

What Can An Old Man Do But Die?

Spring it is cheery,
Winter is dreary,
Green leaves hang, but the brown must fly.
When he's forsaken,
Withered and shaken,
What can an old man do but die?

Love will not clip him,
Maids will not lip him,
Maud and Marion pass him by;
Youth it is sunny,
Age has no honey —
What can an old man do but die?

June was so jolly,
Oh, for its folly!
A dancing lip and a laughing eye!
Youth may be silly,
Wisdom is chilly,
What can an old man do but die?

Friends they are scanty,
Beggars are plenty,
If he has followers, I know why;
Gold's in his clutches
(Buying him crutches!)
What can an old man do but die?

THOMAS HOOD.

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.



ROYAL
BAKING POWDER

A Product of

STANDARD BRANDS INCORPORATED



cooperation
the basis of recovery

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

the
MILL MUTUALS AGENCY

LANSING . . .
DETROIT . . .
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

MICHIGAN TRADESMAN

Fifty-first Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 29, 1933

Number 2619

MICHIGAN TRADESMAN E. A. Stowe, Editor

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DEVOTED TO the best interests of business men.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

Printed by the Tradesman Company, Under
NRA Conditions

COMPLETE GROCERY CODE

It Supplants the Grocery Code Originally Promulgated

ARTICLE I

Request for Separate Code

Any division of the retail food and grocery trade which has not participated in the formation or establishment of this Code may make application to the Administrator to operate under a separate Code of Labor Provisions. The Administrator shall determine whether such division of the retail food and grocery trade shall operate under this Code or under a separate Code and may, if justice requires, stay the application of this Code to such division pending his decision or pending the approval by the President of the United States of a Code of Labor Provisions for such division.

ARTICLE II

Definitions

Section 1.—Retail food and grocery trade. The term "retail food and grocery trade" as used herein shall mean all selling of food and/or grocery products to the consumer and not for purposes of resale in any form, in the continental United States excluding the Panama Canal Zone, but shall not include the selling of food in restaurants for consumption upon the premises, or in confectioners' stores, or the selling of milk or its products by delivery from house to house upon regular routes; it is provided, however, that the term shall not include the selling of any food or grocery product which is now or may hereafter be governed by a separate code approved by the President of the United States; and provided further that this Code shall not apply to employees engaged only locally in retail trade who do not employ more than five person and who are located in towns of less than 2,500 population (according to the 1930 Federal Census)

which are not in the immediate trade area of a city of larger population.

Section 2.—Food and grocery retailer. The term "food and grocery retailer" as used herein shall mean any individual or organization engaged wholly or partially in the retail food and grocery trade.

Section 3.—Retail food and grocery establishment. The term "retail food and grocery establishment," or "establishment," as used herein shall mean any store, department of a store, shop, stand, or other place where a food and grocery retailer carries on business, other than those places where the principal business is the selling at retail of products not included within the definition of retail food and grocery trade.

Section 4.—Employee. The term "employee" as used herein shall mean any persons employed by any food and grocery retailer, but shall not include persons employed principally in the selling at retail of products not included within the definition of retail food and grocery trade.

Section 5.—Executive. The term "executive" as used herein shall mean an employe responsible for the management of a business or a recognized subdivision thereof.

Section 6.—Maintenance employee. The term "maintenance employee" as used herein shall mean an employee, essential to the upkeep and/or preservation of the premises and property of a retail food and grocery establishment.

Section 7.—Outside service employee. The term "outside service employees" as used herein shall mean an employee engaged primarily in delivering merchandise outside the store, and shall include stable and garage employees.

Section 8.—Outside salesman. The term "outside salesman" as used herein shall mean a salesman who is engaged not less than sixty (60) per cent. of his working hours outside the establishment or any branch thereof, by which he is employed.

Section 9.—Watchman. The term "watchman" as used herein shall mean an employee engaged primarily in safeguarding the premises and property of a retail food and grocery establishment.

Section 10.—Junior employee. The term "junior employee" as used herein shall mean an employee under eighteen (18) years of age.

Section 11.—Apprentice employee. The term "apprentice employee" as used herein shall mean an employee with less than six (6) months' experience in any division of the retail food and grocery trade.

Section 12.—Part-time employee. The term "part-time employee" as used herein shall mean an employee who works less than the maximum work week.

Section 13.—South. The term "South" as used herein shall mean Virginia, West Virginia, Maryland, North Carolina, South Carolina, Georgia, Florida, Kentucky, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, New Mexico, Texas, and the District of Columbia.

Section 14.—Population. Population shall be determined by reference to the Fifteenth Census of the United States (United States Department of Commerce, Bureau of the Census, 1930).

Article III.

Effective Date and Expiration Date

This Code shall become effective on the seventh day after it shall have been approved by the President of the United States, and shall continue in effect until December 31, 1933, provided that if prior to such date the associations presenting this Code shall request that the same shall be continued, then it shall continue in effect until the expiration of the time contained in such request.

ARTICLE IV.

General Labor Provisions

Section 1.—Collective Bargaining.

(a) Employees shall have the right to organize and bargain collectively through representatives of their own choosing, and shall be free from interference, restraint, or coercion of employers or labor, or their agents, in the designation of such representatives or in self-organization or in other concerted activities for the purpose of collective bargaining or other mutual aid or protection.

(b) No employee and no one seeking employment shall be required as a condition of employment to join any company union or to refrain from joining, organizing, or assisting a labor organization of his own choosing.

(c) Employers shall comply with the maximum hours of labor, minimum rates of pay, and other conditions of employment approved or prescribed by the President.

Section 2.—Child labor. On and after the effective date of this Code, no person under the age of sixteen (16) years of age shall be employed except that persons fourteen (14) and fifteen (15) years of age may be employed either

(a) for a period not to exceed three (3) hours per day or six (6) days per week; or

(b) for one day per week, such day not to exceed eight (8) hours.

In either case all such hours of work shall be between 7 a. m. and 7 p. m., and shall not conflict with the employee's hours of day school.

It is provided, however, that no persons under the age of sixteen (16) years shall be employed in delivering merchandise from motor vehicles.

It is further provided that where a State law prescribes a higher mini-

mum age, no person below the age specified by such State law shall be employed within such State.

ARTICLE V

Store Hours and Hours of Labor

Section 1.—Basic Hours of Labor. No employee, except as hereafter provided, shall work more than forty-eight (48) hours per week, nor more than ten (10) hours per day, nor more than six (6) days per week.

Section 2.—Exceptions to maximum hours of labor.

(a) Watchmen and outside salesmen. The maximum periods of labor prescribed in Section 1 of the Article shall not apply to watchmen or outside salesmen, but in no case shall such employees work more than six (6) days per week.

(b) Maintenance and outside service employees. The maximum periods of labor prescribed in Section 1 of this article shall not apply to maintenance and outside service employees; but such employees shall not work more than six (6) hours per week above the maximum hours per week otherwise prescribed in Section 1 unless they are paid at the rate of time and one-third for all hours over such additional six (6) hours per week.

(c) Executives. Subject to the conditions set forth in Section 3 of this Article, executives receiving \$35.00 or more per week in cities of over 500,000 population or receiving \$30. or more per week in cities of 100,000 to 500,000 population, or receiving \$27.50 or more per week in cities of 25,000 to 100,000 population, or receiving \$25. or more per week in cities, towns, and villages, and other places under 25,000 population may work in excess of the maximum periods of labor prescribed in Section 1 of this Article.

It is provided, however, that an establishment which operates a grocery and meat department as separate units shall be permitted to exempt one worker in addition to the proprietor or executive as provided above from all restrictions upon hours provided that such additional worker shall not receive less than \$25 per week.

In the South, executives receiving not less than 10 per cent. below the salaries stipulated above may work in excess of the maximum periods of labor.

It is provided, however, that in no case shall executives work in excess of one-half hour above the established daily store operating hours.

Section 3.—Limitation upon number of persons working in excess of the maximum periods of labor prescribed in Section 1. Notwithstanding the provisions of the foregoing Sections of this Article, the total number of workers in any grocery or meat department (whether such workers are executives,

proprietors, partners, persons not receiving monetary wages, or others), which shall be permitted to work in excess of the maximum periods of labor prescribed in Section 1 of this Article shall not exceed the following ratio:

In grocery or meat departments comprised of twenty (20) workers or less, the total number of workers permitted to work in excess of the maximum periods of labor prescribed in Section 1 (except watchman, outside salesmen, and maintenance and outside service employees) shall not exceed one (1) worker for every five (5) workers or fraction thereof; in departments comprised of more than twenty (20) workers, the total number of workers permitted to work in excess of the maximum period of labor prescribed in Section 1 (except watchmen, outside salesmen, and maintenance and outside service employees) shall not exceed one (1) worker for every five (5) workers for the first twenty (20) workers, and one (1) worker for every eight (8) workers above twenty (20).

Section 4.—Peak Periods. At Christmas, inventory, and other peak times, for a period not to exceed two weeks in the first six months of the calendar year and not to exceed three weeks in the second six months, all employees may work eight (8) hours per week above the basic work week prescribed in Section 1 of this Article, but not more than ten (10) hours per day. Such work may be without the payment of overtime.

Section 5.—Hours to Work to be Consecutive. The hours worked by any employee during each day shall be consecutive, provided that an interval not longer than one hour may be allowed for each regular meal period, and such interval not counted as part of the employee's working time. Any rest period which may be given employees, shall not be deducted from such employee's working time. In communities where a longer lunch period has been customary, any establishment may with permission of the Local Food and Grocery Council allow employees a longer period than one hour for lunch, but such period shall in no event exceed one and a half hours.

Section 6.—Extra Working Hour One Day a Week. On one day each week, employees may work one extra hour, but such hour is to be included within the maximum hours permitted each week.

Section 7.—Conflict with State Laws. When any State law prescribes for any class of employees shorter hours of labor than those prescribed in this Article, no employee included within such case shall be employed within such State for a greater number of hours than such State law allows.

Section B.—Agreement for Uniformity of Hours. In any retail trade area, town, or city, retail food and grocery establishments may by mutual agreement of seventy-five (75) per cent. of such establishments, subject to the approval of the Administrator, establish uniform store operating hours which will be binding upon all retail food and grocery establishments within such

area, town, or city for a period not to exceed one year, subject to renewal by similar mutual agreement.

Hours so established shall not be less than sixty-three (63) hours per week, except that any establishment which was operating upon a schedule of less than sixty-three (63) hours per week on June 1, 1933, may continue to operate upon such basis but shall not reduce such hours. Hours so established shall be continuous but every establishment shall have the right to select the days and the hours when it shall operate.

It is provided, however, that any delicatessen store whose principal business is serving, preparing and selling foods ready for immediate consumption, may operate longer hours than those prescribed by such local agreement.

All establishments shall register the operating hours they select with the local administrative committee, and shall post such hours in a conspicuous place in the establishment.

ARTICLE VI.

Wages

Section 1.—Basic Schedule of Wages. On and after the effective date of this Code, the minimum weekly rates of wages which shall be paid for a work week as specified in Article V—whether such wages are paid upon an hourly, weekly, monthly, commission, or any other basis—shall, except as provided hereafter, be as follows:

(a) Within cities of over 500,000 population, no employees shall be paid less than at the rate of \$15 per week.

(b) Within cities of from 100,000 to 500,000 population, no employee shall be paid less than at the rate of \$14 per week.

(c) Within cities of from 25,000 to 100,000 population, no employee shall be paid less than at the rate of \$13 per week.

(d) Within cities, towns, and villages of from 2,500 to 25,000 population, the wages of all classes of employees shall be increased from the rates existing on June 1, 1933, by not less than twenty (20) per cent., provided that this shall not require an increase in wages to more than the rate of \$11 per week, and provided further that no employee shall be paid less than at the rate of \$10 per week.

(e) Within cities, towns, villages and other places with less than 2,500 population, the wages of all classes of employees shall be increased from the rates existing on June 1, 1933, by not less than twenty (20) per cent., provided that this shall not require an increase in wages to more than the rate of \$10 per week.

(f) The minimum wages paid to watchmen, maintenance, and outside service employees shall be upon the basis of a forty-eight (48) hour employee work week.

Section 2.—Outside Salesmen. The minimum wages specified above shall not apply to outside salesmen when employed on a commission basis.

Section 3.—Junior and Apprentices. Junior or apprentice employees may be paid at the rate of \$1 less per week than the minimum wage otherwise applicable; it is provided, however, that

no individual employee shall be classified as both a junior and an apprentice employee; and it is further provided that the number of employees classified as junior and apprentice employees, combined, shall not exceed a ratio of one such employee to every five (5) employees or fraction thereof up to twenty (20), and one (1) such employee for every ten (10) employees above twenty (20).

Section 5.—Weekly Wages Above Minimum Not to be Reduced. The weekly wages of all employees receiving more than the minimum wages specified in this Article shall not be reduced below the rates on June 1, 1933, notwithstanding any reduction in the number of working hours of such employees.

Section 6.—Conflict with State Laws. When any State law prescribes for any class of employees of either sex a higher minimum wage than that prescribed in this Article, no employee of such class of either sex employed within that State shall be paid less than such State law requires.

ARTICLE VII.

Administration

Section 1.—National Food and Grocery Distributor's Council.

(a) Composition. The National Food and Grocery Distributor's Council shall consist of one member, elected by a fair method of selection approved by the Administrator by each of the national trade associations presenting this Code of Labor Provisions, one member similarly elected from any other association which the Administrator upon application shall recognize as representing an important branch of the retail food and grocery trade, and such members as may be elected from the wholesale food and grocery trade in accordance with a Code of Labor Provisions for such trade approved by the President of the United States.

The Administrator may appoint a representative or representatives who may participate without vote in all activities of the Council.

The National Food and Grocery Distributor's Council shall serve until a successor body shall have been set up and approved by the President of the United States to assist in the joint administration of this Code of Labor Provisions and such other Code of Fair Competition as may subsequently be approved by the President.

(b) General Powers. The National Food and Grocery Distributor's Council shall represent the retail food and grocery trade in the administration of this Code and shall have, in addition to the specific powers herein conferred, all general powers necessary to assist the Administrator or his deputy in such administration.

(c) Reports and Investigations. The National Food and Grocery Distributors Council, subject to the approval or upon the request of the Administrator shall require from all retailers upon its own initiative or upon complaint of any person affected, make such reports as are necessary to effectuate the purposes of this Code and may, upon its own initiative or upon complaint of any person affected, make investiga-

tion as to the functioning and observance of any provisions of the Code and report the results of such investigation to the Administrator.

(d) Recommendations. The National Food and Grocery Distributors Council may from time to time present to the Administrator recommendations based on conditions in the trade, which will tend to effectuate the operation of the provisions of this Code, and the policy of the National Industrial Recovery Act. Such recommendations shall, upon approval of the Administrator, become operative as part of this Code.

(e) State and Local Councils. The National Food and Grocery Distributors Council shall, subject to the approval of the Administrator, supervise the setting up of State and Local Councils for the purpose of assisting in the administration of this Code within the States, and local trading area.

(f) Expenses. The expenses of the administration of this Code shall be equitably assessed and collected by the Council, subject to the approval of the Administrator.

Section 2.—Interpretations. The Administrator may from time to time, after consultation with the National Food and Grocery Distributors Council, issue such administrative interpretations of the various provisions of this Code as are necessary to effectuate its purposes, and such interpretations shall become operative as part of this Code.

Section 3.—Exceptions in Cases of Unusual or Undue Hardship. Where the operation of the provisions of this Code imposes an unusual or undue hardship upon any retailer or group of retailers, such retailer or group of retailers may make application for relief to the Administrator or to his duly authorized agent, and the Administrator or his agent may after such public notice and hearing as he may deem necessary, grant such exceptions to or modification of the provisions of this Code as may be required to effectuate the purposes of the National Industrial Recovery Act.

ARTICLE VIII.

General

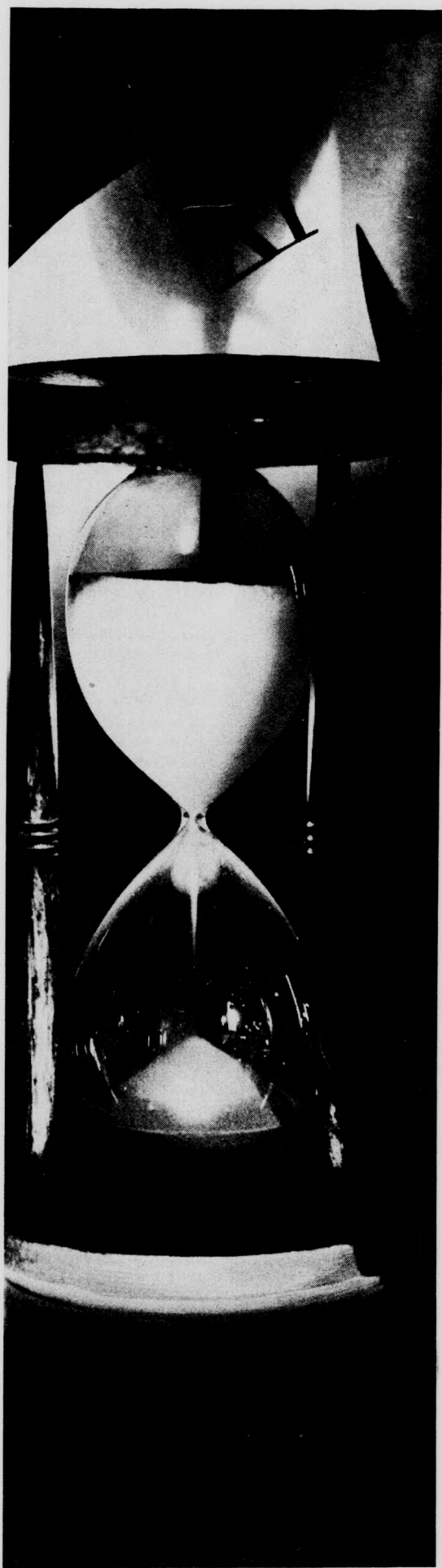
Section 1.—Membership in the national retail associations represented upon the National Food and Grocery Distributors Council shall be open to all retailers of that branch of the retail food and grocery trade which said associations respectively represent, and said associations shall impose no inequitable restrictions upon admission to membership therein.

Section 2.—The provisions of this Code shall not be interpreted or applied to promote monopolies or monopolistic practices or to eliminate or oppress small enterprises or to discriminate against them.

Section 3.—No establishment shall use any subterfuge to frustrate the spirit and intent of this Code, which is, among other things, to increase employment by universal covenant, to shorten hours of work, and to raise wages to a living basis.

Section 4.—This Code and all the provisions thereof are expressly made

(Continued on page 7)



TAKE ONE HOUR...

To safeguard your estate...
the result of your life's work.
No doubt you have given
serious thought to the im-
portance of making a will.
Why not follow thought
with action...consult your
attorney...make a will
today...for tomorrow...

The MICHIGAN TRUST Co.
GRAND RAPIDS

.. Trust Service Exclusively ..

THE FIRST TRUST COMPANY IN MICHIGAN

MOVEMENTS OF MERCHANTS.

Sturgis—The Royal Easy Chair Co., has decreased its capital stock from \$600,000 to \$60,000.

Camden—The First State Bank of Camden has increased its capital stock from \$20,000 to \$25,000.

Lansing—Joseph Kotex & Son have engaged in the meat business at 940 East Grand River avenue.

Ganges—E. S. Johnson has engaged in the grocery business here. He conducts a Red & White store.

Saginaw—The Bressler Lumber Co., 1420 Ames street, has decreased its capital stock from \$75,000 to \$35,000.

Houghton—The Roach & Seeber Co., wholesale grocer, has decreased its capital stock from \$550,000 to \$200,000.

Jackson—The Jackson Hotel Co., Francis and Main street, has decreased its capital stock from \$150,000 to \$15,000.

Battle Creek—Mrs. W. L. Black has opened a tea room at 22 West Kingman avenue under the style of The Tea Pot.

Pontiac—The DeLuxe Ice Cream Co., 443 Auburn avenue, has changed its name to the DeLuxe Ice Cream & Milk Co.

Detroit—The Detroit Trust Co., 201-5 West Fort street, has increased its capitalization from \$3,000,000 to \$4,000,000.

Sault Ste. Marie—The Rheinbrau Brewing Co., 951 Portage street, has decreased its capital stock from \$250,000 to \$125,000.

Dearborn—The Fulton Lumber & Wrecking Co., 7740 Greenfield Road, has changed its name to the Auto City Lumber & Wrecking Co.

Sherwood—The Sherwood Cooperative Co., dealer in grain and produce, has decreased its capital stock from \$2,820 to 23 shares at \$50 each.

Grand Rapids—The Great Lakes Brewing Co. has increased its capital stock from 300,000 shares, no par value to 600,000 shares at 50 cents each.

Birmingham—Louis Levinsohn, of Saginaw, has purchased the entire stock of the Birmingham Department Store and closed it out at special sale.

Grosse Ile—The Detroit Aircraft Corporation, 607 Shelby street, has been organized with a capital stock of \$200,000, \$175,000 being subscribed and paid in.

Trenton—The Trenton Valley Distillers Corporation, has been organized with a capital stock of \$750,000, of which \$139,000 has been subscribed and paid in.

Detroit—The Outlet Furniture Co., 907 Majestic Bldg., has been organized to deal in furniture at retail with a capital stock of \$1,000, all subscribed and paid in.

Detroit—Waysire Markets, Inc., 1340 South Oakwood Blvd., has been organized to deal in fruits and vegetables with a capital stock of \$6,000, all subscribed and paid in.

Detroit—The Brewery Equipment Co., 11-230 Gen. Motors Bldg. has been incorporated with a capital stock of \$10,000, \$1,000 of which has been subscribed and paid in.

Owosso—The Rifkin Beverage Co., 126 West Comstock street, has been organized to retail alcoholic beverages with a capital stock of \$10,000, all subscribed and paid in.

Cadillac—Thieves entered the grocery store of Devere Larsen at 941 Haring street and carried away the contents of the cash register and a little stock, mostly cigarettes.

Detroit—Wolverine Distilleries, Inc., 1602 Barlum Tower, has been organized to distill and also conduct a warehouse, with a capital stock of \$15,000, all subscribed and paid in.

Grand Rapids—Walter Schwarzkopf, a former manager for one of the Kroger stores, succeeds L. V. Nelson in the grocery business at 1759 S. Division avenue. It is a Red & White store.

Detroit—The Mar-Salle Distributing Co., Inc., 415 Brainard street, has been organized to sell wines and other liquors with a capital stock of \$10,000, all subscribed and \$1,000 paid in.

Lansing—Orin D. Crowell and his half-brother, Ford C. Ball, who recently purchased the Homer Miers bakery, will continue the business at the same location, 9-2 West Saginaw street.

Kalamazoo—Williams & Co., successors to H. C. Pitz, who conducted a jewelry and silverware store here for about 50 years, are now established in their new quarters at 224 South Burdick street.

Detroit—The New Kosher Delicatessen, Inc., 10210 Dexter Blvd., has been organized to conduct a grocery store, delicatessen and restaurant with a capital stock of \$8,000, all subscribed and paid in.

Wayland—A. C. Knight has sold his confectionery stock and ice cream parlor to Fred Wallace, recently of Grand Rapids, but a former Wayland resident, who will continue the business at the same location.

Reed City—Ben Jacobson, who has conducted a clothing for men and ready-to-wear apparel for women store here for over 50 years, has sold the stock to Louis Levinsohn, who is closing it out at special sale.

Detroit—The Warren Iron & Metal Co., 3315 Barlum Tower, has been organized to conduct a brokerage business in machinery, iron and steel, with a capital stock of \$5,000, \$2,500 being subscribed and \$1,000 paid in.

Grosse Pointe Village—The Anchor Line, Inc., 605 Rivard Blvd., has been organized to construct and operate water and airborne vessels with a capital stock of \$75,000, \$27,500 of which has been subscribed and paid in.

Saginaw—The LeMonde Corset Co., manufacturer and dealer in corsets and foundation garments, has merged the business into a stock company under the same style with a capital stock of \$60,000, all subscribed and paid in.

Detroit—The Superior Tool Works, Inc., 6633 Rohns avenue, has merged its business into a stock company under the same style with a capital stock of \$35,000 common and \$20,000 preferred, \$55,000 being subscribed and paid in.

Kalamazoo—C. M. Lord and H. B. Weber have engaged in business at 657

Lake street under the style of the Chief Laundry & Dry Cleaning Co. with the plant completely equipped with machinery of the most modern type.

Petoskey—Earl G. Mundhenk, of the jewelry firm of Newton & Mundhenk, has purchased the Ferris building on Mitchell street and the present plans are to occupy the first floor with the jewelry and silverware stock of the above named.

Detroit—The United Beef Co., 1444 First National Bldg., has been organized to do a retail jobbing or commission business in beef and other meats with a capital stock of \$15,000, all of which has been subscribed and \$10,000 paid in.

Detroit—The Velvet Power Brake Co., 4835 Cabot avenue, has merged its business into a stock company under the same style with a capital stock of \$150,000 preferred, \$1,300 second preferred and 30,000 shares at \$1 a share, \$181,300 being subscribed and \$45,000 paid in.

Detroit—The M. Prussian Machinery Co., 534 West Congress street, manufacturer and dealer in new and used machinery, has merged the business into a stock company under the style of the Prussian Machinery Co., with a capital stock of \$50,000, \$1,000 being subscribed and paid in.

Lansing—Central location of Lansing has appealed to the A. W. Walsh Co., wholesalers and distributors of foodstuffs at Kalamazoo. The company has leased the Monarch Insurance building, Michigan avenue at Eighth street, for offices and warehouse, and the East side thus acquires another wholesale company for its growing list of distributors and wholesalers. The company plans to make Lansing a distributing center for Central Michigan. A cash and carry department has been organized and will be in charges of Charles Wagner. This department supplements the company's general service by trucks and solicitors. The Walsh company has been doing business for the past forty years and has branches in South Bend, Battle Creek, and Benton Harbor. The company will open for business Monday. Carl J. Weale, of this city, has been made manager of sales and service. Mr. Weale, for many years a resident of Lansing, has had a long experience in the sale of food stuffs in this territory and is well acquainted with the Lansing area trade.

Hart—The J. Shepherd Parrish Co., large Chicago woodenware manufacturing company, will begin the manufacture of wooden bowls in a newly-constructed building near the village pumping house in a week or ten days. Manager of the plant, which has approximately 3,000 square feet of floor space, is R. W. Dillingham, formerly associated with the inoperative Hart Woodenware Co., Mr. Dillingham has for forty-five years been engaged in the manufacture of bowls and other kitchen utensils, having started as a young man in Scottville. It is expected the plant will begin operations with 12 employees. Many years ago the J. Shepherd Parrish Co. conducted a factory

in Cobmoosa, which was started by Mr. Dillingham. It was later moved to Hulbert, Chippewa county, in Upper Peninsula, and is now in operation as one of the largest units, employing about 100 men. Mr. Dillingham was superintendent there for several years. New equipment and machinery is being installed in the local plant. It is planned to use logs from sections within a radius of thirty-five miles from Hart. A skidway for storing the logs is about completed.

Manufacturing Matters

Detroit—The Scott-Shuptrine Co., Inc., 6501 Mack avenue, manufacturer of upholstered furniture, has increased its capital stock from \$2,000 to \$25,000.

Detroit—Federal Distillers Corporation, 123 West Jefferson avenue, has been incorporated to manufacture and sell alcoholic beverages with a capital stock of \$50,000, \$33,000 of which has been subscribed and paid in.

Detroit—The Atlantic Baking Co., 4501 Belvedere avenue, has merged its manufacturing, wholesale and retail business into a stock company under the same style with a capital stock of \$6,000, all subscribed and paid in.

Detroit—The A. & B. Tool & Die Co., has merged its business into a stock company under the style of the A. & B. Tool & Manufacturing Co., with a capital stock of \$4,000, all of which has been subscribed and paid in.

Detroit—The Advance Fan & Blower Co., 2847 Bagley avenue, manufacturer of fans and blowers, has merged its business into a stock company under the same style with a capital stock of \$15,000, \$7,180 being subscribed and paid in.

It is silly to tell the man with a boil on his neck to laugh it off, but, as a matter of fact, he might just as well realize that it doesn't give you a particle of pain. You, too, probably think the world is all wrong because you have the gout.

Cut the Loss

Solomon: Did you lose much when your store was robbed last night?

Levi: Ha! Not so much as if I had been robbed the night before. You see, I just marked down prices.

Maybe you, too, were one of the unfortunates who picked toadstools thinking they were mushrooms, but cheer up, brother, you have a lot of toadstool company.

You need not fear the dog that loudly barks but look out for the one who curls his lips and snarls.

What right has any one to take a billion dollars from the public and leave it to worthless progeny?

Most of us get as many good breaks as bad ones, but we forget all about the good ones.

Tricks and treachery are the practice of fools that have not wit enough to be honest.

Young people resent the advice of their elders—they want to grow old unassisted.

Essential Features of the Grocery Staples

Codes Without End. In the making and promulgating of grocery codes there appears to be no end. The Tradesman published this week the latest code on pages one, two and seven. Another code is promised to be ready for the President's signature Dec. 10.

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

Canner Fruits—With new pack grapefruit now on the way the absence of price cutting so far this season has been gratifying to the trade. There has been only moderate buying so far, because early shipment is specified and the trade would rather await arrivals of first goods to test the early pack for bitterness or other objectionable qualities usually associated with early packing.

Canned Vegetables—The major vegetables are unchanged. Stocks in the hands of distributors are relatively light and unsold goods are considerably below a year ago.

Canned Fish—Imported foods like crabmeat and tuna fish have moved higher with the depreciation of the dollar, but there has not been much selling done in this off season. However, if the dollar continues around its present level until next spring it very probably will mean higher prices.

Dried fruits are moving in fairly steady volume here. There has been good Thanksgiving business done and holiday items have been especially active, particularly imported lines, which have been brought over in comparatively light amounts this year. The latest item among the imports to show substantial strength is Smyrna brick figs, which advanced here sharply yesterday. Layer figs were quoted by some sellers at 10, up from 9c the day before, and one large chain reported active demand at two bricks for 25c. All other figs, imported and domestic, are scarce. The trade, realizing that importations of figs were to be light this season, lost no time in placing requirements and the goods moved out very rapidly soon after arrival here. The same holds true of imported dates, which also were brought to the country in moderate proportions and, in spite of the higher prices this year, went into general distribution hastily. The various peels have been in good demand for the holidays, with prices holding very steady. California fruits have held firm. Blenheim apricots have shown the most strength and prices have advanced sharply in the past few weeks. Prunes have been active in a replacement way here, but there has not been much new business for shipment from the Coast. Raisins have taken on a stronger undertone, since the growers' acceptance of the Government's financial arrangement, which, while not giving the growers what they had sought, at least is sufficient to keep a firm basis to Thompsons and relieve any grower who might be temporarily pinched for money by advancing him a loan against his crop.

Nuts—The market here is characterized this week by increased business in pecans. Sellers report that the new

Schley crop will be relatively short, while there will not be a large surplus of Stuarts. Georgia paper shell pecans have moved in very encouraging fashion as a good degree of stability in prices has been achieved. Walnuts, too, have been selling somewhat better and almonds are going out in a steady way, although the demand has not been up to expectations.

Olives—Some improvement marks the demand for olives. The approach of the Thanksgiving holidays accounted for this. Prices, however, showed no advances, despite the very high replacement costs. Business was still so much under normal that increases in price were almost impossible. New arrivals, which often cost more than the list for spot goods, simply had to be averaged in with more cheaply bought stocks, consumers showing no willingness to pay higher prices.

Pickles—Technically the pickle market is in a firm position. If the demand even approximated normal, price advances would be certain, what with the pack far under the average. There is, however, such a limited demand that sellers were satisfied to maintain the current list.

Rice—The market remains firm. There is good spot business passing and sellers here have noted a particularly better demand from the interior. Of course, the trade has been seeking clean rice which has worked into second hands acquired before the control prices were recently put into effect by the millers. These stocks, however, are known to be moderate, and sellers are inclined to anticipate a better demand beginning around the middle of next month for shipment after inventory taking.

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; \$1.50 for extra fancy; Wagner, 75c for No. 1.
Artichokes—Calif., 90c per doz., 4 doz. in box.
Asparagus—35c per bunch; \$3.50 per case.
Bananas—6 @ 6½c per lb.
Butter—Jobbers hold plain wrapped creamery prints at 22½ and tub butter at 21½c. The Government program regarding the absorption of storage butter is, of course, as yet a bit vague, but even limited interest from day to day should lead to improved sentiment. Final disposition of the butter accumulated by the government is another thing, but the majority of dealers are not greatly interested in final distribution, rather in just what influence buying of storage goods might have on the market for the present. Yesterday the Dairy Marketing Corporation again purchased fresh butter on a large scale in the move to maintain current values.
Cabbage—85c per bushel.
Carrots—60c per dozen bunches of Calif.; 75c per bushel for home grown.
Cauliflower—\$1.50 per crate.
Celery—20 @ 40c per dozen bunches.
Celery Cabbage—40c per doz.
Chestnuts—Italian command 15c per lb.
Cocoanuts—90c per doz. or \$5.50 per bag.

Cranberries—Late Howes from Cape Cod, \$2.50 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.....\$2.15
 Light Red Kidney from farmer.. 3.75
 Dark Red Kidney from farmer.. 4.00
 Light Cranberry..... 4.75

Eggs—Jobbers pay 14c per lb. for mixed eggs and 16c per lb. for heavy white eggs. They sell as follows:

Fancy, fresh white.....28c
 Canded, fresh.....25c
 Canded, large pullets.....22c
 Canded, small pullets.....18c

Storage eggs are as follows:

Canded, X.....18c
 Storage, XX.....20c
 Checks.....15c

When butter moved up, the majority of egg operators changed their tactics and a constant wave of support to the close served to create a more general belief in betterment. The fact that November refrigerator standards scored impressively indicated that actual eggs had value and that holders were indifferent to sell reserve stocks at the current level of prices. General situation streaked with uncertainty, however, the season is somewhat reduced for the distribution of eggs and towards the end of the year, most dealers are indifferent to accumulation. The available supply remains large comparatively and holders are bound to push sales from here on, especially should fresh receipts show any increase. Yet weather is a factor and severe weather might change the entire complexion. At any rate old timers are indifferent sellers at current figures.

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—\$5.50 per crate of 40 lbs. for Southern grown.

Green Peppers—California, 40c per dozen.

Hubbard Squash—1c per lb. Table Queen are the same.

Honey Dew Melons—\$2.25 per crate.

Lettuce—In good demand on the following basis:

Imperial Valley, 6s, per crate.....\$3.50
 Imperial Valley, 4s and 5s, crate.. 4.00
 Leaf, hot house......60

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—35c per one lb. carton.

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

Oranges—Fancy Sunkist California Valencies 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.

Rhubarb—Hot house \$2 per crate.

Pomegranates—80c per dozen for Calif.

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

Poultry—Wilson & Company pay as follows:

Heavy fowls 9c
 Light Fowls 7c
 Ducks 7c
 Turkeys 11c
 Geese 7c

Radishes—30c dozen bunches hot house.

Spinach—70c per bushel for Kentucky grown.

Sweet Potatoes—Jerseys from Indiana, \$1.90 per bu.

Tomatoes—90c per 8 lb. basket for home grown hot house.

Turnips—75c per bushel.

Veal Calves—Wilson & Company pay as follows:

Fancy5½ @ 6½c
 Good 5 @ 6c

Vegetable Oysters—30c per doz.

Wax Beans—\$3.50 per hamper for Louisiana grown.

Nutritive Value of Vitamin in Cod-liver Oil

Along with milk, cod-liver oil is a most important item in the baby's Winter diet. Growing children need it too, as nutrition specialists long have insisted.

Milk and cod-liver oil supplement each other, and in the low-cost diet they are especially necessary to protect children from the consequences of a shortage of other foods, say the United States Bureau of Home Economics.

Cod-liver oil was found to be valuable long before anyone had heard of vitamins, but it was often regarded as a sort of medicine that had to be forced on children. Methods of refining and keeping it have improved in recent years, so that the taste is less pronounced; but, chiefly because modern children are used to its flavor from babyhood, this forcible feeding is no longer in the least necessary.

Cod-liver oil contains vitamins A and D. It is the cheapest and most abundant source of vitamin D, essential to prevent rickets and aid proper bone and teeth development.

Some Things for Which to be Thankful

Praise God for wheat, so white and sweet
 Of which we make our bread!
 Praise Him for yellow corn with which
 His waiting world is fed!
 Praise God for fish and flesh and fowl
 He gave to man for food!
 Praise God for every creature which
 He made and called it good!
 Praise God for winter's store of ice,
 Praise God for summer's heat!
 Praise God for fruit trees bearing seed,
 To you it is for meat!
 Praise God for all the bounty
 By which the world is fed!
 Praise God, ye people all, to whom
 He gives your daily bread!

A new electric watch regulator enables a jeweler to regulate a watch accurately in ten minutes, instead of ten days.

A gangster isn't all bad. Occasionally he eliminates a gangster.

MUTUAL FIRE INSURANCE

Some Facts Which Will Appeal To Insuring Public

The fire loss for the first nine months of 1933 is nearly one hundred million dollars less than for the corresponding period last year. While the number and severity of fires will increase in the last three months of the year, due to cold weather, it seems at present that at the end of 1933 the fire service will be able to show a substantial reduction in the fire loss. The estimated fire loss up to October 1 this year is \$245,351,712, according to the National Board of Fire Underwriters. At the same date in 1931 and 1932, the totals were \$340,713,487 and \$341,050,639 respectively. While this gratifying reduction is no doubt due in a great measure to scientific fire fighting, other factors also affect the figures. Merchants and manufacturers are generally carrying very little stock in their plants and warehouses; a reduction in industrial activity lessens the possibility of fires in many locations. On the other hand, basic conditions in 1933 are not so very different from those last year; the fire fighting and fire prevention forces in this country may well be proud of the record, and safely claim credit for most of the reduction.

The city of Newark, New Jersey, has instituted an aggressive advertising campaign. Its purpose is to stimulate payment of tax arrears. In order to collect some \$21,000,000 the taxpayers owed the city, officials appealed to civic pride, and pointed out the service rendered by the city government. For instance, one newspaper advertisement pictured the situation that might arise from continued non-payment of taxes by visualizing possible headlines that would be inspired if school were closed, the fire department abolished, city hospital closed, parks sold for building lots, and so on. The advertising appealed particularly to those persons who could really afford to pay taxes, or part of them, and offered installment payments to make payment less painful. In addition to the newspaper advertising, bill boards, car cards and window displays were used. This plan or a modification could be used successfully in many other cities, towns and villages in various parts of the country. Citizens are too prone to consider taxes a necessary evil—they are not conscious of the value received for every tax dollar. Many persons, of course, are really unable to pay taxes, but there are those who are capitalizing on current conditions and deliberately evading payment that they could afford. A thorough publicity campaign can do a great deal toward loosening purse strings, especially when it is followed up by personal solicitations, as in Newark.

From time to time one hears of careless or unscrupulous stock insurance agents who allow their clients to take out large insurance policies on ramshackle building and almost worthless furnishings. They usually operate among the illiterate and negro class,

and paint glowing pictures of the large amounts that will be paid in case of fire. An incident of this type occurred not long ago in a large city. A negro woman put in a claim for something like \$150 for furnishings destroyed after a fire in her apartment. Investigation disclosed that the furnishings in this "apartment" (it was one room) consisted of an automobile seat, a chair and a couple of boxes. She carried insurance for \$200 on these furnishings. Fire department officials should watch carefully for occurrences of this nature within their jurisdiction, and report them promptly to the state fire marshal. Such large sums of money prove dazzling temptations to persons in circumstances such as those outlined above. The insurance agent creates a terrific moral hazard—and the outcome is in many cases arson.

How many persons are killed by fire each year in this country? Some authorities say ten thousand, some say fifteen thousand. As a matter of fact, no one knows definitely just what the total is. Government statistics are extremely vague. Probably the most common statement is that the number is ten thousand. This is considered in most circles a conservative estimate. From the available figures, according to the National Fire Protection Association's latest quarterly, it may be assumed that an average of 10,687 people were killed by fire each year from 1921 to 1929. This figure was reached by assembling all available fire death data from various U. S. Census Bureau sources. From this it is evident that the ten thousand estimate is by no means an exaggeration.

Cooking Fruit at Low Heat

The juice from almost any Summer fruit—red and black raspberries, blackberries, late cherries, loganberries, and plums—can be bottled with little trouble, as well as grape juice and apple juice, or cider. In bottling them, the most important point is to use a low temperature, never actually boiling the fruit or the juice after it is extracted, says Mrs. Fanny W. Yeaman, a food specialist of the United States Bureau of Home Economics.

"Boiling changes both the color and the flavor of a fruit juice," says Mrs. Yeaman. "While the result may not be unpleasant it is different from the flavor of fresh fruit.

"Some heating is necessary, of course, to extract the juice from most fruits, although the juice of ripe grapes can be extracted by the cold press method. Most berries and other small fruits give a much larger yield and a much clearer juice if the washed, dried, and mashed fruit is heated quickly just to the boiling point, and then removed at once from the fire.

"By heating in this way, the framework of the fruit is softened so that a large amount of rich flavored, deep colored juice can be extracted without much pressure."

The trouble is, you never know it is reckless driving until you are picking the family out of your hair.

In politics, anything from three persons up constitutes a mass meeting.

WHICH IS BEST FOR YOU?



- To insure your property with a company that piles up risk upon risk without much consideration of a loss property insured in order to keep losses at a minimum, or a company that carefully selects each piece of property insured in order to keep losses at a minimum so that substantial dividends can be returned to the policyholders? The Federal Mutuals have operated on the plan of careful selection and inspection for 33 years. They have never failed to return a substantial dividend.

Federal Hardware & Implement Mutuals

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

FIRE is not "Choosey"

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

FINNISH MUTUAL FIRE INSURANCE CO.
444 PINE ST. CALUMET

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

No interruption in dividend payments to policy holders since organization

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

WILLIAM N. SENF, Secretary-Treasurer

FACTS WORTH CONSIDERING

1909 ————— 1933

24 YEARS

Without an assessment.

Of uninterrupted dividends to policy-holders.

Of prompt payment of properly adjusted losses.

THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

affiliated with

THE MICHIGAN RETAIL DRY GOODS ASSOCIATION
320 Houseman Building Grand Rapids, Michigan



Lines of Interest To Grand Rapids Council

It seems somewhat early for fun houses to open for the amusement of the public, but such is the case in Lansing. The lawless making body is in session and from the start it has made there will no doubt be records broken for fun and frolic. The main fun of the house will be the wise cracks passed around in arguments over the issues coming up for consideration. The liquor bill occupies the center of the stage and has had more boots and bangs than Casey's mangy pup. Sparks from the fireworks have scorched the clothing of the druggist lobbyists and has seared the ambitions of some of the grafters who hoped to get a berth in a state liquor store. What the higher house of legislation does with the liquor bill remains to be seen, but regardless of the fate of the thing, some of us will still have to stick to our aqua cocktails and milk highballs.

There is one consolation we get from the arguments of the monetary experts and that is, we do not know what it is all about because we haven't any specie to experiment with. We haven't noticed any difference in the size of the dollar or at least in the one we saw last. If the new dollars are going to be Boloney dollars that won't be so bad because boloney, cheese and good beer will sustain one's life indefinitely. If one can acquire the boloney touch he would still be better off than king Midas who had the golden touch.

We notice an article where the Governor has accepted an invitation to attention to attend a ball given by the Art Students league in New York, Dec. 5. Perhaps he expects to get some dope on how funny pictures are made or else he desires to get a first hand view as to the procedure of kicking out the eighteenth amendment and ushering in the New Deal.

Our genial Junior Counselor, Gil Ohlman, representative for the Vanden Berg Cigar Co., got an idea he would like to see how other representatives conducted themselves, so he visited the state house at Lansing last week. After viewing the fun house of Michigan he vowed that he would stick to a strictly legitimate profession and continue his work with his well-known brands of tobacco rolls.

"I shouldn't think you would let your wife drive the car down town alone. She doesn't know the traffic regulations, does she?"

"No, but she's young and good looking."

Do not forget that the December meeting of Grand Rapids Council has been changed from December 2 to Dec. 16. This change was made, due to the closeness of Thanksgiving to the first Saturday. It was thought that many would be out of town who would like to attend the meeting.

Mrs. H. E. Hudnutt, of 1753 Nelson, has been confined to Butterworth hospital for the past two weeks, where

she underwent a serious operation. It is reported that she is greatly improved and will soon be removed to her home. Council members extend their sincere wishes to counselor and Mrs. Hudnutt for her speedy recovery.

George Woodcock, widely known hotel man among the traveling fraternity, has opened a tourist tavern near St. Petersburg, Fla. Mr. Woodcock managed the Sterns Hotel at Ludington for several years, afterwards opening the New Muskegon Hotel at Muskegon, which was destroyed by fire a few years ago. The many friends of Mr. and Mrs. Woodcock wish them every success in their new venture. Quick Burn Stove Co., Gentlemen:

Some time ago I bought a gas stove from you and it was satisfactory. Now we got trouble with it. The other day in the windstorm the wind blew the gas out under the oven. My wife's mother went to light it and the gas blew my wife's mother out. She is in bed now and will you send me a new door for the stove. Thanks for all you have done for me.

Very truly yours,

Rudy Carefree.

Counselor Charles E. Fink, of 317 East Fulton, who has been seriously ill for the past two weeks, is reported as slowly improving.

Counselor Dee Carpenter, who has been in ill health for several months, is greatly improved and is able to be outside again. The Council extends its best wishes for his definite recovery.

Grand Junior Counselor Allen F. Rockwell and his good wife will spend Thanksgiving and the week end with Mrs. Rockwell's mother at Howell, Michigan. When we last met Rockie he was in training for that bountiful repast which he knew would be in evidence on Thanksgiving day.

Won't be long now until we all can sing the "bottle" hymn of the Republic.

Past Grand Counselor W. S. Lawton, of 1231 Bemis, entertained friends at dinner and bridge Saturday evening. Those who participated in his hospitality were Mr. and Mrs. Allen F. Rockwell, Mr. and Mrs. W. E. Lypps, Mr. and Mrs. Harry E. Nash, Mr. and Mrs. R. E. Groom, Mr. and Mrs. John Benen and Mr. and Mrs. C. R. Lawton.

The hardware stock of the late J. H. Conrad, of Hartford, has been purchased by a Mr. Chamberlin and will be known as the Chamberlin hardware. The new proprietor has remodelled and refurbished the old store and now presents an up-to-date establishment, with an adequate stock of general hardware for the community. Mr. Chamberlin formerly conducted a business in Chicago, later purchasing two large farms near Hartford. These columns extend greeting and best wishes to Mr. Chamberlin for success in his new venture.

Easy Fit Shoe Co., Gentlemen:

We are in receipt of your letter of the 22nd inst. and are surprised at its tenor.

Evidently you are unaware of our method of payment of accounts, so for your benefit we will explain.

Each month, when we have inspected our balance at the bank, we set

aside a certain sum for the payment of accounts. Each creditor's name is then placed in the hat and the winning creditors drawn are paid the amounts due them.

We hope this explanation will be sufficient, and if we have any more of your damn nonsense your name will not even be placed in the hat. We are, Elite Traders.

A. H. Smith, proprietor of the Muskegon Hotel, has secured the property known as the Park Hotel and will thoroughly renovate and improve the place. It will open shortly under the name of the Park Tavern. Upon opening the new location Mr. Smith will relinquish his lease on the Muskegon Hotel. He expects to conduct a first-class hotel catering to the traveling fraternity.

Don't forget Dec. 16, the new date set for the meeting of Grand Rapids Council. Get a new application and bring the candidate.

"I say, Joe, your girl looked quite tempting in that Biblical gown she was wearing last night."

"What do you mean, 'Biblical gown'?"

"Oh, you know. Sort of Lo and Be-hold."

Some of the boys called on F. E. Beardsley, of 226 Benjamin, last Sunday afternoon and found him in high spirits, regardless of his physical condition. Fred appreciates the little calls from the old timers and enjoys talking over old times when traveling men were men among men. Fred traveled for the Worden Grocer Co. for several years.

L. L. Lozier, J. F. Malloy and R. S. Hallgren attended a meeting last Wednesday evening held in Detroit. The banquet and meeting were held in the Statler Hotel and the banquet was given by the Manufacturers Trade Association. Buyers and members of the Association, totaling six hundred, were present. Elaborate entertainment was provided and Strickland Gilliland, president of the Press Association of Washington, D. C., was the principal speaker. He gave a clear word picture of the doings in the National Capital and was roundly applauded when he concluded. The meeting is an annual affair and for the purpose of more closely associating buyers and manufacturers of the Michigan, Indiana and Ohio trade area.

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

Scribe.

Expresses Considerable Confidence for the Future

Business reports fail to indicate any definite trend in either direction at this time. Steel production is at about 28 per cent. capacity, showing a slight gain. Car loadings for the week, however, rose about 5 per cent. Electric power production continued at the same rate. Sales of some retail outlets showed no improvement. In other words, business seems to be holding its own.

The real outstanding development during the week was the apparent consolidation of the opposition to the Administration's monetary program. The

resignation of O. M. W. Sprague as financial advisor to the Treasury was made in such strong terms that attention immediately was directed to this problem. The same sentiment was expressed by the Federal Reserve Advisory Council, Alfred E. Smith and other prominent financial figures. As a result of these expressions, strength in the Dollar and Government bonds might at first be attributed to investors failing to agree. However, the price of gold was not increased for several days and direct Government support was given to the Government bond market. This latter development can probably account directly for the strength in Government bonds.

The indications that the President is to continue with his experiment of buying gold to raise prices, seem very evident; yet in spite of this, there appears to have been strength in the Dollar last week.

Investors over the past week were offered little startling news from the action of the securities' markets, as domestic bond prices declined the first part of the week and foreign bonds also had a decided break as our Dollar advanced in the exchange market later in the week while domestic bonds were improving. For those investors holding stock, the extra dividend disbursement of several companies last week, expressed considerable confidence for the future with the stock market gradually showing some improvement on the up-side.

J. H. Petter.

COMPLETE GROCERY CODE

(Continued from page 2)

subject to the right of the President, in accordance with the provisions of Section 10 (b) of Title I of the National Industrial Recovery Act, from time to time to cancel or modify any order, approval, license, rule, or regulation issued under Title I of said Act.

Section 5.—Such of the provisions of this Code as are not required to be included herein by the National Industrial Recovery Act may, with the approval of the President, be modified or eliminated as changes in conditions or experience may indicate. It is contemplated that from time to time supplementary provisions to this Code, or additional codes, will be submitted for the approval of the President, to prevent unfair competitive practices and to effectuate the other purposes and policies of Title I of the National Industrial Recovery Act.

Negligee Reorders Numerous

Re-orders on women's lingerie and undergarments have been good and retailers have been pressing for delivery of a number of items for the holiday trade. The business at retail in robes and pajama ensembles was good during the week, and these items are expected to figure prominently as gifts. Re-orders on snug-fitting undergarments have been heavy, as the recent cold spell depleted retailers' stocks. Slips for evening wear have been in brisk demand, owing to the importance of formal garments this season.

Man is the only animal which can kick himself.

MONETARY QUESTIONS

Monetary developments and discussions have had the floor all week to the exclusion of other business matters. The resignation of Professor Sprague provided the spearhead for growing opposition to the administration policy. Coincident with this agitation, which might be expected to hurt business, however, there was a gain in sentiment noted, a development remarked in the last two weeks.

About the best theory on the money outlook, it would seem, is that President Roosevelt probably recognizes by now that uncertainty is causing more harm than the gold operations can offset with benefits, but that business should be permitted a little more momentum upward in order to reduce any temporary reaction that stabilization would cause.

It is likely that the immediate effect of stabilization would be declines in speculative markets. Rising business would check such drops, after which there should be pronounced recovery as capital returns to this country and investment demand springs up.

Most of the current reasons advanced for stabilization are in the main sound. When they attack government credit, however, they are properly subject to condemnation. After all, the critics who stoop to this argument have not raised their voices loudly over the billions in inflation which the Reserve System has carried out.

That the business momentum which would be desirable in the event of stabilization has been attained in some degree at least is to be noted in the additional rise registered by the New York Times weekly index. An advance has been made for the third consecutive week.

BUSINESS REACTION

In business quarters the main reaction to the monetary issue is for a settlement of the question. In the upper ranks, of course, sentiment is very strong for "sound" money and against manipulation of the gold value of the dollar. The middle group strings along fairly well on these principles, but is impressed with the current revelations of malfeasance in high office and inclined, therefore, to suspect the opposition to President Roosevelt. The rank and file of small business men can probably be put down as supporting the administration.

Contrary to the objectives of the gold operations, the feeling in business is that continued uncertainty will mean lower prices instead of the price advances sought. Stabilization, on the other hand, is expected to bring about rising values.

The mistake made in the gold plan, it is now agreed, was in putting too much emphasis upon it as a recovery measure unless other purposes were in mind. In Great Britain the question of "What is the pound?" was long discussed and is still raised, but leading citizens there did not get hysterical about government credit despite the fact that it has been in greater jeopardy than ours. We might take a lesson in patriotism, it would seem, even if we refuse to look into international balances and recent budgetary figures.

Of course, the present conflict looks a good deal like a cleverly managed stage battle aimed at radical inflation. By making the issue gold operations, greenbacks may be killed off without risking an encounter between extremes in money policy.

BIGGEST TASK AHEAD

The retail dry goods code came for high praise in several quarters last week. In one case it was credited for having taken the stores "out of the red and into the black," while in another it was described as having aided both retailers and consumers.

These tributes, backed up with facts and figures, agree with other expressions of a similar kind. At the same time, there have been several other significant statements lately which may be accepted as indicating that the task of reconstruction has only started.

Thus, Professor Walter B. Pitkin of Columbia University astounded members of the Association of National Advertisers by declaring that fully 60,000,000 of our population are living at a bare subsistence level. Robert R. Doane, a statistician known for his consumer studies, has put 1932 income on an adjusted basis at the 1909 total and the total employed no higher despite our gain of 36,000,000 in population over that period.

Doubtless, the work entailed by the retail code is tremendous, but the biggest task remains. All distribution agencies, it is suggested must sooner or later take steps to get the basic facts of consumer income, prices and costs together in a well-directed effort to bring about those adjustments which are necessary for economic well-being.

In short, through proper attention to social economics there should be attained many of the practical objectives which are now sought in the retail field.

STRANGE RECOVERY THEORY

Sponsored by some commentators who have been attacking various features of the recovery program, the theory is heard quite often that the depression was over in the Summer of 1932. Upon this premise is erected the conclusion that the country would be better off to-day if nothing had been done in the meantime.

Since so-called economists have promulgated this notion, it is well to consult the record. The index fell to a low of 63.8 in the week ending Aug. 6, 1932. In three months it had climbed to 69.3 and by the end of the year crossed 70. In the week ended March 19, 1933, however, it had receded to 60.

That had very much the appearance of making progress backward. Department store sales at an index high of 69 in October were down to 57 by March. Chain store sales of nineteen companies measured by an index fell from 83 to 75 in the same period.

The only important thing that rose over this interval was bank failures. The credit structure collapsed in this "recovery" and, as Sir George Paish puts it, "the American nation was threatened with complete bankruptcy—governmental, corporate and individual." Which is not a phenomenon which we ordinarily associate with a business upturn such as we were supposed to

be enjoying after the turn in the Summer of 1932.

DRY GOODS CONDITIONS

Influenced so largely by the weather, retail trade in the week slackened somewhat under the warmer temperatures. Some Christmas buying started, but the volume was scarcely enough to give a clear idea of how the season will go or what types of goods will be particularly favored. Formal apparel and beverage accessories are benefiting from the imminence of repeal.

About the best reports on trade continue to come from the mail order houses. Their catalogue business is running considerably ahead of last year. The leading concern reports a gain of 70 per cent. for the early portion of this month. Increases have been especially heavy in the South but have also been made in the Middle West and the East. Gains in the Northwest and on the Pacific Coast have been slight.

The wholesale merchandise markets are still rather quiet, which is a seasonal characteristic. Spot prices are reported as soft and subject to trading, but advance quotations hold up. Particularly enough, buyers feel that continued unsettlement at Washington along inflationist lines will mean lower future prices, whereas a decision on the dollar is expected to bring advances.

INDUSTRY AT CROSS-ROADS

Recognition of Russia by the United States will open not only the vast Soviet market for American exports but also the hitherto closed markets in the Far East and the Balkans. American co-operation with the Soviet will serve to check Japanese domination of trade in the far corners of the world.

Soviet recognition comes at a highly important time, when American industry stands at the cross-roads and can walk the path of either isolation or internationalism. The resumption of diplomatic relations with Russia is a guide-post as to the path to be taken.

With Russian co-operation, America will be able to develop the markets in China, Persia, India and the Balkans, potential outlets for millions of dollars' worth of American goods, particularly textiles. These markets were previously closed to us and at present most of them are dominated by Japan.

Russia, however, has an intimate, practical knowledge of these countries from generations of trading experience with them. With American capital, plus our engineering and industrial forces, Russia will be enabled to rehabilitate its previous relations and put them on a profitable basis, both for themselves and us.

HIGHEST YET

Revelation by the barograph that that Lieutenant Commander Settle and Major Fordney broke the world's record for height of ascent when they soared into the stratosphere last week sets a climax to a dramatic episode. Unheard from by radio after it had reached the peak of its climb and unseen also, although it was reported to have been observed as late as 7:30 o'clock that evening the balloon became a thing of mystery. Morning, however, brought the good news that it had made a safe landing late in the afternoon and that

its occupants had failed to make the fact known only because they had found themselves marooned in a swamp and had had to wait for daylight.

Now the adventure is crowned by the official announcement that a height of 61,237 feet was reached—eleven and one-half miles—which is 8,000 feet, or a mile and a half, higher than the altitude attained by Professor Piccard. To be "lost" for a night is a small price to pay for so notable an exploit.

CALIFORNIA'S HONEY CROP

With the 1933 California honey crop harvested, H. M. Krebs, in charge of apiary inspection, entomological service, State Department of Agriculture, has taken down his records to see just what the honey bee had done for the State this year.

Among other facts he related: Nearly 14,000 citizens of California are directly interested in keeping bees. Between 375,000 and 400,000 colonies of bees, owned in California, produce a surplus of from 10,000,000 to 25,000,000 pounds of honey each year.

This year was hard for the beekeepers because of the short crop. California produces about 90,000 queen bees every year. Package bees sometimes amount to 50 tons a year.

The average annual value of California's honey production, beeswax, package bees, and queens, amounts to approximately \$2,000,000. Chief sources of honey in California are the blooms of oranges, saes, alfalfa, star thistles, lima beans and wild buckwheat.

MEN'S WEAR PROSPECTS

While there is no unanimity of opinion among men's wear retailers as to the Christmas trade outlook, most executives feel that volume will equal or exceed slightly last year's total. If an increase of 5 to 10 per cent. is attained, merchants will feel very well satisfied.

Some of the more optimistic executives declared that, with increased employment throughout the country, unit volume should certainly gain and with the higher prices the dollar increase should be sizable. Others, however, pointed to uncertainty over the monetary situation as a retarding factor. Utilitarian gifts will again be in vogue, and merchants are concentrating purchases on such items as robes, pajamas, neckwear, shirts and hosiery. There will be a definitely optimistic note in advertising, however.

WHICH ONE IS WORST?

Which animal is worst? This interesting question is raised by the London Saturday Review, which adds that in the opinion of some scientists the palm for ferocity belongs to the killer whale. Of land animals some hunters put the lion at the head of the list, others the rogue elephant and still others the bush buffalo, with a voice here and there for the rhinoceros. As for snakes, the compliment of "most deliberately vicious" is given to the black mamba, which has the pleasant habit of attacking on sight without provocation, but the puff adder, the cobra and others are sufficiently vicious for most of us. Fortunately, the question has no practical significance.

OUT AROUND

Things Seen and Heard on a Week End Trip

I have been a close student of commercial conditions in Muskegon for nearly sixty years, because the remarkable accomplishments her people have made along certain lines in the face of circumstances which would stagger a less resolute people appealed to my imagination to a greater extent than has been the case with any other city in Michigan. When I was told last June that a plan had been adopted to create a new water front of 54 acres, mostly from the use of sand brought up from the lake bottom, I could hardly believe my ears, but the work was begun and finished to such an extent that a new dock, cold storage and auditorium were completed within five months. In the case of the cold storage apples were taken in by Sept. 15 on a location which was water three and a half months previously.

I did not attend the dedication of the gigantic project Nov. 4, because I seldom consent to become one of a great crowd, but last week I had the pleasure of visiting Muskegon and inspecting the buildings created by the West Michigan Dock and Market Corporation. I was delighted to learn how generously both activities are already being patronized by an appreciative line of customers. The cold storage is located on the dock so near the water that products which have been treated by cold storage can be transferred from boat to storage or from storage to boat without exposure to the air for more than a few seconds. The auditorium is so constructed that it is used for some sort of entertainment every hour of the day and evening. Both of these projects were carefully described and illustrated in the Muskegon Chronicle of Nov. 2. I would advise anyone interested in the working out of this successful project in such a short space of time to send a dime for a copy of the Chronicle. I shall have more to say about this great accomplishment as its activities come into general use.

Those who have occasion to visit the improvement will be graciously received by Ralph S. McCrea, Vice-President, or Everett L. Jones, assistant to Mr. McCrea, at the cold storage, or Glen W. Somers, who is in charge of the activities at the mart.

Grand Haven is greatly interested these days in the probable outcome of the activities now taking place in that locality in behalf of the New York Central Lines. Surveyors have been working for several weeks in and about the city and lines have been surveyed along several proposed routes between Grand Rapids and Grand Haven. On the face of things it looks very much as though the New York Central proposed to extend its Michigan Central or Lake Shore branches from the second city to the mouth of the Grand river, where it will establish a freight transfer business across Lake Michigan by the car ferry system. As such an industry would mean the employment of about forty men at the Grand Haven terminal—possibly 200 persons in all—

it will be heartily welcomed by the people of Grand Haven with open arms. Unless the New York Central purchases the terminal formerly used by the Grand Trunk Railway with its line of car ferries a new terminal will be created, rendering necessary the employment of many men in its construction.

Grand Haven people with whom I talked assert that the Grand Trunk Railway has no right to retain possession of its present terminal, which was handed over to the Grand Trunk without monetary consideration, conditional on the latter running at least one first-class passenger train into and out of the city every day. It is now running a mixed train daily, but the feeling against the Grand Trunk is so strong that its passenger patronage is next to nothing. All signs lead to the belief that the Grand Trunk would be glad to abandon its terminal facilities in Grand Haven and its main line from Marne to Grand Haven if it could make a satisfactory sale of the property to the New York Central.

I distinctly recall the furor which prevailed in Lamont and Eastmanville sixty-two years ago over the probable extension of the Michigan Central from Grand Rapids to Grand Haven through the two towns above mentioned. I recall many visits James F. Joy, then President of the Michigan Central, made to Lamont, going over the surveys prepared by his engineers, thus clearly indicating the interest he felt in the proposed extension. I recall a meeting he addressed in the old Congregational church at Lamont in which he predicted that the extension would surely be made inside of three years.

I am glad to see the people of Grand Rapids take so much interest in the farm show which will be held at the civic auditorium the week of Dec. 5. I hope the attendance will be so large and the entertainment furnished so complete and comprehensive that this event will be the forerunner of many future events of the same or similar character.

Preston Bradley, the great liberal preacher of Chicago, will speak at All Souls church (Grand Rapids) Friday evening of this week. It is to be regretted that the civic auditorium should not have been engaged for this occasion, because All Souls church will not hold a tenth of the people who would like to listen to this great expounder of liberal religion if they were assured a seat on the occasion of his appearance here.

I hope the gentleman who is selected to introduce the distinguished exponent of right living and right thinking to his audience Friday evening does not take advantage of his opportunity to consume a large portion of the time which would otherwise be devoted to the presentation of the brilliant ideas of the greatest moral oracle of the West.

In his sermon last Sunday Dr. Bradley referred to the "visitors" his church had the Sunday night before who

cracked the church safe and extracted therefrom \$3,000 in cash, representing the offerings made by the two congregations on Sunday. He said he did not bewail the circumstance, because he never knew money which was obtained dishonestly to give anyone any degree of satisfaction and he knew that would be the case in this instance.

I am glad to find the distinguished seer and prophet in accord with me in this matter. All my life I have watched men who obtained money dishonestly. I have never known such money to do them or anyone else any good, which naturally leads me to the conclusion that there is a fatality about money dishonestly acquired which precludes the possibility of its giving pleasure to the holder.

When I started the Tradesman I noticed a local wholesale grocer made a practice of erasing the weights marked on the heads of sugar barrels, which enabled him to make perhaps 25 cents per barrel extra on the sugar he sold his customers, by deliberate mendacity. I said to myself, "That man will die in the poorhouse." I did not prove to be a good prophet, because the man had friends in his old age, who supplied him with enough funds to keep him from becoming a charge on the public.

I know another man who murdered a friend in California and came to Grand Rapids with the funds the crime brought him. He lived in a castle of stone on the hill, but as the circumstances became known he never had a caller, never called on a neighbor, was unable to retain a dog or cat and died in the house alone. His death was not discovered until the aroma from his decaying body brought the police to his door.

Warren C. Shaull, 80, Charlotte's oldest merchant in point of years and continuous service, died recently after a lingering illness although he kept close track of events until within a few days of his passing. Mr. Shaull was born in Tiffin, Ohio, August 31, 1853, and came with his parents to Charlotte in 1866, which city had been his home since that time. He saw the city develop from a small settlement to its present proportions. His business career, starting at 20, began with a restaurant, but most of the present generation knew him as the pioneer grocer.

The following paragraphs from the Charlotte Republican Tribune are so characteristic of the man and describe a situation which is so unusual in this day and age of the world that I am disposed to reproduce them entire:

"Under the will of the late Warren Shaull read in probate court Tuesday, James B. Church, long time clerk in Warren Shaull's grocery, is given the fixtures and a chance to buy the stock at cost, which he has done. He became proprietor of the business when the doors opened Wednesday morning. The accounts are left in charge of Mr. Church who is to receive 10 per cent. for collecting same. Mr. Church said this morning that there would be no change in the present personnel of the

organization. Ald. Louie Gee has been with the plant for 17 years; Arthur Thomas started work for Mr. Shaull six years ago this week and Wayne Webb completed five years last June."

"Mr. Church holds the street record for clerkship. He started in 37 years ago July 4th, after Mr. Shaull had been in the grocery business less than a year. For the first year he went to school, working mornings, nights and Saturdays. Mr. Church well recalls how he happened to get the job. The late Derby G. DeFoe was employed in the Shaull store at the time and he wanted to attend the Fourth of July celebration at Eaton Rapids and with Mr. Shaull's permission arranged with young Church to take his place for the day. He has been with the store from that day."

"The balance of Mr. Shaull's estate goes to Mrs. Shaull who is named as administratrix. All of the real estate has been owned jointly by Mr. Shaull and his wife for some time. The will was drawn between five and six years ago."

"It is as it should be, that Jas. B. Church is to continue the Shaull grocery, in fact, our greatest alarm for small towns in this changing mercantile order is in the fact that the changing policy offers to scant opportunity for our young men to enter the business realm. It used to be that a person who started in as a clerk was on his way to eventual store ownership. Mr. Church's new relationship on the street is an exhibit of the old order. It is also pleasing that Louie Gee, with 17 years record, as well as the others in the Shaull store personnel, is to continue with the new proprietor. Mr. Church is home bred and developed and starts his own business career with the well wishes of everyone."

"The will of the late Warren C. Shaull has been admitted to probate on waiver and consent of the widow, Mary Shaull and Katherine Shaull Norris. The majority of the real estate and real estate mortgages owned by Mr. Shaull are held jointly with Mrs. Shaull. The estate which is being probated is given in the will to Mrs. Shaull and the daughter, according to the laws of descent and distribution, and approximates around \$20,000. Mrs. Shaull is named in the will as the executrix. The only other provisions is "to my faithful friend, James B. Church," is given all the furniture and fixtures in the store and the right to buy the stock at the inventory price and the right to rent the store building at a named figure during the settlement of the estate, and said rental to continue while he is in business. The store accounts are to be paid at the store and Mr. Church to receive ten per cent. for collection"

"To us Warren Shaull never changed. Despite his 80 active and useful years he looked the same from first to last, one way of saying he never grew old, to us, in years. And yet he was our oldest merchant, sixty years

(Continued on page 23)

FINANCIAL

Roosevelt Should Go Slow in Slugging Opponents

Members of the United States Chamber of Commerce and other opponents of the "great experimentation" of the Administration are, in the opinion of the President, merely a bunch of old "Tories." It may be that in much of their thinking some of them are. When it comes to monetary policy, however, they at least have some basis for their views. And this, it scarcely should be necessary to point out, is more than one can say for the upholders of the "Cornell" rubber dollar.

As a matter of fact, it seems to me that the President is being unnecessarily brutal in the selection of this label for his opponents. As the term commonly is used in this country it has an extremely unpleasant connotation. It falls in the same category as "Bourbon," "moss-back" and, in another field, "hard-shelled Baptist." The gentleness with which the Administration has been treated so far does not strike me as making the epithet "Tory" a fitting charge at present.

From another point of view, too, this particular historical reference is somewhat surprising. It was connected in the President's address with the American Revolution. Most any one probably would be able to list several reasons why that "experiment" and the present "great experimentation" are not comparable. The thing that interests me most at the moment, however, is the record in that earlier experience with currency. It was during the American Revolution, it will be recalled, that the debauchery of the currency was carried to such a point that it gave rise to the saying, "... not worth a continental."

On the other hand, perhaps the Administration has reached the place where it desires to "slug." It may be that it thinks it is now so firmly in the saddle that no amount of criticism could hurt it or hinder the carrying out of its policies. If this is the case, there are some real fireworks ahead. Opponents can "slug" just as well as administration officers.

Consider for a moment the opportunity for unlimbering a vocabulary when one starts to appraise a group of individuals who think that recovery is aided by making it impossible for business men to plan for the future; who hold that instability of currency is the best possible incentive to trade activity because it makes people rush to buy commodities; who maintain that the credit of the Government is not impaired by having it repudiate its obligations, by planning expenditures running into untold billions and by promising that if necessary to raise prices it will start the printing presses; who believe, in short, that the teaching of all history is just so much nonsense in so far as being a guide to the present is concerned.

The rest of us may be "Tories," but our views are not so vulnerable as the group surrounding the Administration and preaching these doctrines. If there is going to be a "slugging" contest,

that group had better take to the cyclone cellars. The term "Tory" will appear almost as a compliment alongside what will be applied to those who think a nation can become prosperous by converting its monetary system into a game of hide and seek.

Ralph West Robey.
[Copyright, 1933]

Treasury Gag Shows We Are Nearing Censorship

Gradually the Administration is drawing a closer and closer shield around the information which it is necessary for the American public to have in order to appraise Governmental policies. As yet, it is true, there has been no open censorship, but we are coming so dangerously close to this that it is imperative that opposition be started.

Perhaps the real beginning of the current move toward censorship was in the NRA. Some weeks ago, it will be recalled, General Hugh Johnson prohibited the admission to his press conferences of a Washington commentator. At the time this was condoned on the basis that this particular individual was not a newspaper man in the true sense but rather merely wrote special reports for a list of subscribers. It appears now, however, that the action was an accurate forecast of what was to come later.

The next broad step came in connection with a dispute between General Johnson and the Division of Research and Statistics of the Federal Reserve Board. This, it will be recalled, arose over a statement in the Federal Reserve Bulletin to the effect that the decline in business had been especially marked in those industries operating under NRA codes. General Johnson maintained that this was not true and, while the controversy did not result in any censorship, it indicated a state of mind which was disturbing to outsiders.

A little later, and perhaps an outgrowth of this Johnson-Reserve Board controversy, an order was issued requiring that all reports in business be submitted to a central agency before publication. Theoretically, there is something to say for a consolidation of the statistical work of the Government. This move, however, did not appear to be so much a matter of consolidation of the work as it did the establishment of a mechanism for selecting the particular facts to be presented to the public.

The final step was the action just taken by Henry Morgenthau Jr. in the Treasury Department. As one of his first official acts, Mr. Morgenthau has gagged all his subordinates through prohibiting their talking to newspaper men. Henceforth Treasury news is to come only through Mr. Morgenthau or his publicity agent. The presumed purpose of this gag is to prevent the public from knowing that there are any differences of opinion within the Treasury Department on current developments.

When this list of events, and it is by no means complete, is taken as a whole it is obvious that we are closely approximating the condition of hav-

ing Governmental announcements reduced to the status of pure propaganda. There is, it seems to me, no more serious criticism of what the Administration is doing than the fact that it feels it desirable to take such a step. It shows an unwillingness any longer to submit its views to the public for appraisal. A Government which adopts such an attitude no longer is operating on the basis of a democratic ideal.

Ralph West Robey.
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Proceedings of the Grand Rapids Bankruptcy Court

November 21, 1933. In this day the schedules, reference, and adjudication in the matter of Anthony Miller, doing business as The Hartford Creamery, bankrupt No. 5503, were received. The bankrupt is a creameryman of Hartford, Michigan. The schedules show total assets of \$11,979.73, (of which \$2,450.00 are claimed exempt), and total liabilities of \$8,163.43, listing the following creditors:

Village of Hartford, Hartford	\$ 550.00
Olney National Bank, Hartford	1,993.00
William Barchet, Hartford	1,500.00
National Discount Corp., Benton Harbor	400.00
Alter & Company, Chicago	25.70
American Box Board Co., G. R.	250.00
American Railway Express, Hartford	9.45
Marion Anderson, Hartford	85.00
Armour & Co., Chicago	12.10
A. H. Arnold & Co., Chicago	25.00
Ed Beatty, Hartford	2.19
Nick Bean Garage, Bangor	4.00
Bangor Apple Show Ass'n	6.00
Justice Bradford, Lawrence	17.50
Blue Valley Creamery Co., G. R.	210.00
The Bangor Advance, Bangor	35.00
The Creamery Package Mfg. Co., Chicago	82.00
Cherry-Burrell Corp., Detroit	113.35
The Day Spring, Hartford	60.00
The Dairy Chemical Co., Fort Dodge, Iowa	13.00
Dittmann & Co., Chicago	102.00
The Diversey Corp., Chicago	10.60
Edd Filler Corp., Chicago	75.63
The J. B. Ford Sales Co., Wyandotte	6.05
Getz Poultry and Egg Corp., Chicago	90.00
Gleaners Elevator, Hartford	68.07
Hartford Electric Service Co.	8.25
Hartford Coal & Lumber Co.	15.00
J. Heuser, Hartford	10.00
Hinckley & Garett, Domagiac	10.00
Herald & Examiner, Chicago	9.00
Indiana Light & Power Co., Hartford	197.88
Jims Hardware, Hartford	31.76
Kalamazoo Chemical Co.	25.67
Kent Storage Co., G. R.	17.50
Wm. King, Hartford	10.00
Kalamazoo Vegetable Parchment	5.00
Lowe & Campbell, Chicago	10.60
Leach Motor Garage, Hartford	187.21
Oscar Leistner, Inc., Chicago	10.52
Walter Markillie, Hartford	17.03
Miller & Boerman, Kalamazoo	6.48
Lockway-Stouch Paper Co., Benton Harbor	89.64
Old Brothers, Hartford	55.64
M. Oppenheim, Hartford	18.00
The Ottawa River Paper Co., Toledo	50.00
Pacific Egg Producers, Chicago	5.00
Paper Makers Chemical, Wilmington, Del.	10.00
Palladium Publishing Company, Benton Harbor	140.00
Solar-Surges Mfg. Co., Melrose	30.00
Sherrod & Son, Bangor	32.00
Park, Ill.	65.00
Svenson & Co., Chicago	150.00
Ed Smith, Hartford	184.91
Star Paper Co., Kalamazoo	10.00
Dr. J. Steward, Hartford	20.00
State Barrell Co., Cleveland	41.22
Lewis Rush, Hartford	17.30
The Tanglefoot Co., G. R.	18.25
Tri-County Telephone Co., South Haven	3.40
The Van Dervoort Hardware Co., Lansing	33.33
G. E. Warren, Kalamazoo	40.00
Howard Wilkinson, Hartford	40.00
Woolcott & Patterson, Hartford	2.50
Dr. Fred Van Riper, Hartford	290.00
Anthony Miller, Jr., Hartford	500.00

In the matter of Draper R. Smith, bankrupt No. 5489, first meeting of creditors was held November 20, 1933. The bankrupt was present in person and represented by I. C. Montague, Attorney. Two creditors were present in person. The bankrupt was sworn and examined without a reporter. Claims were proved and allowed or referred to the trustee for investigation. M. N. Kennedy, of Kalamazoo, Michigan, was appointed trustee and his bond fixed at the sum of \$500.00. The meeting then adjourned without date.

November 21, 1933. On this day the order of reference, and adjudication in the matter of Hans A. Wendel and Rich-

ard F. Wendel, copartners, doing business as Hans A. Wendel & Company, proprietors of the Bank of Onekema, a private banking house, bankrupt No. 5498, were received. The bankrupt is located at Onekema, Michigan. This is an involuntary case, and the schedules have been ordered filed. Upon receipt of same, the assets and liabilities will be made known.

In the matter of Carl E. Erickson & Sons, bankrupt No. 5497. The first meeting of creditors has been called for December 7, 1933, at 2 P. M.

In the matter of Anthony Miller, doing business as The Hartford Creamery Co., bankrupt No. 5503. The first meeting of creditors has been called for December 6, 1933, at 2 P. M.

In the matter of D. Glenn Lower, bankrupt No. 5499. The first meeting of creditors has been called for December 6, 1933, at 11 A. M.

In the matter of D. Glenn Lower, bankrupt No. 5499. The sale of assets has been called for December 7, 1933, at 2 P. M. at the premises formerly occupied by the bankrupt at No. 1320 Portage St., Kalamazoo, Michigan. The stock for sale consists of a complete drug stock and fixtures, appraised at \$1759.81. All interested in such sale should be present at the date and time above set forth.

In the matter of Harry L. Fox, doing business as Fox Brothers, bankrupt No. 5493. The sale of assets has been called for December 5, 1933, at 2 P. M. at the premises of the bankrupt, No. 225 E. Main St., Niles, Michigan. The stock for sale consists of a complete dry goods stock, and fixtures, appraised at \$4440.89. All interested in such sale should be present at the date and time above stated.

In the matter of Floyd Stanley Voekler, bankrupt No. 5211, final meeting of creditors was held under date of November 6, 1933. Fred G. Timmer, trustee, present in person. Creditors were present by Grand Rapids Credit Men's Ass'n. Trustee's final report and account approved and allowed. Balance of bills, notes and accounts receivable was sold to Shirley C. De Groot, of Grand Rapids, Michigan, for the sum of \$2.00. Order was made for the payment of expenses of administration, a supplemental first dividend of 20% and a final dividend to creditors of 19%. No objection to discharge. Final meeting adjourned without date. Files will be returned to U. S. District Court.

In the matter of American Paper Chemicals, Inc., bankrupt No. 5191. The final meeting of creditors has been called for December 11, 1933, at 2 P. M. The trustee's final report will be approved at such meeting. There will be a small dividend for creditors.

Analysis of any security furnished upon request.

J. H. Petter & Co.
Investment Bankers
360 Michigan Trust Building
Telephone 94417

West Michigan's oldest and largest bank solicits your account on the basis of sound policies and many helpful services . . .

OLD KENT BANK

2 Downtown Offices
12 Community Offices

Regulatory Announcement Concerning Flavoring Extracts and Flavors

The term "extract" implies an alcoholic product. Flavoring products prepared with vehicles other than alcohol should, therefore, not be labeled with the term "extract." The Federal Food and Drugs Act does not require a statement of the proportion of alcohol on the labels of flavoring extracts used exclusively for food purposes, although certain State laws insist on this requirement. Extracts sold or used for any medicinal purpose should have the proportion of alcohol plainly stated on the label.

Nonalcoholic flavoring products may be labeled with the term "flavor," provided they contain the same kinds and proportions of flavoring ingredients as are required by the department's definitions and standards for extracts, and provided further they are labeled with some term in direct connection with their names to show that the vehicle is not alcohol. Because flavoring products possess little food value, if any, and because flavors prepared with food oils are likely to become rancid, no objection will be made to the use of highly refined mineral oil as a vehicle for nonalcoholic flavors, provided the oil contains no impurities which might render the product harmful to health.

Vanillin coumarin preparations, colored with caramel and other products which imitate vanilla extract or non-alcoholic vanilla flavor, should be plainly labeled "imitation vanilla extract" or "imitation nonalcoholic vanilla flavor," as the case may be, and the ingredients which give them their characteristics as imitations should be plainly declared. This declaration may be specific, such as "vanillin coumarin and caramel," or it may be simply "artificial flavor and color." The names "artificial vanilla," "synthetic vanilla," "vanilla substitute" and coined words such as "vanillos" should not be used for these imitation preparations; but they may be designated by fanciful trade names, provided the names do not simulate those of the genuine products and are otherwise incapable of producing a false or misleading impression, and provided further such fanciful names are followed by comparably conspicuous declarations that the articles are imitations, together with the other information required by law.

The principle expressed with respect to the labeling of imitation vanilla extract and flavor applies to the labeling of other imitation flavoring products, such as those made from synthetic esters and aldehydes.

The character of imitation extracts and flavors should be such that they will substantially take the place of the products they imitate. Beverages and other foods in which imitation flavors are used should not be labeled to convey the impression that they are prepared with genuine flavors.

From Service and Regulatory Announcements, Bureau of Chemistry, United States Dept of Agriculture.

New Kind of Safety Glass

The usual safety glass consists of a sandwich of two sheets of glass between which is a thin sheet of celluloid or similar material, the whole

bonded together with transparent cement.

A new type of safety glass, costing only about half as much to make and free from the tendency toward separation and discoloration, has been developed. It consists of a simple plate of glass subjected to a special process of heat treatment and cooling, which alters its characteristics. The plate-glass is lowered into a furnace by tongs and when about to become molten is removed and placed in a cooler. This causes the outer surfaces to acquire an exceedingly hard skin. Between these two skins the rest of the glass is held tightly in compression.

It is said that the new glass retains all the safety value of glass of the laminated type. An impact sufficiently violent to pierce the outer skin will cause the whole of the glass to disintegrate into small crystals resembling granulated sugar, the edges of which are not sharp.



Y. Berg and Mrs. Berg

Office Equipment Call Holds

While orders are not coming in at the extremely heavy rate witnessed a few months ago, sales of office and business equipment are holding up very well, reports indicate. Many companies are running ahead of their quotas for the present month and expect to finish the year with total volume considerably in excess of 1932. Prohibition repeal has spurred demand for cash registers, which ring up food and beverage sales separately. Time clocks, typewriters and other office machines are also selling well.

Care Necessary in Using Blue Eagle

The use of such wording as the "Blue Eagle Sale," or "Blue Eagle Week" by firms is not authorized, according to a recent statement from the Insignia Section of the National Industrial Recovery Administration, even though they are operating under approved codes. This statement points out that "The Blue Eagle is a part of the officially adopted NRA insignia which can be used by NRA members to denote membership only."

50 YEARS WITH ONE HOUSE

Y. Berg, Traveling Representative For H. Leonard & Sons

Y. Berg was born in Sappemeer, Province of Groningen, sixty-eight years ago. He recalls with thankful heart the day when he arrived in Grand Rapids, Nov. 21, 1883, and six days later entered the employ of H. Leonard & Sons, then at 16 Monroe avenue. He entered the store as a packer. He was soon promoted to stock clerk and later became house salesman and general office man. On Nov. 27 he celebrated the fiftieth anniversary of his starting with the house, in which he is now stockholder.

Mr. Berg was married Feb. 26, 1887, to Miss Cornelia S. De Langen, who was born in the same town in the Netherlands where he first saw the light of day. The family reside in their own home at 447 Graham street. Mrs. Berg followed him to this country three years after he came to America

always undertakes to satisfy his customers and his house.

Prices and Margins in Chain and Independent Stores

Total retail selling prices on seventy-three items in Cincinnati chain stores covered by the Federal Trade Commission's most recent report of prices and margins range from \$14.12 to \$14.36, while the total selling price of the independent dealers on the same items, exclusive of two co-operative chains, was \$15.27, the summary of the report recently sent to the U. S. Senate reveals. Even including the co-operative chains the figure was \$15.21 for the total independent-dealer group.

Costs, however, were found to be near the same level for both chains and independents. One large chain had a somewhat lower total cost than that of the independents while the other had the same total cost, and the costs of the two smaller chains were somewhat higher.

Gross margins of the four chain systems ranged from 21.32 per cent. to 22.07 per cent., this report shows, with the smaller chains having a slightly narrower margin than either of the large chains. Of the two co-operative groups, gross margins were 25.28 per cent. and 26.61 per cent. The highest gross margin (26.93 per cent.) was that of the independents excluding the co-operatives. The difference between the lowest chain margin and the average for the independent distributors, exclusive of co-operatives, was found to be 5.61 points.

Prices were found to be somewhat higher in those establishments which gave a greater degree of service to customers, both among the independents and the co-operatives.

The unweighted net costs to the different classes of distributors, after deducting special discounts and allowances, on 120 items included in the principal margin study were \$17.41 for the independents, \$17.15 for the large chains, and \$17.33 for the smaller chains.

Statistics were secured from 608 independent and co-operative grocery stores and four grocery chain systems in Cincinnati.

This is the fourth of a series of reports presenting the results of a study of retail prices, costs, and gross margins of chains and other distributors, made in partial response to a Senate resolution calling upon the Commission to make an inquiry respecting "the advantages or disadvantages of chain store distribution in comparison with those of other types of distribution as shown by prices, costs, profits, and margins . . ." Previous reports have given the results of similar studies of the grocery business in Washington, Memphis, and Detroit. The complete report will later be printed for distribution although only a summary is made public at this time. This summary is available free upon request from the Federal Trade Commission, Washington, D. C.

Success or failure in business is caused more by mental attitude even than by mental capacities.—Walter Dill Scott.

and the marriage was performed in the old Spring Street Christian Reformed church. They have four living children—two sons and two daughters—one son having died at the age of five years, and Jacob Ralph Berg having passed away June 16, 1933, at the age of 45. They also have seven grandchildren. Their youngest son, Ralph, is connected with Stickley Bros., covering the retail furniture trade of New England. Their oldest living son, John, is a clerk in the general store of Jurgens & Holtvluwer.

Mr. Berg held the positions of either deacon or elder in the Spring street and Franklin street Christian Reformed churches for twenty-four years. They celebrated their fortieth wedding anniversary Feb. 26, 1927.

Mr. Berg says he has no immediate intention of retiring until the Good Lord says the word. He has been busy so long that he would not know how to occupy his time if he were idle.

Mr. Berg owns up to one hobby, which is bass fishing. He attributes his success to his mother's prayers and the Lord's care. He is widely noted for his close attention to business and

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.

Necessity of Keeping Up With Rising Costs

Whatever may be the ultimate outcome of AAA's arbitrary ways to raise producers' incomes, the immediate effect is enhancement of canned goods costs. Any grocer who carelessly parts with his stock at prices based on original costs has no legitimate complaint against anybody, except himself.

Read this: "The proposal now under consideration would reduce wages of men in responsible positions to a level inconsistent with their standing and usefulness. A man capable of managing a store is worth a minimum of \$35 per week and under normal employment conditions could not be hired for less. This company opposes reductions now proposed in minimum wages."

Who expressed that opposition to reductions proposed in a conference with NRA last month? It was the Great Atlantic & Pacific Tea Co. Do the great chains have a sanely balanced conception of a sound mercantile set-up? Maybe they have, after all. Anyway, the A. & P.'s payroll under NRA is increased by ten million dollars a year, so they ought to know.

Towns of 2,500 and under, "not within a larger trading area or part thereof," or words to that effect, are exempted altogether from NRA regulations. It will be interesting to note where the line is to be drawn and the distinction made.

But chain units are under NRA, regardless of where located. That need not keep any of us awake worrying what will become of such chain units. For they will be continued so long as they pay and cut out when and if they cease to produce profits. Chain units are not kept open on sentiment. The real worry centers on the individuals, whether as those are affected by competition of controlled with uncontrolled places or by continuance of drastic competition of small town merchants among themselves.

Like the dictum so far tentatively promulgated that sales below cost will not "be tolerated," but that any margin "cannot be supervised." This exemption looks like simply adding to problems which would be plentiful in any case.

With every desire to back up NRA, it yet seems that it has chosen its advisers badly—from among theorists, not practical merchants—and we need not forget that the highest official positions in food associations are often held by men of one of two classes: Men without real mercantile experience on the one and misfits and failures on the other. I say this frankly, because it has seemed to me all along that rules more in keeping with economic horse sense might easily have been adopted.

One really vital benefit has been inaugurated by NRA. That is the coming together of controlling officials in Big Business and those in power among the labor bodies. Personal contact has bred understanding and that has led to real liking and, hence, mutual respect. It recalls the time when Johndee, Jr., visited the striking Colorado miners, sat down on doorsteps informally with them—and got everything understood and settled speedily.

Against this advantage lies the trend toward universal spread of unionism over the country—despite NRA's statement that nobody was to be required to join anything special. View it all as dispassionately as we like—or can—the condition basic in human nature must never be overlooked: That irresponsible power always begets abuses, repression and tyranny. We are no readier for a labor dictatorship than for the financial one, which we even now seem about to have shaken off—thanks be!

What reaction comes against anything that savors of unfair pressure is shown in the Ford treatment and what Detroit thinks. Detroit distinctly wants no control by "Madam Perkins" and says so in unmistakable language; and in view of the established fact that for Ford to conform to NRA would be to work down to it, Ford has become the most popular figure in Detroit.

We can think of these things in line with Lincoln's saying: "I must go with the man who is right, stay with him while he remains right, and part with him when he goes wrong." Which, of course, logically means also that when a man whom we have thought or found wrong becomes and goes right, we must obviously return to him.

All of which concerns all of us, in business or out; but now let us get back to groceries.

A Canadian chain grocer official says:

"The persistent decline in prices has made it increasingly difficult to maintain a proper profit spread in cents per unit. It costs as much to sell an item for 20c as for 35c, yet it is not easy to get as many cents profit on 20c selling price as on 35c. Then a decline of 10 per cent in a store's volume results in a much higher percentage decline in that part of the volume available for profit over and above the volume necessary to carry operating costs."

We can well study that and think it out to its logical conclusion, which is that it is always the merchant's business to maintain proper margins and push sales of productive goods. To sell character merchandise instead of making a mere price-appeal requires stamina, information down to the minute, mature merchandising knowledge and developed ability to trade up.

These factors apply everywhere, particularly in small centers. Nobody needs weep for the small town of today and to-morrow. Better let him weep for congested districts. The automobile has all but killed congested business districts and made the skyscraper passé. Cities are now spreading themselves into community centers and small towns are coming back

strong. Hence, the very best character of merchandise will be required for success in every town—not merely in big cities, as was the case a few years ago.

Amazing to read in Canadian Grocer a merchant's letter thus:

"I notice about figuring profits on sales rather than on costs. My children say this is all wrong—that the arithmetic definitely stated that profits were figured on costs."

The editor goes over the old, familiar ground trying to set this merchant's mind at rest and, incidentally, safeguard some of his earnings.

Merchants everywhere in all lines associate themselves together for many purposes. I never heard of any movement designed to convert our school authorities to the sane plan of includ-

ing a trifle of business arithmetic in their curriculums. But until this is done, we shall go on as ever, continually adding to the hazards of business, handicapping those who know better by the competition of the ignorant.

How simple it would be, say, in the percentage section of all arithmetics, to include a section along these lines: "The preceding is the method always used by bankers, mortgagees and others who deal in money; and it is the correct plan for them to use. But merchants have to use the following."

Then go on and show the method and reason out the whys thereof. The plastic mind of youth would grasp it all readily and permanently. To day all it has a chance to grasp is mercantile error—difficult to eradicate later.

Paul Findlay.

Rademaker-Dooce Grocer Co.

Distributors of

PETER PAN COUNTRY GENTLEMAN CORN
PETER PAN GOLDEN BANTAM CORN
MISS MICHIGAN SWEET PEAS
FREMONT SWEET PEAS
BIG MASTER MALT
BLUE RIBBON MALT
BOUQUET TEA

The House of Quality and Service

HEKMAN'S COOKIE-CAKES and CRACKERS

Higher Quality
Means Greater
Salability

HEKMAN BISCUIT CO.
GRAND RAPIDS, MICHIGAN.



MEAT DEALER

Puts Human Interest In Meat Ads

There is an appeal in advertising copy which the average meat merchant has failed to make use of, and since it carries with it strong reader interest it deserves a fair amount of attention. In addition to making copy arresting, concise, persuasive and action-getting, it should have human interest.

To-day, with the price factor so widely featured in advertising of all kinds, the progressive meat merchant can secure closer reader attention for his advertising by embodying at least a snack of the human interest element. The Jos. Pahle market in West Allis, Wis., has lent tremendous weight to its newspaper advertising by peopling it with real persons and including in each week's ad a poem filled with humor and homely philosophy.

Each week the store runs a two-column by fifteen inches deep advertisement in the city's weekly newspaper. A poem by Ray Pahle, who dubs himself the "butcher poet," and entitled "Market Quotations," heads the advertisement. Beneath the poem is a P.S. with humorous comment on timely subjects and beneath this the items advertised are listed. Pahle's poems and philosophical comments deal with a diversity of topics, from the bake sale to be held in the city to an announcement concerning the birth of Ray's newest baby boy.

The fact that Mr. Pahle peoples his advertisements with honest-to-goodness persons and instills into each bit of copy pieces of original humor treating with incidents and people in and about West Allis gives it a distinction and uniqueness which lends an unusual value to the market's advertising.

A typical P. S. follows: "Now that my duty is performed and due respect paid to the millions of fathers throughout the universe, I will endeavor to explain some of the universal services rendered by each and every member of our full time crew.

"Eddie Majdecki or 'Hotcha' or baby face, and top shelf efficiency expert, and hog lifter, gives weekly hints on table decorations and spot welding.

"Ted Majdecki, 'Zilch,' our social lion and grocery lieutenant, is aiding and assisting farmers in the earlier planting of sweet corn and potatoes.

"Elsworth Baerwald, 'Snipe,' our delivery and route foreman has many good excuses for speeding—free for the asking.

"George Hansen, 'Pretty George,' delivery man south of National, holds classes after such hours in public speaking.

"George Hering, 'Uncle,' our corn beef and lard man, promises something new in sausage this winter.

"Walter Hering, 'Waler,' our poultry and veal man, has classes in Esperanto free of charge.

"Elsie, 'My little sister,' on telephone No. 1 gives weekly broadcasts on beauty hints and secrets by using Star soap.

"Mother, 'Ma,' our general superintendent will answer all inquiries on how to raise a guy like me and still have natural dark hair.

"The wife, 'The old Butcher Poet's silent partner,' whose troubles are all little ones, will gladly explain the care and feeding of a husband.

"Ellen Wollgast, 'Our brand new member to date,' has charge of all the ins and outs of your business and warns you there are only 302 shopping days left before next Christmas.

"And lastly the old Maestro himself who continues to break all previous records by untiring and unselfish efforts to serve the most, offers personal supervision of all pork curing and smoking in the home free of charge, no charges for smoking hams and bacon bought at this market.

"All us guys and gals above thank you all for the privilege of serving you in the past and will continue to make this the best doggone market this side of Peoria."

The market features the slogan, "Lengthen your purse and lighten your load by trading at Pahle's," in its newspaper advertising. It operates on a cash basis and offers two delivery services daily, one at 9:30 a.m. and the other at 2:00 p.m. The market has two telephones so that patrons can secure prompt service on all phone orders and operates two delivery trucks.

Pahle's have been in business for over fifty years in West Allis and as a result are an integral part of the community. They employ ten people, operate on a small margin of profit and feature no loss leaders or baits.

The market's advertising is responsible in no small degree for its success. All of which bears out the fact that it is possible to lend distinction to meat market advertising by incorporating humanness and embodying copy with real people and mixing it with homely philosophy and humor.

Michigan Sausage Law Permits Only Two Grades

A new law regulating the manufacture and sale of sausage in Michigan, put into effect October 17, is aimed not only to prevent fraud and deception, but to protect public health. The act prohibits the sale of adulterated sausage, including bologna, wieners and frankfurts, and establishes two grades, which must be indicated on the label or package, together with the name and address of the maker.

Grade Number 1, according to the specifications, must contain only skeletal meat prepared from the animal carcass, exclusive of the head, with salt and seasoning. It may contain three pounds, and no more, of whole or skim milk powder per hundred pounds of sausage. Water must not be used in a wider ratio of protein to water than 4½. No other products than those stated are permitted in this grade.

Grade Number 2 may include, in addition to the meat constituents, salt and seasoning, skeletal meat from the head, heart and other wholesome meats not necessarily skeletal, but must not include slaughterhouse by-products, cracklings or crackling meal, tripe, lungs, stomachs, wessand meats, udders, lips, ears or snouts. This grade may contain cereal or whole or skim milk powder not exceeding 2 per cent by weight and added water to not result in a wider ratio of protein to water than one to five,

Liver and blood sausage are not graded.

While approving the law in principle in respect to grading, retailers in Detroit are not in accord with some other features. The law requires a \$5 fee for a manufacturer or retailer manufacturing and retailing in own stores not exceeding five establishments. A manufacturer, wholesaler or packer distributing within a radius of fifty miles pays \$25, those distributing in greater radius than fifty miles, \$50, and the manufacturer or retailer distributing through twenty-one or more establishments, \$50. A license may be revoked for violation of the act and it is also punishable by \$100 fine.

The cottage is a palace to the poor.

Soup From Whale Extract

A new food substance, an extract from whale flesh meat, suitable for making soups, may soon appear on the market in Norway and other countries as the result of a new process for preparing such extracts, developed by D. A. Hansen, Norwegian chemist. A report to the American Chemical Society recently showed that the extracts can be made for about three cents a pound.

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.

BUY BEET SUGAR— Support the Farmers in Michigan

Beet Sugar is clean and highly refined. It comes from sugar beets grown right in your own state. These farmers need your full support now. Always buy "Beet Sugar"—it has no superior.

Michigan Made Beet Sugar is available in
5-10-25 and 100 lb. sacks. For sale at all grocers.

Farmers and Manufacturers Beet Sugar Association
Saginaw, Michigan

KEEP SUPPLIED WITH

LILY WHITE FLOUR

"The flour the best cooks use"

VALLEY CITY MILLING COMPANY

Portland — Grand Rapids — Kalamazoo — Traverse City

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*



A complete line of canned vegetables and fruits.

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.

The Evolution of the Jobber's Catalog

The jobber's hardware catalog is an institution. Probably in the hardware line more money has been spent in the development, publication and distribution of catalogs than in any other business in this country.

The history of the development of the hardware catalog is interesting. Its evolution was from a very small beginning. Way back in the early days there were no regular traveling salesmen as we know them to-day. Merchants usually came to market twice a year to buy their supplies. Fill in orders were sent to their wholesale houses by mail. After a while, however, it was found to be profitable to have someone connected with the business, usually a partner, take a trip visiting the customers in their home towns, collecting balances due, or settling the security for extensions when that was necessary. In those times the question of credit was of more importance than prices. Goods were sold on very long terms. In the Southern States especially they were sold on what was known as a fall dating. The goods were bought and shipped in the spring and were to be paid for the latter part of the year, after the cotton crop was harvested and the merchant received returns. If there happened to be a good crop at good prices everything was lovely. If there happened to be a poor crop then there was lots of trouble. These original traveling men for various hardware jobbers therefore were more credit men than salesmen. However, most of them were posted on hardware, and it was natural for the merchants upon whom they called to give them orders. These pioneer traveling men, traveled by rail, by boat, by buggy and very frequently on horseback with saddle bags.

In the course of time it was found that these visitors when they made the effort could sell a good deal of merchandise. Therefore, in time they were supplied with pocket price lists.

The lines of hardware carried were very limited. These memorandum books were made up and posted by hand. In the house also there were a number of these memorandum books with numbers and sizes of goods and price lists. Usually each house salesman, or price clerk, made up and kept his own book. Naturally, the accuracy of these books varied with the accuracy of the salesmen who posted them. In time it was found when there were a number of price books in the house there were also a number of different prices, different costs, etc., on the same items.

Finally, some bright young man conceived the idea of having a standard house price list. So, such a book was compiled and printed. They were not only used in the house in selling goods and by the salesmen who were now visiting the trade at long intervals; but

these price lists were also mailed to customers.

Then some other progressive merchant decided to issue a price list with some pictures, wood cuts of the merchandise. This was a startling departure. These original illustrated price lists of small size and with paper cover are also interesting. They are especially interesting for the brevity of their descriptions. Very few manufacturers' names were used. An auger bit, for instance, was not listed by brand, but was simply a "cast steel auger bit." As time passed occasionally some progressive jobber would write in his price list a few words about quality. Then later on here and there in these price lists, or catalogs as they were now becoming, there would be the names of the manufacturers. There were Lippincott axes. The new American hand saw by the name of Disston, but along with these American saws were the old established Spear and Jackson, English brand of saws. There were Stubs and Butcher files. Later came Nicholson and other brands. Many foreign-made goods were listed.

Then, as catalogs improved in quality, they gave more information. They told how goods were packed, how many in a package and how many packages in a case, and in the very best catalogues the actual weight of the cases was given. These developments, however, covered a period of forty or fifty years.

Along about 1880 came the development of the real hardware catalogs with heavy covers, and solid bindings. These catalogs were very complete. They weighed fifteen or twenty pounds each. There was great competition about that time among the larger hardware jobbers in the country in issuing these catalogs. Some houses invested as much as \$50,000 in one of these catalogs and the issuing of the catalog was a great event in the business. As a matter of fact the development of jobbing houses could be traced in those days by the development of their catalogs. The size of the catalog was an indication of the size and importance of the house. Therefore, the competition was for very large books. The larger the book the better. Therefore, covers were heavy and so was the paper used.

In those days there were no mail order house catalogs. Very few printed price lists were sent to the trade and as a result the hardware dealer for his information on prices had to depend upon his invoices, the visiting salesman or the cost marks on his goods. Very few retail dealers took the time and trouble to keep price books. The buyer depended upon his memory, and the traveling salesman was supposed to accept his word as to competitive prices. The salesman had the privilege of meeting the competition or passing it. The buying and selling of goods in the comparatively few cases where the retail dealer actually tried to buy at very low figures was a good deal like a poker game.

I remember one dealer who I thought was an exceedingly close buyer. He would show me a long want list. He would ask prices on every

item. Some items he bought and other items he passed. I hated to have any business passed. I wanted every item on that list. Sometimes when he passed items I would offer lower prices with the object of "meeting competition." Years afterwards I met this dealer and in talking over old times, I asked if he really did have such close prices. He laughed and replied, "I just made up that want list to make your mouth water. Some of the goods I needed and some I did not. After each item on the want list that I did not need I would enter a period. Those were the items I passed. As a matter of fact I bought all the goods I needed from you, but I thought it was only right to keep you in the proper state of mind by passing items every time I bought goods from you."

Now, we get to the real point of this article. In the early days before the automobiles we were not in such a hurry. There were not so many salesmen and we spent more time in every town. It was then our custom to sit down with our customer and turn through the pages of the catalog. This was the best way to sell goods. As the customer would see the picture of an item it would remind him that he was short or had calls for this or that item. A salesman, of course, had to make this trip through the catalog interesting. As he turned the pages and passed from one line to another he would discourse on these lines. The catalog being used in this manner was, of course, a great sales help. Every line of goods carried by the house was given consideration. I found that when merchants would turn through the catalogs in the beginning their minds would be fresh and they would be interested. As we worked our way through a large catalog they would become tired, or they would note that the order was extending to an unusual length, they would think of the pay day coming and they would slow up in their interest and buying enthusiasm. Knowing this fact I made it a point always to take my orders in a memorandum book and I wrote the items just as concisely as possible, sometimes five or six items on a line. I had a sort of shorthand system of my own. This made the order seem short, while if I had written a separate item on each line it would have made the order book very long. I did not wish to frighten the dealer. I never entered long orders direct on my order book. I always copied them afterwards.

I also discovered as a result of a dealer becoming weary that if I started with the front of my catalog on one trip and turned the pages toward the back it was better on my next trip to start at the back of the catalog and turn the pages forward. In this way on one trip I would sell the merchant while his mind was fresh on the first part of my catalog and on my next trip I would start at the back and sell those goods first before the dealer was tired. Sometimes I would even start in the middle of the catalog and work first toward the back and then to the front. By following such methods I would manage to cover our entire line. A jobber's salesman should watch his sales and keep out of "grooves" — selling the same goods over and over

and neglecting a large part of the line.

Now comes the automobile. The whole picture changes. There are more salesmen and the merchants will not give the salesman the necessary time to turn through the catalog. While this has happened there has been little change in the late catalogs of the jobber. They list just as many and more goods than ever. They are using lighter paper and have attempted in several ways to reduce the bulk of the catalogs, but each salesman carries a large book and this book embraces a longer and longer collection of goods as new lines have been added. As a result of this condition there has been a decided change in the use of the general hardware catalog. Instead of being used as a selling medium as described above it has now become an encyclopedia of hardware items. Very few dealers to-day will turn through these catalogs page by page. Therefore, the large catalog has become a reference book.

Now what naturally happens? When a jobbing house adds new lines they are printed carefully on pages to fit their loose-leaf catalogs. These pages are sent to the salesmen. The catalogs are opened and these pages are inserted. When this is done as far as the average hardware dealer is concerned his hardware catalog has become a cemetery for new goods. These goods are lost in the catalog just as the insertion of a new word would be lost in Webster's dictionary.

This change in the use of catalogs took place in the latter years when I was a traveling salesman. My territory was smaller. I was calling on my customers more frequently. They refused to turn through the pages of the catalog with me. I realized something must be done to sell new goods and to remind me of information and selling points that were given me by the house from time to time. Therefore, on my own initiative I got a scrap book just about the size of my catalog case. I had the house send me pages of new goods in duplicate. One of these pages went into the regular catalog, while the other page was placed in my scrap book. All information I received in general letters and in other letters that I thought would help in selling goods, or that would be interesting to my customers, I cut out and pasted in this scrap book.

Now, this scrap book after it was well filled up was not an object of beauty, but it accomplished the result that was intended. It sold new goods. It called attention to new ideas. After a while I found my customers, especially those who were in a hurry, would ask to see my scrap book. They would turn through the pages of the scrap book when they wouldn't turn through the pages of the large catalog. Since then in my visits to jobbers I have told the above story and several jobbers to-day are issuing supplementary or small catalogs representing new and special lines and seasonal goods and instructing their salesmen how to use them. These jobbers, realizing that their large catalogs have become books of reference, are depending more and more upon special catalogs repre-

(Continued on page 23)

DRY GOODS

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

Spring Shoes Ready Dec. 15.

Spring shoe lines in the volume ranges are now in the process of preparation and will be ready shortly before the first of the year, manufacturers reported here yesterday. Some houses will start showing them about Dec. 15 and most ranges will have been displayed about Jan. 1. The question of prices is a serious one and producers said yesterday they did not know yet what will be done. An effort will be made to keep them unchanged or to hold down any necessary advances. Price resistance was encountered this Fall and, since hides dropped back in recent months, shoe prices also weakened.

To Elect Toy Code Authority

The code authority for the toy and playthings industry will be elected at the annual meeting of the toy manufacturers of the U. S. A. which begins at the Hotel McAlpin on Dec. 6, it was announced by James L. Fri, executive director. The authority, he said, will be composed of nine representatives of the industry and three advisers. Reports made to the association during the week indicate an increase of 10 to 15 per cent. in toy sales volume over a year ago. Reorders are now coming in steadily, with much deferred hand-to-mouth buying making its appearance.

Textile Jobbers Sales Steady

While they are keeping their own purchases down, dry goods wholesalers report that they were selling a fair amount of merchandise to retailers. The demand is particularly good from the South, where stores were reported to be doing a brisk business. Jobbers said that the primary market is somewhat confused and on a trading basis, but that a renewed buying movement of sizable proportions on Spring goods is expected before the middle of December. By that time, it was felt, the outlook will be clarified and distributors will need goods.

Dress Price Still an Issue

Definite agreement has yet to be reached on the issue of lower prices because of the standardization of dress terms at 8 per cent., as provided in the code of the industry. The matter as it stands is one for the individual producer to handle. It is said, in the case of popular price merchandise compensatory price readjustments are being made. The code does not limit the manufacturer as to the prices at which he may sell his garments, but the producers' association has contended that a price reduction is not in keeping with the spirit of the code.

\$1 Specials Hard to Get

Higher foreign exchange and increased domestic costs have materially curtailed the number of \$1 specials at wholesale. The situation is a difficult one for buyers seeking holiday goods

and is also a factor of importance to wholesalers seeking to place Spring orders. On foreign goods heretofore costing \$7.80 a dozen, advances up to \$12 or more have been put into effect. On domestic items previously held at \$7.80, increases to \$9.60 have been typical. Many of the \$1 items now have to bring \$1.29 at retail, but buyers have found sales falling off.

Xmas Buying Gains Somewhat

Fair success in developing early Christmas shopping is reported by retail executives. The volume so far has not been large, but increasing attendance in both gift and toy sections was said to be encouraging. At this stage, special promotions are being relied on to yield some offset to the shorter sales period which stores have after Thanksgiving. One development noted so far is the somewhat greater importance which home wares are assuming and indications are that gifts of this type will figure more notably in the holiday buying that was the case a year ago.

Cheaper Swim Suit Lines Out

The practice, started last year in the primary bathing suit market, of offering a limited range of sizes at price under the regular market, was renewed this week and several mills came out with pure worsted styles at \$12 a dozen. The sizes offered are confined to the 36, 38, 40 and 42. These are the best selling sizes and the plan appeals to some wholesalers, who do not wish to be caught with stocks near the end of the season, in the event of unfavorable weather. Prices on the completely sized ranges are steady.

Some Holiday Re-orders Noted

A fair to spotty situation has developed thus far with respect to additional business in gift and toy items, reports here indicated. Re-orders have not been heavy, inasmuch as active shopping by consumers has yet to start. Wholesalers and manufacturers said yesterday they expected a sharp pick-up next week, owing to the large trade which is counted on the coming weekend. The bulk of the business so far has centered on medium to popular price items, with a slight betterment in the call for higher price goods.

G. E. to Sell Specialty Silk

The entrance of the General Electric Co., into the general sale of a lightweight oiled silk, hitherto used in its insulation plants, is announced. The silk, made in Japan, is especially processed and is being sold solely through the Blossom Manufacturing Co. The fabric is being used for shower curtains, raincoats and raincoats, umbrellas, beach pajamas and similar apparel. The instance was held significant of the trend on the part of some of the larger industrial concerns to enter new fields.

Spring Sweaters Rise Sharply

Prices quoted by leading sweater mills for Spring are about 50 per cent. higher than those listed at the opening last year. According to selling agents the cheapest retail range for a pure worsted sleeveless number will be about \$1.29 next year. No \$1 number

will be available. Brushed wool and slide fastener styles are expected to continue in favor. A few novelty weaves are also offered. Colors will be plain, the attempt to popularize plaids this year having failed.

Consider Corset Code Changes

Adjustment of several wholesale price points set up in the corset code is now being considered. The changes are intended to preserve the normal percentage of mark-up for the retailer and to eliminate the possibility of inflexibility of merchandising within the wholesale price lines. One of the changes represents an increase, and the other two declines from the code levels. The code is one of the few in which wholesale price points are set up.

Regulations For Establishing Local Retail Trade Councils

The National Retail Trade Council, representative body from the retail code as established by the provisions of the code, has issued a 6-page bulletin giving preliminary regulations governing the organization and operation of local retail trade councils to assist in the administration of the retail code.

The National Retail Trade Council, the announcement states, contemplates that before the end of the year local retail trade councils will be functioning in every local trading area. The initiative for the establishment of these Councils, however, is to be taken by local merchants' associations or local chambers of commerce or any similar organization of the retail trade. If no action is taken by the local group, it is stated that councils will be organized by the National Council or by the NRA.

The local councils are to be made up of members from each division of the retail trade represented in the local areas.

Upon proof of their representative character, a certificate authorizing the local council to commence operations is to be issued.

The regulations issued by the National Council outline the general functions of the local council as that of receiving and attempting to adjust complaints, except labor complaints, serving as an information center in explanation of the retail code, and in general acting as a representative body from the trade within the local trading areas. It was made clear by the council that complaints from employees regarding hours, wages, and other labor provisions of the code are to be referred to the district compliance directors of the NRA or other agencies to be set up.

No person was ever honored for what he received. Honor has been the reward for what he gave.—Calvin Coolidge.

Be sure you're right and then wait years and years for people to discover it. You'll probably have to.

Retail Group Declares Against Ten Provisions

A policy of blanket opposition to the inclusion in manufacturers' codes of certain provisions deemed by the group as against the interests of retailers has been expressed by the National Retail Dry Goods Association. In a brief to NRA, the group called for the elimination of provisions which seek to:

1. Eliminate quantity and volume discounts.
2. Fix retail prices.
3. Eliminate advertising allowances.
4. Eliminate demonstrators and allowances for demonstrators.
5. Change the present shipping arrangements in the various industries.
6. Determine the various prices quoted to various classes of retailers by manufacturers that are not based on either the size of the order or the cost to the manufacturer of selling his various accounts.
7. Unduly restrict the justifiable return of merchandise to manufacturers.
8. Prohibit the placing of merchandise of certain classes on consignment.
9. Prevent retailers from having merchandise made on a cut-make-and-trim basis by manufacturers operating under the NRA.
10. Fix terms of so-called "cash" discounts.

For a Better and Bigger Grand Rapids

Grand Rapids, Nov. 26—I was in Petoskey last week and met my old friend, Charlie Graham, the hardware salesman. It surely was nice to talk about all the boys, some long gone and others still alive but not on the road. We mentioned Con Broene, N. G. McPhee, Bill Keasey, McDonald, George Liesveld, Barney Stratton, George Abbott, Dick Warner and many others. I also am enclosing an item. I think we should put a punch into our town to use our traveling men to again sell Grand Rapids to the people outside. I think the Association of Commerce could have a meeting with all traveling men showing them the urge to get under the yoke and all pull together and see if we cannot get back in the field. Yours for a better and bigger Grand Rapids.
 Rufus Boer.

Like battle-scarred veterans of the prize ring, many salesmen to-day are literally "punch-drunk" from the knocks and blows of this last depression. They're licked! They have bumped against stone-walls of tough selling so long that they cannot sell even when sales are possible. Their chief stock in trade is this: "What's the use—you can't sell anything until business gets better." They know more reasons why their product can't be sold than why prospects should buy it. Many have forgotten that salesmen are Want-Makers—nor order-takers.

Why not keep up the subterfuge that one is having a perfecting ripping good time in this world? That's a game, too.

Intelligent and well-behaved people are overdisciplined because laws have to be made to control the foolish.

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

HOTEL DEPARTMENT

Sound Money and Sound Citizens Go Together

Los Angeles, Nov. 25—Notice, without particulars, of the demise of that grand old man, "Uncle Louie" Winteritz at his San Diego, home upsets me greatly. While our acquaintance possibly may not have extended over a long period of years, I became acquainted with him soon after my arrival in Los Angeles, several years ago, an acquaintance which developed into a warm friendship. At that time he was living at the Elks' Club here, later removing to the Southern city, to which I made frequent pilgrimages for the sole purpose of fraternizing with him. He surely was grand and good and his friendship was a valued asset. Peace be to his ashes.

Last Sunday, accompanied by my chauffeur-de-luxe, Mrs. Jaque Percy, a most competent "back-seat" driver, Miss Alberta Brown, of Plainwell, and Judge John P. Hughes, of Seattle, owner of a very satisfactory automobile, we encompassed a trip to Riverside to pay a visit to the "Master of the Inn," Frank Miller, at the famous hostelry, Glenwood Mission Inn. Mr. Miller, among his other accomplishments is a profound philosopher, and we were favored with a brief dissertation on the subject of "humanity's lack of confidence in each other," which he maintains is the chiefest cause of the world's unrest to-day. Besides which we enjoyed the hospitality of the Inn, which I have ever contended, is the one best bet in that direction. Forty-seven years ago he operated, in conjunction with his father, the Dodge House, at Tomah, Wis., where I first formed his acquaintance. He is still the ideal hotelier, and his guests are legion. Some day I will tell you more about him, facts very well known, however, to Californians. Incidentally, I learned while there that the wondrous table d'hôte dinners served at the Inn, on the basis of \$2.50 per, are now supplied at \$1.25. I hope my Michigan friends will place themselves in a position to corroborate what I have heretofore had to say concerning these offerings.

I have it that the legislative committee of the Michigan Hotel Association, which has had under consideration legislation legalizing liquor-by-the-glass regulations for hotel service, have agreed on a measure to be submitted to the special legislative session now in evidence. Under this compromise plan which has been in operation since the state legislative enactment was repealed last spring, hotels and restaurants were enabled to sell beer and wine by the glass, but the sale of hard liquor has been another proposition and it had been planned to have them handled in original packages altogether through state-operated stores except in such counties where a referendum of the voters want it sold by the glass, in which cases it may be disposed of by the glass in such counties only. In the smaller towns the state liquor commission will have power to designate a hotel-keeper, druggist or other merchant to act for the state in sales by the bottle, receiving a commission thereon. Lloyd G. Robinson, manager of Hotel Durant, Flint, is chairman of this committee, and at the head of the movement to iron out the complex features of the problem. The Hotel Association, he says, is basing its case on economic as well as social grounds. It holds that the dining rooms in properly conducted hotels provide a decent atmosphere for dispensing liquor and that this privilege would prove a big factor in wiping out the speakeasies, thereby increasing the revenues to be derived by the state, and at the same time being in a position to remedy

many evils arising from the indiscriminating sale of hard beverages. I have maintained from the very first that hotel organizations are indisputably in a position to add much to the movement to regulate the traffic which is sure to run the customary gamut of snags, and the Michigan legislature will do well to give their advances due consideration.

General Manager Otis M. Harrison, of the Detroit-Leland, has been making some changes and promotions in his operating staff recently. He has appointed Clyde Cyphers, a former auto dealer, assistant manager in charge of automobile contracts, and Prentiss P. Douglas, former coach at Michigan State College, assistant manager in charge of promotion. Mrs. Charlotte Delvin, until recently associated with Hotel Seward, Detroit, will henceforth busy herself with the Detroit-Leland's social activities.

F. C. Webster, former manager of the dining room in the union depot, Detroit, has just been named manager of Hotel Huron, Ypsilanti, succeeding L. G. Behringer, who became manager of the institution on the death of Geo. H. Swanson, in 1931. Mr. Behringer had been assistant manager up to that time.

John Goldsworthy has reopened Hotel Brunswick, Detroit, a former Lester Briggs operated hotel. It has been closed for several weeks on account of the relinquishment of a lease held by James E. Sweeney.

The Colonial Hotel, at Marine City, has been leased to James H. Perry. It will be improved materially and reopened for business in the near future.

Robert E. Kelley has assumed the management of Hotel Briggs, at Grand Circus Park, Detroit. This is a 200-room proposition and is well known to the traveling public.

"Ed." Dalton, owner and operator of Hotel Dalton and the Dal-Van, at Jackson, and reginal vice-president of the Michigan Hotel Association, was re-elected city commissioner at the election held in that city a few days ago. As a hotel man he has proved a signal success and I should say Jackson voters displayed good sense in sticking him.

Detroit Charter No. 29, Greeters of America, recently entertained Miss Bertha Hodge, national secretary of the Women's Auxiliary of the order, at Hotel Norton-Palmer, Windsor, and at the same time nominated a full complement of officers to be voted upon next month. They consist of Herbert A. Kline, promotion manager for Book-Cadillac, as president; Fred Cowles, Hotel Statler, first vice-president; Ernest Junker, Scarab Club, second vice-president; Frank R. Johnson, Johnson's Rustic Tavern, Houghton Lake, third, and F. C. Webster, Hotel Huron, Ypsilanti. The new secretary-treasurer will be Joseph Denowitz, Detroit-Leland.

Alterations to the top floor of the Park Avenue Hotel, Detroit, have been completed and the Park Avenue Penthouse, a night club, has made its initial bow to the Detroit public. It is one of the most elaborate institutions of its kind in that city. John P. Keller is manager of the hotel and William Kurth, well-known as a caterer in Detroit and elsewhere, will have charge of the Penthouse.

The Milner Hotel Corporation, Detroit, has added another hotel to its chain—the Hotel Edward, Indianapolis. Its name will be changed to The Milner without unnecessary delay.

Too bad about Hotel Whitcomb, St. Joseph, which is supposed to be offered

for sale at auction some time next month. Of course the hotel, which is a most attractive affair, will continue to operate and if I do not miss my guess, Charley Renner, the present manager, will continue in charge. Several investors in the institution, whom I met on a visit there last summer, admitted to me that he was their only ray of hope. He has made money for them when they least expected it.

Of course I am probably wrong—I usually am—but it looks like petty politics for an institution with the high sounding title of the Chamber of Commerce of the United States, to try and throw a monkey wrench into the gear wheels of President Roosevelt's NRA program. They don't pretend to tell you what they would do under any circumstances, but they have shied one Harriman, until recently a supporter of the President's policy, into the arena, and he is tossing fire-crackers and torpedoes copiously and promiscuously. If the President ever hears about this fellow Harriman, which is doubtful, he will probably, with his usual wisdom, "laugh it off." Just now the public is very much in sympathy with Mr. Roosevelt, who has offered them the first ray of hope they have enjoyed for several years, though they are not insisting on any miracles. "Trying" to do something is somewhat along the lines of accomplishment.

At the local shops of one of the transcontinental transportation companies a cigar shaped train capable of traveling 100 miles per hour is being prepared for a real test, and yesterday I had the satisfaction of a preview of same, which proved quite interesting. Its three coaches totaling 200 feet in length are expected to carry mail, baggage, and 100 passengers. An additional tender will carry enough oil for a non-stop trip of one thousand miles or more. This train differs from all others in being tapered. The top slopes from 14 feet above the ground to 12 feet in the rear. Its all-over width, 10 feet, 8 inches, just behind the rounded "nose," narrows to 8 feet before it is shaven off almost to a point. Operating on Diesel-electric power, fuel-oil motors supplying electric power to drive the wheels, most of them would consume less than a nickel's worth of fuel in a mile. The steam locomotive uses many times that amount. The experimental train being built will determine whether curves must be straightened or banked, bridges and crossings protected more than now, and road-beds smoothed out. It is said that the introduction of busses in transcontinental travel is sapping the revenue of the rail companies, to compete with them.

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

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

When the steam locomotives have been eliminated, it will be only a matter of a few years, when passengers can step aboard one of these trains in New York and step off at Los Angeles a day and a half later. Of course the railroads cannot afford to junk their present palatial equipment for some time to come, but gradually the newer type will be installed.

President Roosevelt believes our objective should be sound citizens; that once this objective is achieved, sound money will follow as a natural result. And, according to my notion, the President is absolutely right. If restoring purchasing power and a decent standard of living to fifteen million wrecked families means changing our currency system, then let us, by all means, change our currency system. These champions of the old era may discover some day how thoroughly discredited they really are.

Service, and especially hotel service, is worth two prices. First, because it must never be forgotten, there is the price to those who render it, represented by various costly items which comprise everything that goes to make the basic outlay. A large hotel, well known for its ability to keep an imposing clientele in a happy frame of mind, declares it will serve anything within reason on demand, reserving the right to ask pay for its ability to meet this requirement. This very hotel, however, illustrates, too, the other end of the problem, which is that service is only worth so much as the guest thinks it is worth. If the operator fails to impress this on his own mind, he overlooks the one best bet, by which his guest is kept in the frame of mind which makes him a repeat customer.

Pennsylvania hotel men know what they want and go after it. Not satisfied with campaigning to have suitable liquor laws imposed, they are now on the trail of certain blue laws which have been in disuse for ages but flare up once in a while to cause them vexation.

Frank S. Verbeck.

"Model Code" Outlines Fair Trade Practice Regulations

The National Recovery Administration recently made public a Model Code of Fair Competition designed to be applicable with minor variations to any industry, in which are outlined the model provisions with regard to unfair trade methods in addition to the other desired provisions of a code. This is to be distributed, an announcement by the Administration explains, to trade industries now engaged in the preparation of codes for submission to the Administration.

The need for uniformity in code provisions is pointed out in that many of the 170,000 manufacturers and 160,000 wholesalers of the country each belong to from two to five trade associations, and operate in two or more fields, making for confusion rather than simplification in the matter of trade practices. It is pointed out that the so-called "Standard Code" is offered as a suggestion to industries in response to many requests that such an outline be furnished, but that, with the exception of those provided in the original Act, the provisions are not compulsory.

This Standard Code is the result of several months of intensive study of codes already approved by the President, of pending codes and of rulings of the Federal Trade Commission during the last fifteen years. It was prepared by a committee containing rep-

resentatives of the country's leading manufacturing, retail and wholesale trade associations, the Federal Trade Commission, the Department of Commerce, and better business bureaus, collaborating with the legal division, the research and planning division and the industrial, labor and consumers advisory board's of the Administration.

The model code contains eleven articles under the following headings: Purposes, definition, hours, wages, general labor provisions, code authority, trade practice rules, modification, monopolies, price increases, and effective date.

Under the powers and duties of the code authority, provision is made for the gathering of adequate statistical reports from members and the establishment of an agency to develop fair trade practices and industrial planning.

The trade practices which provisions included are designed to eliminate are thirteen in number:

1. Inaccurate Advertising.
2. "Bait" Advertising.
3. False Billing.
4. Inaccurate Labelling.
5. References to Competitors.
6. Selling Below Cost.
7. Threats of Law Suits.
8. Secret Rebates.
9. Selling on Consignment.
10. Bribing Employees.
11. Interference with Another's Contracts.
12. Repudiating One's Own Contract.
13. Coercion.

What to Look for in Choosing Turkey

Reporting progress in the revival of the turkey raising industry of New Jersey, Fred W. Jackson, Director of Consumer Information, State Department of Agriculture, cites the president, Mrs. A. E. Reid, of the State Turkey Growers' Association, as an authority on what constitutes a good eating bird. Mrs. Reid is quoted:

"No housewife can afford to make a mistake in buying a turkey," for a tough bird can never be explained and is always a source of worry to the one who carves.

Examine the turkey carefully and select one which is fresh, clean, bright and dry skinned. The skin should also be tender and firm to the touch but not hard.

"Dark dull color of skin or flesh usually means it has been poorly bled and may not be too fresh. Look for a coating of fat rather than hard fat deposits such as result from hurriedly fattening range turkeys just prior to marketing.

"Seek a straight breast bone and back. The longer the keel or breast bone the more the white breast meat.

"Folks who once try a fresh nearby grown turkey are never satisfied with any other kind. Grown in semi-confinement and fed choice mash feeds including dried milk, the flesh developed is always tender because it is marbled with fat distributed through all of the lean tissue."

Turkeys have been grown on the Reid farm since 1890 and prize birds of over 40 pounds are not unusual.

Fruit and Dried Vegetables Available for Winter Fare

Even if there is not as good a variety as in the growing season, there are still enough Winter vegetables to permit serving a different one every day of the week or longer.

In addition to using white or sweet-potatoes for a starchy vegetable, some other vegetable at a meal is counted on; if possible, one with little starch and plenty of vitamins and minerals, says the United States Bureau of Home Economics. These other vegetables can be put in three classes:

Those that develop underground—carrots, turnips, beets, and onions.

Vegetables with green leaves—including cabbage, kale, collards, spinach, and turnip tops.

Third, pumpkin and squash, of many varieties.

Canned tomatoes are at the top of a supplementary list, and some of them should be served once or twice a week. Next, dried beans and peas, and dried corn. Finally there are varieties of canned vegetables which can be bought cheaply from time to time.

To avoid monotony, certain raw vegetables may be served in salad, in slices or sticks, as if they were celery. Carrots, turnips, cabbage, or onions can all be served raw. Then some vegetables can be served in unusual ways.

Status of Chain Stores in Small Rural Towns

About one-fifth of the stores in small towns are operated by chain store systems, and the chain stores generally secure the best locations because they are able and willing to pay higher rents, sometimes displacing independent tenants for this reason.

This is the condition indicated by the results of a survey made by the Federal Trade Commission in 30 small towns ranging from 2,000 to 5,000 in population. The survey was made as a part of the Commission's study of chain stores and a report to the Senate was made public Nov. 21.

The Commission also has completed a report to the Senate on the service features in chain stores. This shows that almost half of 1,700 reporting chain store systems employed credit to some extent. For all kinds of chain stores combined, it was estimated that cash sales were 90 per cent. of total sales, while the remaining 10 per cent. was on credit.

Nearly half of the chain stores also rendered some delivery service, but more than half reported that they would not accept telephone orders.

Special Railroad Rates for Farm Show

Special railroad rates of one and one third of the one way fare for round trips to the Michigan Farm Show in Grand Rapids were authorized in a telegram to C. E. Elerick, Traffic Commissioner of the Grand Rapids Association of Commerce, from C. A. Fox, Manager of Central Passenger Association, of Chicago, to-day.

These special rates apply on all railroads entering Grand Rapids and are effective for tickets purchased between Dec. 4 and 9, with a return limit to Dec. 11.

This action is the result of an official request by the Association of Commerce to all railroad lines entering Grand Rapids to provide special round trip rates to assist in attracting a large attendance. Ordinarily such action is taken only after lengthy consideration between railroads and a meeting of the Central Passenger Association in Chicago, but the persistent and rapid action on the part of the Association of Commerce secured the decision of the railroads through telegraphic votes of the various roads involved.

The retailer and wholesale departments of the Association of Commerce are also contributing to the success of the Farm Show by distributing personal invitations to every home in Western Michigan. The invitation includes copies of programs of the ten organizations which will hold conventions, meetings and exhibits and illustrate and describe the entertainment, prizes and special events which are being planned for all visitors. The announcement also informs all merchants of Western Michigan that Grand Rapids wholesalers will hold open house during the week of December 5 to 9 and will make sure that all merchant visitors receive special courtesy and are well entertained.

A. T. McFadyen,
Sec'y Ass'n of Commerce.

Government Plans to Control Liquor Industry

Within ten days now repeal of the Eighteenth Amendment will be completed and national prohibition will be a thing of the past, at least for the time being. Evidence that the Federal Government intends to keep a tight hold on the production as well as the sale of whiskey was given during the past week when the Government presented its own code to the Nation's distillers as a substitute for the fair practice code the distillers themselves offered.

The Government's code places the industry in control of a Federal board of five members. The code offered by the distillers provided that they should control themselves. Permission of the Federal board is necessary to make whisky or to expand the capacity of a distillery and the board may regulate prices at which whisky is sold to dealers.

Vigorous opposition to the Government code was expressed by the distillers at a hearing begun on Nov. 23 before representatives of the Agricultural Adjustment Administration. The code, however, was worked out by a special committee appointed by the President. A similar code is being prepared to control importation of foreign liquors.

Seven New Readers of the Tradesman

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

Stanley Johnson, Detroit
New Era Life Assn., Grand Rapids
Wm. Beaudoin, Cadillac
T. I. Fry, Lansing
A. L. Wood, Muskegon Heights
West Michigan Dock & Market Co., Muskegon
O. K. Grocery, Spring Lake.

We can enjoy a novel in which the hero is like a man we know whom we like very much.

DRUGS

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

Michigan State Pharmaceutical Association.

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

Liabilities of Landlord For Defects in Leased Premises

As a general proposition of law, when a retail merchant rents or leases a location he takes the premises as he finds them, in the absence of a warranty on the part of the landlord. In other words, there will be no implied warranty of fitness of the premises, and, if they prove unfitted thereafter for the purpose intended, the loss, if any, will fall on the tenant.

Needless to say, this is an important point of law for a merchant to have in mind when leasing a location, to the end that a careful inspection of premises be made before a lease is signed. And, as an illustration of the possible danger in overlooking this phase of lease contracts, the following case will serve.

In this case, the plaintiff rented a certain store consisting of two floors and a basement for the purpose of engaging in the retail furniture business. When plaintiff inspected the premises they seemed well suited to his purpose having entrances from two streets, which permitted easy access both to the main floor and the basement.

Sometime after plaintiff took possession, he discovered that the town maintained a surface drain on the side of the building from which the basement was entered and that this drain was subject to overflow. This situation was brought to plaintiff's attention when, after a heavy rain, he found the basement flooded with water which damaged the goods he had stored there.

The situation was such that it could not be remedied in the absence of a change of the grade of the street, and the town was under no obligation to do this. Plaintiff thereupon brought instant action for deceit against the landlord on the ground that since the landlord knew, or should have known, that this basement was subject to overflow after unusual storms, it was his duty to inform the plaintiff of this defect in the premises before renting them as was done in this case.

The defendant, landlord, replied, in effect, that the defects in the premises were not secret but were open to the observation of anyone that cared to look into the drainage system. That he, the defendant, made no representation on this subject, neither did he conceal anything when plaintiff sought to rent the premises

The defendant thereupon contended that, since this was an ordinary contract of rental, plaintiff took the premises as he found them, and had no recourse for loss caused by this drainage defect in the building. The case reached the higher court on appeal, and here in sustaining defendant's contention the court reasoned:

"The contract declared upon was one of ordinary letting. There was no express warranty of the suitability of the premises for the purpose for which they were let, and none is to be implied. In such a case the rule is that the lessee takes the risk of the quality of the premises and cannot recover for any injury arising from defects therein. The sole exception to the rule is where the damage results from a secret defect, and there is such a concealment thereof by the landlord as to amount to fraud or deceit.

"To state a cause of action under this exception the declaration must aver that the injury suffered was due to a secret defect in the leased premises, concealed from ordinary observation, known to the defendant, and not disclosed to, and unknown by the plaintiff. * * * The plaintiff has failed to allege a defect in the premises, the concealment of which by the defendant could be found to be fraud or deceit. In other words, if all the facts alleged were proved, the liability of the defendant would not be shown.

So that was that, and the plaintiff was left high and dry in so far as holding the defendant liable for the defects in the premises, the court taking the position that, in the absence of a warranty of fitness or a showing of fraud on the part of the defendant in concealing the defects the plaintiff took the premises as he found them in respect to after discovered defects.

The foregoing holding illustrates the application of the general rule in situations of this kind where a business location is rented or leased. In the light of which, it is obvious then, that a merchant should "watch his step" in respect to possible defects in premises sought to be leased that may prevent his full enjoyment of the premises. And, if he is not entirely satisfied of their suitability for his purpose, prudence would seem to dictate that he require an express warranty on this point from the landlord before signing a lease.

Leslie Childs.

Boycott As a Cure to Cut Rate Pharmacy

The problem concerning persons who delight in making their business pay by that good old method known as cut rating is one that requires much thought and more or less of diplomacy. There have been many attempts to curb the devastating blows of the cut rater, but it has been of no avail. There have been several methods employed to stop cut rating, such as the formation of associations, the calling of special meetings or rallies, and also many declarations by leaders of pharmacy, but they really never threatened to do anything that would correct matters. The curbing of cut rating will not accomplish anything for anyone mainly because there is no force behind it.

After carefully studying and thinking the matter over, I have come to

the conclusion that there are mainly two or three reasons for the existence of a cut rater, and that if these faults can be taken care of properly it would reduce cut rating at least fifty per cent. In the paragraph that follows I will try to point out just about where the evil seems to exist.

The people responsible indirectly I would say, for cut rating are without any doubt the manufacturers, and wholesalers. Why are they responsible? Well, the answer is this, that they are the ones who place certain articles on the market, and then by means of extensive advertising create a demand and cause the article to become standard. It becomes their task to see that the article is to be sold at the price which they quote and one which will leave a fair profit to themselves and to the retail merchant. If this is not done it will in all instances degrade the product and cause the failure of such an article. In order that their product may be well protected they could use several methods such as, limiting quantities to the merchant until he shows

that he is disposing of a sufficient quantity, secondly by eliminating "Free Goods" idea which causes a lower price in merchandise. They could also have a system whereby serial numbers could be placed on all goods so that the person who is cutting the price can easily be traced. All the above mentioned ways of checking cut rating are fair means in which to do this but the best method by which it can be done is the one that follows:

I am sure that some of the most prominent manufacturers have already begun these tactics, and am also certain that fair minded others will follow suit in time to come. The manner in which the manufacturers are beginning to do this is by boycott. By the word boycott is meant that they absolutely refuse to sell or deal with any merchant who in any way degrades the product by selling the product below the standard price, or cause that product to be of less value than the price for which it is intended to be. This method of boycott although it may not seem entirely fair, is really a good one,

PUTNAM'S CANDY PACKED IN CADDIES

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

BUY THEM THROUGH YOUR JOBBER

PUTNAM FACTORY

NATIONAL CANDY CO., INC.

GRAND RAPIDS, MICH.

HOLIDAY GOODS

OUR 1933 DISPLAY NOW READY

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

Hazeltine & Perkins Drug Co.

Grand Rapids

Michigan

and one which causes the retailer to stop, think and take notice. When the retailer sees that he has no source of obtaining the product other than from the manufacturer, he realizes that he must do something about the situation. Certain manufacturers have gone so far as to refuse to sell to department, grocery, and other miscellaneous stores, any product which belongs in the drug store.

In the above paragraphs I have tried to give the methods and means which are as fair as possible, and it seems to be clear and evident the entire problem is a very simple one, if only it is properly enforced. In conclusion I wish to say that in fairness to us all, it would certainly be a blessing to the entire drug trade as well as the manufacturers and wholesalers, to aid in the complete destruction of that bitter enemy, "Cut Rate."

Santo J. Palermo.

Items From the Cloverland of Michigan

Sault Ste. Marie, Nov. 26—The Civil Works Administration, CWA, is getting a good start putting to work in Michigan 8,000 who have been on relief. The activity has been on a still better percentage, as 70 of a possible 500 were given jobs. Our tourist camp is being improved and other work is being planned so that men will once more join the ranks of workers instead of straight relief. It seems almost impossible to figure out how we should have any depression in the Sault, as practically all of our industries are working full time and the usually large payroll of the Government is still being disbursed, as it was in times of prosperity. Now that the CWA is ready to make jobs for the remaining unemployed, it should make times better than they ever have been here. Why we still seem to feel the depression seems to be a mystery, unless we are made to believe it, as it is so well advertised and being broadcast from almost every place in the union.

George Graves, who left the Sault about two years ago for Rochester, Mich., where he went into the restaurant business after closing his place of business known as the Log Cabin on the Hessel corners, where route U.S. 2 was changed from St. Ignace to the Sault, cutting off the main traffic around Hessel and Cedarville. Mr. Graves soon realized that his place of business was off the map, as almost all of the traffic from the Lower Peninsula went through from St. Ignace to the Sault on the new route, but after doing business at Rochester he soon discovered that the depression was far greater there than it was at his Log Cabin on the Hessel corner route, and he has returned to the Sault, where he soon will re-open the Log Cabin and take a chance on what he can get at the old stand.

The mighty hunters are returning, many sooner than they had expected. During the first few days of the hunting season it looked as if there would be very few deer killed, but after the storm the hunters made up for lost time and never before have we heard of so many lucky hunters returning with their buck. At Drummond Island there are steady lines of hunting parties, many with trailers attached to their cars filled with deer. Where they had five or six hunters they usually had just as many deer. It seems funny how they should have been so evenly divided. John Bone, one of our ex-sheriffs, decided to spend two weeks hunting around DeTour, but he got his deer in the woods in less than twenty minutes, and now his only problem is where to put in the remainder of the time he had figured on roaming through the woods.

Herbert Fletcher, cashier of the Sault Savings bank here, had almost a similar experience, and many others are able to make a large distribution of venison to their many friends.

William Kirkbride, the well-known wholesale meat dealer at Rickford, paid the Sault a visit last week.

It often costs more than it is worth to tell a man what you think of him.

It is beginning to look like a new bridge being built to replace the present bridge on Ashmun street. The state highway department has its survey crew on the job making a map. When designs are completed, about Dec. 15, they will be submitted to Washington about Jan. 1. The bridge project is a part of the state's construction programme under Federal aid and will be undertaken without cost to the city.

The steamer J. M. Davis, of the Great Lakes Transportation Corporation, passed through the locks last Thursday with a cargo of 45,000 dressed turkeys among other things. The turkeys were consigned to Buffalo and scheduled to be shipped to Eastern markets. There appears to be a surplus stock of turkeys here locally, being bought as low as 13 cents per lb., which is the lowest price paid in many years.

Dave Murray, one of our well-known insurance men, met with a painful accident last week when his car skidded off the road a short distance from St. Ignace, turning over, Murray suffering several fractured ribs. Mr. Murray is a patient at the war memorial hospital and his condition is not very favorable. He has been suffering much and has not been allowed to see visitors.

Mrs. Margaret Seaman, pioneer of Drummond Island and for the past decade hostess of O-ham-me-kong Lodge, passed away Nov. 21 on Drummond Island at the age of 71. She was well known throughout the country and her passing is mourned by many non-residents, tourists and salesmen who have enjoyed her acquaintance. Mrs. Seaman was an active worker in the W. C. T. U., foremost in civic affairs of the Island, serving as secretary of the school board for many years. She is survived by six children, two brothers and two sisters; she also leaves fifteen grandchildren. The Seaman Store will continue under the management of Miss Leila Seaman, who has had charge of the store for the past several years.

Things are turning for the better just at the right time. Otherwise a lot of us would have to give up the luxuries of life as well as the necessities.

William G. Tapert.

Corporations Wound Up

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

L. F. Wolf Company, Mt. Clemens.
Heledon Finance Corporation, Jackson.

Central Chemical Company, Detroit.
Hartley-Sisson, Inc., Cadillac.

Benjamin & Hastings of Michigan, Inc., Detroit.

Fidelity Service Company, Detroit.
Dale Indicator Co., Inc., Detroit.
Layne Ohio Company, Detroit.

Ann Arbor Packing Company, Ann Arbor.

Frank M. Pauli Company, Detroit.
Michigan Jewelers Supply Company, Detroit.

Rock-Road Construction Co., Benton Harbor.

Central West Bus Lines, Detroit.

Lake Shore Terminals Company, Detroit.

Word by word the great books are made.

WHOLESALE DRUG PRICE CURRENT

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

ACID			GUM		
Acetic, No. 8, lb.	06	@ 10	Aloe, Barbadoes,		
Boric, Powd., or			so called, lb. gourds	@ 60	
Xtal, lb.	08 1/2	@ 20	Powd., lb.	35	@ 45
Carbolic, Xtal, lb.	36	@ 43	Aloes, Socotrine,		
Citric, lb.	35	@ 45	lb.		@ 75
Muriatic, Com'l.,			--Powd., lb.		@ 80
lb.	03 1/2	@ 10	Arabic, first, lb.		@ 40
Nitric, lb.	09	@ 15	Arabic, sec., lb.		@ 30
Oxalic, lb.	15	@ 25	Arabic, sorts, lb.	15	@ 25
Sulphuric, lb.	03 1/2	@ 10	Arabic, Gran., lb.		@ 35
Tartaric, lb.	35	@ 46	Arabic, P'd, lb.	25	@ 35
ALCOHOL			Asafoetida, lb.	47	@ 50
Denatured, No. 5			Asafoetida, Po., lb.	75	@ 80
gal.	44	@ 55	Guaiac, lb.		@ 70
Grain, gal.	4 00	@ 50	Guaiac, powd.		@ 75
Wood, gal.	50	@ 60	Kino, lb.		@ 90
ALUM-POTASH, USP			Kino, powd., lb.	1	@ 100
Lump, lb.	05	@ 13	Myrrh, lb.		@ 60
Powd. or Gra., lb.	05 1/4	@ 13	Myrrh, Pow., lb.		@ 75
AMMONIA			Shellac, Orange,		
Concentrated, lb.	06	@ 18	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,		
Carbonate, lb.	20	@ 25	(bone dr'd) lb.	35	@ 45
Muriate, Lp., lb.	18	@ 30	Tragacanth,		
Muriate, Gra., lb.	08	@ 18	No. 1, bbls.	1 60	@ 200
Muriate, Po., lb.	20	@ 30	No. 2, lbs.	1 50	@ 175
ARSENIC			Pow., lb.	1 25	@ 150
Pound	07	@ 20	HONEY		
BALSAMS			Pound	25	@ 40
Copaiba, lb.	60	@ 140	HOPS		
Fir, Cana., lb.	2 00	@ 240	1/2s Loose, Pressed,		
Fir, Oreg., lb.	50	@ 100	lb.		@ 1 25
Peru, lb.	1 70	@ 220	HYDROGEN PEROXIDE		
Tolu, lb.	1 50	@ 180	Pound, gross.	25 00	@ 27 00
BARKS			1/2 lb., gross.	15 00	@ 16 00
Cassia			1/4 lb., gross.	10 00	@ 10 50
Ordinary, lb.		@ 30	INDIGO		
Ordin., Po., lb.	25	@ 35	Madras, lb.	2 00	@ 2 25
Saigon, lb.		@ 40	INSECT POWDER		
Saigon, Po., lb.	50	@ 60	Pure, lb.	31	@ 41
Elm, lb.	40	@ 50	LEAD ACETATE		
Elm, Powd., lb.	40	@ 45	Xtal, lb.	17	@ 25
Elm, G'd, lb.	38	@ 45	Powd. & Gran.	25	@ 35
Elm, G'd, lb.	38	@ 45	LICORICE		
Sassafras (P'd) lb.	45	@ 35	Extracts, sticks,		
Soapree, cut, lb.	20	@ 30	per box	1 50	@ 2 00
Soapree, po., lb.	35	@ 40	Lozenges, lb.	40	@ 50
BERRIES			Wafers, (24s) box		@ 1 50
Cubeb, lb.		@ 55	LEAVES		
Cubeb, po., lb.		@ 75	Buchu, lb., short		@ 60
Juniper, lb.	10	@ 20	Buchu, lb., long		@ 70
BLUE VITRIOL			Buchu, P'd, lb.		@ 70
Pound	06	@ 15	Sage, bulk, lb.	25	@ 30
BORAX			Sage, loose		
P'd or Xtal, lb.	06	@ 13	pressed, 1/4s, lb.		@ 40
BRIMSTONE			Sage, ounces		@ 85
Pound	04	@ 10	Sage, P'd & Grd.		@ 35
CAMPHOR			Senna,		
Pound	65	@ 75	Alexandria, lb.	35	@ 40
CANTHARIDES			Tinnevela, lb.	20	@ 30
Russian, Powd., lb.	3 50	@ 50	Powd., lb.	25	@ 35
Chinese, Powd., lb.	2 00	@ 20	Uva Ursi, lb.		@ 31
CHALK			Uva Ursi, P'd, lb.		@ 45
Crayons,			LIME		
White, dozen	@ 3 60		Chloride, med., dz.		@ 85
Dustless, doz.	@ 6 00		Chloride, large, dz.		@ 1 45
French Powder,			LYCOPodium		
Coml., lb.	03 1/2	@ 10	Pound	45	@ 60
Precipitated, lb.	12	@ 15	MAGNESIA		
Prepared, lb.	14	@ 16	Carb., 1/2s, lb.		@ 30
White, lump, lb.	03	@ 10	Carb., 1/16s, lb.		@ 32
CAPSICUM			Carb., P'd., lb.	15	@ 25
Pods, lb.	60	@ 70	Oxide, Hea., lb.		@ 75
Powder, lb.	62	@ 75	Oxide, light, lb.		@ 75
CLOVES			MENTHOL		
Whole, lb.	30	@ 40	Pound	4 54	@ 4 88
Powdered, lb.	35	@ 45	MERCURY		
COCAINE			Pound	1 50	@ 1 75
Ounce	12 68	@ 14 85	MORPHINE		
COPPERAS			Ounces		@ 11 80
Xtal, lb.	03 1/4	@ 10	1/2s		@ 13 96
Powdered, lb.	04	@ 15	MUSTARD		
CREAM TARTAR			Bulk, Powd.,		
Pound	23	@ 36	select, lb.	45	@ 50
CUTTLEBONE			No. 1, lb.	25	@ 35
Pound	40	@ 50	NAPHTHALINE		
DEXTRINE			Balls, lb.	03 1/2	@ 18
Yellow Corn, lb.	06 1/2	@ 15	Flake, lb.	08 1/2	@ 18
White Corn, lb.	07	@ 15	NUTMEG		
EXTRACT			Pound		@ 40
Witch Hazel, Yel-			Powdered, lb.		@ 50
low Lab., gal.	1 10	@ 1 70	NUX VOMICA		
Licorice, P'd, lb.	50	@ 60	Pound		@ 25
FLOWER			Powdered, lb.	15	@ 25
Arnica, lb.	50	@ 55	OIL ESSENTIAL		
Chamomile,			Almond,		
German, lb.	35	@ 45	Bit., true, ozs.		@ 50
Roman, lb.		@ 90	Bit., art. ozs.		@ 30
Saffron,			Sweet, true, lb.	1 25	@ 1 80
American, lb.	50	@ 55	Sw't, art. lbs.	1 00	@ 1 25
Spanish, ozs.	@ 1 35		Amber, crude, lb.	71	@ 140
FORMALDEHYDE, BULK			Amber, rect., lb.	1 30	@ 200
Pound	09	@ 20	Anise, lb.	1 00	@ 1 60
FULLER'S EARTH			Bay, lb.	4 00	@ 4 25
Powder, lb.	05	@ 10	Bergamot, lb.	3 00	@ 3 60
GELATIN			Cajeput, lb.	1 50	@ 2 00
Pound	55	@ 65	Caraway S'd, lb.	2 80	@ 3 40
GLUE			Cassa, USP, lb.	2 10	@ 2 60
Brok., Bro., lb.	20	@ 30	Cedar Leaf, lb.	1 70	@ 2 20
Gr'd, Dark, lb.	16	@ 22	Coml., lb.	1 00	@ 1 25
Whl. Flake, lb.	27 1/2	@ 35	Citronella, lb.	1 05	@ 1 40
White G'd., lb.	25	@ 35	Cloves, lb.	1 75	@ 2 25
White AXX light,			Croton, lbs.	4 00	@ 4 60
lb.		@ 40	Cubeb, lb.	4 25	@ 4 80
Ribbon	42 1/2	@ 50	Brigerton, 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

Pennroyal, lb. 2 75 @ 3 20

Peppermint, lb. 5 25 @ 5 75

Rose, dr. 50 @ 95

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

Spearment, lb. 2 50 @ 3 00

Tansy, lb. 3 50 @ 4 00

Thyme, Red, lb. 1 50 @ 2 00

Thyme, Whl., 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

Cocanut, lb. 22 1/2 @ 35

Cod Liver, Nor-

wegian, gal. 1 10 @ 1 50

Cot. Seed, gal. 85 @ 1 00

Lard, ex., gal. 1 55 @ 1 65

Lard No. 1, gal. 1 25 @ 1 40

Linseed, raw, gal. 78 @ 93

Linseed, boil., gal. 81 @ 96

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

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

Mazola Oil
Green Split Peas
Evap. Apricots

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.	1 70
doz.	

BAKING POWDERS

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



BLEACHER CLEANSER

Clorox, 16 oz., 24s	3 25
Clorox, 22 oz., 12s	3 00
Lizzie, 16 oz., 12s	2 15
Sunrae, 18 oz., 12s	1 35

BLUING

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

BEANS and PEAS

100 lb. bag	
Dry Lima Beans, 100 lb.	7 45
White H'd P. Beans, 3 85	
Split Peas, yell., 60 lb.	3 90
Split Peas, gr'n, 60 lb.	5 60
Scotch Peas, 100 lb.	7 30

BURNERS

Queen Ann, No. 1	1 15
Queen Ann, No. 2	1 25
White Flame, No. 1	
and 2, doz.	2 25

BOTTLE CAPS

Dbl. Lacquer, 1 gross	
pkg., per gross	15

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 40
Bran Flakes, No. 624	1 90
Bran Flakes, No. 650	55
Rice Krispies, 6 oz.	2 25
Rice Krispies, 1 oz.	1 10
All Bran, 16 oz.	2 30
All Bran, 10 oz.	2 75
All Bran, 1/2 oz.	1 10
Kaffe Hag, 6 1-lb.	
cans	2 57
Whole Wheat Fla.	24s 1 85
Whole Wheat Bis.	24s 2 30

Post Brands	
Grapenut Flakes, 24s	2 00
Grape-Nuts, 24s	3 90
Grape-Nuts, 50s	1 50
Instant Postum, No. 8	5 40
Instant Postum, No. 10	4 50
Postum Cereal, No. 0	2 25
Post Toasties, 36s	2 90
Post Toasties, 24s	2 90
Post Bran, PBF 24	2 95
Post Bran, PBF 36	2 95
Sanka 6-1 lb.	2 57

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

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

BRUSHES

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

Shaker	
No. 60	2 00
Peerless	2 60

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

BUTTER COLOR	
Hansen's, 4 oz. bottles	2 40
Hansen's, 2 oz. bottles	1 60

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

CANNED FRUITS

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

Gooseberries	
No. 10	

Pears	
Pride of Mich. No. 2 1/2	2 25

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

Red Raspberries	
No. 2	2 25
No. 1	1 45
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, Pink 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.	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 Ham, 1/2 Qua.	70
Potted Ham, Gen. 1/4	1 35
Vienna Saus., No. 1/2	90
Vienna Sausage, Qua.	85

Baked Beans

Campbells 48s	2 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 35
Pride of Mich., No. 2 1/2	1 55
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	32
Kraft, Pimento, 1/2 lb.	1 60
Kraft, American, 1/2 lb.	1 30
Kraft, Brick, 1/2 lb.	1 30
Kraft, Limbur., 1/2 lb.	1 30

CHEWING GUM

Adams Black Jack	6 1/2
Adams Dentyne	65
Beeman's Pepsin	65
Beechnut Peppermint	65
Doublemint	65
Peppermint, Wrigleys	65
Spearmint, Wrigleys	65
Juicy Fruit	65
Wrigley's P-K	65
Teaberry	65

CHOCOLATE

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

CIGARS

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

CLOTHES LINE

Riverside, 50 ft.	2 20
Cupples Cord	2 90

COFFEE ROASTED

Lee & Cady	
1 lb. Package	
Arrow Brand	21
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

Currants Packages, 11 oz.----- 14	MARGARINE Wilson & Co.'s Brands Oleo Nut ----- 07 Special Roll ----- 11	FRESH MEATS Beef Top Steers & Heif.----- 10 Good Steers & Heif.----- 09 Med. Steers & Heif.----- 08 Com. Steers & Heif.----- 07	HERRING Holland Herring Mixed, Kegs ----- 83 Mixed, half bbls.----- Mixed, bbls.----- Milkers, kegs ----- 99 Milkers, half bbls.----- Milkers, bbls.-----	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 Fairly, 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	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	
Dates Imperial, 12s, pitted.----- 1 90 Imperial, 12s, regular.----- 1 60 Imperial 12s, 2 lb.----- 2 25 Imperial 12s, 1 lb.----- 1 75	MATCHES Diamond, No. 5, 144.----- 6 15 Searchlight, 144 box.----- 6 15 Swan, 144 ----- 5 20 Diamond, No. 0.----- 4 90	Veal Top ----- 10 Good ----- 08 Medium ----- 06	Lake Herring ½ bbl., 100 lbs.-----	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	Oolong Medium ----- 39 Choice ----- 45 Fancy ----- 50 TWINE Cotton, 3 ply cone ----- 35 Cotton, 3 ply balls ----- 35	
Figs Calif., 24-83, case.----- 1 70	Safety Matches Red Top, 5 gross case. 5 25 Signal Light, 5 gro. cs 5 25	Lamb Spring Lamb.----- 13 Good ----- 11 Medium ----- 10 Poor ----- 03	Mackerel Tubs, 60 Count, fy. fat 6 00 Pails, 10 lb. Fancy fat 1 50	Pure Ground in Bulk Allspice, Jamaica ----- @17 Cloves, Zanzibar ----- @27 Cassia, Canton ----- @22 Ginger, Corkin ----- @16 Mustard ----- @21 Mace Penang ----- @69 Pepper, Black ----- @17 Nutmegs ----- @25 Pepper, White ----- @26 Pepper, Cayenne ----- @26 Paprika, Spanish ----- @36	VINEGAR F. O. B. Grand Rapids Cider, 40 grain.----- 15 White Wine, 40 grain.----- 20 White Wine, 80 grain.----- 25	
Peaches Evap. Choice ----- 11½	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	Mutton Good ----- 04½ Medium ----- 03 Poor ----- 02	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	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	
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.----- 15 oz.----- 7½ Quaker Seeded, 15 oz.----- 7½	Pork 5 Gallon cans, each.----- 4 08 Butts ----- 08 Shoulders ----- 06 Spareribs ----- 06 Neck bones.----- 03 Trimnings ----- 06	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	Seasoning Chili Powder, 1½ oz.----- 65 Celery Salt, 1½ oz.----- 80 Sage, 2 oz.----- 1 35 Onion Salt ----- 1 35 Garlic ----- 1 35 Poneltz, 3½ oz.----- 3 25 Kitchen Bouquet.----- 4 25 Laurel Leaves ----- 26 Marjoram, 1 oz.----- 90 Savory, 1 oz.----- 65 Thyme, 1 oz.----- 90 Tumeric, 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	
California Prunes 90@100, 25 lb. boxes.----- @07 80@ 90, 25 lb. boxes.----- @07½ 70@ 80, 25 lb. boxes.----- @07½ 60@ 70, 25 lb. boxes.----- @08½ 50@ 60, 25 lb. boxes.----- @08½ 40@ 50, 25 lb. boxes.----- @09½ 30@ 40, 25 lb. boxes.----- @10 30@ 30, 25 lb. boxes.----- @13 18@ 24, 25 lb. boxes.----- @15½	Hominy Pearl, 100 lb. sacks.----- 3 50	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	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.----- 65 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	STARCH Kingsford, 25 lbs.----- 2 38 Powd., bags, per 100.----- 3 95 Argo, 24, 1 lb. pkgs.----- 1 58 Cream, 24-1 ----- 2 25	Churns Barrel, 5 gal. each.----- 2 40 Barrel, 10 gal. each.----- 2 55 3 to 6 gal., per gal.----- 16	
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	Lard Pure in tierces.----- 6½ 60 lb. tubs ----- advance ¼ 50 lb. tubs ----- advance ¼ 20 lb. pails ----- advance ¼ 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	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.----- 11½ Elastic, 16 pkgs.----- 1 38 Tiger, 50 lbs.----- 2 82	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	
Tapioca Pearl, 100 lb. sacks.----- 7½ Minute, 8 oz., 3 doz.----- 4 05 Dromedary Instant ----- 3 50	Sage East India ----- 10	Shelled Almonds ----- 39 Peanuts, Spanish, 125 lb. bags ----- 7½ Filberts ----- 32 Pecans, salted ----- 45 Walnut, California ----- 48	Smoked Meats Hams, Cert., 14-16 lb.----- 14½ Hams, Cert., Skinned ----- @14½ 16-13 lb. ----- @14½ Ham, dried beef ----- @23 Knuckles ----- @23 California Hams ----- @09 Picnic Boiled Hams.----- @16 Boiled Hams ----- @21 Minced Hams.----- @10 Bacon 4/6 Cert.----- @15	SYRUP Blue Karo, No. 1½ ----- 2 22 Blue Karo, No. 5, 1 dz.----- 3 09 Blue Karo, No. 10.----- 2 92 Red Karo, No. 1½ ----- 2 44 Red Karo, No. 5, 1 dz.----- 3 37 Red Karo, No. 10.----- 3 22	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	
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	MINCE MEAT None Such, 4 doz.----- 6 20 Quaker, 3 doz. case.----- 2 65 Yo Ho, Kegs, wet, lb.----- 16½	Beef Boneless rump.----- @19 00	Maple and Cane Kanuck, per gal.----- 1 10 Kanuck, 5 gal. can.----- 4 14	Tubs Large Galvanized.----- 8 75 Medium Galvanized.----- 7 75 Small Galvanized ----- 6 75	
PARIS GREEN ½s ----- 34 1s ----- 32 2s and 5s.----- 30	PICKLES Medium Sour 5 gallon, 400 count.----- 4 75	Beef Beef ----- 10 Calf ----- 35 Pork ----- 05	RICE Fancy Blue Rose.----- 4 85 Fancy Head -----	Washing Powders Bon Ami Pd., 18s. box.----- 1 90 Bon Ami Cake, 18s.----- 1 65 Brillo ----- 85 Chipso, large ----- 3 45 Climaline, 4 doz.----- 3 60 Grandma, 100, 5c.----- 3 50 Grandma, 24 large.----- 3 50 Snowboy, 12 large.----- 1 80 Gold Dust, 12 lai.----- 1 80 Golden Rod, 24.----- 4 25 La France Laur, 4 dz.----- 3 65 Old Dutch Clean., 4 dz.----- 3 40 Octagon, 96s ----- 3 90 Rinso, 24s ----- 4 80 Rinso, 40s ----- 2 95 Spotless Cleanser, 48, 20 oz.----- 3 85 Sani Flush, 1 doz.----- 2 25 Sapolio, 3 doz.----- 3 15 Speedee, 3 doz.----- 7 20 Sunbrite, 50s.----- 2 10 Wyandot. Cleaner, 24s ----- 1 85	Maple Syrup Imit. Maple Flavor Orange, No. 1½, 2 dz.----- 2 82 Orange, No. 3, 20 cans ----- 4 25	Wood Bowls 13 in. Butter ----- 5 00 15 in. Butter ----- 9 00 17 in. Butter ----- 18 00 19 in. Butter ----- 25 00
FRUIT CANS Presto Mason F. O. B. Grand Rapids Half pint.----- 7 15 One pint.----- 7 40 One quart.----- 8 65 Half gallon.----- 11 55	FRUIT CAN RUBBERS Presto Red Lip, 2 gro. carton ----- 78 Presto White Lip, 2 gro. carton ----- 83	Veal Top ----- 10 Good ----- 08 Medium ----- 06	Lake Herring ½ bbl., 100 lbs.-----	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	VINEGAR F. O. B. Grand Rapids Cider, 40 grain.----- 15 White Wine, 40 grain.----- 20 White Wine, 80 grain.----- 25	
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	Lamb Spring Lamb.----- 13 Good ----- 11 Medium ----- 10 Poor ----- 03	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	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	
JELLY GLASSES ½ Pint Tall, per doz.----- 25	POTASH Babbitt's, 2 doz.----- 2 75	Mutton Good ----- 04½ Medium ----- 03 Poor ----- 02	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	Seasoning Chili Powder, 1½ oz.----- 65 Celery Salt, 1½ oz.----- 80 Sage, 2 oz.----- 1 35 Onion Salt ----- 1 35 Garlic ----- 1 35 Poneltz, 3½ oz.----- 3 25 Kitchen Bouquet.----- 4 25 Laurel Leaves ----- 26 Marjoram, 1 oz.----- 90 Savory, 1 oz.----- 65 Thyme, 1 oz.----- 90 Tumeric, 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	
POTASH Babbitt's, 2 doz.----- 2 75	PLAYING CARDS Battle Axe, per doz.----- 2 65 Bicycle, per doz.----- 4 70 Torpedo, per doz.----- 2 50	Pork 5 Gallon cans, each.----- 4 08 Butts ----- 08 Shoulders ----- 06 Spareribs ----- 06 Neck bones.----- 03 Trimnings ----- 06	Sausages Bologna ----- 10 Liver ----- 13 Frankfort ----- 12 Pork ----- 15 Tongue, Jellied ----- 21 Headcheese ----- 13	STARCH Kingsford, 25 lbs.----- 2 38 Powd., bags, per 100.----- 3 95 Argo, 24, 1 lb. pkgs.----- 1 58 Cream, 24-1 ----- 2 25	Churns Barrel, 5 gal. each.----- 2 40 Barrel, 10 gal. each.----- 2 55 3 to 6 gal., per gal.----- 16	
FRUIT CAN RUBBERS Presto Red Lip, 2 gro. carton ----- 78 Presto White Lip, 2 gro. carton ----- 83	GELATINE Jell-o, 3 doz.----- 2 35 Minute, 3 doz.----- 4 05 Plymouth, White ----- 1 55 Jelsert, 3 doz.----- 1 40	Lard Pure in tierces.----- 6½ 60 lb. tubs ----- advance ¼ 50 lb. tubs ----- advance ¼ 20 lb. pails ----- advance ¼ 10 lb. pails ----- advance ¾ 5 lb. pails ----- advance 1 3 lb. pails ----- advance 1 Compound, tierces ----- 7½ Compound, tubs ----- 7½	Smoked Meats Hams, Cert., 14-16 lb.----- 14½ Hams, Cert., Skinned ----- @14½ 16-13 lb. ----- @14½ Ham, dried beef ----- @23 Knuckles ----- @23 California Hams ----- @09 Picnic Boiled Hams.----- @16 Boiled Hams ----- @21 Minced Hams.----- @10 Bacon 4/6 Cert.----- @15	SYRUP Blue Karo, No. 1½ ----- 2 22 Blue Karo, No. 5, 1 dz.----- 3 09 Blue Karo, No. 10.----- 2 92 Red Karo, No. 1½ ----- 2 44 Red Karo, No. 5, 1 dz.----- 3 37 Red Karo, No. 10.----- 3 22	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	
JELLY GLASSES ½ Pint Tall, per doz.----- 25	POTASH Babbitt's, 2 doz.----- 2 75	Beef Beef ----- 10 Calf ----- 35 Pork ----- 05	RICE Fancy Blue Rose.----- 4 85 Fancy Head -----	Washing Powders Bon Ami Pd., 18s. box.----- 1 90 Bon Ami Cake, 18s.----- 1 65 Brillo ----- 85 Chipso, large ----- 3 45 Climaline, 4 doz.----- 3 60 Grandma, 100, 5c.----- 3 50 Grandma, 24 large.----- 3 50 Snowboy, 12 large.----- 1 80 Gold Dust, 12 lai.----- 1 80 Golden Rod, 24.----- 4 25 La France Laur, 4 dz.----- 3 65 Old Dutch Clean., 4 dz.----- 3 40 Octagon, 96s ----- 3 90 Rinso, 24s ----- 4 80 Rinso, 40s ----- 2 95 Spotless Cleanser, 48, 20 oz.----- 3 85 Sani Flush, 1 doz.----- 2 25 Sapolio, 3 doz.----- 3 15 Speedee, 3 doz.----- 7 20 Sunbrite, 50s.----- 2 10 Wyandot. Cleaner, 24s ----- 1 85	Maple Syrup Imit. Maple Flavor Orange, No. 1½, 2 dz.----- 2 82 Orange, No. 3, 20 cans ----- 4 25	Wood Bowls 13 in. Butter ----- 5 00 15 in. Butter ----- 9 00 17 in. Butter ----- 18 00 19 in. Butter ----- 25 00
JELLY GLASSES ½ Pint Tall, per doz.----- 25	POTASH Babbitt's, 2 doz.----- 2 75	Mutton Good ----- 04½ Medium ----- 03 Poor ----- 02	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	Seasoning Chili Powder, 1½ oz.----- 65 Celery Salt, 1½ oz.----- 80 Sage, 2 oz.----- 1 35 Onion Salt ----- 1 35 Garlic ----- 1 35 Poneltz, 3½ oz.----- 3 25 Kitchen Bouquet.----- 4 25 Laurel Leaves ----- 26 Marjoram, 1 oz.----- 90 Savory, 1 oz.----- 65 Thyme, 1 oz.----- 90 Tumeric, 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	
JELLY GLASSES ½ Pint Tall, per doz.----- 25	POTASH Babbitt's, 2 doz.----- 2 75	Beef Beef ----- 10 Calf ----- 35 Pork ----- 05	RICE Fancy Blue Rose.----- 4 85 Fancy Head -----	Washing Powders Bon Ami Pd., 18s. box.----- 1 90 Bon Ami Cake, 18s.----- 1 65 Brillo ----- 85 Chipso, large ----- 3 45 Climaline, 4 doz.----- 3 60 Grandma, 100, 5c.----- 3 50 Grandma, 24 large.----- 3 50 Snowboy, 12 large.----- 1 80 Gold Dust, 12 lai.----- 1 80 Golden Rod, 24.----- 4 25 La France Laur, 4 dz.----- 3 65 Old Dutch Clean., 4 dz.----- 3 40 Octagon, 96s ----- 3 90 Rinso, 24s ----- 4 80 Rinso, 40s ----- 2 95 Spotless Cleanser, 48, 20 oz.----- 3 85 Sani Flush, 1 doz.----- 2 25 Sapolio, 3 doz.----- 3 15 Speedee, 3 doz.----- 7 20 Sunbrite, 50s.----- 2 10 Wyandot. Cleaner, 24s ----- 1 85	Maple Syrup Imit. Maple Flavor Orange, No. 1½, 2 dz.----- 2 82 Orange, No. 3, 20 cans ----- 4 25	Wood Bowls 13 in. Butter ----- 5 00 15 in. Butter ----- 9 00 17 in. Butter ----- 18 00 19 in. Butter ----- 25 00
JELLY GLASSES ½ Pint Tall, per doz.----- 25	POTASH Babbitt's, 2 doz.----- 2 75	Mutton Good ----- 04½ Medium ----- 03 Poor ----- 02	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	Seasoning Chili Powder, 1½ oz.----- 65 Celery Salt, 1½ oz.----- 80 Sage, 2 oz.----- 1 35 Onion Salt ----- 1 35 Garlic ----- 1 35 Poneltz, 3½ oz.----- 3 25 Kitchen Bouquet.----- 4 25 Laurel Leaves ----- 26 Marjoram, 1 oz.----- 90 Savory, 1 oz.----- 65 Thyme, 1 oz.----- 90 Tumeric, 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	
JELLY GLASSES ½ Pint Tall, per doz.----- 25	POTASH Babbitt's, 2 doz.----- 2 75	Beef Beef ----- 10 Calf ----- 35 Pork ----- 05	RICE Fancy Blue Rose.----- 4 85 Fancy Head -----	Washing Powders Bon Ami Pd., 18s. box.----- 1 90 Bon Ami Cake, 18s.----- 1 65 Brillo ----- 85 Chipso, large ----- 3 45 Climaline, 4 doz.----- 3 60 Grandma, 100, 5c.----- 3 50 Grandma, 24 large.----- 3 50 Snowboy, 12 large.----- 1 80 Gold Dust, 12 lai.----- 1 80 Golden Rod, 24.----- 4 25 La France Laur, 4 dz.----- 3 65 Old Dutch Clean., 4 dz.----- 3 40 Octagon, 96s ----- 3 90 Rinso, 24s ----- 4 80 Rinso, 40s ----- 2 95 Spotless Cleanser, 48, 20 oz.----- 3 85 Sani Flush, 1 doz.----- 2 25 Sapolio, 3 doz.----- 3 15 Speedee, 3 doz.----- 7 20 Sunbrite, 50s.----- 2 10 Wyandot. Cleaner, 24s ----- 1 85	Maple Syrup Imit. Maple Flavor Orange, No. 1½, 2 dz.----- 2 82 Orange, No. 3, 20 cans ----- 4 25	Wood Bowls 13 in. Butter ----- 5 00 15 in. Butter ----- 9 00 17 in. Butter ----- 18 00 19 in. Butter ----- 25 00
JELLY GLASSES ½ Pint Tall, per doz.----- 25	POTASH Babbitt's, 2 doz.----- 2 75	Mutton Good ----- 04½ Medium ----- 03 Poor ----- 02	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	Seasoning Chili Powder, 1½ oz.----- 65 Celery Salt, 1½ oz.----- 80 Sage, 2 oz.----- 1 35 Onion Salt ----- 1 35 Garlic ----- 1 35 Poneltz, 3½ oz.----- 3 25 Kitchen Bouquet.----- 4 25 Laurel Leaves ----- 26 Marjoram, 1 oz.----- 90 Savory, 1 oz.----- 65 Thyme, 1 oz.----- 90 Tumeric, 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	
JELLY GLASSES ½ Pint Tall, per doz.----- 25	POTASH Babbitt's, 2 doz.----- 2 75	Beef Beef ----- 10 Calf ----- 35 Pork ----- 05	RICE Fancy Blue Rose.----- 4 85 Fancy Head -----	Washing Powders Bon Ami Pd., 18s. box.----- 1 90 Bon Ami Cake, 18s.----- 1 65 Brillo ----- 85 Chipso, large ----- 3 45 Climaline, 4 doz.----- 3 60 Grandma, 100, 5c.----- 3 50 Grandma, 24 large.----- 3 50 Snowboy, 12 large.----- 1 80 Gold Dust, 12 lai.----- 1 80 Golden Rod, 24.----- 4 25 La France Laur, 4 dz.----- 3 65 Old Dutch Clean., 4 dz.----- 3 40 Octagon, 96s ----- 3 90 Rinso, 24s ----- 4 80 Rinso, 40s ----- 2 95 Spotless Cleanser, 48, 20 oz.----- 3 85 Sani Flush, 1 doz.----- 2 25 Sapolio, 3 doz.----- 3 15 Speedee, 3 doz.----- 7 20 Sunbrite, 50s.----- 2 10 Wyandot. Cleaner, 24s ----- 1 85	Maple Syrup Imit. Maple Flavor Orange, No. 1½, 2 dz.----- 2 82 Orange, No. 3, 20 cans ----- 4 25	Wood Bowls 13 in. Butter ----- 5 00 15 in. Butter ----- 9 00 17 in. Butter ----- 18 00 19 in. Butter ----- 25 00
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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.

Must Price Lines Be Abandoned?

With the advent of the Recovery Act and the advancing costs which it projects, prices on most lines in retail stores are expected to rise 10 to 30 per cent. this fall.

Obviously, such a price trend affects the foundation of every merchandising program, and the manufacturer may well be concerned about whatever action the retailer may take to meet the changed marketing conditions of the next few months.

What will be the effect of this rising trend on the usually stable price lines of retailing? Will the retailer abandon established price lines, feature higher priced merchandise, or add in-betweens?

A good many retailers are properly unwilling to drop price lines which they have built up after considerable effort. When a store becomes known for its outstanding values in any particular commodity it is important for it to cling to that price line so long as profits justify it. This "best-seller" brings men and women into the store and to increase that item's cost to the consumer is apt to cut volume considerably. This problem is vitally critical in the case of those stores whose entire plan of selling is based on a single widely-advertised price line.

Some retailers have concluded that, rather than drop fast-selling merchandise this fall, they will trade down in quality sufficiently to permit featuring the same type of article at the same price. One group of stores, for example, has in the past sold thousands of women's slips at \$1.

A recent test has proved that women want to continue to pay this price. No longer able to sell this particular slip for a dollar and still make recognizable profit, the stores have substituted a poorer quality article which can be merchandised for a dollar and have boosted the former slip to an in-between price line of \$1.29. The new slip even though it is of lower quality, is still the best seller at \$1.

The fact that the values stores have offered during the last two years have been fictitious—being based on sub-normal labor costs and the depression levels at which raw materials have sold—may be one reason for this rather general attitude among retailers toward adjusting price lines to the new era. Again, many retailers doubt the ability of the public, for the present at least, to pay higher prices.

None of this, however, should be taken as an indication that quality merchandise is going to have a rather poor fall season. Consider the so-called low-end price lines which stores have been giving a big play during the last year. Back in the halcyon twenties these lines were sold almost exclusively in the basement. During the depression days—in the last year particularly—they moved gradually into upstairs departments and crowded out the higher quality items. Now these low-end lines will probably find their way back

to the basement once more. Quality merchandise will again return to the departments from which it was forced out by the invading army from the basement.

Another development that seems very likely to materialize this fall is the adoption, by many retailers, of intermediary price lines. For a long time it has been the accepted belief in retail circles that a wide gap was necessary in arranging price lines. But now, with the price future and the public's buying response both so uncertain, it is quite probable that retailers will introduce new price lines that will intervene between previously featured groups.

It will be interesting to observe, in connection with these intermediary price lines, whether or not retailers will increase their inventories in order to have regular stocks in all price lines. What will probably happen is, that while retail inventories this fall will undoubtedly be larger, most merchants will not carry more than a minimum stock of the in-between lines. Later on, if popular, these new price lines will be filled out.

Retailers have been wondering, of course, to just what extent—if any—they ought to "trade-up." The trading-down process that occupied the center of the stage for the last four years hurt the retailer in various ways. Perhaps one of its most harmful effects was that it quickened the drop in the dollar value of the average sales check without decreasing the overhead cost applied to that sales check. Actually, overhead increased while the average retail sales check dropped from \$3.00 in 1929, to \$1.50 in the early part of this year.

Successful retailers are acutely aware of this situation nor have they overlooked the corrective effects of a moderate program of trading-up. At the same time, there is always present the same question: Can the public's purse stand the strain?

Some merchants may promote a price range just a trifle above the existing best level; they will "put out feelers" in an attempt to sense what to do next. Others will take promotional emphasis off lower price lines and put it back of higher price ranges. But it is not to be expected that trading-up will become a general policy until the public's ability to pay is an established fact.

Personal conversations with the merchandising heads and buyers of more than 170 department stores during the last six weeks indicate that retailers in general will make an effort to maintain featured price lines for the time being and will buy the best merchandise the market affords to fit into these price lines.

In summary, they will drop depression price lines or return them to the basement from whence they came. Where higher market costs make it necessary, or where new public buying trends indicate the wisdom of this policy, they will introduce in-between price lines. Trading-up will be done only in an experimental way, with the purpose not of buying more in the higher ranges, but of giving the higher priced lines more promotional support until they have proved their ability to

bring in the volume required for profitable merchandising.

At any rate, the first concerted experiment with higher prices is to be made this fall. The scene of the experiment is the retail store everywhere. If it is successful, manufacturers of branded quality products may look forward to a highly interesting final quarter for 1933. If higher prices become a stumbling block, advertised brands will not be alone in wondering what lies ahead.

Arthur C. Fatt.

Dealer Takes Produce as Initial Payment

Percy Elves, South Bend automobile dealer, this week accepted as part of the down payment on a New Continental Beacon a two-year-old heifer, 50 bushels of feed corn, a bushel of sweet potatoes, 10 geese and five bushels of popcorn. While farmer incomes in many cases have been renewed and improved so that monthly payments on the motor car can be made, there are still exceptions. In this case an energetic merchant helped to better trade conditions by accepting some of the farmer's assets in lieu of cash for the down payment.

Blown Glassware Active

Blown and pressed glass manufacturing companies are maintaining the best averages of production at the present time. An exceedingly active market for these products is keeping factory schedules at their peak. Several houses specializing in the automatic manufacture of glass tableware and dinner ware lines, and which have improved their product, intimate this newer quality ware has been accorded an enthusiastic reception at all presentations. The flat-glass market was quiet.

One compelled to work in the shade should find relaxation in the sunshine.

A stingy man is always poor.

Victim of the Depression

Hartford, Nov. 28—The Hartford Creamery, owned and operated by Anthony Miller, was obliged to close its doors last week, when Mr. Miller filed a voluntary petition in bankruptcy in the Federal court at Grand Rapids.

Mr. Miller has been one of Hartford's most enterprising business men and active in civic affairs in the past and was connected with the Hartford Chamber of Commerce and for years was one of Hartford's most successful manufacturers of creamery and dairy products.

He is a victim of the depression and particularly the closing of the banks in Van Buren county and at Benton Harbor and St. Joseph.

For more than fifteen years he conducted the Hartford Creamery and built up a large trade in dairy butter and eggs, specializing particularly in mail orders for selected eggs.

M. N. Kennedy, of Kalamazoo, has been appointed custodian of the business and a creditors meeting is called for next Wednesday before Referee Blair, at Grand Rapids, to take action upon the bankruptcy petition.

It is doubtful if Mr. Miller will undertake to re-engage in business at Hartford, much to the regret of the business men, merchants and others of this community.

Radio Sales on Upgrade

A significant gain is being shown in orders for radio merchandise and indications are that both sets and tubes will meet a substantially better Christmas demand than was the case a year ago, it was reported here yesterday. Supplementing the normal replacement demand, there is an active call for smaller types to be used as extra sets in the home. Department stores are featuring these items extensively and have reordered. Business in automobile radios has also been well maintained.

You can't work up a world class war while a darned capitalist is easier to bear than a darned foreigner.

The morale of an organization is not built from the bottom up; it filters from the top down.

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

FOUNDNESS STABILITY

are symbolized by

MUTUAL INSURANCE

THE MICHIGAN SHOE DEALERS
MUTUAL FIRE INSURANCE COMPANY
MUTUAL BUILDING LANSING MICHIGAN

OUT AROUND

(Continued from page 9)

on Main street. In sixty business years a man makes or breaks a reputation. Mr. Shaull made a reputation for high integrity and as he steps over the threshold into the next room of our transcending experience, as a personality, he may with abundant justification call up the words of the psalmist: "Judge me O Lord, for I have walked in my integrity; redeem me and be merciful unto me."

Ithaca, Nov. 25—Thank you kindly for publishing my letter. Your unbiased opinion and your frank applause of the right and your condemnation of the wrong are reflected always in your editorials and Out Around and they contain a world of good. You will recall some time ago publishing information in regard to Straus bonds. At present a re-organization is attempted on the metropolitan properties of Houston, Texas. Jesse H. Jones controls the corporation which has the second mortgage. Effort is made to re-organize the properties with the co-operation of Mr. Jones' counsel. This issue involves millions of the American investor's money. Will you kindly secure the details and, if you find an opportunity, comment on it in Out Around? The issue is dated Nov. 15, 1926, and is known as the Metropolitan property bond issue. Mr. Jones is chairman of the R. F. C. N. B. McCollum.

Arthur Brisbane, claimed to be the highest priced newspaper writer in the world, has this to say in his column in the Hearst papers concerning an abuse which has much to do with our present condition of "too much government":

Many Americans ask each other daily, "What is the matter with us?" W. R. Hearst, in all his newspapers, mentions one thing that is "the matter"—namely, that "we need more schools and fewer politicians." Political parasites eat up taxes taken from the people's earnings.

In France, where they raise leeches, bloodsuckers sold in drug stores and used by doctors, old horses are driven into swamps, to feed the leeches, and soon die.

The United State with all its political leeches can sympathize with those horses.

New York State alone has thirteen thousand different local units of government. Digest that, if you please; one single state with thirteen thousand different kinds of separate government machines that the people pay for.

Michigan, population less than five million, has forty-three thousand local public officials, while England, with more than thirty-seven million population, has only two thousand public officials.

If England were run on the Michigan American plan, she would be paying salaries and some graft to more than three-hundred thousand public officials instead of two thousand.

Georgia's people are taxed to support one hundred and fifty-nine county governments that are no longer needed and "should have been consolidated or abolished long ago."

Carsonville, Nov. 24—Could you give me information as to where there is a wholesale house in Detroit or Michigan where I could buy goods for a dime store or 10c to \$1 store, as we are planning on arranging our store for this line of business?

I am a new subscriber for your paper. I am getting much good information out of it. W. L. Kelley.

My thought is that the house of Butler Bros., Chicago, would be a good one to get in touch with in this connection.

Kalamazoo, Nov. 25—Perhaps you could furnish a little information on the following letter which I have mailed to the Attorney General's office to-day. As this concerns a great many merchants and involves many throughout the state you may be able to help. Knowing your interest in the merchants, I am sending this to you:

"I would like a little information in regard to the general sales tax. I have just received a notice from the state board of tax administration to the effect that I was \$1.18 short in my sales tax for August. This \$1.18 was three per cent. tax on the amount of \$39.57 which I collected and sent in to the state as sales tax. I would like to know if a merchant must pay tax upon the tax money he collects for the state. I cannot find anything in the law to this effect and it looks to me as unfair that after buying a license the merchants should be called upon to pay a penalty of three per cent. on what he collects for the state for the privilege of collecting the same. I hope to hear from you soon, as the notice gives me ten days in which to reply."

Mr. Stowe, any information you have will be greatly appreciated.

Peter Van Duine.

According to your statement that you are \$1.18 short, which is 3 per cent. on the amount of tax you paid, it looks as though you ring up on the cash register the full amount of sale and tax together. For instance, if you had a one dollar sale on which there would be three cents tax and you rang up a sale for \$1.03, your total sales would amount to more than if you rang up a sale for \$1 and kept the 3 cents tax in a separate box. If it is a charge account instead of cash sale, keep the amount of the sale separate from the tax, and then when making report out, only put in the amount of your sales, and don't include the amount of tax. That is the way we keep our records and we have had no trouble.

E. A. Stowe.

The Evolution of the Jobber's Catalog

(Continued from page 14)

sending new goods, new lines and seasonable items. Does the large catalog pay for itself to-day? That is a question. An interesting article might be written upon the hardware catalog as the key of a hardware jobbing house. It is a question whether any good sized house could get along without this key, but I am sure that the large general catalog to-day from the selling angle is not as valuable as some twenty years ago.—Saunders Norvell in Hardware Age.

The poor need a guardian and the rich a guard—the rich want to be the guardian and the poor the guard.

When anybody gets something for nothing, it is either a gift, graft or theft.

The best kind of trait: Kindness.

Team Work Meeting To Be Held in Kalamazoo

Detroit, Nov. 28—The second meeting of the Team Work Groups in District No. 3 will be held in Kalamazoo, Saturday, Dec. 9.

Word has just been received from Marley O. Leach, Senior Counselor of Kalamazoo Council, No. 156, that Jacob Kindelberger, President of the Kalamazoo Vegetable Parchment Co., and affectionately known as "Uncle Jake" to people all over the country, will be present to talk to the boys, and anyone who has heard Uncle Jake in the past will drive miles and miles to be present.

Invitations have been extended to all nearby councils to be present. Kalamazoo will also initiate a large class of candidates on the same night and outside councils have been invited to bring in their candidates and have them done up right.

Any member finding himself in Kalamazoo on Dec. 9 is welcome to attend this meeting.

Reports from the Washington battle front, where we are attempting to present a code for outside salesmen, indicate that some very good progress is being made and that some recognition is finally being given to those Ambassadors of Good Will, the traveling salesmen. It is only fair that these men, who have smiled through the depression and have done so much to keep up the morale of the country should receive attention through the NRA by the adoption of a horizontal code.

A. G. Guimond.

Effect of Delaying Replies To Enquiries Calculated

The penalty which business firms pay for not answering correspondence on the day received has been calculated by a midwestern insurance company on the basis of the company's mail order business. An executive of this company, speaking before the recent sixteenth annual convention of the Detroit Mail Advertising Association in Chicago, reported the results which the company had with a test of its enquiries.

The normal result from 100 enquiries in their direct mail campaign, the speaker said, is to secure business from 32 per cent. of the enquiries. For this test 1,000 enquiries were held up for one day with the result that the return was reduced to 31 per cent. The next thousand was held up two days and resulted in a 30 per cent. return. The third thousand, held up three days, brought only a 27 per cent. return, and the fourth thousand held up five days, brought only 25 per cent. return.

As a result of the test, the speaker stated, this company now requires that every enquiry be answered before the office closes each day.

Final Letter From An East Jordan Merchant

East Jordan, Nov. 25—You did not hear from me last week, because I have been too busy. Yes, I mean just what I said, busy, and that even when the depression is on. I may add that I have increased business approximately from 300 to 500 per cent. in the last two years and a half since I started business here, which I think I can prove by the books which I keep to back up my statement. Dealing for cash and giving the people their money's worth is all I can give the credit to, but that is another story for another time.

You may think that I am an optimistic pest but so is Will Rogers. Much as we hate his line we still read it.

All that I know is what I read in the papers and strolling thither and yon, keeping my ears open and my eyes closed. I heard a good one the other day on the radio. It was telling about how much President Roosevelt was doing for the farmer. It caused me to think, which is very unusual for me, just what Mr. Roosevelt was doing for the Michigan farmer. Now, let's see what he is doing. The farmers are just dying to sell their hogs at six cents a pound dressed in this county and perhaps every other county in Michigan, but they are unable to sell them. Why? Just because Mr. Roosevelt says he is not going to permit them to sell at that price. Well, now explain yourself. He did not say anything like that—not in words, but in actions does he say it. First he buys a nice bunch of hogs from some wealthy rancher in West Texas or Oklahoma at a price of 7½c to 8½c per pound, has these hogs shipped to Chicago or some other packing company's plant and pays a nice bunch of good old U. S. A. currency to have these hogs slaughtered, dressed and salted, ready to send to Michigan and every other state for relief of the welfare department, just as though Michigan did not have any hogs in the state. Then he further passes out a grade of pork that the poor people, no matter how poor, claim they have never eaten anything so poor as that Government salt pork in all their lives. Uncle Sam is further going to pass out pork, flour, oatmeal, butter, clothing and I don't know what else for the relief of the poor, which is perfectly O. K., but where are they going to buy all this merchandise which they are passing out? About all of Michigan's merchandise will be bought from some out of state millionaire, and pay him a healthy sum for it, while Michigan people can get along, if they can, the same as the pork from Texas, Oklahoma and Wyoming comes here to stifle the market for the Michigan farmer. What suggestion have I to make? I believe that you, Mr. Stowe, should for the welfare of your readers take a hand in the matter and have this system stopped by working with the proper authorities.

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Expert Merchandising
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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.

I Will Buy Your Merchandise For Cash

Dry Goods, Clothing, Shoes, Ready-to-Wear, Furnishings, Groceries, Furniture, Hardware, Etc. Will buy entire stock and fixtures, or any part. Also short leases taken over. All transactions confidential.

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Will Trade—Free and clear, improved farm for stock of merchandise. G. Linton, Big Rapids, Mich. 609

EXCEPTIONAL OPPORTUNITY — Stock and fixtures of The Mills Co., Ann Arbor's oldest women's wear store, is for sale. 132-foot store—next to Woolworth's—completely fixtured. Stock almost closed out. Favorable lease obtainable. Opportunity for live, experienced man to acquire fine paying business. \$1,500 will swing deal. Apply to E. F. Mills, 118 South Main St., Ann Arbor, Mich. 610

The plan that would benefit Michigan would be this, each welfare department in every county of Michigan or any other state should be allowed a certain sum of money to buy the provisions of that certain county in that certain county, if possible to get it, or in the state, if possible to do so. This, I believe, would react in such a manner, as this East Jordan pork for the welfare department would be secured from East Jordan farmers, which would help the farmer to pay his taxes and have something to buy something else with. It would save the Government the extra freight charges and the extra packing charges, and it would give the welfare people fresh pork instead of salt pork, and give them a nice sweet meat to which they have become accustomed instead of the razor back wild boar of the West, which the Michigan people are not tough enough to eat and call good.

But the Michigan farmer cannot sell his goods, and the Michigan merchant cannot sell his either. If the Government wants to help out the people of a certain state, why not try to buy goods from the people in that certain state, and the money spent in that state would still be in circulation in that county or state for some time before it leaves for the millionaire's hands. Giving direct to the millionaire at the expense of the poor people is not a sound business and the sooner we all find it out the better. The Government has to pay interest on its loans, it cannot meet its loans now, but still it wants to borrow, and after it has borrowed all it can borrow, what then? It does not take a very wise man to spend money like a drunken sailor and borrow some more, but it does take a wise man to figure out how it is going to be paid back, with interest. If Uncle Sam cannot meet his expenses this week, how is he going to do it next week when his expenses are double what they are this week? But that, perhaps, will be for our next president to figure out, as Mr. Roosevelt will have his term of office expired by that time. But why, may I ask, should it be necessary to buy pork, oatmeal, wheat or butter from some other state when the Michigan people have all that to sell? Why not buy Michigan's supply from Michigan people? Allow a stipulated amount for each state and county and have them buy it in that county as long as the price is reasonable enough to do so. The Government wants to spend the money. Why not spend it where it should be spent? I wonder if President Roosevelt has ever thought what harm he is doing by all his monkey business? I suppose next week we may hear something about President Roosevelt or Uncle Sam buying wood in Florida or Washington and shipping it to Michigan to be given to the needy, because there is some millionaire lumberman who wants to dispose of his forest, while the Michigan farmer who has a cord of wood to sell can canvas the streets and not be able to get half the amount our Washington or Florida millionaire got. Of course, I do not expect to hear that because, perhaps, Washington is not classed as a Democratic state. However, we noted this, that President Roosevelt and all the rest of the politicians, including Mr. Johnson, are just breaking their necks to do something for the Democratic states. The cotton grower, the wheat grower and the pork grower just happen to be classed as Democratic states, where this all happens, but how about Michigan, Wisconsin and other Northern Republican states?

Mr. Stowe, if you can possibly do anything for Michigan by influencing buying Michigan merchandise for Michigan people, it sure will be appreciated.
R. J. Ganther.

We may all eat hominy before we die, but we'll never see women wearing cotton stockings again.

Furniture Town Dies as Factory Moves

Abandoned lumbering towns are plentiful in Northern Michigan, but the decadent village of Glengarry has the distinction of having been built around a good-sized furniture factory, the output of which would be considered heavy production to-day.

Fine upholstered chairs, tables, bookcases and other library furniture were made in large quantities in a cement block structure built in the woods, the village having been built afterwards to accommodate the workers.

Glengarry is located at the foot of the greatest range of hills in the Lower Peninsula, hills which would be called mountains in some parts of the country. The Manistee river flows through the village and many of the abandoned houses shelter week-end fishing parties which seek the pickerel and trout in the Manistee and its tributaries.

At its zenith Glengarry boasted the furniture factory, a department store, one hotel, a pool room and twenty-two dwelling houses. Many of the 150 workers lived in the village while others commuted to and from Mesick and Sherman, between which villages Glengarry was located. The first courthouse in Wexford county is still visible from Glengarry, now being used as a schoolhouse at Sherman, which was the earliest county seat.

The village of Glengarry was started by Bunyea and H. B. Sturtevant, who operated a sawmill there for a time. Sturtevant and Pat Noud, of Manistee, organized the Glengarry Upholstering Co., with several other stockholders from Manistee. These men also built the store, which was about 100 feet square and had five departments, including harness, shoe and millinery shops.

The factory was built in 1910 and operated until 1917. It had a capacity of 200 sets of library furniture per day, each suite consisting of two chairs, a table, paper rack and footstool. Leather, tapestry and velours were used for upholstering material, the plant turning out some of the first overstuffed pieces in the industry. The morris chair was at the height of its popularity when the factory was running and was made by thousands.

The principal markets for the furniture were the catalog and premium houses of Chicago, Buffalo and Pittsburgh. Carload lots were shipped over a spur of the Ann Arbor railroad which was run to the plant from Mesick. Orders of 15,000 and 25,000 each of the library suites were common, former workers say.

Business was excellent right up to the time the plant was closed, the old employees state, the reason for abandoning the enterprise being somewhat a mystery to them. Suddenly work was stopped, the machinery taken out and shipped away and the building converted into a pickle plant. This lasted a year, then the roof was removed and much of the sidewall material taken away and now the grass is growing around the foundation and nothing remains of the "factory in the woods."

The old hotel is there and the unpainted wooden houses in a row stand

as memorials to the prosperity the village once knew, but nature is slowly encroaching and the site of Glengarry is being pushed back into the wilderness whence it derived.

Chains of Chains Seem Unlikely To Succeed

The recent experience of stores of all sizes with leased departments suggests that chains of department stores based on chains of departments "seem unlikely to succeed," according to a study issued yesterday of department leasing in department stores made by the Graduate School of Business Administration of Harvard University.

The study was based on statements of 545 department and specialty stores for 1930, which showed that 1,416 leased departments of ninety-five different kinds were operated. However, fourteen kinds of business, according to the study, accounted for nearly two-thirds of the total number of leased departments.

For all firms, millinery leads the list of leased departments in importance with 35.1 per cent. Next in order of percentage were: beauty parlor, 29.5; shoe, 22.4; sewing machine, 11.6; optical, 10.7; lunch, 8.9; wall paper, 8.3; candy, 7.6; radio, 6.7; photo studio, 5.6; furs, 4.7; books and stationery, 4.5; umbrellas, 4, and jewelry, 3.6. By store volume classifications, these percentages changed materially, as for example, millinery with 49.4 per cent in stores doing from \$500,000 to \$2,000,000 annually.

The stores which secured a profit on leased department sales outnumbered

those with losses in all but the \$500,000 to \$2,500,000 annual sales groups. The fact that the stores in this particular group were not able to secure a profit on their leasing operations, the study says, may well be of especial significance when considered in relation to the types of departments most frequently leased as given above. The stores with leased departments, the study points out, were the less profitable ones.

The field for expansion of leased departments, the survey holds, is of most significance in stores of medium size. But because of the importance and difficulty of securing proper co-ordination among the several parts of the store, stores made up largely of leased departments "seem unlikely to succeed."

"The desirability," the report adds, "of centralizing the control of similar departments in groups of department stores, merged under a single corporate ownership, has long been a moot point. * * * The formation of many department store ownership groups has not been followed by any marked centralization of control of individual departments and one or two experiments in such centralization are known to have been abandoned.

"While it remains perfectly feasible to operate a few departments by this method without having the store as an institution suffer in the esteem of its clientele, there still remains the very real question as to whether a store made up entirely of leased departments or departments similarly operated would preserve any institutional flavor whatsoever."

In Their Footsteps

NO LONGER can Thanksgiving be regarded as an observance grown rather meaningless with the years. Its original purpose is once more righteously restored and made one with our own. If it be true that "History repeats itself," then that surely is the case to-day.

The trials and troubles of the Pilgrims have been ours, under different names, in modern garb. And now, with time to pause and take stock of our blessings, we find reason to observe a holiday once almost meaningless.

Just as that first Thanksgiving became yearly tradition, at least in spirit, let us resolve to make this Thanksgiving a point from which to move ahead, taking stock of our advantages and resolving to make each succeeding year a greater cause for "Thanksgiving."

He Knew What He Was Worth

When a Kalamazoo man applied for a job the other day and was told he would be paid all he was worth, he got madder than a hornet and stated very emphatically that he could not and would not work for such low wages.

If that man should ever attempt to run a business of his own, he would be just the kind of chap who would kick on the price of a safe, no matter how low it was, leave his account books and valuable papers exposed and then when the fire licked them up he would charge the whole thing up to his ding blasted hard luck.

BE SENSIBLE BROTHER AND GET BUSY

and write us to-day for prices on a first-class dependable safe. It means really more to you than it does to us, because while we would make only a fair profit on any safe we sold you, you would lose what you never could replace if you should have a fire and lose your books of account.

Grand Rapids Safe Co.

Grand Rapids, Michigan

JELL-O PRICE DOWN!

NEW ALL-TIME LOW PRICE

JUST as commodity prices are on the way up, as housewives are expecting to pay higher prices, the price of Jell-O has been reduced approximately one fourth, or 25 per cent!

Grocers can now offer Jell-O, America's Favorite Dessert, at a new all-time low price—at a price competitive with less popular and slower moving desserts—*and at a profit!*

What news for your customers who long have known that there is only *one* Jell-O! The orig-

inal, genuine, delicious Jell-O that women have preferred for almost forty years.

What news for your customers who more and more are appreciating the distinct advantages of Jell-O! Its easier preparation through the use of warm instead of boiling water. Its improved and richer pure fruit flavors. And its greater tenderness.

What news, too, for the grocery trade—in the more rapid turnover, the greater volume which the new low price will bring to Jell-O and let us repeat—*at a profit.*

A PRODUCT OF



GENERAL FOODS

**"Ask the General Foods Salesman" how you can make
the most of Jell-O's new low price**

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FRANKLIN BAKER'S COCONUT
CALUMET BAKING POWDER
SWANS DOWN CAKE FLOUR

MINUTE TAPIOCA
SANKA COFFEE
CERTO
LA FRANCE
SATINA

MAXWELL HOUSE COFFEE AND TEA

