

MICHIGAN TRADESMAN

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Fifty-first Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 22, 1933

Number 2618

O, WHY SHOULD THE SPIRIT OF MORTAL BE PROUD?

O, why should the spirit of mortal be proud?
Like a swift-fleeting meteor, a fast-flying cloud;
A flash of the lightning, a break of the wave,
Man passes from life to his rest in the grave.

The leaves of the oak and the willow shall fade,
Be scattered around and together be laid;
And the young and the old, and the low and the high,
Shall moulder to dust and together shall lie.

The infant a mother attended and loved,
The mother that infant's affection who proved;
The husband that mother and infant who blessed,
Each, all, are away to their dwellings of rest.

The maid on whose cheek, on whose brow, in whose eye,
Shone beauty and pleasure—her triumphs are by;
And the memory of those who loved her and praised,
Are alike from the minds of the living erased.

The hand of the king that the scepter hath borne;
The brow of the priest that the mitre hath worn;
The eye of the sage and the heart of the brave,
Are hidden and lost in the depths of the grave.

The peasant, whose lot was to sow and to reap;
The herdsman who climbed with his goats up the steep;
The beggar, who wandered in search of his bread,
Have faded away like the grass that we tread.

The saint who enjoyed the communion of Heaven,
The sinner who dared to remain unforgiven;
The wise and the foolish, the guilty and just,
Have quietly mingled their bones in the dust.

So the multitude goes, like the flower or the weed
That withers away to let others succeed;
So the multitude comes, even those we behold,
To repeat every tale that has often been told.

For we are the same that our fathers have been;
We see the same sights that our fathers have seen;
We drink the same stream and view the same sun,
And run the same course our fathers have run.

The thoughts we are thinking our fathers would think;
From the death we are shrinking our fathers would shrink;
To the life we are clinging they also would cling,
But it speeds for us all like a bird on the wing.

They loved, but the story we cannot unfold;
They scorned, but the heart of the haughty is cold;
They grieved, but no wail from their slumbers will come;
They joyed, but the tongue of their gladness is dumb.

They died—aye! they died; and we things that are now,
Who walk on the turf that lies over their brow;
Who make in their dwelling a transient abode,
Meet the things that they met on their pilgrimage road.

Yea! Hope and despondency, pleasure and pain,
We mingle together in sunshine and rain;
And the smiles and the tears, and the songs and the dirge,
Shall follow each other, like surge upon surge.

'Tis the wink of an eye; 'tis the draught of a breath,
From the blossom of health to the paleness of death;
From the gilded saloon to the bier and the shroud—
O, why should the spirit of mortal be proud?

WILLIAM KNOX.

WE'VE GOT THE GOODS

Come in and let us show you the many lines of Holiday Goods we carry in stock. There is still time to make fine selections. We have looked ahead and bought ahead so as to be prepared to supply our customers with merchandise they need at fair prices.



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GAMES
BLOCKS
DISHES
IRON TOYS
GARLANDS

BICYCLES
VELOCIPEDES
KIDDIE KARS
WAGONS
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TRAINS

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COPPER GIFT WARE
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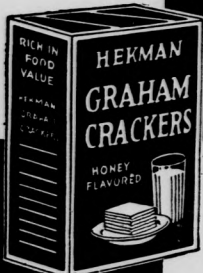
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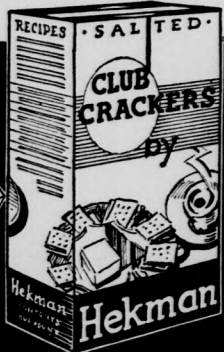
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HEKMAN BISCUIT CO.
GRAND RAPIDS, MICHIGAN.



GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

7 GOOD REASONS WHY YOU SHOULD STOCK

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

The brand you know



by HART!

A complete line of canned vegetables and fruits.

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Number 2618

MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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DEVOTED TO the best interests of business men.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

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SOME TRENDS IN TRADE

Sidelights on the General Business Situation

It would be a daring prophet indeed who tried to cast an accurate horoscope of year-end business. We all know what "normals" and "averages" should show, but in the past year they have been knocked high, wide and handsome by extraneous political developments. We know that recently there has been drastic curtailment of operations in certain basic industries such as steel and textiles, but President Roosevelt may be right in maintaining that over-emphasis has been placed on these factors in view of the fact that employment and retail trade still show gains.

Most of the business developments this year have been contra-seasonal. From February to the middle of March the normal trend is up, but this year the bank trouble caused a recession. From April to July there usually is a recession; this year the broad program initiated by the President and Congress caused a boom. Again—the normal calls for an increase in industrial activity from the middle of July to the last week in October, but this year the improvement was anticipated by the earlier speculative enthusiasm and consequent overproduction in some lines.

So here we are, with no mothering statistics to guide us in predictions, and consequently every business man must make a common-sense balance sheet of positive and negative factors. In view of the constant succession of contra-seasonal movements this year it is not at all improbable that the usual end-of-the-year curtailment of industrial production may fail to develop.

Casting up the various important factors we find the following which may be classed roughly as favorable:

Favorable: Marked increase in construction activity as public works pro-

gram gets under way; 25 to 33 per cent. increase in farm income; higher employment and payrolls; accelerated assistance to capital-goods industries as a result of construction activities and such things as the purchase of 844,000 tons of steel rails for the railroads; stability of bank debits, electric power production and merchandise car loadings; decline in failures; some bailing out of depositors' money in closed banks and general strengthening on banking structure; opening of new markets in Russia anticipated; probability of higher commodity prices; high level of automotive consumer sales; repeal will act as a stimulant in many centers and provide much needed tax revenue.

Unfavorable: Uncertainties and fears engendered by lack of definite knowledge about the Government's momentary policies; lack of new capital financing; unwillingness of banks to make commercial loans; declines in production in basic industries; declining bond prices; fear of "reforms" of one kind or another; labor aggressiveness and farm strikes; cost of living index increasing more rapidly than consumer income index.

The consensus among certain observers whose past predictions have a high degree of accuracy is that recovery is sure, but that in the ensuing near months it will be slow. So long as the President maintains his manifold powers and his personal popularity and his resourcefulness it seems doubtful that either public confidence or the levels of business activity will decline to lower levels.

Don't look to the large cities alone for signs of business improvement. Take Janesville, Wisconsin, as an example. For nearly two years the Chevrolet and Fisher body assembling plants have been closed. On Nov. 1 they reopened with a staff of nearly 1,500 people. Another Janesville factory, the Rock River Woolen Mills, has been closed for a long period, but is now operating with a staff of 200. Other plants have taken on more workers. Apply this re-employment to a trading area population of 79,553 and it means proportionately a greater increase in purchasing power than is true of the country as a whole or the largest cities.

One of the editors of the Country Gentleman who just returned from a tour of the Middlewest farm states, tells us the retail business this Fall is at least 20 to 25 per cent. better. He bases this on the average increases in a long list of towns and stores which he visited in corresponding weeks last Fall.

Sales of new passenger cars in September were 192 per cent. of the same months last year, and in October the showing was still better—215 per cent. October sales of 129,000 new cars were

the highest total for that month since 1930. For six successive months last year's sales figures have been bettered, and for the past three months the 1931 figures have been upped.

October sales of chain grocery stores dropped 3 per cent. below last year in dollar volume and 6 per cent. in physical volume. Part of the drop is believed due to a shift of consumers away from chains and to the independents. Wholesale buyers were more liberal advance purchasers than the chains and it is said at present their customers, the independent grocers, have a price advantage over the chains on many items whose wholesale cost has risen rapidly in recent months.

Throughout the third quarter NRA was boosting costs in every industry. Production fell off considerably during the last half of the period. What about profits?

Standard Statistics has compiled earnings reports by quarters for 89 industrial corporations, and the figures show that in the third quarter the net was 96 million dollars, as against 85 in the second quarter, and 10.7 in the first. The grand total of the first three quarters was 160 per cent. greater than the same nine months' period of 1932. The prophets of gloom and despair will have difficulty in laughing off those figures.

The report of the Steel Corporation for the first nine months shows that all but a slight fraction of their loss came from deductions for depreciation and depletion, and that the accounting division of the business was most generous in setting up reserves. In the third quarter, for example, the depreciation and depletion charges were \$12,132,344, compared with \$9,356,848 last year.

Beer may have cut into the sales of Coca-Cola, but the improvement in general business, particularly in the South, more than counterbalanced that competition. The third quarter net earnings were \$3,350,000, as against \$2,670,000 in the same period last year.

Net earnings of General Motors for the first nine months were \$1,73 per share. Last year's comparable figure was 8 cents.

Business and industry for several decades had been trying to do much the same things demanded by the NRA codes, but such co-operation was barred by the archaic anti-trust laws. But when co-operation was made compulsory a spirit of antagonism arose.

Questions and Answers of Interest To Grocers

No. 1 Question: How does tea grow?

Answer: The tea plant is an ever-green bush, growing about four feet high, its growth being limited by frequent prunings.

No. 2 Question: How many kinds of tea are there?

Answer: Three kinds; 1) Green or Unfermented; (2) Black or Fermented; (3) Oolong, or Semi-fermented. All of these teas can be produced from leaves picked from the same bush.

No. 3 Question: How is the green tea produced?

Answer: Just as soon as the leaves are picked, they are steamed to make them soft and pliable, then they are rolled and fired in pans or baskets over a charcoal fire. The leaves retain their natural green color throughout the entire process.

No. 4 Question: How are the black teas produced?

Answer: Black teas are produced by a process of fermentation, which is brought about by spreading the green leaves on trays made of canvas saturated with water. These trays are piled in a hot room for three or four hours. The evaporation of the water causes the leaves to change from a natural green to a copper color. The leaves are then rolled and fired at a high temperature, which turns them black.

No. 5 Question: How are the Oolong teas produced?

Answer: The Oolong teas are semi-fermented teas and are produced on the Island of Formosa, just off the coast of China. They are produced in the same way as the black tea, except that they are fired when the leaves are only about half fermented.

No. 6 Question: What is meant by "Pearl" barley?

Answer: Barley grains that have undergone a polishing process.

No. 7 Question: Should the gross margin on fruits and vegetables be higher than on dry groceries?

Answer: The invisible loss due to shrinkage, decay, etc. in handling fruits and vegetables amounts to 5 or 6 per cent. They require preparation by hand labor and more time for every sale, which is often in small units. The gross margin, therefore, must be higher on fruits and vegetables than on dry groceries if a profit is to be made.

No. 8 Question: What is sorghum syrup?

Answer: Sorghum syrup is made by pressing the juice from cane stalks by running them between steel rollers, called a "cane-mill" and then evaporating the water by boiling in a series of vats in the open air until the right consistency is secured.

No. 9 Question: What is curry powder.

Answer: Curry powder, originally used in India, is a combination of a number of spices, including cayenne pepper, black pepper, ginger, coriander seed, turmeric, etc.—Kentucky Grocer.

A new era is dawning on the world. We are beginning to believe in the religion of usefulness.—R. G. Ingersoll.

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

The Federal Trade Commission has ordered Carman-Roberts Co., Inc., Pittsburgh, dealer in alkalies and detergents or cleansers, to discontinue, in the sale of its products, the substitution or passing-off of tri-sodium phosphate as and for mono-sodium phosphate. There are, according to the Commission's complaint in this case, three forms of sodium phosphate: Mono-sodium phosphate which has an acid reaction; di-sodium phosphate, which is neutral; and tri-sodium phosphate, which is alkaline. While mono-sodium phosphate is a more expensive product than tri-sodium phosphate, and is used as the active principal in sal hepatica and other medicinal and carbonated waters and also as a re-agent in baking powders, the difference between it and tri-sodium is not apparent to the eye, according to the Commission's complaint.

Misrepresentation of courses offered in "pedopractic" and physiotherapy is prohibited by the Federal Trade Commission in an order addressed jointly to the American College, the American University and Denton N. Higbe, president of both institutions, which have headquarters in Chicago. The respondents are ordered to cease representing expressly or by implication that the usual and ordinary earnings of pupils or graduates of the two institutions will be from \$200 to \$1500 a month or more, or that those who desire to enter practice on a large scale will find no long waiting list ahead of them. Higbe is not to imply that his institutions will refund to pupils or graduates, upon certain conditions, any part or all of the money paid as tuition, unless and until he or they actually adopt such refunding practice. Licensing requirements of various States of the Union concerning "pedopractic," which is described as the diagnosis and treatment of diseases of the foot, and of physiotherapy, are not to be misstated by the respondents in their representations to prospective pupils, according to the order, and exaggerated statements of the demand for graduates of the two courses are not to be permitted. It was found that in a great majority of instances pupils in or graduates of the American University course in physiotherapy would not be acceptable as candidates for State licenses for such practice. Representations in connection with the "pedopractic" course that no licenses would be required for practitioners, were found to be false and misleading because a great majority of the States require such licenses. The Commission found to be false and misleading the assertions relative to earnings of graduate physiotherapists and the existing demand for their services. American University had asserted it would refund to pupils, without red tape or delay, every cent paid by them for tuition if their earnings obtained through the practice of physiotherapy did not come up to the pupil's expectations. Higbe, however, testified that such refunds

were granted only under exceptional circumstances.

The Federal Trade Commission has ordered Youells-Privett Exterminating Corporation, Plainfield, N. J., not to advertise in connection with the sale of rat poison that it will mummify the carcasses of killed rats or mice and will prevent offensive odors arising therefrom. From a consideration of all testimony taken in the case, the Commission found the company's representations to be false and misleading.

The Federal Trade Commission has ordered E. R. Siering of New York City, doing business under the name of "Dr. Cheeseman Medicine Co.," to cease representing, directly or by implication, that a medicinal preparation known as "Dr. Cheeseman's Pills" can be depended on generally to induce menstruation or that it possesses health giving powers or is harmless. The pills are no longer to be advertised as being guaranteed under the Pure Food and Drug Act or as having therapeutic value other than is actually the case. Siering is also ordered to cease stating that letters or other statements concerning the efficacy of his product in the treatment of ailments have been authorized or signed by C. S. Cheeseman, M. D., when in fact such letters or statements are not so authorized or signed.

The Federal Trade Commission has ordered S. W. Pike, Seedsman, Inc., of St. Charles, Ill., to stop certain misrepresentations in the sale of seed, among which is the assertion that certain products will be furnished free of charge. Printed on post cards which were sent to prospective purchasers, was an announcement that the company would send free of charge, two dozen Giant Darwin tulips, five packages of assorted flower seed, one package of new Everblooming Easter lily and a catalogue, all for five names of friends who love flowers, and for 20 cents to cover packing and postage. It was also announced that if the proposition were accepted in ten days the prospective customer would be sent free of charge a beautiful, hardy Chinese Regal lily bulb. But the Commission found the company's practice was not to furnish the tulips free of charge to persons who complied with the conditions named, but to send five packages of assorted flower seed, one package of new Ever Blooming Easter lily, and, when accepted in ten days, to send a Chinese Regal lily bulb together with the catalogue and a leaflet containing language purporting to be a free offer of two dozen Giant Darwin tulips. In this leaflet, under the heading "Free Offer," appeared the words "Two Dozen Large Giant Flowering Darwin tulips," and below such language appeared the following: "On every order made up from our catalogue amounting to \$3 or more we will send two dozen Large Giant Darwin tulips in assorted colors. Our selection of at least twelve kinds, absolutely free, if free offer is returned within ten days. The Commission found that in fact the products so offered to the public as free were not supplied free of charge, or

without compensation to the company, and the cost of the products purported to have been given free of charge was included in the price purchasers were required to pay for products bought from the company in accordance with the terms of its so-called free offers.

Magnecoil, Inc., Salt Lake City, Utah, manufactures blankets and other appliances into which are woven copper wires connected to attachments for plugging into the electric current. Representations that its products constitute a great discovery in electrotherapeutics or will cure or prevent diseases, is prohibited by the Federal Trade Commission in an order to cease and desist directed to this company. Specifically, the company is not to advertise that its blankets will be a beneficial or remedial influence other than such as may result from the heat afforded thereby and from a "subjective, mental stimulus or effect which may result from hope and confidence in such products of respondent. Further, it is not to be advertised that this company's products are based on and make practical application of biological, chemical and other scientific discoveries or that they transmit to the user a radio-magnetic energy or a thermo-electric-magnetism, causing an increased activity and revitalization of the organs, an elimination of poisons, a magnetic stimulation of cells and other effects resulting in cure or alleviation of diseases. Another practice to be discontinued by the company is advertising that it occupies a large building and has laboratories and a consulting board of medical experts for analysis and advice although the commission's order will not prevent the company from advertising that it occupies such portion of its building as it actually does occupy. Likewise, the company is not to advertise that its products have been recommended by prominent physicians and scientists although the Commission's order is not to prevent it from representing that its products are endorsed by such persons where treatment by heat or elimination by sweating are indicated.

Dangers of Overdosage in Vitamin Concentrates

New products containing concentrated amounts of vitamin A are attracting the attention of scientists of the Food and Drug Administration, Department of Agriculture.

Reed Walker, who has been assigned to special work for the Administration in order to protect the public against false claims for such products, points out that authoritative reports indicate that there is danger of overdosage of the vitamin when taken in such concentrated form.

Thus far there has been little success, says Mr. Walker, in commercial production of vitamin concentrates. Processes used have proved expensive and wasteful.

Cod liver oil, one of the most common sources of vitamin A, is used as a measurement of the strength of the concentrates. It is claimed that one product has been developed to have 9200 times as much vitamin A as cod liver oil.

BROADENING OF OUTLOOK

School Remains Prime Factor for Universal Enlightenment

What's it all about—the effort, funds, study, and devotion to public education—if not training in living?

To what end all the institutions of learning if not development in learning to live happily and successfully with ourselves and with others? Whatever our favorite definition of education, whatever our field of human endeavor, whether we look at life through the eyes of adventurous youth or those of sobered age, are we not seeking the kind of experiences, relationships, and thrills that will make our lives more adequate?

Are we not striving to achieve lives of rich significance? What is the one concern of life but to live? What is the one concern of education but to point out the true values of life, to teach us to live?

From the Weary Willie beating his way along the railroad track to the unhappy intellectual who cannot adjust himself to life, are all kinds of extremes of people who are not at home with their environment, who have not learned that the art of living is a vital value in education. Some are so busy drafting the blueprints for others to use that they never get their own bearings.

There are those who are obsessed with the idea that the world is against them; others are out of step with the world. Some carry their wild pursuit of new thrills so far that society must take charge of them; they fail to learn that the way to freedom is through discipline. Others are so dominated by false values that they do not face the realities of life or assume its necessary responsibilities.

The conception of education throughout the ages has been to teach the art of living, but each epoch has hung up a different signboard to interpret its meaning. In these signboards may be read the whole story of civilization—that reaching out of the human heart for something higher.

Folk-lore trained the primitive youth in the mores of the tribe. Along oriental routes were stones of tradition and tunnels for caste. Classical nations built roads for statehood which even yet are strewn with the ruins of marvelous achievements.

Out of the medieval wilderness was blazed a path upon which only the favored few, the scholars, could travel. The path widened to admit others selected for religious, political, or professional leadership. Social efficiency signposts opened the roads to the masses as it turned their faces toward a larger horizon.

Universal education is the signboard now replacing the previous ones of folk-lore, caste, statehood, culture, scholasticism, classical education, and social efficiency. As each one reflected the dominant educational theory of its age and people, so universal education represents America and to-day.

This principle of educating everybody dates back to colonial days when our forefathers came to these shores and founded this great free Government. They soon discovered that such a government could not thrive except

in an atmosphere of intelligence, so they laid the foundations for universal education by establishing common schools.

That the school is the Nation's plan for meeting the need for the literate citizenship upon which our form of government depends has been recognized by all our great leaders from Washington's admonition "to promote institutions for the general diffusion of knowledge" to Hoover's interest in the education of mountain children.

It has come to be thought of in terms of equalizing educational opportunities. That is the watchword before every State to-day and the reason for the remarkable growth and development of the schools. The first battle was to provide free schools and open them to the children of all the people, daughters as well as sons.

Then came the demand for the enlargement of the offerings in order to make the school program more responsive to the changing needs of life. Paralleling the expansion of the course of study to include normal training, vocational courses, trade and industrial education, homemaking, commercial subjects, health, art, music, sciences, and the social sciences, and other work tending to a more balanced and complete program is the reorganization of elementary, junior high school and secondary, and junior college levels and the establishment of evening schools, continuation and part-time classes, special education for handicapped children and other developments. All of these have been further attempts to educate everyone and better to equalize educational opportunity.

The schoolhouse has always been the service station for the procession of humanity on the highway of life. Yesterday, to read, to write, and to cipher was considered the essence of an education and the school could do it all.

If living an adequate life to-day means vocational efficiency, health, worthy home membership, wise use of leisure, ethical character, mastery of the fundamental processes and faithful citizenship, as is often quoted in print and on the platform, the school must be the service station to a greater degree than ever. If that constitutes the program for educating everybody to live, the school must continue to be the major institution in achieving these cardinal objectives.

Agnes Samuelson,
Sup't of Public Instruction,
State of Iowa.

Adulterants of Honey Defy Detection Tests

More effective tests are needed to enable Federal food inspectors to detect the adulteration of honey. This is pointed out by J. A. Ambler, of the Food and Drug Administration.

New ways of adulterating honey, he explains, have made the present testing methods "out of date." Producers of pure honey products are backing the efforts of the Food and Drug Administration to devise means of preventing the sale of adulterated honey.

Can you be so absent-minded that you wonder who is looking at you out of the mirror?

THANKSGIVING REVERIE

A Commercial Traveler Counts His Blessings

He had gone in from his route to spend Thanksgiving with his family. On this evening before the holiday his wife and daughter were busy with preparations for the morrow's dinner, and his two sons home from college for the week-end had an engagement. So Dad was having an hour before the fire in quiet reverie.

A friendly man he is, this John Hollenbeck, whose force and energy are scarcely noticed on first acquaintance, because his genial, magnetic manner is more apparent. An entertaining talker, with a keen sense of humor and a never-failing fund of good new stories, he is also a sympathetic and responsive listener, ever ready to lend an ear to other people's difficulties, and never seeming to have any troubles of his own. So well liked is he that his visits are looked forward to with pleasure by his customers, some of whom he has been supplying with his line almost twenty-five years, for he has been on the road for the same house since 1909.

I believe I should count my blessings, he mused, being in a thoughtful mood. For what should I be thankful?

First of all for my happy home, my congenial wife, at once affectionate and efficient; for my two boys and my daughter, all three bright, promising young persons of who I can be justly proud.

Scarcely less, I am thankful for my job, which enables me to maintain this home in comfort and educate my children. Never in all the time I have been selling goods have I appreciated my job and the trustworthiness and stability of the firm I work for, as I have this past year, when several traveling salesmen I know well have been let off, through no fault of theirs. I am very sorry for them. Only one has secured another position.

I am grateful for the many years of prosperity with which wife and I have been favored, for her careful economy and excellent management which have enabled us to lay by something right along, and so make fairly ample provision for the time when I can no longer earn.

I am thankful for my continued health and strength and for the ability—God-given also, while I didn't make it myself, it has enabled me to achieve a satisfactory measure of success. I am thankful, too, that I have been able to do my part in helping the great numbers that are down and out.

I am grateful for my customers—friends they are as well as patrons. I am sure no commercial traveler ever had pleasanter or more loyal men to deal with.

I am thankful for this land in which I live and also for the spirit of hopefulness and courage which pervades our nation. We realize that many and serious mistakes have been made, but we are strong in the determination to correct past errors and use greater wisdom and sounder judgment in the future.

Individually and in my inmost personality I believe I am most thank-

ful of all for life itself—no, rather for a nature and temperament that have found life highly enjoyable and intensely interesting. Not every one has this precious gift which renders its possessor capable of finding happiness in the most unpromising situation—a gift without which the most lavishly poured blessings of fortune prove as Dead Sea apples.

If any creature can bring grief and pain to the heart of the All-Father, John Hollenbeck said to himself, it seems to me it is not the wayward, sinful person who breaks necessary laws and must pay the penalty for their violation, but rather the listless victim of ennui, who goes about raising the ungrateful question, "Is life worth living?"

As he fell into deeper reverie, he compared his customary business trips with the great journey of his life. For my firm I always have been a profitable worker, he thought. I have made them some money. When I recall much that I have done in my life that would better have been left undone, and the many things I have neglected to do I clearly ought to have done, I fear I hardly have been worth expense money in my long journey for the great House above. But I humbly and sincerely thank Heaven for this—I have enjoyed the trip. Ella M. Rogers.

Corporations Wound Up

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

E. J. Geist & Company, Inc., Detroit.
Crystalite Reduction Company, Iron Mountain.
Johnny Burris, Inc., Detroit.
Woodbury Auto Exchange, Ann Arbor.
Michigan Iron Mining Company, Iron River.
Dickie's Salad Dressing Company, Detroit.
Stowe Clay Products Company, Detroit.
Lansing Cast Stone Block Co., Lansing.
Beaverton Hardware Co., Beaverton.
Edelhoff's, Inc., Flint.
Griswold Acceptance Corporation, Detroit.
Hopkins Lake Realty Co., Owosso.
Ludington Auto Sales, Ludington.
Peerless-Detroit Corporation, Detroit.
Bitting, Inc., Detroit.

Severance Furniture Company, Royal Oak.

Conservative Investors Co., Jackson.
Northwest Cigar Manufacturing Co., Detroit.

George S. Dilas & Company, Bay City.

Brady-Colby Chevrolet Sales, Tecumseh.

Flint Motor Exchange, Flint.
Glendale Realty Corporation, Detroit.

Battle Creek Merchandise Company, Battle Creek.

Eddy Filler Corporation, Three Rivers.

General Cold Storage Company, Detroit.

Controlled Temperatures, Inc., Detroit.

Welts Motors, Inc., Flint.
Fred Glasser Company, Detroit.

Investors in Confusion as to the Future

The past week showed some indications that business activity may be starting on a new up-swing. Retail sales for the big mail order concerns showed a decided up-turn; various agencies reported a better business in retail lines. The steel trade registered a slight improvement, although car loadings declined in excess of normal seasonal amounts. It is reported, however, by many financial circulars that no business up-turn can occur until there are further momentary developments.

Many are taking the leave of absence of Mr. Woodin and the installation of Mr. Morgenthau, Jr., as acting secretary, as meaning further developments along the same line as has been advocated by some of the President's advisors. The Administration has shown its intentions to raise commodity prices and to increase business volume by inflation or any other necessary development, and to accomplish this by the non-stabilization of the dollar in terms of gold, but to stabilize it after this program has been under way; or, until some of these things, if not all, have been accomplished.

Accordingly, many investors and business men are in confusion as to the future.

J. H. Petter.

How much easier our work would be if we put forth as much effort trying to improve the quality of it as most of us do trying to find excuses for not properly attending to it.—George W. Ballinger.

INFLATION?

Will it be STOCKS?

If so —
Metals
Mining
Oils
Chemicals
Rails
Industrials
Listed or Unlisted

Will it be BONDS?

If so —
Liberties
Home Owners Loan
Municipals
Rails
Public Utilities
Industrials
Foreigns

Will it be COMMODITIES?

If so —
Silver
Cotton
Wheat
Corn
Copper
Rubber
Rye

Our analytical department not only can answer some of these questions but perhaps can suggest investments that embody the principals of inflation with maximum investment protection, whether or not we have inflation.

Phone 9-4417

J. H. PETTER & COMPANY

Grand Rapids

MOVEMENTS OF MERCHANTS.

Algonac—The Tri-Oil Co. has increased its capital stock from \$60,000 to \$120,000.

Buchanan—The Buchanan Lumber & Coal Co., has decreased its capital stock from \$20,000 to \$10,000.

Hudsonville — The Hudsonville Lumber Co., has decreased its capital stock from \$100,000 to \$50,000.

Detroit—The Ornamental Products Co., 3362 Wight street, has decreased its capital stock from \$74,000 to \$6,215.

Detroit—The Kor-Rex Laboratories, Inc., 5 North Port street, has changed its name to the Montnos Laboratories, Inc.

Detroit—The A. Galente & Corrado Co., 8030 Harper avenue, has changed its name to the East Side Tobacco & Candy Co.

Lansing—The Fox Head Inn, west on US-16 at the city limits, has reopened under the management of Joseph Foley.

Muskegon—The Lakeshore Pharmacy, Inc., 1375 Lake Shore Drive, has changed its capitalization from 2,800 shares to \$2,800 common stock.

Pierson—Lyle Perry will erect a store building near here on US-131 and occupy it with a stock of groceries and general merchandise early in 1934.

Charlotte—The Charlotte Broom Co., has been incorporated with a capital stock of 500 shares at \$10 a share, \$3,700 being subscribed and \$1,510 paid in.

Charlotte—Warren Shaull, who conducted a grocery store here for the past 30 years, died at his home, Nov. 18, aged 80 years. Burial was in Maple Hill cemetery.

Detroit—The Central Fuel & Coke Co., 1228 Central avenue, has been incorporated with a capital stock of 20 shares at \$100 a share, \$2,000 being subscribed and paid in.

Detroit—The Crawford Smelting & Refining Co., 607 Shelby street, has been incorporated with a capital stock of \$10,000, \$1,000 of which has been subscribed and paid in.

Lansing—The Central Supply Co., East Ottawa street, has been organized to sell legal beverages with a capital stock of \$6,000, \$3,000 of which has been subscribed and paid in.

Battle Creek—The Southern Michigan Distributing Co., 84 Angel street, has been organized to act as merchandise broker, with a capital stock of \$1,000, all subscribed and paid in.

Detroit—The Hack Shoe Co. has been incorporated, with Nathan Hack and his two sons, Morton and Leonard, as stockholders. The elder Hack is secretary of the Detroit Retail Shoe Dealers Association.

Grand Rapids—The Michigan Electric Supply Co., 109 Campau avenue, N. W., has been organized to conduct a wholesale electrical supply business with a capital stock of \$12,000, \$6,000 being subscribed and paid in.

Detroit—Wm. B. O'Donnell, Inc., 1440 Gratiot avenue, has been organized to import and deal in liquors, with a capital stock of \$40,000 preferred and 5,000 shares at \$1 a share, \$40,000 being subscribed and paid in.

Detroit—The Kull & Bullen Beef Co., Peterson street and M.C.R.R., has merged its wholesale and retail business into a stock company under the same style with a capital stock of \$50,000, \$10,000 being subscribed and paid in.

Muskegon—The Amazon Knitting Co. will build an addition to its plant which will increase the floor space about 4,800 square feet between two existing sections of the building, to provide for expansion of the cutting room.

Lansing—George Digby, proprietor of the Digby hotel, is remodeling the first floor of the building, creating a modern dining room, cutting a large doorway from the lobby into the dining room, besides making other improvements.

Ludington—Jack Marienthal, proprietor of the Marvel Shop, dealer in ready-to-wear apparel for women, has purchased the stock of the Juvenile Shop and will close it out at special sale, on the premises of its location, 217 South James street.

Detroit—The Watkins & Radcliffe Co., 1528 Buhl Bldg., dealer in janitor supplies and hardware at wholesale and retail, has merged the business into a stock company under the same style with a capital stock of \$10,000, \$6,500 of which has been subscribed and paid in.

Detroit—The P. A. Kirsten Dental Laboratory, 1912 David Whitney Bldg., has merged its business into a stock company under the style of the Kirsten Dental Laboratory, Inc., with a capital stock of \$7,500 common and \$12,500 preferred, \$7,500 being subscribed and paid in.

Detroit—The Dealers Wholesale Supply, Inc., 12871 Eaton avenue, dealer in building supplies of all kinds at wholesale and retail, has merged the business into a stock company under the same style with a capital stock of \$10,000, \$1,000 of which has been subscribed and paid in.

Howard City—The Howard City Bakery was closed four days last week, E. J. Fish, proprietor, announcing it to be unprofitable to continue the business if merchants continued to feature bakery products made outside. A canvas was made of the merchants and an agreement from them to buy Howard City bakery products exclusively if the local baking plant reopened for business under Mr. Fish's management. It re-opened Nov. 20.

Lakeview—One of the most pleasant experiences one can meet with in like is the acclaim of friends and business associates, after having lived and done business among them for over forty years. This is the satisfaction and pleasure which comes to Peter Peterson, who has conducted a grocery and meat market in Lakeview for the past thirty-eight years. Prior to starting in business for himself, he clerked in the store of L. P. Sorenson and others, having served the people here for fifty years. Pete, as he is familiarly called, came to this country from Denmark when a small boy, coming here from Greenville. He is of a genial nature and has always been well

liked. He has been successful in business. He served the village as trustee, is a member of the Masonic fraternity and stockholder in the local bank, also a charter member of the Chamber of Commerce and always in attendance at its meetings. At a recent meeting a special program and banquet was arranged in his honor and he was presented with an artistic electric floor lamp and smoker's stand.

Manufacturing Matters

Detroit—Tree Twinkler Products, Inc., 4717 Bedford Road, has been organized to manufacture and deal in novelties and toys with a capital stock of \$10,000, \$5,000 being subscribed and paid in.

Textile Men Note Price Steadiness

Business placed during the course of the last few weeks had been for the actual needs of piece goods distributors and manufacturers. Buyers are hesitant, contenting themselves with placing orders for small lots.

A change favoring additional forward covering is not looked for immediately because of uncertainties regarding consumers. Many in the primary markets are waiting for present textile stocks in secondary channels to be used up before venturing to compete with such inventories. The result is that the market is watching for clearances of goods bought and owned from lower price levels.

To observe so conservative a policy pursued is agreeable to a number who believe it augers well for a normal upswing in trade when the mass of competent buyers decide that they cannot afford to be sold off any longer. Meanwhile they are trying to stand their ground against the price encroachments of customers who may have erroneous ideas of values.

Among mill customers there has been a tendency to buy finished goods in quantities to fill their customers' needs. They have followed a practice lately of turning down the larger propositions that are usually put up to the more important operators. The result is that mill curtailment is spreading, but the causes being fully appreciated the situation is called sound during one of the more pronounced trading lull periods of the year.

Mills have plenty of business on some kinds of goods. Various of these contracts should last producers long enough to tide them over the present contract placing period of neglect. With secondary stocks getting lower all the time it is felt that it need not necessarily be a prolonged period of hand to mouth buying. Many retailers are yet to be heard from on the kinds of textiles and manufactured goods that have a distinct seasonal demand.

Acid-proof brick construction is simplified by a new poured-joint brick which has cavities on three faces for confining the melting compound, needs no spacers or paper strips in laying.

The crankcase can be drained without crawling under the car through a new device. One merely lifts the hood, turns a handle.

Codes Are Still the Paramount Subject

As we go to press, reports have it that the Food and Grocery Code will be signed within the next few days. This report, however, is not authentic, and we believe it doubtful that the Code will be signed before the expiration of two or three weeks.

Our reason for taking this position is that there seems to be considerable hesitancy on the part of the A. A. A. to permit a "Loss Leader" Clause to be written into the Code. There is considerable dissatisfaction throughout the country over the attitude of the A. A. A. in the handling of the Food Code; and, if the A. A. A. does not soon approve the Code, including the "Stop Loss" Clause, an open revolt is talked of in many localities.

It is certainly interesting to note the comment which is made by many regarding the activities of the NRA and the A. A. A. There is a wide difference of opinion as to the merits of any code at all. In some circles much is being written about the fact that the Administration has been a "life-saver" to the small retailer. On the other hand, much is being written by others that adoption of the NRA Labor Code, without the Fair Trade Practice Clause being incorporated in the Code will mean the elimination of all small retailers throughout the country. Others are of the opinion, when a Code is finally signed, that it will be a very simple code, which, in effect, will make little change in the method of distribution from that now in practice. One man's guess is as good as another—it is indeed difficult, at the present time, to predict what is to come from Washington.

Do Your Competitors Have This Advantage Over You?

When your competitor can purchase a product at a price lower than you are paying for it, he enjoys a definite advantage over you. Since success in retaining demands that each merchant be as good or a better business man than his competitor, it is highly important that you reduce your competitor's advantages to a minimum.

The mutual fire insurance companies offer merchants one standard product at a net price lower than is generally paid for it. This product is insurance. It measures up to every requirement of sound protection—it is safe, time-tested and dependable. Only because it is sold on the mutual plan is its net cost lower.

Scores of Michigan merchants—your competitors—have taken advantage of this opportunity to reduce the insurance item of their overhead expenses. Unless you do likewise, taking advantage of this opportunity that is offered to you through mutual fire insurance companies, these competitors of yours do enjoy a distinct advantage over you in this respect. As a progressive business man, you should be thoroughly familiar with the advantages offered by mutual insurance.

Pie juices are kept from running over in the oven by a new paper strip which is stretched and sealed around the tin's edge.

Essential Features of the Grocery Staples

Sugar—Local jobbers hold cane granulated at 5.10 and beet granulated at 4.90c.

Canned Fruit—Prices on new pack grapefruit for November and December shipment for the most part show a range as between advertised and unadvertised brands. While in the main the large packers of unadvertised brands are quoting on the same basis, some differences are noted in advertised brands. There hasn't been a great deal of covering as yet, but the prices are limited to early shipment, and the trade may not do much more than cover early requirements until later shipment prices are indicated.

Canned Fish—Canned salmon has held firmly, with the exception of an unimportant quantity of pink salmon offered at 10c a dozen under the market. Of this amount offered, some part is of inferior origin, hardly comparable to the best Alaska pack. Other varieties of salmon have shown no signs of weakening and stocks are in the hands of packers capable of holding through this ordinarily dull season.

Dried Fruit—Dried fruits continue to move well, with prices being stiffened appreciably by developments on the coast. Blenheim apricots were being bought more freely as prices in California worked sharply higher on increased buying for export, mainly to England. Other items to show a stronger trend were bleached raisins and California figs, both of them in very short supply both here and in California. A stronger outlook is seen also for midget Thompson raisins on unfavorable reports regarding Greek currants. Oregon prunes, which have been in light supply this season, also moved in comparatively large volume to foreign markets. Italian prunes are now almost all out of the hands of growers, and some packers have not been able to take additional export business. Stocks continue moderate. Jobbers reported a good demand, especially from interior markets last week. Thanksgiving goods were being taken in larger quantities and the cold weather proved a stimulus to staple items like prunes, apricots, dried peaches, etc. Imported figs and dates have been particularly strong this season as importations thus far have been light and the demand has been better than expected. The cleanup of old goods was of particular help.

Nuts—The nut market was somewhat more active this week but was still lagging behind normal for this time of year. Prices are being well maintained but buyers are exerting much caution in covering requirements and there are indications of a large last minute rush in view. The effects of the California walnut code are in evidence and there is little low priced independent goods around. Domestic almonds, however, are offered from a variety of sources. The shortage of good quality old crop pecans and the lateness of the new crop have emphasized the demand for this nut. Shelled nuts were unchanged during the week.

Olives—Despite the very high replacement costs because of the strength of the peseta, spot olive quotations

showed no changes. Consumer interests remained very light. There has been some covering of needs for the coming holiday period, but this has been insufficient to advance offerings. Supplies of most sizes were adequate for local needs.

Olive Oil—The olive oil market has continued very firm in Italy during the severe drop of the dollar against foreign currencies when importers had anticipated somewhat of a compensating drop as the dollar sank to record lows, but their relief did not come until the dollar strengthened late yesterday and advanced more to-day. Oil for spot shipment is quoted moderately higher than oil for deferred shipment. Prices here are well maintained but business is entirely routine.

Pickles—Sellers of pickles noticed no improvement in the situation. There was still a very light demand. Because of this prices have not strengthened on what would normally be a strong statistical position.

Rice—Higher prices are looked for soon, in line with developments in the South in past weeks. Rice interests here reported a good volume of business during the week with local and interior buyers both coming into the market. Increased shipments of clean rice are expected to continue for the remainder of the present month prior to the advanced freight rate which will be in effect to Atlantic Coast ports from December 1 on.

Review of the Produce Market

Alligator Pears—19c each.
Apples—Wolf River, 50 @ 75c per bu.; Shiawasse, 75 @ 80c per bu. Northern Spy, \$1.25 for No. 1; Wagner, 75c for No. 1.

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

Asparagus—35c per bunch; \$3.50 per case.

Bananas—6 @ 6¼c per lb.

Butter—Jobbers hold plain wrapped creamery prints at 23c and tub butter at 22c. The Dairy Market Corporation, the government bureau, did things in a big way on Exchange. Their activities to maintain spot market values forced them to absorb approximately 650,000 pounds of butter, the largest single day absorption since the big brother act originated. The heavy purchases resulted in a fairly satisfactory clearance of supplies, although at times holders of creamery extras shaded the pegged level a slight fraction in an effort to clear individual accumulations. The liberal support given the butter market by the Government during the past month fails to enthruse operators. True the butter is going into a fixed channel and will not be available for open market distribution, but at the same time the heavy accumulations resulting from government buying discourage trade effort. Instead of production decreasing in line with the anticipated program to balance production and outlets, farmers are making every effort to produce more with the government paying a price much in excess of the figure which would prevail if actual supply and demand features controlled.

Cabbage—85c per bushel.

Carrots—35c per dozen bunches or 75c per bushel.

Cauliflower—\$1.50 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.....\$2.10

Light Red Kidney from farmer.. 3.75

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.....29c

Candled, large pullets.....25c

Candled, small pullets.....20c

Storage eggs are as follows:

Candled, X.....18c

Storage, XX.....20c

Checks.....15c

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, 40c per dozen.

Hubbard Squash—½c 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.. 4.00

Leaf, hot house......35

Lemons—The price is as follows:

360 Sunkist.....\$6.00

300 Sunkist..... 6.50

360 Red Ball..... 5.00

300 Red Ball..... 5.50

Limes—20c per dozen.

Olives—Green from Calif., \$2.50 per case of 24 lbs.

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.....\$4.00

176..... 4.00

200..... 4.00

216..... 4.00

252..... 3.75

288..... 3.75

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..... 9c

Light Fowls..... 7c

Ducks..... 7c

Turkeys..... 12c

Geese..... 7c

Radishes—35c dozen bunches hot house.

Spinach—80c per bushel for Kentucky grown.

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

Tomatoes—80c per 8-lb. basket for home grown hot house.

Turnips—75c per bushel.

Veal Calves—Wilson & Company pay as follows:

Fancy.....5½@6½c

Good.....5 @6c

Vegetable Oysters—30c per doz.

Wax Beans—\$3 per hamper for Louisiana grown.

Culture without religion lacks depth and direction. When we compare the chatter of some sophisticated modern groups with the conversation of religiously cultured persons, it is like the contrast between the thin, irritating tick of a dollar watch and the deep, quieting tock of grandfather's clock. Our contemporary culture needs those deep rich tones which come from contemplating the divine sources of life. We must have not merely the knowledge of what is going on but the moral power to keep us going on.

Too much in recent years large numbers of our population have sought out success as an opportunity to gain money with the least possible work. It is time for each and every one of us to cast away self-destroying, nation-destroying efforts to get something for nothing, and to appreciate that satisfying reward and safe reward come only through honest work. That must be the new spirit of the American future.—President Roosevelt.

Our friend, the mechanical engineer, tells us that it takes six times as much power to start a fly-wheel from a dead start as it does to keep it going, once it is in motion. In other words, it takes only one-sixth as much effort to keep going good once you are on the way as it does to stop a bit and rest and then start over again. When you are tempted to slacken just because things are coming your way, remember the fly-wheel.

Resolved, to live with all my might while I do live. Resolved, never to lose one moment of time, to improve it in the most profitable way I possibly can. Resolved, never to do anything which I should despise or think meanly of in another. Resolved, never to do anything out of revenge. Resolved, never to do anything which I should be afraid to do if it were the last hour of my life.—Jonathan Edwards.

Once you have sold a customer, make sure he is satisfied with your goods. Stay with him until the goods are used up or worn out. Your product may be of such long life that you will never sell him again, but he will sell you and your product to his friends.—William Feather.

To be well informed, one must read quickly a great number of merely instructive books. To be cultivated, one must read slowly and with a lingering appreciation the comparatively few books that have been written by men who lived, thought, and felt with style.

MUTUAL FIRE INSURANCE

We Should Stop Fires Before They Start

Fire prevention is a topic most of us think about once a year during the second week in October. For department store managements it is a topic which merits more continuous consideration than that, for the results of any outbreak in a crowded establishment are too obvious to require any elaboration.

So far we have been very fortunate in this country. No less than 58 per cent. of our department store fires have broken out at night, and a goodly proportion of the others at periods when the stores have been closed. But, judging by conditions which I have seen in many parts of the country, that luck isn't going to last forever. Sooner or later we will have an experience as bad as or worse than the Shirokiya Department Store blaze in Tokio a year ago which killed 14 and injured over 100 people in addition to destroying \$4,000,000 worth of property. When that occurs we will have a wave of reform just like that which swept the hospital field after the horrible Cleveland disaster. Common sense asks, Why wait?

In cities, of course, we haven't waited. Intelligent fire laws have brought needed reforms in good season. But in many other communities the laws are inadequate, the opposition too stiff, or the enforcement so loose that violations are common. This last is apt to become more serious as numerous hard-hit cities limp along on curtailed forces which render thorough inspections more difficult. The logical answer is that it behooves the store management itself to shoulder some of this burden, for if new laws sweep in on the heels of a catastrophe, they'll be tough laws!

In a general way improvement is not difficult or expensive. A study of 300 department store outbreaks by the National Fire Protection Association has emphasized several salient remedies. First, it is clear that the most common single point of origin is the basement, exclusive of the boiler room. This one spot accounts for 17 per cent. of all the fires, and the ratio is growing. Combined with this, it is significant to observe that two causes, careless smoking and rubbish accumulations, account for 30 per cent. of all the blazes.

The natural conclusion is that a great bulk of department store outbreaks could be eliminated entirely by the simple, practical and economical expedient of Improved Housekeeping and No Smoking rules.

The two principal causes, however, require something beyond this. Defective lighting systems and faulty heating arrangements were together responsible for no less than 52 per cent. of the 300 fires studied. This is an enormous proportion for two causes alone, carrying a very serious assurance that my earlier pessimism may be realized much too soon. That particular fact will be touched upon later: The important detail here is that both of these causes can be corrected at reasonable expense under present conditions. And while the great wave of en-

thusiasm for putting idle men to work is still in bloom, here is an ideal place to apply it.

The chief trouble with department store fires is two-fold and very far-reaching. First, these establishments are of necessity stocked with excessive amounts of easily combustible materials which contribute to a swiftly growing fire. Second, most of them are honeycombed with unprotected vertical arteries—open elevator shafts, stairways, chutes, etc.—which play the vital role of spreading the heat from a small blaze to upper floors where it finds an abundance of new fuel on which to thrive. Given a belated discovery to start with, and you have in these few words the reason why every floor in a building can be furiously involved when the firemen arrive. This has happened in hundreds of cases in the brief period of five or six minutes even though substantial six, eight or ten-story buildings were concerned. And when it happens, the loss is terrific, not only from the fire but from the necessary use of tremendous volumes of water. Applying with equal force of the run-down general store in the country and to the imposing, fire-resistant structure in the city (packed with thousands of tons of burnables), the thought covers a wide field.

These two factors are vital elements in the life hazard of a crowded store, rendered more grievous by the additional fact that 82 per cent of our department store fires are discovered by means of human agencies alone. Here we have summed up all the elements of a catastrophe: a widespread lack of automatic control; an obvious abundance of the dreaded vertical artery; excessive stocks of readily combustible goods—plus two major fire causes that are inherently treacherous. Those truths, pyramided on the sheer luck of accidental discovery, make a very dismal picture indeed. For both the electrical fire and the defective heating plant fire are frequently types which smolder along under cover for long periods to ultimately burst forth full grown like Minerva from the head of Jupiter.

Fires like that are bad ones, not only because they've already got a toe-hold, but because their devastating appearance invariably throws those nearby into a turmoil which frustrates any chance for prompt, effective action. And knowing the average crowd's propensities for immediate panic on the slightest provocation, the potentialities of that kind of fire need not be emphasized for any intelligent man.

But even without panic, such a situation in a populous establishment is fraught with danger. You may recall that not one of the 125 victims of the Cleveland Clinic disaster was really burned to death: They were all gassed by fumes spread through a fire-resistant structure by a modern ventilating system. It is true that those fumes were generated by the combustion of nitrate films, but that does not entirely becloud the analogy. Few laymen realize that the vapors from burning wood are highly toxic, and even fewer know that the combustion of such harmless-looking materials as silk and woolens

(in clothing, upholstery, draperies, etc.) produces lethal quantities of four or five gasses which are even more serious than the popularly-dreaded carbon monoxide. For example, both silk and wool under combustion produce hydrocyanic acid gas (much more deadly than carbon monoxide) in quantities more than sufficient to kill. This simple fact, coupled with the abundance of vertical arteries to spread these fumes, makes it quite clear that people can be and are killed in fires long before the actual flames reach them.

The moral is patent. It is very commendable to equip your building with ample exits for emergency use—it is very sad to have that building devoid of internal protection and so full of open flues that the rising heat from a fire can flood it with such deadly vapors that the unfortunates upstairs are dropped before they can get to those emergency exits!

That's not dramatic propaganda—that's history, as any fireman of five years' experience can testify. Unfortunately, it is one detail most often overlooked by the makers of fire laws, who are sometimes much better lawyers than firemen.

Be that as it may, we come back to what might be called the contributing potentiality of this threat: The fact that 82 per cent of 300 department store fires were discovered by the most frail and unreliable agency in the world: the human element. In more than half of those cases the individual involved wasn't even in the store—he happened to be a passerby who per-

chance walked down this street instead of that one and consequently discovered the outbreak while the building was still standing. To me, that is preposterous in this Century of Progress: an era where mechanical ingenuity has been deified and where, as a matter of fact, it has been applied to this very problem with amazing results.

There is no excuse for letting a fire in a department store, of all places, grow large enough to be seen a block away before discovery, whether the store is open or closed. There is no excuse for it at a time when approved automatic sprinklers will not only prevent that but will pay for their installation in five years through reduced insurance premiums—no excuse for it while super-sensitive automatic detection systems are available which will report the exact location of any impending outbreak at a time when its temperature is barely higher than the melting point of wax.

We needn't dwell on the fact that such automatic systems are quite the vogue in cities where they are made compulsory by law—and quite generally ignored in cities where they are optional. Nor does it seem necessary to point out that partial protection, which may meet some laws, falls far short of the responsibility any store owes its public, not to mention its stockholders.

All of which drives home the point that fire prevention must be thorough and relentless if it is to be effective.—T. Alfred Fleming in Dry Goods Economist.

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

SIXTY YEARS AGO

When Grand Rapids Had Twenty Thousand Inhabitants

Ordinarily the old adage is true, "The shoemaker should stick to his last." However, flying in the face of this bit of the wisdom of the ages, I, in 1873, sold out to my brothers my interest in the dry goods firm of Foster Brothers and went to Grand Rapids to start a literary newspaper, which was christened the Saturday Evening Post.

What I didn't know about my new occupation would have easily filled a book. But, fortunately for the success of the new enterprise, I did have horse sense enough to secure the services of capable men to supplement along other lines whatever ability I might have had along the business side of such a project. For the foreman of my composing room I took with me from Terre Haute, Ind., Harvey Carr, than whom there was none better, and who has been another case of a shoemaker deserting his last and "making good," for he long served your community so successfully as its Chief of Police as to attain National reputation.

As my assistant editor, I wisely chose William M. Hathaway, even at that time a man of much experience as a writer, a practical printer as well, a tremendously hard worker and a man of high ideals. His assistance and council were of the highest value to me. To these two men were due a very large share of the credit for the success of the new enterprise from the start. At S. White and A. B. Tozer were also at times paid contributors to the news or to the literary department of the paper.

The first number of the Saturday Evening Post was issued October 4, 1873, just a few days after the breaking out of the great financial panic of that year—not a very propitious period for launching any kind of a new enterprise. At that time the genus "newsboy" was unknown to your city. I had guaranteed my advertisers a circulation of 2,500 copies and had arranged for that number of papers for my first issue. I hadn't the name of a single subscriber in my office. It was up to me to find some method of getting rid of my wares. I had some circulars stricken off, advertising for 150 boys who were willing to make \$1 each the next Saturday afternoon selling copies of the new paper, the Saturday Evening Post. I told them to get their parents to start them in the business by a loan of 10 cents, for which they could purchase four papers and sell them for 20 cents, and then come back to the office and get eight papers and sell them for 40 cents. These circulars I had distributed among the boys at the close of school Friday afternoon. At 2 p.m. Saturday, the Arcade, where my office was located, was filled with a crowd of boys to the number of a hundred or more. I took them up into vacant rooms on the second story and told them how to proceed—that they must sell all their papers before another lot of boys would be permitted to go out on the street, that all might have an equal chance, and that they should all get out on Canal and Monroe street and cry out "Saturday Eve-

ning Post, 5 cents," at the top of their voices and that the boy who yelled the loudest would sell the most papers. Scarcely ever was such a mob let loose upon a surprised community. People ran out of their stores to see what was the matter. They sold for me that afternoon the entire 2,500 copies of my first issue, and the newsboy had come to Grand Rapids to stay. How quiet and almost lonesome our streets would now be without them.

From that first copy of the Post I glean the following items of interest: Grand Rapids was a city of fully 20,000 inhabitants. A. B. Turner was its postmaster and Frank Godfrey his assistant. Free delivery of mail matter had just been established and 2,400 letters were being delivered daily, the state-

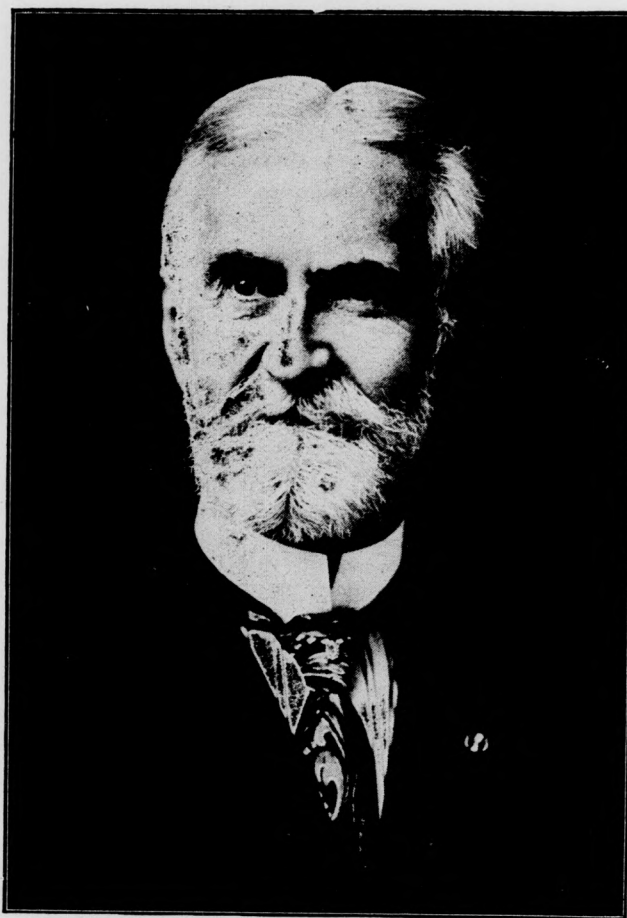
ing the Lakeside Weekly at Muskegon. Moses V. Aldrich declined to be a candidate for Congress. Nathan Church, of the Times, had just returned from a visit to Boston and announced his resumption of his editorial duties in a double headed editorial. Henry Fralick was president of the school board. Rev. J. Morban Smith was writing a letter each week for the Sunday Democrat under the signature of "Corks." Miss M. L. Coe, a teacher in the public schools, whom you will remember as a woman of great force and character and of much ability, had a letter in the Post in which she criticised the difference in salary paid to men and women for the same class of work. The Board of Education was in the throes of a great battle between its members be-

way, for \$20,000 was appropriated to the poor fund. Dr. C. H. Maxim in a communication scored Dr. Holland, editor of Scribner's Monthly, for writing as follows: "There is no true woman living who, when she gives herself away in marriage, does not rejoice in the ownership that makes her forever the property of one man." How would the 20th century woman like that kind of talk? The "Fair God," by Lew Wallace, it is noted, "is receiving much caustic criticism, but sales of the book are large and numerous persons have commenced the task of actually reading it through." Reference is made to the "homes of six of our wealthiest men—Hon. M. V. Aldrich, W. B. Ledyard, R. E. Wood, E. T. Nelson, Judge Withey and the late Hon. W. D. Foster reside in the block bounded by College avenue, Cherry, Fulton and Union streets. There is not another block of ground in the city that represents more wealth, brains and comfort." Hathaway wrote that. Gold was worth 108½, specie payments not having been resumed. Appraised values of real estate in the city were less than four millions and total taxables less than five millions. Grand Rapids had just commenced using something beside wood for fuel and 2,500 tons of coal were being consumed yearly.

I might go on, Mr. Stowe, to recall other items of that first issue, but I have given you enough to show you where there was quite a batch of news in it.

It is always a delight to me to look back on my four years of life in Grand Rapids. I found my wife there, the principal of your Training School and also the principal of your Fountain street school. As a young woman she had made two vows—one that she would never marry a widower, the other, that she would never marry a man who would take her to Indiana to live. She did both. I said to her: "We will go to Fort Wayne to make our money and then we'll come back to Grand Rapids to enjoy it." But we found our home so delightful in what we soon came to regard as "Dear Old Fort Wayne," that we never returned to your goodly city, which, however, I shall always hold in fond remembrance.

David N. Foster.



David N. Foster

ment being made that that was nearly double the number being delivered at Columbus, Ohio, and Kansas City, Missouri, which cities had also just been given the carrier system. The postoffice authorities were bragging on selling 75,000 stamps in a month and on yearly receipts of \$70,000. Mayor Peirce was in office and inclined to assassinate any editor who in spelling his name got the "i" before the "e". E. B. Fisher was the local editor on the Eagle, with Albert Baxter as the editor, the latter being mentioned for nomination to Congress to fill the vacancy caused by the recent death of Wilder D. Foster. W. F. Conant was editor of the Democrat and M. H. Clark, publisher. A. B. Tozer was edit-

cause of a report made by its Text Book Committee in favor of supplanting Webster's unabridged dictionary with that of Worcester's. The city had eighty lawyers, one to every 250 inhabitants. The Eagle Hotel was being raised nine feet to the new level of Waterloo street. The toll bridge over the Grand River at Bridge street was earning handsome dividends. Smith & Morton were putting up the new hotel at the corner of Monroe and Greenwich streets, but no name for it had been selected. "Town Talk," afterwards dubbed "T. T.," made his bow to the public in his first communication. The city budget was \$120,000, the general fund being but \$45,000. Evidently the poor was with you al-

Look Out For This Bird

A Port Huron merchant sent us a description of the check cheater who is victimizing Michigan merchants by uttering worthless checks purporting to be issued by the Fyr-Fyter Co., Dayton, Ohio. A letter to the latter evokes the following reply:

Dayton, Nov. 20—We have no record of any salesman by the name of Samuel E. Flexor.

The Dayton police department is after a party by this name who has been passing forged checks throughout Ohio, Indiana and Michigan. This party is using a check very similar to the check our company uses for paying commissions to salesmen. He has also passed some checks drawn on the Dayton Power and Light Co.

I suggest that you notify your readers to be on the lookout for this man and to notify the Dayton police department, if he is located. We have no information regarding his address, as he is skipping all over the country.

Ray C. Hahn,
Gen'l Sales Mgr. Fyr-Fyter Co.

WE RECOGNIZE RUSSIA

The long-discussed recognition of Russia is at last a fact. And it is a fact upon the only terms which could possibly receive the approval of the American people—abstention from propaganda, legal protection and religious liberty for nationals and arrangements for settlement of financial claims.

To save the face of the Russian Government these terms are made mutual, but in effect they are a guarantee that Moscow will do as a matter of agreement what we do as a matter of course. It is Russia and not the United States that has been propagandizing. It is Russia and not the United States that has denied legal and religious liberty. It is Russia's attitude that has made a financial settlement difficult.

Recognition will be generally welcomed, we believe, as ending an anomalous condition. There is no denying that the Soviet regime is a Government de facto. Now that it has formally acknowledged the duty toward the nationals of this country which all civilized Governments acknowledge toward the nationals of one another, there is no reason why recognition should be longer delayed.

What the effect of recognition will be upon trade between the two countries can only be guessed. It ought to mean a considerable increase almost immediately, but whether or not it will mean the immense enlargement which some persons expect is another question.

That, however, is not a controlling consideration. On general grounds it was desirable that normal relations between the two Governments should be restored as soon as conditions made it possible. Russia's willingness to sign on the dotted line created those conditions. Both countries should benefit by the result.

SITUATION HAS STEADIED

While the rise in trade was perhaps the most welcome development of the week in business, recognition of Russia and evidences that dollar stabilization might not be very far off were accepted as highly favorable influences. Resumption of relations with the Soviet is expected to produce a large amount of business and especially in those lines which are in so much need of stimulation.

Holding of the price of gold unchanged for four days in succession was interpreted in an encouraging light. While other objections to the recovery program may be answered quickly enough, there is not the slightest doubt that the uncertainty caused by manipulation of the dollar is a severe drawback to the operation of the rest of the plan. Attacks upon this policy have so far come largely from conservative quarters, but they are concurred in by the rank and file as well.

That the situation has steadied all around was more apparent in the week. Not only has the recent decline been checked but The New York Times business index indicates that some further headway has been made. Electric power production advanced quite sharply and steel operations are moving ahead. The report on labor em-

ployment for October showed another, though smaller, gain.

In speculative commodities the price trend of the week was mixed. However, the government index moved ahead. Farm product prices have ceased to decline and in recent weeks have become more buoyant. There is still a considerable gap between them and the general commodity level, but this may be reduced by the easing off in industrial prices as speculative advances are eliminated.

CRYING DOWN RECOVERY

After descending to the depths of the depression to the tune of Pollyanna statements from Washington and other quarters which were so often at direct variance with the facts, we now have recovery with some very loud voices preaching the direst pessimism. In high places the depression was not admitted and now some of these gentlemen will not admit there is recovery.

During the week the head of the National Industrial Conference Board called it all a snare and a delusion. Another outspoken critic saw us going back seven centuries to the time of King John. Then, to confound these speakers before the convention of the National Founders Association, the American Iron and Steel Institute let it be known that the trial period of its code was satisfactory and no changes would be made.

Just how such opposition to the recovery program can hope to get any place is difficult to see. Throughout the years of the depression the leading business organizations offered little in the way of effective steps for dealing with it. Finally, in spite of the expert opinion at their command which should have indicated whether recovery was well under way last March, industrial and trade leaders pathetically besought Washington for aid.

Now that headway has been made against the debacle, means are sought to belittle the program and to throw off necessary restrictions. Social reform is castigated, although what it means is the prosperous market which every business man wants. Trade associations which have an eye to their future usefulness might be better engaged, it seems, in constructive effort rather than attempting to destroy what must benefit their members.

DRY GOODS CONDITIONS

Improving on the gains dating from election day, retail trade last week ran at a level which it was estimated would bring an increase for the half month of about 5 per cent. over the corresponding period last year. Cold weather, a readjustment of prices to lower and more acceptable figures and lively promotion have proved the winning combination.

From other cities come reports of similar results. Checking up of farm trade has shown that trade in many of these areas is thriving and from the South, where wage levels were raised appreciably through the industrial codes, there has been received news of astonishing increases.

Within the next two weeks the Christmas clubs will distribute some \$350,000,000 to members, of which more than 40 per cent. will be used in

retail purchases. This sum and other sources of buying power such as the civic payments and liquidation of bank deposits promise to stimulate holiday business.

The late Thanksgiving this year cuts down to a minimum the accepted holiday season, but most stores plan to get started before the traditional date. Toy sections were opened here yesterday. The early holiday demand so far seems to have turned more definitely toward novelties and luxuries than was the case last year.

In the wholesale merchandise markets, re-orders were more plentiful, although it will probably take another few days of good retail business to reduce stocks so that replenishment is necessary. New and lower price lines are being arranged.

PRICE LINES LOWERED

Giving due credit to the weather, which is always a factor of the first importance, the upturn in trade in the last ten days is accepted in retail quarters as demonstrating again the importance of proper price lining. After the small boom in August, many merchants apparently imagined that the public was ready for higher prices and would freely patronize quality offerings.

Price lines were moved up and trade fell into the doldrums. It was rather evident that proper tests of these new lines had not been made or else that the August buying was a poor indicator of what prices would readily obtain response later. Probably this "inflation" purchasing was done by those who ordinarily choose quality goods.

Actually, increased purchasing power has fallen, chiefly to the benefit of the lower-wage earners. In this and other sections of the country the early Fall season was affected by the losses incurred from labor strikes. Once these troubles were overcome, buying power was restored and demand asserted, but principally in the lower-price brackets.

Price line adjustments have been made by the stores and trade has been quick to respond. Despite the heavy advances in wholesale costs, retail prices last month showed the smallest increase since the upturn got under way last May. The rise of 1.2 per cent. last month, as recorded by the Fairchild index, compared with gains of 4.2 per cent in September and 8.4 per cent in August.

OBJECTIONS TO PROGRAM

Now that there is evident a more patient attitude with respect to the recovery program and a growing spirit of willingness to "give it a chance," it may be worth while to state the three sources of complaint most commonly mentioned in business circles. Other objections are raised, of course, upon individual issues, but these are the three broad criticisms:

1. Uncertainty over the gold policy, which so severely handicaps plans for future operations.
 2. Lack of enforcement of the President's Agreement and the trade industrial codes.
 3. Contradictory policies on the part of the different government agencies.
- The first two are of immediate concern. The average business man has

little understanding of gold and dollar manipulations and has small wish to understand them. But he does recognize their influence upon his business because the uncertainty in high circles is communicated to his own customers. His financing arrangements are also subject to that uncertainty.

In the case of code enforcement the general impression is that "chiselers" will have to be dealt with promptly and harshly or else there is every possibility that the plan will gradually fade out in all but a few industries where the benefits are too striking to permit return to former conditions.

GOLD HOARDING

At last we have a decision on the validity of the order against hoarding gold. Judge John M. Woolsey of the United States District Court declares the order invalid, holding that Congress vested the authority to issue such an order in the Treasury Department and that therefore the President did not have power to require by proclamation the surrender of gold to the Government. Obviously, this decision does not invalidate the Administration's anti-hoarding policy. It merely says that that policy may be carried out in the way prescribed by Congress and in no other.

All that needs to be done at Washington to make the anti-hoarding order legal is for the Treasury Department to issue a decree similar to the President's proclamation. The surprising thing is that, in view of the wording of the law, this course was not followed in the first place.

THE FIRST FEW HOURS

The first hundred years may be the hardest, but we have long been assured that the most important years in a person's life were those from one to six. Now comes Dr. James J. Ganders to tell us that one's habits of learning and general disposition are probably influenced considerably in his first few hours and days. If this condition imposes a much heavier responsibility upon parents for that early period than they have been assuming, it correspondingly lightens the burden all the rest of the way. An up-to-date mother, receiving a complaint about the antics of her child in the house of a neighbor who has been giving a tea party for grownups, will merely smile and murmur, "But you know Willie's disposition is fixed now. He's almost a year old."

BRANDED GOODS FAVORED

A significant gain in the relative importance of branded goods in retail merchandising is now beginning to assert itself. Evidences are multiplying, that the consumer who is now required to pay a higher price for an item of merchandise is expressing a strong preference for goods with an established reputation for quality.

In addition to the probable increase in the percentage of branded goods which retailers will carry, it is held that this situation will undoubtedly make for a marked spurt in advertising in the near future. The situation created by NRA has greatly narrowed the competitive advantage which goods of sub-standard quality had over goods of known repute.

OUT AROUND

Things Seen and Heard on a Week End Trip

There are two kinds of people in this world—the successful and the unsuccessful. Some people are so foolish as to entertain the idea that success depends upon opportunity—upon hitting the right thing at the right time—but a business career of over sixty years (fifty years as an employing printer) leads me to believe that success is dependent wholly upon the individual; that no matter what one's environment may be, the really worthy person will rise superior to his surroundings, no matter how much he may be handicapped by humble birth, deficiency of education, poverty or lack of opportunity. Unless the person has the moral stamina to overcome any and all of these drawbacks he is destined to become a member of the great army of commonplace people, which means that all his life he will exist solely to pay rent to the landlord, buy bread of the baker and purchase shoes, clothing and food of the merchant.

I can usually tell the first day a new person comes to us what the future has in store for him—perhaps I ought to say what future he proposes to make for himself. If he watches the clock as eagerly as a cat watches a mouse hole; if he has his hands washed and his coat and hat on ready to jump for the street at the first tap of the quitting bell; if he comes to work in the morning full of conversation about the events of the previous evening; if he demurs doing what he is asked to do because it is a little out of the line of his regular work; if, in his haste to get away from the office, he leaves undone any of the things he could complete in order to enable his employer to keep faith with his customers; if, when he makes a mistake or turns out a job which is not perfect, he undertakes to keep it from the knowledge of the manager, I immediately conclude that he seeks membership in the Tradesman family solely as a temporary expedient and that he has no higher aspirations than to see how much money he can crowd into his pay envelope each week, regardless of the service he renders or the character of his workmanship. Such a person never gets anywhere with me or with any discerning and discriminating employer, because he does not possess those elements of leadership and faithfulness which are the certain indications and forerunners of a successful career.

We have been exceedingly fortunate (both for our employes and ourselves) in being able to maintain an open shop where any employe can readily acquire a thorough knowledge of the different branches of the business. This is not possible in an office conducted under union auspices, where every person has to live up to an iron rule which narrows his activities and usefulness to a single branch of the business. I have never drawn the line on race, color, religion, politics or sex, because these are personal relations which do not concern me. I do draw the line on union affiliation, because sixty years'

experience and observation lead me to believe that the dead level of unionism is utterly destructive to personal ambition and the aim to excel on the part of the employe; that the union destroys not only the personal freedom of the individual, but invariably converts him into a slacker and a sloven. Because the union closes the door of opportunity to the worker and precludes his progress upward, I have deemed it wise to draw the line on union affiliation. I have never advised an employe not to join a union and never will; but unionism is so foreign to the spirit and atmosphere of the Tradesman office that his connection with us automatically ceases when he takes the oath which makes him a servile tool in the hands of the walking delegate or business agent. I regard the closed shop as a criminal institution, because it violates the constitution of the United States and the tenets of every moral agency on earth. No one can sign a closed shop agreement and continue to be either a good citizen or a Christian, because both the theory and practice of the closed shop are anti-American and anti-Christ.

I do not believe in the 6 hour day and the curtailment of output which are cardinal features of the union propaganda. I believe if every man in the world was faithfully working 10 hours at this time we would not be embroiled in the turmoil, unrest and uncertainty which now confronts us. There is nothing like wholesome work—cheerfully given and well paid—to bring the world out of chaos and restore the peaceful conditions which existed before the infamous doctrines and incendiary tactics of Gompers and Lenin involved the world in confusion and misunderstanding.

It may interest you to know something of the remarkable success some members of the Tradesman family have achieved in the world.

Our first printer was James Marshall. He was with us about two years. Although we were as poor as church mice in those days, we grubstaked him through commercial college and helped him get a start for himself. He soon demonstrated that he was born for big things. He lived in a \$100,000 house in Chicago, acquired a controlling interest in the Middleby-Marshall Oven Co. and was president of a bank and a trust company. He purchased 16,000 acres of land near Orlando, Florida, where he was rapidly developing one of the finest dairy farms in the world when he was called to meet his Maker.

Our next printer was Harry M. Royal, who was with us about four years. When he started a newspaper at Shelby, we gladly guaranteed his account at a Chicago printer's supply house. He has become one of the leading men in the publishing business in Michigan. He has a beautiful home—one of the finest residences in Shelby—and has substantial interests in canneries and other enterprises.

Rufus Freeman was our first pressman when we engaged in the job print-

ing business about 1884. He was a high type of mechanic and while in our employ developed the idea of an automatic job press which afterwards found expression in the Autopress. He invited me to join him in that enterprise and I sunk several thousand dollars in undertaking to make the Autopress a success. I do not bewail my loss, because if it had not been for the Autopress, the wonderful Kelly press, would probably never have been invented. Rufus originated many novel features now in use on the Miehle press and I confidently expect to see him achieve a high place in the field of invention before he dies.

Lake Smith was one of the brightest boys we ever trained and started on a successful career. He rapidly climbed the ladder of success, finally landing the position of sales manager of the Stetson Hat Co. of New York, drawing a salary in excess of \$12,000 per year. He always visits us whenever he comes West and voluntarily asserts that the exalted position he has achieved in life is largely due to the careful training he received at our hands.

During the fifty years we have published the Tradesman I think we have had at least 1,000 names on our payroll. I do not think any former employe ever landed in jail or found refuge in the poor house. We have had with us many bright young people who have developed into bankers, merchants, lawyers and publishers.

As employers of labor we feel that we owe a duty to such of our employes as show a disposition to help themselves by acquiring habits of thrift, economy, faithfulness and loyalty. You may not think these things are noticed by an employer. If so, you are greatly mistaken. Any discerning employer with half an eye can go through a shop and pick out the incompetent men from the worthy ones at a glance. With a view to demonstrating in a substantial manner that we appreciate faithful service on the part of our employes I promulgated a little announcement, offering to pay those who were willing to acquiesce in certain rules a bonus of half a week's salary extra every time we paid a dividend. This policy was continued until the business depression interfered with our earnings to such an extent that we were forced to abandon it. In the meantime our employes received in excess of \$25,000 extra. We are a little band of producers, working together for the common good; working to a common purpose for a common end. Having builded a business on a broad foundation, I cannot expect to see it continued along broad and liberal lines by labor slackers, union propagandists, religious fanatics or political bigots. My successors must be men and women who have proved their right to recognition and encouragement by years of faithful service, during which time they have been liberally compensated for their efforts in our behalf. I heartily believe in the law of compensation—that as you sow, so you will also reap; that if a man is looking for trouble in this world he gets it; that if he looks for success, he is pretty sure to achieve it if he is willing to

pay the price, which involves his honestly earning every penny he receives, in doing his work cheerfully and well, in being loyal to his God, his employer, his family and himself and in never grumbling or finding fault with things which he has it in his power to remedy or prevent.

There has always been less friction in the Tradesman office than any other printing office in the city. Because of the absence of unionism we have never been distracted by constant controversy, suspicion and distrust. I believe we can ultimately make our establishment the banner institution of the kind in the country. The employe cannot do it alone; the management cannot do it alone; but both classes, working together in a spirit of harmony, co-operation and friendship, can bring about ideal conditions and develop a condition of mutual helpfulness, progress and prosperity which will be for the lasting benefit of all. I do not expect to live to see the millennium predicted in the XX chapter of Revelations, but I do expect to see the time when both employer and employe will come to understand that their interests are never antagonistic when based on mutual good will and the practice of the Golden Rule.

Uncle Louis Winternitz died at his hotel in San Diego, Calif., Friday, Nov. 10 and was buried beside his wife in Chicago the following Thursday. He was born in Prague, Bohemia, April 20, 1854, of Jewish parentage. One of his brothers was for many years manager of a great art gallery at Munich. Another brother was leader of the band maintained by the King of Bavaria. Deceased came to Grand Rapids in 1884 to assume the management of the compressed yeast agency established by his half brother, who had died. He was a man of great energy and built up a large business in the sale of yeast, vinegar, coffee, spices and pickles. He resigned about 1890 to take the management of the Michigan Spice Co., then owned by Henry Idema, Peter Lankester and E. A. Stowe. On the sale of the spice business to Henry Vinkemulder, he accepted a position as superintendent of agencies for the Fleischman Yeast Co., of Cincinnati, for more than twenty years. Failing health forced him to retire from active employment and he was placed on the pension list of his employer, retaining that connection as long as he lived. Soon after coming to this country he married Miss Clara Kadish, of Chicago, who passed away about twenty years ago.

Deceased had a remarkable capacity for friendship and retained the friends he made in his early years in America as long as he lived. He was one of the most honest men I have ever known. He never could do enough for a person who befriended him or favored a friend whom he loved.

It so happened that I lived in the same house with him when he first came to this country. At that time he did not know a word of English, but

(Continued on page 23)

FINANCIAL

Administration Faces Danger of an Inflation Panic

It is incredible that the Administration for long can continue to ignore the effect of its monetary policy upon the Government bond market and the flight of capital from this country. Either of these developments by itself would indicate something is seriously wrong in our financial system. Coming together, as they did last week, they must be interpreted as a forecast of a severe monetary and credit collapse.

The Administration must recognize the force of such a warning. It is so plain that it cannot be missed. There perhaps is no other combination of events by which the financial markets can show with such vigor its fear for the future.

Granting Washington is willing to give any weight to the judgment of those who have spent their lives in finance and in appraising the significance of developments, therefore, it must take cognizance of the pronounced weakness in long-term Government obligations and the apparently almost insatiable desire to get funds out of this country last week.

Specifically what these markets have revealed is a fear that the dollar will become virtually worthless. They have reflected a belief that our inflation is out of control—that it has gone so far and today has such momentum that it is too late to turn back. Necessarily this does not mean that everyone by any means is of this opinion, for in that case there would have been a panic: but the action of Government bonds and the foreign exchanges indicated this view was increasing and opposition to it was weakening.

Personally I do not believe it is too late to reverse our policies and prevent ruinous inflation. All that such action would require would be courage and determination. Unfortunately, however, there so far has been no evidence of such courage and determination. Quite the contrary, in fact; for day after day and week after week Washington has shown a willingness to undermine the value of our currency both directly, as in the present gold-buying program, and indirectly, as in the incessant printing of Government bonds to cover this, that and every other conceivable kind of expenditure.

How much farther the Administration can go in this direction without creating an inflation panic is an open question. Temporarily it could stall off such a result by making the Federal Reserve System start buying long-term Governments. Unless the underlying conditions are changed, however, this would be of no permanent aid for in due time the Reserve System would become hopelessly water-logged with these securities and would have to start its printing presses.

From a long-term point of view the only way to prevent an inflation panic is to go back to policies which will not disturb the confidence of the public. This will mean, on the one hand, the abandonment of our present monetary

policy and, on the other hand, a return to sound principles in the handling of our Federal finances. Such a retracing of steps and repudiation of publicly acclaimed policies may not be easy or pleasant but the alternative is printing-press money. Ralph West Robey.

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Time for Open Warfare on Inflation

One of the least justified contentions that one forever is hearing now, it seems to me, is the statement that it is hopeless to work for anything better than a compromise on inflation. This view is based upon the argument that there is such a large demand in the agricultural regions for some use of the printing presses that it is impossible to "get by" without a move in this direction. There is good reason for thinking there will be printing-press money in this country before we get through with our experiments, but I can see little or no reason for saying that anything else is impossible.

In the first place there has been, as yet, nothing approximating a fight against inflation. So far the argument has been entirely one-sided. Sound-money men, including in this all those who do not believe currency tinkering offers a solution for our ills, have sat on the sidelines and said scarcely a word. Finally the New York State Chamber of Commerce, it is true, got around to passing a resolution against the current monetary policy, but no one would maintain that as yet we have had anything like an audible sound-money party in action.

At the same time it stems to me beyond reasonable doubt that a vast number of people in the country irrevocably are against inflation. The only question is whether they have the courage to stand out and fight for their views, so long as they are contrary to the policies being followed in Washington. It is quite probable that upon this will rest the answer to the question of whether we are to go the way of Germany.

Personally I believe that if a real fight on the issue of inflation was started, the sound money proponents would win. Their arguments are infinitely superior, both logically and historically, to those of the inflationists. In fact, there is an admission of this in the statement, which accompanies all demands for inflation, that our currency tinkering must be held within bounds. Even the inflationists, in other words, cannot help but recognize that if their policies were carried too far it would be ruinous to the country.

The whole case of the inflationists, thus, rests upon its being "reasonable" or "controlled." We have no reason to believe, however, that it will be held in check, or even that any attempt will be made to put on the brakes until irreparable damage has been done. Rather, all the evidence points just to the opposite conclusion, for right from the start President Roosevelt has been compromising on this question if not actively encouraging the inflationists.

There is a possibility, of course, that henceforth the President will change his policy. He may decide that infla-

tion is bad and offers nothing in the way of relief. This is a gamble, however, which the country cannot afford to take. Every day that the fight against inflation is delayed the possibility of the President reversing himself becomes less. It is high time, therefore, unless the United States is to follow the road of France and Germany, that those against inflation put an end to their silence and open warfare on the currency issue.

Ralph West Robey.

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Proceedings of the Grand Rapids Bankruptcy Court

In the matter of Henrietta A. Newman, bankrupt No. 5459. The first meeting of creditors has been called for November 28, 1933, at 2 P. M.

In the matter of James B. Carclay, bankrupt No. 5491. The first meeting of creditors has been called for November 28, 1933, at 2 P. M.

In the matter of Jed Grace, bankrupt No. 5329. The first meeting of creditors has been called for November 28, 1933, at 11 A. M.

In the matter of George Eckman, bankrupt No. 5458. The first meeting of creditors has been called for November 28, 1933, at 11 A. M.

In the matter of Onondaga Construction Company, bankrupt No. 5478. The first meeting of creditors has been called for November 28, 1933, at 10 A. M.

In the matter of Harry L. Fox, doing business as Fox Brothers, bankrupt No. 5493. The first meeting of creditors has been called for November 27, 1933.

In the matter of Donker Coal Co., bankrupt No. 5487. The first meeting of creditors has been called for November 27, 1933, at 10 A. M.

In the matter of John H. Varenhorst, bankrupt No. 5148, final meeting of creditors was held September 26, 1933. The trustee-trustee was present and represented by Harry D. Reber, attorney. Certain creditors were present in person and represented by A. S. Hinds and Boltwood & Boltwood, attorneys. 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. Certain claims upon which objections had been filed were heard, and in some instances held for further adjustment. On November 13, 1933, after final adjustment of claims, order was made for payment of administration expenses, preferred tax and labor claims and a first and final dividend to general creditors of 9.2%. No objections to the bankrupt's discharge. The estate will be closed and the files returned to the U. S. District Court.

November 15, 1933. On this day the schedules, reference, and adjudication in the matter of D. Glenn Lower, bankrupt No. 5499, were received. The bankrupt is a druggist of Kalamazoo, Michigan. The schedules show total assets of \$4,025.00, (of which \$1,950.00 are claimed exempt), and total liabilities of \$10,793.34, listing the following creditors:

City, County and State taxes,	
Kalamazoo	\$ 456.04
Helen day, Kalamazoo	102.21
Arctic Ice Cream Co., Kalamazoo	378.40
Fidelity Building & Loan Ass'n., Kalamazoo	4,179.34
First National Bank & Trust Co., Kalamazoo	51.00
Sun Life Insurance Co. of Canada, Kalamazoo	571.52
Arctic Ice Cream Co., Kalamazoo	14.31
American Druggist Synd., Long Island, N. Y.	15.85
Bauer & Black, Chicago	10.00
Bayuk Cigar, Inc., G. R.	19.02
Barensten Candy Co., Benton Harbor	11.00
Boyer Co., Chicago	24.56
Brewer & Co., Inc., Worcester	22.64
Carrington, Geo., Chicago	18.94
Cenol Co., Chicago	42.00
Colgate Palmolive Peet Co., Chicago	47.58
Brodstrodt, St. Louis	4.00
Cleenerwerck & Sons, Kalamazoo	75.76
Dewitt & Co., Chicago	8.81
Elean Stationery, Vicksburg	2.00
Gilbert Candy Co., Jackson	2.80
General Cigar Co., Chicago	2.00
Hartleb Candy Co., Kalamazoo	25.56
Henop Co., Kingston, N. Y.	21.40
Helen Co., Benton Harbor	7.50
Johnston-Robt. A. Co., Milwaukee	8.00
Johnson Paper Co., Kalamazoo	37.91
Humiston-Keeling Co., Chicago	306.10
H. C. King & Sons, Battle Creek	2.58
Kalamazoo Gazette, Kalamazoo	2.00
Michigan Magnesia Co., Detroit	16.80
Monroe Chemical Co., Quincy	9.00
Newton Products Co., Cincinnati	7.30
Park Davis Co., Detroit	24.00
Perfection Biscuit Co., Ft. Wayne	3.84
Star Paper Co., Kalamazoo	46.84
Stearns & Co., Detroit	75.00

Western Co., Chicago	7.35
Wm. R. Warner, St. Louis	22.78
Wolverine News Co., Detroit	5.00
Walsh & Co., Kalamazoo	10.00
X-Pel Co., South Bend	2.10
Wander-Weele, A., Kalamazoo	5.25
Ernest Wide, Kalamazoo	1,902.50
Harry H. Hoover and Francis M. Hoover, Kalamazoo	2,134.47
McDerney Narmer, South Bend	12.58
Consumers Power Co., Kal.	unknown
Kalamazoo Gazette	10.00

In the matter of Benjamin R. Peterson, bankrupt No. 5474, first meeting of creditors was held November 13, 1933, at which time the bankrupt was present in person and represented by Miss Lelia E. Boyce on behalf of Clare E. Hoffman, attorney. The bankrupt was sworn and examined without a reporter. Fred G. Timmer, of Grand Rapids, Michigan, was appointed trustee and his bond fixed at the sum of \$500.00. The meeting then adjourned without date.

November 15, 1933. On this day the schedules, reference, and adjudication in the matter of Carl E. Eriksen & Sons, a Michigan Corporation, bankrupt No. 5497, were received. The bankrupt is located at Ludington, Michigan. The schedules show total assets of \$1,309.84, and total liabilities of \$4,564.56, listing the following creditors:


City of Ludington, Ludington	\$ 7.77
Pittsburg Plate Glass Co., G. R.	2,099.18
John Seven Company, G. R.	35.00
G. V. Panyard, Muskegon	9.00
Joliet Wall-Paper Mills, Joliet	186.43
Phelan-Faust Co., Milwaukee	54.25
The Saco Mfg. Co., Milan	75.00
S. A. Maxwell & Co., Chicago	138.80

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OLD KENT BANK

2 Downtown Offices
12 Community Offices

M. C. Gaudzward, G. R.----- 441.38
 M. C. Gaudzward, G. R.----- 441.38
 Indiana Indestructible Past Co.,
 Chicago----- 53.89

Fred J. Brogger, G. R.----- 73.00
 Ohio Varnish Co., Cleveland----- 614.80
 Truscon Laboratories, Detroit----- 757.06

In the matter of Hilton A. Piper, bankrupt No. 5176. The final meeting of creditors has been called for December 4, 1933, at 10 A. M. The trustee's final report will be approved at such time. There will be no dividend for creditors.

In the matter of The Sport Shop, bankrupt No. 5390. The final meeting of creditors has been called for December 4, 1933, at 10 A. M. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of Muskegon Heights Memorial Works, bankrupt No. 5165. The final meeting of creditors has been called for December 4, 1933, at 11 A. M. There may be a small dividend for creditors.

In the matter of City Book Store, bankrupt No. 5228. The final meeting of creditors has been called for December 4, 1933, at 11 A. M. The trustee's final report will be approved at such meeting. There may be a small dividend for creditors.

In the matter of Bert Glupker, bankrupt No. 5365. The final meeting of creditors has been called for December 4, 1933, at 11 A. M. The trustee's final report will be approved at such meeting. There will be a small dividend for creditors.

In the matter of D. Stern, doing business as D. Stern & Company, bankrupt No. 5360. The final meeting of creditors has been called for December 4, 1933, at 2 P. M. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of Fred Berger, bankrupt No. 5391, final meeting of creditors was held under date of November 6, 1933. Fred G. Timmer, trustee, was present. Trustee's final report and account was approved and allowed. Bill of Shaw & McIntyre, attorneys for bankrupt (balance due) was approved and allowed. Order was made for the payment of expenses of administration as far as funds on hand would permit. No dividend to creditors. No objection to discharge. Files will be returned to U. S. District Court.

In the matter of Herbert H. Menery, doing business as Menery's Drug Store, bankrupt No. 5276, final meeting of creditors was held under date of November 6, 1933. Fred G. Timmer, trustee, was present. Creditors were represented by G. R. Credit Men's Ass'n. Trustee's final report and account approved and allowed. Order was made for payment of expenses of administration as far as funds on hand would permit. No dividend to creditors. No objection to discharge. Files will be returned to U. S. District Court.

In the matter of William A. De Vette, bankrupt No. 5198, final meeting of creditors was held under date of November 6, 1933. Fred G. Timmer, Trustee, was present. Bankrupt present in person and by Harold Charter on behalf of A. W. Penney, attorney for bankrupt. John G. Anderson was present for certain creditors. Trustee's final report and account approved and allowed. Items offered for sale under paragraph 4 of the notice to creditors having been considered and no bids having been made for the same, said items were abandoned as worthless and burdensome. Order was made for the payment of expenses of administration and a first and final dividend of 9.8%. No objection to discharge. Final meeting adjourned without date.



Lines of Interest to Grand Rapids Council

Beano—Keno—Nosey Poker or what have you?

The first two mentioned are sinful pastimes which are fostered by the devil and cause free, clear thinking individuals to neglect home and mother and refuse the sanctity of our movie houses. Those intolerable games, which furnish fun and diversion to many, are but nests of evil and breeding places for crime of every imaginable description. They are a menace to the business world. They will cause theaters and stores to close their doors

if they are not throttled. No one has the right to pick and choose between the two—beano or theater; keno or food market. So says Nosey Poker. Some know Nosey Poker as a game, but not a better appellation can be given the following individual: Tall, skinny, hollow-eyed, funereal looking individual with a long nose, colored glasses, tall, black hat with a band of crepe. Long tailed, threadbare coat and a wrinkled, black string tie. Snag toothed and breathing the breath of cloves on his contemporaries. A lousy, thin-haired snoop who is everlastingly sticking his nose into everybody's business and living in a glass house with drawn shades. It would be shameful to have our present day intelligence and gentleness revert back to barbarism: but it might be well if only for a night so that all the Nosey Pokers might be placed astride cross-cut saws and carried off to a broken brick dump and thereon forcibly dumped, with tar and feathers for a cloak to hide their nakedness, cupidity and viciousness.

Human experience has taught us to despise that Nosey guy for the very reason that he chews cloves to make a breath of deceit and back-slashing. He praises God on Sunday and whispers with the devil in an alley on Monday. He shouts that he lives in a glass house, but never is there a shade raised that one may look in on his doings. He likes to have one believe that his scaly dome of impishness is surrounded with a halo of sanctimoniousness where a steel band of molten jibes, curses and derision should press the bony skull to the flatness of an adder's tongue. It is sorrowful that social ethics bar for shark bait thus eliminating two evils. It always has been and ever will be as long as the human race exists—just some one who can not see someone else get a little pleasure out of life.

Everyone has a different make-up. Everyone has his own ideas of entertainment and everyone desires to seek his diversions in his own way. Why nose into anyone's business as long as he remains within reason and good judgment. Whose business is it whether we spend a quarter in a theater or in a beano game? In one we see nearly nude women and frantic love-making men flit across the screen and then left to our own imaginations while in the other we meet our neighbors and people who are alive, happy and full of the red blood of adventure with all their senses alive and keen to the call of the numbers. Is it harmful to be happy? Is it harmful to associate with one's neighbors in an evening of fun? Is it harmful to secure a basket of groceries or a ham, purchased from a local dealer, by being able to fill one's card at a beano game? Shall we challenge the good sense and desire of our citizens to lighten their struggle for bread by diverting their minds from the channel of serious thought and the everlasting grind of everyday life?

We are not condoning viciousness or flagrant law-breaking, but we are sympathetic with those who desire to shift aside the present pressure of conditions and try to let in a little sunshine to brighten the depressed spirit. Again we admonish—let him who lives in a glass house raise all the shades so

that the outside, clean, justice loving community may look in upon a spotless, white-robed existence of those who profess sanctimoniousness.

F. L. Kuehne has secured a connection with the Braided Fabric Co., of Providence, R.I. Counselor Kuehne will cover Michigan and Indiana territory. Council members wish him every success in his new position.

Once again the trusty rifle of W. E. Lypps barked and an antlered deer passed on to where all good deer go when the unerring aim of a hunter places a bullet in their hearts. Walter got his deer near Ackerman in the Upper Peninsula. He returned Saturday afternoon. That boy don't fool when he goes hunting. He brings home the game, and how.

"How do you come to be so badly beaten up?"

"I was talking when I should have been listening."

The Grand Rapids Sales Promotion Club held a food show at Feldspaugh's market in Hastings last Saturday. A large crowd attended and the boys were well pleased with their efforts.

Ed. Wykkel, a former member of the Council, and Mrs. Mildred Reynolds were quietly married a few days ago. Only a few of their immediate friends knew of the romance. They will reside at 349 Richard Terrace. Their many friends wish them much bliss on the sea of matrimony.

Past Counselor Radcliffe has won a reputation as a careful driver. His past performances with an automotive vehicle has placed him in demand as a pilot for football parties. Through his prowess at the wheel, he was invited, and accepted, to attend the game at Ann Arbor last Saturday. He acted as chauffeur for the party and everyone returned safe and sound from the trip. We would not be surprised if he was approached by some large transportation company in the near future.

They say a million women in America are over-weight. Round figures, of course.

Mr. and Mrs. Martin Vermaire gave a dinner and bridge party Saturday evening to the following: Mr. and Mrs. W. E. Lypps, Mr. and Mrs. Winterhalter, and Mr. and Mrs. R. P. Dolson. Mr. and Mrs. Lypps carried away first bridge prize.

This week will see several thousand men enter into self-supporting jobs and taken from the relief rolls through the C. W. A. This is part of the number of men who will be placed in self-supporting jobs in the state. The government program calls for placing four million men by January 1. This move not only relieves the Welfare commission and the tax payers but puts the indigent back upon his feet and restores his self-respect and his place in the sun of gainful employment. With a minimum wage of \$15 per week, the many bread winners will be able to pay up bills which are in arrears and will also to furnish food and clothing to his family without having to look to the charity of others. The New Deal for jobless men will habituate those who have had to slink about with the feeling that all eyes were upon them in their misery and that they were hopeless objects of charity. Now they may throw back their shoulders

and raise up their eyes to the sun because a new day has dawned for them.

Another political football has been inflated and will no doubt be kicked about Lansing until every self-respecting pig which might furnish a covering for such a missile will crawl into his sty and squeal with disgust. The Governor has nonchalantly announced that he will not submit the request for a reduction in auto license fees to the first special session of the legislature. He very sagely expresses the idea that it might be a political issue or fodder. To him, it is so, because a Republican thought of it first and that just can't be right. He gives little thought to the thousands who desire the reduction immediately. He thinks not of the multitude that swept him into office and will sweep him out again. He may present the measure to the second session if he feels like doing something of real consequence for his constituents. However, little as may be his capacity for reading plain handwriting on the wall, great will be his chagrin when the voters get through with him and his in 1934. We are not arguing politics but we are yelling for co-operation and team work in Lansing.

It has been reported that our good brother, L. L. Lozier, spent a month in Flint one afternoon last week. We understand Lee was detained for that long period of time while securing an order for that stuff that one sprinkles on a bird's tail when you want to catch him. One can never tell whereupon the eyes of the scribe may fall.

Retire Mfg. Co.,
Gentlemen:

I read your advertisement which read "Extra fine quality tire covers, well made for long wear." I ordered four tire covers and returned what was left of them to you. Please send me my money. I put them on my tires and they ran about four miles.

A. Fule.

D. A. Drummond, prominent North end real estate operator, got the surprise of his life last week. He sent in his final claim papers for an injury on Tuesday and before the glue had dried on the stamp he had his check for the claim. He got so excited that he called the secretary and asked, "How come?" He was informed that service was the slogan of the organization.

A telephone girl's job is neither a profession nor a business—it is a calling.

J. I. Wernette, a former Grand Rapids man, died at his home in Hollywood, California, Nov. 13. Funeral services were held in Glendale, a suburb of Los Angeles. Mr. Wernette was formerly a member of the Council and attended all the social functions given by the Council. He leaves a widow, two sons, a mother, two brothers and five sisters.

Bert M. Post, former Grand Rapids resident, but lately of Ludington, was killed Friday night, when his car skidded on an icy pavement on US 31 near Scottville. Mr. Post was sales representative for the General Foods corporation.

Mrs. W. L. Berner, of Morris avenue, president of Mary Catherine guild, opened her home for a luncheon meeting of the group at 12:30 Monday, No-

(Continued on page 14)

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—Paul Schmidt, Lansing.
First Vice-President—Theodore J. Bathke, Petoskey.
Second Vice-President—Rudolf Eckert, Flint.

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

Our Hindsight Is Still Good

"I wish they'd never started any of that NRA stuff," said a small merchant yesterday. "We were already on the way to recovery and would have gone farther than we have now if they had let us alone."

Does that ring true to human nature? It does. Business had receded considerably in June, 1929; but nobody—or virtually nobody, certainly not the rank and file of merchants—knew it. Everybody knows it now, of course.

It is unquestionably true that we had hit bottom and were on the turn early last summer; but nobody knew it then. We all know it—or think we know it—now.

Wonderful is hindsight, and how clearly we see—afterwards—where "they" had it all wrong! Wouldn't it be grand if we could have a little foresight ourselves? Maybe: I'm not too sure even of that.

But it is comforting to know that business is definitely better on what seems to be a permanent basis. Things have not gone as fast as we thought they would go; but that is certainly because we had too optimistic thoughts. What went too high in July is lower now; but the horizontal betterment is shown by a level encouragingly higher than in May.

Reliable indication of this improvement is found in report of Montgomery Ward First three months of 1933 there was \$2,196,000 loss; second three months, loss, \$1,283,000; but August alone shows profit of \$1,000,000 for that single month.

Textile industry wages have doubled in Rhode Island and comparable conditions of improvement are reported from other Eastern states, with Boston welfare list cut 15 per cent., retail sales up 22 per cent. and carloadings heavier by 19 per cent.

But the Ward report reflecting stores in Seattle and Atlanta, in Los Angeles and New England points, shows general, Nation-wide betterment. So maybe we better quit worrying about what "they" did that "they" should not have done, and get down to our own knitting. For our daily work must go on in much the same way regardless.

Here, for example, is a sample of tact, adapted from Wisconsin Retail Bulletin:

Clerk, coming forward: That olive oil is extra bland, sweet and has delicious nutty flavor.

Customer: Are not all olive oils like that?

Clerk: No indeed, madam, even if many of them are flavory and good. There are great differences, and this one is exceptionally fine. It is not cheap—perhaps no really good oil is cheap—but it also is not dear at 79 cents per bottle.

Customer: I think you may include a bottle in my order.

The wrong way is indicated to be: "Interested in olive oil?" because that puts customer on the defensive—without warning, salesman has put up to her flatly, with no chance for retreat, the need for immediate decision. Instinct prompts her to say No. But if it be assumed that of course she is "interested" and we proceed to confirm her interest by making a definitely suggestive statement, chances are that the sale will be made.

Another slant may be adapted thus: Customer picks up a can of crab meat. Clerk says: "I would not buy that, madam. It is not what you want." Immediately the impression is that the salesman is distinctly and directly "on her side," senses the fact that she is rather choosy and wants her to have what will please her. His way is then open to indicate why he advised against that item and why he suggests that she takes another.

Crab meat, for example, may be sweet and full pack, but lack characteristic flavor; while another, same size and maybe the same price, is extremely flavory. This drama must not be forced. It must be true that you feel that what she has in her hand will not be as satisfactory as another item.

Point is, in all such circumstances the sales track must be kept open. Whatever the clerk says should point onward, with increasing cause for interest. It should never be blocked by indication that the customer may not be interested.

"Pressureless pressure" is exemplified in the case of a saleswoman finding a customer who has tried on a coat saying to her: "Would you like to wear that home to show your family?" The grocery angle on that would be in case of household wares—an electric grill or aluminum. Suggest that it be sent out for approval. Such is the true utility of the delivered-on-approval system.

Customer in flower shop asks if deliveries are made to the General Hospital. Sure they are—or words to that effect. Customer looks about and hesitates between asters and roses. Clerk asks if patient is very ill. Customer says she certainly is. Clerk then says that many sick people find rose scent too heavy and, as he speaks, he pushes the asters toward the customer. Result, she buys the asters.

The tact there was that the clerk noted the hesitancy and felt that price was an object; hence his diplomatic suggestion in favor of the asters.

"Is price wrecking wrecking the super market?" is asked in a recent issue of Chain Store Age. That is a question anyone can suitably ask himself right now. If anybody can answer it conclusively, it must be the chains, since they know better than anybody else the limits of price-cutting and its appeal.

But to laugh at the joke price cutters have played on themselves will not afford us much nourishment. Better to think that if price cutting has starved out others' business it will not nourish our own. And in view of the promptitude with which all chains fell in with the NRA plan of price control, maybe we better take our cue therefrom and get adequate prices.

One thing is sure: That only merchants who do that anyway—code or no code and whether NRA prevails in the long run or not—will survive long enough to count.

"The biggest opportunity that a store has for increasing its volume lies in its fruit and vegetable department; and the biggest opportunity the produce department has lies in its displays."

I often wonder how long such truths will remain unknown to the average grocer and how often he must be told that chain grocers, working all on a cash-carry plan, run up produce sales so huge as to constitute 25 to 40 per cent. of their entire volume, before he will properly grasp the importance of this most rapidly growing of all departments. Anyway, I keep on telling it, hoping to convince a few more each repetition.

And display is easiest in this line. This because of the attractive colors. Let it be remembered that these are nature's colors, hence impossible to make inharmonious. Nature makes no mistakes. Her colors do not clash, regardless of combination. All that is necessary is that the goods be absolutely fresh, the displays kept full in appearance and with correct prices prominently displayed.

Paul Findlay.

A.W.G.A. Sounds Call For Chicago Convention

Announcement of the first annual convention of the National American Wholesale Grocers' Association to be held in Chicago January 15 and 16, at the Congress Hotel, was made to members of the association yesterday by M. L. Toulme, secretary. The Association, a merger of the former two National associations in the wholesale grocery field, expects a record turnout at Chicago, and is making preparations for speakers and discussions of the many complex problems that now face the wholesale grocery industry of the country.

President Milton W. Griggs is now busy making plans for the convention and will soon be able to announce a tentative program, it was stated. This convention will be principally in the nature of a get-together affair, since the members of the two former associations have never yet had the opportunity of meeting informally and exchanging experiences and viewpoints.

Great stress will be laid on this feature of the meeting. Discussions will naturally center to a large extent on recent developments in Washington, such as codes at the proposed new food and drug act which will probably at that time be before the Congress.

My Daily Desire

To awaken each morning with a smile brightening my face; to greet the day with reverence for the opportunities it contains; to approach my work with a clear mind; to hold ever before me, even in the doing of little things, the Ultimate Purpose towards which I am working; to meet men and women with laughter on my lips and love in my heart; to be gentle and kind and courteous through all the hours; to approach the night with the weariness that ever woos sleep and the joy that comes from work well done.—Thomas Dreier.

Look backward for inspiration; look forward for progress; look around you for material for stepping stones to higher things, and never despair. A man's house should be on the hilltop of cheerfulness and serenity, so high that no shadow rests upon it, and where the morning comes so early and the evening tarries so late that the day has twice as many golden hours as those of other men. He is to be pitied whose house is in the valley of grief between the hills, with the longest nights and the shortest days.—American Odd Fellow.

Never mind what has been. Remember that every morning begins a new day—a day for fresh endeavor, a day that may and should be filled with hope and gladness. Don't add to your blunders by condemning yourself too harshly for your errors and shortcomings. Better folks than you have made worse mistakes and bigger failures. Forgive yourself as fully and as freely as you would forgive another, and go cheerily on, leaving the shadows of regret behind.

The longer I live, the more deeply I am convinced that that which makes the difference between one man and another—between the weak and the powerful, the great and the insignificant—is energy, invincible determination, a purpose once formed and then death or victory.—Powell Buxton.

Rademaker-Dooge Grocer Co.

Distributors of

PETER PAN COUNTRY GENTLEMAN CORN

PETER PAN GOLDEN BANTAM CORN

MISS MICHIGAN SWEET PEAS

FREMONT SWEET PEAS

BIG MASTER MALT

BLUE RIBBON MALT

BOUQUET TEA

The House of Quality and Service

MEAT DEALER

Fifth (Maybe Final) Meat Code Ready To Submit

For the fifth time a code for the retail meat business is this week being sent to Washington by the Code Committee of the National Association of Retail Meat Dealers. Being drafted with careful attention to verbal suggestions made to the members of the committee during a conference in the capital two weeks ago with administration officials, and patterned after a "model code" handed to them at that time, it is expected that this will be the final draft. It will be subject, however, to whatever changes that may be necessary when the public hearing is held.

The latest code, while somewhat changed in phraseology, contains most of the provisions concerning fair trade practices of the previous draft. The important changes relate to the labor features and comply with the government's request for clarification in regard to wages and hours. A clause admitting labor's right to bargain collectively with employers is mandatory and this principle is accepted.

The committee, during its conference in Washington, was unable to get any expression suggesting what the administration's attitude will be in respect to mark-up. There were fifteen people around the table. These included, besides W. B. Margerum, A. J. Kaiser, J. A. Kotal and Harry L. Rudnick, representing the retailers, a deputy administrator, a code specialist, a meat specialist, and a representative of the Labor Advisory Board, NRA legal department, Bureau of Animal Industry, AAA statistical bureau, labor bureau and Department of Agricultural Economics. The latter was represented by W. C. Davis.

None of the various codes coming under the Agricultural Adjustment Administration has been approved by the president. The only retail code yet to receive the presidential O. K. is the General Retail Code, and that does not pertain to foods. It operates under NRA. The meat packers are also waiting for their code to be approved.

Presuming that the retail meat trade will have a code of its own, separate from other food lines, and that the government's policy in regard to the General Retail Code will be followed in the AAA codes, a grocery store selling meat would be governed by the meat code in its operation of the meat department as to price provisions and by wages and hour provisions. And conversely, a market selling principally meat would be bound by the price provisions of the grocery code in its grocery sales.

The General Retail Code states, in regard to its application to departments of a store:

"A well-defined department of a store otherwise covered by the code, which department is operated virtually independently of the rest of the store and employs certain employees exclusively within it, and which sells mostly products not included under the Retail Code, is not governed as to its hours and wages by the Retail Code."

That should make it clear that unless the AAA adopts a different policy in regard to departments, that the interests of the meat dealer can be completely served only through affiliation with the Retail Meat Dealers Association.

The technicalities of meat handling and the complexities of meat market operation are such that no other organized group is fitted to work out the meat trade problems intelligently. And not being concerned about the meat business except casually, an organization devoted primarily to the interests of another line of products could not be expected to give its problems more than casual attention.

Through the National Industrial Recovery Act the government gives the industries the power to regulate themselves, and the government holds that effective regulation can be secured only through their trade associations.

Membership in the meat trade association now becomes more important to every meat dealer for his own protection. This fact is recognized by the meat merchants in cities that have enjoyed the benefits of organization in the past, as shown by the way they are flocking into the local associations in those cities.

Membership in the National Association is open to all retailers, in small towns as well as large. The fee for individuals is \$5, which covers all costs and entitles the member to all privileges for a year.

Chains Get Bigger Discounts Than Wholesalers

In response to repeated assertions that chain stores hold important competitive advantages over independent dealers because of large discounts and allowances granted them by manufacturers, the Federal Trade Commission conducted an inquiry in connection with its chain store investigation.

The result is a report on special discounts and allowances to chain and independent distributors in the grocery business which is based on reports received from 457 manufacturers in 1929 and 464 in 1930, who furnished data to the Commission concerning their sales and allowances made to 62 grocery chain systems, 93 grocery wholesalers, and 44 co-operative grocery chain store systems.

The situation in the grocery trade is told as follows:

"The average rates of allowances on total sales of all manufacturers to chain store systems (1.89 per cent. in 1929 and 2.02 per cent. in 1930) were more than twice the rate to wholesalers (0.87 per cent. in 1929 and 0.91 per cent. in 1930) and almost twice those given to co-operative chains (1.00 per cent. in 1929 and 1.04 per cent. in 1930).

"However, of the 457 manufacturers reporting in 1929 and 464 reporting in 1930, only 253 and 273 respectively made allowances to chain, wholesale or co-operative dealers. Their allowance to chain store systems in 1929 amounted to 3.44 per cent on these manufacturers' sales to the chains as compared with an average rate of 2.68 per cent given on sales to wholesale dealers by the same manufacturers, and 2.55 per cent. on sales to co-operative chains by

the manufacturers making allowances. In 1930, manufacturers reported their allowances to chain stores as 3.58 per cent. on total sales made to these chains while their allowances to wholesalers and co-operative chains amounted to 2.33 per cent. and 2.54 per cent. on sales, respectively.

"Total allowances of \$6,306,213 made to all dealers in 1929 amounted to 3.34 per cent of the sales of manufacturers granting allowances. In 1930, the allowances of \$6,439,514 were at the rate of 3.43 per cent. of sales of those manufacturers who gave allowances.

"Chains making the smaller purchases frequently obtained considerably larger allowances in proportion to the size of their purchases than the chains buying larger amounts, although in general there appears to be only a relatively slight association between the total amounts of sales reported and the rates of allowances on such sales.

Allowances by the reporting manufacturers in 1929 to Kroger Grocery & Baking Co amounted to slightly more than 1 per cent. on its total purchases aggregating 36.4 million dollars. Atlantic & Pacific received 2.37 per cent on purchases amounting to 158.5 million dollars. In 1930 Kroger received 1.32 per cent. on about 33 million dollars' purchases and A. & P., 2.42 per cent. on purchases aggregating about 150.4 million dollars.

"The highest rate of total allowances on sales by manufacturers made to any chain in 1929 was 68.86 per cent. given to a nine-store grocery chain, the purchases of which amounted to only \$50.

"Although the larger rates of allowances are not necessarily given by manufacturers on large sales (and vice versa), larger number of manufacturers make allowances to the large than to the small chains, and larger numbers of allowances are given to the former than to the latter group.

Business of Chain Stores Is Declining

The Federal Trade Commission in another of its reports on the chain store industry entitled, "Invested Capital and Rates of Return of Retail Chains," shows among other things, that "notwithstanding the general growth of chain-store business as a whole and the increase in size and great success of many individual chains, the tendency, for most of the kinds of chains, clearly appears to be (1) declining average sales per store, (2) decreasing business income per store, (3) decreasing turnover of business investment, (4) declining rates of return on investment.

The report presents information regarding the invested capital, earnings and rates of return upon capital for

twenty-six kinds of chain-store business.

An Office Advance

Reproducing devices for office use have moved forward with long strides in the past few years. Where not so long ago most offices were limited to the reproduction of typewritten matter, handwriting or the simplest drawings, it is now possible correctly and economically to reproduce almost anything that can be put onto a sheet of paper.

One interesting piece of equipment in which a number of improvements have recently been made permits the reproduction of drawings, charts, maps, office forms, in black and white or in more colors than can be seen in a rainbow. Reproduction of office forms has the particular advantage of avoiding the cost and time of type setting and engraving.

The essential feature of this device is merely a glass plate with an electric light under it which makes it possible for fairly complicated drawings to be quickly and easily traced upon a stencil sheet. Some very interesting work that is in front of me happens to have been made by a young man who had never before seen this device.

Pretty Good Recommendation

The young lady was looking over the stock of radios. "I want to buy one on the instalment plan," she said.

"Yes, madam, I think that can be arranged," said the clerk. "Have you any references?"

"Yes, from our last dealer."

"May I see them?" he asked.

"Well, I haven't any with me," she returned, "but I'm sure he will be glad to tell you that there wasn't a scratch on the cabinet when he took it back."

Barn fires are combated by a new system of metal farm structures. One-story, mowless barns are used, hay and other feed being stored in adjoining silo-like containers. A combination metal structure which cures and stores both cut hay and ensilage is also offered.

A new, compact oil-burning steam boiler is said to need no foundation, breeching or stack, to require little maintenance, to have high efficiency. Sizes range from five to 500 boiler horsepower.

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.

Welcome Code's Completion As Step in Right Direction

The basic retail code has been in force since Oct. 30, 1933. All retailers welcomed the conclusion of the many-sided discussion which delayed, for more than two months, the completion of this code. Necessarily its final text represents a compromise of several basic points. But, surely, it is a long step in the right direction and provides an instrument, with government approval, seeking profitable and more ethical retailing. It is too early for conclusive decisions based on retailers' experiences with the code. It is too new to be thoroughly understood and, therefore, it is unfair to make hasty criticisms with any air of finality. The fundamental objectives of the basic retail code are well known, and have wide-spread approval. At the desecration of President Roosevelt, modifications and supplementary provisions are possible. Inequalities and weaknesses will be considered by the proper authorities, that just claims for changes may be impartially presented to the President.

The working hours are more liberal than labor interests originally approved. The wage scales are the same as approved by retail interests in the early negotiations. From the retail hardware standpoint, the most satisfactory development under NRA is the uniformity of retail wages and working hours. These provisions remove a long standing, unfair advantage held by the chain stores, mail order stores and department stores. The low wages paid by some of these competitors, particularly chain stores, was a vital factor in their ability to cut consumer prices. The new wage scales do not seriously increase hardware store payrolls, as reports clearly indicate that hardware store wages were as good as or better than the code requires. The new working hours schedule does increase hardware payrolls because of added personnel, but this phase of increased cost is the same for all retail groups participating in the basic code.

From the hardware standpoint it is unfortunate that the druggists have a supplementary code permitting longer hours without restriction as to the nature of activities. Briefly, the drug stores may remain open seven days a week, or a total of eighty-four (84) hrs. or more per week, but on no day for less than eight (8) hrs.; no employee of such establishment (except professional persons, outside salesmen, outside collectors, guards, store detectives, maintenance and outside service employees, executives) shall work more than fifty-six (56) hrs. per week, nor more than ten (10) hrs. per day, nor more than thirteen (13) days in any two consecutive weeks. Registered pharmacists, with assistant and apprentice pharmacists are not subject to these schedules, and may work "ten (10) per cent above maximum hours

otherwise applicable, or more in cases of emergency." All in all, these special considerations for the drug trade mean that the pharmacists have considerable leeway in the working hours, due to their professional services so closely tied up with the health of the public. Most of us will concede that in their purely professional services relating to sickness, accidents, etc., there should be very flexible regulations. But anyone who has ever entered a drug store for any purpose knows that these same "professional persons" spend a great deal of time and effort in the merchandising end of the business which includes the seven-day-a-week sale of many lines very foreign to the requirements of the public health. If the extra hours were specifically restricted to "professional services" instead of for "professional persons" the drug code would be more fair to the general interests of all other retailers. Such a change may, possibly, be made later on, or it may be effected by State, county or city laws, relating to Sunday restrictions such as faced by other dealers.

The basic retail code is phrased improperly to provide adequate protection from price cutting, malicious advertising claims and other unfair practices. It fails to accomplish many of the desirable features sponsored by the several national retail organizations identified in the public code hearings last August. But it is not the fault of these trade bodies that this basic code was subjected to drastic revisions and irritating delays. The labor board, economic council, agricultural group and the consumers' advisory board all had their fingers in the pie. The result is that the highly important "10 per cent stop-loss" clause is out and restrictions on advertising are less stringent. In place of the stop-loss clause is a "loss-limitations" provision and a general denunciation of the vicious loss-leader policy. There is current hope that these weaknesses may be overcome through the "interpretations" which must follow the efforts of retailers to comply with the spirit and word of the code which is now law.

During the code hearings the one-man store (exempt from most of the code's requirements) was the subject of much serious consideration. It was feared that such stores would take advantage of the shortened hours of larger establishments, providing unfair competition by staying open longer hours. It was generally understood that this problem would have the careful attention of the NRA. Certainly, Deputy Administrator A. D. Whiteside encouraged this belief and convinced the hearing that he appreciated the situation. The only approach to this problem is a limitation on exemptions. This states that in a store employing 20 or less, not more than one in five may enjoy the unrestricted work week, in an executive capacity. This certainly does not answer the problem of the one-man store nor of the stores employing less than five employees. Coincident with the signing of the basic retail code by President Roosevelt, on Oct. 22, came an executive order completely exempting from the code's requirements, all stores in towns of less

than 2,500 population, employing less than five employees. This places a great many retail hardware stores without the regulations of the retail code.

A new development in the retail hardware business, under the code, is the probable unionization of clerks. This will be particularly true in the larger cities. Hardware clerks are already forming local organizations under sub-charters from the Retail Clerk's International Protective Association, a constituent affiliate of the American Federation of Labor. In New York City, a group operating as Local 743 claims an enrollment of 500 hardware clerks, among which 350 have paid the initiation fee and are in good standing. Less specific reports come from Chicago, Cleveland and other larger cities. At present, these hardware clerks' unions are "signing up" stores, using the NRA code wages and working hours as a basis. An active part of their program is an effort to bring about uniform store hours and early closing. This interesting development is quite new to the retail hardware field although department store clerks in larger cities have been partially organized for some time.

Watching developments from the time of the public hearing up to the date of the Presidential signature, the impression is gained that retailers yielded (or were forced to yield) more than their share to effect the final compromises of the official code. At that, the code is now in force and retailers are no longer uneasy because of the uncertainty which prevailed during the long delay period. There should be some comfort in the well known purposes of the trade practice regulations which seek to make retailing more profitable. These will serve as precedent for more potent regulations at a later date, after some weeks of actual experience are available.—Hardware Age.

Lines of Interest to Grand Rapids Council

(Continued from page 11)
 vember 20. Mr. Berner is a director and local manager of Lee & Cady. Bill is a member of 131.

The Hard Iron Co.
 Gentlemen:

Sorry we cannot send you a check, but business in this town has been very bad and is getting worse.

As soon as this depression is over may be we can get together a little cash and send you something on account.

Hardup & Co.

P. S. Since writing the above letter our competitor's store burned down and we expect now to have better business and hope to send you a check in a week or two.

Park Treat, a former member of the Council and proprietor of a drug store at 2178 Plainfield avenue, got a taste of banditry last Friday evening, said exexperience costing him \$54 in American money. We sincerely hope Park has burglar insurance and would advise his returning to the fold of Grand Rapids Council so that he may be insured against accidental death, due to chewing his own heart when any more bandits appear

Counselor Lou F. Allen, of Holland, sat in with the boys at their get-together luncheon Saturday noon at the Elk's cafeteria. Lou gave the boys a pleasant surprise and also informed them that he was negotiating for a responsible position, the nature of which would be divulged at a later date.

John L. Hodgeman, of 29 Lowell, suffered an accident last Friday when he collided with a truck. We understand that his car was badly damaged but we have not learned the extent of his injuries.

As I stepped up to the lonesome lady in the hotel lobby, I enquired: "Are you looking for a particular person?" "I'm satisfied," said she, "if you are."

The next regular meeting of Grand Rapids Council will be held on December 16th instead of the second. The meeting date has been changed because the first Saturday is too close to Thanksgiving for some of the members to get back to attend the meeting. The meeting will be a wow, so make your plans to be at hand and help with the big show.

There is a possibility that Clinton county authorities will place charges against Jack Harris, Lansing negro and driver of the truck which figured in the fatal US 16 crash on the Grand Ledge road crossing, Oct. 21, which proved fatal to Scout Commissioner George Miller and two other Grand Rapids residents. It is alleged that Harris did not take the proper precaution to ascertain whether US 16 was clear a sufficient distance before he drove his truck on the highway. Others who were injured in the car driven by Tom Luce, of the Mertens Hotel, are slowly recovering.

Gosh! It almost made us a kid again when we beheld the magnificent spectacle of Santa Claus and his retinue wending their way down the main streets of the city. We could not help but catch the spirit of the kiddies who gazed wide-eyed at Santa and his reindeer. Some of those wide-eyed youngsters will awaken on X-mas morn with amply filled stockings, while others will awaken on just another day. Those little folks who beheld the loved Saint will perhaps wonder why they were overlooked. However rich or poor we may be, we can teach those little folks to sing, "Hail to the King of Bethlehem, I will honor Christmas in my heart, and try to keep it all the year. This day shall change all griefs and quarrels into love."

Do not buy cheapness. Pay enough to get your money's worth. This is not a shoddy Nation. Respect the NRA. Scribe.

I can not commend to a business house any artificial plan for making men producers—any scheme for driving them into business-building. You must lead them through their self-interest. It is this alone that will keep men fayed up to the full capacity of their productiveness.—Charles H. Steinway.

Lighting Fixtures Sales Up

Sales of lighting fixtures, wall brackets and similar goods this Fall have reached the highest levels since the depression started, manufacturers and retailers report.

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.

Retail Volume Continues Gain

Retail trade has continued to gain this week, with the lower temperatures spurring consumer demand for heavier outer apparel, underwear and cold-weather accessories. Indications are that figures for the half month ended today will show a sharp improvement over the same period last month. Many stores are continuing to push prices much lower than the start of the Fall season, a situation reflecting recent wholesale purchases at cut prices and also some mark-downs on their own stocks. The prospect is that few further advances will feature retailing until the end of January clearances, with the real problem of selling at replacement prices deferred until the Spring.

Code Raises Dress Price Issue

With terms standardized at 8 per cent. under the dress code, for all classes of merchandise, the question of whether the difference between that and the 10 per cent. discount will be made up to retailers in the form of a lower price has been raised. Some of the authorities believe this can be done and are sounding out manufacturers. The belief in several quarters in the trade, however, is that such attempts will not meet with easy going, particularly among producers selling at definite price points. The code, with its underlying purpose of stabilizing the trade and protecting labor, has stiffened producer opposition to chiseling.

Feminine Trend in Silk Prints

A strong trend toward more feminine patterns features the lines of Spring (1934) lines of Spring silks which leading producers are now opening. While bold and sports effects will be retained in the lines, the dominant motif reflects the influence of the Mae West vogue. Pointing out that the designs will receive protection against pirating and the recent dyeing adjustments will reduce the differential which has favored the "gyp" printer, producers here looked for a good print season. Prices will rule higher, with goods from 75 cents to \$1.15 seen volume leaders, as against a much lower volume basis last Spring.

Expect 10 Per Cent. Toy Sales Gain

A 10 per cent. gain in retail toy sales, bringing sales this Christmas to \$200,000,000 is predicted by the Toy Manufacturers Association of the U. S. A. The organization is holding a preview of the outstanding playthings which will be featured by retailers for the holiday season. The trend is strongly toward the NRA in miniature toys, with a large increase in items reproducing adult business activity. Included are playthings dealing with occupations dealing from store-keeping and cement mixing to skyscraper construction, baking and rail-

roading. Electric-lighted novelties are outstanding, from doll beds to automobiles.

Swim Suit Output Cut 25 Per Cent.

Declaring that bathing suit production during the coming year will be reduced 25 per cent. under that of last season, because of the NRA forty-hour provision, leading selling agents in the primary market told buyers this week that mills must start operations by December 1 if full deliveries are to be made. This year, it was estimated, mills averaged about fifty-four hours a week and could care for any unusual demands by overtime work. The cut in output is expected to maintain strength in the market and to prevent accumulations of surplus stocks near the close of the season.

Some Christmas Buying Noted

A surprisingly good response to the few promotions of gift and toy promotions was noted by retail executives here during the week. While it was still too early to predict that Christmas buying has definitely started, the volume done is held to indicate that retailers may well meet considerable success in their promotions before Thanksgiving. Most of the toy departments of leading stores will be in full operation this week, whereas the general custom has been to defer these openings until after Thanksgiving. The late date of that holiday has forced early action this year.

Home Glassware Was Active

Leading in the current activity in the glass field are pressed and blown items for table and kitchen use and decorative pieces for the holiday trade. Beverage glasses are also maintaining a high average, both in output and demand. Flat glass products experienced little change throughout the week, and the seasonal slowness in glass container circles is holding sway. Lines to be shown at the annual exhibit of glass and pottery manufacturers to be held at Pittsburgh from Jan. 8 to 16 are now being prepared. Indications are that quality will be stepped up noticeably.

Spring Sweaters Next Week

Although Spring sweaters were scheduled to be opened officially this week, most mills will not have their complete ranges ready until next week. A few producers still are busy on orders for current goods and wish to clean them up before preparing samples. In addition, knitwear buyers confine most of their attention this week to bathing suits. No outstanding style development is indicated for Spring. In men's goods, slide fastener and brushed-wool types in plain colors will be featured. Novelty sleeveless types will dominate the women's ranges.

New Sports Wear Prices Stable

Lines of women's knitted sports wear for the Spring season are being completed, with openings of this merchandise scheduled for early next month. Prices will be stabilized on the late Fall basis, with the 25 cent price concession hitherto obtained by buyers from the usual ranges eliminated, according to manufacturers. Wide use

will be made of the novelty materials including frill boucles, chenilles, rabbit's hair, lightweight vicunas and silk and zephyr twists. It is expected that one, two and three-piece suits will be sought, with the three-piece types leading for early Spring.

Repeal Items Reordered

Re-orders on repeal items are gaining steady in the wholesale markets, indicating that retailers are already obtaining an active turnover on this merchandise. It is not expected, however, that the full volume of consumer buying will materialize until next month, when these items will benefit from actual repeal and gift purchasing. The demand is being spread over a broad variety of items, ranging from bars equipped with radios to new drink mixers and novel recipe devices. The better grade sterling items are selling well, it was reported.

To Discuss Hosiery Situation

The next meeting of the hosiery code authority scheduled for Thursday and Friday at the Hotel Waldorf-Astoria is expected to take up the question of curtailment in order to prevent a breakdown of the market. Sales have dropped off sharply in recent weeks and in addition buyers have been canceling a substantial amount of orders and have been asking price revisions. These tactics will also come up for discussion. A partial industry-wide shutdown to work off current stocks is being advocated in some quarters.

Men's Wear Orders Small

With initial buying of Spring clothing completed, men's wear merchants confine themselves to fill-in orders. Last week, however, there was a noticeable spurt in the call for overcoats with the advent of cold weather. There is a slightly easier tone in prices on a number of men's wear items, as stores have failed to move the large stocks accumulated at low quotations in mid-summer. To maintain volume, retailers are taking mark-ups on the original purchase prices rather than on current replacement cost.

Dress Guilds Stabilize Prices

The almost complete organization of the dress trade into guilds of producers making dresses at specific price points will provide the strongest resistance against price concessions sought because of the standardized 8 per cent. terms under the code. The organization of these guilds has been hastened, and but a small percentage of productions will be outside their influence, it was added. While large buyers do not relish the terms standardization, considerable satisfaction has been expressed by smaller merchants.

Profiteering Charges to Fore

The overnight news that the NRA plans hearings on alleged retail profiteering did not occasion much surprise in retail circles, as such charges had been more or less expected, due to misunderstanding of the factors which made price rises inevitable. Plans covering possible retail action at the hearing have not been worked out. Executives were confident, however, that retailing quite generally has been free

from profiteering and that in a majority of instances retail prices have been and continue below replacement levels.

Retail Rug Prices Fairly Firm

With stores endeavoring to liquidate floor coverings stocks before the end of the year, few orders are going into manufacturers. Despite the numerous promotions at this time, rug prices are remaining fairly firm on the whole, although in the large cities, where competition is severe, some price cutting has appeared. Consumer response to sales was reported to be fair. No heavy business is being done, but purchases are being made steadily by consumers.

Jobbers Find Optimism

An improvement in trade sentiment during the week is reported by dry-goods wholesalers, who say, however that the better feeling is not yet reflected in increased buying. The primary market is still somewhat weak, as a number of mills are anxious for business. It is felt, however, that developments are shaping up which will provide stimulus to another good-sized buying movement in about three weeks.

When men are rightly occupied, their amusement grows out of their work, as the color petals out of a fruitful flower; when they are faithfully helpful and compassionate, all their emotions are steady, deep, perpetual and vivifying to the soul as is the natural pulse to the body.—John Ruskin.

Blessed are they who have the gift of making friends, for it is one of God's best gifts. It involves many things, but above all, the power of going out of one's self, and appreciating whatever is noble and loving in another.—Thomas Hughes.

We live in deeds, not years; in thoughts, not breaths;

In feelings, not in shadows on a dial.
 We should count time by heart-throbs.
 He most lives

Who thinks most, feels the noblest,
 acts the best.—Philip James

I think it rather fine, this necessity for the tense bracing of the will before anything worth doing can be done. I rather like it myself. I feel it is to be the chief thing that differentiates me from the cat by the fire.—Arnold Bennett.

It is easy in the world to live after the world's opinions; it is easy in solitude to live after our own; but the Great Man is he who in the midst of the crowd keeps with perfect sweetness the independence of solitude.—Emerson.

When you get into a tight place and everything goes against you, till it seems as though you could not hold on a minute longer, never give up then, for that is just the place and time that the tide will turn.—Harriet Beecher Stowe.

He who would do some great thing in this short life must apply himself to work with such a concentration of his forces as to idle spectators, who live only to amuse themselves, looks like insanity.—Parkman.

HOTEL DEPARTMENT

Furnishes A Full Meal For A Nickel

Los Angeles, November 18—One of the largest cafeteria corporations in Los Angeles, which showed a balance in the red amounting to a substantial fortune last year, has adopted a new code of prices and I know a good many of my Michigan friends will be interested in gleaning a little information on the subject. Here are some of the prices: All roasts, fish and most entrees, 10c; poultry, 15 to 25c; soups, 3 to 5c; salads, 5c; bread and butter, 1c; desserts ranging from 5 to 10c; coffee, cup, 3c, pot, 5c. So far as I can observe there is little or no difference in the service, which has also been highly satisfactory, and the clientele seems to be about the same. Up to a short time ago this firm encouraged a bread line after 8 p.m., to dispose of all leftovers for the day, but recently, in another building, they installed what they call a "caveteria" where all individual items are listed at a penny, with a full meal for a nickel, the only requirement being that patrons supply their own cutlery and linen. As before stated, I shall watch closely the outcome of this experiment. Having some knowledge of catering I confess I cannot see how it can be done.

One of our distinguished Los Angeles preachers, who had been at the head of prohibition activities for a good many years, in a radio broadcast the other evening, had this, in part, to say about the failure of an attempt to regulate the human appetite by legislation: "Thanks to the votes of 36 states, prohibition, which was, mistakably, placed in the American constitution, ceases to be the law of the land. The unhappy, disastrous effort to change men's habits and coerce them against their will has once more proved impossible of accomplishment. Prohibition is dead, but unfortunately the crime wave, racketeers, kidnaping intensely organized, and bootlegging remain, but prohibition, mother of crime, is at an end. Millions that voted against prohibition include thousands of fathers and mothers, formerly believing—as I—, that have seen children returning from parties at which young boys appeared, with alcohol "on the hip," and respectable boys and girls intoxicated, have changed front on the subject. Those that demanded absolute prohibition predicted "prohibition will empty the jails, the hospitals and the insane asylums." To the contrary they have discovered that prohibition built up a crime wave in this nation such as no other country has seen. It made necessary the erection of new jails, Federal prisons were packed with assorted criminals, from the millionaire bootleggers to the petty hangers-on of the bootleg industry, and of other crimes financed by bootlegging."

A great many hotel operators seem to think that just because the feeding end of their institution is a losing one they should be in a rush to dispose of it. I think this is a common error. Years ago no one ever looked upon an institution as a hotel unless it had a dining room, and, in fact, more compliments were paid to the latter than to the ensemble. To be sure the ordinary dining room is not, at present, a source of appreciable profit, but it helps to make the hotel popular. Why not try to continue in the good work and study some plan whereby it will return a profit. A popular dining room is a real asset to any hotel, even though the margin of profit accruing therefrom is not equal to room rentals.

Here I have three applications for the corned beef hash formula. I am repeating it, but this time, at the risk of mutilating the Tradesman, or the

hotel classic portion, I ask you proceed with the scissors and paste it in your hat or on the kitchen wall: "One portion of ground cooked corned beef to two portions of underdone, cooked potatoes—chopped, not ground. A suggestion of chopped onions, if desired, and I have recently discovered that finely chopped green peppers, used sparingly, add to its attractiveness. Mix the mass thoroughly, after seasoning, and place in a baking pan, with pats of butter copiously distributed thereon. Just before placing in the oven add cream, sufficient to moisten. Bake twenty minutes, and you are ready for the food destroyer. Canned corned beef of a standard pack may be preferably used. It may be somewhat higher priced than the uncooked grade freshly taken out of the brine, but there is no waste and it is uniform in quality. A lot of my Michigan friends are using this formula and turning it to their financial advantage. The party who gave it me, years ago, makes a fortune out of it every year.

While we are on the subject of recipes, I am telling you of a restaurant friend of mine, down at Redondo Beach, who has a great run on his offerings of creamed codfish. His output is certainly the bees knees. He let me into his secret the other day and this information I am also passing along to those interested in offering attractive sellers. Use a first class article of salted, dried codfish, of Eastern production. Shred it carefully and eliminate all the bones. Place it over the fire in cold water and bring it to a boil only. Do not soak it in advance. Then place it in your skillet with generous portions of butter; saute carefully after lightly dredging it with flour. After this procedure add whole milk to the mass and allow to simmer until it arrives to a creamy consistency. In other words just as you would prepare proper cream gravy. It may not obliterate thirst, but it will lower the percentage of starvation.

One of the Hollywood movie actresses announcing she is arranging for the construction of a 700-room hotel of Persian architecture. Sure enough! With several of the most modern hotels in the country, in Hollywood, falling into "innocuous desuetude" for want of patronage, a Persian harem may be just about what they require. At least it will save time in making out their income report to Uncle Sam.

Now the suggestion is offered to the effect that the lure of Canada which has been drawing thousands from the states, is not really the "spiritual" offerings which have been obtainable over there without much effort, but the absence of bill-boards along the highway. The Canadian government controls the issuance of permits and "monstrosities" are not permitted. As I have before stated bill-boards which convey directive information to the traveling public, without shocking the artistic sense, are all right, but information concerning cigarettes or health foods produced from shingle shavings should better be supplied by the dealer.

A speaker at a recent hotel convention made the statement that a lot of hotel organizations were being crucified by too much system. And he was perfectly right. "System based on sense" might be a good slogan.

Paul Shapiro, manager of Hotel Dover, Detroit, and his associates, have taken a five year lease on the Royal Palm, a 180 room hostelry in that city, erected and originally owned by Lew W. Tuller, but taken over by a syndicate headed by Julius Berman. Now Mr. Shapiro will have associated with him in operation Mrs. Adeline Katz, Mrs. Fanny Shapiro, Norman Halpert, Jr. and David P. Katz. Mr. Katz was assistant manager at the

Dover, but will be the general manager of the new departure. The Royal Palm, a substantial structure erected by Mr. Tuller in 1925, has had a varied career, but I look for better reports in the future.

J. B. Sparks, owner of the Brunswick Hotel, Royal Oak, has remodeled and redecored same, and it has been opened as the Tourists' Hotel, with Mrs. Luther McFarland as manager.

California wine growers are making preparations for special "wine trains" to speed eastward on the day of expected prohibition repeal. These trains are supposed to carry huge casks, each holding 8,000 gallons of fermented California wines, which it is hoped will receive a fitting reception from a patient and thirsty public. We have about 150,000,000 gallons of the stuff out here, some of which is almost old enough to vote.

Fritz Eigen, a well known Chicago operator in hotel lines, who played host to many Michigan bonifaces, died in Philadelphia the other day. He was managing the Old Heidelberg Inn, at the Century of Progress when taken ill, but had been previously connected with the Morrison and other Chicago institutions.

All phases of the purchasing, preparation and sale of foods were discussed at a two day managers' meeting of the Ralph Hitz organization, gathered at the Book-Cadillac, Detroit, last week. The kitchen, covering the duties of the chef-steward, the butcher shop, pastry shop, food preparation and pantry work were treated; also the handling of dining room equipment. A trip was made through the culinary department of the hotel which is outstanding in this particular. J. B. Frawley, general manager of the hotel, welcomed the guests and Ralph Hitz, general manager of the chain was honored with a banquet.

James J. Hollings, Detroit hotel operator, died a short time ago as the result of an automobile accident suffered some four weeks ago. He was proprietor of the Belmont Hotel. Mr. Hollings was 73 years old, entered the hotel business in Winnipeg and came to Detroit fifteen years ago as manager of the old St. Denis hotel. Later he was secretary-treasurer of the Windsor Hotels Company, resigning that position to become owner of the Belmont

Sol Smith Russell, comedian of half a century ago, used to sing a refrain

Hotel and Restaurant Equipment
H. Leonard & Sons
38-44 Fulton St., W.
GRAND RAPIDS, MICH.

Store, Offices & Restaurant Equipment
G. R. STORE FIXTURE CO.
7 Ionia Ave., N. W. Phone 86027

Warm Friend Tavern
Holland, Mich.

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

THE ROWE

GRAND RAPIDS

The Most Popular Hotel in Western Michigan

300 Rooms

Showers

Servidor

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

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"
That is why LEADERS of Business and Society make their headquarters at the

PANTLIND HOTEL

"An entire city block of Hospitality"
GRAND RAPIDS, MICH.
Rooms \$2.25 and up.
Cafeteria -- Sandwich Shop

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -- 400 Baths

RATES
\$2.50 and up per day.

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

ALL GOOD ROADS LEAD TO IONIA AND

THE REED INN

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

Park Place Hotel

Traverse City

Rates Reasonable—Service Superb
—Location Admirable.
GEO. ANDERSON, Mgr.
ALBERT J. ROKOS, Ass't Mgr.

New Hotel Elliott

STURGIS, MICH.

50 Baths 50 Running Water
European
D. J. GEROW, Prop.

Occidental Hotel

FIRE PROOF
CENTRALLY LOCATED
Rates \$2.00 and up
EDWARD R. SWETT, Mgr.
Muskegon -- Michigan

Columbia Hotel

KALAMAZOO

Good Place To Tie To

entitled: "Some matters which make me tired." I get to reminiscing when some guy like William Green, head of a racket labor organization, starts out on the radio to tell the public about distributing available work among as many workers as possible, but with the main idea of maintaining a schedule of wages so that the standard of living may not be reduced. He is perfectly willing that the employer of labor shall sweat blood and live on oatmeal porridge while trying to dispose of his products, but doesn't want the workman to perform much of any labor in production. A very pretty thought. Even Senator Borah, with all his eccentricities, offered something a while ago, but a 30 hour week, with princely wages, gets my goat, producing that tired feeling suggested by Sol Smith Russell.

Now the letter carriers want a five-day week and a holiday every time there is a christening anywhere. They can thank their lucky stars they haven't a Teddy Roosevelt to deal with. Some of us remember that during the administration of the Rough Rider, he nipped in the bud a movement to coerce Congress into giving them increased salaries, by gently knocking their heads together and suggested they retain their positions by going home and delivering the mails.

Pacific hotel men are very much interested in the development of aviation and are planning to make such changes in their establishments as will permit storage of planes used by their guests instead of referring them to wild spots in the High Sierras. Developments in this type of service will be rapid from now on, and the hotel fraternity will not be found "asleep at the switch."

In a recent public statement our L. A. chief of police announced that he was not disturbing persons of "economic value" who happened to be in the possession of liquor. The Holiers took him up, claiming that his purpose was to shield those of wealth. The common council made a demand on him for a definition of the term. Responding he said: "To me it is inconceivable that you cannot understand that persons of no economic value are those who subsist on their fellows."

Frank S. Verbeck.

Peaches Kept Fresh By New Refrigeration

Peaches for February almost as fine as those freshly picked are assured by new refrigeration processes developed by the Department of Agriculture.

Experimental work in the new methods was so successful a year ago, says B. F. Fisher, of the Bureau of Plant Industry, that during the past Summer commercial interests used the new processes for storing away large quantities of fruit, scheduled to reach the market in February.

Mr. Fisher says that the experiments are being continued along more extensive lines than those of last year.

While the fruit packers are limiting their risks to the few varieties proved adaptable for refrigeration the Department's work includes 56.

Mr. Fisher explains that the large number of varieties are included in the tests in order to widen the market for peaches.

Because of the risk of spoilage, marketing over wide areas has been limited to a few well established varieties. Thus the experiments are expected not only to give the consumer peaches out of season but also to give him some varieties of finer flavor than those which are shipped now.

DRAKE ESTATE SWINDLE

Exposure Ends Victims' Hopes of Forlorn Wealth

Don't let anybody persuade you that, as the only living heir of Sir Francis Drake, he is temporarily in need of a little loan until the \$22,000,000,000 estate of the great English navigator and buccaneer of three centuries ago can be litigated.

It's a skin game, as 40,000 persons scattered in five Middle Western States can testify.

The Attorney General, Homer Cummings, revealed, Nov. 16, that on the previous day the Department of Justice had won a verdict of guilty in the District Court of the United States at Sioux City, Iowa, against Oscar M. Hartzell, who, by posing as the assignee of the heir of Drake, mulcted 40,000 citizens of \$1,000,000, sometimes collecting as much as \$2,500 a week.

The Attorney General, learned in the ways of law-breakers, explains that the mythical Drake estate—whom the Attorney General described Drake as "the great English navigator, and other things"—has popped up time and again in the past 337 years, it a bait to catch gullible persons. It's a favorite scheme of skin-game artists, according to Mr. Cummings.

Hartzell, the most recently discovered of Drake "heirs," actually did most of his operating from England, although a native of Illinois. Going to England, he made representations through agents in this country that he had discovered that Drake had had an only son.

There remains today, Hartzell told his victims, another only son in the line of descent. This living heir Hartzell claimed to have persuaded to sign over to him all rights in the Drake estate.

The Drake estate, Hartzell said, had been discovered by himself, without the knowledge of the living heir, to be worth \$22,000,000,000. Hartzell claimed to have found out that Queen Elizabeth and certain relatives of Drake had defrauded his heir of property which would now be valued at that much. Hartzell said he was now in the process of recovering this property from the English government and the descendants of the thieving relatives.

In the meantime, however, he needed a little ready cash to pay fees and other such expenses. The Department of Justice estimates that 40,000 persons in Iowa, South Dakota, Minnesota, Nebraska and Texas, expecting to be rewarded handsomely, gave money to Hartzell.

The conviction against him puts him in jail for 10 years on mail fraud charges and fines him \$10,000.

The activities of the convicted man were characterized in a statement issued by the Post Office Department as "one of the most gigantic frauds which for years has been sapping the meager savings of unwary Americans." The postal inspectors have been untiring in their efforts to put a stop to the swindle, and the evidence accumulated by them was the basis of prosecution.

The story of Hartzell's method of operation is told by the Post Office Department as follows:

According to investigations made and evidence gathered by the Post Office Department's inspectors over a course of years Hartzell, who had conducted his operations from London, England, dangled before the eyes of his victims a portion of a phantom "estate" alleged to be valued at more than \$5,000,000,000 and purporting to represent the spoils accumulated by Sir Francis Drake during the course of privateering expeditions carried on by this English buccaneer in various parts of the world.

Inspectors of the Department who were assigned to the case discovered that victims of this scheme during the past ten years have contributed no less than \$1,300,000 or an average of \$2,500 each week since 1922 to Hartzell, who, for this period, had been holding out to his donors the hope of an early "settlement" of the alleged estate.

The huge fund collected by agents of Hartzell in this country was transmitted to him by cable, they taking no chances on having the money sent him by mail for fear of detection.

No attempt was made to limit "donations" to those who were lineal descendants of the Drake family, remittances being solicited and accepted from all persons who could be induced to part with their savings. The promise was held out that they would receive fabulous sums representing returns on their investments.

Hundreds of complaints were investigated by the Department, coming from those who were swindled through the machinations of Hartzell and his agents in the United States. A pathetic angle of the fraud, according to a statement by the Department, is that hundreds of poor persons who fell for the scheme have denied themselves the necessities of life in order to contribute to Hartzell's fund.

Relying on his promise for an early "settlement," farmers sent him money they had reserved for taxes on their farms. A victim in Minnesota wrote the Department that his aunt, who was "unable to meet her own personal obligations," had "contributed" to Hartzell.

Another one in Iowa told the Department that "my reason for being interested in this matter is that I have quite a large sum in this and I am a poor working man, thinking I may be rich, although it sounds phoney to me about getting thousands on every dollar invested."

The evidence gathered in the case shows that Hartzell never made an accounting to his agents or "donors" covering any money remitted to him.

From information furnished the Department, Hartzell claimed to be a direct descendant of Sir Francis Drake and to have a "fifty-fifty" contract with the British government to recover from the United States and other countries of the world funds alleged to belong to the "Drake Estate." Hartzell represented that his share, when the estate was settled, would be one-fourth and that all persons who helped defray

the necessary expenses of distribution would share in a half of that fourth. The British government denied the existence of any such "contract" with Hartzell.

During the ten years which have elapsed since Hartzell took up a residence in London, he had addressed numerous letters and cablegrams to his agents in this country. Usually, these have been guarded as important documents and have been enshrouded in an aura of mystery by the recipients.

In answer to official enquiries by the American Consul General in London the British Foreign Office, the British Supreme Court Pay Office, the British Supreme Court of Judicature, the Senior Registrar of the Chancery Division of the British High Court, and the Secretary of the Commission to the Lord Chancellor, House of Lords, all reported that there is not now and never has been any record of any unsettled or undistributed Sir Francis Drake estate.

On Jan. 26, 1931, five agents of Hartzell located in Iowa and Minnesota were called on to show cause why a fraud order should not be issued against them for obtaining money through the mails in furtherance of this scheme. A hearing was held in the Solicitor's office on February 24 and 25, 1931, following which the agents, claiming that they themselves were also victims of the scheme, in lieu of the issuance of a fraud order, were permitted to execute and file with the Solicitor on Feb. 28, 1931, affidavits in which they voluntarily stipulated they would cease soliciting or receiving funds to carry on the swindle.

On July 18, 1933, Karl A. Crowley, Solicitor of the Department, and Inspector O. B. Williamson, left New York for London, to gather further evidence against Hartzell. While in London they conferred with high British authorities and Scotland Yard officials.

The British authorities ordered the deportation of Hartzell on representations made by the Government of the United States. He landed in New York early this year, was met by United States authorities and immediately placed under arrest. His trial at Sioux City was in progress for some weeks.

The wisdom we need is that which considers all things from a standpoint not only beyond the individual and local but beyond the temporary and evanescent; that looks upon society, upon life with its intricate duties and responsibilities, from a high plane; that strives to see questions as infinite wisdom, far above all transitory and personal interests, would regard them.

Your circumstances may be uncongenial, but they shall not long remain so if you but perceive an Ideal and strive to reach it. You can not travel within and stand still without—James Lane Allen.

A new, compact developing unit makes black and white positive prints directly, without the use of a negative. It develops prints up to 36 inches in width, can be used by anyone having a blue-printing machine.

DRUGS

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

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

Strong Plea From State Pharmaceutical Association

Fennville, Nov. 18.—Attached is a copy of a letter which I have sent to each member of the House of Representatives and Senate at Lansing.

As a citizen and a taxpayer, I cannot countenance the operation of a state owned chain of liquor stores in Michigan. I believe the drug trade would take care of the liquor question better than any other method that has been put forth.

Duncan Weaver,
 Pres. Mich. State Pharmaceutical Ass'n.

Dear Representative, the druggists of Michigan feel they have a proposition that you should give favorable consideration to when you assemble next week at Lansing for Legislative purposes.

We will have a bill introduced for the sale of hard liquors through the drug trade, which we believe will be the cheapest method that you will have placed before you as well as one that will net the state of Michigan more money than any other that you will have placed before your body.

Based on the per capita consumption of liquor before prohibition, our method of tax stamps in addition to the yearly license fee will give the state five millions of dollars in revenue in addition to the license fee of \$25 per store, with no investment to the state. We figure this to be this amount in case one half is sold that was once sold in this state, and if the sales go higher, the revenue to the state will go higher too. We are offering to do this for a gross profit of twenty-five per cent., which is much less than this business ever paid to the retailer, and we believe this profit percentage will stamp out the bootlegging evil, and if this small profit is not maintained, we will still have the evil with us.

There are some sorry states in the Union on the state liquor store plan. For instance, one Southern state had to saddle back to the

taxpayers, eight million dollars through their operation and that state voted dry a few days ago because the citizens of that state remember the cost they had to pay for state liquor stores there. Surely Michigan does not want this same experience and the drug trade will keep the investment down to nothing from this business and the state should not sell liquor any more than any other commodity that they might pick out for state stores.

Many areas in Michigan could not hope to have a method of purchase except their local drug store and with over two thousand outlets as we have, it will be the best system to get liquor sold to the people of this state, and will net the state much more revenue than can be made out of any state owned retail business.

Note our record: During the last twelve months the record of violations and convictions among registered pharmacists on narcotics was forty-nine in the United States, a trace over one per state. Surely these gentlemen are the ones to handle the hard liquor problem with an established record like this is.

We will hope for your favorable consideration for our measure in this special session of the State Legislature.

Observations Covering a Period of Six Months

The Michigan Tradesman carries a weekly message of trade, commerce and good cheer over a long, long trail throughout this and into other states. For six months I followed this trail over four thousand miles, a little over half way to its end in this state. Beginning in the month of May, my travels took me through the vast resort regions, into the iron and copper country and the greatest cherry producing orchards of the Nation. It was my pleasure to cover the latter during harvest and see hundreds of truck loads of ripe fruit moving to the large canning and refrigerating plants. The scenery of this region is not surpassed anywhere, according to the word of world travelers.

Wherever the trail led, the Michigan Tradesman was well known. One Northern merchant said he had read the Tradesman for forty-six years. Another up in the Thumb said it had been a guide to him in business for forty years. A great many others told of many years they had been subscribers. Many incidents were recounted by merchants, telling of valuable services that had been rendered by its editor. I found merchants who had retired from business, still renewing each year. The personality of the Tradesman had become a part of their lives and they could not sever the relation after retirement. One merchant told about receiving a check for \$200 covering a claim he considered worthless, so as a last resort he appealed to the editor, stating the case. In about two weeks he was surprised to receive a draft for

the amount. He at once wrote the editor, sending his check for one-half of the amount, asking him to accept it for his services. The check was returned to him, stating it could not be accepted, as he was a Tradesman subscriber. Few editors have gone so far in helping merchants with their personal difficulties as E. A. Stowe has done. He is known as a stickler for what's right and just. He abhors shams, frauds and dishonesty of every nature. This is well known and it has built on him a character and reputation that makes him highly respected. It has made the Tradesman an authority, because whatever appears in its columns is dependable information. It is this confidence that has made the Tradesman an outstanding business publication and its editor a peer in trade journalism and, now serving in his fifty-first year.

There are yet many people in this state who do not realize the importance of our great resort industry.

Wherever I traveled, even to the North tip of the state, the well kept highways were filled with cars, displaying license plates from every state. Formerly only a few thousand people from nearby states came to enjoy the cool bracing air and wonderful scenery of the upper lakes region. Now they are coming millions strong, from all over the Nation. Beautiful summer homes have been erected throughout the scenic lake regions by people of wealth. Our excellent highways and state parks have greatly increased summer migration and this will constantly expand in the future. The hotels, restaurants, and private rooming houses all look forward to the harvest of the resort season. Then the merchants are busy. This increasing resort trade is in a way replacing the business lost by the receding lumber industry. The fast growing production of oil is another source of wealth that should help bring returning prosperity to our state.

E. B. Stebbins.

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

BUY THEM THROUGH YOUR JOBBER

PUTNAM FACTORY

NATIONAL CANDY CO., INC.

GRAND RAPIDS, MICH.

HOLIDAY GOODS

OUR 1933 DISPLAY NOW READY

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

Hazeltine & Perkins Drug Co.
 Grand Rapids
 Michigan

Items From the Cloverland of Michigan

Sault Ste. Marie, Nov. 20 — This seems to be a hard year on the hunters invading the North woods. With several feet of snow and cold weather, the woods are not very inviting. Many of the roads are snowed in for a few days, making it almost impossible to get out of the woods, but over a thousand hunters took advantage of the first opportunity in getting out and went back to Lower Michigan, satisfied they have had enough hunting for this year. Very few deer went back over the Straits and the only good feature was that there were very few accidents on account of few hunters spending much time outside of their cabins. There must be something fascinating about the desire to hunt when they will wait for twelve hours in line at Mackinaw City to get the ferry, as they did last week, with the thermometer below zero. Many ran out of gas, keeping their engines running to keep from freezing but this experience will give them something to relate about the most exciting time in their 1933 hunt.

Rep. Edward H. Fenlon, recently admitted to the bar, has been made a member of the law firm of Brown & Metz, at St. Ignace. The firm is now over fifty years old and was founded by James J. Brown, father of congressman P. M. Brown, admitted to practice in 1864. Rep. Fenlon was admitted to the Michigan bar in October. He is a graduate of Notre Dame and has studied under attorneys at Detroit and St. Louis.

Most of the world's progress has been made by men who realized that they couldn't steal second by keeping one foot on first base.

H. Corlick, who opened a retail confectionary and tobacco store on East Portage avenue, has closed the store and discontinued business. He will engage in another occupation.

The Great Lakes Motor Bus Co. announces that its service will now include Newberry, which will be a feeder connecting with the Sault-Detroit line at St. Ignace. The bus will leave Newberry at 6:30 a.m., arriving at St. Ignace at 9 a.m., connecting with the South bound main line bus. North bound, the bus leaves St. Ignace at 7 a.m., arriving at Newberry at 9:30 a.m. John Barrett of the Barrett service Co., at Newberry, has been appointed agent for the new line at Newberry.

The Quay's cobblestone cafe and service station at St. Ignace has increased its staff of employees to care for the hunting season rush. A special winter service is offered, including varieties of Chilli and a Chinese menu which includes a complete line of dishes now so popular. There are also the feature dinner dishes of fish and chicken, as well as steaks, chops and sandwiches.

Stanley Newton, Jr., has accepted a position as traveling salesman for the Tapert Specialty Co., covering the Soo Line, also the D., S. S. & A. territory, succeeding former salesman Donald Cowan.

Two negro women were discussing the present conditions. One of them remarked: "It shuah is too bad, ain't it, dat dis heah depression has to come jes' when times is so hard."

Thomas L. Durocher, 68, one of the best known marine contractors on the Great Lakes, died at his home at DeTour, last Monday, after an illness of three weeks. Mr. Durocher was at Grand Rapids to attend a receivers hearing in connection with the closing of affairs of his company and returned to DeTour Oct. 28 in ill health.

A lot of people are learning economy these days, the same way a boy learns to swim after being pushed off the dock.

A. H. Passmore, 61, one of our most prominent shoe merchants, died at his home here last Friday as the result of a cancer, from which he has suffered for nearly three years. He had been a

resident of the Sault for the past forty years. Mr. Passmore held several public positions when a young man and in 1889 he entered the employ of the First National Bank, where he served for fourteen years, resigning in 1913, after he had become assistant cashier. In 1918 he and Harvey Paquin became associated in the shoe business until Mr. Paquin withdrew from the shoe business in 1932. Since that time Mr. Passmore has been carrying on the business himself, assisted by his son, Donald, who has been managing the business during his father's illness. Mr. Passmore was a Spanish war veteran, serving with company G during the Spanish-American war. For many years he was director and treasurer of the Emma Nason children's home. He was a member of the M. E. church and a past commander of the Knights Templar. He is survived by his widow, one son and daughter. Funeral services were held at the M. E. church on Sunday and the remains were taken to Houghton for burial.

A full carload of salt pork arrived at Newberry last week, which will be distributed to the poor families. This is the first shipment in the Upper Peninsula.

William G. Tapert.

Apparatus to Aid Child In Developing Muscles

Simple home-made apparatus that will help children develop their muscles can be had even in a small yard or on a porch. Climbing, says the Children's Bureau, is one of the best exercises to develop shoulder and other muscles that hold the body in good position.

A horizontal bar fastened securely to uprights and placed at a height that the child can grasp when standing on tiptoes, or a set of climbing bars with cross-pieces at various heights gives children the opportunity to climb. A small ladder, securely fastened, can be used for climbing.

To put up a ladder for swinging, place it in a horizontal position supported by uprights just high enough for children to grasp the rungs with their hands over their heads and swing from rung to rung.

A slide not too high, built with a ladder leading up to the platform at the top, gives opportunity to learn sureness of step and balance. Boxes and boards that can be pushed and pulled around and used or building give children opportunity for good exercise. Such things should be examined carefully to see that no nails are sticking out of them.

Drug Orders Exceed 1932 Total

Although current demand is confined mostly to staple goods, wholesale druggists report sales running ahead of last year. Christmas buying is slowly getting under way and it was expected that the call for luxuries and sundries will pick up shortly. Wholesalers expect this year's volume to run about 10 per cent. ahead of 1932, the major portion of the gain being attributed to the increased business in liquor for medicinal purposes. Sales for this purpose, however, are expected to drop after repeal of prohibition becomes effective.

No man will ever be a big executive who feels that he must, either openly or under cover, follow up every order he gives and see that it is done—nor will he ever develop a capable assistant.—John Lee Mahin.

WHOLESALE DRUG PRICE CURRENT

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

ACID		GUM	
Acetic, No. 8, lb.	06 @ 10	Aloes Barbadoes, so called, lb. gourds	@ 60
Boric, Powd., or Xtal, lb.	03 1/2 @ 20	Powd., lb.	35 @ 45
Carbolic, Xtal, lb.	36 @ 43	Aloes, Socotrine, lb.	@ 75
Citric, lb.	35 @ 45	Powd., lb.	@ 80
Muriatic, Com'l., lb.	03 1/2 @ 10	Arabic, first, lb.	@ 40
Nitric, lb.	09 @ 15	Arabic, sec., lb.	@ 30
Oxalic, lb.	15 @ 25	Arabic, sorts, lb.	15 @ 25
Sulphuric, lb.	03 1/2 @ 10	Arabic, Gran., lb.	@ 35
Tartaric, lb.	35 @ 46	Arabic, P'd, lb.	25 @ 35
ALCOHOL		Asafoetida, lb.	47 @ 50
Denatured, No. 5 gal.	44 @ 55	Asafoetida, Po., lb.	75 @ 82
Grain, gal.	4 00 @ 5 00	Guaiaac, lb.	@ 70
Wood, gal.	50 @ 60	Guaiaac, powd.	@ 75
ALUM-POTASH, USP		Kino, lb.	@ 90
Lump, lb.	05 @ 13	Kino, powd., lb.	@ 1 00
Powd. or Gra., lb.	05 1/2 @ 13	Myrrh, lb.	@ 60
AMMONIA		Myrrh Pow., lb.	@ 75
Concentrated, lb.	06 @ 18	Shellac, Orange, lb.	22 1/2 @ 30
4-F, lb.	05 1/2 @ 13	Ground, lb.	22 1/2 @ 30
3-F, lb.	05 1/2 @ 13	Shellac, white, (bone dr'd) lb.	35 @ 45
Carbonate, lb.	20 @ 25	Tragacanth, No. 1, bbls.	1 60 @ 2 00
Muriate, Lp., lb.	18 @ 30	No. 2, lbs.	1 50 @ 1 75
Muriate, Gra., lb.	08 @ 18	Pow., lb.	1 25 @ 1 50
Muriate, Po., lb.	20 @ 30	HONEY	
ARSENIC		Pound	25 @ 40
Pound	07 @ 20	HOPS	
BALSAMS		1/2 Loose, Pressed, lb.	@ 1 25
Copaiba, lb.	60 @ 1 40	HYDROGEN PEROXIDE	
Fir, Cana., lb.	2 00 @ 2 40	Pound, gross	25 00 @ 27 00
Fir, Oreg., lb.	50 @ 1 00	1/2 lb., gross	15 00 @ 16 00
Peru, lb.	1 70 @ 2 20	1/4 lb., gross	10 00 @ 10 50
Tolu, lb.	1 50 @ 1 80	INDIGO	
BARKS		Madras, lb.	2 00 @ 2 25
Cassia Ordinary, lb.	@ 30	INSECT POWDER	
Ordin., Po., lb.	25 @ 35	Pure, lb.	31 @ 41
Saigon, lb.	@ 40	LEAD ACETATE	
Saigon, Po., lb.	50 @ 60	Xtal, lb.	17 @ 25
Elm, lb.	40 @ 50	Powd. & Gran.	25 @ 35
Elm, Powd., lb.	38 @ 45	LICORICE	
Elm, G'd, lb.	38 @ 45	Extracts, sticks, per box	1 50 @ 2 00
Sassafras (P'd lb. 45) @ 30		Lozenges, lb.	40 @ 50
Soaptree cut, lb.	20 @ 30	Wafers, (24s) box	@ 1 50
Soaptree, po., lb.	35 @ 40	LEAVES	
BERRIES		Buchu, lb., short	@ 60
Cubeb, lb.	@ 55	Buchu, lb., long	@ 70
Cubeb, po., lb.	@ 75	Buchu, P'd, lb.	@ 30
Juniper, lb.	10 @ 20	Sage, bulk, lb.	25 @ 30
BLUE VITRIOL		Sage, loose pressed 1/4s, lb.	@ 40
Pound	06 @ 15	Sage, ounces	@ 85
BORAX		Sage, P'd & Grd.	@ 35
P'd or Xtal, lb.	06 @ 13	Senna, Alexandria, lb.	55 @ 40
BRIMSTONE		Tinnevela, lb.	20 @ 30
Pound	04 @ 10	Powd., lb.	25 @ 35
CAMPHOR		Uva Ursi, lb.	@ 31
Pound	55 @ 75	Uva Ursi, P'd, lb.	@ 45
CANTHARIDES		LIME	
Russian, Powd., lb.	@ 3 50	Chloride, med. dz.	@ 85
Chinese, Powd., lb.	@ 2 00	Chloride large, dz.	@ 1 45
CHALK		LYCOPodium	
Crayons, White, dozen	@ 3 60	Pound	45 @ 60
Dustless, doz.	@ 6 00	MAGNESIA	
French Powder, Coml., lb.	03 1/2 @ 15	Carb., 1/2s, lb.	@ 30
Precipitated, lb.	12 @ 19	Carb., 1/16s, lb.	@ 32
Prepared, lb.	14 @ 16	Carb., P'd, lb.	15 @ 25
White, lump, lb.	03 @ 10	Oxide, Hea., lb.	@ 75
CAPSICUM		Oxide, light, lb.	@ 75
Pods, lb.	60 @ 70	MENTHOL	
Powder, lb.	65 @ 75	Pound	4 80 @ 5 20
CLOVES		MERCURY	
Whole, lb.	30 @ 40	Pound	1 50 @ 1 75
Powdered, lb.	35 @ 45	MORPHINE	
COCAINE		Ounces	@ 11 80
Ounce	12 68 @ 14 85	1/2s	@ 13 96
COPPERAS		MUSTARD	
Xtal, lb.	04 1/2 @ 10	Bulk, Powd., select, lb.	45 @ 50
Powdered, lb.	04 @ 15	No. 1, lb.	25 @ 35
CREAM TARTAR		NAPHTHALINE	
Pound	23 @ 36	Balls, lb.	08 1/2 @ 18
CUTTLEBONE		Flake, lb.	08 1/2 @ 18
Pound	40 @ 50	NUTMEG	
DEXTRINE		Pound	@ 40
Yellow Corn, lb.	06 1/2 @ 15	Powdered, lb.	@ 50
White Corn, lb.	07 @ 15	NUX VOMICA	
EXTRACT		Pound	@ 25
Witch Hazel, Yellow Lab., gal.	1 10 @ 1 70	Powdered, lb.	15 @ 25
Licorice, P'd, lb.	50 @ 60	OIL ESSENTIAL	
FLOWER		Almond, Bit, true, ozs.	@ 50
Arnica, lb.	50 @ 55	Bit, art., ozs.	@ 30
Chamomile, German, lb.	35 @ 45	Sweet, true, lb.	1 25 @ 1 80
Roman, lb.	@ 90	Sw't, art., lbs.	1 00 @ 1 25
Saffron, American, lb.	50 @ 55	Amber, crude, lb.	71 @ 1 40
Spanish, ozs.	@ 1 35	Amber, rect., lb.	1 30 @ 2 00
FORMALDEHYDE, BULK		Anise, lb.	1 00 @ 1 60
Pound	09 @ 20	Bay, lb.	4 00 @ 4 25
FULLER'S EARTH		Bergamot, lb.	3 00 @ 3 60
Powder, lb.	05 @ 10	Cajeput, lb.	1 50 @ 2 00
GELATIN		Caraway S'd, lb.	2 80 @ 3 40
Pound	55 @ 65	Cassa, USP, lb.	2 10 @ 2 60
GLUE		Cedar Leaf, lb.	1 70 @ 2 20
Brok. Bro., lb.	20 @ 30	Coml., lb.	1 00 @ 1 25
Gro'd. Dark, lb.	16 @ 22	Citronella, lb.	1 05 @ 1 40
Whi. Flake, lb.	27 1/2 @ 35	Cloves, lb.	1 75 @ 2 25
White G'd, lb.	25 @ 35	Croton, lbs.	4 00 @ 4 60
White A'XX light, lb.	@ 40	Cubeb, lb.	4 25 @ 4 80
Ribbon	42 1/2 @ 50	Erigeron, lb.	2 70 @ 3 35
GLYCERINE		Eucalytus, lb.	85 @ 1 20
Pound	14 1/2 @ 35	Fennel	2 25 @ 2 60

Hemlock, Pu., lb.	1 70 @ 2 20
Heml'k Com., lb.	1 00 @ 1 25
Juniper Ber., lb.	3 00 @ 3 20
Junip'r W'd, lb.	1 50 @ 1 75
Lav. Flow., lb.	3 50 @ 4 00
Lav. Gard., lb.	1 25 @ 1 50
Lemon, lb.	1 75 @ 2 25
Mustard, true, ozs.	@ 1 50
Mustard art., ozs.	@ 35
Orange, Sw., lb.	3 00 @ 3 25
Organum, art, lb.	1 00 @ 1 20
Pennvroyal, lb.	2 75 @ 3 20
Peppermint, lb.	5 25 @ 5 75
Rose, dr.	@ 2 50
Rose, Geran., ozs.	50 @ 95
Rosemary Flowers, lb.	1 00 @ 1 50
Sandalwood, E. I., lb.	8 00 @ 8 60
W. I., lb.	4 50 @ 4 75
Sassafras	
true, lb.	1 90 @ 2 40
Syn., lb.	85 @ 1 40
Spearmint, lb.	2 50 @ 3 00
Tansy, lb.	3 50 @ 4 00
Thyme, Red, lb.	1 50 @ 2 00
Thyme, Whi., lb.	1 75 @ 2 40
Wintergreen	
Leaf, true, lb.	5 75 @ 6 20
Birch, lb.	4 00 @ 4 60
Syn.	75 @ 1 20
Wormseed, lb.	3 50 @ 4 00
Wormwood, lb.	4 50 @ 5 00
OILS HEAVY	
Castor, gal.	1 15 @ 1 35
Cocoonut, lb.	22 1/2 @ 35
Cod Liver, Norwegian, gal.	1 10 @ 1 50
Cot. Seed, gal.	85 @ 1 00
Lard, ex., gal.	1 55 @ 1 65
Lard No. 1, gal.	1 25 @ 1 40
Linseed, raw, gal.	80 @ 95
Linseed, boil., gal.	83 @ 98
Neatsfoot, extra, gal.	80 @ 1 00
Olive, Malaga, gal.	2 50 @ 3 00
Pure, gal.	3 00 @ 5 00
Sperm, gal.	1 25 @ 1 50
Tanner, gal.	75 @ 90
Tar, gal.	50 @ 65
Whale, gal.	@ 2 00
OPIUM	
Gum, ozs., \$1.40; lb.	17 50 @ 20 00
Powder, ozs., \$1.40; lb.	17 50 @ 20 00
Gran., ozs., \$1.40; lb.	17 50 @ 20 00
PARAFFINE	
Pound	06 1/2 @ 15
PEPPER	
Black, grd., lb.	25 @ 35
Red, grd., lb.	45 @ 55
White, grd., lb.	40 @ 45
PITCH BURGUNDY	
Pound	20 @ 25
PETROLATUM	
Amber, Plain, lb.	12 @ 17
Amber, Carb., lb.	14 @ 19
Cream Whi., lb.	17 @ 22
Lily White, lb.	20 @ 25
Snow White, lb.	22 @ 27
PLASTER PARIS DENT'L	
Barrels	@ 5 75
Less, lb.	03 1/2 @ 08
POTASSA	
Caustic, st'ks, lb.	55 @ 88
Liquor, lb.	@ 40
POTASSIUM	
Acetate, lb.	60 @ 56
Bicarbonate, lb.	30 @ 35
Bichromate, lb.	15 @ 25
Bromide, lb.	66 @ 93
Carbonate, lb.	30 @ 35
Chlorate, Xtal, lb.	17 @ 23
Powd., lb.	17 @ 23
Gran., lb.	21 @ 28
Iodide, lb.	2 71 @ 2 90
Pernmanganate, lb.	22 1/2 @ 35
Prussiate, Red, lb.	80 @ 90
Yellow, lb.	50 @ 60
QUASSIA CHIPS	
Pound	25 @ 30
Powd., lb.	35 @ 40
QUININE	
5 oz. cans, ozs.	@ 72 1/2
SAL	
Epsom, lb.	03 1/4 @ 10
Glaubers, Lump, lb.	03 @ 10
Gran., lb.	03 1/2 @ 10
Nitre, Xtal or Powd., lb.	10 @ 16
Gran., lb.	09 @ 16
Rochelle, lb.	17 @ 30
Soda, lb.	02 1/2 @ 08
SODA	
Ash	03 @ 10
Bicarbonate, lb.	03 1/2 @ 10
Caustic, Co'l., lb.	08 @ 15
Hyposulphite, lb.	05 @ 10
Phosphate, lb.	23 @ 28
Sulphite, Xtal, lb.	07 @ 12
Dry, Powd., lb.	12 1/2 @ 20
Silicate, Sol., gal.	40 @ 50
TURPENTINE	
Gallons	58 @ 73

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

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
Pep, No. 224	2 15
Pep No. 250	1 05
Krumbles, No. 412	1 46
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. 8	8 50

BROOMS

Quaker, 5 sewed	6 75
Warehouse	6 25
Rose	3 95
Winner, 5 sewed	5 50
Top Notch	4 25

BRUSHES

Scrub

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

Stove

Shaker	1 80
No. 50	2 00
Peerless	2 60

Shoe

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

BUTTER COLOR

Dandelion	2 85
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CANDLES

Electric Light, 40 lbs.	12.1
Plumber, 40 lbs.	12.8
Paraffine, 6s	14 1/2
Paraffine, 12s	14 1/2
Wicking	40
Tudor, 6s, per box	30

CANNED FRUITS

Hart Brand

Apples	5 00
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Blackberries

Pride of Michigan	2 55
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Cherries

Mich. red, No. 10	6 25
Pride of Mich., No. 2	2 60
Marcellus Red	2 10
Special Pie	1 35
Whole White	2 80

Gooseberries

No. 10	
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Pears

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

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

Red Raspberries

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

Strawberries

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

CANNED FISH

Clam Ch'der, 10 1/2 oz.	1 35
Clam Chowder, No. 2	2 75
Clams, Steamed No. 1	2 75
Clams, Minced, No. 1/2	2 40
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 35
Lobster, No. 1/4	1 95
Shrimp, 1, wet	1 50
Sard's, 1/4 Oil, k'less	3 35
Sardines, 1/4 Oil, k'less	3 35
Salmon, Red Alaska	2 25
Salmon, Med. Alaska	1 80
Salmon, Pink, Alaska	1 50
Sardines, Im. 1/4, ea.	6@11
Sardines, Cal	1 00
Tuna, 1/2 Van Camps, doz.	1 15
Tuna, 1/4s, Van Camps, doz.	1 35
Tuna, 1s, Van Camps, doz.	3 60
Tuna, 1/2s, Chicken Sea, doz.	1 85

CANNED MEAT

Bacon, med., Beechnut	1 71
Bacon, lge., Beechnut	2 43
Beef, lge., Beechnut	3 51
Beef, med., Beechnut	2 07
Beef, No. 1, Corned	1 95
Beef, No. 1, Roast	1 95
Beef, 2 1/2 oz., Qua., 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, 3/4 Qua.	70
Potted Ham, Gen. 1/4	1 35
Vienna Saus. No. 1/2	90
Vienna Sausage, Qua.	85

Baked Beans

Campbells 48s	2 65
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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
Hart Cut, No. 10	4 25
Hart Cut, No. 2	90
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 20
Sniders, 14 oz., doz.	1 85
Quaker, 8 oz., doz.	1 12
Quaker, 14 oz., doz.	1 35

CHILI SAUCE

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

OYSTER COCKTAIL

Sniders, 11 oz.	2 00
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CHEESE

Roquefort	72
Wisconsin Daisy	14 1/2
Wisconsin Twin	14
New York June	24
Sap Sago	44
Brick	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 60
Kraft, Brick, 1/2 lb.	1 50
Kraft, Limbur., 1/2 lb.	1 30

CHEWING GUM

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

CHOCOLATE

Baker, Prem., 6 lb. 1/2	2 50
Baker, Prem., 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
Boston Breakfast	23
Breakfast Cup	21
Competition	15 1/2
J. V.	19
Majestic	29
Morton House	30 1/2
Nedrow	26
Quaker, in cartons	21
Quaker, in glass jars	25

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

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

Mixed Candy

Kindergarten	
Leader	
French Creams	
Paris Creams	
Jupiter	
Fancy Mixture	

Fancy Chocolate

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

Gum Drops

Jelly Strings	Cases
Tip Top Jellies	
Orange Slices	

Lozenges

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

Hard Goods

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Currants
 Packages, 11 oz.----- 14

Dates
 Imperial, 12s, pitted... 1 90
 Imperial, 12s, regular... 1 60
 Imperial 12s, 2 lb.----- 2 25
 Imperial 12s, 1 lb.----- 1 75

Figs
 Calif., 24-83, case----- 1 70

Peaches
 Evap. Choice ----- 11½

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

Raisins
 Seeded, bulk----- 6½
 Thompson's S'dless blk. 6½
 Quaker s'dless blk.----- 7½
 15 oz.----- 7½
 Quaker Seeded, 15 oz.----- 7½

California Prunes
 90@100, 25 lb. boxes @07
 80@ 90, 25 lb. boxes @07½
 70@ 80, 25 lb. boxes @07¾
 60@ 70, 25 lb. boxes @08¼
 50@ 60, 25 lb. boxes @08¾
 40@ 50, 25 lb. boxes @09½
 30@ 40, 25 lb. boxes @10
 20@ 30, 25 lb. boxes @11
 18@ 24, 25 lb. boxes @15½

Hominy
 Pearl, 100 lb. sacks----- 3 50

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

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

Sage
 East India ----- 10

Tapioca
 Pearl, 100 lb. sacks----- 7½
 Minute, 8 oz., 3 doz.----- 4 05
 Dromedary Instant ----- 3 50

Jiffy Punch
 3 doz. Carton----- 2 25
 Assorted flavors.

EVAPORATED MILK
 Quaker, Tall, 10½ oz.----- 2 85
 Quaker, Baby, 4 doz.----- 1 43
 Quaker, Gallon, ½ dz.----- 2 85
 Carnation, Tall, 4 doz.----- 2 95
 Carnation, Baby, 4 dz.----- 1 48
 Oatman's D'dee, Tall----- 2 95
 Oatman's D'dee, Baby----- 1 48
 Pet, Tall----- 2 95
 Pet, Baby, 4 dozen----- 1 45
 Borden's, Tall, 4 doz.----- 2 95
 Borden's, Baby, 4 doz.----- 1 48

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

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

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

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

JELLY GLASSES
 ½ Pint Tall, per doz.----- 35

MARGARINE
Wilson & Co.'s Brands
 Oleo
 Nut ----- 07
 Special Roll ----- 11

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

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

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

NUTS
Whole
 Almonds, Peerless----- 15½
 Brazil, large----- 14½
 Fancy Mixed----- 15
 Filberts, Naples----- 20
 Peanuts, Vir. Roasted----- 7
 Peanuts, Jumbo----- 8½
 Pecans, 3, star----- 25
 Pecans, Jumbo----- 40
 Pecans, Mammoth----- 50
 Walnuts, Cal.----- 14@20
 Hickory----- 07

Salted Peanuts
 Fancy, No. 1----- 08½
 12-1 lb. Cellophane case----- 1 25

Shelled
 Almonds----- 39
 Peanuts, Spanish, 125 lb. bags----- 7½
 Filberts----- 32
 Pecans, salted----- 45
 Walnut, California----- 48

MINCE MEAT
 None Such, 4 doz.----- 6 20
 Quaker, 3 doz. case----- 2 65
 Yo Ho, Kegs, wet, lb.----- 16¾

OLIVES
 7 oz. Jar, Plain, doz.----- 1 05
 16 oz. Jar, Plain, doz.----- 1 95
 Quart Jars, Plain, doz.----- 3 25
 5 Gal. Kegs, each----- 6 50
 3 oz. Jar, Stuff., doz.----- 1 15
 8 oz. Jar, Stuff., doz.----- 2 25
 10 oz. Jar, Stuff., doz.----- 2 65
 1 Gal. Jugs, Stuff., dz.----- 1 95

PARIS GREEN
 ½s ----- 34
 1s ----- 32
 2s and 5s----- 30

PICKLES
Medium Sour
 5 gallon, 400 count----- 4 75

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

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

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

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

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

POTASH
 Babbitt's, 2 doz.----- 2 75

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

Veal
 Top ----- 10
 Good ----- 08
 Medium ----- 06

Lamb
 Spring Lamb----- 13
 Good ----- 11
 Medium ----- 10
 Poor ----- 03

Mutton
 Good ----- 04½
 Medium ----- 03
 Poor ----- 02

Pork
 Loin, med.----- 10
 Butts ----- 09
 Shoulders ----- 07
 Spareribs ----- 07
 Neck bones----- 03
 Trimmings ----- 06

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

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

Lard
 Pure in tierces----- 7
 60 lb. tubs----- advance ¼
 50 lb. tubs----- advance ¼
 20 lb. pails----- advance ¾
 10 lb. pails----- advance ¾
 5 lb. pails----- advance 1
 3 lb. pails----- advance 1
 Compound, tierces----- 7½
 Compound, tubs----- 7½

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

Smoked Meats
 Hams, Cert., 14-16 lb.----- 14½
 Hams, Cert., Skinned 16-18 lb.----- @14½
 Ham, dried beef
 Knuckles----- @23
 California Hams----- @09
 Picnic Boiled Hams----- @16
 Boiled Hams----- @21
 Minced Hams----- @10
 Bacon, 4/6 Cert.----- @15

Beef
 Boneless rump----- @19 00

Liver
 Beef----- 10
 Calf----- 35
 Pork----- 05

RICE
 Fancy Blue Rose----- 4 85
 Fancy Head-----

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

SALERATUS
 Arm and Hammer 24s----- 1 50

SAL SODA
 Granulated, 60 lbs. cs.----- 1 35
 Granulated, 18-2½ lb. packages----- 1 10

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

HERRING
Holland Herring
 Mixed, Kegs----- 83
 Mixed, half bbls.-----
 Mixed, bbls.-----
 Milkers, kegs----- 99
 Milkers, half bbls.-----
 Milkers, bbls.-----

Lake Herring
 ½ bbl., 100 lbs.-----

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

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

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

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

SALT
F. O. B. Grand Rapids
 Colonial, 24, 2 lb.----- 95
 Colonial, 36-1½----- 1 20
 Colonial, Iodized, 24-2----- 1 35
 Med. No. 1, bbls.----- 2 90
 Med. No. 1, 100 lb. bk.----- 1 00
 Farmer Spec., 70 lb.----- 1 00
 Packers Meat, 50 lb.----- 85
 Cream Rock for ice, cream, 100 lb., each----- 85
 Butter Salt, 280 lb. bbl.----- 4 00
 Block, 50 lb.----- 40
 Baker Salt, 280 lb. bbl.----- 3 80
 6, 10 lb., per bale----- 93
 20, 3 lb., per bale----- 1 00
 28 lb. bags, table----- 40



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

BORAX
Twenty Mule Team
 24, 1 lb. packages----- 3 35
 48, 10 oz. packages----- 4 40
 96, ½ lb. packages----- 4 00

WASHING POWDERS
 Bon Ami Pd., 18s, box----- 1 90
 Bon Ami Cake, 18s----- 1 65
 Brillo----- 85
 Chipso, large----- 3 45
 Chimaline, 4 doz.----- 3 60
 Grandma, 100, 5c----- 3 50
 Grandma, 24 large----- 3 50
 Snowboy, 12 large----- 1 80
 Gold Dust, 12 lar----- 1 80
 Golden Rod, 24----- 4 25
 La France Laun, 4 dz.----- 3 65
 Old Dutch Clean., 4 dz.----- 3 40
 Octagon, 96s----- 3 90
 Rinsol, 24s----- 4 80
 Rinsol, 40s----- 2 95
 Spotless Cleanser, 48, 20 oz.----- 3 25
 Sani Flush, 1 doz.----- 2 25
 Sapollo, 3 doz.----- 3 15
 Speedee, 3 doz.----- 7 20
 Sunbrite, 50s----- 2 10
 Wyandott. Cleaner, 24s----- 1 85

SOAP
 Am. Family, 100 box----- 5 05
 Crystal White, 100----- 3 50
 F. B., 60s----- 2 35
 Fels Naptha, 100 box----- 4 65
 Flake White, 10 box----- 2 75
 Jap Rose, 100 box----- 7 40
 Fairy, 100 box----- 3 25
 Palm Olive, 144 box----- 8 00
 Lava, 50 box----- 2 25
 Pummo, 100 box----- 4 85
 Sweetheart, 100 box----- 5 70
 Grandpa Tar, 50 sm.----- 2 10
 Grandpa Tar, 50 lge.----- 3 50
 Trilby Soap, 50, 10c----- 3 15
 Williams Barber Bar, 9s----- 50
 Williams Mug, per doz.----- 48
 Lux Toilet, 50----- 3 15

SPICES
Whole Spices
 Allspice Jamaica----- @24
 Cloves, Zanzibar----- @36
 Cassia, Canton----- @24
 Cassia, 5c pkg., doz.----- @40
 Ginger, Africa----- @19
 Mixed, No. 1----- @30
 Mixed, 10c pkgs., doz.----- @65
 Nutmegs, 70@90----- @50
 Nutmegs, 105-110----- @48
 Pepper, Black----- @23

Pure Ground in Bulk
 Allspice, Jamaica----- @17
 Cloves, Zanzibar----- @27
 Cassia, Canton----- @22
 Ginger, Corkin----- @16
 Mustard----- @21
 Mace Penang----- @29
 Pepper, Black----- @17
 Nutmegs----- @25
 Pepper, White----- @26
 Pepper, Cayenne----- @26
 Paprika, Spanish----- @36

Seasoning
 Chili Powder, 1½ oz.----- 65
 Celery Salt, 1½ oz.----- 80
 Sage, 2 oz.----- 80
 Onion Salt----- 1 35
 Garlic----- 1 35
 Penalty, 3½ oz.----- 3 25
 Kitchen Bouquet----- 4 25
 Laurel Leaves----- 26
 Marjoram, 1 oz.----- 90
 Savory, 1 oz.----- 65
 Thyme, 1 oz.----- 90
 Turmeric, 1½ oz.----- 35

WOODENWARE
Baskets
 Bushels, Wide Band, wood handles----- 2 00
 Market, drop handle----- 90
 Market, single handle----- 95
 Market, extra----- 1 60
 Splint, large----- 8 50
 Splint, medium----- 7 50
 Splint, small----- 6 50

Churns
 Barrel, 5 gal., each----- 2 40
 Barrel, 10 gal., each----- 2 55
 3 to 6 gal., per gal.----- 16

Pails
 10 qt. Galvanized----- 2 60
 12 qt. Galvanized----- 2 85
 14 qt. Galvanized----- 3 10
 12 qt. Flaring Gal. Jr.----- 5 00
 10 qt. Tin Dairy----- 4 00

Traps
 Mouse, wood, 4 holes----- 60
 Mouse, wood, 6 holes----- 70
 Mouse, tin, 5 holes----- 65
 Rat, wood----- 1 00
 Rat, spring----- 1 00
 Mouse, spring----- 20

Gloss
 Argo, 24, 1 lb. pkgs.----- 1 46
 Argo, 12, 3 lb. pkgs.----- 2 25
 Argo, 8, 5 lb. pkgs.----- 2 46
 Silver Gloss, 48, 1s.----- 11¼
 Elastic, 16 pkgs.----- 1 38
 Tiger, 50 lbs.----- 2 82

SYRUP
Corn
 Blue Karo, No. 1----- 2 22
 Blue Karo, No. 5, 1 dz.----- 3 09
 Blue Karo, No. 10----- 2 92
 Red Karo, No. 1----- 2 44
 Red Karo, No. 5, 1 dz.----- 3 37
 Red Karo, No. 10----- 3 22

Maple Flavor
 Orange, No. 1½, 2 dz.----- 2 82
 Orange, No. 3, 20 cans----- 4 25

Maple and Cane
 Kanuck, per gal.----- 1 10
 Kanuck, 5 gal. can----- 4 14

Grape Juice
 Welch, 12 quart case----- 4 40
 Welch, 12 pint case----- 2 25
 Welch, 26-4 oz. case----- 2 30

COOKING OIL
Mazola
 Pints, 2 doz.----- 4 60
 Quarts, 1 doz.----- 4 30
 Half Gallons, 1 doz.----- 5 40
 Gallons, each----- 81
 ½ Gallon cans, each----- 3 35

TABLE SAUCES
 Lee & Perrin, large----- 5 75
 Lee & Perrin, small----- 3 35
 Pepper----- 1 60
 Royal Mint----- 2 40
 Tobasco, small----- 3 75
 Sho You, 9 oz., doz.----- 2 00
 A-1, large----- 4 75
 A-1, small----- 2 85
 Caper, 2 oz.----- 3 30

TEA
Japan
 Medium----- 18
 Choice----- 21@28
 Fancy----- 30@32
 No. 1 Nibbs----- 31

Gunpowder
 Choice----- 32
 Fancy----- 40

Ceylon
 Pekoe, medium----- 41

English Breakfast
 Congou, medium----- 28
 Congou, choice----- 35@36
 Congou, fancy----- 42@43

Oolong
 Medium----- 39
 Choice----- 45
 Fancy----- 50

TWINE
 Cotton, 3 ply cone----- 35
 Cotton, 3 ply balls----- 35

VINEGAR
 F. O. B. Grand Rapids
 Cider, 40 grain----- 15
 White Wine, 40 grain----- 20
 White Wine, 80 grain----- 25

WICKING
 No. 9, per gross----- 80
 No. 1, per gross----- 1 25
 No. 2, per gross----- 1 50
 No. 3, per gross----- 2 30
 Peerless Rolls, per doz.----- 90
 Rochester, No. 2, doz.----- 50
 Rochester, No. 3, doz.----- 2 00
 Rayo, per doz.----- 75

WOODENWARE
Baskets
 Bushels, Wide Band, wood handles----- 2 00
 Market, drop handle----- 90
 Market, single handle----- 95
 Market, extra----- 1 60
 Splint, large----- 8 50
 Splint, medium----- 7 50
 Splint, small----- 6 50

Churns
 Barrel, 5 gal., each----- 2 40
 Barrel, 10 gal., each----- 2 55
 3 to 6 gal., per gal.----- 16

Pails
 10 qt. Galvanized----- 2 60
 12 qt. Galvanized----- 2 85
 14 qt. Galvanized----- 3 10
 12 qt. Flaring Gal. Jr.----- 5 00
 10 qt. Tin Dairy----- 4 00

Traps
 Mouse, wood, 4 holes----- 60
 Mouse, wood, 6 holes----- 70
 Mouse, tin, 5 holes----- 65
 Rat, wood----- 1 00
 Rat, spring----- 1 00
 Mouse, spring----- 20

Tubs
 Large Galvanized----- 8 75
 Medium Galvanized----- 7 75
 Small Galvanized----- 6 75

Washboards
 Banner, Globe----- 5 50
 Brass, single----- 6 25
 Glass, single----- 6 00
 Double Peerless----- 8 50
 Single Peerless----- 7 50
 Northern Queen----- 5 50
 Universal----- 7 25

Wood Bowls
 13 in. Butter----- 5 00
 15 in. Butter----- 9 00
 17 in. Butter----- 13 00
 19 in. Butter----- 25 00

WRAPPING PAPER
 Fibre, Manilla, white----- 05
 No. 1 Fibre----- 06½
 Butchers D F----- 06½
 Kraft----- 06
 Kraft Stripe----- 09½

YEAST CAKE
 Magic, 3 doz.----- 2 70
 Sunlight, 3 doz.----- 2 70
 Sunlight, 1½ doz.----- 1 35
 Yeast Foam, 3 doz.----- 2 70
 Yeast Foam, 1½ doz.----- 1 35

YEAST-COMPRESSED
 Fleischmann, per doz.----- 30
 Red Star, per doz.----- 20

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.

Move the Shoes Now

Speculative production always creates economic hazards. Many lines of industry, including shoe manufacturers, are wishing that they had not put on such a strenuous "BUY NOW" campaign. Before the Code went into effect the merchants in all lines of business went into a speculative orgy of buying and stocked up so far in advance that new orders at this time have thinned to a whisper. Many orders still to be filled must be executed at a loss. In the case of shoes, the record shows forty million pairs over the production of 1932, for the period of January to September. An increase in production of 16.19 per cent. was certainly not justified by the normal purchase of shoes by the consumer.

In the period of Jan. to Sept., 1932, we made 234,000,000 pairs of shoes. In the period of January to September, 1933, we made 274,000,000 pairs of shoes. On examination of the position of the consumer and the position of the wage earner, and the farmer, we know now, as we should have known then, that 40,000,000 extra pairs of shoes made would not be absorbed in natural sale. It is true that in August the public indulged in a buying spurt for fear of rising prices, but in October that emotion for the public to profit in advance of the rise had subsided. So it now appears that shelves of shoe stores in this country have more pairs of shoes on hand and for sale than would be natural for this year.

The other factors of unseasonal weather and unfilled pocket-books produce the situation that retailing is in at present. Maybe the retail shoe industry is finding out that speculative buying is as dangerous as chiseling.

To buy more than what is needed for the season in hopes of an extra gain of 25c to 50c is perhaps a natural error. Thousands of merchants at least thought it was good business, but the demand did not come—so here and there we find stores stocked with shoes of this season's salability, and no interest expressed by the public at the higher prices. So the natural clearance comes ahead of its regular time. To move the goods, is necessary.

Hope is expressed that trade will freshen as the Winter progresses, and with a very early Easter, the retailers will have a better field of sale and service as time goes on; but right now the thing to do is to sell this season's shoes at the price the public will pay for them this season. In the new deal of economics perhaps the first hand was played "prices wild"; the next deal will be played a little closer to human needs and a little closer to store and stock capabilities. So we quote what B. C. Forbes has to say about the need for salesmanship.

"Selling and salesmen are entering a new era. The richest harvest will be garnered by those best fortified by facts, best fortified by personality, best fortified by logic, best fortified by sin-

cerity to bring home the light to buyers.

"Let each and every conscientious salesman implant in his mind this inspiring, energizing thought: 'Every order book puts men and women to work and hastens the return of prosperity and happiness.'"

And for good measure, we quote from Walter J. Daily, of General Electric:

"There is business to be had by those who go after it. There is good merchandise to be bought—eleven billions of dollars in savings accounts. Real opportunity is here for selling and advertising, opportunity for aggressive, keen-thinking, hard-working members of the selling and advertising fraternities to tackle without delay.

"The average person would rather spend a dollar than keep it. He gets fun and a thrill out of spending. . . . Anyone who believes that our 120 millions are going to drive old autos forever, to walk around in old clothes and worn-out shoes, miss good movies and eat poor food, is wrong. Advertisers are beginning to realize that if they let down now, someone who is more aggressive and courageous will step in and take away their market."

Be of good heart, retailers of shoes—a better day is coming—it is inevitable. The machinery of modern economics is geared up to increase and commodity prices to the farmer and miner, more wage envelopes for the worker, and more money in circulation for the public and merchant. It takes time to build anew.—Boot and Shoe Recorder.

Growth of Strawberry Under Prolonged Daylight

Strawberry growers as far apart as Alaska and Florida are being helped by experimental work carried out by the Bureau of Plant Industry.

George M. Darrow, of this Bureau, has used artificial lighting for strawberries grown in Washington laboratories in order to simulate conditions found during the Alaskan Summers, when the plants are subjected to long hours of sunlight.

Plants grown under these abnormal conditions did not produce as well as those which had a normal amount of sunlight.

Mr. Darrow says that results obtained thus far indicate that artificial light is helpful in prolonging the growing day for strawberries when there is a small amount of sunlight.

Strawberry culture in Alaska, according to information from experiment stations there, has been successful for some varieties which respond satisfactorily to the large amount of sunlight during the Summer.

Use of Cellophane to Deceive Buyer

Yellow cellophane, which gives plain noodles the rich color of egg noodles, is one of the latest deceptions in food products which has been brought to the attention of the Federal Food and Drug Administration.

Although this particular case of deceiving the housewife is revealed as soon as the cellophane bag is opened, other methods of coloring noodles have been found more effective. Chemists of some companies have been so success-

ful in applying the coloring matter, points out C. F. Jablonski, of the Administration, that it has been found difficult to devise tests which determine immediately whether or not coloring has been applied.

Shoe Output For Year To Be Second Highest

Shoe production for the current year will be the second highest on record, it is predicted in manufacturing circles. With output for the first ten months estimated at about 303,000,000 pairs, the year's total will come to 345,000,000 to 350,000,000 pairs, which would be exceeded only by the 1929 peak of 361,402,000 pairs.

While output has dropped this month and further curtailment is expected in December, the two months' total will be at least 42,000,000 pairs and more likely higher, it was said. The previous second highest total was reached in 1928, when output amounted to 344,351,000 pairs.

A new slide rule is said instantly to indicate proper or safe load-carrying capacity, hill-climbing ability and speed of any truck for which specifications are known.

Italy to Maintain Quality of Wine

The Italian government has taken formal action to maintain the standard of Italian wines destined for shipment to the United States when such shipments become legal.

American Trade Commissioner E. Humes at Rome reports to the Department of Commerce that the Cabinet has approved a bill making it possible for exporters of Italian wine to obtain a national trade mark brand, under which the product must meet specified standards. Another bill establishes control of production and trade in vermouth, a characteristically Italian wine.

Travertine, a stone long supplied by Italy, is now being quarried in Montana. It's said to be appropriate for interior and exterior finishes of many buildings and for monumental work.

He is an eloquent man who can treat humble subjects with delicacy, lofty things impressively and moderate things temperately.—Cicero.

Egotism is decried, but many men need more. It is a very reassuring virtue.

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

now

For Merchants in All Lines

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)

he was an apt student and soon acquired the use of enough words to enable him to make himself understood by his customers.

For the past twenty years he has spent his summers on Mackinac Island or Charlevoix and his winters in Florida or California, with occasional trips to Europe and around the world. Having worked very hard for forty years, he undertook to enjoy the years of leisure his pension afforded him and I think he succeeded in this determination to a marked degree.

In 1925 I asked the deceased to write a detailed description of his life for publication in the Tradesman in the event of his passing on before I did. Here is what he sent me:

My dear friend Stowe wrote me a few days ago to prepare a sketch of my life and if I would not owe E. A. the greater part of my success in my American business career I would not try to put this in writing. So here it goes:

I, Ludwig Winternitz, was born in Prague, Bohemia, on April 29, 1854. My mother's name was Eva and my father's name was Marcus. I was the thirteenth child. My parents were both widow and widower and my father brought eight children and my mother four. I was born when father was 60 years of age. Father was a school teacher and served fifty years in one and the same school. He was one of the first Jews ever decorated with a golden cross at a public celebration. He spent most of his income for a library in said school; so when he died at the age of 71, I was a boy of 11, the mother had only a few gulden of Bohemian money left and I had to go out and hustle for a living. I got a job as a messenger boy in a grain elevator. I carried samples from the public market to the city office. In those days the farmers would drive to the city with their loads of grain and the buyer would purchase the grain and send the sample to the office with the receipt for same and the farmer would have to go there to get his cash. I worked at this grain elevator for two years during the day and went to night school for my lessons. When I reached home at about 10 p.m. I had a good meal and a good night's rest. As a boy I was always dressed in the height of fashion. My brother, Phillip, had a good position, wore good clothing, and I inherited everything he discarded, made over for myself. At the age of 14 I quit the job and went to a commercial college for a few months. After that time I got a position with a cotton and yarn manufacturer, with which concern I remained for fifteen years. In 1866—I was about 12 years of age when the Austrians lost the battle of Koniggratz and a few days later the Prussians marched into Prag. I have never forgotten that sight. How they rode into the town and how they took possession of the private homes and property. During that time I worked myself up to a responsible position and had a good time in general. I was a leading member of a commercial club and, as chairman of the intelligence office of that organization, secured many a good job for young men. At the age of 25 I married Miss Elizabeth Jerusalem in a little country synagogue on Dec. 28. The place was cold and the poor little bride caught a deathly cold and on Aug. 28 she died. So I was for eight months a nurse, instead of a happy husband. My mother stood by me through all this trouble. A few years later, I learned that a young lady sister-in-law of mine was to visit us and I made a bet with a cousin of

mine that I was going to capture that American beauty. She came, and it was love at first sight. Her uncle, with whom she traveled, would not leave her in Europe, and I told her I could not leave my mother. So we parted and kept up a pleasant correspondence. About a year later my mother died and in 1884 I made up my mind to go to America. My boss, M. Schick, who knew that I was rather free with my money, offered me the loan of \$600, which I accepted, and felt pretty rich at that. I traveled on a Cunard liner, second cabin, and tried to learn English in a hurry. At the custom inspection in New York I was asked if I could swear that I had nothing to pay duty on. And I swore. An old lady bystander explained matters to me and I passed on, as a green-horn would. A cousin of mine met me, introduced me to whisky—which I had

all the folks, Mr. Kadish offered me a job as a collector on one of his beer routes. He owned a brewery and had a lot of Bohemian saloon trade. After three days I quit the job, as I did not care to fill up on beer all day long. In the meantime my brother, Phillip Spitz, from Grand Rapids, came to Chicago and asked me to take hold of his business in Grand Rapids, as he was sick and had to take a rest. The next day, Oct. 4, 1884, I migrated to Grand Rapids and there I met E. A. Stowe, who roomed in the same house as I did. It surely was very fortunate for me to be greeted by such a man as friend Stowe proved himself to be. Another fellow citizen of ours was A. May. He came to my brother's office, which was next door to his in the arcade (now owned by his son) and introduced me to the handling of the broom. In a few days I ventured

got \$25 of my \$600 and we were united. Monday morning we arrived in Grand Rapids. My yeast wagon was waiting for me at the depot and my poor little bride had to go home and wail until my trade was served. Such was the beginning of a happy married life which lasted for twenty-four years. Brother Stowe must have noticed that I was a born salesman, so he helped me to get various agencies. I sold,

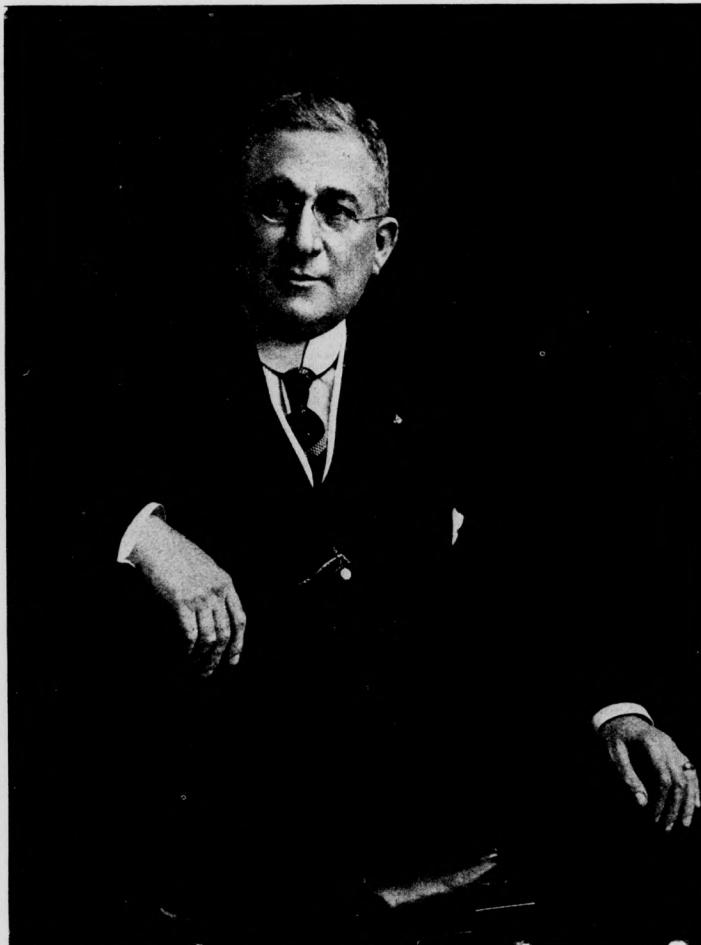
Bechtner's vinegar,

Heinz's pickles,

Woolson Spice Co. goods

and Lord knows what else. Had I followed A. M. Woolson's advice and accepted his offer to buy \$5,000 Woolson stock, I would be a rich man today. After a few years of local Grand Rapids work I was transferred to Chicago as superintendent and remained there until after the world's fair. For one year I acted in Grand Rapids as manager of Michigan Spice Co., but returned to my first love in 1896 as traveling superintendent of agencies for the Fleischmann Co., with headquarters at Cincinnati. My territory was from Cleveland to Portland Ore.; from New Orleans to Winnipeg and from there to Vancouver, B.C., so I had my hands full doing pioneer work, which proved to be successful. In 1912 I broke down with nervous prostration (the result of a railroad wreck and too much work). My friend, Dr. H. I. Davis, in Chicago, suggested I quit work and Mr. Fleischmann was kind and placed me on the retired list of the company. So now I enjoy a quiet life. I kept up my Masonic membership in Doric lodge and the consistory as well as the shrine and B. P. O. Elks lodge in Grand Rapids. In 1912-13 I made two trips around the world—pictures of which, and others, I donated to the Art Institute and Field Museum in Chicago, as well as the Florida State Museum in Gainesville, Florida.

E. A. Stowe.



The Late Ludwig Winternitz

never touched before—and oh! the headache next morning. I went to the barber and answered to everything he said, "Yes, sir," the result of it was a check for \$2.50. After that I shaved myself again. My friend cousin put me on a slow train for Chicago and I spent two nights on it in a coach. I shall never forget the Jackson, Mich., eating house. We stopped there for lunch and I grabbed a piece of pie, thinking it was a hard tart, but it was not and the lemon custard decorated my clothing. I finally landed in Chicago. My brother Herman met me at the depot and took me right to his home. While his wife did not say much to me, her bath room was a sight when I got through with it, and my dear mother-in-law-to-be watched me from their side of the house as I got out of the buggy and said to her daughter, "Is that the fellow whom you selected in Europe? Couldn't you get anything better in this country?" After meeting

among the trade and continued my brother's routine work. It was rather hard on a young fellow of 30, who had led a rather comfortable life in Europe, to buckle down to hard work as it was in those days. I got up about 4 a.m., fed horses, cleaned harness and wagons, and did outdoor work, rain or snow, but it was a case of new life. I surely am grateful to friend Stowe who encouraged me in days when he himself worked about 26 hours out of 24. He was a wonderful example and inspiration for me. I was introduced to society and enjoyed my evenings with the Grand Rapids friends who were my teachers in reading and playing post office—a game I liked very much. After a stay of six months Mr. Kadish wired me that everything was ready for my wedding to his daughter, Clara T. Kadish, for April 18, 1885, so Mr. May trusted me with a new black suit and in Chicago I bought the remainder of the outfit and Prof. Swing

Value of Oyster to Correct Diet Deficiency

Mineral content of oysters varies with the seasons and also with the locality where they are found.

This has been determined by recent experiments conducted by E. J. Coulson, of the Bureau of Fisheries. He has shown that no other food except liver surpasses the oyster in iron and copper, elements necessary to the blood supply of the body in order to prevent anemia.

Mr. Coulson is continuing his experiments this year in cooperation with others engaged in work in the laboratory of the Medical College of South Carolina, at Charleston, in order to determine the merits of the oyster in combating dietary deficiencies.

Let our schools teach the nobility of labor and the beauty of human service, but the superstitions of ages past—never—Peter Cooper.

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John L. Lynch Sales Co.
 SPECIAL SALE EXPERTS
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Business Wants Department

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

Grocers Get Back Revised Master Code

Washington, Nov. 21—Members of the grocery trade conference committee which has sponsored and fought for the master code in grocery distribution met with James D. Dole of the Agricultural Adjustment Administration this morning at the South Agricultural building in Washington, to receive the master code back. This code, turned in to the A. A. A. on October 12, has been altered considerably, and the committee is expected to go over the revised instrument and report back to the organizations which constitute its membership.

Generally speaking, the master code as turned back to the grocery trade committee in no way resembles the code written by the same committee and approved by the grocery trade of the country. It is understood that A. A. A. opposition to any form of markup provision, though the general retail code as adopted by the NRA for practically all branches of retailing with the exception of groceries, permits a 10 per cent. markup, persists and that this provision has been left out of the A. A. A. code. The A. A. A. instead is presumed to have inserted its own favored provision on this subject along the lines as appeared in the recently approved date code. This provision rules against "destructive price cutting" though it does not interpret or define what destructive price cutting is.

Similarly, the brokerage clause, which has been the most discussed point in the master code from the standpoint of trade interest, rather than A. A. A. opposition or approval, is thought to have been changed very considerably. A. A. A. activities in the past few weeks have given clues to this change though it is not surely known what may be included in the code on this subject. For one thing the chiselling which has prevailed in brokerage will be dealt with, it is thought. Diversion of brokerage will be taken care of. The recent decision against the Great A. & P. Tea Co. and three Eastern meat packers is a case to point. In that decision Secretary Wallace ordered the packers to cease and desist from paying brokerage to the chain's broker who, by the way, was a paid agent of the chain. The Secretary ordered "that the respondent shall cease and desist from refunding brokerage fees to any buyer of meat while respondent is at the same time paying brokerage fees on sales to any other buyer without directly or indirectly returning such fees to them."

His decision, it is thought, will open an entirely new avenue of approach to the very complicated question of brokerage. There is of course the highly complex

question of integration of functions which is in reality the heart of the present brokerage question and the A. A. A. has never dared to bring this question into the open.

The hearings opening to-day are informal in nature and are more for the purpose of turning over the A. A. A. version of the master code and getting the committee reaction than anything else. The grocery committee cannot move without going back to the trade associations for instructions. Temporarily the whole question is at a stalemate until the radical A. A. A. revisions can be put up to the members of the trade associations and be accepted or thrown out.

Paul S. Willis, head of the committee and president of the Associated Grocery Manufacturers of America, heads the delegation. Among those who will be present are: C. H. Janssen, secretary, and H. C. Petersen, president of the National Association of Retail Grocers; M. L. Toulme, secretary and Henry King, code chairman, of the National American Wholesale Grocers' Association; J. F. Grimes and Asa Strause, Voluntary Groups Institute; F. H. Massman, Chain Grocery Store Association; Oliver Stout and Harry Martin, National Retailer Owned Wholesale Grocers' Association; George R. Bennett, president, National Food Brokers' Association, and Clarence Francis, code chairman of A. G. M. A.

Values of Fertilizers and Insecticides

What's a good fertilizer? What will pep up the old apple trees? Year by year the lawn has been getting thinner and yellower; and what will give it a new lease of life?

The question is: What will the harvest be next year? Will the apples be few and small, and the leaves on the trees yellow and thin? or will the foliage be dense and green and the trees loaded with plump red fruit next Fall? Will the lawn continue its mangy appearance? or will it come up a lush green and be a delight to the eye?

We have it largely in our power to determine which result will be obtained in these cases by selecting suitable fertilizers for the soil and expedient economic poisons in the battle against plant pests.

To make that foliage green and to freshen the lawn, the first bet will be to apply a fertilizer material containing a high percentage of nitrogen. Nitrate of soda and sulphate of ammonia are good representatives of the chemical fertilizers of this class. Such products as fish meal and tankage are also high in nitrogen content and have, in addition, some phosphoric acid.

Nitrogen makes for rapid growth, large leaves, and a deep green color of foliage. For this reason it is extensively used by truck gardeners in increasing both quantity and quality of such crops as lettuce, cabbage, celery, etc.

Nitrogen, however, does not tell all the story. If you put nitrogen only on

that apple tree you will be surprised next Fall to find your fruit still green when your neighbor, who has used no fertilizer whatever, has apples well colored and ripe.

The nitrogen has not only the effect of increasing the vigor of the tree growth but also of delaying maturity of the fruit. Thus you see the type of fertilizer used should be selected with an eye to the purpose in hand.

If you are raising vegetables which are best with a vigorous growth of leaf and stem, nitrogen is the secret. But if your crop is grain or fruit, phosphoric acid and potash will probably need to be included in your fertilizer in addition to nitrogen.

Such mixed fertilizers are, or should be, always accompanied by a tag when offered for sale. This is for the purchaser's information; so, when you go to buy your supply, make use of your opportunity and examine the tags carefully.

The Division of Chemistry, State Department of Agriculture, is maintained for the benefit of those interested in the use of these fertilizer materials either from a financial standpoint or otherwise. It is the work of the Division to see that guarantees are maintained by the manufacturers and that no unwarranted or misleading claims are made.

For this purpose, inspectors are allocated to different sections of California to check on their sale and distribution. This service has been maintained for over ten years and at present very few attempts to deliberately deceive the public by selling worthless materials are encountered.

Last year about 600 samples were collected in different parts of the State and analyzed in the laboratory of the Division of Chemistry. The results of these analyses appeared in bulletin form.

Few things are more disappointing than to raise a beautiful bed of flowers and then have them completely ruined by aphids; or to labor over a fine bed of vegetables only to have them eventually devoured by worms while your back is turned. Fruit of all kinds is also enjoyed quite as much by insects as it is by us.

The insects, of course, are pests to us. We are, no doubt, considered pests by them. We refuse to recognize that they have any right to the fruit or flowers which we call ours, and they evidently fail to see why we should call them ours when they are free for the first who can take them.

Hence we have the battle between man and insects. And whoever desires to enjoy the fruit of his labor in garden or orchard will need to be on the alert to see that some bug doesn't beat him to it. Get him before he gets you, is your best motto.

Insecticides of many descriptions are available for this purpose and if you need advice as to which one to use for your particular problem consult your local agricultural commissioner or farm advisor, or get in touch with the State Department of Agriculture, which has a staff of entomologists familiar with the ways and tricks of most insects that make life miserable for the average farmer.

The Division of Chemistry is also

entrusted with the enforcement of the economic poison act which is designed to prevent fraud in the distribution of these materials. From the standpoint of the analyst, the work involved is a tougher job than the administration of the fertilizer act since there are a great many more materials used as economic poisons than there are as fertilizers.

This means more possible mixtures and combinations, and more difficulty in taking them apart in the analytical operations. You may be sure, however, that whatever can be done is done, and few false claims are maintained on commercial products of this kind.

John W. Elmore.

Wholesalers Have Two New Divisions

Two new divisions of the Wholesale Merchants' Bureau of the Detroit Board of Commerce were organized during the past week. They are the Machinery Distributors and the Chemical and Allied Lines. Berrien C. Eaton, a director of the Wholesalers' Bureau, is chairman of the Chemical Division. A chairman for the Machinery Division will be named at the next meeting.

E. E. Prine, secretary of the Wholesale Merchants, will act as secretary for the two new Divisions.

Practically all the members of these groups now belong to the Board but it was felt that in order to have better facilities for the discussion of codes, state sales tax and other matters of importance to these individual lines, affiliation with the Wholesalers' Bureau was desirable.

According to Raymond H. Berry, chairman of the Board's Tax Committee and attorney for a group asking a legal declaration of rights on the state sales tax, Judge Guy Miller is expected on November 18 to set a date for the hearing of this case which will probably be December 3.—Detroit.

For rural use there's a new oil reading lamp which—lifted from its metal base, its parchment shade removed and a handle inserted—is quickly converted into a lantern.

Something ought to be done to improve everything in this world; but let's not do anything to more than half a dozen of them in our lifetime.

Americanism: Denouncing the legislators who tax us; feeling indifferent to the grafters and criminals who indirectly tax us twice as much.

Made of flexible wire fabric, a new fireplace screen is suspended from a fixed rod, slides, curtain-like, to each side of the fireplace opening.

Figures showing that 4,561 persons climbed Lassen peak during the season just ended indicate that California aipenstocks hit a new high.

Personality is that mysterious something that makes a successful orator out of the fellow who says the obvious about the commonplace.

Slip a sealed cigarette pack into a new pocket container, press a button and the lid flies up, exposing the pack neatly opened.

Resolution to the President

WHEREAS—Chambers of Commerce throughout the Nation have pledged themselves to support the National Recovery Administration, and

WHEREAS—The Detroit Board of Commerce has responded to every call from the government, in an effort to organize local NRA units to solve the great problem of unemployment, and

WHEREAS—For thirty years the Detroit Board of Commerce has supported labor and protected workmen from exploitation, and

WHEREAS—For the first time in three decades, acute local labor strife has arisen, developing coercion, intimidation and harassment of employed workers by outside agitators whose actions tend to embarrass the Administration and frustrate the Administration's recovery program, and

WHEREAS—Employers are forbidden by Section 7 (A) of the NIRA from coercing employes, but no ban is placed upon labor agitators who are using the Recovery Administration to further their own selfish ends, and

WHEREAS—Section 10 of the NIRA gives the President of the United States unprecedented powers in the interpretation and enactment of measures to further the encouragement of re-employment and to insure our National peace and prosperity, therefore be it

RESOLVED—That the Detroit Board of Commerce, by action of its Board of Directors, impelled by a desire to stimulate re-employment and recovery, respectfully urges the President of the United States to issue an Executive Order declaring such agitators and racketeers subject to the same punishment threatened employers, and liable to a fine of \$500 or six months imprisonment in a Federal Penitentiary for each violation, as prescribed by Section 10 (A) of the NIRA, and be it further

RESOLVED—That the President be urged to cause the Reconstruction Finance Corporation to make funds available immediately to local governments to insure adequate financial support for police departments and other law enforcing agencies, and be it further

RESOLVED—That the President be urged to instruct the Attorney General and the Department of Justice to pursue and prosecute all violators of the NIRA, with equal vigor, whether employes, employers or agitators, to the end that the aims and objectives of the Administration may attain the full fruition deserved by our people.

DETROIT BOARD OF COMMERCE,
HARVEY CAMPBELL,
Vice-President and Secretary.

November 2, 1933.

Another **BIG REASON**
WHY *you should push*
ROYAL BAKING POWDER

The new low prices on Royal Baking Powder are the lowest in its history. They enable you to sell Royal at a price that will prove irresistible to most housewives. Turn these new low prices into more business. Feature Royal. Mark your new low prices plainly. Call attention to them. Make Royal mean more money to you. Order from your jobber.



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STANDARD BRANDS INCORPORATED



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 GRAND RAPIDS .

Hart Brand Canned Foods

The brand you know by Hart
NATIONALLY KNOWN — MICHIGAN GROWN

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.

Grown and packed in Michigan — a tremendous amount of money is expended yearly by W. R. Roach & Co., the packers of Hart Brand, to Michigan farmers and Michigan labor.

Hart Brand Foods are an asset to the retailer because of ready consumer acceptance.

Sold by Independent Dealers only.

LEE & CADY