be successful and the community in which he lives profits by his success.

"So you are undertaking to keep bees?"

"Yes," answered the farmer. "I don't want to miss anything, and I've been stung by every other way there is."

James Sinke, formerly Safety Director for Grand Rapids, and now in charge of the state Emergency Welfare Fund in Lansing, attended the informal luncheon at the Elk's cafeteria Saturday noon. He stated he was happy to meet with old friends and no other place was so appropriate as the festal board. These luncheons every Saturday are a rendezvous for the boys who come and go and a regular meeting place for the local boys where things of the moment are discussed. Any business or traveling man is welcome to join with the gang and enjoy the noon-day hour.

The officers of Grand Rapids Council have been so attentive to their duties and have worked so diligently that they scarcely noticed that the beautiful collars which they wear, designating their rank of office, were becoming soiled from the perspiration and steam of their endeavors. However, Counselor Jannausch, owner of the National Dry Cleaning and French Dye Works of 1044 Wealthy, noticed their condition and immediately volunteered to clean them gratis. He said the paraphernalia should be as spotless as the tenets of the order. We thank the man for his generosity and feel assured that the high grade work done by the National Cleaners & Dyers will restore the beautiful insignias to their original luster.

A Scotchman was run over by a beer wagon and for the first time in his life, the drinks were on him.

We have just found out why a rhinoceros is so ill tempered. It has been discovered that grubs work into his thick hide and constantly irritate him. We wonder if that is what ails the human race at times. We all have a tendency to become unbearable at times and it might be well for us at

these times to start looking for grubs in our own hide.

Too many fellows who itch for success never do any scratching.

The chap who keeps hammering has no time to knock.

We have often gazed at circus posters and wondered why the Oubanghi ladies wore such large discs in their upper and lower lips. This custom originated among the tribes to evade seizure by the slavers who came in from the North of their country. Eventually the slavers' power was annihilated, but by that time the deformed lips were fashionable among the belles of the tribes and considered a mark of beauty by their men. Today they are used as human scarecrows to chase away the multitude of voracious birds that infest their little fields. A good husky negress will climb into a tree in the middle of the cultivated patch or in one on the border of it and then yell and clap their lips together to scare the birds away. Through this means the tribes are able to keep their crops free from the destructive birds.

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

Price Stabilization of Gum

Chicago, Nov. 4—Philip K. Wrigley, chewing gum manufacturer of this city, has taken a step in support of President Roosevelt's recovery program when he announced a price stabilization plan for Wrigley products.

In a letter to more than 800,000 retailers to sell Wrigley's at a standard price of 5c per package.

Already a number of the larger grocery and novelty chain stores have discontinued the sale of Wrigley's at three for 10c in accordance with bulletins to their various stores to this effect. The movement has also met favor with several of the large drug and cigar store chains.

Mr. Wrigley has been fostering the elimination of the three for 10c price for a number of years. It has been his contention that this price does not build sales volume and inasmuch as chewing gum is a casual purchase does not serve as a "leader" for chain stores. However, this opinion was not shared by the larger chain organizations until recently.

In commenting upon his plan to standardize Wrigley's price to consumer, Mr. Wrigley said:

"We honestly believe that we make as fine a piece of chewing gum as it is possible for anyone to make. It is a standard size and standard quality. We believe that any consumer gets his money's worth when he buys a package of Wrigley's gum for a nickel and we see no reason why it should be sold at less. Following this line of reasoning—and encouraged by our retail friends—we have been and are working to get all retailers to sell at five cents and to advise the public that this is the standard price of a standard article. If we are to hasten national economic recovery, the price-cutting evil must be eliminated."

Since the price announcement retailers in various parts of the country have written Mr. Wrigley, praising the move and pledging their support.

At the present rate the chain stores are falling into line it is expected that within the very near future the three for 10c price, so far as Wrigley brands are concerned, will be a thing of the past.

The only good copies are those which exhibit the defects of bad originals.

HANDICAPS ON FARMING

Possibility of Converting Submarginal Land to Profitable Utilization

The term, "submarginal," formerly the exclusive possession of the economist, within the last few years has entered the vocabulary of the man of the street. Without precise definition in his mind, it has become his generic term for characterizing a wide group of problems that have come to the forefront in our national consciousness.

In classical economic theory submarginal land is land that, under proper conditions of utilization, it will not pay to cultivate according to the normal standards of return to labor and capital that tend to prevail throughout the competitive field. Yet, one could cite a score of difficulties that would be encountered in applying that definition to actual situations.

For instance, there is the assumption of proper conditions of utilization. Undoubtedly thousands of farms that now appear to be submarginal could continue to hold their own if the tax burden were better adjusted to the earning power of the land. Doubtless much forest land could be effectively utilized by private enterprise if the tax burden could be made more equitable. It is for this reason that the subject of local finance plays so important a part in this question.

Moreover, on thousands of farms normal conditions of use do not prevail. The size and equipment of the farm and the system of farming developed under the conditions of an earlier day are wholly out of line with radically changed requirements of the present.

One of the primary tasks, therefore, in developing a land-use program for any community is to determine how far we can go in turning submarginal farms or forests into supermarginal businesses through modifications in the tax system and through adjusting the farm plant and organization to present-day requirements. The submarginal job is so big in itself that we should go as far as we can toward reducing its extent.

This problem of adjustment in the utilization of lands that are not inherently submarginal will take time, but it should be visualized in advance in order that it may be differentiated from, as well as coordinated with, the job of handling submarginal land. In large areas of our country this readjustment of farming can not be accomplished by farmers acting as individuals; it must rest on the solid basis of economic research; it will demand leadership of high quality; it will require credit facilities that will provide the capital essential for far-reaching readjustments.

In many areas collective action will be necessary. In some parts of the West, for instance, the homestead system has dissected the surface into ownership units of 160, 320, or 640 acres. Many of these units are held by absentee owners scattered throughout the United States. Some of the units are mixed in with the alternate sections of railway land granted by the Federal Government or with alternate

sections of public domain still held by the Government. Yet economic conditions in many parts of the territory demand two sections for a family farm and a township or more for a stock ranch.

The job of getting together these scattered holdings into units large enough for efficient operation as farms or ranches is as much a challenge to constructive statesmanship as was the task of inclosing the scattered strips that were developed in European countries under the feudal system. In many of the southern states, on the other hand, the problem may be one of effecting subdivision of plantations the owners of which lack the capital, inclination, or capacity to operate them effectively or even to subdivide them.

What I have said about defining submarginal land leads me to touch briefly on some ultrasimple formulas for dealing with it. One of these formulas, widely accepted, is, "Let us buy up a lot of submarginal land and put it into forests as a means of getting rid of the agricultural surplus." An excellent way to get better acquainted with the problem of submarginal land will be to consider some objections to this formula. For one thing, it is a roundabout and more or less futile way of dealing with the problem of overproduction. It does not affect the foreign sources of supply in the world market. It does not provide a means of preventing further expansion of the domestic crop acreage. In many cases it would mean purchasing large areas, with the improvements, in order to get rid of only a small percentage of crop land. It would mean buying out many farmers who do not want or think they do not want to leave, some of whom through age or lack of capital and experience would have no alternative means of making a livelihood.

Certainly if one tried to acquire enough land within a short period to reduce materially the so-called surplus, one would have to pay far more than the land is worth. To make much headway in affecting the surplus would require the expenditure of billions of dollars of public money. Many of the tracts would be so scattered that they could not be combined into units suitable for forest administration. As a method of acquiring forest land, it would be far most costly than buying unimproved areas in large pieces. The sudden and extensive purchase of so-called submarginal farms and turning them into forests would most seriously dislocate the fiscal and institutional arrangements of the areas concerned.

One sometimes hears an amendment to the formula of wholesale purchase in the suggestion that submarginal farms be leased rather than purchased. In its amended form the proposal is open to all the objections to the primary formula except that it seems to take less out of the Treasury. It would be more costly in the long run, however, for the rate of interest at which the Federal Government could borrow funds for purchase is considerably lower than is the ratio of rent to the capital value of the land in most parts of the country. Furthermore, a patrol

system would be necessary to make sure that the land was kept out of cultivation.

Still another phase of this acquisition formula is the suggestion that part or all of the crop land in the farm be leased and turned into forest or grazing areas. In addition to the objections already mentioned, this proposal confronts another serious difficulty: In a large majority of cases, for the small pittance he would receive for the rent of a part or all of his crop land the farmer could afford neither to continue living on his farm nor to abandon his entire farm and improvements.

If the results in reducing overproduction in a short period could be expected to be material, such shotgun methods of dealing with submarginal land might be worth more consideration, but I believe little could be quickly accomplished toward the improvement of prices.

The most immediate need is for a program of readjustment for areas in which a considerable proportion of the farms have become incapable of furnishing an adequate livelihood and in which a large part of the timber resources have been cut—that is, for areas in which submarginal lands have been abandoned or are about to be abandoned.

Such a program should be based on an adequate determination of the economic uses for which the principal classes of land are best adapted.

In dealing with our existing problem of submarginal land, it is important to determine how we can prevent areas from becoming submarginal and keep submarginal lands from being made into farms.

Undoubtedly erosion is contributing notably to the development of submarginal areas and an adequate program for reducing erosion will help to lessen this development. In so far as the lands of doubtful potentiality come into public ownership, that will also serve to remove the temptation to try to turn them into farms. It might be well, moreover, to recognize that our homestead system is tempting people to undertake to establish farms or grazing units on lands that will scarcely support a jack rabbit; that 14,532 original homestead entries were made in 1930, though it is doubtful if there is a section of unallotted or unreserved land in the public domain capable of supporting a family. While some of these entries were made merely to round out existing holdings of range land, undoubtedly many entries were made by people who actually hoped to make a living on the land thus obtained.

Finally, we should endeavor to prevent the numerous and tragic mistakes in attempting to occupy and develop new farms on privately owned land that has not hitherto been farmed or to reoccupy areas that have been abandoned. The pressure of land-selling agencies eager to dispose of their holdings, the lure of periods of temporarily high prices, and the lack of an adequate technical basis of judgment results in an appalling aggregate of economic wastage, human misery, and disappointment. Most of the approxi-

mate 500,000,000 acres of potential crop land not yet cultivated is still in private ownership. It is doubtful if a program of regulation of land selling and settlement, beyond the detection and punishment of actual fraud, is immediately practicable. Dr. L. C. Gray

Chief Federal Bureau of Agricultural Economics.

Some Changes Fifty Years Have Wrought

Ed Haas & Co., of Houghton and Calumet, dealers in clothing, shoes and all manner of men's goods, celebrated their fiftieth anniversary of entering business Tuesday, Oct. 17. The observance marked a "half century of progress," and members of the firm were pleased to see their old time friends of to-day on this occasion.

The first Haas store was located in the old Miller hotel building, now the Cloverland hotel, on Sheldon street. Ed. Haas, then only 19 years old, was the youngest merchant in Houghton. Associated with him in business was his father, the late David Haas, a pioneer of Houghton, who came here in 1858. As Ed. Haas' brothers grew old enough to enter the business, they came into the firm which is now composed of Ed., I. N., Herman and Mart. Herman is manager of the Calumet store, which was started several years after the firm's inception.

E. Haas & Co. started a general store, carrying dry goods and women's wear as well as men's goods. But a few years after starting in business the firm moved into the Strobel building on Sheldon street and there soon saw that the growth would not permit the use of this store for a general line, the growth being mostly in the men's departments. Therefore it became strictly a men's supply house.

Twenty-seven years ago, Ed. Haas & Co. had outgrown the old store, and it leased the present store in the Dee Hotel building, installing one of the finest men's clothing, hats, shoes and furnishings stores in Michigan. It is a store in which arrangement, appointment, business methods and quality of goods carried reflect great credit on Houghton and the character of its merchants.

On Sept. 12, 1915, Ed. Haas & Co. opened their new location in Calumet, in the Hosking building at the corner of Oak and Fifth streets. This store, like the one in Houghton, is one of the finest and best equipped men's furnishings stores in the state. The store is in charge of Herman Haas and Mart Haas.

In a reminiscent mood yesterday, Ed. Haas recalled that the Houghton National Bank, Matt Houg, F. A. Douglass, Kroll's news depot, Van Orden Bros. and the Weekly Gazette were about all the business places of that period still in existence.

Mr. Haas drew some comparisons between the simplicity, even crudeness, of that day and this, saying that there were no street lights in Houghton in those days. Lanterns were used by pedestrians at night and it was not until some time later that kerosene street lamps came into use. With the advent of the first street lighting system in Houghton, consisting of twenty kerosene lamps, one Joe Martin was en-

gaged with his team of dogs to light and care for the lamps. By many this improvement was regarded as an extravagance. There were no water works and water was obtained from different wells.

Wood stoves were the rule for heating, hard coal burners being a decided novelty, and there was no such thing as ready sawed wood.

The streets of the village were cleaned in the spring and the day before the Fourth of July. The streets were never cleaned in the winter, and there was no attempt to shovel snow. The sidewalks were tracks in the snow which depended on the condition of the early stroller for their curves.

Picture shows, automobiles, present day telephones and other modern inventions were not even dreamed of then, and there was not even a railroad train in the district until 1884. And all of this not so very long ago—just fifty years.

There were no plate glass fronts in the Houghton stores in those days. Everything was primitive and to recall the nature of the goods is to occasion laughter.

There were no men's shoes fifty years ago in Houghton. All men wore boots and even the best sold in stores were clumsy and ungainly. Little boys were wearing old fashioned, red top, copper toed boots. Ladies and misses shoes came in pairs tied with a string. There were only a few lasts to fit all shapes of feet.

When Ed. Haas & Co. opened business they did not have a linen collar in stock. The collars were all paper, except for special orders of linen, and, when these were worn, there was no laundry in Houghton to restore their whiteness.

The clothing was all shapeless and ill fitting. The goods and workmanship were vastly inferior to present day goods.

"To-day," Mr. Haas said, "the trade knows all about all lines of goods through national advertising. Our customers call at the store and ask for a certain hat, shoe or other merchandise. They want what they ask for and know what it is when they see it. Now that I have told you all of this, we are ready for the next 50 year lap, under the NRA."—Marquette Mining Journal.

A continuous core of flavoring syrup is contained in a new ice cream bar. This "ice cream sundae roll" is wrapped in waxed paper, which the purchaser peels down, banana-fashion, as he eats.

The cover-all type of fibre milk-bottle cap has been adapted for use as a covering for jars of jam, syrup, etc. The new cap is said to be tight, waterproof, odorproof, easily removed and replaced.

A suede finish is lent nearly any surface through first spraying it with a new sizing, then with a fluffy powder. The new finish can be cleaned by washing or by brushing, it is said.

A new face brick has a hollow center, no open ends. It is said to be 20 per cent. lighter than solid brick, to have compressive strength, to need no additional mortar for a solid bond.

MOVEMENTS OF MERCHANTS.

Marquette — Miss Margaret M. Reichel has opened a confectionery and pastry store at 415 North Third street.

Almont—The Hurd Lock Co. has decreased its capital stock from 55,000 shares no par value to 10,000 shares no par value.

Detroit—The Walter Machine & Screw Co., 500 Bellevue avenue, has decreased its capital stock from \$75,000 to \$40,000.

Lansing—John Kowalk has purchased the Parky restaurant in the amilton block on Turner street and will continue the business.

Bessmer—The Bessmer Auto Co., auto sales and service, has been incorporated with a capital stock of \$10,000, \$1,000 being subscribed and paid in.

Eaton Rapids—The Long Bean & Grain Co., has been incorporated with a capital stock of \$10,000, \$2,000 of which has been subscribed and paid in.

Muskegon—Thieves entered the grocery store of Nick Bierema, 1431 Getty street and carried away groceries and the few dollars left in the cash register.

Cadillac—Horatio Schoff, who has conducted a department store here for the past 32 years, is conducting a closing out sale and will retire from trade.

Detroit—The Detroit Paper Stock Co., 2003 Brooklyn avenue, waste paper, has been organized with a capital stock of \$1,000, all subscribed and paid in.

Detroit—Isadore Taub and Valentine Jakovac have opened the new Right-Fit Shoe Store, Inc., in the Delray suburb at 8120 West Jefferson avenue.

Constantine—Fred B. King, 62, furniture dealer and undertaker, died suddenly at his home, following a heart attack. He had been in business since 1922.

Detroit—The Huffer Fish Co., Inc., 1351 Adelaide street, has changed its name to Huffer, Colburn & Davis, Inc., and its capital stock from \$1,000 to \$10,000.

Detroit—The Wholesale Lumber & Mill Work, Inc., 17507 Van Dyke avenue, has been organized with a capital stock of \$10,000, all subscribed and paid in.

Detroit—DeWan's, Inc., 1342 Maple street, confectionery and frozen products, has been incorporated with a capital stock of \$10,000, all subscribed and \$4,000 paid in.

Lansing—Sohn Bros. Linen Service, Inc., 2000 West Saginaw street, has been organized with a capitalization of \$50,000, \$2,500 of which has been subscribed and paid in.

St. Johns—The St. Johns Stock Yards Co., stock yards and commission business, has been incorporated with a capital stock of \$10,000, \$1,000 being subscribed and paid in.

Detroit—The Dixie Diamond Colliery, Inc., with offices at 1155 Book Bldg., has been incorporated with a capital stock of \$50,000, \$1,000 being subscribed and paid in.

Detroit—The Harry Cavanaugh Co., 8085 Harper avenue, has been organized to conduct a retail furniture business with a capital stock of \$10,000, all subscribed and \$2,500 paid in.

Detroit—Vic Mitchell, Inc., 7201 West Fort street, dealer in produce and fruits at wholesale, has been incorporated with a capital stock of \$10,000, \$1,000 being subscribed and paid in.

Detroit—The Young Provision Co., Transportation Bldg., meat packing, has been incorporated with a capital stock of 100,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Benton Harbor—The Berrien Brewing Co. has been incorporated with a capital stock of 50,000 shares at \$5 a share and 50,000 shares at \$1 a share, \$7,500 being subscribed and paid in.

Detroit—Dickies Salad Dressing, Inc., 410 Free Press Bldg., has merged the business into a stock company under the same style with a capital stock of \$5,000, all subscribed and \$1,000 paid in.

Kalamazoo—Great improvement in the business of the Michigan Enameling Works has caused it to obtain dismissal in circuit court of its petition for dissolution, filed last summer by its stockholders.

Detroit — Fred Temple, formerly manager of the Detroit branch of Alfred J. Ruby, Inc., has been appointed manager of the new McBryde leased shoe department in D. J. Healy Co. department store.

Detroit—The Hydraulic Classifier & Concentrator Corporation, 25 East Bethune avenue, has been incorporated with a capital stock of 200,000 shares at \$1 a share, \$200,000 being subscribed and \$1,000 paid in.

Detroit—F. O. Bishop, Inc., 1493 Glynn Court, has been organized to deal in contracting machinery and equipment with a capital stock of 500 shares at \$10 a share, \$2,000 being subscribed and paid in.

Detroit—Novel Woodcraft, Inc., toys, novelties, woodworking, 3006 Union Guardian Bldg., has been incorporated with a capital stock of 250 shares at \$10 a share, \$1,000 being subscribed and paid in.

Detroit—The Lo-Van Products, Inc., 1326 Dime Bank Bldg., has been organized to manufacture and sell drugs, etc., at retail with a capital stock of \$5,000 preferred and 1,000 shares at \$1 a share, \$6,000 being subscribed and paid in.

Muskegon—The Central Dock & Coal Co., 2400 Lake Shore Drive, has been organized to deal in fuel and bulk building materials, with a capital stock of 500 shares at \$10 a share, \$5,000 being subscribed and \$1,000 paid in.

Saginaw—R. C. Hafey & Co., dealer in hosiery and underwear, has merged the business into a stock company under the same style with a capital stock of \$3,880 common and \$6,120 preferred, \$2,940 of which has been subscribed and paid in.

Kalamazoo—The Vi-Vi-Tone Co., 300 West Kalamazoo avenue, manufacturer and dealer in musical instruments, has merged the business into a stock company under the same style with a capital stock of \$10,000, all subscribed and paid in.

Menominee—The Bresnahan Lumber & Fuel Co., wholesale and retail dealer in lumber and fuel, has merged the business into a stock company under the style of the Bresnahan Lum-

ber Co., with a capital stock of \$15,000, all subscribed and paid in.

Muskegon—Sol A. Silverman, 258 West Western avenue, dealer in dry goods and apparel and furnishings for women, has merged the business into a stock company under the style of Silverman's, Inc., with a capital stock of \$5,000, all subscribed and paid in.

Freeport—R. F. Kunde & Son have turned their hardware stock and building over to C. H. Dunakin, of Grand Rapids. Mr. Dunakin formerly owned this property. The business is now being run by E. J. Babbitt, of Freeport, for Mr. Dunakin. Mr. Babbitt owned this business at one time for twenty years.

Detroit—The H. A. McDonald Creamery Co., has been organized to deal in milk and cream and to manufacture and sell ice cream with a capital stock of 25,000 shares of class A stock at \$10 a share and 50,000 shares of class B at \$1 a share, \$240,750 of which has been subscribed and \$100,000 paid in.

Greenville—A loan of \$200,000 from the Reconstruction Finance Corporation to Leonard, Crosset & Riley, Inc., local potato dealers, is reported to have been approved at Washington. It is understood that the money will be used for advancing to growers 50 per cent. of the current price on potatoes placed in warehouse for later marketing.

Kalamazoo — Joseph P. Reardon, about 50, of 903 Lay boulevard, dropped dead at the Birmingham & Prosser offices, 503 East Frank street, Monday morning. Mr. Reardon had been a salesman for the paper firm for about seventeen years. Death was due to a heart ailment according to the report of Dr. Ralph G. Cook, county coroner.

Gabby Gleanings From Grand Rapids

John Olney rounded out twenty-three years with the American Type Founders Co. Nov. 1. During that time he has made Grand Rapids his home and headquarters. Four years before going with his present house he represented the Inland Type Foundry and made his headquarters in Lansing. He probably knows more printers and newspaper publishers in Michigan than any other man in the state.

Charles R. Sligh has taken over the factory building at Holland, known as the Thompson Mfg. Co. building. It contains 38,000 square feet and is well equipped with machinery for the manufacture of furniture. Mr. Sligh has organized a company with an authorized capital of \$50,000 and started the factory with thirty hands, making four bedroom suites of medium grade. He will use the January sales market here to exploit the sale of his products. The company as organized will be known as the Charles R. Sligh Furniture Co. Mr. Sligh will act as president and O. William Lowry will act as vice-president. Mr. Lowry was formerly superintendent of the Sligh factory in this city for two years. A secretary and treasurer will be elected later. Mr. Lowry will reside in Holland. Mr. Sligh will continue to reside in Grand Rapids for the present.

What we don't know usually disturbs us more than what we know.

Code Speed Urged to Combat Revolt

An immediate speeding up in administration approval of NRA codes and a more interested attitude by the government were regarded as necessary here yesterday to stem the growing tide of resentment among business men. The fact that only sixty-four of the 1,500 national and 2,900 local codes submitted have been approved has left innumerable industries wide open to trade abuses, which have been intensified since the recent let-down in business, it was said.

It is the feeling among many business executives that they have been "tricked" in entering the so-called partnership with government. It is pointed out that they rushed to establish minimum wages and maximum hours, but, since signing the re-employment agreement, the Government has done comparatively little in enabling them to control unfair competition. They filed codes and have met with long delays and considerable indifference to their problems, it was argued.

Another source of resentment is the arbitrary rewriting of some codes, after industries have spent several months in working them out. One group completed its code after four months of work, only to have it torn up and a new draft rewritten in one night by an NRA official, who did not have the slightest knowledge of the industry in question.

The setting up of code authorities entirely separate from an industry's trade association has also occasioned disapproval among business men. However, it is realized that in the last few months several hundred associations have sprung up under the leadership of opportunists, whose main idea is self-gain and who are not capable of leading an industry. In many instances, also, these groups were formed for the sole purpose of fighting demands of labor and, if administration of the code were put in their hands, workers would be treated unfairly.

However, the point should not be obscured that most of those industries, the codes of which have been approved, are entirely satisfied with their operations and are already beginning to feel the benefits promised to them. Unfair trade practices have been eliminated to a great degree and, while demand has fallen off, it is recognized as a logical reaction following the mid-summer boom.

Proponents of the NRA admit some of its shortcomings but feel that such a program with its huge economic implications cannot be rushed to completion within a few months. They concede that the administration of the act will need new viewpoints and more positive action, but are urging tolerance and patience.

Essential Features of the Grocery Staples

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

Canned Fruits—The Florida grapefruit pack is going to get under way early this year. There is some talk of operations starting along toward the latter part of the present month. Many believe this is too early and that packing operations should not start until at least the closing half of December. There appears to be a definite shortage of spot stocks, however, which might unfortunately lead to premature packing and result in bitter fruit. Prices on new grapefruit are tentative and cannot be established until something more definite is learned of packing costs under the industry code. Other canned fruits have been moving out well against contracts, but distributors seem to be well taken care of, except for some small fill-in business taking place. While the recent quarterly report shows stocks of canned peaches in packers' hands to be 12 per cent. larger than last year, the pack this year was allowed to run to 10,000,000 cases, which with the carry-over, has been more than half sold. Distributors' stocks of peaches are 2.2 per cent. lighter than a year ago, so that the figures do not show a mere transfer of peaches from packers' to buyers' warehouses.

Canned Foods—The quarterly canned foods stock report as of October 1, just announced by the foodstuff division of the Bureau of Foreign and Domestic Canners, shows that while stocks in the hands of canners show declines anywhere from 13 to 54 per cent., as compared with October 1 of last year, stocks in the hands of distributors show a change of only one-half of 1 per cent., and that a decrease from a year ago.

Dried Fruits—Dried fruits move fairly well, particularly some of the holiday lines. There is a very good business being done in new crop dates, both Hallowees and Sairs being in demand. Owing to the limited importations this year, the trade lost no time in covering and there was a rush for shipments all over the country. The demand for Sairs was emphasized by their relative scarcity. Prices were well maintained on the different varieties. Imported figs also did very well, stimulated to a large degree also by limited importations. Owing to the higher costs to import this year, there has been much caution in bringing figs and dates here, especially since the failure of opening prices to hold last year. California figs of the higher grades have been so scarce that little is heard of them now. The staple fruits are being well maintained both on the Coast and in this market and will doubtless be further helped by the inflationary program which is now being carried on from Washington. It would be rash to sell any commodity short in view of the determined efforts of President Roosevelt to restore higher price levels to agriculture.

The proposed raisin control program is now under consideration in revised form and an announcement is expected to come from Washington at almost any time. There have been attempts

to line up a definite majority of growers in support of a control program, but the packers have kept hands off, and there has been a feeling among them that the minimum price set by growers was too high. Prunes continue unchanged and also apricots.

Nuts—The market, while somewhat more active in the past week, still reflected extreme caution on the part of the trade in filling requirements. There was a fair pick-up in the demand for nuts at the lower prices. Pecans have been moving in a better way and there has been some pick-up in walnuts and almonds. The shelled nut business was also somewhat more active, with prices holding firm abroad and here.

Peas still in canners' hands are 27 per cent. less this year than last year, corn 30 per cent. less, green and wax beans 13 per cent. less, pears 22 per cent. less, pineapple 23 per cent. less. Peaches alone show a gain, being 13 per cent. more than on October 1 of last year. These stocks represent both sold and unsold supplies and in most cases a good percentage of them are sold but unshipped. Statistics on tomatoes show only last year's supply carried over, and it hits a high water mark of 64 per cent. below similar stocks of tomatoes available from old pack on October 1 of last year. The new pack figures are not available as yet. Distributors were carrying practically the same stocks this year as last year on Oct. 1. Only in canned pineapple is a sizable increase shown, it being 18.6 per cent. above stocks carried on October 1, 1932. They were carrying 13 per cent. less tomatoes, 1 per cent. less string beans, 2.8 per cent. more corn, 4 per cent. more peas, 2.2 per cent. less peaches, 3.4 per cent. less pears, or a total of .5 per cent. less canned food stocks as a whole. With distributors holding practically no more stocks than last year, and the supply in producers' hands making an average of some 27 per cent. less than last year, the statistical strength of canned foods is at once evident.

Pickles—Pickle prices were unchanged. The knowledge of a short pack has not stimulated consumer interest. Sellers in the metropolitan area found the demand limited, buyers operating strictly on a hand-to-mouth basis.

Rice—The market made further progress during the week, and reports from the South say that there is a more active market on rough rice, in sympathy with the inflationary movement which has been affecting commodities and securities. Millers are taking rough rice more freely, it was announced. Clean rice is moving here in pretty good shape and good sized shipments to New York and other Coast markets are expected to develop during the present month, due to the higher freight rates which become effective December 1.

Vinegar—Vinegar companies were looking forward to the cider season. To date sales have been rather light, but the demand should boom rapidly from now until Thanksgiving. Cider vinegar and the white held at previous levels.

Appreciation should be expressed, not delayed.

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; Northern Spy, \$1.25 for No. 1; Wagner, 75c for No. 1.

Artichokes—Calif., \$1.10 per doz., 4 doz. in box.

Asparagus—40c per bunch; \$4 per can.

Bananas—6 @ 6¼c per lb.

Beet Greens—50c for 10 lb. basket.

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

Brussels Sprouts—Calif., 16c per qt.

Butter—Jobbers hold plain wrapped creamery prints at 23½c and tub butter at 22½c. The main reason for the improved tone later in the market is said to be the support given the spot market by the Daily Marketing Corporation. Prior to yesterday the corporation had been rather reluctant to enter into purchases save to maintain pegged values, but their activities during the spot exchange session were such to warrant support. There were offerings of sixteen cars of centralized butter, equivalent to 300,000 pounds, and instead of trying to force dealers to press sales, the corporation stepped in and purchased the entire block. This, of course, encouraged many dealers to believe the government might go further in the move to stabilize creamery values. While there are ever so many in the trade who discount anything artificial and who believe the Government has no right in the creamery business, the majority of operators nevertheless welcome Federal aid, that is, if the aid is constant and without the hesitancy noted prior to yesterday. The existing heavy excess in storage stocks can only be reduced through great efforts for increased distribution and the intended plan to give the butter to the poor and needy can go far in reducing the excess. Of course, there is plenty of butter and with the government buying, farmers are not to be expected to limit their output of fluid milk. It is not the far distant trend which concerns operators at present.

Cabbage—65c per bushel.

Carrots—25c per dozen bunches or 65c per bu.

Cauliflower—\$1.75 per crate.

Celery—20@40c per dozen bunches.

Chestnuts—Italian command 15c per lb.

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

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

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

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

C. H. Pea from farmer.....\$2.25

Light Red Kidney from farmer.. 3.50

Dark Red Kidney from farmer.. 4.00

Light Cranberry..... 4.75

Eggs—Jobbers pay 16c per lb. for mixed eggs and 17c per lb. for heavy white eggs. They sell as follows:

Fancy, fresh white.....30c

Candled, fresh.....28c

Candled, large pullets.....21c

Candled, small pullets.....19c

Storage eggs are as follows:

Candled, X.....18c

Storage, XX.....21c

Checks.....17c

Grapes—California Imperials, \$1.65 per box.

Grape Fruit—Texas and Florida are held as follows:

64.....\$3.25

70..... 3.25

80..... 3.25

96..... 3.00

Green Beans—\$2.25 per hamper for Louisiana grown.

Green Onions—Chalottes, 50c per dozen for Louisiana.

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

Green Peppers—California, 25c per dozen.

Hubbard Squash—¾c 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....\$3.50

Imperial Valley, 4s and 5s, crate... 3.50

Leaf, hot house..... 30c

Lemons—The price is as follows:

360 Sunkist.....\$6.00

300 Sunkist..... 6.50

360 Red Ball..... 5.00

300 Red Ball..... 5.50

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.....\$4.25

176..... 4.25

200..... 4.25

216..... 4.25

252..... 4.25

288..... 4.00

324..... 3.50

Red Ball, 50c per box less.

Parsley—30c per doz. for hot house.

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 Kentucky grown.

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

Tomatoes—90c per 8lb. 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—\$2.25 per hamper for Louisiana grown.

Putting Them to Use

Rufus—You seem to make light of your financial troubles, Goofus.

Goofus—Yes, I burn all my bills.

After a little experience, a man realizes that he can go to bed at midnight and seldom miss anything.

If a woman will talk, there's hope; but if she won't talk, things are in a pretty ugly state.

MUTUAL FIRE INSURANCE

Easy Lessons in Insurance

The New York Standard Policy reads:

When loss payable.—The amount of loss or damage for which this Company may be liable shall be payable sixty days after proof of loss, as herein provided, is received by this Company . . .

Now here is a very wholesome provision, and one that will stand up before honest men anywhere in the country. In effect, it says a fire is a serious affair, and should be taken seriously. If, unfortunately, you should burn out, you would be expected to file a formal statement with your insurance company, and at the end of sixty days, if you were not involved in starting the fire, your claim would be paid.

But fire insurance companies in their competitive zeal have all but negated this wise provision of the policy, and have fallen over one another in their efforts to get to the claimant first with their loss drafts. Not only that, but even before a fire has occurred, they mount the house-tops and in shrill voices tell about their liberal ways.

Now, Service is one thing, but throwing money to the winds is another. The honest policyholder is not asking immediate payment. He expects his claim to be investigated in a prompt and fair manner, and payment made according to the conditions of the policy. If the rule is sixty days, he will wait sixty days. But the crook wants payment in cash the moment he "delivers the goods," and, of course, he prefers to patronize the companies that advertise they pay all losses on receipt of proof.

It is no secret that fire loss adjustments are for the most part loosely handled; and it is no secret that fire companies in their eagerness for business pay out thousands of dollars annually on "proofs" that are only meagerly examined. It is needless to say that all of this makes for heavier losses and a higher insurance rate, because the crook knows where to look for quick money. We know of one such "gent" who collected six times on the same set of winter clothing—some \$3,000 in all.

The state of Maine, being mindful of all this, has provided by statute that claims in excess of \$100 shall not be paid "until after the expiration of 45 days from the date when proof of loss is executed" without permission of the Insurance Commissioner.

The bank moratorium has caused Fire Insurance to stop and take stock of itself. Being short of cash, due to the tie-up of funds, it has dusted off the old 60-day rule and is now asking claimants to wait for their money; and the majority of claimants, good Americans that they are, are waiting without a murmur.

And in consequence of this action, fires have let down, proving conclusively what we have heretofore maintained.

Now wouldn't you think with such evidence before them, the companies, no matter of what breed or color, would be wild with joy and would pro-

ceed at once to make the rule a permanent one? You would; but you don't know insurance companies. Immediately the ban was lifted just a little and they came in sight of ready cash, the old ballyhoo was started all over—"Insure With Us and We'll Pay On Sight"—and the crooks, of course, are again lacking their chops.

We, of course, will have to follow the general tendency but let it be understood that we favor the 60-day rule without any ifs or ands. We favor it because we believe it means fewer fires and fewer fires in our office mean a lower insurance cost. And we are for anything that will bring that about. We don't believe we have to buy the business of our members by rushing them a check by aeroplane. When we talk about Service, we mean Service, all the year around, not once in a lifetime. Our Service, too, contemplates the prevention of fire, not the hastening of it.

We do hope the fire insurance business has brains enough to settle this question in a sane and sensible way; but if it can not do so, then maybe it would be well to call in President Roosevelt. Cutthroat competition as defined by him is no stranger to this business of ours.

Rate Cutting Causes Trouble

That rate cutting cannot be ascribed exclusively to the mutuals who are charging the rates for insurance dictated by the system under which a truly mutual company operates is shown by the expressions of many supervisory officials and by agents' organizations in every part of the country. "Cut rates" is a favorite criticism that is hurled at the mutual company which is simply collecting the rates needed for carrying the insurance.

At the recent annual convention of Casualty Companies held at White Sulphur Springs, W. Va., George S. Van Schaik, of the N. Y. Insurance Department, in an address, told the delegates that rate cutting has been the cause of many collapses in the stock insurance business.

"Every time that a company is taken over by the department of insurance it is possible to perform an autopsy and learn what may have been unknown before. It has always been believed that there is a definite relationship between surreptitious rate cutting and insolvency," he declared. "Proceedings in the course of liquidation have proved it conclusively. The same relationship to insolvency is seen in other well-known practices which are forbidden by law and condemned in public but sometimes indulged in through the stimulus of competition."

Mr. Van Schaik also directed attention to the tendency which developed during boom times in unsound underwriting and counterbalance by making profits on investments. "Nothing could be more salutary for insurance as a whole than to have that bubble burst," he said. Sound underwriting coupled with high grade management, is the best protection that is afforded the public. It is hoped that the sad experience of speculative investments has sunk deep and wide."

As a Man Grows Older

He values the voice of experience more and the voice of prophecy less.

He finds more of life's wealth in the common pleasures—home, health, children.

He thinks more about worth of men and less about their wealth.

He begins to appreciate his own father a little more.

He boasts less and boasts more.

He hurries less and usually makes more progress.

He esteems the friendship of God a little higher.

Roy L. Smith.

Tubercular Menace in Close Contacts of Family Life

All persons having the danger signs of tuberculosis—such as undue fatigue, loss of weight, prolonged or frequent colds, or spitting blood—should consult their family physicians immediately.

A person who has these symptoms unknowingly may be spreading the disease to other members of the household. Not infrequently we find one or two younger members of a family in advanced stages of the disease contracted from a parent or older person in the household who for years has been a victim of tuberculosis.

A person who has tuberculosis and who has been advised as to the ways by which its spread may be prevented is usually far less a menace than the person who has the disease and does not know it.

The insidious and chronic character of the disease, combined with the lack of knowledge of its presence are major

reasons why one case after another develops before the original case in the home is discovered. If a person has any of the symptoms of the disease, he owes it to himself and his loved ones to have the cause determined.

The patient needs a thorough examination and a scientific interpretation which physicians only are qualified to give. The family doctor should be the advisor and guide in the matter of health.

Tuberculosis is one of the most curable of all chronic diseases. Undoubtedly, many of us have acquaintances who contracted tuberculosis which was discovered early, and who have intelligently followed a program of cure. Should not such evidence encourage us and ours to secure medical advice as soon as possible?

Dr. Robert E. Plunkett.

Housewives need no longer cut and stitch cloth strips for rug-making. Crochet strips of new materials in a variety of shades, cut to correct width and sewed, are now offered commercially.

Made of stainless steel, a new flexible, single-row ice-cube tray for mechanical refrigerators is on the market. A simple flexing of the tray frees the cubes.

A new, mechanical abrasive cleaning machine, said to be more efficient and economical in operation than sand or shot blasting, has been devised. The abrasive is ejected from a revolving wheel.

A stingy man is always poor.

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

Your Bank

- **THE NATIONAL BANK OF GRAND RAPIDS** is owned by its depositors in partnership with the United States Government.

Organized on a solid financial basis, it is managed and directed by Grand Rapids men of integrity, ability and experience.

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THE NATIONAL BANK OF GRAND RAPIDS

THE SAME OLD CRY

In this period of unprecedented surrender of individual judgments, long accepted economic beliefs and established usages, to arbitrary, if altruistic, decrees of the President of the United States, there is emerging within the circle of the President's official soothsayers, magicians and oracles a marked and significant intolerance of criticism. It is the part of the regimented public neither to make reply nor to reason why as the months pass during which the professorial conclave in Washington mixes its white magic. Whoever departs from the prescribed rule of joyous acquiescence, take it from Prof. Rexford Guy Tugwell, one of the major prophets of the coming synthetic millennium, does so from low and sordid motives.

Critics of the administration's partially disclosed monetary program, Prof. Tugwell asserted in an address lately delivered in Chicago, when they declare for sound money have in mind not Mr. Roosevelt's commodity dollar—the soundest of all possible dollars, according to the professor—but the old gold-standard dollar. "With it," says that official adviser of the President, "they mean a Shylock collection from debtors." That old cry of the soap-box agitator loses none of its demagogism in the mouth of the President's official economic expert. Spoken thus by him, however, its effectiveness in stirring up class hatred is increased a hundredfold. Nobody disputes the honesty of purpose which inspires even the weirdest policies promulgated by the President's professoriate. But the inspired Tugwell can see that whoever objects to cutting the dollar adrift from the long-established standard of value to toss on stormy seas of theory is necessarily a Shylock if not a Barabbas.

There has been, the professor asserts, "a thoroughly sensible mass revolution" against such old ideas as a stable dollar. So we now have a fluctuating dollar. So the road to business recovery is blocked by uncertainty. Meanwhile, says the professor, "incomes must be transformed into larger wages and higher prices to farmers, not simply stacked up in sterile hoards." Henceforth, profits will have to come from "new efficiencies." Mellinuous language, unfortunately, is no acceptable substitute for a stable basis upon which business may operate with a fair degree of certainty. It is true, as the professor says, that "the best guaranty of profits is capacity operation at low costs and prices," but profits measured in dollars which change in value with every change of the moon are a bit too atmospheric to encourage enterprise. However, if wisdom indeed hath builded her house in Washington, not any one

of its seven pillars is intolerance or appeals to class hatred, as the erudite Tugwell ought to know.—Chicago Daily News.

REASONS FOR CRITICISM

After waiting three years to no avail for business leadership to produce a practical plan for checking the depression, the country can scarcely be blamed if it takes a cynical view of the criticism now directed at the NRA and of the proposal made last week to have industry take over the whole machinery. Business is better and the old deal is in order again.

It is not difficult to find reasons for the growing opposition to the Government program. Labor provisions came first in order to raise purchasing power and to provide necessary markets. For these concessions, made in the interests of business itself but conceived nevertheless as grants to labor, business was to obtain a modification of the anti-trust laws. This modification was privately and not openly defined as the right to fix prices and to thus enjoy guaranteed profits.

Nothing of the sort has been intended, of course. Business was to set up its codes of fair practice for the elimination of unscrupulous competition and then govern itself with the public, Government and labor represented on its highest board. There have been long delays in this organization, for which business has itself somewhat to blame. There were thousands of trade associations but few of any real account. Business seemed to be organized but was not.

Again, it may be questioned how sincere all these long years of agitation against trade abuses have been. There is more than a suspicion just now that higher ethical standards in many cases were sought for "the other fellow." It is rather evident that, upon being faced with their forced adoption by all, some business interests have lost a good deal of their crusading warmth and are back shouting for "rugged individualism."

That such desertions are not widespread, however, may be gathered from the promptness with which the attempt of the National Association of Manufacturers during the week to put twenty-six associations on record against important features of the recovery act was repudiated.

INDUSTRY MARKS TIME

Growing opposition to certain features of the NRA and extension of the gold buying plan to foreign markets were the chief features of the business week. Critics of the Recovery Act found some of the ground cut from underneath them by the Ford defeat, the decision on the "captive" mines of the steel operators and the compromise effected on steel rail prices.

The critical stage which the recovery program has reached, however, combined with other uncertainties growing chiefly out of the action on gold, caused a certain amount of marking-time in industry. This is reflected in the latest drop in The Times weekly business index, which has receded a full point and is now down to the level of the first week in May. The number

nevertheless stand 10 per cent. above a year ago.

It was the sharp recession in steel operations that mainly caused this fall in the combined index. Another drop in steel was indicated by the institute figure for last week. The letting of heavy rail contracts and the upward surge in public works, however, mean better prospects. Building construction is now running some 28 per cent. ahead of a year ago and only about 4½ per cent. of this gain can be attributed to higher prices.

In the passage between the recovery administration and the Federal Reserve Board statisticians concerning losses last month in code industries, the recovery officials seemed to have the better of it. These industries are undoubtedly suffering from speculative operations indulged in before the codes became effective and the Reserve Board commentators might have so indicated.

PRICES OUT OF LINE

The influence of gold purchases upon commodity prices is being watched with perhaps too much belief in immediate results. Whether such operations have a direct effect upon the price structure is a moot point. Their long term bearing upon prices is admitted in authoritative quarters. Supply and demand for commodities, however, have never disappeared as prime factors. As between nations, relative costs are basic.

A highly interesting study on recent price movements by Frederick C. Mills of the research staff of the National Bureau of Economic Research was issued during the week. He pointed out that at the beginning of the year prices on consumer goods were relatively high and prices of raw materials very low.

The advance in prices from March to July tended to restore earlier relationships, but definitely changed its character in August and September when low-priced commodities were checked and high-priced lines rose sharply.

"We may not say that certain precise relations among elements of the price structure are essential," Mr. Mills concludes, "but major disparities created over a short four-year period may properly be looked upon as barriers to normal activity—barriers in themselves or in the cost, income and purchasing power relations they represent. Such price disparities still exist, disparities wider than those prevailing after some of the most severe recessions of the past. The problem of correcting these disparities is less acute, in degree, than it was last February, but it remains urgent."

DRY GOODS CONDITIONS

Ten days ago brought probably the best retail business of the season in many centers as a result of the first cold spell. The spurt ended abruptly, however, when the weather turned warm and, in fact, made some new records for high temperatures at this time of the year.

That demand is dependent rather largely on the weather and has not yet been shut off to a serious extent by prices is evident in the sales results on

fur garments. A National promotion of this merchandise in the week brought fair returns despite the weather handicap.

However, the month of October was quite discouraging from a retail standpoint and there was the tendency to revise losses upward instead of downward as the period closed. It is now recognized that a prime mistake was made in promoting higher price lines when the season started.

Barring other developments of an unfavorable nature, retailers still view the near future in a cheerful way. They look for prohibition repeal to loosen up consumer buying in an important way and at a time when holiday business should receive great benefit.

Demand for merchandise at reduced prices, which would permit averaging of costs to retailers on their stocks, was the principal feature of the wholesale markets. Reorders have, of course, been very much restricted by heavy store inventories. Hand-to-mouth buying has once more become the order of the day.

RETAIL CODE IN EFFECT

During the first week's operation of the retail code, few changes were noted from the usual run of store routine. Spectacular contests between stores to find out which one could lose the most money on an article have apparently been eliminated, but were on the way out anyway. A little more care was exercised to let the public know that low prices were possible because of sacrifice clearances by manufacturers.

The best opinion holds that the exceptions written into the loss-limitation provision give all kinds of latitude to the stores in making their prices. An interpretation on clearances made it clear that one store cannot meet the price of another in such sales. On the other hand, there seems to be no stop on having a clearance to meet a clearance. Price competition would thus be succeeded by clearance competition.

Despite these evidences that "business is being done at the old stand," the wage and hour provisions in force in the stores and in the manufacturing plants should prove the real bulwark against the extremes of competition which have played havoc with all interests. Definite limits have been set up below which prices cannot be forced except through violations of the law. Retailers will protect themselves by reporting suspected cases of sabotage.

OLD TIME SALOONS

Somebody, shortly, is going to make a political question, if possible, out of the movement to outlaw the old-fashioned saloon when Prohibition repeal is completed. Public officials show a disposition already to dodge it.

Let's have our definitions straight. The vicious grogeries of pre-Prohibition days were not simply matters of bars, brass rails and mirrors. They were establishments deliberately devoted to making people drunk and causing drinkers to take more than was good for them.

They should never be permitted to return and can be prevented by reasonable regulations against which no decent man can raise objection.

OUT AROUND

Things Seen and Heard on a Week End Trip

Muskegon is certainly to be congratulated over the enormous crowd of people she was able to entertain so remarkably with a street procession several miles long last Saturday evening. It means the beginning of bigger and better things for the old-time Sawdust City, which has proved herself superior to her environment on several occasions and will continue along the same line until she becomes one of the great cities of Michigan.

Because of the steady demand for frog's legs for edible purposes I have long wondered why the growing of bull frogs for market should not be made a desirable occupation for many men not otherwise employed. In pursuance of this thought, I recently wrote the Michigan State College at East Lansing for detailed information on the subject; also the Agricultural Department at Washington. One reply has already been received, as follows:

East Lansing, Nov. 3—Your letter of Oct. 31, requesting literature on the subject of growing bull frogs for market, has been referred to this department for reply.

We do not have any publications on this subject, but the following may be obtained:

"Frog Industry in Louisiana." Educational Pamphlet No. 2, from Department of Conservation, New Court building, New Orleans, Louisiana.

"Bullfrog Culture," Catalogue C, from Southern Biological Supply Co., Inc., New Orleans, Louisiana, at 25c per copy.

From Department of Commerce, Bureau of Fisheries, Washington, D.C., free of charge:

Frog Culture 1-2

Commercial Frog Hunting S-273.

J. W. Stack,

Associate Professor of Zoology.

Mrs. Carrie B. Jennings, mother of the Howard City hardware dealer, celebrated her eightieth birthday Nov. 2. She worked all forenoon, as usual, on the literary matter which has given her a National reputation—poems, songs, chants, marches and other guidance material having to do with the White Shrine and Eastern Star orders. When called from her workshop on the second floor of the family residence, she was surprised to find all the members of her family and relatives already seated at the table, which groaned under all the substantial and fixings of a real party. After the menu had been appropriately discussed, gifts were in order and a birthday cake was cut by the youngsters. The evening happened to be guest night for the Ladies Literary Club and there she received another ovation. The part assigned to her was to give the address of welcome, which she executed in a very acceptable manner. It is frequently remarked that a prophet is without honor in his own country. This certainly does not apply to Mrs. Jennings, whose name and fame are cherished wherever she is known, but to a greater extent in her home town than anywhere else.

A drive through the main street of Allegan Sunday disclosed a number of changes which have occurred since I

was there last. Clarence S. Wise has sold his grocery stock to Fred Steckee, who has traveled several years for the Pillsbury Flour Co. Mr. Wise has returned to the employ of his father in the long-established grocery store on the opposite side of the street. The Chamberlin Food Shop has moved its grocery stock from the old postoffice location to one of the stores of the Stein & Griswold Co. The Weldon M. Smith & Son bakery is still closed. I called on the senior partner at his home on the Monterey road to extend my sympathy but he was away from home, greatly to my regret. I am sorry that Mr. Smith should be forced to face so much trouble at a time in life when he should be enjoying every hour. He has been honored by the business men in every town in which he has lived. He has been mayor of Allegan and executive officer in improvement clubs to which he belonged. His advice was frequently sought and always accepted as final. Two years ago he turned the baking business over to his son, who has found it necessary to resort to the bankruptcy court. I do not wonder Weldon Smith is crushed by the outcome.

I hold in my hand as I write a real Reichsbank note, put out by the German government. Before the kaiser's war, 100,000 marks were worth \$23,820 in our money. But eventually, it took a trillion marks to get a mark worth 24c in gold. That is what uncontrolled inflation did to German money. As fast as new marks were circulated, the old ones dropped in value, until a man's only chance to get ahead lay in putting his money into goods or real estate or securities, just as fast as he could lay hands upon it. Even with inflation under perfect control, managed currency, or the commodity dollar, the value of money is bound to drop, while commodities and common stocks and real estate will go up in value. The question is, where will the profits be the greatest? And what effect will inflation have upon various lines of industry?

I heard a report in Allegan which I hardly know how to credit. It is to the effect that the Allegan Casket Co., manufacturer of caskets and a strong line of furniture for children, was recently offered an order which was so large in size that it would have to erect an addition to the present factory to get it out within the time required. The report is that it applied to the NRA for permission to erect the needed structure, but was told that such permission would under no circumstances be forthcoming; that it must use some vacant building for that purpose. I undertook to see Mr. Schmitz and obtain confirmation or contradiction of this report, but was unable to locate him on Sunday.

When in Allegan I was told that Holland was flirting with the Blood Bros. Machine Co., providing that organization was in a position to make a change of location. I hope this report is without foundation, because I dislike very much to see neighboring cities and towns undertake to attract industrial establishments from each

other. When I was President of the Grand Rapids Board of Trade—now Association of Commerce—more than twenty years ago, I made it a hard and fast rule that no effort should be made to induce manufacturing industries to remove to Grand Rapids from any point in Western Michigan. So far as I know that rule is still in effect. I hope it is, because I should regret very much to see any organization brought to this city at the expense of one of our sister cities or towns.

Ithaca, Nov. 4—There is so much competition in selecting school teachers now that I feel you might be willing to give my opinion, as I taught, as you know, for many years. I feel that in contracting with teachers for our schools they should be selected with as direct reference to their habits as to their learning or their correct reading. Nurseries of character should be strongly garrisoned with virtue. Should teachers examinations be cultural as well as secular? It is not so much academic education as culture which we require in our children. The pure and uplifting thought of the teachers, constantly imparted to her pupils, will reach higher than the heavens of astronomy, while the worldly mind, though adorned with gems of scholarly attainment and disguised in erudite pediatrics, will delude the mind it should inform and elevate. For a teacher to become the slave of tobacco, to privately or publicly puff its obnoxious fumes—a leaf naturally attractive to no creature except a loathsome worm—is, at least, disgusting. I feel that in the selection of teachers, especially the women, those addicted to cigarette smoking should either overcome the habit or be supplanted by those who abstain from habits inimical to themselves and to their pupils.

N. B. McCollum.

Our correspondent cannot emphasize too strongly to suit us the dominant importance of example in the lives of those who become teachers of youth and the responsibility of those who select our teachers in making this a prominent test of their fitness for the job. In passing upon the records of pupils, character and conduct should head the list of ratings and there is no type of tuition that outranks the example placed before the pupils by their teachers. Courtesy, gentleness, thoughtfulness, helpfulness, trustfulness and reverence have deeper meaning and greater value than high standing in the studies named in the curriculum. With these things in mind we are happy in commending unqualifiedly the closing sentences of our correspondent's message.

So far as my knowledge goes, only one Michigan farmer has undertaken to grow Idaho potatoes in Michigan—Joseph Brewer, banker and hotel operator. Mr. Brewer began experimenting in a small way a few years ago. This year he has 1500 bushels of potatoes which the steward at the Pantlind Hotel asserts are equal to the genuine Idaho potatoes in shape, size and quality. I think it would be a good idea for merchants to distribute a few bushels of Idaho potatoes among the farmers living near their towns and induce them to experiment on growing potatoes which they need never sell less than \$2 per hundred, if they are as good salesmen as the Idaho growers appear to be.

The farmers of Michigan owe much to Joseph Brewer for the inspiration he has given them along the lines of scientific farming. His farm at Plainfield village, ten miles North of Grand Rapids on US 131, is one of the beauty spots of Western Michigan, both as to location and the superb manner in which it is tilled and made to yield crops in keeping with the care given every detail connected with the production of worth while articles of food. No farmer can visit the Brewer farm at any season of the year—especially the growing season—without receiving an uplift which will stay by him as long as he lives.

The same is true of the Wm. H. Anderson farm in Sparta township; the experimental farm on M 50 presented to the state by the late Robert D. Graham; the great Wm. R. Roach Red McIntosh apple orchard in Oceana county; the 450 acre apple orchard of Thomas Graham in Manistee county; the Northern Spy orchard of Brinton F. Hall in Ionia county and other projects of a similar character. The men who have created and who maintain these agricultural and horticultural undertakings have furnished excellent examples which many others will be influenced to follow.

To one of the biggest operators the Administration financial policies, of which the most significant is held to be the huge spending program, spell a prolonged bear market for the dollar. An authoritative Washington news service sums up the situation neatly:

"The Government may be pictured as a gigantic business corporation that is attracting the nation's investment funds, but differing from a commercial corporation in that it promises solvency on two bases: One, that it gets its revenue from taxes, not sales, and the other, that it issues the money symbol in which the debt is stated, wherefore it can always print enough money to make good its commitments. To assume that an industry, under a code, with comparatively minor powers, can fix prices and that the government, with unlimited powers, cannot raise prices, is fantastic. If the premise that the weight of debt is already too great to be supportable under existing price ranges be acceptable, it is obvious that a very greatly increased debt burden must necessitate even more pronounced advances in basic prices. As a business proposition, the Government is bankrupt if it continues present practices and does not get prices up."

Chicago, Nov. 3—I regret I am not going to have the pleasure of seeing the same condition at Lakewood as I have had for so many years. Everything is moved off the place, with the exception of the buffalo and deer, which I have agreed to keep until spring, when their pens will be ready for these particular animals. The elephant was moved yesterday safely. This gave us great concern, because if she had become peeved in any way or contrary as to being moved, we would have had a terrific condition on our hands, but they got her in the trailer very nicely, which was specially built for her, as she weighs 9,000 pounds and stands eight feet high. However, she entered the enclosure built on the

(Continued on page 23)

FINANCIAL

Small Gold Purchases Cannot Possibly Raise Prices

Latest of the rumors about our new monetary policy is that while we shall persist in our determination to buy gold abroad the amount will be small and we probably will use the Bank of England as our agent. It is stated that in these ways it is believed we can prevent foreign retaliation. This probably is true. There is no reason for foreign nations to become aroused if our policy is not followed vigorously enough to have any effect.

If we buy only in small amounts it will have no appreciable effect upon the value of the dollar in foreign exchange. Consequently, it will not put any pressure upon the economies of foreign countries. This means that our policy will be sterile. For our program to be effective it is essential that its international aspects be followed with sufficient vigor to drive the price of foreign currencies up. Only in this way can we get a rise in the price of even international commodities. Prices of purely domestic products, of course, will not be affected appreciably in any case.

Theoretically the way to do this would be for the Government to announce a price at which it would buy gold in unlimited quantities. If it did this there would be an immediate readjustment in the exchange rate sufficient to equalize the cost of gold in London and the price set by our Government. Granting, therefore, that gold in the London market continues at, say, 131s. an ounce, each time we advanced the price of gold there would be a corresponding increase in the price of pounds sterling in the foreign exchange market.

This advance in the foreign exchange market in turn would lead to a rise in commodities the primary market of which is abroad. In the case of cotton, for instance, if the pound advanced from say, \$4.75 to \$5.50, any one with sterling would be able to buy a correspondingly larger amount of this commodity in the American markets. Bids would come into our market, accordingly, and drive the price of cotton up until the value here and in England, when converted at the current rate of exchange, were identical except for the cost of transportation.

If such an open market for gold is not established, however, this chain of events need not take place. In fact, it is certain not to occur unless the amount involved is large enough in absolute terms to bring the exchange rates into harmony and keep them there as we change our bid for gold. In other words, unless we open up in our gold purchases and stand willing to take any amount, we may, and probably will, find that we are offering to buy the metal in this country at, say, \$32.50, while at the same time we get all we want abroad at, say, \$31.

If this is what the Administration proposes to do, it should say so in an outright manner. Already business has suffered from ten days of uncertainty. Instead of adding to the confusion by talk about international co-operation, buying only limited amounts abroad and using the Bank of England as

agent, accordingly, we should have a frank statement of whether we are going ahead with the Warren theory or are going to come back to a currency policy under which it is possible to have business activity.

Ralph West Robey.

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Overhauling of NRA Now Virtually Is Assured

For some weeks there have been recurrent reports that there was to be an overhauling of the NRA. Only a short time ago, it will be recalled, a fairly definite and elaborate plan was being discussed for the setting up of a permanent organization. This apparently now has been discarded and Washington, or at least certain parts of it, has swung over to the proposal of Gerard Swope to put the work of the NRA under the United States Chamber of Commerce. It is, of course, impossible to tell whether this will go the way of the earlier proposals or whether something may come of it.

In any case, it is clear that it is only a matter of time until the NRA is to be more or less disbanded or disestablished as we know it to-day. Instead of being an aggressive prosperity campaign organization it will settle down into a more reasonable scope of activity. This will mean the end of its attempt to make the American business structure turn a somersault and come up prosperous.

On the whole, such a development will be favorable. The NRA has immensely overstepped the bounds of reasonable regimentation and supervision of business. It has undertaken tasks that were completely needless and that could result only in failure. Outstanding in this regard was its attempt to bring every business unit in the country under a code. Of at least equal importance was its entry into the field of price fixing. Both of these moves were fundamental errors.

In the determination to bring all business under its direct supervision the NRA simply was taking on more than it, or any other organization, could handle in a system of private property. It would have been much wiser and far more successful in the long run if it merely had selected one or two of our major industries for trying out the idea of forcing better labor conditions into the business structure. If they were successful, then the idea could have been extended.

That would have been the recognized way for making any experiment. It would have been comparable to a chemist using a laboratory, rather than a whole factory, in the testing of a hypothesis. The NRA, however, elected to throw caution to the winds and make the experiment with 120,000,000 people all at once.

When price fixing was combined with this the NRA assured its own destruction. No organization in the world, regardless of financial power or intellectual leadership, is capable of controlling the prices of thousands of commodities. Yet this is what the NRA, in effect, attempted to do by requiring mark-ups and minimum prices.

With good judgment it still should be possible for us to save the NRA. To do this, however, will necessitate

a reversal of various of its policies and the repudiation of some of its ideas. If this is done, future historians will appraise the organization as having made a contribution.

Unless there is a reversal of practices and a repudiation of ideas, however, the NRA is doomed to go down in business annals as a flash in the pan that, through the creation of new disequilibria, delayed recovery in 1933.

Ralph West Robey.

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Buying Gold Abroad Does Not Assure Price Rise

Modifications in a major policy within a week after its adoption do not speak well for the soundness of the principles upon which the policy is based or of its success. Nevertheless, modifications already have been found desirable in connection with our newly adopted monetary policy. After four days of fixing a value for gold here it has become evident that something more than this would be necessary if prices were to be driven upward. The result is a decision to buy gold abroad.

In a sense, perhaps, this should not be considered a modification of the policy as enunciated by the President in his radio address a week ago Sunday. At that time he specifically mentioned the possibility of such foreign purchases if it should be found they are necessary in order to attain the declared objectives. It seemed clear at the time, however, that this was viewed as a somewhat extreme step and something which would be indulged in only more or less as a last resort. The same conclusion was indicated when they started fixing the price here without any move to establish a mechanism for buying gold abroad.

After only four days of experience, however, it has been all too apparent that just fixing the price of gold here is not enough to raise prices. Rather, it made it clear that such action had no appreciable effect on prices one way or the other. In these four days we have had both advances and declines in commodities and securities, although on each day the Government has raised the price at which it would take newly mined gold.

In the foreign market, too, the policy has had no effect. Instead of foreign currencies going up, or from the other side, dollars going down, the rates of exchange have moved without any noticeable relation to the Government gold price. The whole idea of this method of raising prices has been shown in only four days as quite a thoroughgoing flop.

This may be equally true, too, of the policy with the current modification. This will depend upon how actively the Government goes into the foreign market for the purchase of gold. If it opens the market wide and stands ready to take any amount at its published price the dollar will go down in value as measured by foreign currencies. In other words, sterling exchange will advance enough to make the London and United States price the same.

If sterling is brought into line in this way it will mean foreigners will have a corresponding increase in purchasing power when buying in this market.

Thus, if the pound rate rises from \$4.72 to \$4.92 any one with pounds will be able to buy 20 cents worth more of goods in this market than formerly.

It should be obvious, however, that it takes an enormous number of 20-cent purchases to make an appreciable dent on the American price level. I think it still is only a matter of time, therefore, until we will get further modifications.

Ralph West Robey.

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Proceedings of the Grand Rapids Bankruptcy Court

October 30, 1933. On this day the schedules, reference and adjudication in the matter of Donker Coal Company, a Michigan corporation, bankrupt No. 5487, were received. The bankrupt is located at Grand Rapids, Michigan. The schedules show total assets of \$10,396.90, and total liabilities of \$36,737.02, listing the following creditors:

City Treas., G. R., pref. taxes	\$ 569.57
Martin Kitler, Sparta	.40
Gladys Kurkiewicz Walcott, G. R.	124.25
Martin B. Donker, G. R.	650.00
Bennett Fuell & Ice Co., G. R.	200.00
Berwind Fuel Co., Chicago	555.90
Elk River Coal & Lumber Co., Columbus, Ohio	51.40
William Donker, G. R.	8,000.00
G. R. Community Chest	25.00
G. R. Gas Light Co.	498.50
Wiley T. Lyon, Grandville	40.00
Walker Fuel Co., G. R.	292.88
White Oak Coal Co., W. Va.	445.05
Semet-Solvay Co., Detroit	100.00
Pere Marquette Railway Co., Detroit	3,534.97
Old Kent Bank, G. R.	3,909.00
G. R. Savings Bank	8,750.00
William Donker, G. R.	9,000.00

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OLD KENT BANK

2 Downtown Offices

12 Community Offices

October 23, 1933. On this day final meeting of creditors in the matter of Frank Reddy, bankrupt No. 5166, was held. The trustee was present in person. One creditor was present. The trustee's final report and account was approved and allowed. Bills of attorneys for the bankrupt and for the trustee were approved and allowed. An order was made for the payment of expenses of administration and a first and final dividend to general creditors of 12.5%. No objection was made to the bankrupt's discharge. The meeting adjourned without date and the files will be returned to the Clerk of the Court.

November 2, 1933. On this day the schedules, reference and adjudication in the matter of Draper R. Smith, bankrupt No. 5489, were received. The bankrupt is a proprietor of a bakery of Allegan, Michigan. The schedules show total assets of \$3,280.00, (of which \$600.00 are claimed exempt), and total liabilities of \$9,157.77, listing the following creditors:

Sales Tax, State of Michigan.....	\$ 7.27
Taxes due State, County and City, Allegan, Michigan.....	164.90
Allegan City Water tax.....	40.59
Ruth Smith, Allegan.....	88.00
Chas. Schuler, Allegan.....	480.00
Cook Oil Co., Allegan.....	50.00
Andrew Schuman, Allegan.....	23.00
Clark & Hare, Allegan.....	15.00
Franz Radio Shop, Allegan.....	8.10
Handy Electric Mills, Allegan.....	115.00
Tri-County Telephone Co., Allegan.....	14.00
Hopkins Creamery Co., Hopkins.....	59.00
Wilson & Co., Chicago.....	20.00
Fisher Bros. Paper Co., Fort Wayne, Ind.....	14.93
Chapman & Smith, Chicago.....	11.04
Watson-Higgins Milling Co., G. R. Farmers Produce Co., Kalamazoo.....	7.87
Michigan Fruit Cannery, Benton Harbor.....	90.00
Volgt Milling Co., G. R.....	6.62
G. H. Hammond Company, Chicago.....	2.25
Otsego Wax Paper Co., Otsego.....	26.85
Seniwx Paper Co., Kalamazoo.....	22.35
Star Paper Co., Kalamazoo.....	67.00
E. B. Gallagher & Co., Detroit.....	11.15
W. H. Chaddock, Allegan.....	15.98
Grandville Elevator Co.....	14.00
Michigan Fuel & Light Co., Allegan.....	167.45
Wolverine Spice Co., G. R.....	25.00
I. I. Ridlon, G. R.....	96.07
Consumers Power Co., Allegan.....	3.38
Dode Foster, Allegan.....	unknown
Allegan News.....	25.00
Phillips Bros, Allegan.....	4.40
Miss Pearl Town, Allegan.....	5.09
Chas. Bentley, Allegan.....	16.00
Andrew J. Hodge, Allegan.....	3.05
Weldon Smith, Allegan.....	18.00
First State Bank, Allegan.....	4,150.00
Allegan Lumber Co.....	1,610.00
The Midland Flour Milling Co., Kansas City, Mo.....	8.57
Grange Store Co-Operative Ass'n., Allegan.....	500.90
Sidney J. Wise, Allegan.....	12.00
Weldon Smith, Allegan.....	18.00
Myrtle Smith, Allegan.....	660.65
Union Bank, G. R.....	300.00
Wurzburg Department Store, G. R. Steketee Department Store, G. R. Herpolsheimer Co., G. R.....	75.00
Stein & Griswold Co., Allegan.....	14.11
Henry Maentz, Allegan.....	4.93
Dr. H. A. Nex, Allegan.....	36.05
Dr. C. C. Flinn, Allegan.....	8.60
	24.32
	1.74
	2.64

In the matter of Modern Beverage Co., bankrupt No. 5178, final meeting of creditors was held under date of October 23, 1933. M. N. Kennedy, trustee, was present. One bidder on accounts was present. Trustee's final report and account was approved and allowed. Balance bills, notes and accounts receivable was sold to Donald Gossett, of Grand Rapids, for the sum of \$11.00. Certain attorneys' bills approved and allowed. Order was made for the payment of expenses of administration and a first and final dividend on labor claims of 40%. No objection to discharge. Files will be returned to U. S. District Court.

In the matter of George Hoodhood, bankrupt No. 5194, final meeting of creditors was held under date of October 30, 1933. Bankrupt was represented by Arthur F. Shaw, attorney. Fred G. Timmer, trustee, was present. One creditor present. Trustee's final report and account was approved and allowed. Balance bills, notes and accounts receivable sold to Arthur F. Shaw for the sum of \$1.00. One 1929 model Ford Automobile was abandoned as worthless and burdensome to this estate. Bill of attorneys for the bankrupt was approved and allowed. Order was made for the payment of expenses of administration as far as funds on hand would permit. No objection to discharge. Final meeting adjourned without date and files will be returned to U. S. District Court.

In the matter of Draper R. Smith, bankrupt No. 5489. The first meeting of creditors has been called for November 20, 1933, at 2 P. M.

In the matter of Tony Last, bankrupt No. 5483. The first meeting of creditors has been called for November 20, 1933, at 11 A. M.

It is more easy to be wise for others than for ourselves.

BETTER MANAGEMENT

Essential Which Most Stores Require To Achieve Success

In the period of abnormal prosperity during the ten years preceding 1930 most business enjoyed both increased volume and satisfactory profits. It is not difficult to make a profit when volume is on the upgrade. A good deal, therefore, of this prosperity was attributable to expansion of business generally, rather than to the efficiency of individual managements.

As is inevitable when prosperity is of long duration (and this is so with nations and individuals, as well as businesses) extravagances and inefficiencies develop—businesses allow themselves indulgences of all sorts that are insidious in their effect upon continued efficiency.

When times of adversity arise, business begins to take stock of itself, and to realize to what extent extravagances and inefficiencies have developed. That is what is going on in the department store field to-day and the picture is not as pleasant and not as complimentary to managements as it should be.

During the years of expanding business, department store managements developed highly specialized organizations. Responsibility was widely distributed. Where years ago a large department store was merchandised by but one man, the general merchandise manager, to-day this merchandising chief has usually from six to eight divisional merchandising assistants, each supervising a kindred group of departments.

These divisional merchandise men do the actual merchandising, while the general merchandise manager co-ordinates their activities and, subject to management, dominates the merchandising policy.

I do not believe that this structural merchandising organization is incorrect; in fact I thoroughly approve of it, but I believe that these merchandising organizations have not functioned as efficiently as they should. If this is so, then management must make it plain to them that it requires the highest degree of efficiency, with no alibis, otherwise a decided contraction of merchandising organization will be necessary. Management must make it clear to the merchandising organization that it owes a greater obligation to its stockholders than to any individual in its organization and that, therefore, it must be more impersonal than ever before in measuring efficiency, both collective and individual. I do not believe that department store managements have been impersonal in the past, and I further believe that this has resulted in many instances in a feeling of unwarranted security on the part of individuals.

Merchandising is, of course, the basic activity of a department store. The merchandising staffs and buying staffs represent from three to four per cent. of the sales volume—and yet it is here that the least efficiency has been achieved.

Proof of this statement is seen in the fact that mark-downs represent anywhere from six to twelve per cent. of the sales of the individual store. A large portion of these are due to poor

buying and poorer merchandising. Increased profits in department stores must come from minimized mark-downs in the future, not from greater initial mark-ups. The merchandising staffs in department stores are, therefore, on trial. If they are to justify their existence they must show an efficiency far exceeding past performance.

Personally, I believe that the scientific control of merchandising, which is so essential to the performance of a good job, has been injected into the merchandising staff from the controller's office. The reason is that most merchandise men to-day have developed from buying positions. While the average buyer has the practical background needed for a merchandising position he usually lacks management viewpoint and the ability to analyze figures minutely, absorb the significance of those figures and apply that knowledge. I refer particularly to the merchandise man of the old school. The newer type must combine all of these qualities and I know of several who represent this composite picture and who are doing a scientific and intensive merchandising job.

The great promotion problem in department stores today is: Should volume be maintained at the expense of profit or should profit be maintained at the expense of volume?

This problem naturally is the result of falling commodity prices and decreasing demand.

While it is true that profit is the primary purpose of a department store, it is also true that, if volume slips too much, organization must be contracted to an extent which will be detrimental when economic conditions change and business is on the up-grade again. When this time comes, the organization that has maintained a high degree of efficiency will forge ahead of its less efficient competitor.

Incidentally, in my estimation, the problem of balancing the organization needs careful study by management to-day. While it may be true that most stores overdeveloped their organization before the stock market crash, there is great danger that management to-day may go to the other extreme, thus sacrificing efficiency. Overlapping of activity results from overorganization, but underorganization spreads out responsibilities so widely that effort becomes thin and inefficient. Both extremes are costly.

Volume decrease, therefore, beyond a certain point, is dangerous. An aggressive merchandising policy is necessary and yet such a policy must be developed without sacrificing profit excessively. This brings me back to the importance and necessity of efficient merchandising.

In the institution with which I am connected, our mark-downs have been excessive and our sales promotion intensive. We, however, have concluded that the excessive mark-downs were due to inefficiency in merchandising, in certain sections of our institution, rather than to the aggressive sales policy. I feel confident that the management of most stores, upon scrutinizing their own situation carefully, will find a similar picture.

Of course there are other channels of store activity, where waste, inefficiency, extravagant and loose operation

can be minimized. Unnecessary expenditures for fixtures should be eliminated. Large cash surpluses made it easy for stores to spend money beyond the point of sane judgment. The efficiency of the great body of employees must be increased, for nothing is more costly to any business than inefficient selling. Finally, much unnecessary money can be saved by judicious expenditure for publicity. However, it is in the field of merchandising that the great possibility lies for increased earnings through more efficiency—and I am satisfied that it is there that the department store management must place the greatest emphasis in its demand for better results from its executive staff.

Never was management needed more than now. The most essential characteristic of management is organization, and the organization must be such that management can distribute enough responsibility and authority upon it to maintain the balance and perspective necessary to make such weighty decisions as are thrust upon it to-day. The three main responsibilities of management should be:

First, the safeguarding of the financial stability of the institution.

Second, the domination of policy.

Third, the complete co-ordination in all divisions of the organization.

Such a relationship between management and the organization will permit it to have perspective and yet be close enough to the operation to apply intensively the result of its deliberations.

Sidney R. Baer.

Diets That Fail To Stay Hunger

Dire necessity has compelled careful study of welfare food problems. Results of these studies are applicable to homes of families who have fared better in the crisis of the past few years.

Not actually in want or necessarily on restricted funds, it is pointed out by Fred W. Jackson, Director of Consumer Information of the New Jersey Department of Agriculture, many of such families due to improper food are facing a hidden hunger for simple basic essentials. Their diets, like those of poorer families, should also be built around the same simple foods supplied to the needy.

Milk, fruit and vegetables, it is pointed out by Director Jackson, are essentials in every diet. These are needed to satisfy that hidden hunger for simple food elements. Such hunger is not so readily recognized but becomes serious in its after effect on future growth and health.

School nurses are finding symptoms of the so-called hidden hunger in children from homes which know no want. Not lack of food, but faulty choice of food is the problem. The protective foods—milk, eggs, fruits and vegetables—have been neglected. However, such cases usually respond to corrective diets built around these essentials.

A quart daily of milk for every child is recommended and a rock bottom minimum, "below which no community can permit consumption to fall," is a pint of milk every day for every child.

Take care of to-day and the Beyond will take care of itself.

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.

Confusion of Tongues in AAA and NRA

Nobody knows what may eventuate in the Grocers' Code matter before this is printed; but as it is written, confusion reigns. The story is well told in The Merchants Journal, Topeka, thus:

"The battle is over, and the minimum mark-up section of the retail mercantile code is officially knocked out. Mr. Peek and Mr. Wallace can go to the farmers and say: 'Behold, we have won a victory. The effort of the wicked retailers to fix prices and establish a government guaranty on merchants' profits has failed.'

"And that will probably satisfy, for their campaign was founded on hokum. Meanwhile the President and General Hugh Johnson are going calmly ahead with the appointment of a committee which will decide how much of an allowance shall be set up for the wages and salaries of workers in stores, and this allowance must be added to the invoice cost of merchandise in fixing resale price. Mr. Johnson placidly observes that it will probably amount to about ten per cent.

"The AAA has won a great moral victory, but the NRA scored a touchdown.

That is a fair picture of the situation and examination will bring out the fallacy of such round-about tactics. The AAA and the Consumers' representatives—whoever they were—have simply blocked a straightforward arrangement of a definite minimum retail mark-up which would have been less than is likely to be worked out via the Johnson NRA method. This because what the trade held out for was a minimum of 7½ per cent. and this NRA is more apt to result in a 10 per cent. minimum.

This, of course, is simply another instance where grasping for more than equity results in getting less. For the 7½ per cent. was a soundly conceived minimum. It was sufficient to cover handling charges on most basic, pre-sold staple items and would have afforded economic balance and relief from sales below cost plus expense thereon. Such relief to the merchant, freeing his faculties for better planning, would have resulted in stabilizing other margins at lower levels than have been necessitated by loading to cover below-cost plus sales.

Thus we see again the futility of beating the devil around a bush.

And it has been a peculiar experience, this of trying to instill business sense into Washington circles. Or maybe I should say that business sense could not be instilled together with political expediency, for boys like Wallace and Peek have first to think of retention of their jobs. Thus, regardless of their ability to see the broad side of a barn, they must shut their

eyes to it in face of the ballyhoo and chicanery which must be handed to farmers to keep them in line.

Anyway, here as elsewhere, for all commercial sins the consumer again must pay, and pay, and pay! In this case, he (and she) surely will pay.

Merchants in towns of 2,500 and under are exempt from all provisions of all codes—wages, hours, prices and what have. What lies back of that? Here are two more guesses. Take your choice—or remain up in the air, as most of us are apt to do.

First comes Charlie Mering, Sacramento secretary, saying: "Retail food stores in towns of 2,500 denied price stabilization." Charlie's angle is that freedom from the code means license everywhere to sell below cost and chisel to the limit—no better than before NRA was heard of.

Second is an altogether divergent view, thus, by Paul Mallon, Washington: "The New Deal appears to have undergone complete transition, not discernible to the naked eye. Officials are trying to gloss it over, as if they had these things in mind all the time. You can see it in the new NRA policy.

"The original mistake of trying to get every crossroads grocery in has been rectified. Blue Eagle no longer blankets the country. Its talons cling only to towns of more than 2,500 and to merchants employing more than five persons: with one exception—the chain store. It means that NRA is no longer all for one and one for all. It is one for the big fellows and all for the little fellow."

So there you are. But I'd not worry about the chains. Chain units are established where they are expected to produce profits, regardless of size of town—2,500, 25,000 or 250,000. They are run while they make money and discontinued when they cease to be profitable, because of altered commercial conditions, drifts of population, enhanced taxes or any other factor.

So we get to Paul Lovewell's opinion that the little fellow has a real friend in the President who, by barring NRA from small towns, gives the little man a "break" and that the order "practically bars the chain from towns of less than 2,500.

Take your choice of all the interpretations and maybe you will conclude—if you think it over carefully—that the little fellow is where he was all along: far too many of him and salvation only for those among him as were able to weather old time conditions. Truth is "a feller" has one real friend. That's his own ability. If he have not that, none other will help him much.

It may be as well to recall a saying of Oliver Cromwell, famous for prayer and preaching as well as fighting: "Trust in God—but keep your powder dry." Let us all hope for NRA's success and do everything proper to promote it; but let us keep our heads level, our eyes peeled, our ears to the ground of mercantile actualities just the same.

For if NRA—or AAA or any other of the many strange agencies we have lately set up—happens to get off on the wrong foot somewhere, we may have economy tyranny, forgetting and abandoning the faith that "The function of a good government is not to

rule but to govern." The two things are radically different.

Thus we are reminded by Elton J. Buckley, Philadelphia: "Every business man who is asked to sign a code should remember that he has certain rights under the constitutional law of his country which not even the United States Government can take from him." We have as much right to scan a code as a contract before we sign it; and if we do not approve of it or fail to understand it clearly, we are no more obligated to sign the code than the contract.

Nor is that unpatriotic or disloyal. It would be both unpatriotic and disloyal to do otherwise.

We are, in fact, in dangerous days, for we are in the way of setting up a control over business operated virtually by one man. If we do that, we set a tsar over us. He might be a good tsar—he might be the finest man that walks. He might be eminently fair, reasonable and just. A tyrant, you remember, originally meant merely a ruler. It did not mean a bad man. But autocratic rule begets evil so consistently that very soon a tyrant came to mean what we understand of it to-day.

Let us not lightly enter on any such course.

Paul Findlay.

Protest Canned Milk Price Cuts

Use of canned milk as a loss leader item in the grocery trade is being used by food interests as the basis for demanding early approval of the master code of food distribution. Representatives of retail, wholesale and manufacturing grocery groups sent telegrams

to NRA and AAA officials in Washington this week calling attention to recent price cutting on canned milk by retailers. The practice, these officials held, will spread rapidly to other major grocery items unless the government acts promptly in approving the master code and its provisions outlawing loss-leader promotions.

Standards of Quality Met By New Food Products

New food products now being offered the American consumer by the larger firms in the foodstuffs industry generally meet the standards set up by the United States Food and Drug Administration. The Administration points out that its enforcement of the Federal law seldom involves prosecution of the leading manufacturers when they disregard the law.

This is in contrast to the former conditions when new food products offered with nation-wide publicity and promotion quite frequently failed to measure up to Federal standards. Labels and claims made by many companies were often radically revised followed inspection by the Administration.

Annual expenditures in the United States for highway construction have averaged one and one half billions dollars for some years. The highways should be very much improved by this time.

Poor Richard opined that three can keep a secret only if two of them are dead.

England is now making a profit of one cent on every letter handled.

EXTRA PROFITS EVERY MONTH

PEOPLE who eat Shredded Wheat eat it 365 days a year. They like it as much in December as they do in May. Shredded Wheat with hot milk is ideal for cool mornings. Keep plenty on display where customers can see this year-round favorite. That's all you have to do to keep your Shredded Wheat profits coming in every month of the year.

SHREDDED WHEAT

NATIONAL BISCUIT COMPANY



"Unedea Bakers"

MEAT DEALER

Status of the Meat Drive Now in Progress

With forty-three cities in fourteen states already booked on the fall schedule of meat merchandising demonstrations, the National Live Stock and Meat Board announces that one of the most aggressive campaigns of this kind ever undertaken in its national program of introducing effective methods to increase meat sales, is actively under way.

In addition to introducing new and unusual meat cuts, designed to answer the demands of the modern housewife who desires variety in the meat dish and who appreciates easily-carved, attractive and conveniently-sized cuts, up-to-date methods to stimulate consumer appeal will be stressed to the dealers. Modern ideas of display will be presented. Cutting tests will be conducted. Costs and selling prices will be discussed.

The high food value of meat will be brought out in lectures given in connection with the demonstrations. The lectures will be illustrated by the Board's six new Food Value charts which have been enlarged so as to most effectively tell the story of the part that meat plays for health.

In 22 of the cities on the fall schedule, the merchandising program will be carried on in connection with the Board's schools of meat cookery. Previous to the opening of each school for housewives, a mass meeting for retail meat dealers will be held. At this meeting the cooking school program will be outlined in detail. The dealers will be shown how they can reap the greatest benefit from this outstanding promotional effort.

In the preparation of the meat merchandising schedule, the heavy-consuming centers always are kept foremost in mind. States in which the fall campaign will be conducted, include Maine, Massachusetts, Connecticut, Maryland, Ohio, North Carolina, Indiana, Illinois, Kentucky, Michigan, Wisconsin, Oklahoma, Nebraska and California.

National, state and local retail meat dealers' organizations, women's and service clubs, packers, civic organizations and other groups are cooperating.

A most unusual interest in the subject of meat and meat cookery and the place of meat in limited budgets is being manifested by organizations engaged in emergency relief and welfare work, according to the National Live Stock and Meat Board. This is indicated by the continued demand for information along this line coming from such organizations throughout the country.

In order to supply this information, the Board announces that it has prepared a new publication, "Meat in the Limited Budget." Although the publication was but recently made available, the Board reports that already more than 250,000 copies have been requested by individuals and organizations in 27 states. Among the agencies making

use of it in their activities are emergency relief organizations, city health commissioners, home service directors, community chest organizations, hospital service workers, dietitians, teachers and others.

The new leaflet lists more than fifty economy cuts of meat and gives the best method of preparation for each cut. Recipes for the use of many of the cuts are also presented. In addition the leaflet is said to stress the important relation of meat to health by citing its value as a rich source of protein, iron, phosphorus, calories, vitamins and other essential food elements.

Pointing out that the decline in exports of pork and lard during the last decade was roughly equivalent to the products of eight million hogs, or one-eighth of the entire number of hogs on farms in the United States on January of this year, Charles E. Herrick, of Chicago, President of the Brennan Packing Co. and chairman of the Committee on Foreign Relations and Trade of the Institute of American Meat Packers, in an address in Chicago before the twenty-eighth annual convention of the Institute, urged additional efforts by the Government looking toward the removal of restrictions on export trade.

Such impediments, the speaker stated, include high tariffs, quotas, and exchange and other restrictions.

Pointing out that the farm value of the hog crop raised in this country in 1932 was five times as great as the value of the tobacco crop, more than twice as great as the value of the wheat crop, and approximately one-fifth larger than the cotton crop, and that hogs utilize a large part of the corn crop, which is the most important single crop produced in this country from the viewpoint of value, Mr. Herrick said that steps taken to increase the export market for pork products would have a significance which would extend far beyond the live stock and meat industry.

"From the viewpoint of the condition of our agriculture," Mr. Herrick continued, "exports are highly important because they represent our excess production and affect the price of every pound consumed at home. Thus, although less than 7 per cent. of our pork production is exported, the price of the entire quantity produced is affected by the export demand. That, in turn, affects the price of the farmers' hogs."

Turning then to a discussion of foreign trade during recent months, Mr. Herrick stated in part:

"Despite the many unfavorable factors affecting the export trade in American pork and pork products the volume of our trade during the twelve months ending October 1, 1933, compares favorably with the volume of trade transacted during the preceding year. During the year ended Oct. 1, we exported approximately 128,000,000 pounds of pork, as compared with exports of 115,000,000 pounds in the previous twelve months. The difference represents a gain of a little more than ten per cent. A comparison of the vol-

ume of export trade in pork for the last twelve months with the five year average, however, shows a decline of 46 per cent.

"Our exports of lard during the past twelve months also show a slight gain over the preceding year. In the twelve months ending October 1, 1933, we exported about 572,000,000 pounds of lard. In the preceding year, we exported 558,000,000 pounds. A comparison of these figures shows a gain in lard exports of about 3 per cent. Compared with the five year average, exports of lard in the last twelve months show a decline of seventeen per cent.

"A comparison of volume of exports during the past five months with the volume during the same period in 1932 is interesting. Using this period as a basis, our exports of pork show a gain of more than twenty-five per cent., and our exports of lard were practically the same as in 1932. The application of sharp increases in the German lard duty on July 19, 1933, undoubtedly curtailed sharply aggregate shipments of American lard. Exports of pork and lard for the last five months compared with exports for the five-year average of corresponding periods shows declines of thirty-seven per cent. and eighteen per cent. respectively."

Past Extravagance as Cause of Hard Times

We in America have been for the past dozen years deluding ourselves into believing that we are living within our incomes when we know that such is not the case; or that our banks and our business houses are making a net profit when we know that proper provision has not been made for losses and depreciation.

Self-delusion is the only sensible explanation of the riddle of depression in the midst of apparently permanent, stable business. None of our Nation's wealth has disappeared mysteriously; it is all still with us. There are as many able-bodied people in the United States to-day as there were 18 months ago.

The wage earners and salaried employees, with few exceptions, are earning the same wages and salaries as in 1929—until the last six months, at least. There were as many men and women employed in the beginning of the decline as there were a year before. We are eating just as much, wearing just as much as we did then.

But we are not spending so much. This is as it should be. We are gradually adjusting our business to the present-day basis of economy and thrift. We are living more economically; more prudently; and using more

sound, common sense in personal affairs and in the operation of our business and the management of our banks.

We are gradually getting away from the habit of buying right and left—spending to-morrow's and day after tomorrow's salaries.

To-morrow and the day after have caught up with us. We have suddenly discovered there is no profit to be had from deluding ourselves.

And, because we have discovered it and returned to more normal basis of buying, America surely is returning once more to prosperity. If we can keep our heads up we can keep prosperity.

Our greatest need to-day is to get out of debt. We cannot have permanent prosperity when there is a load of debt around our necks. Surely debt is the basic cause of the present depression.

Of course, this does not mean that no man should incur debt. No worthwhile business has ever been built or carried on successfully without borrowing money at some time in its career.

Few families would ever own homes if they were compelled to pay the full price in cash on the date of purchase. The automobile industry would still be struggling to replace the horse and buggy. Few radios would be in use. Development of many other necessities, as well as luxuries, would be not nearly so far advanced.

With the wails of the alarmist raging in our ears to-day, it is refreshing to hark back over the past 100 years and review the experiences of our predecessors—or our forefathers—and know that they have gone through conditions even worse than we have recently experienced. These periods of depression of fortunes we will thus realize have always been, and always will be, so long as the world stands.

Each succeeding depression is but a receding breaker in the inflowing tide—the tide that has swelled steadily since the dawn of time. By applying the record of the past to the future it is evident that man will continue to move forward to greater heights and finer achievements. J. S. Love.

Success as we measure it, and under the present social-economic system, is more the capacity to stand grief than originality or constructive ability.

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.

KEEP SUPPLIED WITH . . .

LILY WHITE FLOUR

"The flour the best cooks use"

VALLEY CITY MILLING COMPANY

Portland — Grand Rapids — Kalamazoo — Traverse City

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.

Unsound Ways and False Appeals to Reason

Some years ago there was published in a city of the state of Kansas a periodical called *An Appeal to Reason*.

It grew from a small beginning into a journal of wide and extensive circulation, and the interesting feature of its successful career was that in no accepted sense could it be termed *An Appeal to Reason*, but, on the contrary, it was an appeal to the emotions, the prejudice, passions and ignorance of its readers.

It advocated anarchy, communism, socialism and all of the "isms" repulsive and obnoxious to the well-ordered thinking mind, and in time it became so obnoxious to the law-abiding and orderly public that the Federal Government eventually felt itself compelled to suppress its publication and circulation.

To my way of thinking, there are many of us engaged in the distribution of articles known under the general term of hardware, embracing manufacturers, wholesalers and retailers who, like the journal alluded to above, ostensibly appeal to the reasoning qualities of our clientele, yet are engaged in commercial practices almost as reprehensible as the social preachings of the journal mentioned.

While we do not preach anarchy, socialism and communism, we do practice business anarchy, are inclined to take undue advantage of our competitors, practice deceit, cut prices, and often violate our agreements with others. We also reach into distant unprofitable markets, and to obtain business therein which we are unable to obtain on a parity with those more favorably located, offer undue price advantages, make secret allowances, unduly extend our terms, and make other unwise and unprofitable concessions—all to the detriment of the distributor whose territory we invade and the general structure of the industry in its entirety.

We also in our own legitimate field of distribution over-compete with each other, cut many of our prices below a remunerative margin, over-solicit the limited business to be had and in many other ways increase our overhead to a point which, if continued, may ultimately destroy us.

For it is a regretfully admitted fact that the cost of distribution through us and our established channels has increased to such an extent that the spread between the manufacturer's selling price and the consumer's cost has reached such a point that the chain store and the catalog house, who purchase first hand, are in many instances able to perform this service at a substantially lower percentage of cost than we are able to perform a like service.

It needs no Professor of Economics to advise us that the carrying on of such an expensive plan of distribution

must eventually lead us to the same fate that the before-mentioned journal encountered, namely, suppression; not by governmental hands but by even a stronger force. The law of economics will assert itself and we will find ourselves suppressed as effectively as was the misnamed journal before alluded to.

It is not my thought that the ability and capital that built up the large and successful organizations now engaged in the manufacture and distributing of these commodities will permit themselves to be suppressed: but to prevent failure, reforms of a substantial character should be effected in our organizations and operations and I offer a few suggestions as to how the improvements can be brought about.

To my mind, there must be less destructive competition among ourselves, and to effect this there should be retirements and mergers so that while the ultimate consumption will remain fixed, gradually increasing with the needs of the country, the sales volume of the lessened number of manufacturers and distributors will automatically increase, and the unwise expenditures for securing business will be more easily controlled, thus enabling those who remain to still compete, but on a higher plane with a lower cost and at a more profitable margin than we are now doing.

Unless a lower overhead is secured, a better profit assured and many reprehensible practices corrected or eliminated, a failure and suppression of our entire chain may result. Also profit margins should be increased, special privileges eliminated, terms revised and expenses reduced. Also soliciting business in localities far removed from our base that are now well served should be curtailed or eliminated entirely; as, on account of service handicaps, it is mostly secured on an unprofitable basis and does us no good but unjustly injures the dealer whose field we invade.

It is suggested that the thoughts heretofore expressed be brought down to the present conditions, and the thought follows that the same *Appeal to Reason* that applies to the commercial world likewise can be applied to a greater degree to the political world which possibly finds itself today in a more critical situation throughout the globe than the business world.

Government of an orderly nature is the cornerstone to all commercial prosperity: for without reasonable government we can have little commerce, little culture and little wealth or security. Therefore let us indulge the hope that in the changes necessary to fit ourselves to the new conditions which time and other agencies continually bring about, those chosen by us to formulate and administer our laws will be governors of wise and sound judgment, and continually have in mind the necessity of adhering to long proved, sound basic principles of reason and will not permit themselves to be rushed by unthinking and unsound counsellors into uncharted seas or sponsor unsound doctrines which time and again during the course of past centuries have been proved dangerous, unworkable

and unsatisfactory, and in the end leading only to chaos and bankruptcy.

Our most honored President is esteemed and loved by us all; we have put our shoulder to the wheel and are giving him in the noble experiment he is now fostering a most hearty support in the hope that his efforts to cure the ills of the nation and bring us back to economic health and prosperity will be successfully accomplished.

Yet let us not blindly follow every suggestion that emanates from Washington whether or not in our judgment it be good or bad. Should it in our judgment be that some doctrine or some proposed act appears unsound and unreasonable, let us, not in the spirit of antagonism but in the spirit of constructive criticism, voice our objections thereto, giving respectful and proper reasons therefor.

In bringing about this economic change which the administration is patriotically attempting to achieve, it should be borne in mind that the constructive and intelligent acts of the thinking American people must eventually solve the question, and the tooting of horns, the sounding of bass drums and the waving of flags is but a minor incident toward achieving a successful conclusion to the effort. Further remember that the thoughts and acts of the American business man, upon whom falls the greatest burden of supporting the program, will eventually largely decide its success or failure.

In closing, let us not forget the fate of the periodical which, masquerading under false headlines, was sup-

pressed, and the danger to our own business structure should it continue to operate for an extended time under a false code of ethics, and also the fate of dead governments which the pages of history disclose to us were suppressed owing to the misguided efforts of their peoples directed along unsound ways and false Appeals to Reason. Let us profit by their failures, mend our ways in time and continue to profitably and honorably perform our part.

Shannon Crandall,
 President—California Hardware Co.

Two recent applications of the "electric eye": a portable color matcher, which can be used to match or compare paints, tile, paper, stocks, inks, dyes, etc.; an automatic attachment for a water softener which tests water hardness, sounds an alarm when it exceeds any predetermined figure.

Apples and other fruit of varying sizes are picked unbruised by a new picker. Set on a pole, a metal collar having three inward-facing, counter-weighted fingers is slipped up around the fruit, fingers return to position, and a twitch sends the fruit down a cloth chute to the basket.

A new, low-cost, electrical water-purifying process for industrial and municipal use is said to kill bacteria, to remove iron, sulphur, gases, odors without use of chemicals. The equipment is built to treat any volume of water in motion.

The only kind of tips being given now concern the market.

Merry Christmas

This greeting may seem a little premature but we want to remind you of our Holiday Goods, Playthings, Glassware and China Gift Goods.

We have been busy for months buying Holiday Goods for you, and now they are ready for your inspection, samples alone covering 20,000 square feet. Our variety is most extensive, so we trust you will make arrangements to come in and see our line in person. It will surely pay you, and especially at this time when prices are steadily increasing. Here are a few suggestions of our many lines:

DOLLS
 BOOKS
 GAMES
 BLOCKS
 DISHES
 TIN TOYS
 IRON TOYS
 TREE DECORATIONS
 GARLANDS
 DOLL CARRIAGES
 PAINTING SETS

BICYCLES
 VELOCIPEDES
 KIDDIE CARS
 WAGONS
 AUTOMOBILES
 TRUCKS
 TRAINS
 BLACK BOARDS
 POOL TABLES
 BOXED PAPERS
 PENS and PENCILS

GLASSWARE
 SILVERWARE
 COPPER GIFT WARE
 BRIDGE PRIZES
 BEANO PRIZES
 SMOKERS ARTICLES
 PYREX and OVEN WARE
 ELECTRICAL GOODS
 DINNERWARE
 ALUMINUM SPECIALS
 FANCY CHINA

H. Leonard & Sons

Fulton St., cor. Commerce

Grand Rapids, Mich.

DRY GOODS

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

Men's Holiday Staples Bought

Convinced that the holiday demand will be centered on useful items of wearing apparel, men's wear stores are confining most of their Christmas buying to staple items. Suede jackets are in particularly big demand, together with the usual lines of furnishings, such as robes, pajamas, hosiery, neckwear and jacquard shirts. Strictly novelty goods, such as lighters, brushes, fancy leather goods and other products outside of wearing apparel, are being stocked in slightly larger quantity than last year, as stores expect an increase in volume, but main emphasis will be again accorded to clothing and furnishings as in the last three years.

Spring Sporting Goods To Rise

Sporting goods manufacturers, who are now shaping their Spring lines, indicate that price advances on all types of goods ranging up to about 25 per cent, would be put into effect. The new lines will be ready shortly after the first of the year. Because of the decline in hides, goods made of leather, such as golf bags and baseball gloves, may not be advanced as sharply as originally expected, but in any event some further increases will be made. Manufacturers are looking forward to an exceptionally active season, as they expect the maximum hour provisions of the NRA code to be effected in all industries and to give people more leisure time.

Summer Rug Prices To Advance

A general price advance on Summer floor coverings will go into effect in New York Nov. 20, when the 1934 season's lines are to be opened to the trade. No information regarding the extent of the advance is available from producers, but general reports in the trade are to the effect that the increase will average around 10 per cent. Twelve to fifteen manufacturers will participate in the seasonal showing. Their displays will include a much wider variety of modern patterns than were seen in the 1933 lines. Last season's sales of Summer rugs were slightly ahead of 1932 in both dollar and unit volume.

Table Glassware Call Active

Advance indications that November would be the busiest month of the year in production of and demand for table glassware are being authenticated by the general level of business in that division. The call for quality wares has grown in slow but steady proportions, with an active demand for gold-encrusted and banded glassware. Few of the branches of the flat-glass field have bettered their position from the previous week. The major markets for plate-glass products were inactive.

Cruise Dresses Being Bought

The interest in cruise wear is an outstanding feature of an otherwise quiet situation in the dress trade. Retailers

are beginning to assemble adequate selections of active and practical types of sports garments for both cruise and resort wear. An excellent season in linen styles is predicted, with both the porous and peasant weave fabrics being utilized. The demand for woolen dresses has fallen below market expectations at this time. Silk and rayon garments are moving, with a longer season than usual expected on this merchandise, owing to the interruption of the dyers' strike.

Notion Buyers Place Orders

Notion buyers are active in the market this week placing orders for merchandise for holiday delivery. Many of the stores, especially those in New England and some sections of the South, delayed holiday purchases until figures on October retail activity were available for use as a guide in estimating advance business. The orders placed by such establishments, it is said, do not vary greatly from 1932 purchases. Stores purchasing holiday goods earlier in the season scheduled their buying on an estimated increase of 10 to 15 per cent. in Christmas sales volume.

Chinaware Buyers Active

Buying of chinaware for immediate promotions picked up in the local wholesale market. The demand for dinner sets declined sharply through October, a normally busy month. Revival in interest is due in part to the fact that the chinaware code has been set for hearing in Washington next week. Provisions of the code call for a sharp increase in labor costs and buyers fear a price rise of 20 per cent. will be put in by manufacturers immediately after it is approved. Most of the orders placed yesterday were for medium and low-price dinner sets.

New Rayon Mufflers Offered

The first men's mufflers to be made from Korospun, the fabric of Crown Brand yarn resembling woolsens, were introduced in the New York market last week by Keiser Cravats, Inc. The mufflers are priced to retail at \$2.95 and include a variety of patterns in checks, plaids, tweeds, diagonals and other styles. The cloth, which has the soft feel of fine cashmere, is a product of the Golden Fabrics Corporation and was first introduced last Summer as a dress material.

Stores Buy Giftware Items

Giftware buyers are active in the wholesale market this week, increasing stocks of goods purchased earlier in the season. Among the articles re-ordered in substantial volume are desk sets, ornamental book-ends of bronze, smoking stands for both men and women and decorative pottery. Smoking stands with mahogany finish are in best demand. Most of the holiday buying is being done by stores located in the South and Middle West.

Wine Trade Orders Premiums

Foreseeing a period of intense competition for the American wine market immediately after repeal, manufacturers of premium merchandise are now soliciting orders from all importers planning to handle wine accounts. They have met with considerable suc-

cess and are preparing to deliver patented bottle openers, bottle stands and similar novelties. Distillers, who feel their chief concern will be to find sufficient stocks to supply demand, are not in the market for premiums. The purchase of premiums for current use is confined to grocery manufacturers and soap producers.

Formal Wear Shows Marked Gain

Interest in women's formal wear has continued keen and the special retail departments catering to this trade report consumer preparations for a more extensive social season than at any time in three years. Dresses, millinery, wraps and accessories have all benefited by what is described as a real revival of elegance. The imminence of repeal has given an added stimulus to the trend and preparations are being completed for the showing of special repeal lines of dresses. The movement has also been a factor in some improvement in sales of high-grade jewelry.

Shoe Operations Curtailed

A sharp reduction in shoe output for the remainder of the year is indicated by manufacturers, who said that plants have reduced their operations steadily in the last month. New orders have slowed down considerably and retail stocks are at the highest point in several years. Operations for the remainder of the year will probably be about 30 per cent. under the average for the second and third quarters, during which time the output for several individual months broke all records. The weakness in leather has affected shoe quotations and buyers are bringing pressure for lower prices.

Aluminum Wares Advanced

Price advances of 5 to 7½ per cent. went into effect last week on small aluminum kitchenwares. The increases are attributed to higher raw material costs. Reports that quotations will be advanced on all other kitchenwares before the end of the year are current in the market and cause concern to the buyers. Stores fear that increased prices will curtail consumer buying in housewares promotions planned for the first quarter of the coming year. Current buying in the kitchenwares market is limited, as stores have completed most of their purchasing for this season.

Traditional Xmas Motif Leads

Retailers generally will feature strongly the old-fashioned traditional motif in Christmas promotional displays. While this indicates the dominance of the customary red and green colorings over the modernistic trends, dealers in display equipment find a marked difference in buying this year. Instead of revamping their old displays, as they did in 1932, many stores are doing much more buying of new items. Buyers in the New York market are also turning away from the flat board-like manikins to the normal three-dimensional display figures.

Kind Words

Here are four good reasons why we should use kind words when we speak to others:

First—Because they will cheer him to whom they are addressed. They soothe him if he is wretched; they com-

fort him if sad. They keep him out of the slough of despond or help him if he happens to be in.

Second—There are words enough of the opposite kind flying in all directions—sour words, cross words, fretful words, irritating words.

Third—Kind words bless him who uses them. A sweet sound on the tongue tends to make the heart mellow. Kind words react upon the feelings which prompted them, and make them more kind. They add fresh fuel to the fire of benevolent emotion in the soul.

Fourth—Kind words beget kind feelings. People love to see the face and hear the voice of such a man.

Kind words are, therefore, of great value.

Food, Sleep, Sun Essential to Child Growth

Enough sound sleep is an essential for a child's health; others are right food and outdoor play in the sun. These three essentials depend on one another.

If a child gets plenty of simple food and vigorous outdoor play in the sun, he is likely to sleep well. If his diet is improper and he sits around indoors all day he may sleep poorly.

If his sleep is disturbed or too short he may be tired and unable to make the best use of his food. As a result he may be undersized or underweight, even though he is not underfed.

We must remember that sleep and sun are as necessary as food.

A child grows most when asleep. When he is awake the food that he has eaten is used to supply him with energy for his play and other activities. When he is asleep his activities are cut down to almost nothing, and his food can be used to renew the tissues that have been worn out by the day's play and to build new tissues.

The building of new tissue is called growing. If the child gets too little sleep his growth is hindered.

The faster a child is growing, the more sleep he needs. (Adults need less than children because they have stopped growing.) A baby less than a year old grows very fast and therefore sleeps most of the time. When he gets a little older he does not grow so fast and therefore does not need so much sleep.

Steady loss of sleep is bad for a child's mental and physical development. A full allowance of unbroken hours of restful sleep helps normal bodily growth and alert mentality.

Frances C. Rothert.

In a handy show-card making system gummed letters are laid out on a card as desired, then, by a simple process, the card is moistened and letters are attached without disturbing their position.

Building paper surfaced with thin sheet copper (one ounce to the square foot) is now available. Offered in rolls ten inches wide, it's designed particularly for flashing window, door openings.

A non-skid writing base is furnished by a new desk pad, made of a flexible rubber-base composition. It's said to be unharmed by burning cigarettes or ink. A damp cloth removes the latter.

HOTEL DEPARTMENT

Should Adjust Menu To Meet Season's Requirements

Los Angeles, Nov. 4.—When autumn leaves are falling autumn flowers are blooming in Southern California. And in what varieties of veritably gorgeous colors! Some of them almost glare at one as though to say, "If the sun isn't shining, we are, and how!" Like our midwinter roses, our autumn flowers are symbols of the unflinching optimism of Southern California."

Last week the police authorities of Los Angeles captured seventeen canines afflicted with rabies. The health authorities have issued a plea to owners of these pets to keep them in confinement or else annihilate them. During the past four months an average of twelve crazed dogs have been seized each week and 3200 cases of dog bites have gone on record. And yet nothing seems to be done to overcome the difficulty, though occasionally some individual with a grudge against some good-natured hotel man, complains of his harboring dogs, contrary to law, and the innkeeper pays good and plenty.

At a recent National druggists convention the wish was expressed that the public should be informed that they still sell drugs, as well as chicken salad, hot chocolate, books, alarm clocks, toys and a multitude of other things. There was even considered a plan for restoring to drug store windows the gilt mortar and pestle and the huge globes of red, green, blue or amber that used to adorn them. People who are old enough still remember the mystic glory of those globes at night, when the lights, shining through their translucent depths, seemed to transform each one into a great philter of liquid mystery. It has been revealed that these globes were first used in London in 1655, when a plague swept the city. Their purpose was for making it easier for relatives of the stricken, frantically running for help, to find apothecary shops in the darkness. Now they look much for a restaurant flashlight. However, the corner druggist does much more for the community than merely selling things. He functions also as an information bureau, advisor on many subjects, and purveyor of aid in cases of emergency. The competent and successful druggist is the professional friend of man, and does unnumbered useful things for his customers, for many of them accepting no compensation whatsoever. Just imagine what it would be to live in a community without a drug store? We can almost forgive him for purveying corned beef hash and apple sauce.

George F. Drolette has leased the Cody Hotel, in Battle Creek, from its owner, Mrs. Blanche Laramy, and will operate it henceforth.

Preston D. Norton, general manager of the Norton, Detroit, and Norton-Palmer, Windsor, as well as being president of the Michigan Hotel Association, complimented the members of Detroit Greeter Chapter, No. 29, on their loyalty to their employers and their refraining from becoming involved in labor difficulties. The meeting was held at Hotel Norton and was presided over by President Paul P. Kilbourn.

Charles E. Woodruff, proprietor of the Pon-She-Wa-Ing Hotel, on Crooked Lake, near Petoskey, was one of the principal speakers at the annual meeting of the combined chambers of commerce of ten Northern Michigan cities held at Pinehurst Inn, Indian River, recently. Mr. Woodruff discussed the tourist business quite comprehensively and pointed out the advantages Michigan possesses for attracting this class of patronage.

Lee A. Tovatt, who has been chief clerk at the Book-Cadillac, Detroit, since January, 1930, has been appointed assistant manager of that institution by General Manager J. E. Frawley and will stand his watches in the lobby together with William J. Chittenden, Jr., resident manager of the hotel, with whom Mr. Tovatt has worked for nearly twenty years. When Hotel Pontchartrain was opened in 1912 by Mr. Chittenden and his associates, Mr. Tovatt went from the Airmen to that house as room clerk, remaining until the outbreak of the war. At the conclusion of the war, and when the Book-Cadillac was opened in 1924, he went to that house as room clerk. In 1927 when Mr. Chittenden went to the Detroit-Leland as manager, he took him with him and made him assistant manager.

August Hardy, owner of the Wayland Hotel, at Wayland, has appointed W. O. Elin, formerly a commercial traveler, manager of the house, succeeding Arthur Rockwell, who has filled the position or several years.

At the recent convention of the Wisconsin Hotel Association, held at Milwaukee, and largely attended, Ralph W. Mapps, president, in his annual address, had something pretty pat to say concerning the operation of hotels under the NRA code: "The NRA has caused the hotel industry more than a little anxiety and due to many complexities in our business. The American Hotel Association committee and the Federal code committee have as yet not been able to write a code suitable to all hotels. Our association officials have kept constantly in touch with the situation and several meetings have been held to co-operate with and advise the A. H. A. committee. There is no question in my own mind but that the theory of the NRA is o. k., and while many hotels would find it difficult to operate on any codes yet submitted, the fact remains that the whole movement deserves the united support of the hotel industry."

N. A. Agree, former manager of several prominent Eastern hotels, heads a new syndicate just formed to take over Hotel Detroit from the Detroit Trust Co. The Detroit, formerly Hotel Savoy, first managed by A. B. Riley, has passed through many vicissitudes, but the new organization in taking over the property are incorporating many improvements, including the removal of the one-story annex facing Woodward avenue. The main entrance of the hotel will be transferred from the Adelaide street side to Woodward avenue. Ten sample rooms on the second floor will be converted into private dining rooms.

Although almost inconceivable, it is nevertheless true that less than a dozen states have made any provision for the handling of the liquor traffic and the repeal of the eighteenth amendment is only a few weeks away. According to the election returns from the various states it looks quite likely that there will be a demand for legal liquor almost universally, so a chaotic condition is quite likely to offer itself before everything may be properly adjusted. The prohibitionists are talking forcibly about a new campaign they are going to inaugurate, but my personal opinion is that no individual now living will see it become a living issue in the future.

The doings of science are interesting to most men, but occasionally it produces something that might well have been left undiscovered. In this class multitudes of husbands will place a new door lock, which has been announced. This ingenious contrivance registers the exact hour and minute when the latchkey is inserted in the lock, and also records who used it. Even an attempt to fool the lock is

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GRAND RAPIDS, MICH.

**Store, Offices & Restaurant
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Is truly a friend to all travelers. All room and meal rates very reasonable. Free private parking space.

JAMES HOEKSEMA, Manager

THE ROWE
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*The Most Popular Hotel
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300 Rooms

Showers

Servidor

Direction of American Hotels Corp.
J. Leslie Kincaid, President

The

**MORTON
HOTEL**

Grand Rapids, Michigan

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

GRAND RAPIDS'

FRIENDLY HOTEL

Philip A. Jordan, Manager

CODY HOTEL
GRAND RAPIDS

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

CAFETERIA IN CONNECTION

ALL GOOD ROADS LEAD TO
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THE REED INN

Excellent Dining Room
Rooms \$1.50 and up
MRS. GEO. SNOW, Mgr.

Park Place Hotel
Traverse City

Rates Reasonable—Service Superb
—Location Admirable.

GEO. ANDERSON, Mgr.
ALBERT J. ROKOS, Asst. Mgr.

New Hotel Elliott
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50 Baths 50 Running Water
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D. J. GEROW, Prop.

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FIRE PROOF
CENTRALLY LOCATED
Rates \$2.00 and up

EDWARD R. SWETT, Mgr.
Muskegon —:— Michigan

Columbia Hotel

KALAMAZOO

Good Place To Tie To



**The
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The center of Social and Business Activities in Grand Rapids.

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

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

thwarted by its mechanism. Information as to where the entrante has spent the evening—possibly in a weary vigil at the bedside of a sick friend—may not be recorded, but the individual will be instructed in his travel talks. It will be offered to the public in conjunction with an appliance with an alarm which sounds when trousers pockets are being rifled.

Some of the "lame duck" representatives of a certain political party who are wandering around minus bells, are very much perturbed over the activities of President Roosevelt, but the rank and file of blue-blooded Americans, regardless of former party affiliations, are still letting it be known that they still have a very high respect for him, if for nothing more than the fact that he is trying to do something for his constituency. The "wailers" will require whistle lubricators before they accomplish anything by their backstabbing activities.

They would much better go back to their Santa Claus tales of "prosperity just around the corner," and "two chickens in every pot."

Samuel Insull's escape through the medium of Grecian legal manipulation may well relieve the fears of other captains of frenzied finance. It ought to create a bull market on steamship transportation to Athens. The moral is: If you are an American crook—provided, of course, you can afford it—have your case tried in Athens. In addition to acquittal you may be given a testimonial on your development of "noblest motives," etc. Perhaps, also, on your demise, you may have your record placed on the bulletin board of the Parthenon. The plot certainly ought to appeal to movie producers.

California hotel men are battling with the same liquor problem which confronts operators in Michigan. A recent enactment passed upon by the electorate of California establishes the right of hotel men and restaurateurs to sell beer and wines with food, when legally sanctioned by Federal authority. On the other hand, as an inducement to the good citizens who feared the return of the saloon, to vote for such legislation, it forbids the sale of hard liquor at bars or restaurants or any other places where they could be consumed on the premises. Hence the upshot of the situation is, that if prohibition repeal is formally declared in December, clubs and restaurants, as well as hotels, out here, can no more legally begin selling hard liquor for barroom or table consumption, than they could when Wayne B. Wheeler was czar of American inhibitions. They cannot even, according to some legal opinions, serve the liquor purchased legally and bring it to their tables. The only way you can have a pre-dinner cocktail will be to rent a room, mix and serve it there before going down to dinner. This brings us right back to the practice of bootlegging, and the lawlessness accompanying same. So far as I can see, that feature of liquor regulation which was to refill public treasuries secured through licenses will be lost sight of, and this was the chief consideration which appealed to millions who voted to repeal the eighteenth amendment. As administered nowadays, regulation of liquor traffic costs more than the revenue derived from same.

False economy is as extravagant as wastefulness. When a well-paid employee takes valuable time to save string, wrapping paper and paper clips, he is not only a direct financial loss but also sets an example of pettiness which is bad for any organization.

The successful operator of the hotel room or of a cafe is the one who reads just his menu to meet the season's requirements, and does not try to palm

off on his patrons, in the summer season, a stock of goods calculated for winter consumption. The thing to do is to watch the returns to the kitchen, which, as a rule, clearly demonstrate what the customer is ordering and also absorbing in the food line. Then feature the strictly seasonable offering and your efforts will bear results. I have noticed here in California the purely "health" restaurants do a much better business in hot weather than during the periods of lower temperature. That is because the public naturally drifts away from meats and the more substantial foods at such a time, and partake more freely of fruits and vegetables. Frank S. Verbeck.

Items From The Cloverland of Michigan

Sault Ste. Marie, Nov. 6—Thanksgiving will soon be with us again and from the large number of turkeys throughout the county, it would appear that there will be no scarcity of birds this year. We are told that the Northwestern Leather Co., employing over 900 employees, will present each married man in its employ with a big turkey and all of the single men with the equivalent in cash. This company has pursued this practice for many years and will do so again this year in spite of the depression. Thanksgiving is a pleasant time to look forward to each year. The tannery is operating under the NRA code and at present is only two packs below its record run of nineteen packs. A pack is 5,000 pounds of hides. It is a company of this kind which brings good cheer into a community.

Mrs. William Walker, proprietress of the Hessel grocery, at Hessel, is at Ann Arbor, receiving medical treatment.

Tony Young, one of our Portage avenue grocery merchants, came near losing his life last week in an automobile accident in which two people were killed and several taken to the hospital. Mr. Young was able to leave the hospital three days later. It was a close call.

The man who knows he can eat a Thanksgiving dinner and digest it has it all over the one who knows he can buy a Thanksgiving dinner, but dare not eat it.

The many friends of C. O. Brown, one of our popular grocers, are pleased to see that he is able to be around and attending to his business again, after being confined to the hospital for over a month. Mr. Brown spent a week at Drummond Island before getting back on the job.

We learn from reports that Newberry celebrated Halloween in a hilarious manner. Authorities said that this year was perhaps the worst on record in property damage; a high school party at the school Tuesday evening ended at 9 o'clock. It marked the start of an organized mob of boys who roamed the alleys, tearing down fences and wood piles, and perpetrating other so-called pranks. Wednesday morning, after a brief survey of the damage, local business men went into action. They may try something like they did at the Sault by having some of the clubs put on a program of entertainment, which would be more attractive to the pranksters than destroying property.

We thought it was decided that nobody wants a return of the saloon, but now comes an up-to-date reformer with the statement that we need the saloon to get rid of the speakeasy.

St. Ignace has decided not to go back to slow time again for the winter. This will give St. Ignace the same time as we have at the Sault.

S. Zeller has re-opened the Sports Shoppe, recently vacated by Ed La Parrie on Ridge street, where he is trying to dispose of some of his left over stock from the fire he had several years ago.

If a controlled dollar means the kind that will stick around longer, we are in favor of it. William G. Tapert.

Local Steps Vital to Retailers' Code

Successful function of the retail code will depend more upon the quality of the local enforcement of its provisions in each trading community throughout the country than upon any other single factor, according to a well-known retail authority here.

In addition to working out their salvation under the code, retailers undoubtedly appear to be in for a wave of unjustified charges of "profiteering," this executive said. He saw no buyers' strike impending, however, and ventured the prediction that potential inflation, unless carried to extremes, would affect retailing chiefly from the standpoint of financing and the handling of instalment or long-term credit sales.

"The retail code, as I see it, can achieve success only in proportion to its rigid enforcement by the merchants in each local trading area," this executive said yesterday. "The code cannot be successful unless the biggest retailers in each community give their unqualified support. It must be understood that the retail code differs materially from manufacturers' codes in the important respect that, whereas there is a national follow-through on the producers' pacts because of the divergent location of manufacturers, this factor is almost missing in retail trade, which is generally local or within well-defined trade areas."

"I believe the department stores have the most to gain under the code and therefore should prove its strongest adherents. Comparatively speaking, the code serves as much more of a restricting influence on the chains and adds somewhat to the burdens of smaller merchants, who are just above the exempt class."

In explaining his views with regard to charges of profiteering which may confront distributors, this authority pointed out that the retailer now occupies the most delicate position in years—being placed between the upper millstone of higher wholesale prices and the lower one represented by increasing consumer resistance to advances.

"Retailers may well prepare themselves for a wave of these profiteering charges, which appears due," he said. Such a wave, representing a swing in the cycle of popular opinion, was predicted last year by Dr. Paul H. Nystrom and seems now quite sure to materialize. In the vast majority of cases, such charges will be unjustified. The development will, in part, represent an outcome of the conflict between the NRA and the AAA, the results of which will fall back on the 'middle man,' who will prove to be the retail distributor in this instance.

"There will, however, be no real buyers' strike, as I see prob-

able developments. A true buyers' strike may be said to bring to a conclusion a period of heavy previous buying, such as was the case in 1921. Of course, there will be a certain amount of buyer resistance to higher prices. Customers will undoubtedly complain, but there is reason to believe that they will purchase on a rising market more readily than on a declining one. Periods of uncertainty will set in, of course, but this in the past has been a truism of retailing."

Should inflation in any of its major forms become dominant, retailers' financing difficulties will increase materially, this executive said. If internal dollar depreciation is progressive and long protracted, revision of current practices in handling of credit and instalment sales will be necessary, he added.

"Owing to the difficulty of obtaining loans, due to the reluctance of lenders to receive depreciated dollars in return, distributors undoubtedly would have to turn to stock issues or convertible bonds to obtain needed financing. Fixed retail costs, however, would not rise as fast as prices during inflation."

"Not much of a merchandizing hazard, at least during moderate inflation, would develop in the normal, quick turnover of merchandise. On instalment or long-term credit sales, however, in which the dollar might depreciate sharply between the time of purchase and completion of payments, the risk of loss, of course, would be great. Eventually, some revision of this form of selling would be required to take care of this risk."

Corporations Wound Up

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

Daggett Farmers Co-operative Cheese & Creamery Co., Daggett.

G. R. F. Co., Detroit.

Fur Storage, Inc., Port Huron.

Alloy Steel Spring & Axle Co., Jackson.

First Land Co., Detroit.

Parkinson Valve & Foundry Co., Detroit.

Garland Land Co., Hamtramck.

Sterling Motor Truck Co., Detroit.

Hoepfner-Bartlett Co., Marquette.

Trippensee Planetarium Co., Detroit.

Stewart Brothers, Inc., Detroit.

Randall Williams Co., Detroit.

Hendin's Shoes, Inc., Detroit.

J. E. Anderson Co., Saginaw.

War wants to kill the young man; medical science seeks to make him live longer. How many doctors get statues?

Wouldn't it be great if men would study, train and practice to improve themselves in business as they do in golf?

That scientist who says intermarriage of the races would stop warfare doesn't know much about relatives.

DRUGS

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

Michigan State Pharmaceutical Association.
Officers elected at the Jackson Convention of the M. S. P. A.
President—Duncan Weaver, Fennville.
First Vice-President—Paul Gibson, Ann Arbor.
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Short Scientific History of Marriage Hygiene

The control of conception dates back into the dim past—so far back in fact that it's rather difficult to say just when it began. The earliest known formula of procedure extant occurs in the Petrie or Kahuers papyrus 1850 B. C. This probably effective recipe has been traced in European medical literature as late as the 9th and 11th centuries A.D.

A reasonably effective recipe as viewed by modern principles occurs in the Ebers papyrus 1550 B.C. It is recorded that Greek and Roman medical writers considered contraceptive practice as a legitimate phase of the healing art. Aristotle and Soranus in the 2nd half of the first century spoke of ways and means of birth control. Aetius of Amida—6th century—Dioscorides 60 A.D. also had something to say on the subject. Recipes appear in medical works of ancient China. The Arabian Schol of Medicine shows recipes in 1248 A. D.

Thus down through the centuries there appears at intervals data to support the contention that man's knowledge and practice of birth control is almost as ancient as man himself.

An organized birth control movement got under way in England in 1823 sponsored by Francis Place, a layman. Place's efforts were directed toward getting information into the hands of the working class. At that time he gave indications for contraceptive practice which have since been adopted by the medical profession. It was the work of Place that largely influenced the beginning of the movement in America.

In the United States in 1830 Robert Dale Oliver published his "Moral Physiology" which resulted in the sale of over 70,000 copies. This was followed in 1832 by "Fruits of Philosophy" by Dr. Charles Knowlton, the first book on contraception written by a physician in this country. Considerable comment was aroused at the time by the publication of these works.

The American Birth Control League was organized by Margaret Sanger in 1921 and the first clinic opened in 1923. At the present time there are 115 Birth Control Clinics in the United States operating under strict medical supervision and 120 hospitals where contraceptive advice is given according to medical indications. It is estimated

that over 50,000 physicians in private practice prescribe some form of approved contraceptive.

This rather brief historical data is given in order that pharmacists may be acquainted with the background of birth control. It can readily be seen that it is a subject which has occupied the mind of man since man first began to think. Unfortunately, however, there still exists much misinformation about this vital matter.

As professional men, pharmacists should be equipped to give authoritative information on contraception. It is, of course, understood that the actual prescribing of contraceptive material lies solely with the physician—but, as is frequently the case, physicians consult with the pharmacist on newer therapeutics and it is in such instances that the pharmacist should be prepared to give the doctor facts.

It will be of interest to observe the comparative effectiveness of various contraceptive methods in common use to-day. These figures were compiled from statistics given by the American Birth Control League.

Percentages of Success

Diaphragm and jelly	96%
Approved jelly alone	80%
Suppository	40%
Prophylactic sheath	30%

Contrary to popular belief the sheath has an exceedingly high percentage of failure. The failure is due to many factors which will not be discussed in this article.

A reliable investigator has reported that there are no less than 300 different brands of vaginal jellies on the market today and this number is being constantly augmented. The lure of profit and lack of knowledge of the whole marriage hygiene problem has tempted many to undertake the manufacture of a contraceptive preparation.

The most widely approved method to-day is the combined use of occlusive diaphragm with a jelly of proven effectiveness. The diaphragm must be fitted by a physician and the patient instructed in its use.

The next best method is the use of an approved jelly alone, although it should be stated emphatically that this should be used only in cases where the diaphragm-jelly combination cannot be employed.

It is natural that the question should be asked as to "What is an approved jelly?" Medical authority has prescribed ten essential points which a vaginal jelly must possess. They are as follows:

1. Ability to paralyze spermatozoa instantly.
2. Such consistency that it will spread rapidly into the vaginal crevices.
3. Low surface tension.
4. It must not destroy the normal vaginal flora.
5. It must not be affected by alkalinity or acidity.
6. A definite pH value to encourage the development and growth of the Doederlein bacilli.
7. It should be suitably buffered.
8. Such viscosity that the jelly will act as a mechanical barrier to the uterine canal.

9. It must be non-irritating to vaginal membranes.

10. It should appeal to the aesthetic sense of the user.

A pharmacist cannot be expected to turn his store into a biological testing laboratory to prove or disprove the value of various jellies presented to him. The integrity and experience of the manufacturer must be largely the basis on which the pharmacist should judge the product.

Mechanically, a jelly of proper viscosity acts as a barrier to the passage of spermatozoa and retards their motility. A jelly should be of such consistency that it will spread quickly so that folds of mucous membrane are covered and penetrated. For this reason a jelly must have a low surface tension.

From a theoretical standpoint there are many substances that can be incorporated in a jelly base to act as a spermicide. But from a practical angle the list of usable chemicals is very small. It must be borne in mind that a chemical may be a very excellent germicide but have low spermicidal activity. Then too, it has been shown conclusively that repeated (partial or complete) sterilization of the vaginal tract by use of antiseptics ultimately destroys the normal vaginal flora, thereby promoting subsequent infection from pathogenic organisms.

The normal vaginal flora consists largely of the Doederlein bacilli, a member of a group of lactic acid producing organisms. Nature provides this protective flora to aid in retarding the development of foreign bacteria that may gain entrance.

It is therefore quite natural that Lactic Acid should be the substance selected for inclusion in a Modified Glycerite of Starch base. Lactic Acid in proper amount is definitely spermicidal. Suitable buffering of the jelly

maintains a pH which sustains the spermicidal activity even in the presence of highly alkaline secretions.

Baker has shown that Oxyquinoline Sulphate in certain concentrations actually increases the activity of sperms. In view of this fact it seems unwarranted that so many preparations exploited for marriage hygiene should contain this substance. The quinine salts are regarded as practically worthless as spermicides by some authorities.

Powders intended for intra vaginal application are uncertain in action by reason of the varying amount of moisture present to effect solution. Tablets, whether effervescent or plain, frequently fail for the same reason.

To summarize briefly, a buffered Lactic Acid jelly with a modified glycerite of starch base used in conjunction with an occlusive diaphragm is the most satisfactory method of marriage hygiene. The jelly alone may be used in selected cases. Whichever procedure is followed must lie solely with the physician.

Preparations containing powerful germicides should be avoided as continued use will destroy the normal vaginal flora. Oxy-quinoline Sulphate—the salts of quinine and tannic acid are poor spermicides.

Experiments are being carried out with spermatoxins but no definite results have as yet been published which would encourage their general use.

L. B. Whittaker, Ph. G.

In a bathroom lavatory and bowl of new design the supply tank for the bowl is built into the back of the lavatory, giving a dressing-table effect to the latter. Connections are concealed.

If anyone is to become a bully, it begins to show itself as early as the age of five.

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Some Facts About the Overworked Doctor

By this is not meant a harassed M.D. whose offices are overflowing and whose telephone keeps ringing incessantly for his services. For there are plenty of practitioners who are sitting twiddling their thumbs and gazing wistfully out of the window. Rather we have in mind the over use of the term itself.

Back in "the good old days" a doctor meant a physician. He was affectionately called "doc" and he and his old white mare were ready at any time of the day or night to go to those who needed his services. He was shabby and underpaid. He wrote elegant prescriptions in scholarly Latin and signed it Dr. So-and-so. That was sufficient, everyone knew that he was a medical doctor.

Suppose I walk downtown some morning. The first person I meet is a young man who I remember as Bill—but Bill no longer. He is now Doctor Treatumruff, chiropractor, and very touchy about his title. So with a tactful, "Hello, Doctor" I pass on. My vertebrae are splendid this morning, I don't believe I need his services.

The next person I meet is a scholarly looking gentleman. "Good morning, Doctor" is the proper greeting. I might be in a position where he could give me some aid, but not if I had double pneumonia or leakage of the heart, for he is a doctor of divinity.

Ahead of me I see a familiar form and I hasten my steps to catch up. "How's tricks this morning, Doctor?" I inquire breezily. He has treated a member of my family, for the collie is a member of the family, yet I hardly think I would want a veterinarian for my own ailments.

Then I meet a young man just entering his office and I don't feel a hypocrite when I address him as doctor, for the initials M.D. appear on the little black bag he is carrying. But then I turn the corner and run into another doctor, a foot correctionist—by mail. I hurry on and likely as not when I step into a drugstore someone will address me familiarly as "Doc."

Then, no doubt, I would find another man who should be addressed as doctor buying an oral antiseptic at the counter—a dentist. And thus it goes ad infinitum. The above stroll is no fanciful happening, it could and has happened to me and thousands of other pharmacists.

I omitted from my stroll, for reasons of personal accuracy, another thriving horde of doctors—the Ph.D.'s. We are just a little short of Ph.D.'s on our street at present and I did not meet any, but most anywhere you can find them, like the cannon, on the right and on the left. There is nothing quite as imposing as a newly arrived Ph.D. They are surrounded by a heavy mantle of icy dignity, and incidentally they are the most promiscuous and persistent usurpers of the term "doctor."

Physicians resent this condition and rightfully so. The word was coined and associated with the great healing art and should have remained so. But it has come to the place where any legitimate physician must place the M.D. after his name to ward off the stigma of charlatan. The Dr. before his name

is no longer sufficient. Almost every quack remedy on the market to-day is either manufactured by a doctor or recommended by a doctor. This does not mean that the great body of ethical physicians has stooped to such, it merely shows that the term that has ever been associated with them is being woefully misused. And, as usual, the dear public pays.

The question, is where are we pharmacists going to stand on the question? It would be very optimistic to state that the relations between the dispensing physicians and the counter prescribing pharmacists is what it should be. Yet the two must stand together, what benefits one must benefit the other. There is a growing agitation among physicians for some kind of reform along this line, and we must help to the best of our ability.

With this in mind the term "dentor" has been coined for use by dentists. Now they have a title without trespassing. Let us hope the other honorable professions whose members are now using the term "doctor" will soon find a specific title that will keep them from encroaching on the physicians. Charlatans and others who have no profession to be proud of, or who for monetary reasons wish to keep their borrowed title, will have to be taken care of in a different and more drastic manner. Thus it would be well for any of us who have a Ph.D. washing bottles in the back room or making sandwiches up front to discourage his use of this term. And in all ways we should co-operate to stamp out this evil, that the branches of the great healing art may be brought closer together. Maurice Smedley, Ph.C.

New Strawberry Varieties of Good Dessert Quality

Improvement in the quality of strawberry desserts may be the outcome of recent plant development work of the Department of Agriculture.

Three new varieties of strawberries, the Dorsett and Fairfax, for the eastern part of the country, and the Narcissa for the Northwest, have produced excellent results in the past season. The Department says that because of the dessert quality, attractive appearance, vigor, and productiveness of these varieties, it is now encouraging their introduction for trial into sections of the country which have a suitable climate.

The Dorsett variety has the characteristic that when the fruit is over-ripe the flavor does not become so objectionable as in many other varieties.

Fairfax strawberries are notable for handsome appearance. The berries are much firmer than present commercial varieties grown in the East. The fruit retains its flavor in cool, wet weather.

The Narcissa has been attacked by disease in the East. In Oregon it has been outstanding in yield, dessert quality, and vigor of plant, and especially in its resistance to fruit rots.

Ventilation, light distribution is said to be improved, glare eliminated by a new wood-fabric window shade which utilizes narrow, bevel-edged splints. It's available in many colors and finishes.

An undertaker lives in the buried passed.

WHOLESALE DRUG PRICE CURRENT

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

ACID			GUM			Hemlock, Pu., lb.			1 70 @ 2 10
Acetic, No. 8, lb.	06	@ 10	Aloes Barbadoes,			Hemlock Com., lb.	1 00 @ 1 25		
Boric, Powd., or			so called, lb. gourds	@ 60		Juniper Ber., lb.	3 00 @ 3 20		
Xtal, lb.	08 1/2 @	20	Powd., lb.	35 @ 45		Juniper W'd, lb.	1 50 @ 1 75		
Carbolic, Xtal, lb.	36 @	43	Aloes, Socotrine,			Lav. Flow., lb.	3 50 @ 4 00		
Citric, lb.	35 @	45	lb.	@ 75		Lav. Gard., lb.	1 25 @ 1 50		
Muriatic, Com'l.,			—Powd., lb.	@ 80		Lemon, lb.	1 75 @ 2 25		
lb.	03 1/2 @	10	Arabic, first, lb.	@ 40		Mustard, true, ozs.	@ 1 50		
Nitric, lb.	09 @	15	Arabic, sec., lb.	@ 30		Mustard art., ozs.	@ 3 35		
Oxalic, lb.	15 @	25	Arabic, sorts, lb.	15 @ 25		Orange, Sw., lb.	3 00 @ 3 25		
Sulphuric, lb.	03 1/2 @	10	Arabic Gran., lb.	@ 35		Origanum, art.			
Tartaric, lb.	35 @	46	Arabic, P'd, lb.	25 @ 35		lb.	1 00 @ 1 20		
ALCOHOL			Asafoetida, lb.	47 @ 50		Pennyroyal, lb.	2 75 @ 3 20		
Denatured, No. 5			Asafoetida, Po., lb.	75 @ 82		Peppermint, lb.	5 25 @ 5 75		
gal.	44 @	55	Guaiac, lb.	@ 70		Rose, dr.	@ 2 50		
Grain, gal.	4 00 @	5 00	Guaiac, powd., lb.	@ 75		Rose, Geran., ozs.	50 @ 95		
Wood, gal.	50 @	60	Kino, lb.	@ 90		Rosemary			
ALUM-POTASH USP			Kino, powd., lb.	@ 1 00		Flowers, lb.	1 00 @ 1 50		
Lump, lb.	05 @	13	Myrrh, lb.	@ 60		Sandalwood			
Powd. or Gra., lb.	05 1/4 @	13	Myrrh Pow., lb.	@ 75		E. I., lb.	8 00 @ 8 60		
AMMONIA			Shellac, Orange,	22 1/2 @ 30		W. I., lb.	4 50 @ 4 75		
Concentrated, lb.	06 @	18	lb.			Sassafras,			
4-F, lb.	05 1/2 @	13	Ground, lb.	22 1/2 @ 30		true, lb.	1 90 @ 2 40		
3-F, lb.	05 1/2 @	13	Shellac, white,			Syn., lb.	85 @ 1 40		
Carbonate, lb.	20 @	25	(bone dr'd) lb.	35 @ 45		Spearmint, lb.	2 50 @ 3 00		
Muriate, Lp., lb.	18 @	30	Tragacanth,			Tansy, lb.	3 50 @ 4 00		
Muriate, Gra., lb.	08 @	18	No. 1, bbls.	1 60 @ 2 00		Thyme, Red, lb.	1 50 @ 2 00		
Muriate, Po., lb.	20 @	30	No. 2, lbs.	1 50 @ 1 75		Thyme, Whi., lb.	1 75 @ 2 40		
ARSENIC			Pow., lb.	1 25 @ 1 50		Wintergreen			
Pound	07 @	20	HONEY			Leaf, true, lb.	5 75 @ 6 20		
BALSAMS			Pound	25 @ 40		Birch, lb.	4 00 @ 4 60		
Copaiba, lb.	60 @ 1 40		HOPS			Syn.	75 @ 1 20		
Fir, Cana., lb.	2 00 @ 2 40		1/4s Loose, Pressed,			Wormseed, lb.	3 50 @ 4 00		
Fir, Oreg., lb.	50 @ 1 00		lb.	@ 1 25		Wormwood, lb.	4 50 @ 5 00		
Peru, lb.	1 70 @ 2 20		HYDROGEN PEROXIDE			OILS HEAVY			
Tolu, lb.	1 50 @ 1 80		Pound, gross	25 00 @ 27 00		Castor, gal.	1 15 @ 1 35		
BARKS			1/2 lb., gross	15 00 @ 16 00		Cocanut, lb.	22 1/2 @ 35		
Cassia			1/4 lb., gross	10 00 @ 10 50		Cod Liver, Nor-			
Ordinary, lb.	@ 30		INDIGO			wegian, gal.	1 10 @ 1 50		
Ordin., Po., lb.	25 @ 35		Madras, lb.	2 00 @ 2 25		Cot. Seed, gal.	85 @ 1 00		
Saigon, lb.	@ 40		INSECT POWDER			Lard, ex., gal.	1 55 @ 1 65		
Saigon, Po., lb.	50 @ 60		Pure, lb.	31 @ 41		Lard No. 1, gal.	1 25 @ 1 40		
Elm, lb.	40 @ 50		LEAD ACETATE			Linseed, raw, gal.	80 @ 95		
Elm, Powd., lb.	38 @ 45		Xtal, lb.	17 @ 25		Linseed, boil., gal.	83 @ 98		
Elm, G'd, lb.	38 @ 45		Powd. & Gran.	25 @ 35		Neatsfoot,			
Sassafras (P'd lb.)	45 @ 35		LICORICE			extra, gal.	80 @ 1 00		
Sassafras, cut, lb.	20 @ 30		Extracts, sticks,			Olive,			
Soap-tree, po., lb.	35 @ 40		per box	1 50 @ 2 00		Malaga, gal.	2 50 @ 3 00		
BERRIES			Lozenges, lb.	40 @ 50		Pure, gal.	3 00 @ 3 50		
Cubeb, lb.	@ 55		Wafers, (24s) box	@ 1 50		Sperm, gal.	1 25 @ 1 50		
Cubeb, po., lb.	@ 75		LEAVES			Tanner, gal.	75 @ 90		
Juniper, lb.	10 @ 20		Buchu, lb., short	@ 60		Tar, gal.	50 @ 65		
BLUE VITRIOL			Buchu, lb., long	@ 70		Whale, gal.	@ 2 00		
Pound	06 @	15	Buchu, P'd, lb.	@ 70		OPIUM			
BORAX			Sage, bulk, lb.	25 @ 30		Gum, ozs., \$1.40;			
P'd or Xtal, lb.	06 @ 13		Sage, loose			lb.	17 50 @ 20 00		
BRIMSTONE			pressed 1/4s, lb.	@ 40		Powder, ozs., \$1.40;			
Pound	04 @ 10		Sage, ounces	@ 85		lb.	17 50 @ 20 00		
CAMPOR			Sage, P'd & Grd.	@ 35		Graft, ozs., \$1.40;			
Pound	55 @ 75		Senna,			lb.	17 50 @ 20 00		
CANTHARIDES			Alexandria, lb.	55 @ 40		PARAFFINE			
Russian, Powd., lb.	@ 3 50		Tinnevela, lb.	20 @ 30		Pound	06 1/2 @ 15		
Chinese, Powd., lb.	@ 2 00		Powd., lb.	25 @ 35		PEPPER			
CHALK			Uva Ursi, lb.	@ 31		Black, grd., lb.	25 @ 35		
Crayons,			Uva Ursi, P'd, lb.	@ 45		Red, grd., lb.	45 @ 55		
White, dozen	@ 3 60		LIME			White, grd., lb.	40 @ 45		
Dustless, doz.	@ 6 00		Chloride, med., dz.	@ 85		PITCH BURGUNDY			
French Powder,			Chloride large, dz.	@ 1 45		Pound	20 @ 25		
Com'l., lb.	03 1/2 @ 10		LYCOPodium			PETROLATUM			
Precipitated, lb.	12 @ 15		Pound	45 @ 60		Amber, Plain, lb.	12 @ 17		
Prepared, lb.	14 @ 16		MAGNESIA			Amber, Carb., lb.	14 @ 19		
White, lump, lb.	03 @ 10		Carb., 1/4s, lb.	@ 30		Cream Whi., lb.	17 @ 22		
CAPSICUM			Carb., 1/16s, lb.	@ 32		Lily White, lb.	20 @ 25		
Pods, lb.	60 @ 70		Carb., P'd, lb.	15 @ 25		Snow White, lb.	22 @ 27		
Powder, lb.	62 @ 75		Oxide, Hea., lb.	@ 75		PLASTER PARIS DENT'L			
CLOVES			Oxide, light, lb.	@ 75		Barrels	@ 5 75		
Whole, lb.	30 @ 40		MENTHOL			Less, lb.	03 1/2 @ 08		
Powdered, lb.	35 @ 45		Pound	4 80 @ 5 20		POTASSA			
COCAINE			MERCURY			Caustic, st'ks, lb.	55 @ 88		
Ounce	12 68 @ 14 85		Pound	1 50 @ 1 75		Liquor, lb.	@ 40		
COPPERAS			MORPHINE			POTASSIUM			
Xtal, lb.	03 1/4 @ 10		Ounces	@ 11 80		Acetate, lb.	60 @ 56		
Powdered, lb.	04 @ 15		1/4s	@ 13 96		Bicarbonate, lb.	30 @ 35		
CREAM TARTAR			MUSTARD			Bichromate, lb.	15 @ 25		
Pound	23 @ 36		Bulk, Powd.,			Bromide, lb.	66 @ 98		
CUTTLEBONE			select, lb.	45 @ 50		Carbonate, lb.	30 @ 35		
Pound	40 @ 50		No. 1, lb.	25 @ 35		Chlorate,			
DEXTRINE			NAPHTHALINE			Xtal, lb.	17 @ 23		
Yellow Corn, lb.	06 1/2 @ 15		Balls, lb.	08 1/2 @ 18		Powd., lb.	17 @ 23		
White Corn, lb.	07 @ 15		Flake, lb.	08 1/2 @ 18		Gran., lb.	21 @ 28		
EXTRACT			NUTMEG			Iodide, lb.	2 56 @ 2 75		
Witch Hazel, Yel-			Pound	@ 40		Pernanganate, lb.	22 1/2 @ 35		
low Lab., gal.	99 @ 1 82		Powdered, lb.	@ 50		Prussiate,			
Licorice, P'd, lb.	50 @ 60		NUX VOMICA			Red lb.	80 @ 90		
FLOWER			Powdered, lb.	@ 25		Yellow, lb.	50 @ 60		
Arnica, lb.	50 @ 55		OIL ESSENTIAL			QUASSIA CHIPS			
Chamomile,			Almond,			Pound	25 @ 30		
German, lb.	35 @ 45		Bit., true, ozs.	@ 50		Powd., lb.	35 @ 40		
Roman, lb.	@ 90		Bit., art., ozs.	@ 30		QUININE			
Saffron,			Sweet, true, lb.	1 25 @ 1 80		5 oz. cans, ozs.	@ 71		
American, lb.	50 @ 55		Sw't, art., lbs.	1 00 @ 1 25		SAL			
Spanish, ozs.	@ 1 65		Amber, crude, lb.	71 @ 1 40		Epsom, lb.	03 1/4 @ 10		
FORMALDEHYDE, BULK			Amber, rect., lb.	1 30 @ 2 00		Glaubers,			
Pound	09 @ 20		Anise, lb.	1 00 @ 1 60		Lump, lb.	03 @ 10		
FULLER'S EARTH			Bay, lb.	4 00 @ 4 25		Gran., lb.	03 1/2 @ 10		
Powder, lb.	05 @ 10		Bergamot, lb.	3 00 @ 3 60		Nitre,			
GELATIN			Cajeput, lb.	1 50 @ 2 00		Xtal or Powd.,	10 @ 16		
Pound	55 @ 65		Caraway S'd, lb.	2 80 @ 3 40		Gran., lb.	09 @ 16		
GLUE			Cassia, USP, lb.	2 10 @ 2 60		Rochelle, lb.	17 @ 30		
Black, Bro., lb.	20 @ 30		Cedar Leaf, lb.	1 70 @ 2 20		Soda, lb.	02 1/2 @ 03		
Gr'd, Dark, lb.	16 @ 22		Cedar Leaf,			SODA			
Whi. Flake, lb.	27 1/2 @ 35		Com'l., lb.	1 00 @ 1 25		Ash	03 @ 10		
White G'd, lb.	25 @ 35		Citronella, lb.	1 05 @ 1 40		Bicarbonate, lb.	03 1/2 @ 10		
White AXX light,			Cloves, lb.	1 75 @ 2 25		Caustic, Co'l, lb.	08 @ 15		
lb.	@ 40		Croton, lbs.	4 00 @ 4 60		Hyposulphite, lb.	05 @ 10		
Ribbon	42 1/2 @ 50		Cubeb, lb.	4 25 @ 4 80		Phosphate, lb.	23 @ 28		
GLYCERINE			Erigeron, lb.	2 70 @ 3 35		Sulphite,			
Pound	14 1/4 @ 35		Eucalytus, lb.	85 @ 1 20		Xtal, lb.	07 @ 12		
ACID			Fennel	2 25 @ 2 60		Dry, Powd., lb.	12 1/2 @ 20		
Boric, Powd., or Xtal, lb.			Hemlock, Pu., lb.			Silicate, Sol, gal.	40 @ 50		
Carbolic, Xtal, lb.			Hemlock Com., lb.			TURPENTINE			
Citric, lb.			Juniper Ber., lb.			Gallons	56 @ 71		
Muriatic, Com'l., lb.			Juniper W'd, lb.						
lb.			Lav. Flow., lb.						
Nitric, lb.			Lav. Gard., lb.						
Oxalic, lb.			Lemon, lb.						
Sulphuric, lb.			Mustard, true, ozs.						
Tartaric, lb.			Mustard art., ozs.						
Alum-Potash USP			Orange, Sw., lb.						
Lump, lb.			Origanum, art.						
Powd. or Gra., lb.			lb.						
Ammonia			Pennyroyal, lb.						
Concentrated, lb.			Peppermint, lb.						
4-F, lb.			Rose, dr.						
3-F, lb.			Rose, Geran., ozs.						
Carbonate, lb.			Rosemary						
Muriate, Lp., lb.			Flowers, lb.						
Muriate, Gra., lb.			Sandalwood						
Muriate, Po., lb.			E. I., lb.						
Arsenic			W. I., lb.						
Balsams			Sassafras,						
Copaiba, lb.			true, lb.						
Fir, Cana., lb.			Syn., lb.						
Fir, Oreg., lb.			Spearmint, lb.						
Peru, lb.			Tansy, lb.						
Tolu, lb.			Thyme, Red, lb.						
Barks			Thyme, Whi., lb.						
Cassia			Wintergreen						
Ordinary, lb.			Leaf, true, lb.						
Ordin., Po., lb.			Birch, lb.						
Saigon, lb.			Syn.						
Saigon, Po., lb.			Wormseed, lb.						
Elm, lb.			Wormwood, lb.						
Elm, Powd., lb.			Oils Heavy						
Elm, G'd, lb.			Castor, gal.						
Sassafras (P'd lb.)			Cocanut, lb.						
Sassafras, cut, lb.			Cod Liver, Nor-						
Soap-tree, po., lb.			wegian, gal.						
Berries			Cot. Seed, gal.						
Cubeb, lb.			Lard, ex., gal.						
Cubeb, po., lb.			Lard No. 1, gal.						
Juniper, lb.			Linseed, raw, gal.						
Blue Vitriol			Linseed, boil., gal.						
Pound			Neatsfoot,						
Borax			extra, gal.						
P'd or Xtal, lb.			Olive,						
Brimstone			Malaga, gal.						
Pound			Pure, gal.						
Campor			Sperm, gal.						
Pound			Tanner, gal.						
Cantharides			Tar, gal.						
Russian, Powd., lb.			Whale, gal.						
Chinese, Powd., lb.			Opium						
Chalk			Gum, ozs., \$1.40;						
Crayons			lb.						
White, dozen			Powder, ozs., \$1.40;						
Dustless, doz.			lb.						
French Powder,			Graft, ozs., \$1.40;						
Com'l., lb.			lb.						
Precipitated, lb.			Paraffine						
Prepared, lb.			Pound						
White, lump, lb.			Pepper						
Capsicum			Black, grd., lb.						
Pods, lb.			Red, grd., lb.						
Powder, lb.			White, grd., lb.						
Cloves			Pitch Burgundy						
Whole, lb.			Pound						
Powdered, lb.			Petrolatum						
Cocaine			Amber, Plain, lb.						
Ounce			Amber, Carb., lb.						
Copperas			Cream Whi., lb.						
Xtal, lb.			Lily White, lb.						
Powdered, lb.			Snow White, lb.						
Cream Tartar			Plaster Paris Dent'l						
Pound			Barrels						
Cuttlebone			Less, lb.						
Pound			Potassa						

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

Corn Flakes
Corn Starch
Corn Syrup

DECLINED

AMMONIA

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

APPLE BUTTER

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

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



BREAKFAST FOODS

Kellogg's Brands

Corn Flakes, No. 136	2 90
Corn Flakes, No. 124	2 90
1 ep, No. 224	2 15
1 ep, No. 250	1 05
Krumbles, No. 412	1 40
Bran Flakes, No. 624	1 90
Bran Flakes, No. 650	55
Rice Krispies, 6 oz.	2 25
Rice Krispies, 1 oz.	1 10
All Bran, 16 oz.	2 30
All Bran, 10 oz.	2 75
All Bran, 3/4 oz.	1 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 90
Post Toasties, 24s	2 90
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 60
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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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 40
Pinnan 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	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, 1/4, ea.	6 @ 11
Sardines, Cal.	1 00
Tuna, 1/2 Van Camps, doz.	1 15
Tuna, 1/4s, Van Camps, doz.	1 35
Tuna, 1s, Van Camps, doz.	3 60
Tuna, 1/4s, 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., Sh.	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
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CANNED VEGETABLES

Hart Brand

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

Baked Beans

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

Lima Beans

Little Quaker, No. 10	7 90
Baby, No. 2	1 60
Pride of Mich. No. 2	1 35
Marcellus, No. 10	6 50

Red Kidney Beans

No. 10	4 25
No. 2	90

String Beans

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

Wax Beans

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

Beets

Extra Small, No. 2	2 00
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
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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	
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CATSUP

Little Sport, 14 oz., dozen	1 23
Sniders, 8 oz., doz.	1 30
Sniders, 14 oz., doz.	1 85
Quaker, 8 oz., doz.	1 12
Quaker, 14 oz., doz.	1 35

CHILI SAUCE

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

OYSTER COCKTAIL

Sniders, 11 oz.	2 00
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CHEESE

Roquefort	72
Wisconsin Daisy	14 1/2
Wisconsin Twin	14
New York June	24
Sap Sago	44
Brick	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	37
Kraft, Pimento, 1/2 lb.	1 60
Kraft, American, 1/2 lb.	1 30
Kraft, Brick, 1/2 lb.	1 30
Kraft, Limbur., 1/2 lb.	1 31

CHEWING GUM

Adams Black Jack	61
Adams Dentyne	65
Beaman's Pepsin	65
Beechnut Peppermint	66
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
Bradstreet's	38 50
Odins	40 00
R G Dun Boquet	75 00
Perfect Garcia Subl.	95 00
Budwiser	20 00
Hampton Arms Jun'r	33 00
Rancho Coronado	31 50
Kenway	20 00

CLOTHES LINE

Riverside, 50 ft.	2 20
Cupples Cord	2 90

COFFEE ROASTED

Lee & Cady

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

McLaughlin's Kept-Fresh



Coffee Extracts

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

CONDENSED MILK

Eagle, 2 oz., per case	4 60
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CONFECTIONERY

Stick Candy

Pails	
Pure Sugar Sticks-600c	
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

Cases	
Jelly Strings	
Tip Top Jellies	
Orange Slices	

Lozenges

Pails	
A. A. Pep. Lozenges	
A. A. Pink Lozenges	
A. A. Choc. Lozenges	
Motto Hearts	
Malted Milk Lozenges	

Hard Goods

Lemon Drops-----	Pails
O. F. Horehound Drops--	
Anise Squares-----	
Peanut Squares	

Currants		MARGARINE		FRESH MEATS		HERRING		SOAP		TEA	
Packages, 11 oz.----- 14		Wilson & Co.'s Brands		Beef		Holland Herring		Am. Family, 100 box. 5 60		Japan	
Dates		Oleo		Top Steers & Heif.----- 10		Mixed, Kegs----- 88		Crystal White, 100. 3 50		Medium----- 18	
Imperial, 12s, pitted. 1 90		Nut----- 07		Good Steers & Heif.----- 09		Mixed, half bbls.-----		F. B., 60s. 2 35		Choice----- 21@28	
Imperial, 12s, regular. 1 60		Special Roll----- 11		Med. Steers & Heif.----- 08		Mixed, bbls.-----		Flake White, 100 box. 5 00		Fancy----- 30@32	
Imperial 12s, 2 lb.----- 2 25		MATCHES		Com. Steers & Heif.----- 07		Milkers, kegs----- 99		Jap Rose, 100 box. 7 40		No. 1 Nibbs----- 31	
Imperial 12s, 1 lb.----- 1 75		Diamond, No. 5, 144. 6 15		Veal		Milkers, half bbls.-----		Fairly, 100 box. 3 25		Gunpowder	
Figs		Searchlight, 144 box. 6 15		Top----- 10		Milkers, bbls.-----		Lava, 50 box. 2 25		Choice----- 32	
Calif., 24-33, case----- 1 70		Swan, 144----- 5 20		Good----- 08		Lake Herring		Pummo, 100 box. 4 85		Fancy----- 40	
Peaches		Diamond, No. 0.----- 4 90		Medium----- 06		½ bbl., 100 lbs.-----		Sweetheart, 100 box. 5 70		Ceylon	
Evap. Choice----- 11½		Safety Matches		Lamb		Mackerel		Grandpa Tar, 50 sm. 2 10		Pekoe, medium----- 4:	
Peel		Red Top, 5 gross case. 5 25		Spring Lamb----- 13		Tubs, 60 Count, fy. fat 6 00		Grandpa Tar, 50 lge. 3 50		English Breakfast	
Lemon, Dromedary,----- 1 10		Signal Light, 5 gro. cs 5 25		Good----- 11		Falls, 10 lb. Fancy fat 1 50		Trilby Soap, 50, 10c. 3 15		Congou, medium----- 28	
Orange, Dromedary,----- 1 10		MUELLER'S PRODUCTS		Medium----- 10		White Fish		Williams Barber Bar, 9s 50		Congou, choice----- 35@36	
Citron, Dromedary,----- 1 10		Macaroni, 9 oz.----- 2 10		Poor----- 03		Med. Fancy, 100 lb.----- 13 00		Lux Toilet, 50----- 3 15		Congou, fancy----- 42@43	
4 oz., dozen----- 1 10		Spaghetti, 9 oz.----- 2 10		Mutton		Milkers, bbls.----- 18 50		SPICES		Oolong	
Raisins		Elbow Macaroni, 9 oz.----- 2 10		Good----- 04½		K K K K Norway----- 19 50		Whole Spices		Medium----- 39	
Seeded, bulk----- 6½		Egg Noodles, 6 oz.----- 2 10		Medium----- 03		8 lb. pails----- 1 40		Allspice, Jamaica----- @24		Choice----- 45	
Thompson's S'dless blk. 6½		Egg Vermicelli, 6 oz.----- 2 10		Poor----- 02		Cut Lunch----- 1 50		Cloves, Zanzibar----- @36		Fancy----- 50	
Quaker s'dless blk.----- 7½		Egg Alphabets, 6 oz.----- 2 10		Pork		Boned, 10 lb. boxes----- 16		Cassia, Canton----- @24			
15 oz.----- 7½		Cooked Spaghetti, 24c, 17 oz.----- 2 20		Loín, med.----- 13		SHOE BLACKENING		Cassia, 5c pkg., doz.----- @40			
Quaker Seeded, 15 oz.----- 7¼		NUTS		Butts----- 11		2 in 1, Paste, doz.----- 1 30		Ginger, Africa----- @19			
California Prunes		Whole		Shoulders----- 08		E. Z. Combination, dz.----- 1 30		Mixed, No. 1----- @30			
90@100, 25 lb. boxes----- @07		Almonds, Peerless----- 15½		Spareribs----- 07		Dri-Foot, doz.----- 2 00		Mixed, 10c pkgs., doz.----- @65			
80@ 90, 25 lb. boxes----- @07½		Brazil, large----- 12½		Neck bones----- 03		Bixbys, doz.----- 1 30		Cutmeigs, 70@90----- @50			
70@ 80, 25 lb. boxes----- @07½		Fancy Mixed----- 11½		Trimnings----- 09		Shinola, doz.----- 90		Cutmeigs, 105-110----- @48			
60@ 70, 25 lb. boxes----- @08½		Filberts, Naples----- 13		PROVISIONS		STOVE POLISH		Pepper, Black----- @23			
50@ 60, 25 lb. boxes----- @08½		Peanuts, Vir. Roasted----- 6½		Barreled Pork		Blackne, per doz.----- 1 30		Pure Ground in Bulk			
40@ 50, 25 lb. boxes----- @09½		Peanuts, Jumbo----- 7½		Clear Back----- 16 00@18 00		Black Silk Liquid, doz.----- 1 30		Allspice, Jamaica----- @17			
30@ 40, 25 lb. boxes----- @10		Pecans, 3, star----- 25		Short Cut, Clear----- 12 00		Black Silk Paste, doz.----- 1 25		Cloves, Zanzibar----- @27			
30@ 30, 25 lb. boxes----- @13		Pecans, Jumbo----- 40		Dry Salt Meats		Enameline Liquid, doz.----- 1 30		Cassia, Canton----- @22			
18@ 24, 25 lb. boxes----- @15½		Pecans, Mammoth----- 40		D S Belles----- 18-29@18-10-09		E. Z. Liquid, per doz.----- 1 30		Ginger, Corkin----- @16			
Hominy		Walnuts, Cal.----- 13@21		Lard		Rising Sun, per doz.----- 1 30		Mustard----- @21			
Pearl, 100 lb. sacks----- 3 50		Hickory----- 07		Pure in tierces----- 7		654 Stove Enamel, dz.----- 2 80		Mace Penang----- @69			
Bulk Goods		Salted Peanuts		60 lb. tubs----- advance ¼		Vulcanol, No. 10, doz.----- 1 30		Pepper, Black----- @17			
Elb. Macaroni, 20 lb. bx. 1 25		Fancy, No. 1----- 08½		50 lb. tubs----- advance ¼		Stovoil, per doz.----- 3 00		Pepper, White----- @25			
Egg Noodle, 10 lb. box 1 25		12-1 lb. Cellop'e case. 1 25		20 lb. pails----- advance ¾		SALT		Paprika, Spanish----- @36			
Pearl Barley		Shelled		10 lb. pails----- advance ¾		F. O. B. Grand Rapids		Pure Ground in Bulk			
0000----- 7 00		Almonds----- 39		5 lb. pails----- advance 1		Colonial, 24, 2 lb.----- 95		Allspice, Jamaica----- @17			
Barley Grits----- 5 00		Peanuts, Spanish, 125 lb. bags----- 7½		Compound, tierces----- 7½		Colonial, 36-1½----- 1 24		Cloves, Zanzibar----- @27			
Chester----- 4 50		Filberts----- 45		Compound, tubs----- 7½		Colonial, 48-1----- 1 35		Cassia, Canton----- @22			
Sage		Walnut, California----- 48		Sausages		Med. No. 1, bbls.----- 2 50		Ginger, Corkin----- @16			
East India----- 10		MINCE MEAT		Bologna----- 10		Med. No. 1, 100 lb. bk.----- 1 00		Mustard----- @21			
Tapioa		None Such, 4 doz.----- 6 20		Liver----- 13		Farmer Spec., 70 lb.----- 1 00		Mace Penang----- @69			
Pearl, 100 lb. sacks----- 7½		Quaker, 3 doz. case----- 2 65		Frankfort----- 12		Packers Meat, 50 lb.----- 85		Pepper, Black----- @17			
Minute, 8 oz., 3 doz.----- 4 05		Yo Ho, Kegs, wet, lb.----- 16½		Pork----- 15		Cream Rock for ice, cream, 100 lb. each----- 85		Pepper, White----- @25			
Dromedary Instant----- 3 50		OLIVES		Tongue, Jellied----- 21		Butter Salt, 280 lb. bbl.----- 4 00		Paprika, Spanish----- @36			
Jiffy Punch		7 oz. Jar, Plain, doz.----- 1 65		Headcheese----- 13		Block, 50 lb.----- 40		Pure Ground in Bulk			
3 doz. Carton----- 2 25		3 Gal. Kegs, each----- 6 50		Smoked Meats		Baker Salt, 280 lb. bbl 3 80		Allspice, Jamaica----- @17			
Assorted flavors.-----		10 oz. Jar, Stuffed, doz.----- 2 25		Hams, Cert., 14-16 lb.----- 14½		6, 10 lb., per bale----- 93		Cloves, Zanzibar----- @27			
EVAPORATED MILK		i Gal. Jugs, Stuffed, dz.----- 1 55		Hams, Cert., Skinned----- @14½		20, 3 lb., per bale----- 1 00		Cassia, Canton----- @22			
Quaker, Tall, 10½ oz.----- 2 85		PARIS GREEN		Knuckles----- @23		28 lb. bags, table----- 40		Ginger, Corkin----- @16			
Quaker, Baby, 4 doz.----- 1 43		½s----- 34		California Hams----- @09		Gloss		Mixed, No. 1----- @30			
Quaker, Gallon, ½ dz.----- 2 85		2s and 5s----- 30		Picnic Boiled Hams----- @16		Argo, 24, 1 lb. pkgs.----- 1 46		Mixed, 10c pkgs., doz.----- @65			
Carnation, Tall, 4 doz.----- 2 95		PICKLES		Boiled Hams----- @21		Argo, 12, 3 lb. pkgs.----- 2 25		Cutmeigs, 70@90----- @50			
Carnation, Baby, 4 dz.----- 1 43		Medium Sour		Minced Hams----- @10		Argo, 8, 5 lb. pkgs.----- 2 46		Cutmeigs, 105-110----- @48			
Oatman's D'dee, Tall----- 2 95		5 gallon, 400 count.----- 4 75		Bacon 4/6 Cert.----- @15		Silver Gloss, 48, 1s.----- 11½		Pepper, Black----- @23			
Pet, Baby, 4 dozen----- 1 45		FRUIT CANS		Beef		Tiger, 50 lbs.----- 2 82		Pepper, White----- @25			
Borden's, Tall, 4 doz.----- 2 95		Presto Mason		Boneless. rump.----- @19 00		SYRUP		Paprika, Spanish----- @36			
Borden's, Baby, 4 doz.----- 1 43		F. O. B. Grand Rapids		Liver		Corn		Pure Ground in Bulk			
FRUIT CANS RUBBERS		Half pint----- 7 15		Beef----- 10		Blue Karo, No. 1½----- 2 22		Allspice, Jamaica----- @17			
Presto Red Lip, 2 gro. carton----- 78		One pint----- 7 40		Calif----- 35		Blue Karo, No. 5, 1 dz.----- 3 09		Cloves, Zanzibar----- @27			
Presto White Lip, 2 gro. carton----- 83		One quart----- 8 65		Pork----- 05		Blue Karo, No. 10----- 2 92		Cassia, Canton----- @22			
GELATINE		Half gallon----- 11 55		RICE		Red Karo, No. 1½----- 2 44		Ginger, Corkin----- @16			
ell-o, 3 doz.----- 2 35		Sweet Small		Fancy Blue Rose----- 4 85		Red Karo, No. 5, 1 dz.----- 3 37		Mustard----- @21			
Minute, 3 doz.----- 4 05		5 gallon, 500----- 7 25		Fancy Head-----		Red Karo, No. 10----- 3 22		Mace Penang----- @69			
Plymouth, White----- 1 55		Banner, 6 oz., doz.----- 9 10		RUSKS		IMIT. Maple Flavor		Pepper, Black----- @17			
elsert, 3 doz.----- 1 40		Banner, quarts, doz.----- 2 80		Postma Biscuit Co.		Orange, No. 1½, 2 dz.----- 2 82		Pepper, White----- @25			
ELLY AND PRESERVES		Dill Pickles		18 rolls, per case----- 2 10		Orange, No. 3, 20 cans----- 4 25		Paprika, Spanish----- @36			
Pure, 30 lb. pails.----- 2 60		Gal., 40 to Tin, doz.----- 8 15		12 rolls, per case----- 1 39		Maple and Cane		Pure Ground in Bulk			
Mitation, 30 lb. pails.----- 1 60		32 oz. Glass Thrown.----- 1 45		18 cartons, per case----- 2 35		Kanuck, per gal.----- 1 10		Allspice, Jamaica----- @17			
Pure, 6 oz., Asst., doz.----- 90		Dill Pickles, Bulk		12 cartons, per case----- 1 57		Kanuck, 5 gal. can.----- 4 14		Cloves, Zanzibar----- @27			
Pure Pres. 16 oz., 1 40		5 Gal., 200----- 3 65		SALERATUS		GRAPE JUICE		Cassia, Canton----- @22			
JELLY GLASSES		16 Gal., 650----- 11 25		Arm and Hammer 24s. 1 50		Welch, 12 quart case.----- 4 40		Ginger, Corkin----- @16			
½ Pint Tall, per doz.----- 35		45 Gal., 1300----- 30 00		COD FISH		Welch, 12 pint case.----- 2 25		Mixed, No. 1----- @30			
POTASH		PIPES		Peerless, 1 lb. boxes----- 18		Welch, 26-4 oz. case.----- 2 30		Mixed, 10c pkgs., doz.----- @65			
Babbitt's, 2 doz.----- 2 75		Cob, 3 doz. in bx. 1 00@1 20		Old Kent, 1 lb. pure.----- 25		WASHING POWDERS		Cutmeigs, 70@90----- @50			
PLAYING CARDS		WRAPPING PAPER		SAL SODA		Bon Ami Pd., 18s. box. 1 90		Cutmeigs, 105-110----- @48			
Battle Axe, per doz.----- 2 65		Fibre, Manila, white.----- 05		Granulated, 60 lbs. cs. 1 35		Bon Ami Cake, 18s.----- 1 65		Pepper, Black----- @17			
Bicycle, per doz.----- 4 70		No. 1 Fibre.----- 06½		Granulated, 18-2½ lb. packages----- 1 10		Brillo----- 85		Pepper, White----- @25			
Torpedo, per doz.----- 2 50		Butchers D F.----- 06½		POTASH		Chipso, large----- 3 45		Paprika, Spanish----- @36			
YEAST-COMPRESSED		Kraft----- 06		Babbitt's, 2 doz.----- 2 75		Climoline, 4 doz.----- 3 60		Pure Ground in Bulk			
Fleischman, per doz.----- 30		Kraft Stripe.----- 09½		YEAST-CAKE		Grandma, 100, 5c.----- 3 50		Allspice, Jamaica----- @17			
Red Star, per doz.----- 20		Magic, 3 doz.----- 2 70		YEAST-CAKE		Grandma, 24 large.----- 3 50		Cloves, Zanzibar----- @27			
		Sunlight, 3 doz.----- 2 70		YEAST-CAKE		Snowboy, 12 large.----- 1 80		Cassia, Canton----- @22			
		Sunlight, 1½ doz.----- 1 35		YEAST-CAKE		Gold Dust, 12 lb.----- 1 80		Ginger, Corkin----- @16			
		Yeast Foam, 3 doz.----- 2 70		YEAST-CAKE		Golden Rod, 24.----- 4 25		Mustard----- @21			
		Yeast Foam, 1½ doz.----- 1 35		YEAST-CAKE		La France Laur. 4 dz.----- 3 65		Mace Penang----- @69			
				YEAST-CAKE		Old Dutch Clean. 4 dz.----- 3 40		Pepper, Black----- @17			
				YEAST-CAKE		Octagon, 96s.----- 3 90		Pepper, White----- @25			
				YEAST-CAKE		Rinso, 24s.----- 4 80		Paprika, Spanish----- @36			
				YEAST-CAKE		Rinso, 40s.----- 2 95		Pure Ground in Bulk			
				YEAST-CAKE		Spotless Cleanser, 48, 20 oz.----- 3 85		Allspice, Jamaica----- @17			
				YEAST-CAKE		Sani Flush, 1 doz.----- 2 25		Cloves, Zanzibar----- @27			
				YEAST-CAKE		Sapolio, 3 doz.----- 3 15		Cassia, Canton----- @22			
				YEAST-CAKE		Speedee, 3 doz.----- 7 20		Ginger, Corkin----- @16			
				YEAST-CAKE		Sunbrite, 50s.----- 2 10		Mixed, No. 1----- @30			
				YEAST-CAKE		Wyandot, Cleaner, 24s 1 85		Mixed, 10c pkgs., doz.----- @65			

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.

Keep the Codes Clear and Clean

The law of the land as set down by the tanners', manufacturers' and retail codes are unusual in that they become living laws for the guidance of business through business men. These laws are loosely drawn and will therefore need, from time to time, interpretation, minor amendments and progressive change. But one thing must be remembered in the work of the planning boards of these and other industries, that the laws were purposely loosely drawn so that they could stretch out and take in trade practices detrimental to the collective interest of each craft. If industry sets up autocratic planning boards for the purpose of sharply defining these laws, there is a grave danger that little groups of men, given that authority, will interpret into the law, definitions so tightly drawn that he codes will become oppressively technical.

Remember, these codes have a historical background in the guilds of early days. The guilds were groups of craftsmen gathered together for common good. Believe it or not, the first shoe code in America was written in 1793 "by a committee of respectable cordwainers of Lynn." In the code of that day, it was voted:

"In order to devise means for regulating our trade, we have attended to that service, and after mature consideration, we are of the opinion that the reason why our business hath suffered so extremely for many years past is principally owing to our failing in those methods that in their own nature have a tendency to ruin any occupation.

"And we conceive that measures of a different kind must be accepted before our trade can be put in proper establishment that will naturally cause it to flourish, and among the measures that may be taken for the purpose, we take the liberty to lay the following before you:

"First, that some steps be speedily taken to procure our stuffs, and in particular that callamancoes and lastings (fabrics for shoe uppers) and russets (leathers) should be of good and serviceable quality.

"Secondly, that we enter into an agreement as a company, to stamp our shoes."

But what a difference in the practice of 1933, for we learn in the news:

"Gordon Waganet, agent of the NRA Labor Board at Washington, arrived in Lynn the first of the week to work on one of the most singular tangles that Lynn ever has experienced. It appears that a shoe firm announced plans to move to Lowell. Soon after, labor leaders charged that Lowell had violated the fair trade clause of the shoe code by offering the firm inducements to tempt it to move from Lynn to Lowell.

"This raised an issue which stirred the local NRA board to action, and

caused a Congressman to telegraph to Washington for an NRA agent qualified to pass on the question of whether one place can tempt a shoe firm to move to another place by offering inducement, and if so doing is violation of the shoe code.

"Incidentally, the labor leaders picketed the factory so thoroughly as to prevent the moving of the machinery from Lynn to Lowell, for the truckmen agreed with the shoe labor leaders that union rules would be broken if they handled the equipment and so they abandoned the job."

There is nothing in the code justifying high-handed autocratic restriction of the rights to run, change or move business and such action as the above is as evidently unconstitutional as it is confiscatory. It is an action external to the planning and fair practice committee provisions of the code. It is an unwarranted interference with the rights of a business man and the common practices of trade. But it does illustrate how far and how foolish a thing can go. Most of the codes read:

"This code, or any of its provisions is subject to change and modification; and may be amplified by the addition of other provisions by the administrative agency, with the approval of the President of the United States."

Let us remember, however, that the codes as prepared are the weighted opinion of entire industries and should be kept to the spirit and intent of the living laws of the trade. Interpretations will be necessary from time to time but the less changes and modifications made, the better. Give the codes a chance to become useful laws of trade before they are tinkered with.

Guilds were great instruments of progress until, in their management, they became hard and fixed rules of all trade conduct. The modern codes are expected to be examples of co-operative consent, correcting conditions intolerable to progress and profits. Tremendous powers are placed in the hands of planning boards for the making of laws of industry.

The spirit of the country has been admirable in acceptance and compliance with the codes as written. Let us all encourage that new collective interest in the progress of the individual, through the common progress of his craft, but let's not set up Trade Tribunals.—Boot and Shoe Recorder.

Annual Convention of Michigan Farm Equipment Association

Grand Rapids, Nov. 7—At the wonderful new civic auditorium at Grand Rapids. The Michigan Farm Equipment Association is co-operating with the twelve following organizations in putting on what will be known as the Michigan Farm Show:

Michigan State Horticultural Society
Michigan State Grange
Michigan Poultry Improvement Association
Milk Producers Association
Michigan Record of Performance Association
Smith-Hughes Schools
West Michigan Fat Stock Show
County Farm Agents
Michigan Department of Agriculture
Michigan State Farm Bureau
Rural Dramatic Organizations
4-H Clubs

Each of these organizations are holding their meetings this same week and

in order to accommodate all, the dates of the whole affair will cover from Dec. 5 to 9, inclusive. Arrangements are being made whereby, in addition to these groups, several other organizations will co-operate to put over the Michigan Farm Show. It is expected that 100,000 farm people will visit the exhibit and attend their respective meetings.

At our convention meetings we will talk about our code, competition, fair trade practices such as trade-ins, price maintenance, store hours, wages, etc. Ample time will be allotted to open discussion, permitting every one to air his views and ask questions. This convention is not staged for an outing necessarily, but for educational purposes to fit each dealer to do a better job of operating his business. In this case, when we say "better" we mean more profitably. That is your primary reason for being in business so come out Dec. 5 and stay through the 7th. Expose yourself to new ideas and information of value to you and your business.

Yes, your farmer customers, many of them, will be at the exhibits from Dec. 5 to 9 as a result of invitations from farm organizations to which they belong. Nearly every farmer in our state is affiliated with some farm organization or other that will be meeting during these days at Grand Rapids and it is certain there will be many

of them here. The largest equipment exhibit ever held in Michigan is under way and manufacturers are rapidly taking advantage of the opportunity.

This is your opportunity to get first hand information on the Implement Dealers' Code which will make your business more profitable. It is not a case of will you, but a requirement when the President places his signature on this Code. For your protection against embarrassment, and perhaps added expense, be on hand December 5th and be sure to have your association membership for 1934.

You simply must be on hand Dec. 5 at 12:30, but bring your wife and your help. A fine ladies' program is being arranged.

As in 1932, our convention will start off with the Association's complimentary luncheon at 12:30 Tuesday, Dec. 5, at the Pantlind Hotel, Grand Rapids, with the Past Presidents presiding as a group. This will be the most important convention ever staged, so far as each individual implement dealer is concerned. This luncheon is for dealers and their help and families, Associate members, travelers and factory representatives and their families, and not farmers. This rule must be strictly adhered to. Make certain that you send in your reservation as it is necessary that this office shall know how many to plan on for the luncheon at the Pantlind Hotel.

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

INTELLIGENT INSURANCE SERVICE

and

REAL INSURANCE SAVING

Originally

For Shoe Retailers

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The same saving and the same service to all

We confine our operations to Michigan

We select our risks carefully

All profits belong to the policyholder

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

LANSING, MICHIGAN

Mutual Building

Phone 20741

OUT AROUND

(Continued from page 9)

stone truck nicely and rode quietly all the way to Chicago and entered her new home as peacefully as any human being might have done. She is a wonderful animal and gave pleasure to many people, and I hope she will continue doing so in her new home.

I again want to thank you for your past co-operation, and some time if you are in the neighborhood of Lakewood, notwithstanding it is not open to the public, my friends will always be welcome. Geo. F. Getz.

East Jordan, Nov. 6—It is not my point to tell you how to run your paper, but do you not think it better policy for the readers, to give them some advice about what is being done for the grocery industry and other businesses which take your paper, by making explanations of the various codes? The whole grocery industry up here in the sticks thought we were included in the retail code. The way the code reads it includes them, but some say yes and some no. Now then you have been publishing about everything else, why couldn't you give us a little tip on what is going on to help our industry way up here in the sticks? We do not get everything here as soon as it is passed and, being we are not as well educated as our brothers in the cities, we would appreciate it if we could have an explanation of the codes and whom they affect. This, I believe, would be more important to us as a whole than say your page—Movements of Merchants—which, so far as I know, is not interesting to more than one or two merchants each time it is printed, if that much.

We would like to know if this retail code takes in the groceryman? We would like to know if it does not, what code would? We would like to know the code that does, what it reads like. We would like to know if this code has been submitted? We would like to know what has been done by the President toward signing the code. We would like to keep posted on this code, as there are many fellows who are more interested in this more than some of the material that you are printing. Why cannot you find a little space in your paper to print this kind of stuff to keep us fellows up in the sticks advised on what is going on in the world? This surely would be appreciated by all the fellows?

I was trying to find out about the retail code and who it covers, but it seems that all the boys do not know anything about it. Although I have looked around there seems to be some doubt about where we stand. Cannot you take and advise us something on this? I am sure there are a lot of grocerymen who are interested and most of them there are a lot of grocerymen who are interested and most of them do not know any more about it than what we do. Please let us hear something that we would like to know about our industry.

Of course, I am not telling you what or how to run your paper, but I am sure I would like to read something that concerns me and others—something that is just a bit more interesting than what you are using.

Let's have some of the doing what they are doing to help us or destroy us at Washington. R. K. Gunther.

I am always glad to receive suggestions or advice from my readers, because I realize that the more authentic information I can give them the more appreciation and commendation I will receive at their hands.

The NRA and its sister organizations have proved to be very exasperating experiences for both retail and wholesale merchants, but I have followed the various drafts with exceed-

ing care and printed those pertaining to the lines of retail business the Tradesman undertakes to cover with any degree of care and thoroughness. I have received at least a hundred commendatory letters from my readers, stating that the writers would be completely at sea but for the diligent manner the Tradesman has followed the situation and kept its readers fully informed at every stage. In the light of this condition, I cannot help feeling that my East Jordan correspondent has not taken the trouble to read the Tradesman recently. If he had, he would not ask if the master code "takes in the groceryman," and if the master code has been accepted and what has been done by the President toward signing it up. All of these questions are carefully covered by a single paragraph published on page 23 of last week's Tradesman, 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 who employ less than five people 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.

Because Mr. Gunther is doing business in a town with 1523 population, according to the census of 1930, he is not seriously affected by the master code unless he furnishes employment to more than five people. He does not have to raise wages or conform to the hourly schedule which is obligatory on merchants who do business in towns of 2,500 or more population. All he has to do, if \$ correctly interpret the provisions of the code, is to refrain from selling goods below the price he paid for them. E. A. Stowe.

Retreading of threadbare tires, particularly those of commercial vehicles, is said to be growing. A rubber band is vulcanized upon the smooth worn thread, adding new miles to old tires.

Rubber rub-strakes for watercraft, landing floats and docks are now available. The new guards are said to be unaffected by sun or brine, are offered in a variety of shapes, colors.

Farm work promises to be speeded up. High-speed, air-tired tractors have been developed and, for use with them, high-speed plows with specially designed moldboards.

THE SAME OLD TRICK

Frank China Co. Now Operating in North Carolina

The following letter was recently received from J. A. Skinner, the Cedar Springs druggist, who is one of the highest minded merchants in Michigan:

Cedar Springs, Nov. 3—They say "a fool and his money are soon parted," which seems to be demonstrated in my case.

June 6 the agent for the Frank China Co., of Salisbury, N.C., with whom I had done business years ago, came here and showed me some very nice samples of plain and decorative dishes, the every-day kind like the 10c stores sell.

My lady clerk and I looked them over and while we didn't need so many, he said he couldn't break the package, so I bought them and made payment of \$20 on one order and \$30 on the other. His blank was printed cash with order and as conditions were bad it seemed reasonable that there would be required some deposit to make sure the buyer would take them. The total order was about \$135.

He said I would get them in about 60 days. I waited a little longer than that and wrote the company to hurry the shipment along, as I needed them. I received a card saying they would be shipped soon. A few weeks later I wrote and told them it looked as though there was a disposition on their part to beat me out of my money.

A week ago a bill of lading came to the postoffice for \$85 and two casks of dishes came to the freight office. I took up the bill of lading, as I supposed I had to do, and paid about \$8 freight and when we opened the dishes, it was a mess of odds and ends, very little of it anything like what we ordered and cracked and chipped.

It isn't even as good as seconds. There are some pieces which are first, but these are off color and different shapes than we ordered. It seems to me to be a clear case of "steal."

I just wondered whether you would advise me to take my medicine and say nothing. I surely don't wish to send good money after bad, but this is the worst deal I remember of having had in my forty years of business experience. J. A. Skinner.

I immediately addressed a letter to the shipper of the trash, whom I recognized as an old hand at the swindling game of handling junk dishes. Before my letter reached the shipper, he had addressed the following letter to his customer at Cedar Springs:

Salisbury, N.C., Nov. 3—We have your letter of Oct. 27, also the package of samples selected from the shipment of chinaware we recently made for your account. Will say, however, that three of the cups were smashed so naturally we could not tell anything about them. We have examined the other items very carefully and while we find them to be slightly defective, we do not consider them to be at all unsalable and see no reason why the ware cannot be disposed of at a nice profit. We have referred to the original signed orders, but there is nothing specified on them about the ware being first quality. If there had been, we, of course, could not have accepted them for shipment, as these same assortments in first quality ware cost considerably more than you paid for the ware shipped; in fact, the assortments we shipped you advanced about 25 per cent. since you placed your order.

You have gotten value received in the shipment and, as stated above, we see no reason why the ware cannot be disposed of at a nice profit. We would suggest that you unpack the ware and place it on display in your store. After you have done this, if you are not satisfied that the ware can be disposed of

to a good advantage, we will be glad to hear from you further.

If any breakage occurred in the shipment, this is a matter which will have to be taken up with the transportation company. Frank China Company.

The above letter was forwarded to the Tradesman as soon as received by Mr. Skinner, together with a letter of his own, as follows:

Cedar Springs, Nov. 7—I certainly appreciate your efforts in trying to help me.

I am inclosing a letter I just received from the concern which shipped me junk instead of dishes in reply to their request that I send them a few dishes for their inspection. It is just as I expected. They have simply been putting me off and had no intention at any time of anything but an out-and-out steal, although that may not be the legal term for it.

I wish you could see the dishes. They are entirely different than what we ordered. I doubt if there is even one dish like the samples shown me.

There are at least a half dozen different designs and shapes, some yellowish tint, others white and many badly crazed and most of them old styles, like odd shaped dishes.

It looks as though they had just cleaned up their shelves with some stuff that should have gone to the dump and sent it to me.

Of course, I can get something out of it, but I doubt we will ever be able to get even one-half the cost.

I mention this so you will know that, regardless of any statements they make, they are putting something over that should be stopped.

J. A. Skinner.
There is no reason why Mr. Skinner should undertake to retain the shipment of junk. There are now three Governmental agencies to which this matter can be referred to. Two of them will undertake to land the swindler in Fort Leavenworth and the Postoffice Department will deprive him of the use of the mails. The Tradesman has despatched a letter to the crook which we think will cause him to mail a draft or certified check to Cedar Springs the same day the letter is received.

Offensive odors are trapped by a new odor filter of simple construction, applicable to industrial systems. Plans embodying odor-creating processes may use it to prevent air pollution.

There is a worldwide shortage of all varieties of executives, from foremen up to rulers of nations; and this is why the world, as a whole, is so abominably managed.

A sound discretion is not so much indicated by never making a mistake as by never repeating it.

Consistency is a jewel and also monotonous.

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

Business Wants Department

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

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

Copies of the following stipulations, of which the number, the commodity involved and the name of the respondent where such is disclosed and classification as publisher, advertiser-vendor or advertising agency are given herein, are available for distribution and may be obtained by application to the Federal Trade Commission.

0256—Publisher of a magazine; advertisement of toilet preparations.

0257—Publisher of a magazine of wide circulation; advertisement of a gland treatment.

0258—Publisher of newspaper and magazine section of wide circulation; advertisement of an alleged cure for dropsy.

0259—Charles A. Bilgman and Charles A. Bilgman, Jr., Chicago, trading as Model Co.; advertiser-vendors of magical devices.

0260—Frederick Dyer Co., Jackson, Mich.; advertiser-vendor of an alleged cure for rheumatism.

0261—Leopold DeCrissey and Richard A. Ehrlich, New York City, trading as Gypsa Products Company; advertiser-vendors of a preparation for removing hair.

0262—Leroy Perry, Brooklyn, trading as P. S. Bureau; advertiser-vendor of novelties and medicinal preparations.

0263—Marcelle Fuolaire, Hollywood, Cal., trading as Madam Fuolaire and Parisian laboratories; advertiser-vendor of a massage cream.

0264—E. B. Hall, St. Louis, trading E. W. Hall and Dr. E. W. Hall; advertiser-vendor of an alleged treatment for kidney and bladder trouble and rheumatism.

0265—Publisher of a farm newspaper of large interstate circulation; advertisement of exaggeration of earnings, designed to obtain agents.

0266—Publisher of two magazines of large circulation; advertisement of alleged cures for hernia and women's diseases.

0267—Maurice Willens, Chicago, trading as Easetex; advertiser-vendor of sanitary belts.

0268—Publisher of a daily newspaper of large circulation in the gulf states; advertisement of alleged cure for rheumatism and gout.

0269—Publisher; using puzzle form of advertising to obtain subscribers.

0270—G. D. Jenison, Decatur, Ill., trading as Gun Metal Finish Co.; advertiser-vendor of a plating powder.

0271—Publisher of a newspaper of wide circulation; advertisement of medicinal products, medicinal appliances and a magazine soliciting subscribers.

0272—Joseph J. Hausch and Mrs. Joseph J. Hausch, Wauwatosa, Wis., trading as Joseph J. Hausch laboratories; advertiser-vendors of an alleged cure for tape worm.

0273—J. Irvin Strain, Baltimore, trading as La Beaute studios; advertiser-vendor of list of dealers in French novelties.

0274—Advertiser-vendor of an alleged cure for warts and moles.

0275—Juel Denn Cates, Chicago, trading as Juel Denn; advertiser-vendors of hair dye and cosmetic pencils.

0276—Bernard Bernard, San Francisco, trading as Slavin institute; advertiser-vendor of an alleged hair tonic.

0277—W. C. Van Loon, Los Angeles, trading as Physicans Remedy Co.; advertiser-vendor of an alleged cure for goitre.

0278—H. A. Funke, Newark, N. J., trading as Lovejoy laboratories; advertiser-vendor of a gland treatment.

0279—Gray Laboratories, Inc., New York City; advertiser-vendor of an alleged revitalizer.

0280—M. Wineholt, Woodbine, Pa., trading as Wineholt Laboratories, Wineholt Sales Company, Wineholt Specialty Company, and Mervin Wineholt; advertiser-vendor of novelties, jewelry, dishes, etc.

0281—H. F. McKean, Santa Ana, Calif., trading as laboratory manager and McKean laboratories; advertiser-vendor of a vacuum massage developer.

0282—Kotal Co., Inc., New York City, trading as Korein Co.; advertiser-vendors of a reducing treatment.

0283—John J. Henderson, Charleston W. Va., trading as Henderson laboratory; advertiser-vendor of an alleged cure for eye trouble.

0284—Jack Parravans, New York City, trading as Casanova Publishing Co.; advertiser-vendor of a book of lessons in hypnotism.

0285—Charles S. Younkman and George A. Cummins, Tulsa, Okla., trading as Pureplus Remedies, Ltd.; advertiser-vendors of an alleged treatment for glands.

0286—Chester W. Scott, Cohoes, N. Y., trading as C. Keytag Co.; advertiser-vendor of keytags and keychecks.

0287—George Von Nieda, Minneapolis, trading as Von Drug Co.; advertiser-vendor of an alleged cure for stomach trouble.

0288—Trigesta Corporation, Newark, N. J.; advertiser-vendor of an alleged cure for stomach trouble.

0289—Publisher of a magazine of national circulation; advertisement of an alleged cure for deafness.

0290—William A. Frew, Paradise, Pa., trading as Lancaster County Seed Co.; advertiser-vendor of garden seed.

0291—Richard Blackstone, Inc., New York City; advertiser-vendor of a home study course in psychology.

0292—Everett S. Hiscox and Jesse F. Hiscox, Patchogue, N.Y., trading as Hiscox Chemical Works; advertiser-vendor of a hair color restorer.

0293—Roy M. Kirtland and Frank L. Engle, Chicago, trading as Dorothy Ray; advertiser-vendors of a skin treatment.

0294—Harry H. Fatty, Brooklyn, trading as Donovan Surgical Co.; advertiser-vendor of an alleged cure for piles.

0295—Advertiser-vendor of a blood tonic.

0296—Easy Method Music Co., Chicago; advertiser-vendor of a course in piano instruction.

0297—Canute Company, Milwaukee; advertiser-vendor of a hair dye.

0298—Publisher of a magazine of national circulation; advertisement of an alleged blood tonic.

0299—Publisher of a magazine of national circulation; advertisement of an alleged blood tonic.

0300—Publisher of a large midwestern daily newspaper; advertisement of an alleged magnetic vitalizer.

0301—Publisher of a weekly newspaper of national circulation; advertisement of an oil heater.

0302—Richmond Remedies Co., St. Joseph, Mo.; advertiser-vendor of alleged cures for fits, epilepsy, and nervous disorders.

0303—Constantin Skrepinsky, Hamilton Grange Station, N. Y., trading as Modern Hygiene Co.; advertiser-vendor of an alleged cure for skin troubles.

0304—A. G. Luebert, Coatesville, Pa.; advertiser-vendor of an alleged cure for rheumatic fever and neuralgia.

0305—W. D. Rea, Minneapolis, trading as Rea Brothers & Co., and Rea & Co.; advertiser-vendor of an alleged cure for piles.

0306—Robert B. Mistrot, San Antonio, Tex., trading as Self Development Institute; advertiser-vendor of a course of instruction in physical culture.

0307—Johnson Sharp & Co., Chicago; advertiser-vendor of hair dye and shampoo.

0308—Publisher of a magazine of national circulation; advertisement of key tags.

0309—Kay Laboratories, Chicago; advertiser-vendor of an alleged cure for bunions.

0310—Publisher of a popular magazine of large circulation; advertisement of rabbits.

0311—Publisher of a farm magazine of large national circulation; advertisement of exaggerated earnings, designed to obtain agents.

0312—Advertising agency; advertisement of an alleged cure for nervous disorders.

0313—Publisher of a large Southern daily newspaper; advertisement of an alleged cure for rheumatism.

0314—E. R. Page Co., Inc., Marshall, Mich.; advertiser-vendor of an alleged cure for piles.

0315—R. R. Finston, Hamilton Grange P. O., N. Y., trading as P. L. Finston; advertiser-vendor of an alleged cure for nervous disorders.

0316—Steddford Pitt, New Haven, trading as Steddford Pitt Co.; advertiser-vendor of an alleged cure for baldness.

0317—Perry Summer, Providence, R. I., trading as Ergo-Quinn Co.; advertiser-vendor of an alleged cure for women's disorders.

0318—Mrs. Josephine Brooks, Carry, Pa.; advertiser-vendor of a treatment for curvature of the spine.

0319—Publisher; using the puzzle form of advertising to obtain subscribers.

0320—H. W. Eakins, Springfield, Ohio, trading as Long-Eakins Co.; advertiser-vendor of a machine for making a confectionery product.

0321—Eugene Munk, New York City, trading as La Renee Cosmetic

Co.; advertiser-vendor of a reducing treatment.

0322—Milton Meyer, Chicago, trading as G. Page Co.; advertiser-vendor of "Smile," a method advertised as a razorless sensation given to the world by chemists after years of research.

0323—William O'Connor, Chicago, trading as LaMar Co., and LaMar Specialty Co.; advertiser-vendor of sanitary shields.

0324—A. L. Keeny, New Freedom, Pa., trading as Eastern Rabbitry; advertiser-vendor of rabbits.

0325—Publisher of a Western newspaper; advertisement of a hair dye and tonic.

0326—Edgar A. Van Dyke, Jr., New York City, trading as Alvanite Products Co., advertiser-vendor of reducing gum.

0327—J. Fred Thomas, Lydia A. Thomas, and Harold Thomas, Manitou, Colo., trading as Olive Co., and Hawkeye Advertising Co.; advertiser-vendors of a bust developer.

0328—John W. Minschwaner, Pennington, N. J., trading as K. Signet, John W. Minschwaner, and Sarah G. Sutphin, and Sutmin Novelty Co.; advertiser-vendor of jewelry.

0329—Adele Miller, Los Angeles, trading as Mme. Adele; advertiser-vendor of a skin peel.

0330—Standardized Remedies Tutan-Kam Laboratory, Inc., Brooklyn, advertising as Standard Remedies Laboratories; advertiser-vendor of an alleged cure for eczema.

0331—Morris Goldstein, New York City, trading as King Novelty Co.; advertiser-vendor of novelties, rings, and alleged charms.

Bootlegger, Old and New

Bootleggers of alcohol may be on their last legs—though many argue that if they pass out they'll do so with their boots on—but a new race is apparently arising to inherit their name, and perhaps some of their infamy.

Already the "gasoline bootlegger" has become more or less familiar to the tax-ridden motorist. Indeed this class has attained such importance that the public has been warned against both it and its wares by the Secretary of the Interior, Mr. Ickes. Restrictions imposed by legislation and high taxes fatter these new bootleggers, of course, just as they did the old. And evidence is already trickling in that the new race is going to be a most prolific one.

From Minneapolis come reports that flour bootleggers are plying their nefarious trade in the Great Northwest, and that their peddling of tax-free flour is cutting into the legitimate commercial flour trade in a serious way.

Out in California peach bootleggers recently lifted their heads, although the Agricultural Administration has smacked them down promptly.

But the trend will not be denied. Cotton bootleggers in the South, hog bootleggers in the Middle West, tobacco bootleggers in the burley belt—we may soon see them all. Indeed if the full possibilities of the situation develop we may yet hear throughout the land that alarm cry of our mountaineer brethren, "The Revenooers are comin'."

Rademaker-Dooge Grocer Co.

Distributors of

PETER PAN COUNTRY GENTLEMAN CORN
PETER PAN GOLDEN BANTAM CORN
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W. R. Roach & Co., Grand Rapids, maintain seven modern Michigan factories for the canning of products grown by Michigan farmers.

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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.

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MICHIGAN BELL TELEPHONE CO.



MISS AILEEN SPAFFORD, well-known authority on home-making, whose articles are a feature of the Women's Pages of the Detroit Free Press.

"AN EXTENSION TELEPHONE IS SUCH A TIME-SAVER"

says Miss Aileen Spafford

MISS SPAFFORD, well-known Detroit Free Press writer, is an enthusiastic exponent of convenience in the home. Recently, in an article in the Women's Pages of the Free Press, she wrote:

"Only people who possess a telephone extension in the kitchen know what a time-saver such an arrangement is."

A kitchen extension telephone makes it easy to place and answer calls, no matter how busy you are, without taking your eyes from the stove, or running to another part of the house. And it affords privacy for your telephone calls when you have guests.



An extension telephone makes an ideal Christmas gift, and costs less than 3c a day! Any telephone business office will take your order. Installation will be made at any time you specify.

PUTNAM'S CANDY PACKED IN CADDIES

BLACK KIDS, anise flavored, sugar rolled
CANDY BUTTERNUTS, nut butter filled and rolled in toasted cocoanut
CANDY HAZELNUTS, shaped like a hazelnut and filled with nut butter
CAPITOL CHOC. DROPS, vanilla center
CHOCOLATE COVERED PEANUTS
COCOANUT STICKS, crystallized
CREAM WAFERS, assorted peppermint and pink
CRYSTAL CREAMS, small size, crystallized, assorted shades and flavors
FRENCH CREAMS, standard assorted shapes and flavors
FANCY MIXED, high grade crystallized fancy creams, jellies and jelly cuts
FRUIT TABLETS, assorted and highly flavored

GOLDEN KLONDIKES, maple cream center, rolled in peanuts, chocolate coated
ITALIAN BON BONS, vanilla flavored butter creams
JUMBO JELLY BEANS, spicy flavors
LEMON DROPS, highly flavored, extra quality
MIDGET COCOANUT BON BONS
ORANGETTES, small orange slices, very tender
PARIS CREAMS, crystallized assorted shapes and flavors with decorated pieces
PUTNAM'S PEP. LOZENGES, pure sugar
RADIANT STARS (chocolate)
RAINBOW JELLIES, sugar rolled, spiced drops
TIP TOP JELLIES, assorted colors, sugar rolled

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No investment is made for any trust account until it has first passed the scrutiny of our investment committee and is determined to be of the type particularly well adapted to the account in which it is to be placed.

For years we have pursued a policy of diversification in trust investments. This practice has resulted in reducing to a minimum depreciation in both principal and income during periods of stress.

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