

PRAYER for the NEW YEAR

God, make the New Year colorful! Though it holds fear and dread,
Though, through the darkness of the night, I dare not look ahead,
I will not mind, if I may glimpse a thread of scarlet thrown
Across the dusty, rocky path that I must walk alone.

I will not mind the fright, the tears—if only I may see
A hint of silver in the hills, to tinge their mystery!
I will not mourn for broken dreams, if I may build again
A little house of vivid tile, from fragments of my pain.

God, when the skies are overcast, as if all nature grieves,
Let me find flowers hiding in the shadows of brown leaves.
And when the evening crowds upon the sparkle of the day,
Let me see shades of lavender in every shadow's gray!

When throngs push by upon the street and stranger faces frown,
May I enjoy the fabric of some passing lady's gown
That swirls against my sober dress. God, may I learn to look
Beyond the dingy covers of Life's great, enchanted book!

*Oh, make the New Year colorful, dear God, this is my prayer,
Despite all weariness may I see beauty everywhere:
Despite all sorrow may I watch to see the flames mount high,
As dawn sweeps like a splendid smile across the waiting sky!*

MARGARET E. SANGSTER.

HEKMAN'S COOKIE-CAKES and CRACKERS

*The Fastest Moving Line
of Cookies and Crackers
in Western Michigan*

HEKMAN BISCUIT CO.
GRAND RAPIDS, MICHIGAN.



YOUR HOME

Statistics show that a home burns in the United States every four minutes. There is only one way to guard against this hazard — and that is to properly protect the property with sound insurance.

Dwelling owners everywhere in the United States insure their homes with the Federal Mutuals.

A residence inventory for a permanent record of personal effects should be made. Write us for details.

Federal Hardware & Implement Mutuals

Retail Hardware Mutual Fire Ins. Co. Hardware Dealers Mutual Fire Ins. Co.
Minneapolis, Minnesota Stevens Point, Wisconsin
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Tea—

The finest imports from Japan are available from our stock.

Highest Quality

Correctly Priced

A Complete Line

Forty-nine years of experience in Tea is embodied in the qualities we have to offer.

*The entire Lee & Cady organization extend to our friends, the retail merchants,
best wishes for a very Merry Christmas.*

LEE & CADY

MICHIGAN TRADESMAN

Fifty-first Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 27, 1933

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MICHIGAN TRADESMAN E. A. Stowe, Editor

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THE SAULT CANALS

One of Keys to United States Industry

Few, if any, better investments have ever been made by the people of the United States than the money spent for the improvement of the St. Mary's River, at Sault Ste. Marie. There the great government locks are located. The little zone at the Soo is for Americans, one of the most important in the entire country. It is not only one of the busiest waterways in the world but it is a prime necessity for the continuance of modern American industry. With a lakes-to-sea canal now being worked out by this country and Canada, it takes on increased importance.

The prosperity of this country has come to depend to an astonishing degree on the continued and steady operation of the Soo locks and canals. This little spot far up in the northern fastness is indeed a key position to the best traffic on these five inland seas. It is the neck of the bottle through which flows milk that feeds the giant below, called American Industry.

The red ore that comes down from the north through this narrow man-made channel, is the food that nourishes the steel business, a basic industry of the Nation. The importance of the Soo locks is entirely out of proportion to the comparatively trivial sums spent in constructing them. The Soo locks save the country more money each year than they cost in the first place.

Figures show that the Soo canals carry more traffic every year than the Panama, Suez, Kiel and Manchester ship canals combined! That's how much business is done there but very little is heard about it. The total freight carried through both the American and Canadian canals in 1930 was 72,897,752 tons. The value of this freight was in the neighborhood of \$760,000,000. In peak years it has passed the \$1,000,000,000 mark. The total value of the registered American vessels going through

the canal in 1930 was a little more than \$200,000,000. Canadian ships were worth \$41,000,000. The record year for freight was 1929 when 92,622,017 tons went through.

According to Supt. Isaac DeYoung of the locks, the records show that in 1930 a total of 16,818 vessels went through the Soo, there being 12,661 lockages necessary to put them through. When possible more than one vessel is locked through at a time. Of course the total includes the same ships over and over in many cases but it makes a gigantic array. On July 5, 1923, there passed through the locks 147 vessels, carrying 692,703 tons of freight. The average number of vessels locked up and down is about 100 daily. In 1929 nearly 20,000 vessels passed through the canals.

The 20,000 vessels that passed that year would make up a grand fleet that would be an impressive sight. If we allow 1000 feet of space for each freighter and were to set them all in a line it would stretch out nearly 4000 miles. That couldn't be done on the Great Lakes unless the line were to be doubled and bent. If those vessels should pass before us at the rate of 15 miles an hour we would have to sit on our reviewing stand 11 days and nights before the last freighter steamed past. Maybe less space could be allowed for the smaller vessels but not for the larger ones some of which are more than 600 feet in length. The freighter LeMoyne, put in service a few years ago, is 625 feet long.

When the volume of traffic is mentioned most people are astonished to learn that no tolls are charged. This is true on both the American and Canadian sides. No questions are asked. Any vessel can go through regardless of size and nationality.

Mr. DeYoung points out that a vast income would become available if tolls were charged as at other big canals.

"Take any year, 1923, for instance," he says. "In that year the tonnage going through the American canals alone was 89,121,000 tons. Assuming that the improvements along the St. Mary's River have effected a saving of only a dollar a ton on freight costs, and deducting annual maintenance costs and interest on the investment at \$1,621,000, this makes an annual saving to the American people of \$87,621,000."

The American Government now has approximately \$27,000,000 actually invested in St. Mary's River improvements, including locks, canals, channel dredging and minor works. It is on these figures that Mr. DeYoung makes his estimate.

"If the same rate of tolls were charged as prevail at the Suez Canal," he says, "we would have a total income of about \$118,710,000 for the year, which is about four and four-

tenths times the cost of all the improvements here. At the Panama rate our yearly income would be around \$73,000,000."

This is a pretty fair saving for the American people and indirectly helps considerably to reduce the cost of living.

New York harbor, conceded to be the greatest in the world, in busy years handles about 90,000,000 tons of freight, so that the Soo traffic compares favorably with the greatest shipping center and it operates only about eight months in the year. From early in December until the fore part of April the lakes are ice bound.

Nearly two-thirds of the freight traffic going through the Soo is made up of iron ore. In 1930 ore to the extent of 47,050,854 tons passed the locks. Eastbound grain and westbound coal are other big items. The bulk of all Great Lakes traffic passes the Soo at one time or other.

The Lake Superior country produces 85 per cent. of the iron and 10 per cent. of the country's copper. The Northwest also grows millions of bushels of wheat. These products must travel eastward and southward.

Long ago it was found that ore, coal and limestone could be assembled for steel making more cheaply on or near the shores of the lower lakes than in other places. Hence they commenced to bring the ore down in an ever-increasing caravan of vessels. As the country grew and the use of iron and steel became more general, sections of western New York, western Pennsylvania, Ohio, Indiana and Illinois leaped into development and prosperity on a great scale. The all-water route for iron ore from Lake Superior gave these sections a big advantage — one they otherwise would not have enjoyed. The iron and steel business "made" the middle West because of the Soo canals and to-day this dependence continues. The center of the steel business has moved farther and farther westward so that the Chicago district is now one of the most important in the country.

Canada had the honor of building the first lock at the Soo. The bateaux of the woodsmen could not navigate the swift rapids of the river and in 1798 two locks of about 38 feet length and nine-foot lift, were constructed. They were made of logs and ox teams pulled the bateaux through. American troops destroyed these lock in the War of 1812.

First Lock in 1855

On the American side the State of Michigan constructed the first lock in 1855. The first United States Government lock was finished in 1881. It is now unused, being too small for most lake craft. Other locks were finished in 1895, 1914 and 1919. The four locks

range from 350 to 1350 feet in length, with a depth of from 18 to 24½ feet.

The surface of Lake Superior is naturally about 22 feet above that of Lake Huron. The two lakes are connected by the St. Mary's River, the greatest fall being at the rapids, or "sault," as the French settlers put it, where the river drops from 17 to 21 feet in less than a mile, over a shallow, rocky bottom. These rapids made navigation impossible until the canals and locks were constructed. The United States now has the four locks mentioned, and Canada one.

It is worth noting that the first lock at the canal was built in the face of strong opposition. No less a statesman than Henry Clay declared in the United States Senate that "the place of work was quite beyond the remotest settlement of the United States, if not in the moon." The faith of the early promoters has been justified to the extent that an important leg of the nation's industry now rests upon the Soo canals.

There is always an element of the dramatic at the Soo, too. In December, 1926, more than 200 big lake freighters were held fast in the ice by a sudden freeze and the struggle to release them was one of the epics of that section. James B. Holm.

Use of Refrigerating Units For Successive Food Crops

Experiments conducted by the Department of Agriculture have demonstrated the necessity for rapid refrigeration of fruit after it has been picked. Every delay between the harvest of fruit and vegetables and refrigeration impairs the effectiveness of the process.

To meet this need for speedy delivery to the refrigerator, the refrigerating industry has developed units operated by gasoline engines and mounted on trucks. A tentative program has been worked out whereby the movable units can be used over wide areas.

Thus they can be used in Texas in May for refrigeration of spinach, strawberries in June and July, and for lima beans in September.

Premium Trade Still Active

A spurt of late buying developed this week in the premium trade when a number of manufacturers of consumer products placed 1934 contracts. The companies had held up commitments until assured that industrial codes would not prohibit the distribution of premiums to consumers. There was some purchasing last week, but orders booked so far this week were larger. One producer closed a deal with one cake flour company for one million tin pans. Another large contract for premiums was placed yesterday by a cocoa house. Earlier in the week a flour mill placed a substantial order for tin utensils.

CIVILIAN CONSERVATION

Greatest Accomplishment of the Corps
Thus Far

What is the greatest accomplishment of the Civilian Conservation Corps program thus far?

Has this much-talked of undertaking deserved the sympathetic interest of the public?

To attempt to evaluate a part of history that is still in the making, may not be wise, especially when the results of the action extend so far into the future. However, certain proofs of the value of the work are to be seen in the vicinity of each of these camps, the evidences of accomplishment varying with the locality. Foresters state that these months of concentrated activity have brought about results which fifteen or more years of ordinary endeavor might not have accomplished. Forest fire losses on the national forests were materially reduced, so the Forest Service reports, in that only 128,635 acres were burned over as compared with the five-year average of 600,873 acres per year. Costs of fire suppression on the National forests amounted to \$250,000 up to September 1, as compared with \$706,000 in 1932 and \$3,922,000 in 1931. This record was due to physical improvements, as well as to the number of men quickly available from C.C.C. Camps in mountainous or other regions ordinarily low in man-power. Roads made quick action possible on fires which, in other times, could have been reached only after hours, or even days, of hard travel on foot over poor trails, or none at all. In Oregon alone, 736 miles of new truck trails or mountain roads were built, over 3000 miles improved, and work was done on 2700 miles of trail. In the forest wilds of this same state, the boys erected 291 buildings, including lookout houses, ranger stations, barns, and other structures required in forest protection and administration. Almost 500 miles of telephone lines were constructed, a large number of permanent camp grounds were cleared and improved with camp-sites, fire places, and sanitary accommodations, making possible increased use of such camp grounds by tourists from all parts of the United States. A summary of the work accomplished in this western state of great undeveloped forest resources would require many paragraphs.

Among the projects listed throughout the United States are: construction of fences and bridges, erosion control improvements, cattle corrals and stock driveways, blister rust control, poisonous plant eradication to protect grazing stock, development of springs, planting trees, thinning tree stands; erecting road signs, building fire breaks, and other classes of work assembled under fifty or sixty different headings.

In Michigan, work has been done largely on national and state forests by a force of 12,000 young men. Winter work will be done at 79 camps employing approximately 15,000 men.

Greatest results are those which minimize forest fire losses. By early fall,

more than 400 miles of fire-breaks had been added to the defensive system; 700 miles of truck-trails—rough roads over which trucks loaded with men and fire fighting equipment can travel with speed—were completed at the time of the report, and as many more miles are ready for travel by this time. "Minutes counts" is a slogan which is in effect in forest wilds as well as in crowded cities.

Such undertakings are ideal for employment purposes. Trees need to be felled, debris cleared away, grading done, culverts placed—all jobs on which the use of hand labor is the cheapest and most effective method of getting the work done. Hazard reduction, which means the cutting of dead standing trees (snags) which serve to spread fire; the piling and burning of slash resulting from the cutting of timber; and the disposition of other hazardous material are among the projects which will be pushed forward during the winter not only on state, but also on privately owned lands.

An example of the use of specialized abilities by C. C. C. workers was the construction of 300 buildings, including twelve large warehouses at district conservation headquarters. This number of buildings was increased during the late fall by the erection of complete housing units for winter occupancy by the various units. Another specialized activity was that of white pine blister rust control work on an area of more than thirty square miles. This included the location and eradication of all wild currant and gooseberry bushes—essential hosts in the life cycle of this plant disease.

Next summer, recreation visitors will find available many more attractive and safe areas cleared for camping. Other improvements include trails for hiking, bridle paths, fireplaces, tables, everything for the convenience of the park user, including, incidentally, the eradication of poison ivy! Fishermen will be particularly pleased with the lake and stream improvement projects which will add to the fish supply. Statistically, there were added in the lakes: 1080 covers and shelters, 246 spawning beds, 96 minnow slabs and 56 plantings of aquatic vegetation covering extensive areas. Streams were improved by adding 1200 speeders, covers and dams. Only a true Izaak Walton disciple can appreciate the value of these improvements and others not listed. Lovers of trees and shrubs will be relieved to learn that instructions for the clearing up of areas stressed the desirability of preserving natural beauty through a judicious use or restriction of use of saws and axes. When this principle appears to have been violated, it was probably due to youthful enthusiasm in putting to use newly acquired skill with the woodsmen's tools.

While projects having to do with improvement work, fire control measures, increased production of fish and game, and recreation developments were among the duties of the technical forester, opportunities to use his specialized skill in wood production were not lacking. At the close of the first six

months of work, forest stands improvement work had been done on 3500 acres. Where trees were growing too closely, thinnings were made. Where valuable younger trees were being shaded by larger trees of little or no value, the latter were removed. All work will have the ultimate effect of speeding up growth and providing higher quality timber. Work of this nature is especially suitable for winter activities.

Reforestation, which was at first popularly considered as the only work of the C. C. C. program, was only a part of the activities necessarily, because of seasonal limitations. Planting, mostly done during the fall, on the state and national forests totalled 15,000 acres.

All of this work required supervision—much of a technical nature. A scarcity of technically trained men was in evidence early in the summer. All of the men in supervisory positions found plenty to do. Much credit is due to the officers of the State Department of Conservation and of the Federal Forest Service for their success in handling this great undertaking with comparatively little increase in staff personnel.

While advances in conservation were made and will continue to be made, as shown by the impressive list of accomplishments, many students of the C. C. C. program believe that the real success of the undertaking lies in its effect on the lives of the 300,000 young men enrolled during the first six months and on the other thousands who found places in the camp for the second six months of work. Few of these young men had worked since 1929; many, high school graduates, had never worked. Too often, they were members of starving families or had left home to enable relatives to prolong vanishing resources. Enforced idleness and discouragement were paving the way toward unfortunate personal and National consequences. Then came the so-called "Reforestation Act," now more generally called the C. C. C. program, which was enacted "for the purpose of relieving the acute condition of widespread distress and unemployment now existing in the United States, and in order to provide for the restoration of the country's depleted national resources" etc. Food (startling tales were told of amounts consumed shortly after enrollment), clothing, and shelter had their innings in the building up of physiques. Work, play, association with others under outdoor conditions, the satisfaction of contributing to family support (\$25.00 of the \$30.00 a month wages was sent directly to dependents) played their part in developing and building up personal morale, good spirits, and, a sane and healthful attitude toward life attendant upon a normal existence. To most of these young men this experience will be one of the high points of their careers. Historically, it is significant, as at no other time have so many men been assembled for a peacetime activity which worked not only for general welfare, but also for the highest returns to the individual.

Educationally, more or less unorganized activity prevailed in many camps during the summer, most of which had to do with learning about forestry, about trees, about parts of the job. For winter, however, an organized program is to be inaugurated, in accordance with a detailed plan to be prepared under the general direction of the Office of Education, Department of the Interior and carried out through the War Department by teachers who will work under the supervision of the Camp Commander, the army officer in charge of each camp.

The staff set up includes an Educational Director (Office of Education), nine corps area officers, and one camp educational director for each of the 1466 camps. All of these men will be selected by the Office of Education and all, with the exception of the Educational Director, are under the direction of the War Department. The salary of the teacher for the camp is \$166 per month, presumably without board. A total of \$1,150,627.00 is provided for the four-month program.

The outlines of instruction, teaching procedures, and types of teaching materials for use in camps will be recommended to the Secretary of War by the Office of Education.

Under the direction of the Camp Commander the educational adviser will be in general charge of the educational program in each camp, and will be responsible for the following duties: To have general supervision of the educational activities of the camp; to develop an educational program suited to the needs and interests of the men in his camp; to secure supplementary educational facilities from schools, colleges, and other organizations available to the camp; to supervise the work of the Assistant Leader; to recommend to the Camp Commander opportunities for coordinating the educational program with the work and recreational programs of the enrolled men; and to advise and counsel with the enrolled men on their educational program as well as their future vocational adjustment.

The unusual conditions under which the program will operate should encourage the development and application of educational methods adapted to the particular demands and situations.

Aside from the present effect of the C. C. C. development upon natural resources and people, there are other influences. The whole undertaking showed in an interesting fashion how well governmental organizations, ordinarily widely separated, can work together—in this case the Department of Agriculture, Interior, Labor, and War. No survey of this conservation program is complete without a recognition of the effective manner in which the Army handled the preliminary training and equipment of the men, and their supervision when they were not actually on forestry work. Supervising, and providing food, clothing, and shelter for 300,000 men divided among 1500 camps distributed throughout the entire United States constitutes no small achievement.

Another fundamental result of the C. C. C. program is its influence upon the thinking of the American citizen. He knows far more about his dependence upon natural resources and his responsibility for an adequate program of land use, in which forestry, forest influences, and forest crops of timber, wild life, and recreation are inescapably related to marginal and sub-marginal agricultural lands. The Civilian Conservation Corps Act as such may not be in effect after a time, but already there is interest in continuing a somewhat similar program on a smaller scale as a part of the normal governmental program. Whether or not this is done, there is a definite and widespread interest in forestry which will manifest itself through greatly increased forest extension by National government, state, and private land owners.

E. V. Jotter,
Assistant Professor of Forest Extension, U. of M.



Lines of Interest To Grand Rapids Council

It has been called to our attention that one of the larger chain store operators has been a flagrant violator of the N.R.A. code which was given retail merchants to operate under. It was stated that as soon as the wage code had been established seven of the highest paid truckers were called in and simultaneously discharged and cheaper men installed on the trucks. The discharged men had been with the company for a considerable time and had gradually built up their income until they drew a fair wage. The code fixed the minimum wage for truckers at a lower scale so the better paid men were thrown aside without the opportunity of taking the job at a lower figure. If every man, woman and child could know of just that one dirty, low-down trick, we believe that they would refuse to do business with such scheming, cheating law violators. That is just one of the many tricks they play on the public and Mr. and Mrs. Public like it and will try and claw your eyes out if you remonstrate with them when you know they are spending good American dollars with the varmints. Yes—and plenty of traveling men are spending their money with them and sending it out of local circulation. Perhaps all of them will wake up some time and make up their mind that their independent dealer is worthy of their trade.

Take help of many, advice of few. You can get along at Christmas time without holly, but you must have the berries.

H. R. Bradfield and family spent Christmas with Dr. and Mrs. Bolender and family, of Detroit.

Mr. and Mrs. Frank Holman spent Christmas with Mrs. Holman's sister at Monroe.

Mr. and Mrs. Harry Nash entertained Mr. and Mrs. Harvey Bidstrup,

of Pontiac, during Christmas. Mrs. Bidstrup is a sister of Counselor Nash.

A bachelor may feel more lonely at Christmas time, but he at least knows when he receives a present that he will not have to pay for it later.

Darcey Wilcox, who has been representing Libby, McNeal & Libby in Michigan for several years has been transferred to the milk department in Chicago and will cover four states as a specialty man. This promotion comes to Darcey after several years of diligent and successful application to intelligent selling. Council members will be pleased to learn of Counselor Wilcox being rewarded for faithful service and we extend heartiest congratulations.

Take down a thief from the gallows and he will hang you up.

Selby Miller, chairman of the entertainment committee and Michigan representative for J. D. Adams Co. of Indianapolis, who manufacture road equipment, is moving the heavens and the earth to place top-side in a sales contest. Selby is only two or three notches from the top and expects to perch on the top of the pole when the curtain rings down on the business of 1933. Our best wishes go out to counselor Miller for success in his race.

Christmas comes, but once a year's enough.

Counselor MacLachlan, who is in charge of the Muskegon branch of the Arctic Ice Cream Co., spent a few days in the city last week. Mac reports a very good business. He also reported that Mrs. MacLachlan had undergone a serious operation, but was recovering very nicely. We extend our best wishes for her speedy and complete recovery.

R. W. Bentley has been having a very remarkable business the past few weeks. He completely sold out his stock by Wednesday of the past week and had to come in and get another stock to supply his trade.

Charles Ghysels is spending the week in Detroit attending a sales meeting of the Salada Tea Co. Salesmen from the Middle West will attend this convention. Prizes will be awarded and quotas for 1934 will be given out. Charlie usually picks off a nice juicy prize every year and we hope he does the trick again this year.

Sweat makes good mortar.

The state lawmaking bodies have handed us an ultimatum regarding the sale and prices of hard liquors. With that ultimatum comes a beautiful engraved invitation to make all possible purchases of good and fancy liquors from a reliable boot-legger. We feel that a big majority of users will accept that invitation with thanks. We take from the attitude of the law makers that they do not care whether Michigan makes or loses revenue. It appears that some one has had his palm greased and that fairness and good judgment has been crucified on the cross of jealousy and greed. They have handed the child that which he has been crying for, now they take it away from him. An Indian gift if you please. We have been in hopes that the tax

evading boot-legger would be eliminated through reasonable prices on dependable spirits but we have now concluded that the reliable boot-legger is a gentleman in contrast with our body of ignoramuses who subsist on and spend the tax payers money from the foul smelling capital in Lansing. Our own city commission is hopping around like an idea in an empty skull issuing and recinding orders as to closing time, etc., of our local clubs. Perhaps a lusty, husky youth with the batting ability of a Babe Ruth might be able to hit some of those dumb nuts hard enough to let a little light of common sense filter into their craniums and give us the results of good, sound thinking men who are working for the interest of the general public just part time even though they expect to do most of the work for their own interest. We should not wonder why some countries have Reds. Those fellows are made, not born.

The man who originated the proverb that it's better to give than to receive had probably just finished unwrapping his Christmas presents.

Take the world as it is, not as it should be.

The Ladies Auxiliary donated a substantial sum at their last meeting for food for poor families who came within the ken of the United Commercial Travelers. This money supplied several baskets of good food food which were distributed to the needy. Mrs. L. L. Lozier was in charge of this mission and was assisted by Mrs. Harley Lovell and Mrs. L. V. Pilkington.

Those of you who are passing up the Saturday noon luncheons which are held every Saturday in the Elk's cafeteria are passing up an opportunity for a pleasant hour with your fellow salesmen. This informal gathering is becoming quite popular and the gathering is gradually increasing.

The real dub is the man who gets little when much is provided. In this fat old world, a good deal is coming to every man of fair intelligence and health. Not half of us get as much as is fairly coming to us.

Do not forget to mark a big, round ring around the date of Jan. 6. That is the date of Grand Rapids Council's big New Year meeting and party. Plans are already under way for the party and it sure does look as though there are going to be lots of things doing. Remember this and get in touch with all the counselors you can and get them to come along. Let us make this meeting a hum-dinger and a regret for those who fail to attend.

After his wife had sat for three minutes with a thermometer in her mouth, Smith piped up: "How much do you want for that little instrument, Doctor?"

An old cemetery with leaning slabs and broken marble shafts looks no more forlorn or eerie on a snowy morn than does a vacant lot on Christmas morning that is strewn with little evergreens that have been slaughtered by ruthless desecrators of young forests that have sprung up to replace the deforested sections of Michigan and neighboring states. Ruthless and wan-

ton destruction of timber lands have changed the natural beauty of our landscape and effaced the handiwork of the Creator. Climatic conditions have been changed by the removal of these wind-brakes until our own Michigan has been raised from twenty-fourth place in windstorms and cyclones to twelfth place. Our snowfall has been lessened and the rainfall so necessary to growing crops is diminishing. There is but one redeeming feature in the wholesale destruction of little trees for Christmas and that is the gladness brought to the hearts of the little ones when they awaken on Christmas morn and behold the gaily decorated trees loaded with gifts from Santa. But what about the thousands of homes that know not the little ones who worship Christmas and the jolly old Saint? With all our ability to create and manufacture synthetic things, why not produce synthetic Christmas trees and spare those thousands of little trees which may grow into useful timber for our posterity? If every land owner would refuse to allow the slaughter of young trees for a meager pittance, some one would turn to the manufacture of Christmas trees and therefore create a new industry which would contribute to the general welfare of the community in which it is established. Those who refuse to be a party to the destruction of tree life are doing a service to the state and the Nation and should band together to help enact laws that would punish by fine and imprisonment those who would dare to wield the axe on our young trees. The Nation is spending millions to reforest vast tracts, yet, yearly, a great toll of slain trees are laid at the feet of those who care not for the results of their perfidy, and many thousand more bodies of little trees lie unused and are thrown into the dumps to decay and become a part of the earth that nourished them. Willful waste will make woeful want.

We extend our sincere wishes to you for a very Happy and Prosperous New Year. Notgniklip.

Bar Glass Shipments Delayed

Demand for all types of beverage glasses has increased to such an extent since repeal that factories specializing in "bar goods" are unable to cope with the orders for merchandise for immediate delivery. Buyers in the New York market are advised that no orders will be accepted for delivery earlier than March 1. The glass plants are now more than a month behind on shipments and have sufficient business on hand to keep them operating at full capacity until March. Old-fashioned cocktail and whisky glasses are the two styles in greatest demand at this time.

Poor Meat, Small Profit

Declaring that selling poor meat never has made money for dealers, G. G. Inman, addressing a meat trade meeting in Sioux City, Ia., said:

"When you sell a piece of meat over your counter, make certain it is good meat. If you are going to sell anything but the best grades of meat, be fair to yourself, your customers and the producers by stating just what grade of meat you are selling."

MOVEMENTS OF MERCHANTS.

Vassar—The State Bank of Vassar has been incorporated with a capital stock of \$25,000, all subscribed and paid in.

Detroit—The Standard Roofing Co., has decreased its capital stock from \$25,000 to \$10,000.

Holly—The Holly Dairy Co., dealer in dairy products, has changed its name to the Hickory Dairy Co.

Detroit—The Wolverine Tool Co., 2013 Franklin street, has increased its capital stock from \$30,000 to \$35,000.

Detroit—The Clinton Creamery Co., Dime Bank Bldg., has decreased its capital stock from \$250,000 to \$1,000.

Detroit—The Imerman Screw Products Co., 740 Meldrum avenue, has decreased its capital stock from \$150,000 to \$15,000.

Detroit—The Marx Market Co., 2309 Bagley avenue, dealer in meats, has decreased its capital stock from \$50,000 to \$10,000.

Detroit—The Arrow Roofing & Sheet Metal Works, 5100 St. Jean avenue, has changed its name to the Roofing & Sheet Metal Service Co.

Muskegon—The Daniels Co., dealer in office furniture, stationery, china and glassware, has decreased its capital stock from \$50,000 to \$27,500.

Owosso—The Independent Stove Co. has changed its name to the Renown Stove Co. and decreased its capital stock from \$600,000 to \$309,000.

Owosso—The Owosso River Valley Coal Co., R. R. 6, has been organized to mine and sell coal, with a capital stock of \$30,000, all subscribed and paid in.

Muskegon—William Castenholz, 68 years old, prominent in the meat packing and realty business here for over 40 years, died unexpectedly Dec. 19, in Los Angeles, Cal.

Detroit—The Ever Nu Kleen Kloth Co., 1005 Henry street, has been incorporated with a capital stock of 15,000 shares at \$1 a share, \$9,000 being subscribed and paid in.

Fremont—Ted L. Joslyn of Grand Rapids has taken over the management of the Kimbark, Fremont's only hotel. The dining room, which has been closed in recent years, will be redecorated.

Clare—The W. C. Cornwell Ranch Co., R.R.5, has been incorporated to deal in cattle, livestock and dairy products with a capital stock of 25,000 shares at \$1 a share, \$25,000 being subscribed and paid in.

Otsego—A. T. Borton, proprietor of the Otsego Bakery, has sold the business to W. E. Porter, an experienced baker of Kalamazoo, who has taken possession. Mr. Porter's son will be associated with him.

Grand Rapids—Robophone, Inc., 1500 Union avenue, S. E., has been incorporated to deal in wares and materials, with a capital stock of 500 shares at \$100 a share, \$22,500 being subscribed and paid in.

Detroit—Dudley Wetmore Smith, 83, president, T. B. Rayl Co., hardware store, died recently. He had been affiliated with the Rayl store for forty years, having induced Mr. Rayl to

move his business from Wooster, Ohio, to Detroit.

Grand Rapids—The Brebner Tractor & Equipment Co., 1239 Buchanan avenue, has been organized to sell snow plows, road machinery, tractors and farm implements, with a capital stock of \$50,000, \$1,000 being subscribed and paid in.

Detroit—David Stock, dealer in clothing and furnishings for men, shoes, cigars, etc., has merged the business into a stock company under the style of David Stock & Co., 6426 Woodward avenue, with a capital stock of \$10,000, all subscribed and \$7,000 paid in.

Kalamazoo—The Flower Garden Inn, 1323 West Michigan avenue, was badly damaged by fire Dec. 24. Cornelius Graine, proprietor, was awakened from sleep and escaped from the second floor by jumping through the window to the roof of a bay window beneath.

Flint—Safe breakers who know how to muffle the sound of an explosion used nitroglycerin about 30 feet from the Flint Police Station sometime within the last 24 hours to get into a large safe in the Hamady Brothers grocery at 610 South Saginaw street. They escaped with several hundred dollars. The safe was in a small room in the middle of the store. The robbers broke off a lock on the rear door of the store, just across the alley from the garage entrance of the Police Station.

Spring Lake—William H. Buckley, 75, prominent Spring Lake hardware merchant, died in his home here on Christmas day. He was born in Tiffin, Ohio and went to Marne with his father, Timothy, when he was 17 years old. He became well known in that community and later moved to Spring Lake, where he entered the furniture and undertaking business. He also started a hardware store which he conducted with his son, Lloyd, until a week ago. He was married 50 years ago to Miss Harriet Richardson, who survives him, with two sons, G. H. Buckley of Chicago and Lloyd. Funeral services will be held in the home Thursday afternoon with burial in Spring Lake cemetery.

Grand Rapids—There is much dissatisfaction over the manner in which buying for the welfare departments of the city and county are conducted. Two thousand shoes are purchased each week, the sales being confined to one store. The bread contract, which has been handled in the past by small bakers on the West side, under the direction of the Watson-Higgins Milling Co., was awarded to the A. & P. Co at 4.6 cents per pound and a pound and a half loaf—the same loaf the A. & P. sells in its retail stores at 9 cents per loaf. The A. & P. local manager admits that the bid is less than cost; that it was made in the belief that if people came to the A. & P. stores for bread they would stay and buy other articles at regular prices. This practice is in violation of the NRA code now in the hands of the President.

Few average men learn how to cook, but they'd better.

Manufacturing Matters

Detroit—The Medicoband Manufacturing Co., 120 Madison avenue, has been organized to manufacture and sell medical bands and pads, with a capital stock of \$1,000, all subscribed and paid in.

Detroit—Freeman Laboratories, Inc., 3358 Calvert avenue, has been organized to manufacture and distribute, with a capital stock of \$10,000, \$1,000 of which has been subscribed and paid in.

Detroit—The Metro-Metal Mfg. Co., 1326 East Woodbridge street, has been organized to manufacture and deal in steel and other metal products, with a capital stock of 400 shares at \$10 a share, \$2,000 being subscribed and paid in.

Detroit—Diabet Laboratories, Inc., 9105 Dawes avenue, has been organized to manufacture and sell medicinal and chemical products, with a capital stock of 25,000 shares no par value preferred at \$1 a share and 75,000 shares no par value common at \$1 a share, \$1,000 being subscribed and paid in.

Fred I. Larrett Deceased

Detroit, Dec. 26—The sudden death of Fred I. Larrett, former dry goods salesman and merchant, on Dec. 19, was a great shock to his many friends in this city and particularly his former customers in the state, to whom he had endeared himself.

Mr. Larrett was born in Vassar, Michigan, forty-six years ago. While in his teens he moved to Alpena with his parents, remaining there until twelve years before coming to Detroit. Shortly after taking up his residence here he was appointed Western Michigan representative for Burnham, Stoepel & Co., remaining with them until 1921. His duties with this firm necessitated making his headquarters in Grand Rapids.

Following his return to Detroit, Mr. Larrett engaged in the retail dry goods business. He remained in business for four years and again took up road work, representing the Cadet Hosiery Mills of Philadelphia.

A friendly man was Fred Larrett. His genial, magnetic manner, his keen sense of humor and rugged straightforwardness won and held for him a legion of friends. His customers anticipated with pleasure his visits. His friends outside of the trade always found his company enjoyable, wholesome, interesting, sincere.

In 1912 he married Mabel Geddard, of Alpena, the union proving an unusually happy one.

In four words, a sorrowing friend expressed the genuine feelings of Fred Larrett's acquaintances upon learning of his passing: "A good man gone."

Funeral services were held in Detroit and interment was in Alpena. Surviving are his widow, and his mother Mrs. Eunice Larrett, and a sister, Mrs. Grace Godfrey, both of Flint.

Abraham Lincoln Sends Us a New Year Message

One day Lincoln called an urgent cabinet meeting at a critical moment in the civil war.

The men came, their faces strained, anxious, depressed.

After they were seated, Lincoln strode into the room, cocked his feet on the table, pulled out a volume of Artemus Ward, and read funny story after story, laughing uproariously.

His cabinet looked shocked, dismayed, even angry, that he could so waste their time, and his, with stories,

in such a dark and momentous hour of crisis.

Finally he laid down his book, looked at their solemn countenances, and said:

"Gentlemen, why don't you laugh? For God's sake, laugh. If I didn't laugh occasionally, I'd die."

Abraham Lincoln's New Year message to all of us to-day is to keep our sense of humor.

It is a great asset to be able, when things get you screwed up tight, to let down a bit and laugh.

Perhaps the most important resolution we can make for the New Year, a resolution that will help us meet and master the difficulties that lie ahead, is to recover our sense of humor.

Ben Dean.

Chain Stores Are Paying Sales Tax

At a recent meeting of the Grand Rapids Wholesale Grocer Co., a local stockholder stated that he knew to a certainty that the chain stores of Michigan were not paying the 3 per cent. sales tax provided for by the Legislature of 1933. The matter was brought to the attention of the Tradesman, which assured its caller that the local grocer was entirely wrong. In the meantime confirmation of the Tradesman's statement was obtained from the Secretary of State, as follows:

Lansing, Dec. 26.—Answering your letter of Dec. 22, I wish to state that the chain stores are paying the three per cent. sales tax. I know this personally because I took the opportunity to make a personal check of this matter only two or three weeks ago.

I have the exact figures on file in case you are in Lansing sometime and would like to go over them in my office.

With kindest regards and extending to you the Season's Greetings, I am
Frank D. Fitzgerald.

Michigan Wholesale Grocers' Association

Saginaw, Dec. 21.—At the annual meeting of this Association held at the Olds Hotel, Lansing, Dec. 20, the following officers were elected:

President, George Kelly, Lee & Cady, Detroit;
Vice-President, Wallace Hume, Hume Grocer Co., Muskegon;
Executive Committee, H. L. Milnes, Southern Michigan Grocer Co., Coldwater; John W. Symons, Jr., Symons Brothers & Co., Saginaw; Charles Kyer, Kyer-Whitker Co., Ann Arbor;
Secretary, P. T. Green, Saginaw.

The new secretary of the American National Wholesale Grocers Association was present and addressed the members. He said the President would undoubtedly sign the wholesale grocery code this week, to take effect seven days after it receives the signature of the Chief Executive. All wholesale grocers in Michigan must join the state association. The executive official of the NRA in Michigan will be Jay Symons, of Saginaw. Jobbers will not sell any article at less than 2½ per cent. above cost. The present regulation in the retail grocery code not yet signed by the President is 6½ per cent. Chain stores must join the Wholesale Grocers Association where they maintain distributing stations and the retail chain stores must join the retailers' association or form an association of their own. This state will be divided into districts, operating under the direction of Mr. Symons. Each district will be looked after by a committee of three wholesale grocers.

P. T. Green, Sec'y.

We are sometimes as different from ourselves as we are from others.

Essential Features of the Grocery Staples

Activities within the AAA will bear watching in the next few days. It can be plainly seen that this group in the Government with whom the food trade has had such unfortunate experiences is near the breaking point and were it a commercial organization would financially be ready for that universal friend of business, the bank, to step in.

In the matter of trade activities in the past week the codes have occupied the center of the stage. The grocery industry has had more than its share of ill luck in codes beginning with the AAA last June. The grocery codes have been delayed about fifteen days while a group of Washington's best legal minds have exercised angles on pin points. The transfer of the grocery codes from the AAA to the NRA has not yet been signed by that breaker of precedents, Mr. Roosevelt. The reason for this is that the legal men have erected a barrier of objections and precedents and what not that for the present at least cannot be surmounted. That is many people who are supposed to be in the know in Washington have laid the blame for code delay in that direction. It may be part of the reason for the delay, but there is more reason and plenty of it.

One of the real reasons that the present code structure has been delayed can be laid to a certain gentleman in Washington, whose name is Frank E. Gorrell. It will be remembered that when the grocery trade master code was in hearing before the AAA Oct. 9 to 12, Judge Covington, counsel for the National Canners' Association, did a masterly job in evasive obstructionism. He did not say that the association opposed the code nor that it would not work under it. No, not that. But he did give the men in the AAA, who were opposed to the grocery trade and the master code in particular, every opportunity to realize that if there was underground opposition to the master code, why there it was. To this day it is the same. Mr. Gorrell on the word of many who have been in Washington in the past month, has done a thorough and consistent job of opposition to the grocery codes.

The probable result of Mr. Gorrell's opposition will be that the distribution and retail grocery codes will be signed by the President and that the manufacturers' code will not be. The distributors and retailers will not be entirely friendly when they find these things out.

It would be fine if all the canners' products were sold through stationery stores of shoe shine parlors. But they happen to be sold through the average run of grocery stores for the most part. Since this is a fact the canners will in time be compelled to petition for representation on the grocery code authority. They should see these things.

Charley Ackerman, bad boy of the Bronx, where the affairs of retail grocery associations are concerned, has put his foot into it again. He swore in court early in the week that he had been delegated to interpret the retail code by NRA authorities in Washington. Officials in Washington, it is un-

derstood, are taking up the matter and will in all probability take action. Mr. Ackerman is general manager of the United Independent Grocers' Association with headquarters in the Bronx, and is already under indictment for the sweet little business of coercing grocers to join his organization. He has consistently fought the National Association of Retail Grocers and the New York State Association of Retail Grocers, refusing to go along with either organization on code or other industry interest matters. In stating that he represented the code authority or the NRA he was on particularly unfamiliar ground.

Sugar—Local jobbers hold cane granulated at 4.80c and beet granulated at 4.60c.

Tea.—On account of the holiday season the first hands demand for tea has been quite poor during the week. However, the primary markets are still firm and prices in this country have been uniformly steady. Consumptive demand for tea about as usual.

Coffee.—In spite of the dullness caused by the holiday season the market for future Rio and Santos coffee green and in a large way has shown some little strength since the last report. There has been some demand as the result of this, or as the cause of it whichever way you look at it. Spot Rio and Santos has remained nominally unchanged with a fair demand. Mild coffees are unchanged for the week. The jobbing market on roasted coffee remains about unchanged.

Canned Fruits.—Florida grapefruit has caused some uncertainty in the trade. Large packers have consistently denied offering any concession for business, while reports in the trade had a discount of 5 per cent. on sizeable business. These reports circulating for some weeks have hindered rather than helped the sale of grapefruit, and instead of bringing the trade in the market for grapefruit such inside concessions and deals have caused the trade to defer commitments as long as possible.

Canned Vegetables.—Canned vegetables approach the new year in good position. Prices on the whole are very well maintained and there is no anxiety to sell. There seems to be a particularly good clean-up on vegetables in No. 10s tins. The conservation corps created a sizeable market for gallons, which in many cases were pretty short to start with. The better grades of beans and peas are out of the way and there is no surplus to speak of in tomatoes and corn.

Canned Fish.—California tuna packers during the week have received a nice Christmas present from Washington in a 50 per cent. increase in the tariff on imported tuna. This makes it very much harder for Japanese tuna packers coming here and underselling domestic market. An advance has also been made in the tariff on certain grades of Norway sardines, which the Maine sardine packers seem to think will help them. Salmon shows nothing new. Demand is very small at present.

Dried Fruits.—The dried fruit market is fairly active this week, but since holiday requirements had been covered earlier, there was some tendency to let down. The situation is very

favorable, however, and sellers point out that the trade did not buy much beyond Christmas and New Year requirements. As a result, it is said that a resumption of activity soon after the turn of the year is expected. Domestic dried fruits are being very well maintained. The campaign of the United Prune Growers in this market has stimulated the demand for Imperial prunes. Chain stores have been reporting a much better response from the public where window and counter displays have been given. It was also said that the displays had helped all prunes and that reorders were encouraging. Raisins are holding quite firm, with a stronger undertone in California. The control program mapped out for the season has indicated that higher prices will be certain in the future on Thompsons. Growers have been reluctant to sell pending the final acceptance of the plan. Apricots have been in better demand here since the prices were revised downward. At present levels they still are as cheap to buy here as on the Coast.

Beans and Peas.—No change has occurred in the market for dried beans since the last report. The market is very dull and prices weak. This also applies to dried peas.

Cheese.—Demand for cheese has been very quiet during the week and prices have eased off somewhat.

Rice.—Rice millers and dealers look for a rather thin market for the remainder of the year, although some business is being booked for shipment after January 1. There is no incentive, however, to buy in large quantities and therefore trading is expected to be largely on a replacement basis, until such time as something develops to reawaken speculative interest. Export business is fair.

Review of the Produce Market

Alligator Pears—19c each.

Apples—Wolf River, 50 @ 75c per bu.; Northern Spy, \$1.25 for No. 1; \$1.50 for extra fancy; Wagner, \$1 for No. 1; Delicious, \$1.75 per bu. for No. 1 red.

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

Bananas—6 @ 6¼c per lb.

Butter—Jobbers hold plain wrapped creamery prints at 18½c, cartons at 19c and tub butter at 18½c.

Cabbage—3c per lb.

Carrots—60c per dozen bunches of Calif.; 75c per bushel for home grown. Cauliflower—\$2 per crate.

Celery—20@40c per dozen bunches.

Celery Cabbage—50c per doz.

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

Cranberries—Late Howes from Cape Cod, \$2.50 per 25 lb. box.

Cucumbers—No. 1 Florida, \$1.65 per dozen.

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

C. H. Pea from farmer.....\$2.10

Light Red Kidney from farmer.. 3.50

Dark Red Kidney from farmer.. 3.90

Light Cranberry..... 4.75

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

Fancy, fresh white.....22c

Candled, fresh.....20c
Candled, large pullets.....16c
Candled, small pullets.....15c

Storage eggs are as follows:

X.....14c

XX.....16c

XXX.....17c

Checks.....13c

Grapes—California Imperials, \$2.00 per box.

Grape Fruit—Texas and Florida are held as follows:

Texas Florida

64.....\$3.50 \$3.00

70..... 3.50 3.00

80..... 3.50 3.00

96..... 3.50 3.00

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

Green Onions—Shalots, 40c per dozen for Louisiana.

Green Peas—\$3.50 per hamper of 40 lbs. for Calif. grown.

Green Peppers—California, 50c per dozen.

Hubbard Squash—1½c per lb. Table Queen are the same.

Honey Dew Melons—\$2.25 per crate.

Lettuce—In good demand on the following basis:

Imperial Valley, 6s, per crate....\$3.00

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

Leaf, hot house..... 40

Lemons—The price is as follows:

360 Sunkist.....\$5.75

300 Sunkist..... 7.00

360 Red Ball..... 5.00

300 Red Ball..... 5.50

Limes—20c per dozen.

Mushrooms—28c per one lb. carton.

Onions—Home grown, \$1 per bu. for Yellow and \$1.10 for White.

Oranges—Fancy Sunkist California Navels are now sold as follows:

126.....\$3.75

176..... 3.75

200..... 4.00

216..... 4.25

252..... 4.25

288..... 4.25

324..... 4.25

Red Ball, 50c per box less.

Parsley—30c per doz. for hot house.

Pecans—Georgia, 20c per lb.

Pomegranates—60c per dozen for Calif.

Potatoes—90c per bu.; Idahos, \$2.25 per 100 lb. bag.

Poultry—Wilson & Company pay as follows:

Heavy fowls..... 10c

Light Fowls..... 7c

Ducks..... 8c

Turkeys..... 14

Geese..... 7c

Radishes—30c dozen bunches hot house.

Rhubarb—Hot house \$1.50 per crate.

Spinach—90c per bushel for Texas grown.

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

Tangerines—\$2.25 per bu.

Tomatoes—\$1.25 per 8 lb. basket for home grown hot house.

Turnips—75c per bushel.

Veal Calves—Wilson & Company pay as follows:

Fancy.....5½@6½c

Good..... 5 @6c

Vegetable Oysters—30c per doz.

Wax Beans—\$3.25 per hamper for Louisiana grown.

MUTUAL FIRE INSURANCE

Good Advice for Public

The following is taken from advice given by Assistant Chief Thomas F. Doherty, of the New York fire department. It should be placed before every citizen in the country, since so many of the 10,000 who burn to death every year are killed because they do not know what to do when in a burning building. The chief says:

Heat always rises as far as it can go—then travels laterally along lines of least resistance. The typical dwelling fire starts downstairs; in a very short time it reaches an open stairway; hot air, gas and smoke swish up to the top floor, accumulate there and then crowd the hallway under rapidly rising temperature and increasing pressure. If a person, alarmed by smell of smoke and crackling flames jerks open a bedroom door, the mass of witheringly hot air that has been pent up in the hall whips through this welcome opening and the unsuspecting householder drops in his tracks. That air is heated to 400, 600 or even 1,000 degrees—and one good breath of it is usually enough. Men have been killed four, five and even ten stories above the actual flames. In one tragic instance thirteen people were killed in one room on the fourth floor of a tenement house by a fire that hadn't advanced above the first floor. Before opening a bedroom door under such circumstances make sure such a course is feasible. Put the palm of your hand on the door panel before opening the door. If the wood is hot, it is too late. The only escape will be by the window and through the aid of the firemen. If the panel is not hot, open the door carefully, keeping to one side of inrush of hot air and in such way that it can be shut quickly if pressure is observed.

The safest place in a smoke-filled room is near the floor, where whatever fresh air there is will be found.

On a stairway the safest place is close to the wall.

A wet cloth over the mouth and nose will help breathing, but in a "hot spot" never breathe deeply.

New Dinner Ware Lines Shown

First samples of 1934 dinner ware lines are put on display in wholesale showrooms in New York. No prices are placed on the merchandise and all orders accepted subject to quotations prevailing at the time of shipment. The reservation as to prices is considered necessary because of advances planned by manufacturers. Outstanding among the style features of the new merchandise are "footed" teacups and "handle" trimmings on platters, vegetable dishes and similar pieces. Plate rims one inch wide are common in the new lines.

"Big Business" is doing its part. Will "little business" follow?

A serve-self cafeteria is a good place to practice sales resistance.

Is anything worse than a vase of dusty artificial roses?

GOOD WORDS UNSOLICITED

Voluntary Testimonials From Many Good Friends

St. Joseph, Dec. 21.—I have been derelict in not congratulating you upon the fiftieth anniversary edition of the Tradesman, which I consider one, if not the best, numbers I have ever read, during a period of thirty-six years.

"Songs of my Childhood" by Hon. Charles W. Garfield should be read in every little red schoolhouse in this state. Many of those songs we sang in the old union school house at Benton Harbor fifty-one years ago. I first met Mr. Garfield when I was assigned to report a meeting of the Horticultural Society of this state at the Bell opera house in Benton Harbor about thirty-three years ago. He was a great friend of Rolland Morrill, the father of the peach industry of Berrien county and also, I might add, the melon industry, when he developed his Hearts of Gold melon. To know Charles Garfield and Rolland Morrill was to love them like a father.

"Banker and Depositor" by Frank Welton, is fine. Fifty years ago he was a Benton Harbor resident and married one of Benton Harbor's fairest young ladies. For a number of years taught a class of young ladies in the Congregational Sunday school, while our beloved Sunday School teacher, Jennie M. Jones, deceased, taught a class of boys. His article is in keeping with Frank's wisdom and experience and should be read by every banker in the state.

It was a great treat also to read "Wildcat Money Days" by Old Timer and I hope from now on he will frequently have other articles in the Tradesman. Candidly, I have missed his articles, which appeared from time to time a few years ago.

"Down Grade" by our mutual friend, Douglas Malloch, I shall always keep and preserve and I hope it will be read by every young man who can obtain a copy of this poem.

Lee M. Hutchins can always be depended upon to contribute something worthwhile and in "Who is to Blame" he asks a question which we all can ponder over and then ask ourselves the answer.

I hope you will continue to edit the Tradesman for many years to come, knowing that the high standard you have set for this valuable trade paper will be continued and assure your readers the best trade paper in the United States.

With great personal regards I wish you and Mrs. Stowe a most Merry Christmas and a Happy New Year.
Willard J. Banyon.

Sparta, Dec. 21.—I thank you very much for a copy of the fiftieth anniversary edition of the Michigan Tradesman.

You have "done yourself proud" in that addition and it certainly took a lot of planning and work for a long time.

There are so many articles of real interest it will take a long time to digest it all.

I shall take this copy to the Detroit convention for the boys to see.

Only a little over three weeks more and I am looking forward to seeing you and Mrs. Stowe there.

C. J. W. Smith,
Sec'y Mich. Allied Dairy Ass'n.

Saint Johns, Dec. 21.—I congratulate you cordially upon the fiftieth anniversary of the Michigan Tradesman, marking, as it does, a half century anniversary of service to the best interests of business men. Subscribers instinctively recognize the extra measure of service beyond the dollar and cents service the Tradesman willingly gives the merchants.

Men of courage who do things are the greatest boon to the prosperity of a free country like ours and we feel

that we have in you a most worthy exponent.

You are doing your duty fearlessly and faithfully in passing judgment with all your efforts and will always enjoy the consolation that proceeds from the consciousness of duty faithfully performed, the admiration, respect and esteem of all honorable men and the approbation of Him to whom we must render our last balance sheet.

I wish you every success in continuing scriptural measure of service to high ideals and public good.

C. B. Mansfield.

Allegan, Dec. 14.—It gives me great pleasure to extend my very deepest congratulations on the fiftieth anniversary of the Tradesman. I sincerely pray that you may be with us for fifty more honest to goodness years. We need men. Best of luck and kindest of wishes. Always I am very truly,

H. O. Maentz.

To Expand 1934 Gift Lines

Manufacturers' lines of novelty gift-ware for the coming Spring and Summer will be the most extensive shown to buyers since 1929. Orders for raw materials placed by producers of metal-mounted glassware, dresser sets, pewter and silver hollow-ware, novelty picture frames and related goods are back to pre-depression levels. Artists specializing in designing such novelty goods report that their services are once again in demand and that they are being commissioned to do over all but staple design. Producers are striving to create entirely new lines featuring low and medium price goods. These lines will be shown about the middle of next month.

Mutual Insurance

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

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

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

Finnish Mutual Fire Insurance Company

444 Pine Str., Calumet, Mich.

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

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

Nineteen Thirty-Four

A *NOTHER* year is just over the threshold. Once again we will have opportunity to turn over a new leaf with the expectant thought of inscribing upon it the full realization of *A Happy and Prosperous New Year*. But somehow or other, there is a spirit in the air, carried along on the wings of confidence, that *Nineteen-Thirty-Four* will bring us much better things than have been our lot in the three years that preceded it.

This may seem like prophecy, but, if the remarkable about face that the country has made within the last three months portends anything, it is that the course of the coming year is turned in the right direction. In entertaining such optimism I am not alone.

Men of prominence in finance and industry, whom I have asked briefly to express their opinion of what 1934 may bring us, seem no less hopeful than I am that its secret closet contains more than the average measure of prosperity to the country at large—and prosperity means a fuller measure of material happiness.

Their opinions will fortify the growing confidence in this decided turn towards betterment.

*To America, prosperity means more than personal satisfaction. It is her nature to consider herself a trustee of it, to dispense it liberally to others less fortunate. Wealth to her always represents an opportunity to apply it to a useful and constructive purpose. When she wishes her neighbors *A Happy and Prosperous New Year* it is not a lip felicitation. It springs from her heart. And so it does from the average American.*

*Welcome 1934! I feel you will give the chroniclers of history many pleasant events to record in the annals of time. I am confident you will turn out the *Happy and Prosperous New Year* I personally would wish to all the readers and friends of THE MICHIGAN TRADESMAN.*

LOUIS GUENTHER.

HAPPY NEW YEAR

The various calendars in use throughout the world bring New Year's Day on various dates. The Abyssinian calendar begins with the first of Maskharrah, which corresponds to about September 10. With the Chinese calendar, New Year's day falls between January 21 and February 19, or on the first moon after the sun enters Aquarius. The Mohammedan calendar reckons time from July 16, A.D. 622, the day following the flight of Mohammed from Mecca to Medina. The Hebrew calendar, derived from the Babylonians and in use substantially in its present form since the Babylonian captivity, places the date of creation 3,760 years and three months before the birth of Christ.

Mexico has a pre-Columbian calendar combining an astrological and a solar system of reckoning. The Hindu calendar, in use in India, divides the year into six seasons, known as Vasanta, the flowery; Grishna, the hot; Varsha, the rainy; Sarada, the sultry; Hemanta, the frosty, and Sisera, the dewy.

The original Roman calendar of ten months, which was modified at the time of the kings into a lunar year of 355 days divided into twelve months, with an occasional intercalary month, was, through the ignorance of the priests who had charge of such matters, thrown into confusion. In 46 B.C. Julius Caesar came to the rescue by the introduction of the Julian calendar. England put the Gregorian amendment of the Julian calendar into effect September 3, 1752, making that date September 14 to cancel the difference of eleven days between the old and new styles and transferring New Year's Day from March 25 to January 1, beginning with 1753.

Bergson likens time to a snowball, which as it rolls carries the snow which it has collected along with it. We hope the snowball will drop some of the problems and cares it has picked up during the twelvemonth now closing and that 1934 will be a better and happier year for everybody.

BASIC INDUSTRY AHEAD

The announcement on silver took first place as a business development of the week. This surprise move of the administration was viewed in various ways. By some it was put down merely as a gift to mining interests and a sop to inflationists. It was regarded by others as likely to assist exports to the East. Speculative commodities and securities were higher.

From a trade standpoint, it was considered doubtful that a higher price for a limited amount of silver could mean much to this country. Exports to China and India represent about 4 per cent. of the total to all countries. If silver is worth more, they can buy more, but must expect to sell less. As they sell less they must curtail purchases. Temporarily, however, some stimulation is afforded our exports to those countries, a development noted over recent months as the price of silver rose.

The upturn in basic lines of industry which got under way several weeks ago has made further progress. Steel operations are running distinctly contrary to the usual seasonal trend and have

led the advance in the activities included in business index, which, for the latest week, is sharply higher. Our cotton forwardings were lower, reflecting, no doubt, the curtailment of the mills.

It is possible now to note the following favorable influences: Increased confidence in results under the NRA; Christmas trade which exceeded expectations; re-opening of banks and deposit insurance after Jan. 1; the switching of tourist expenditures abroad to this country—an amount, by the way, which will probably surpass by a good margin the foreign debt payments which were not made; and a public works program that is finally functioning.

Against this array may be placed the continued uncertainty concerning monetary policy, the mounting public debt and fear of what Congress may agitate or legislate.

PRACTICAL GOOD-WILL

In the traditional season of good-will, it seems appropriate to suggest that 1933 may go down in the history of this country as the year when more than lip-service was given to this ideal. For practical results in promoting co-operation of all citizens toward the common good, no period in the past can compare with what has been achieved in the last twelve months.

A few large industrialists in the past have pointed out how success comes from serving the public well and treating employees humanely, but it has taken a national calamity of the direst kind to put this formula to work upon a country-wide scale. That workers are consumers has always been known, but appreciated only too rarely.

Now at last there is an awakening. Child labor is abolished, wage minimums are established and working schedules shortened. Those are practical steps toward gaining the good-will of labor and, therefore, of consumers. In fiercely competitive trade and industries, business rivals have dropped their quarrels to draw up codes of fair practice.

Co-operation is the order of the day and good-will is the fruit. There are "chiselers," of course, and there are many who are making gestures of good-will while plotting their own selfish advantages. The human race has not become perfect overnight. But to those who are sincerely backing this gigantic experiment may come the satisfaction of winning through to astounding results. A country of this size operating throughout upon a good-will basis has never been seen and should exceed all precedents.

PRICE LINING PROBLEM

Ups and downs in retail distribution through the year have finally culminated in excellent business at the customary level of selling. There is just one important cause of dissatisfaction. Dollar volume has moved ahead this month, but the trade figures indicate a falling off in physical volume.

Thus, if the stores through the country show an increase this month of 10 per cent. in dollars, the rise of prices over the year of about 22 per cent. would mean a loss of 10 per cent. in units sold. The increase in dollars must

equal the advance in prices for an actual gain in physical volume.

In not a few instances, however, this increase has been made. Mail order business, especially, has been showing surprising totals. The lower price chains have also been reporting excellent figures, particularly where they operate in rural and industrial areas.

As they look ahead into the new year, retailers are aware that the matter of proper price lining will probably be their major concern for the immediate future. They wish to maintain and improve quality standards, but they must take into account the varying effects of the recovery program. If low-income groups receive more, then they can move up the lowest brackets. If white collar workers for the time being get no added income, then they must hold down the middle price line.

A careful watch on unit transactions should show how effectively the price lines are operating. The recovery movement has set up many eddies in consumer demand.

DRY GOODS CONDITIONS

Christmas trade finished strong last week, with frequent instances throughout the country of totals running 30 to 40 per cent. ahead of last year. The peak was reached about ten days ago and held over the first two days of last week. The largest store in New York reported the highest count in visiting customers in its history on the 16th—260,000.

For the first half of the month a "flash" survey by the National Retail Dry Goods Association indicated that stores in leading cities were averaging about 18 per cent. ahead of last year, the gains running from 1 to 38 per cent. The Federal Reserve figures put department-store sales at 4.9 per cent. above those in the corresponding period of 1932. For the month retailers are looking for an increase of about 8 per cent.

Many gift and toy departments were cleaned out in the last-minute rush of customers. Plans made for clearance sales on these lines after Christmas were abandoned and the stores will concentrate this week upon seasonal apparel promotion.

In the wholesale merchandise markets rush orders in many instances could not be filled. Manufacturers were greatly encouraged by the success of the retail Christmas season, since it means that more liberal Spring operations are in prospect. Earlier preparations for the new season are expected because of shortened working schedules under the codes.

ENDORSE RECOVERY ACT

Following closely upon the endorsement given to the NRA by the steel industry have come similar compliments from other important groups. The list of satisfied customers is growing. The automobile producers have extended their code with a highly favorable report upon its operations, the lumber manufacturers declare their agreement has meant "little less than the salvation of the industry," the boot and shoe line is well pleased and the paper and pulp group has recorded its appreciation.

With these expressions, which have given chapter and verse in the story of accomplishments, from such large aggregations of capital and industry, it is small wonder that sentiment regarding the Recovery Act has undergone an abrupt change toward the favorable. From scoffing comment, there is now a rapidly mounting idea that "the thing may work after all."

Once this opinion gathers good headway there is reason to believe that the results may prove astonishing even to supporters of the administration program. This is the thought that is beginning to creep into forecasts of business prospects. Not only may there be full recovery but a sizable boom not too far in the future.

TO CHANGE BUYING TACTICS

With low-price and substandard goods being rapidly cleaned up in the primary textile markets, a changed buying policy on the part of wholesalers after the first of the year is forecast. Instead of intensively shopping the market for cheap popular merchandise to fit into certain popular retail price brackets, jobbers will have to concentrate on regular goods and stress quality and styles to their customers, it was held.

The wholesalers' task will be made easier to some extent by the efforts of manufacturers to keep Spring prices fairly low, as both retailer and consumer resistance to high prices is now widely recognized. On the other hand, curtailment programs in some lines, such as cotton goods and hosiery, will have a tendency to increase costs. Jobbers, however, will fight any price advances, as they insist that the overproduction was the result of greed on the part of mills and that distributors should not be penalized for it. They look for a generally stable price structure for Spring and indicated that they will place good-sized orders after the first of the year.

EXPECT FEWER FAILURES

The sharp spurt in retail sales since the beginning of December convinces credit executives that the number of bankruptcies in January, usually the peak month of the year, will be below previous expectations. A seasonal rise will naturally take place, but both the number and liabilities will be substantially under the record of last year and will compare favorably with the normal years prior to the 1929 crash.

Small retailers, who usually form the major portion of business insolvencies, have been able to work off the heavy stocks acquired in midsummer and early Fall and are now in a more liquid position. The lenient attitude adopted by creditors will be continued through the early Spring on expectations of improved business, although a rising trend is frequently the signal for creditors to bear down on debtors whom they have carried along.

Manufacturers and wholesalers assert that on the whole they have little fault to find with collections at the present time and that they intended to continue their policy of tolerance toward those merchants who they know are striving to meet their obligations.

Every one has to pass exams every day.

OUT AROUND

Things Seen and Heard on a Week
End Trip

We give place this week to one of the master codes which is now in the hands of the President for consideration and approval. It is to be hoped that the President approves the measure without making any change in paragraph nine, which will put an effectual crimp on the chain stores. Every merchant who has not already written the President to sign the code in its present form should do so without a moment's delay.

It looks as though the Federal post-office department was not very anxious to assist the business public when a two and a half day holiday comes at one time. Grand Rapids had no carrier to deliver business mail from 11 o'clock Saturday morning to 8 o'clock Tuesday—a matter of 69 hours. Of course, there are those who can get along with such a rules without serious trouble, but to the Tradesman it means a great privation, because it gives us only thirty-six hours to handle all our press work and the preliminary work of publication.

Willis J. Abbott, descended from two of the greatest writers in early American history and carefully reared by an uncle, the late Lyman Abbott, has written a most graphic description of the tragedy which overtook Admiral Dewey because of his disposal of the home presented to him by the American people. It appeared in a recent issue of the *Christian Science Monitor*, as follows:

To Americans with memories that run back as far as the Spanish-American War in 1898, there will be a sort of poignant pathos about the story of the sale of the household effects of the late Admiral George Dewey in Washington the other day. The pathos does not lie with the prices obtained for these relics of a really great naval commander, although they were in fact ridiculously small, but rather with the significance of the event as ending finally a record of the instability of public affection in a democracy.

For months after his notable victory in Manila Bay, Admiral Dewey was the great hero of the American people. Without regard to age or sex, religion or political affiliations, they all joined in doing him honor. The Dewey enthusiasm proceeded almost to the point of a mania. The reception given to him at New York on his return, when he stood on the bridge of the Olympia as that ship headed the procession of warships up the North River, and during his drive down Fifth Avenue through crowded ranks of cheering Americans was perhaps unprecedented in the history of the Republic. A great arch at Twenty-third Street, which commemorated his victory, was one of the most beautiful pieces of monumental architecture New York had ever known. The enthusiasm which led to its design and erection in temporary materials,

however, evaporated before the proposition to transmute it into sculptured marble could be effected.

Men went about wearing idiotic buttons with "Dewey Done It" in their lapels, and I recall a friend of mine of a speculative nature who tried to coin into the cash the popular uprising, with disastrous results. It happened that I had been in Florida that winter and observed that the ordinary catbird down there gave a cry which sounded exactly like "Dewey! Dewey!" Returning to New York I told this to a gentleman of a speculative amusement profession who thought it would be a great stroke to catch and sell some thousands of these birds at the time of the procession. He put in an order with Florida hunters, but was unable to get more than a few hundred. His speculation went to a crash when it was discovered that, removed to the colder atmosphere of a New York spring, the birds said nothing whatsoever.

At one time, had a presidential election come on, nothing could have defeated Dewey's election on either ticket. He was in much the position Mr. Hoover was in 1920. But before the 1900 nominations were made the idol had been shattered. The incident which led to his downfall never seemed quite adequate. A popular subscription had been taken to purchase him a house in Washington, and people vied with each other in contributing. The house was bought and presented to the Admiral. He by this time had become involved in a romance which, as is too customary with theromances of men past middle life, was to him all-engrossing. Accordingly he made the house over to his prospective bride, who was not only a woman of very great personal wealth herself, but affiliated with a church which had a great many violent enemies.

Instantly a cry of rage went up from the populace, who accused the Admiral of black ingratitude. He was never forgiven. The revulsion from the extreme adulation which the people had extended to him to popular indifference and even contempt was most amazing. It broke him in spirit and in physical strength.

I remember that my friend Homer Davenport, a very successful cartoonist of the time, was so stirred to indignation by what he believed to be the unjustifiable attacks upon Dewey that he drew a very vigorous cartoon in his defense. He was invited to the Admiral's house immediately thereafter, and when he entered the room, according to his narrative, the Admiral threw himself on the sofa and broke into a paroxysm of sobs. Mrs. Dewey, who was present, said to Davenport that her husband had been so nervously unstrung by the attacks upon him that they had determined to leave the United States forever. The sight of Davenport who had come to his defense broke down his self-control altogether.

And now, virtually thirty-five years after the battle in which Dewey won a professional fame which will be undying, even though his popular applause proved but temporary, seekers for relics in Washington have been buying for a few dollars the most intimate belongings of his household.

Sic transit gloria mundi.

Concerning the recent query of a Kalamazoo grocer about the three cent sales tax I am in receipt of the reply from the office of the Attorney General of Michigan:

Lansing, Dec. 19.—We have your letter enclosing page 23 of your valued publication, the *Michigan Tradesman*, in which you answer a letter of MMr. Peter Van Duine, of Kalamazoo, in reference to the \$1.18 shortage in his August return.

The law provides that the merchant shall make a payment to the state of 3 per cent. of his entire gross proceeds. Construing the law strictly it would be necessary for the merchant to pay 3 per cent. upon the \$1.03. However, the State Board of Tax Administration, in considering this question, promulgated a ruling that the merchants would be allowed to make their return and pay the tax upon the 100 per cent. instead of the tax upon the 103 per cent. Under the ruling the merchant should consider that his gross proceeds are 103 per cent., if he is passing the tax to the consumer and paying to the state 3 per cent. on 100 cent.

Mr. Van Duine seems to have the impression that he is a tax collector for the state, as he uses the following sentence, "I would like to know if a merchant must pay tax upon the tax money he collects for the state?" This impression is entirely erroneous as he is not a tax collector for the state but is the taxpayer. The rule as pronounced by the State Board of Tax Administration as above set out we consider entirely equitable and believe that it should remove any undue anxiety from the minds of any of the merchants in this state that the sovereignty of the State of Michigan is attempting in any way to be unjust or inequitable.

Patrick H. O'Brien,
Attorney General.

By Judson E. Richardson,
Acting Deputy Attorney General.

Anything the Baker brothers, of Lansing, have anything to do with at any angle is sure to be a big success. Because of their connection with the undertaking, I know the meeting to be held in this city Jan. 15, 16 and 17 will prove to be a great success.

Lansing, Dec. 23. — I did not have the time to talk with you yesterday on a subject which is now an important one from the standpoint of the Michigan shoe retailers and that therefore interests the Michigan Shoe Dealers Mutual Fire Ins. Co.

Under the NRA, the shoe retailers must organize. At the urgent request of about twenty-five prominent shoe retailers of the State I consented to lend our good offices to the re-organization of the old Michigan Shoe Retailers Association, and to take one of our ablest field men out of his field and instruct him to devote his time between now and the middle of January to the job of calling on practically every independent shoe retailer of Michigan. He has already devoted two weeks to the work and is meeting with excellent results.

It seems now probable that the State Association will be reorganized with approximately 250 members. If the independent shoe retailers are to be in a position to gain proper representation on the local trade area councils,

in whose hands will be the application of the code to their affairs, such as hours, wages, etc., they must have a real state organization, backed up by regional associations. The shoe chain stores are already organized and the independents do not relish the idea of dictation from that quarter.

The Kent County Shoe Retailers Association is putting on a style show and general meeting on January 15, 16 and 17. The banquet will be held at 7 p.m. at the Hotel Rowe, on the 16th, and the afternoon and evening of that day appears to be the big day. The State Association will be organized in the afternoon and the code as it applies to shoe retailers will be expounded and discussed at that time and probably during the evening as well.

Anything which affects the welfare of the shoe retailer, is of course, of importance to this company; hence our interest in it.

I hope you will give the coming meeting plenty of publicity in your columns, and as an aid in that direction, I am submitting herewith new copy for our advertisement to appear in the *Tradesman* for each issue between now and January 16. I have no ideas at present as to the set-up of the advertisement, and am quite willing to leave that to the talent which you have in your advertising department. I would, however, like to see a proof of the advertisement before it is run, if possible.

L. H. Baker,
Secretary-Treasurer.

Is it vital in connection with the best service to put too much stress upon facts? My knowledge of the history of England comes more largely from Walter Scott's novels than a study of Hume and MacCaulay—largely because of making the facts fit into a graphic account of the conditions and personalities of the time. I have recently been impressed by the importance of carrying historical things to the people through the avenues of fiction by a study of the Christ life. For years I have read treatises upon the life of Jesus and have wondered that the theologians could occupy so much space with so few facts, but the deepest impress has been made upon me recently by the reading of Ludwig's "Son of Man," Irving Bachelor's "Dawn," and Oxenham's "The Hidden Years." These three books, in the light of all the information that can possibly be secured concerning the life and times and relationships of Jesus Christ, have been woven into a beautiful fabric that idealizes the Christ life and brings it to me with a stronger emphasis than anything else I have ever read. A lot of the fiction connected with these pieces of literature is so true to the life of that period and the way the Christ life fitted into it, that whether it is verity or idealism attached to all the knowledge available, is not so important as to carry to the reader a picture that accords with the most intimate knowledge we can secure of the relationship of the period. After reading these books, I have gone so far as to think that the influence of the ideal of the Christ life is what we want more than a knowledge of the few salient features that have been the basis of the theologies developed with the centuries. I wonder how many of my readers have ever read Harry Fosdick's marvelous article in the *Good Housekeeping* some time ago on God. To me, it comes as the most important contri-

(Continued on page 23)

FINANCIAL

ORGANIZES CHURCH WOMEN

To Promote the Sale of Advertised Products

A plan to persuade 2,500,000 families to confine their purchases, so far as practicable, to certain listed advertised lines is being projected by Goodwin Corporation, Chicago—Adolph O. Goodwin, president and originator—through women members of church societies of various denominations throughout the country. Ultimately Mr. Goodwin expects the plan to influence the sale of \$1,000,000,000 of products yearly.

With \$250,000 already spent for preliminary work since last March, work will start soon on the printing of the Goodwin Plan catalogue—2,750,000 copies—featuring the products of participating advertisers in grocery and drug products, wearing apparel, automotive and other lines—each product being exclusive in its particular field. These will be distributed among 2,500,000 families expected to be signed by that time. The remainder will be used by 250,000 "Good News Broadcasters"—church women mostly—in their sales promotion work to win further converts.

The set-up now consists of 237 district managers and 827 representatives in cities of 25,000 or more, who are supervising the women workers. The number of these workers, incidentally, Mr. Goodwin says, is rising by leaps and bounds. On October 1 the total was 9,616; November 1, 52,366; December 6, 160,235!

Manufacturers whose goods are listed will, on proof of purchase, pay for the service as follows:

To the "broadcasters," who may retain the money or pass it on to their church or church societies, 2 per cent. of the retail cost; to district managers and district representatives, 0.5 per cent.; for national institutional advertising, operating the clearing house of "evidences of purchase," etc., 0.5 per cent.; to the central organization, for carrying on and profit, 0.5 per cent. Total 3½ per cent.

It is expected that hundreds of nationally advertised and recognized items will find listing—but only one in each specific class.

Grocery Products—One leading brand each of ammonia, baking powder, cheese, coffee, flavoring extracts, gelatine, laundry soap, soups, spices, etc.;

Drug Products—One leading brand of baby food, cleansing tissues, face powder, cough drops, dyes, first aid supplies, foot remedies, etc.;

Automotive—One automobile under \$1,000; one \$1,000 to \$2,000; one over \$2,000. Also one selected line each of batteries, gasoline, tires, etc.

The friendship and co-operation of newspapers everywhere is sought through the pledge of the manufacturers to buy advertising in newspapers at the point of sale to promote the further local buying of their products.

This expenditure will equal 3 per cent of the wholesale sales of the goods sold in the district. Advertising is to be placed through the regular advertising agency of each manufacturer. Listing space in the catalogue of 2,750,000 will cost the manufacturer at the rate of about \$5,000 a page.

Proof of buying will be accomplished by returning certain parts of the wrapper, or a label, or a cover from the carton, as designated. It is illegal in eighteen states to give cash refunds in this manner to buyers of products. However, this point of law is overcome by the fact that the payment (for commission) goes to a third party as recompense for services performed.

Manufacturers, Mr. Goodwin concludes, will be required to sign a "Creed of Social Justice," which provides:

1. Payment of a living wage for workers, which includes a wage permitting a degree of decent living and comfort and the possibility of providing for sickness, education, disability, unemployment and old age.
2. Reasonable working hours of labor; in no case more than an 8-hour day or a six-day week.
3. Decent working conditions.
4. No child labor.

Up to this time all efforts have been aimed at the organization of the forces for influencing sales. To this time no manufacturers have been signed. Many, it is reported, have made inquiry, but action on their acceptance has been delayed pending perfection of the "broadcasting" machinery. The expected 250,000 "broadcasters," church women, will personally sign the planned 2,500,000 buying heads of families and will personally deliver the 2,500,000 catalogues. Signers will not pledge themselves to purchase only the goods listed. They will be left free to buy any goods they may choose, anywhere, at special sales or otherwise, and they are told that it will be wise to ignore the competitive article in the catalogues when they can buy locally manufactured goods on an equal basis. The spur to buy catalogued items, of course, lies in the fact that the 2 per cent. commission, which will generally go to the church, will be paid only on these.

As a rule, the clergymen oppose the plan exploited by Goodwin, but the women of the churches go ahead and sign the contract presented to them without regard to the opposition of the preachers and the business men who are members of the churches.

The products cover practically every conceivable field "from chewing gum to automobiles," to quote the Goodwin Plan prospectus. There is, however, to be only one brand or make in each field. The individual products have not as yet been selected, but the selection will be made in the near future, probably by January 1. The individual purchaser also agrees to keep certain evidences of her purchase, labels or coupons, which she is to turn in to the broadcaster once a month, and the broadcasters in turn in each church pool their evidences and send them

into the main office of the Goodwin Corporation. The Goodwin Corporation then turns in the evidences to the manufacturer, who returns to the Goodwin Corporation three and one-half per cent. of the retail sales price, and the Goodwin Corporation sends two per cent. of the retail sales price to the broadcasters for the use of their church or church society.

The plan has received highest endorsements from leaders in the religious and social field, among them being some of our own people. It must be especially gratifying to the promoters of the plan to find the names of such men as Father John A. Ryan and Father James Fogarty of the Catholic University and the University of Notre Dame among the endorsers. Literally thousands of church organizations have already "signed up" with the Goodwin plan and are awaiting the publication of the selected list. The latest information which we have from the Boston area is that 126 churches of various denominations in Greater Boston are co-operating in the plan, among them two Unitarian churches, and the response in other parts of the country has been equally great.

On the other hand, there have been church leaders who have been critical of the plan. Especially outstanding has been the criticism of the plan in The Christian Century, which has published two articles, one by Georgianna Merrill Root in the issue of November 8, under the title "Are Church Women Being Exploited?" and the second an editorial entitled "The Goodwin Plan" in the issue of November 22. The Christian Century criticizes the commercialization of religion in its editorial, as well as the monopolistic aspects of the plan. It contends that despite its apparent success the plan will not be permanently successful, as the churches for thirty years have been gradually "developing a conscience on methods of raising church money."

The Christian Leader and the Christian Register both condemn the plan. They both publish strong articles on the subject, headed "The Money-Changers in the Temple."

Grand Rapids, Dec. 18—Replying to your letter of the 15th, I beg to say that personally I am not in favor of the use of the so-called Goodwin plan by churches, and while I have not issued any formal statement, I have in private conversation advised against it. I presume, however, it is a matter on which most congregations would expect to decide for themselves.

Jn. A. McCormick,
(Episcopal) Bishop of Western Michigan.

Topeka, Kansas, Dec. 16—I have your letter in regard to the Goodwin plan. The Goodwin representative was in to see me only yesterday but although one of the best sales talkers I ever listened to, he made no headway with me because from the first outset I have been utterly opposed to this movement, which to me is a commercial enterprise using the church people of the United States on a 2 per cent. basis in a profit making scheme.

I am opposed to it psychologically because it would have a tendency to lead unthinking people to believe that saving soap wrappers, etc., was religion. In the second place I am opposed to it because it puts the church into business, where it has no right to be. In the third place I am opposed to it because some church people are apt to

cut their pledges to the church should they accumulate each month a certain number of tokens of materials bought upon which the church would realize a 2 per cent profit.

I told my women over six months ago that I thoroughly disapproved of any of our organizations taking part in any way in this new unnecessary racket.

John W. Day,
Dean of Grace Cathedral.

The Merchant's Journal (Topeka) says: Indications are at this time that the Goodwin plan is just about washed out in the Topeka churches. The opposition to it has been so pronounced among the more thoughtful church leaders that even the women who were at first "sold" on the idea have now about concluded that the general results would be undesirable. If the Goodwin plan does not get any further in the rest of the country than it does in Topeka, Lawrence and Emporia, it won't go far.

Speculative spree reveals Americans have not lost spirit of adventure.

A soft-hearted man likes to have people think he's hard-boiled.

The war is on—between money mania and social justice.


Charity says: Hard times need soft hearts.

A. E. KUSTERER & CO.
The Oldest Investment Banking
House in Western Michigan.
543 Michigan Trust Bldg.
Phone 4267

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 poli-
cies and many helpful
services . . .

OLD KENT
BANK
2 Downtown Offices
12 Community Offices

Proceedings of the Grand Rapids Bankruptcy Court

December 16, 1933. On this day the schedules, in the matter of Cedar Springs Creamery Company, a corporation, bankrupt No. 5517, were received. The bankrupt is located at Cedar Springs, Michigan. The schedules show total assets of \$39,481.69, and total liabilities of \$41,084.47, listing the following creditors:

Kent County Treasurer, G. R.	200.00
Village of Cedar Springs	50.00
Mrs. M. Hawkins, Sand Lake	32.32
Florn Hunter, Cedar Springs	10.50
Valois Beardslee, Cedar Springs	10.50
Ed Sovereign, Cedar Springs	17.50
Carl Rogers, Cedar Springs	16.60
Ralph Wright, Sand Lake	16.60
Howard Quackenboss, Byron Center	16.60
H. S. Spriggs, Cedar Springs	29.00
Ted Butler, Cedar Springs	1.90
Gaylord Springs, Cedar Springs	3.70
Sidney Bekkerling, G. R.	4.90
Eugene Smith, Cedar Springs	37.00
Lewis McKay, Cedar Springs	19.75
Earl Bekkerling, G. R.	57.50
Ralph E. Bekkerling, G. R.	14.50
Edward P. Bekkerling, G. R.	35.00
Jhail Croff, Sand Lake	27.86
Old Kent Bank, G. R.	570.00
Associates Investment Co., South Bend	584.35
Union Bank of Michigan, G. R.	324.00
Hackley Union National Bank, Muskegon	12,250.00
Cedar Springs Gas & Oil Co.	125.00
Tolles Produce Co., Hastings	12.34
C. E. Wylie, Kent City	12.53
Portland Co-Operative Co.	61.14
Strong Bros., Ionia	61.61
Lake Odessa Produce Co.	25.71
Howell Home Dairy	62.61
D. G. Turner, Sunfield	19.61
Clarence McGaw, Martin	32.22
A. W. Kitchin, Williamston	31.84
W. E. Hall, Lowell	58.78
Ralph Whinnery, Lowell	29.86
Fred S. Andrus, Cedar Springs	172.35
George Hoekzema, G. R.	1,330.00
George Munro Auto Co., Cedar Springs	226.41
Cherry Burrell Co., Detroit	250.00
Pennsylvania Railway Co., G. R.	191.97
H. R. Bekkerling, G. R.	5,130.67
Portland Co-Operative Co.	389.54
Strong Bros., Ionia	425.71
Lake Odessa Produce Co.	180.28
Howell Home Dairy	309.27
D. G. Turner, Sunfield	71.78
Clarence McGaw, Martin	166.96
A. W. Kitchin, Williamston	64.57
W. E. Hall, Lowell	104.26
Albert Fayreau, Weldman	5.61
Tolles Produce Co., Hastings	3.21
Carnation Co., Sparta	860.49
United States Warehouse Co., Detroit	1,230.92
Taylor Produce Co., Kalamazoo	2,825.00
Hackley Union National Bank, Muskegon	125.86
Chas. Kuebler, Brutus	5.74
Seaser Grunder, Mancelona	2.30
D. T. Nicholson, Alanson	3.29
Herman Schreier, Brutus	3.37
Will Lake, Boyne Falls	3.46
G. C. Wurst, Brutus	2.09
Ernest Peterson, Mancelona	2.70
Fred Bonz, Alanson	2.13
David Strauss, Mancelona	2.28
Mrs. Emma Warner, Harbor Springs	2.68
Jos. Breneman, Brutus	3.67
Chas. Mummert, Brutus	2.70
Leo Jerome, Boyne Falls	2.95
C. W. Reed, Levering	4.99
Jos. Clements, Alanson	2.53
Mrs. F. Buckhorn, Brutus	2.07
Otto Barney, Alanson	3.54
Geo. Blunke, Brutus	3.18
Carl Dieterich, Brutus	3.37
Roy Lutz, Alanson	2.79
Jesse Stewart, Mancelona	3.02
Sam Erwin, Mancelona	2.70
Chas. Watkins, Mancelona	2.03
Harry Discus, Alanson	3.46
Roy Green, Alanson	2.93
Art D. Morris, Elmira	1.80
Chas. A. Bowman, Alanson	5.49
Wm. Stout, Cedar Springs	4.70
Mary Thompson, Rockford	7.87
A. Peterson, Rockford	4.62
D. Wallace, Cedar Springs	1.14
Don Elshy, Rockford	1.71
E. Parmeter, Rockford	.81
Edd. Whittall, Rockford	2.64
Mat. Nauroski, Rockford	2.17
D. Bowman, Rockford	.83
Chas. Squires, Rockford	3.16
Chas. Keech, Rockford	5.98
Fred Wooster, Rockford	1.78
Orrin Gage, Rockford	1.21
S. Johnson, Rockford	.52
Clark McGrady, Rockford	2.88
Wm. Gahrity, Rockford	2.81
Ed. Bird, Cedar Springs	.63
Geo. Barlow, Cedar Springs	5.63
Jerome Phelps, Cedar Springs	1.10
A. Uplinger, Rockford	.94
Joe Benzer, Mancelona	4.43
F. Peterson, Cedar Springs	4.91
M. F. Coors, Alanson	3.34
Mrs. Jacob Schreier, Brutus	5.22
Lee Ackley, Alanson	2.83
August Gies, Cedar Springs	1.36
Mrs. Jacob Schreier, Brutus	4.70
Henry Kuebler, Brutus	3.49
Harvey Grisold, Brutus	5.92
Lee Ackley, Alanson	2.63
T. B. Anstay, Cedar Springs	2.51

Chas. Blunke, Brutus	3.88
Emma Warner, Harbor Springs	3.52
Noah Howard, Boyne Falls	6.80
Ben Kosolskey, Pellston	3.30
Don Elshy, Rockford	1.36
G. M. O'Reilly, Brutus	4.07
Chas. Brown, Alanson	3.79
H. L. Fairbrothers, Cedar Springs	2.39
J. Reyburn, Cedar Springs	.52
Fred Kolein, Kent City	.39
Clyde Kauffman, Cedar Springs	5.73
Bert Hatfield, Howard City	2.31
W. Grigsby, Brutus	2.85
W. Boettger, Brutus	2.34
E. J. Maxfield, Alanson	3.79
G. C. Wurst, Brutus	2.54
Herman Clements, Alanson	3.45
Will Lake, Boyne Falls	3.45
Harvey Grisold, Brutus	6.40
Don Elshy, Rockford	1.69
Ed. Whittall, Rockford	2.55
Fred Wooster, Rockford	1.34
Will Gahrity, Cedar Springs	2.72
C. Keech, Rockford	5.76
M. E. Crump, Alanson	3.40
W. Grigsby, Brutus	3.21
Hugh Stout, Cedar Springs	.75
Chas. Boettger, Brutus	1.77
D. T. Nicholson, Alanson	3.49
Benj. Armock, Alanson	3.21
Lee Ackley, Alanson	3.46
Chas. Brown, Alanson	3.66
H. L. Fairbrothers, Cedar Springs	.63
F. Lake, Kent City	3.08
G. Reyburn, Sparta	1.43
F. Klein, Kent City	.26
H. Kruger, Cedar Springs	.66
M. Lemunyon, Cedar Springs	2.11
J. Bradley, Cedar Springs	.81
H. R. Speaker, Cedar Springs	.79
J. Reyburn, Cedar Springs	.52
T. B. Anstay, Cedar Springs	2.09
Paula Waller, Brutus	3.11
James Lease, Alanson	3.30
Mrs. Jacob Schreier, Brutus	4.69
G. Morris, Cedar Springs	1.40
A. Seibold, Cedar Springs	1.63
Joe Dutmer, Cedar Springs	.70
Elmer Grody, Mancelona	3.21
Martin Howard, Boyne Falls	8.29
Martha Brill, Brutus	3.69
A. C. Stone, Alanson	2.75
Peter Dobrzelewski, Elmira	.50
Clyde Kauffman, Brutus	3.30
Joe Benzer, Mancelona	4.07
J. N. Blomberg, Alanson	3.49
Walter Jacobs, Pellston	3.11
Geo. Blunke, Brutus	3.49
F. Teasdale, Cedar Springs	1.25
Chas. Tison, Boyne Falls	3.18
Carl Dieterich, Brutus	4.26
Jos. Wojciechowski, Elmira	3.85
C. W. Griffen, Alanson	3.49
Otto Barney, Alanson	6.75
Chas. Bowman, Alanson	3.48
Glenn Gillette, Sand Lake	1.40
G. D. Sydow, Brutus	.57
Herman Schreier, Brutus	3.97
Roy Lutz, Alanson	3.18
D. T. Nicholson, Alanson	3.78
E. J. Maxfield, Alanson	3.88
Peter Dobrzelewski, Elmira	3.69
Orrin Gage, Rockford	1.05
Chas. Squires, Rockford	1.67
Mary Thompson, Rockford	7.17
Clark McGrady, Cedar Springs	3.08
W. Soufrou, Rockford	3.47
F. Wooster, Rockford	3.69
E. Parmeter, Rockford	2.70
Mat. Nauroski, Rockford	1.83
D. Bowman, Rockford	1.60
W. Gahrity, Rockford	2.79
A. Uplinger, Rockford	1.12
Edd. Whittall, Rockford	3.49
C. Keech, Rockford	6.00
Geo. Barlow, Cedar Springs	5.87
Herman Brewer, Cedar Springs	1.32
Henry J. Bowman, Brutus	4.05
N. A. Bottger, Brutus	5.53
Chas. Mummert, Brutus	3.59
John Schmidt, Brutus	2.06
H. Kuebler, Brutus	3.40
Leo Jaroma, Boyne Falls	3.69
H. E. Mitchell, Alanson	3.69
Chas. Brown, Alanson	3.98
Roy Green, Alanson	3.67
Vercil Johnson, Alba	2.13
Roy Carpenter, Alanson	4.75
Matt Mance, Mancelona	3.18
Walter Drier, Levering	3.88
A. B. Ringler, Brutus	3.28
E. A. Brown, Boyne Falls	3.40
W. O. Kingman, Brutus	6.58
W. Griswold, Brutus	6.36
C. W. Reed, Levering	12.46
A. Seibold, Cedar Springs	1.58
D. T. Nicholson, Alanson	3.78
J. A. Tripp, Alanson	3.37
G. M. O'Reilly, Brutus	3.97
Harry Glidden, Mancelona	1.57
Thomas Culp, Mancelona	6.90
L. Dalton, Mancelona	3.49
J. Gravel, Pellston	.63
Willard Spicer, Cedar Springs	1.28
F. Rosek, Cedar Springs	.60
J. Reyburn, Cedar Springs	1.10
H. Kruger, Cedar Springs	1.91
G. Reyburn, Sparta	1.62
James Hanna, Cedar Springs	1.58
Edd. Robinson, Cedar Springs	1.95
Dan Reichelt, Cedar Springs	.94
J. Bradley, Cedar Springs	.48
F. Klein, Kent City	.55
R. Canter, Cedar Springs	.56
Geo. Miltbarger, Kent City	.78
Chas. Almand, Cedar Springs	2.20
M. Lemunyon, Cedar Springs	1.82
H. Uplinger, Cedar Springs	

G. F. Rascoe, Cedar Springs	.24
T. B. Anstay, Cedar Springs	2.20
A. Cooley, Sand Lake	1.54
B. Bauman, Sand Lake	1.54
M. J. Kreiger, Kent City	4.75
H. L. Fairbrothers, Cedar Springs	.96
F. Peterson, Cedar Springs	3.67
F. Lake, Kent City	1.89
H. Ormsby, Alanson	3.28
Geo. Junker, Mancelona	3.40
F. Buckhorn, Brutus	2.37
J. Wurst, Pellston	2.25
Carl Ritter, Mancelona	2.65
Adolph Wurst, Brutus	2.44
L. Grigsby, Brutus	2.94
Elmer Brody, Mancelona	2.94
W. J. Allen, Alba	8.74
Martin Howard, Boyne Falls	8.72
Herbert Howard, Boyne Falls	6.51
Noah Howard, Boyne Falls	6.68
F. Teasdale, Cedar Springs	.92
C. Priest, Cedar Springs	.58
F. Thompson, Cedar Springs	.96
L. McDonald, Cedar Springs	1.82
A. L. Smith, Rockford	.63
Del McKay, Cedar Springs	.70
L. McEuen, Rockford	1.25
Jay Cook, Cedar Springs	.76
Joe Ambrose, Cedar Springs	3.26
Glen Reyburn, Cedar Springs	1.37
F. Allen, Cedar Springs	2.55
Joe Russell, Cedar Springs	.34
Algie Fluett, Cedar Springs	.50
G. A. Ferguson, Cedar Springs	.33
A. Fluett, Cedar Springs	.44
G. A. Ferguson, Cedar Springs	.29
G. A. Ferguson, Cedar Springs	.50
W. London, Cedar Springs	2.07
C. Brownell, Cedar Springs	.10
G. A. Ferguson, Cedar Springs	.63
E. R. Kenney, Cedar Springs	.59
Clyde Benham, Cedar Springs	2.24
E. R. Kenney, Cedar Springs	1.73
G. A. Ferguson, Cedar Springs	.39
S. Smith, Cedar Springs	.59
Wm. Blanchard, Cedar Springs	.99
F. O. Clark, Cedar Springs	1.07
Anna Phelps, Cedar Springs	1.23
E. M. Price, Cedar Springs	.83
F. H. Allen, Cedar Springs	1.49
Wm. Coan, Cedar Springs	.96
R. P. Thompson, Cedar Springs	1.78
John Durst, Cedar Springs	1.23
C. Benham, Cedar Springs	2.70
D. Maybe, Cedar Springs	1.78
Chas. Keller, Cedar Springs	.79
O. Gwatkins, Cedar Springs	1.01
Grace Hanna, Cedar Springs	1.01
E. R. Kenney, Cedar Springs	2.53
Ray Briggs, Cedar Springs	3.74
Ed. Bloomfield, Cedar Springs	1.95
G. A. Ferguson, Cedar Springs	.39
E. Robertson, Cedar Springs	.79
E. C. Hardies, Cedar Springs	.72
W. Grimes, Cedar Springs	1.69
Harold Warren, Cedar Springs	1.45
Sam Ingraham, Cedar Springs	.35
Chas. Grove, Cedar Springs	1.27
Harry Farrell, Cedar Springs	1.84
Elmer Hardy, Cedar Springs	2.00
G. Fliearman, Cedar Springs	1.23
Lee Griswold, Cedar Springs	25.14
Anna Phelps, Cedar Springs	1.32
Curt Beach, Cedar Springs	2.20
Jos. Hagannah, Cedar Springs	2.53
W. Jacobs, Cedar Springs	1.76
Ed. Grant, Cedar Springs	.79
John Hall, Cedar Springs	3.43
Earl Rice, Cedar Springs	.59
Alvin Smith, Cedar Springs	.94
C. Middleton, Cedar Springs	.52
Geo. Hicks, Cedar Springs	1.16
Byron Strang, Cedar Springs	1.58
Elmer Helsel, Cedar Springs	1.40
A. Stoner, Cedar Springs	1.18
John Merren, Cedar Springs	.55
Arthur Hansen, Cedar Springs	4.86
Alvin Lawrence, Cedar Springs	2.55
T. Dunivan, Cedar Springs	3.08
R. Baker, Big Rapids	5.10
K. Reichow, Big Rapids	.48
W. Kutchiuske, Big Rapids	.45
B. Kilbourne, Big Rapids	.91
E. Thelon, Big Rapids	1.15
A. Anderson, Big Rapids	.77
Mrs. Tift, Big Rapids	.55
D. R. Stevens, Big Rapids	1.07
A. F. Klaus, Big Rapids	1.40
W. Sabotto, Big Rapids	1.89
R. Boyer, Big Rapids	2.06
A. Anderson, Big Rapids	.55
E. M. Barnes, Big Rapids	1.15
N. Ferris, Big Rapids	1.63
Carl Erickson, Kent City	1.12
J. R. Giddings, Kent City	.58
W. Wilcox, Lowell	.26
C. Rittenger, Lowell	1.24
J. E. Tower, Lowell	4.62
J. Gerber, Lowell	.92
G. R. Chroach, Lowell	.92
Ray Rickert, Lowell	1.08
E. Starboard, Lowell	1.36
H. Bonzenz, Lowell	3.19
Fred Taybr, Lowell	2.11
John Yelter, Lowell	.55
J. Baird, Lowell	8.40
J. Gerber, Lowell	.92
E. E. Doying, Lowell	2.06
R. Canahan, Lowell	3.43
D. S. Sargent, Lowell	1.03
Wm. Booth, Lowell	2.00
A. Hopkins, Lowell	.70
E. Jay, Lowell	1.25
J. Denton, Lowell	2.28
Guy Ford, Lowell	2.92
Glen Vox, Lowell	.55
R. Chrouch, Lowell	.88
N. Cameron, Lowell	3.17
W. H. Beauchamp, Lowell	1.34

.24	W. J. Berber, Lowell	.81
2.20	K. Beiri, Lowell	1.89
1.54	E. Starboard, Lowell	1.25
1.54	J. E. Tower, Lowell	2.00
4.75	J. Frank, Lowell	4.64
.96	Mrs. DeVries, Lowell	1.34
3.67	Jos. Baird, Lowell	3.34
1.89	A. Atcheson, Lowell	.57
3.28	F. Fahrm, Lowell	5.72
3.40	E. Aldrich, Lowell	.46
2.37	Geo. Franks, Lowell	3.83
2.25	E. Fullington, Lowell	1.36
2.64	E. Wicks, Lowell	.72
2.94	H. Conner, Lowell	1.41
2.94	J. Yelter, Lowell	.62
8.74	Don Kaluax, Lowell	3.37
8.72	D. L. Fairfield, Lowell	3.08
6.51	F. Smith, Lowell	2.38
6.63	D. Starboard, Lowell	1.41
.92	B. Purchase, Lowell	2.29
.53	D. C. Doying, Lowell	1.36
.96	D. Buigler, Lowell	.70
1.82	Guy Ford, Lowell	2.64
.63	Ed. Potter, Lowell	1.53
.70	Jos. Baird, Lowell	5.19
1.25	Ray Rickert, Lowell	.55
.76	W. H. Beauchamp, Lowell	1.87
3.26	J. Gerber, Lowell	.88
1.37	H. Conner, Lowell	4.14
2.55	F. Fahrm, Lowell	5.74
.34	H. Penniga, Lowell	2.7
.50	Glen Reckert, Lowell	2.82
.33	L. Bozeing, Lowell	2.93
.44	Mrs. C. Glass, Lowell	.95
.29	H. Bozung, Lowell	2.57
.50	V. Holiday, Lowell	.77
2.07	Lena Booth, Lowell	2.49
.10	B. Canahan, Lowell	2.95
.63	L. Denton, Lowell	1.45
.59	J. Frazee, Lowell	.42
2.24	J. Tepley, Lowell	3.32
1.73	Wm. Booth, Lowell	1.63
.39	J. E. Tower, Lowell	2.68
.59	C. Winans, Lowell	1.96
.99	J. Kohn, Lowell	3.37
1.07	A. Reitz, Lowell	4.16
1.23	D. Stuzick, Lowell	.46
.83	E. Gould, Lowell	3.70
1.49	S. Hudson, Lowell	.24
.96	R. B. Syers, Byron Center	.81
1.78	A. Ter Averst, Byron Center	.42
1.23	C. Dozema, Byron Center	19.85
2.70	F. M. Brown, Byron Center	2.22
1.78	M. Brzezinski, Byron Center	1.05
.79	A. U. Book, Byron Center	.90
1.01	F. U. Noel, Byron Center	.70
1.01	G. C. Keizer, Byron Center	3.30
1.95	H. V. Yeoff, Byron Center	2.86
2.53	M. Dodder, Byron Center	2.20
3.74	C. E. Bassett, Byron Center	2.15
1.95	J. F. Dollegouski, Byron Center	3.30
.39	F. M. Brown, Byron Center	1.98
.79	A. Mersma, Byron Center	1.02
.72	F. W. Noel, Byron Center	.90
1.69	H. Lanting, Byron Center	2.60
1.45	G. C. Keizer, Byron Center	3.10
.35	H. U. Yeoff, Byron Center	2.05
1.27	T. Striegile, Byron Center	1.38
1.84	A. Arndt, Byron Center	.23
2.00	M. C. Eddy, Byron Center	.50
1.23	M. Dodder, Byron Center	1.38
25.14	C. E. Bassett, Byron Center	1.78
1.32	B. Selby, Byron Center	.42
2.20	D. Vander Tuin, Byron Center	5.35
2.53	A. Musma, Byron Center	.88
1.76	L. Knop, Byron Center	1.34
.79	H. E. Nevins, Byron Center	4.26
3.43	A. C. Hawley, Byron Center	1.78
.59	J. Burmania, Byron Center	5.56
.94	A. U. Book, Byron Center	.46
.52	S. Ringnald, Byron Center	2.43
1.16	F. U. Noel, Byron Center	.96
1.58	J. Wielsma, Byron Center	3.10
1.40	Wm. Sweers, Byron Center	.42
1.18	B. W. Ashburn, Byron Center	.54
.55	C. Albright, Byron Center	.31
4.86	E. J. Morse, Byron Center	1.72
2.55	J. Britton, Byron Center	1.21
3.08	Mm. Brinks, Byron Center	1.23
5.10	G. C. Keizer, Byron Center	2.31
.48	H. Lanting, Byron Center	2.00
.45	C. Haase, Byron Center	2.20
.91	P. Vander Moere, Byron Center	2.55
1.15	B. Selby, Byron Center	.48
.77	M. C. Eddy, Byron Center	2.10
.55	J. F. Dollegouski, Byron Center	1.63
1.07	M. Pellon, Byron Center	3.57
1.40	D. Mohr, Byron Center	unknown
1.89	H. I. Yeoff, Byron Center	2.07
2.06	P. Selby, Byron Center	1.44
.55	E. Helmer, Byron Center	2.35
1.15	C. E. Bassett, Byron Center	1.49
1.63	M. Bizezinski, Byron Center	2.13
1.12	M. Doedder, Byron Center	1.82
.58	A. Arndt, Byron Center	.33
.26	T. Strugle, Byron Center	1.32
4.62	A. Brenner, Byron Center	8.14
.92	A. Goorhouse, Byron Center	.52
.92	F. M. Brown, Byron Center	2.31
.92	A. C. Hawley, Byron Center	2.01
1.08	Joe Wolf, Byron Center	3.84
1.36	J. Hondlink, Byron Center	1.07
3.19	E. Bartz, Byron Center	1.15
2.11	Wm. Wolf, Byron Center	2.07
.55	H. Freeman, Byron Center	1.34
8.40	H. Grandy, Byron Center	5.56
.92	C. Van Hooen, Byron Center	3.17
2.06	D. Terrell, Byron Center	3.65
3.43	R. Bredeweg, Byron Center	1.93
1.03	A. C. Hawley, Byron Center	1.38
2.00	H. Lanting, Byron Center	1.05
.70	M. Meldema, Byron Center	.81
1.25	E. Brown, Byron Center	4.01
2.28	C. Hulst, Byron Center	.39
2.92	Joe Wolf, Byron Center	3.25
.55	T. Miller, Byron Center	2.10
.88	C. Van Hooen, Byron Center	2.22
3.17	P. Travis, Byron Center	1.86
1.34	J. Ripperda, Byron Center	4.49
	(Continued on page 13)	

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.

Time Is Worth What We Make It Worth

Women are wiser than men. Women in business are more level headed than men. Women are more industrious than men. If you think I am handing too much to the "wimmin folks" let me remind you that any day you can meet up with men who are completely idle in their stores, except for their vigorous assertion of the value of their own time. If this or that be suggested to them, they will insist that "their time is worth more than that" or some equally inane thing.

Now, the fact is this: That if we have before us two tasks, it's wise to do first the more important one; but when it comes to doing something in odd minutes, after hours or at anytime when we have nothing else to do, any job then is worth while and no "time" is too valuable to devote to it.

Before me as I write is a postal card. It is addressed, with individual, meticulous care to my wife. On the reverse is precisely this, word for word:

Nov. 22, 1933.

Dear Mrs. Findlay—I want you to know about our specials. Monday, chicken noodles, cooked in chicken broth, with chicken, 25c pt.

Tuesday, Stuffed green peppers, with rice, ground beef and tomatoes, 10 and 15c.

Wednesday, Baked beans and boston brown bread, 20c pt.

Thursday, Chicken pies, 20c.

Friday, Baked beans, 20c pt.

Saturday, Chicken pies, 20c.

We are taking orders for mince and pumpkin pies for Thanksgiving. We use our own homemade mincemeat.

Marigold Pie Shop.

Inclusive of the address, there were ninety-three words written on that card. What is it? It is the finest, most absolutely personal advertising that can be done. And it is done by a woman who herself, personally:

1. Keeps a charming tea room and shop in perfect order, ready for the guest or for any sale, everything spic and span.

2. Does most of the preparation of the foods and baked goods she has for sale herself, and her stock runs in considerable variety of perfectly fresh, really home-made cakes, pies, etc.

3. Is on the job herself, bright, smiling, cheerful, to wait on table with what she prepares on the guest's order or to display, wrap up and hand to the customer anything that may be wanted from the show cases.

One would think that if anybody could say his "time" was fully taken up, here would be one entitled to say it. Instead of that she devotes her spare minutes—when she finds them, I give up—to write advertisements at a money cost of 1c for paper and mailing.

I believe I shall be quite safe in saying that I defy any man to show a record of equal performance.

And the result is this: Assuming management-ownership of a place not very well located from one who had not made a go of it, this woman has developed a stable, personal following. Her shop looks brighter, fuller, busier with every passing week.

Now, as the saying is, you tell one.

A lot of grocers are not nearly so keen for "help" from Uncle Sam as they thought they were a time back. This story from Canadian Grocers out of Quebec is in point:

A butcher was arraigned because he operated wholesale on a retail license. He pleaded guilty and then said:

"Your honor, I have already paid the city \$50 for a retailer's license. Now they demand \$100 for a wholesale license. I admit I owe the city that sum, but how do you expect me to be able to pay when the city owes me \$1,900 for direct relief bonds, endorsed by the city, cashed by the unemployed at my store? I have sold during the last three months meat to the jobless in exchange for 'dole' bonds and am waiting for reimbursement."

"Amazing!" said the judge. "Amazing?" questioned the butcher. "Disastrous I would say. How can I pay license fees when my debtor—and prosecutor, too—fails to pay me?"

Well, one difference is that the business man must get his money from profits before he can disburse it, while our governmental "authorities" get it—as did this Canadian court—from the people, including in this case a butcher to whom it was indebted in nineteen times the sum demanded.

All the turmoil through which our trade is passing will be somewhat compensated if we awaken to the folly of figureheads and stuffed shirt in association official positions, as we seem to do at times.

Last National convention divorced the Asparagus Club, getting rid of a lot of foolish horseplay—a step in the decidedly right direction.

National Director Funk was ditched. It appeared that he did not have even the support to his own Maryland, it being freely admitted that during his two years he had failed to function. Good!

On the other hand, men like Dave Affleck, of Salt Lake, who is always effectively on the job, are being retained year after year, so the organization profits by their mature experience.

It is reported that the annual convention banquet was the greatest flop in history. If that leads to its discontinuance, so much the better for the association.

Against that, no assembly ever paid greater or more concentrated attention to the questions at issue. Here's hoping for more of that.

Yet, even so, "there was a percentage of delegates who attended because their expenses were paid, and they came to eat, drink and be merry—all of which they did." The organization behind the individual grocer will not attain anybody's respect until such factors are eliminated. You see nothing remotely like that during any chain store convention.

This report goes on: "When organizations learn not to send to the

National as men who would not be acceptable in homes of refinement, they will become effective speaking units of organized efforts. Delegates should be selected by the officers—not by popular vote. Then we could have real, worthwhile representative business men in our councils."

The elimination of spectacular investments was recommended, as was also travel expense, which has gradually increased during the last five years. Does this hit the Grocers' Film venture? That was bought and paid for, but never used. How the travel expense—Janssen's undoubtedly—can be cut so long as local associations everywhere want his presence, without paying the cost thereof, is like a governmental question of passing appropriations and vetoing taxes.

Finally: "We have a group of executives who are planning to have a say hereafter, not rubber-stamping all activities as heretofore." This sounds like the San Francisco endorsement of bond issues because the Board approved them all. Paul Findlay.

Some Problems the Unfortunate Have To Face

Sometimes, perhaps very often, the grocer reviews his trials and tribulations and comes to the decision that he is about the most troubled man on earth. Just for instance, when the state and National Governments took over the welfare relief work. Everything was put into the county system and the grocers were assured that prompt payment would be made on all welfare orders. Ha! Ha! it makes us laugh, for payment was slower than before, and it made Mr. Grocer scratch his head to keep his shelves stocked up, take his discounts and still have a little money left for himself and family on Saturday night. But it was really nice when that check for welfare orders did come. But by that time there was a still larger amount owing to him. But there is one satisfaction, those outstanding welfare accounts are as good as the wheat.

But I believe there is one man in each community who has more reason to scratch his head than the grocer and that man is the local welfare officer.

Boys, this man has a real job—and no matter what he does it is bound to be wrong to many. Most everyone criticizes—very few commend him. Not only grocers, but druggists, doctors, coal dealers, dry goods and clothing merchants, shoe dealers and milkmen are always seeking some information from him, regardless of the fact that all those receiving aid at his hands are having their own separate problems for him to consider.

The way some of the recipients of aid talk about this man one would be led to believe him to be an ogre with horns and fiery eyes and a set of tusks just ready to snap one's head off. But we know him to be a kindly considerate man trying to do his duty by one and all.

Some people say he gives the poor too much, other say he gives too little, while the poor complain no matter how much or how little they receive. Some are really grateful, but a good many

take it as a huge joke and are out to get every cent they can wheedle out of the welfare agency.

One of our customers said recently, "The first two or three times I went down there to get my order I tried to get in without anyone seeing me. I hated to be seen asking for charity, but now I go down and laugh and joke and don't care who sees me. I have as good a right as anyone else to get aid."

But across the street lives a family of four, an invalid father, the mother and two children. Before being stricken, the father held a good position, the children had fine clothes and mother had had no worries. They used up their surplus of cash trying to find some cure for the father's ailment. With money gone and no previous experience in earning a living to guide her, this mother has had a living for her family without a cent of aid from city or state. She did not stand laughing in the "bread line," but grasped whatever opportunity she could seek out to earn an honest dollar. And I venture a guess that many a time their rations were considerable less than enjoyed by many receiving welfare aid. She will make through these trying times without outside help and put to shame some of the able bodied men who showed less courage in the face of difficulty.

Too many seem ready—even glad—to accept defeat and shift the burden and responsibility of caring for themselves onto other shoulders.

Each of us has his problems, but we will not advance by trying to hand them over to some one else for solution. We may some day be told the answer and be able, parrot-like, to repeat it, but if we do our level best and work it out ourselves we are going to know its value and have the satisfaction of a task carried to completion. We need more of the spirit of '76 and '61, to see a task and see it done.

We need more grit and less grab,
More trying and less sighing,
More work and less gab,
More advance and less retreat,
More who won't accept defeat.

Sam Sugarsax.

Corporations Wound Up

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

State Motor Sales and Service Co., Detroit.

Grieve and Benson, Inc., Detroit.

Sky Specialties Corp. Detroit.

Cities Service Oil Co., Lansing.

Plumbers Finance Co., Inc., Detroit.

Beaver Oil Co., Muskegon.

Penneyteria, Inc., Detroit.

Detroit Industrial Finance Corporation, Detroit.

Radcliffe Land Co., Detroit.

Concrete Form Co., Detroit.

Realty Bond Corp., Detroit.

Normal Land Co., Ypsilanti.

Ben Krause Co., Grand Rapids.

It is where a man spends his money that shows where his heart lies.

The experience of others is the cheapest experience we buy.

If you want to get much done, don't do it all yourself.

MEAT DEALER

Diet Calculated To Reduce Foreign Imports

To the commissary of the army post on Governors Island, at the foot of Manhattan, there came a call one day last month from the hospital located there. The medical men wanted some bananas for their patients. Could the commissary get some right over? No, replied the commissary, it could not. Apples and oranges, yes; but no bananas were available. Nor, for that matter, were foreign-packed olives or sardines, nor tapioca, nor coffee nor sugar unless processed in the U. S., nor any other foreign produce of any kind. Vastly astonished at first, the medical men were soon making it clear that they thought the idea was all pretty silly. They were, in fact, burned up about it. The War Department, it appeared, had ruled a few days before that all the army commissaries in the land would have to remove from their stocks all foods grown or manufactured outside of the U. S., would be allowed to buy no more. There had been no public announcement of the order; first general news of it came after the banana ban had set up repercussions. Observed the New York Times: "Army starts to 'Eat American.'"

The army has, to a lesser extent, been eating American since the last session of Congress, when it was put into the army appropriations measure that foreign foodstuffs, unless they were non-competing or appreciably cheaper, were not to be bought. The new ruling, which is based on an executive order straight from President Roosevelt, simply strikes out the qualifications included in the original measure. Henceforth if an army doctor wants his patients to have bananas he'll have to get them outside. If an army officer wants to have olives at his formal dinners he'll have to get home-packed brands, which the Governors Island connoisseurs last month were complaining of as inferior to foreign varieties. In regard to one important foreign item, though, the new ban relents, and that one is tea. Why tea is excepted is not explained by the War Department; nor is any reason given for the ban itself. Consensus at Governors Island and other army posts seems to be that it is a consequence of NRA on one hand and the "Buy American" movement on the other, with a background influence of a few potent U. S. corporation and Publisher William Randolph Hearst, chief exponent of "Buy American."

That was likewise the general opinion of the importers who got together, several of them, after the new ruling became known, and protested to Washington. Their protest was short-lived. The importers resigned themselves to the loss of the army market soon as Washington pointed out that the ruling had come from the President. For compensation, they could look to the navy, which is not affected by last month's ukase. Meantime, many an observer of the month's developments found himself wondering why a gov-

ernment which last Spring disavowed publicly any intention of backing the "Buy American" idea should be privately furthering it. The answer, suggested others, was simple: times change and governments change with them.

Meat Code Goes To NRA

New hope for an early hearing on the retail meat code was had early this week when it seemed apparent that the master code for the grocer manufacturers, wholesalers and retailers was at last going forward for the president's signature. Later, General Johnson declared he was not going to send any codes to the White House until he has gone over them.

That is not necessarily disappointing to the meat trade code committee, which had already requested that its hearing be set for the first week in January on account of December being a busy month for the meat dealers, which would make it inconvenient for them to leave their business to attend.

Transfer of codes for food and other farm product industries from the Agricultural Adjustment Administration to the NRA under General Johnson leaves only such basic industries as meat packing and milling to be administered by the AAA.

The retail meat code, with the other food retail codes, have been tied up for months while officials strived to gain control over trade practices and profits that the industries balked at giving.

Paul A. Willis, chairman of the master grocery code committee, stated after their conference that Deputy Administrator A. D. Whiteside understood what was in the grocers' minds and solved many of the minor points in almost no time at all.

"We were able to have taken out of the code the three objectionable features that were written into it by members of the AAA," he said. "We recommend that all of those organizations in the food industry which were held up in the AAA immediately get in touch with the NRA and ask for code hearings. Things are greatly simplified. Standardized codes will be acted upon quickly."

General Johnson, who has turned out 143 codes and has scores more about ready for presidential signature, has been less insistent on Government control of industry, and more ready to accept the industrial plans for cooperation, provided wage and hours-of-work requirements were met.

The shifting of responsibility for the retail food codes is expected to result in speedy settlement of many long debated problems. Justified industrial and trade needs will now receive the consideration they deserve, it is believed, instead of being sacrificed to dogmatic regulations presumably beneficial only to farmers.

Organized labor's demand for a place on the code authorities that are to govern the operation of codes is reported to have been rejected definitely by the Government. Instead the Government is planning to create a group of boards with both labor and consumer membership. These boards

then would observe the operation of codes and make reports to the NRA.

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V. Robinson, Sand Lake	20
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F. Paipke, Sand Lake	185
B. DeRunte, Sand Lake	557
W. Higgins, Sand Lake	189
B. Wyman, Sand Lake	114
E. Howland, Sand Lake	31
G. Stacey, Sand Lake	279
H. Kilts, Sand Lake	64
Geo. Perry, Sand Lake	537
E. Rascoe, Sand Lake	684
D. Grigsby, Sand Lake	70
P. Patin, Sand Lake	260
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R. Shears, Sand Lake	154
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B. DeRunte, Sand Lake	587
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F. Golembeski, Sand Lake	66
E. Loree, Sand Lake	48
A. Blackburn, Sand Lake	174
Sutherland Paper Co., Kalamazoo	893.38
Walker Electric Co., G. R.	107.93
Swift & Co., Detroit	454.00
Swift & Co., G. R.	959.69
Lakeview Creamery, Lakeview	1,217.50
Amble Creamery Co., Amble	1,470.56
L. H. Udell & Son, G. R.	22.20
H. L. Russell Hardware, Cedar Springs	2.15
C. W. Mills Paper Co., G. R.	93.22
Colonial Salt Co., Akron	74.50
Kalamazoo Chemical Co., Kalamazoo	54.59
Manasha Carton Co., Manasha	562.41
Ogilvie Auto Co., Ionia	1.41
Penn. R. R. Co., Chicago	8.75
Lower Peninsula Power Co., Wayland	1.29
Cedar Springs Lumber Co.	131.20
American Register Co., Boston	142.60
Remus Co-Op Creamery Co., Remus	40.00
D. L. Remer, Cedar Springs	23.15
H. D. Woodworth, Cedar Springs	746.45
Weaver Service Station, Cedar Springs	5.45
J. A. Skinner, Cedar Springs	7.40
Van Schelven & Rau Hardware, Cedar Springs	85.95
Byron Center Motor Sales	7.88
J. I. Holcomb Mfg. Co., Indianapolis	2.71
Tisch Hine Co., G. R.	2.52
G. R. Tent & Awning Co., G. R.	17.42
Hoekstra Tractor & Equip Co., Grand Rapids	21.77
Great Lakes Industrial Lab., Toledo	2.72
Comstock Tire & Battery Co., G. R.	33.00
C. Doering & Son, Chicago	18.00
Dacar Products Co., Canton, O.	45.22
R. T. Hamilton, Trustee, Sand Lake	100.00
Cornelius Hoffius, G. R.	400.00
Solar Sturgis Co., Melrose Park	450.00
Benton Service Station, Byron Center	26.67
M. Braudy & Son, G. R.	43.15
Cherry Burrell Co., Detroit	342.64
Graham Paper Co., St. Louis	910.85
Barclay, Ayers & Bertsch, G. R.	60.73
Island Creek Coal Co., Cincinnati	166.80
American Corrugating Co., G. R.	489.22
Geo. Munro Auto Co., Cedar Springs	110.74
P. G. Gast Co., G. R.	68.45
Cedar Springs Gas Co., Cedar Springs	29.70

Consumers Power Co.	70.42
Michigan Bell Telephone Co.	62.74
Harold Metz, Howell	97.74
Roy E. Bassett, Sand Lake	27.64
John Rau, Cedar Springs	133.55
Carl Stout, Cedar Springs	20.00
H. Clair Jackson, Kalamazoo	50.00

People About the State Wonder Why

The U. S. Constitution says, "Liberty of speech and of the press shall not be abridged or denied." Yet this guaranty is made null and void by the Wall street financiers. Besides owning and controlling hundreds of daily newspapers and many magazines, they dominate the others, largely through their control of advertising. Any periodical which criticizes the methods of "big business," will lose so much of its advertising patronage, it must refrain from giving the people the fact they should know or they are apt to go out of business.

A brilliant example of this subjugation is shown in the city of Detroit. Naturally a newspaper is out for news and there is strife among the reporters to be first. In this city there is an organization, numbering in its membership over one-half of its population. It is known as the Direct Credits Society. The head of it is a Detroit citizen, and he is the originator of the plan of the society. On Sunday, Oct. 1, this society held a parade and pageant. There were hundreds of beautiful floats, many bands of music. Thousands marched or rode in automobiles. The line of march began at all of the suburban towns and nearby cities. It reached out fan shape for many miles, all heading for the business center of the city, then on to the Olympia Coliseum, the largest auditorium in the city, seating over sixteen thousand people.

This demonstration was held to tell the world about the work of the Direct Credits Society, which is working to relieve suffering humanity and to do honor to the man who conceived its plan of action. This man is well known to many, especially in the field of aviation, he having published its first magazine. He is a prominent engineer, inventor, author and student of economics. For years he recognized the plight of humanity and business and has given deep study to the problem, from which he has formulated a new monetary plan, which will "Help Everybody and Harm Nobody." He has addressed many large meetings in and about Detroit and converts to his monetary plan are increasing rapidly, and have spread into every state. The Direct Credits Society is non-partisan, non-sectarian and disturbs the personal relations of no one. Membership in the organization is free and its operating expenses are met by voluntary offerings. Evidently the Wall street financiers do not like the new monetary system proposed by this society, as no mention of the great mass meeting of this Detroit society, as well as many other large meetings, ever appeared in any of the local newspapers. When an organization which includes one-half or more of the people of a great city gets no publicity from its own daily papers, the people about the state wonder why?

E. B. Stebbins.

Nature does nothing for show, yet it's all show.

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.

New Ideas in Distribution

The members of the selling brain trust are now talking about economies in selling. Manufacturing has been reduced to such a fine point that very few economies can now be introduced. Besides that, with rates of labor and all hours of labor fixed, the cost of production as between various manufacturers in the same lines will be brought very close together.

A member of a "distribution brain trust" called on me the other day and his line of argument was that the cost of distribution must come down. He believes that it will come down and that the manufacturers and jobbers making a science of reducing these costs will win out and dominate the business of the future.

"Here for instance," said this member of the brain trust, "are two salesmen. One man studies the art of merchandising. He studies new ideas of selling his lines. When he calls he gives the merchant new ideas in selling. He has all the selling points of his line at his finger tips. He gets the merchant and his clerks together and instructs them in selling. By his intelligence he commands the respect of the retail merchants upon whom he calls, and by his knowledge, merchandising ability and intelligence he holds old accounts and opens new ones." This, said my visitor, is the real salesman of the future.

Now, on the other hand, let us consider the salesman who does nothing but open his catalog, get out his order blanks and write down items. This salesman, whose stock in trade is simply "don't you need some of this, don't you need some of that." This salesman," said the member of the distribution brain trust, "is, of course, useful in his way, but he is merely an order taker. He is not a producing salesman. He does not open new accounts. He does not teach his customers how to increase their sales on his lines. As a matter of fact, he is purely mechanical and if one analyzes his services from the standpoint of their exact value he is worth very little, not much more than a fairly good clerk in the store. Still this latter man poses as a salesman, thinks he is a salesman and wishes to draw a real salesman's salary. Of course," said he, "if goods are going to be sold by a salesman by turning the pages of a catalog and calling them to the attention of the dealer, this kind of a salesman, or order taker, may have his place. However, we must consider that he cannot possibly do the work of the merchandising salesman, I have outlined above, because he hasn't the knowledge or the ability and, on the other hand, for this merchandising salesman to devote 60 or 75 per cent. of his time to simply taking down the orders is a great waste of talent.

"The merchandising sales should devote his time to the development of business, opening new accounts, putting in new lines, and showing merchants how to increase their business. He is a man entitled to a very fair salary. After he has established the business then it is all right for the order taker to come around and write down the items.

"However, from an economical standpoint, it is a great waste to pay the order taker a real salesman's salary, and it is also a great waste to have a merchandising expert devoting his time to writing up orders, filling up forms and such mere clerical work.

"However," added this member of the distribution brain trust, "we are going to see an entirely different type of distribution before many years are past. Did you ever stop to think," said he, "of the present cost of selling goods through jobbers? Here comes a salesman in his car. He is held up by traffic. He loses time in parking. He does not believe in working on Saturday. He wastes a lot of time on long jumps on the road. However, he stops and takes a small order from a hardware retailer. Then that night at the hotel he copies this order and mails it to his house. It probably reaches the house the next morning. Usually on the second day these goods are delivered. If this small order is to go by freight it must be assembled in the shipping room. Then it is taken by truck to the railroad station. Then there is railroad billing. Then when the goods arrive in the customer's town the dealer is notified. A truck calls for these goods and they are finally delivered to his store.

"Now, just stop and think of all these movements. Think of the expense. One way in the future that this expense is going to be cut down is by jobbers having their own fleet of trucks. This idea is growing all over the country at the present time. Jobbers use their own trucks especially in congested districts. They are cutting out the railroad haul, the railroad billing, and the delivery truck and the receiving trucks. They are delivering their goods with their own trucks. This is quite a saving and is something that is sure to grow in this country. Nothing can stop it.

"However," he went on to say, "we still have the salesman travelling in his automobile taking orders and then we have the truck delivering the goods. Here is double expense. In the near future, jobbers are going to have intelligent truck drivers who can take orders. Retailers in many cases will have their orders ready for these truck drivers. In other cases the truck drivers are provided with seasonable goods catalogs, or lists, from which they can call out quickly to each dealer the goods that are seasonable. Such orders will be turned into the jobbers by their truck driver salesman, and the salesman will be cut out unless he becomes a truck driver.

"This is already happening," said my visitor, "in the drug and many other lines."

He cited a case of a very prosperous wholesale drug house in New England. He stated they did not ship a dollar's worth of goods by freight or express. All of their deliveries were made by their own trucks, and all their orders are taken by their truck salesmen. As far as this house is concerned the old time salesmen, hitting it up in his own car, has passed away.

"Well, all this is very interesting," I said, "but I have heard a good deal of it before. We are constantly hearing of changes in business being caused by truck deliveries."

"Why," said my friend from the distribution brain trust, "things haven't started to move in the way of new ideas in distribution. Here is the latest under way. There are to be 120 warehouses established in various parts of the United States. Serving these warehouses will be an average of 10 trucks each, or about 1200 delivery trucks. Now each of these trucks will call in some sections thickly settled every day. In other sections, not so thickly settled, twice a week. These trucks will carry a stock of quick selling articles. They will call once a day on dealers in certain territories and twice a week on dealers in other territories. They will deliver their goods as wanted, make out a memorandum bill and collect the cash from the dealer. These truckmen will not only sell from their trucks, but they will take longer orders to be delivered on the next call from the warehouses.

"Of course," said this distribution expert, "only certain lines of goods fit into a plan like this, lines where there are a few units. For instance, take Lydia Pinkham's preparation there are only three sizes, a packet for 25c and 50c and \$1. It is a simple matter to distribute such a line under this system. It is figured that each truck could distribute and take care of the business of about 80 short lines of goods. Now, what does this system of distribution mean? There will be no credit man, no bookkeeping department, no salesman and no salesman's car. The warehouse distributing the goods will be built on cheap land on the railroad tracks. The only duty of the warehouse man will be to keep up his stock and check up the sales of the truckmen.

"It is estimated in one line of business that the distribution of goods through present sources to the retail trade costs 17 per cent. Neither the jobber nor the retailer has been making any profit on these lines. One hundred million dollars worth of goods could be distributed by these 120 warehouses. The cost under the old system of distribution was 17 per cent. or \$17,000,000. Under the new system the cost of distribution can be reduced to 5 per cent., a saving of \$12,000,000 in distribution alone."

Would I take any stock in this new enterprise? Well, I was hardly prepared as yet, but the ideas outlined are certainly startling and with all the changes that have taken place in business, no change would be very surprising.

"Now, let me tell you something else," said this expert in distribution. "Truck manufacturers in the future are going to stop selling trucks. They will be selling transportation. In other words, when this new system gets under way, the handling of all the trucks will be done by truck manufacturers and they will be paid on a basis of so much per week for the use of their trucks. In other words, the company itself will not even have to buy trucks.

"Nor is that all, these warehouses that will be established will be part of a chain of a national warehousing system with headquarters in New York. When these warehouses are used the company distributing the merchandise will only have to pay for the exact amount of warehouse space used. There will be a great saving there because just now in business many concerns have a great deal more warehouse space than they need for their business, but they are compelled as they own this space to pay taxes, insurance and other overhead expenses."

"Well," I inquired, "just what will the manufacturer have to do who will take part in this national plan of truck distribution?" "His job," said my visitor, "will only be to advertise his goods and keep up the consumer demand. Just as long as the consumer insists on having the goods they will be bought by the retailers and, of course, it will be the policy of all the companies using this system under the N. R. A. to see that the retailers get a good profit on the items distributed. No cutting of retail prices will be tolerated."

"To whom goes this extra profit of \$12,000,000 that will be saved in distribution?" "That," he said, "would be divided between increased consumer advertising, the manufacturer, the distribution company and the retailer."

After my visitor left I reflected that this idea of selling goods by delivery men is not entirely new. Felix Potin, of Paris, has one of the greatest grocery businesses in the world. Potin has a very large headquarters store in Paris and he has branch retail stores in all of the leading cities in France. He sells direct to consumers. His salesmen with automobiles call daily at the homes of their customers and these salesmen have all the power and authority of the home office in making prices, allowing credits, taking back returned goods, collecting money and in extending credit; in fact, all the business of the housewife may be done with this representative who takes orders and also delivers the goods. I was told that none of these men ever refer any question up to the main office. If any customer should write or communicate with the main office they will be referred to the local salesman. In his territory this local salesman is absolutely supreme.

I was also informed that these salesmen were trained by Potin very carefully indeed. Their training covered a period of several years. They joined the concern as boys, started at the bottom and worked their way through the establishment until finally they were

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DRY GOODS

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

General Code for Wholesaling or Distributing Trade

Article I—Purposes

To effectuate the policies of Title I of the National Industrial Recovery Act, the following provisions are submitted as a Code of Fair Competition for the Wholesaling or Distributing Trade, and upon approval by the President shall be the standard of fair competition for such Trade and shall be binding upon every member thereof.

Article II—Definitions

Wholesaler or Distributor.—For the purposes of this Code, a "wholesaler" or "distributor" shall be defined as a person or firm, or definitely organized division thereof, which buys and maintains at his or its place of business a stock of the lines of merchandise which it distributes; and which through salesmen, advertising and/or sales promotion devices, sells to retailers and/or to institutional commercial, and/or industrial users; but which does not sell in significant amounts to ultimate consumers. This term shall not include concerns which sell or distribute predominantly to customers in which they have a controlling financial interest. Modifications or extensions to this definition or any part of it may be made for specific divisions when recommended by the appropriate Divisional Code Authority and approved by the Administrator.

The Trade.—The term "Trade" is defined to be the business in which wholesalers or distributors engage.

Ultimate Consumer.—The term "ultimate consumer" as used herein is defined as a purchaser for home or personal use, and not for use or consumption in trade or business.

Employee.—The term "employee" as used herein includes anyone engaged in the trade in any capacity receiving compensation for his services, irrespective of the nature or method of payment of such compensation.

Employer.—The term "employer" as used herein includes anyone by whom such employee is compensated or employed.

President, Act, Administrator.—The terms "President," "Act," and "Administrator" as used herein shall mean, respectively, the President of the United States, the National Industrial Recovery Act, and the Administrator of said Act.

Population for the purposes of this Code shall be determined by reference to the 1930 Federal Census.

Article III—Hours

Section 1. Maximum Hours and Exceptions.—(a) On and after the effective date of the Code, no wholesaler or distributor shall cause or permit any employee, except employees in an executive, supervisory, technical, or professional capacity who receive thirty-five (\$35.00) dollars per week, or more, in cities of over 500,000 population; or thirty (\$30.00) dollars per week, or more, in cities of less than 500,000

population, and except watchmen and outside salesmen, to work more than forty (40) hours per week or to work more than six (6) days in any one week (or less as determined by the Code Authority of any specific trade), except that any member of the trade may cause or permit—

(b) Outside deliverymen, maintenance men, outside repair service men and installation men to work forty-eight (48) hours per week.

(c) An employer may work any employee in excess of the above maximum hours of work under either, but not both, of the following plans:

(1) Forty-four (44) hours per week during a period of not exceeding ten (10) consecutive weeks in any one calendar year, if he is paid at the rate of time and one third for all hours in excess of the said forty-four (44) hours.

(2) Such hours as may be reasonably necessary, in excess of forty hours per week, if he is paid at the rate of time and one third for all such additional hours per week.

Article IV—Wages

Section 1. Minimum Rates of Pay.—The minimum rates of pay shall be as follows:

(a) In cities of over 500,000 population, or in the immediate vicinity thereof, at the rate of fourteen (\$14) dollars per week.

(b) In cities of between 100,000 to 500,000 population, or in the immediate vicinity thereof, at the rate of thirteen (\$13) dollars per week.

(c) In cities of less than 100,000 population, or in the immediate vicinity thereof, at the rate of twelve (\$12) dollars per week.

(d) In the South at the rate of one (\$1) dollar per week less than the rates specified above in paragraphs (a), (b), and (c).

The term "the South" means the following states: Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida, Kentucky, Maryland, District of Columbia, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, and Texas.

(e) In the case of employees on an hourly, part-time, or piece-work basis of pay, a rate which shall not be less than the minimum rate of weekly pay otherwise applicable to such employees.

(f) Junior employees between the ages of 16 and 18 years, inclusive, may be paid at the rate of one (\$1) dollar less per week than the minimum wage rate per week otherwise applicable to them for the first 12 months of their employment; and learners over 18 years of age may, for a period of six months from the date of their employment, be paid at the rate of one (\$1) dollar less per week than the minimum wage per week otherwise applicable to them. The number of employees classified as juniors or learners combined shall not exceed the ratio of one such employee to every five employees or fraction thereof up to twenty (20) and more than one such employee for every (10) employees above twenty (20).

Sec. 2. Employers shall not absorb increases in pay roll due to the hour and wage provision of this code by reducing the rates of pay of those employees receiving a wage above the minimum specified in this code.

Article V—General Labor Provisions

Section 1. Minimum Age Requirements.—No person under 16 years of age shall be employed by any wholesaler or distributor, nor anyone under 18 years of age, at operations or occupations hazardous in nature. The Code Authority shall submit to the Administration before—(date) a list of such occupations. In any state an employer shall be deemed to have complied with this provision if he shall have on file a certificate or permit duly issued by the Authority in such State empowered to issue employment or age certificates or permits showing that the employee is of the required age.

Sec. 2. Employees Rights and Employers Duties.—(a) Employees shall have the right to organize and bargain collectively through representatives of their own choosing, and shall be free from the interference, restraint, or coercion of employers of 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, and

(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.

Sec. 3. Precedence over State Laws.—Within each State this Code shall not supersede any state laws of such State imposing more stringent requirements on employers regulating the age of employees, wages, hours of work, or health, fire, or general working conditions than under this Code.

Sec. 4. Reclassification of Employees. Employers shall not reclassify employees or duties of occupations performed by employees so as to defeat the purposes of the Act.

Sec. 5. Posting Code.—Each employer shall post in conspicuous places full copies of this Code.

Article VI—Administration

Section 1. General and Supplemental Codes—Code Authority—Commodity Divisions.—(a) To provide an effective procedure for the administration of this Code, and all codes supplemental thereto provided. Provisions governing wholesalers or distributors in all Divisions shall be included in this General Code, and provisions governing wholesalers or distributors in one or more, but not in all Divisions may be embodied in a Supplemental Code for each Division, subject to the approval of the Administrator. Provided, that if a provision of the General Code should conflict with that of any Supplemental Code, the provisions of such Supplemental Code shall govern the members of the Trade in that Division.

(b) The creation of a General Code

Authority to co-operate with the Administrator in the administration of the provisions of the General Code is hereby authorized, and the creation of a Divisional Code Authority for each Division of the Trade to co-operate with the Administrator in administering the provisions of its Supplemental Code is hereby authorized.

(c) For the purposes stated in this Section, the following Commodity Divisions are hereby provided:

1. Buttons.
2. Dry Goods.
3. Embroidery.
4. Floor Covering.
5. Hats and Caps.
7. Jewelry.
 - (a) Men's Novelty Jewelry.
 - (b) Wholesale Jewelry.
8. Radio.
9. Sheet Metal.
10. Theatre Supplies.
11. Upholstery & Decorative Fabrics.
12. Wallpaper.
13. Hardware.

and such further Divisions as the Administrator may find to be duly representative. Provided that the Administrator, after due notice and hearing, may amend these Divisions by enlarging or contracting them, or by consolidating or further dividing one or more of such Divisions.

Sec. 2. Organization of General and Divisional Code Authorities.—(a) The General Code Authority shall consist of one member of each Divisional Code Authority, who shall be elected by the members thereof in accordance with a fair method approved by the Administrators. The Administrator in his discretion may appoint not more than four additional members, without vote, to represent the Administrator or such groups or interests as may be agreed upon.

(b) The Divisional Authority for each Division shall be composed of not less than three (3) nor more than twenty-one (21) wholesalers or distributors in such Division, who shall be elected, in accordance with a fair method approved by the Administrator, by the National Trade Associations representing wholesalers or distributors therein, who present this General Code and the Supplemental Code for such Division, or who thereafter subscribe thereto. The Administrator shall appoint not more than two members thereto, without vote, to represent the Administrator and such other groups or interests as may be agreed upon. Where more than one National Trade Association claims to represent members of the Trade in a single Division, the Administrator shall for the purpose of establishing membership of such Divisional Code Authority in the first instance determine whether such associations are truly representative and what shall be the number and proportionate vote of such associations upon the Divisional Code Authority.

(Continued on page 17)

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

HOTEL DEPARTMENT

Erroneous Idea in Regard to Greeters of America

Los Angeles, Dec. 23.—A few of the die-hard prohibitionists are seemingly getting satisfaction out of the statement that the recently eliminated enforcement bureau was self-sustaining. It may have been so far as actual administrative expenses were concerned—but there is nobody willing to "father" the claim that court costs and loss of revenues from taxes, licenses were included in that category. Chicago alone missed out on over a billion income during the Volstead days, which is just about the amount of her red entries in the cash book, and yet that period was one continual liquor "souse." Seems like some folks hate to give up when they are sat upon.

The Hotel World is trying to make me believe that "Jack" MacManus, a faithful executive at Hotel Pfister, Milwaukee, is an Eastern product, and a son of E. L. McManus, of the executive staff of the American Hotel Association, instead of our old comrade "Bill" of Petoskey. I have got to see the documents in the case before I am convinced. I knew him many years at the Cushman House, at Petoskey, and I am going to die hard before I am convinced to the contrary.

The Detroit-Leland has been completely rehabilitated and placed in first-class physical condition by Manager Otis M. Harrison, and it is reported to look like it. This work included the renovation of every guest room, where furniture was re-upholstered and carpets relaid. Through a novel treatment of hall decorations an illusion of greater depth and spaciousness is created. The dining and public rooms have been accorded similar treatment.

Edward C. Schill, who has been manager of Hotel Fort Shelby, Detroit, for some time, has resigned his post at that institution, and the duties of that position will be assumed by Maynard D. Smith, owner, W. G. MacKay, secretary-treasurer, as well as M. J. Cavanaugh, assistant to the president. Gerald Moore will be assistant manager.

Pierre Barnes, well known to Michigan operators, a son of the late Walter Barnes, who operated Hotel Ryckman, Kalamazoo, and who was connected with Hotel Blackstone, Chicago, for twenty years, is the new resident manager of the latter institution. George W. Lindholm, formerly of the Book-Cadillac, Detroit, is the general manager of the Blackstone, and is now enjoying himself on a vacation trip on the Pacific Coast.

Pending the preparation of papers for a new trial in a higher court, a sixty day stay was allowed Ernest J. Stevens, well known as the operator of Hotel Stevens, Chicago's largest caravansary, who was convicted some time ago for speculating with the funds of an important life insurance company. As vice-president of the latter institution, he was convicted on the charge. The hotel, from a financial point of view, has lost money daily ever since it was opened several years since.

A couple of hundred Christmas cards have arrived from as many friends in hotel service in Michigan. I cannot hope to personally acknowledge them, but I'd like my old pals to know they are here, and I fully appreciate the wonderful friendships which back them up. Maybe next year I can talk with you about them.

Tax delinquent hotels in Detroit won a sweeping victory last week, when

three judges sitting in the case of the Strauss organization against the city in connection with Hotel Whittier, the important residential hotel, restrained the city from removing personal property to sell in satisfaction of tax claims, amounting to between one and a half to two million dollars. Although only the Whittier was involved in this suit, it will have a bearing on other similar claims.

Detroit Hotel Accountants Association, at their recent meeting appointed a committee to devise means for handling the book-keeping in conjunction with liquor sales. They seem to feel it is some problem.

Geo. W. Woodcock, one of the best known Michigan operators, including the Stearns, Ludington; Otsego, Jackson, and Hotel Muskegon, Muskegon, has taken over the Tourist Tavern, near St. Petersburg, Florida. Both he and his estimable wife have my best wishes for success in this new departure.

Santa Claus helped out a great many hotels throughout the Nation by making arrangements—temporarily at least—to allow them to handle holiday liquors. But the whole problem is a long way from settlement.

Another one I heard at the Breakfast Club the other morning: An individual had been brought up before a local police judge charged with driving an automobile while intoxicated. "He staggered," one witness said. "He stuttered," said another. "The odor of alcohol hung over him like a pall," said the third. "His eyes were blood-shot, his gestures were uncontrolled," testified the traffic cop. Much evidence was piled up so that it looked dark for the culprit, though he seemed unperturbed. Then the defendant's attorney faced the judge and said he only desired to ask one of the witnesses one question. "Was my client singing 'Sweet Adeline'?" he demanded. "He was not," declared the witness. "Discharged," said his honor.

Any way you look at it, even if we are going through the agonies of a rapidly disappearing depression, this is a rich country. Its wealth is nearly boundless. Over thirty million automobiles—one for every four persons—and the record still climbing. Who's afraid of the wolf? With half the world at his feet Napoleon never even dreamed of having one. And the manufacturers cannot turn out iceless refrigerators fast enough to meet the requirements. And everybody is wearing silk stockings and not thinking anything about it. Why should a few sore-headed jackals try to keep us in hot water by finding fault with everything that constructive individuals are trying to develop? Why not give them the "razz?"

Now that the Greeters of America are reaching the successful stage, some "holier than thou" individuals want them to become more exclusive, the very thing the organization should try to avoid. This is what they want to do: "Any active member who for a period of six months or longer has ceased to be affiliated with the hotel industry in a manner which would make him eligible originally for that classification, or who has taken up another vocation, shall be transferred to inactive membership and deprived of all rights and privileges of active membership." Provided he pays his dues he may remain under the status of inactive membership. Some of the greatest organizers for Greeterism have been individuals who at one time were actively engaged in hotel service, but who for some reason or other have become disconnected with the profession, though still feeling the desira-

bility of its continued success. They have expended much effort in helping the movement forward to success, besides paying their dues. Some day they may be back in the harness and active membership during the interim cannot help but be beneficial to the organization, as well as to the individual. I could mention a number of faithful scouts in Michigan who have done this very thing. They have never asked for anything from the association except fraternity, but have at all times given something to it. The success of Greeterism has not been due to any particular interest on the part of the rank and file, but to a very few, who have had a vision and applied their efforts to practical ends. It were better to stamp out such a movement in its incipency than to eventually flounder on the rocks of oblivion. History repeats itself and many an organization is facing depleted membership because there were no "Georges" to keep up their enthusiasm.

One hotel journal is criticizing hotel managers who cling to the old-fashioned notion of visiting with their dining room guests. I think it is a very pleasing custom and really believe it should be encouraged. There is too much tendency toward high-hatting on the part of many landlords and one need not go far to discover that the manager who mingles with his guests freely has at least the satisfaction of the thought that there is something in hotel existence beside the one idea of making money. I know of one operator who enjoys every minute of his existence, who instructs his head waiter to so arrange his seatings so that he—the landlord—may occasionally sit down at the table with his patrons and make them understand that he has more than a mercenary interest in them. There is an old saying that we "will be a long time dead," but there will be small opportunity of taking our profits with us when we do make our departure hence, so it seems to me that enjoying life, within reason, as we go along, is much more satisfactory than consuming the midnight oil in reading up systems which reek with austerity.

Of all the maligned products of these United States baked Virginia ham is without doubt the most to be pitied. Every drug store fountain, sandwich "shoppe," Greek restaurant, every near beer or outdoor kitchen I have searched in an effort to find something to eat, has had baked Virginia ham on its bill of fare. In each instance the nearest thing I have found to a ham produced from a simon-pure Virginia "razor-backed" porker was a slice of ham shaved off with a safety "razor." It had neither the color, ap-

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

JAMES HOEKSEMA, Manager

"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

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

MORTON HOTEL
Grand Rapids' Newest Hotel
400 Rooms -:- 400 Baths
RATES
\$2.50 and up per day.

The Management and
Co-workers of
THE ROWE
Extend to Mr. E. A. Stowe
and the Readers of the
Tradesman
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PROSPEROUS 1934!**

CODY HOTEL
GRAND RAPIDS
RATES—\$1 up without bath.
\$2.00 up with bath.
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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

pearance or savour of the Virginia product, and presumably was from a Chicago packing house. Any of the above mentioned food emporiums undoubtedly have a legal right to serve any old kind of ham "Virginia style," which would imply some particular type of gravy or dressing, but when they deliberately contract to furnish genuine ham from that dominion they are at least indulging in the crime of petty larceny. If the Virginia product cannot receive justice in any other way, it seems to me it might essay a new name which could be protected by a copyright, so that this true American product—this triumph of ante-bellum cooking, this most luscious sugar-cured, hickory smoked, raisin and brandy flavored dish may not perish from the face of the earth. Any name, in fact, would answer. The only condition that would be necessary would be that those who fondly hope to encounter real Virginia ham may have the privilege of buying, begging or stealing a slice to satisfy a sorely tried and often-fooled palate.

The California crime commission has made a couple of good suggestions which might be carried out to good advantage in other states. One is the provision for the construction of a prison for first offenders between the ages of 16 and 24 years, as a "sensible segregation with greater possibilities of effecting reformation of young men." The other very sensible suggestion is for educational legislation that would provide for early recognition of ability and aptitude among younger children coupled with corrective treatment for crime tendencies, if necessary. Prevention is always better than cure. Every young person of criminal tendencies who can be turned to the path of justice and morality means a distinct gain for the community, state and nation, in terms of humanity, as well as a saving of money which is necessary to apprehend, convict and maintain criminals when they get past the reformatory age. Frank S. Verbeck.

General Code for Wholesaling or Distributing Trade

(Continued from page 15)

Sec. 3. Duties of Trade Associations.—Code Authorities to be Representative.—(a) Each Trade Association directly or indirectly participating in the selection or activities of the General and/or Divisional Code Authorities shall: (1) impose no inequitable restrictions on membership, and (2) submit to the Administrator true copies of its articles of association, by-laws, regulations, and any amendments when made thereof, together with such other information as to membership, organization, and activities as the Administrator may deem necessary to effectuate the purposes of the Act.

(b) In order that the General and Divisional Code Authorities shall at all times be truly representative of the Trade and in other respects comply with the provisions of the Act, the Administrator may provide such hearings as he may deem proper; and, thereafter, if he shall find that the General Code Authority or any Divisional Code Authority is not truly representative or does not in any other respect comply with the provisions of the Act, may request an appropriate modification in the method of selection of any such Code Authority.

Sec. 4. Assenting to Code and Payment of Cost of Administration.—Wholesalers or distributors shall be entitled to participate in and share the benefits of the activities of their Divisional

Code Authority, and, through such Divisional Code Authority, to participate in and share the benefits of the activities of the General Code Authority, by assenting to and complying with the requirements of such Codes and sustaining their reasonable share of the proper expenses of their administration. Such reasonable share of the proper expenses of the administration of the General Code Authority and of any Divisional Code Authority shall be determined by each Authority, respectively, subject to the review of the Administrator, on the basis of volume of business, the number of Divisions in which a member may operate, and the extent of his operations in each Division, and/or such other factors as may be deemed equitable to be taken into consideration. The share of the cost of such administration, as so equitably assessed, shall be collected by the several Divisional Code Authorities from the members of the Trade in their respective Divisions.

Sec. 5. Powers of General and Divisional Code Authorities.—(a) The General Code Authority shall have the power, in addition to other powers herein granted, to hear all matters pertaining to the provisions of the General Code which may be submitted to it by any Divisional Code Authority, to attempt to adjust and/or to report the same to the Administrator, and to exercise any other general and lawful powers which may be necessary to secure performance of the provisions of the Act.

(b) Each Divisional Code Authority shall have the following powers:

First: With respect to the provisions of the General Code which govern all Divisions of the Trade, each Divisional Code Authority, subject to the approval or request of the General Code Authority, shall:

(1) Require from wholesalers or distributors in the Division which it represents such reports as are necessary to effectuate the purposes of the General Code; and

(2) May, upon its own initiative or complaint of any wholesaler or distributor in such Division, make investigations as to the functioning and observance of any provision of the General Code; and

(3) May hear an attempt to adjust complaints; and

(4) May from time to time present to the General Code Authority recommendations (including interpretations) based on conditions in such Division which will tend to effectuate the operation of the provisions of the Act. Such recommendations shall, upon the approval of the General Code Authority and the Administrator, become operative as a part of this Code.

Provided, however, that any wholesaler or distributor who may be affected by the action or handling of matters pertaining to any provision of the General Code by his Divisional Code Authority, shall have the right to have such matter submitted to and considered by the General Code Authority for its action, as provided in Section 5 (a) of this Article.

Second: With respect to the specific provisions of the Supplemental Codes which govern one or more, but not all,

Divisions of the Trade, each Divisional Code Authority, subject to the approval or consent of the Administrator, shall:

(1) Require from wholesalers or distributors in its Division such reports as are necessary to effectuate the purposes of its Supplemental Code; and

(2) May, upon its own initiative or complaint of any wholesaler or distributor in such Division, make investigation as to the functioning and observance of any provision of its Supplemental Code; and

(3) May hear and attempt to adjust such complaints; and

(4) May from time to time present to the Administrator recommendations (including interpretations) based on conditions in such Division which will tend to effectuate the operation of the provisions of its Supplemental Code and the policy of the Act. Such recommendations, shall, upon the approval of the Administrator, become operative as a part of that Supplemental Code.

(c) In the event that a Divisional Code Authority should report any matter referred to in the "Second" part of the above paragraph to the Administrator which affects any provision of the General Code, the Administrator may refer such matter to the General Code Authority for handling as if such matter had been directly submitted to the General Code Authority by such Divisional Code Authority, as provided in the "First" part of the above paragraph.

Sec. 6. Information for Government Agencies.—In addition to the information required to be submitted to the General Code Authority and to the Divisional Code Authorities, there shall be furnished to government agencies such statistical information as the Administrator may deem necessary for the purpose recited in Section 3 (a) of the Act.

Sec. 7. Administrative Interpretations.—The Administrator may from time to time, after consultation with the General Code Authority and/or with a Divisional Code Authority, issue such administrative interpretations of the various provisions of the General Code, or of any supplemental Code, respectively, as are necessary to effectuate their purpose, and such interpretations shall become operative as a part of this Code or of such Supplemental Code, as the case may be.

Sec. 8. Undue Hardships Imposed by Codes.—Where the operations of the provisions of the General Code impose an unusual or undue hardship upon any wholesaler or distributor, or upon any Division, or where the operation of the provisions of any Supplemental Code imposes an unusual or undue hardship upon any wholesaler or distributor affected thereby, such wholesaler or distributor, or such Division, may make application for relief to the Administrator who, after such public notice and hearing as he may deem necessary, may grant such exceptions to or modifications of the provisions of the General Code, or of any Supplemental Code, as the case may be, as may be required to effectuate the purposes of the Act.

Sec. 9. Effect of Codes.—Every wholesaler or distributor shall be bound

by the provisions of the General Code and by the provisions of any and every Code supplemental thereto as may be applicable to him.

Article VII—Trade Practices

The following practices constitute unfair methods of competition for wholesalers or distributors and are prohibited:

Section 1. False Marking or Branding.—The false marking or branding or failure to properly brand or mark any product of the Trade which has the tendency to mislead or deceive customers or prospective customers, whether as to the grade, age, quantity, weight, substance, character, nature, origin, size, finish, or preparation of any product of the trade or otherwise.

Sec. 2. Misrepresentation or False or Misleading Advertising.—The making or causing or knowingly permitting to be made or published any false, materially inaccurate or deceptive statement by way of advertisement or otherwise, whether concerning the grade, age, quantity, weight, substance, character, nature, origin, size, finish, or preparation of any product of the Trade or the credit terms, values, policies, or services of any wholesaler or distributor or otherwise, having the tendency or capacity to mislead or deceive customers or prospective customers.

Sec. 3. Commercial Bribery.—Directly or indirectly to give or permit to be given, or offer to give, money or anything of value to agents, employees, or representatives of customers or prospective customers, without the knowledge of their employers or principals, as an inducement to influence their employers or principals, to purchase or contract to purchase from the makers of such gift, or offer, or to influence such employers or principals to refrain from dealing or contracting to deal with competitors.

Sec. 4. Interference with Contractual Relations.—Maliciously inducing or attempting to induce the breach of an existing oral or written contract between a competitor and his customer or source of supply, or interfering with or obstructing the performance of any such contractual duties or services.

Sec. 5. Secret Rebates.—The secret payment or allowance of rebates, refunds, commissions, credits, unearned or special discounts, whether in the form of money or otherwise, or the secret extension to certain purchasers of special services or privileges not extended to all purchasers on like terms and conditions.

Sec. 6. Giving of Prizes, Premiums, or Gifts.—The offering or giving of prizes, premiums, or gifts in connection with the sale of products, or as an inducement thereto, by any scheme which involves lottery, misrepresentation, or fraud.

Sec. 7. Defamation.—The defamation of competitors by falsely imputing to them dishonorable conduct, inability to perform contracts, questionable credit standing, or by other false representations or by the false disparagement of the grade or quality of their goods.

Sec. 8. Threats of Litigation.—The publishing or circularizing of threats or suits for infringement of patents, trade

(Continued on page 23)

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. Piaskowski, Detroit.
Director—E. J. Parr, Lansing.
Examination Sessions—Three sessions are held each year, one in Detroit, one in the Upper Peninsula and one at Ferris Institute, Big Rapids.

Michigan State Pharmaceutical Association.

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

Tugwell Bill, Drugs, Foods

The so-called "Tugwell Bill" would establish in the food and drug industries the same dictum—"Let the seller beware"—that the Securities Act introduced to the securities industry last spring. It has the interest of President Roosevelt and Secretary of Agriculture Wallace and was drafted under the guidance of the latter's assistant, Rexford G. Tugwell. The bill would modernize and amplify the Food and Drugs Act of June 30, 1906, passed for the control of adulterated and misbranded food following the disclosures of Upton Sinclair's "The Jungle" and the exposes of other "muckrakers" before and during Theodore Roosevelt's regime. Sponsors of the present bill consider this measure inadequate for present-day conditions surrounding the traffic in foods and drugs.

The effect of the Tugwell Bill, should it be adopted, will depend largely upon the manner in which it is enforced. It is admittedly very highly principled, and should it be literally interpreted and enforced it might well impose a serious burden on food and drug companies. As many critics have pointed out, it is an ideal instrument through which the Secretary of Agriculture could assume dictatorship over the country's food and drug industries. A large part of the forthcoming criticism will be inspired by this possibility.

Administered in a common-sense manner, however, with the object of eradicating patently unsound abuses, it should prove a benefit to ethical manufacturers.

The advertising provision, if enacted, might easily work a revolution in modern advertising practice, with consequent upsetting effect on the earnings of publishing companies dependent on advertising revenues, and curtailment of sales, and hence of earnings, of companies now using advertising as their principal sales agency.

It is worth noting that the Tugwell Bill has strong opposition from senators who claim that the young assistant to the Secretary of Agriculture is overly imbued with sweetness and light.

Since enactment of the 1906 bill only three amendments of the many advanced to strengthen and modernize its provisions have been passed. These were: The Sherley amendment, giving more effective control over the labeling of proprietary medicines; the net-

weight amendment, which requires the quantity of contents to be declared on food in package forms; and the McNary-Mapes amendment, which authorized establishment of legal definitions of quality, condition, and fill of container for canned foods.

Retaining the essential provisions of this amended Act, the Tugwell Bill would add the following features:

1. Cosmetics, over which the present law has no jurisdiction except in instances where the labeling bears medicinal claims, would be brought within the scope of the statutes.

2. Mechanical devices intended for curative purposes, and devices and preparations designed to effect changes in the structure of the body—both of which have a wide use, although neither is under control of the present federal statutes—are to be brought within purview of the law.

3. False advertising of foods, drugs, and cosmetics, to which the present Food and Drugs Act is not applicable, is to be prohibited. The new bill proposes this addition to discourage high-pressure and often misleading advertising claims and to encourage purchasing based on intelligent reading of fact-stating labels.

4. Definitely informative labeling would be required. Whereas present statutes have negative labeling requirements, specifying only what may not appear on labels, the new bill would require disclosure of sufficient facts to enable intelligent and discriminating buying, its sponsors claim.

5. The Tugwell Bill would class as adulterated a drug which is, or may be dangerous to health under the conditions of use prescribed in its labeling. If traffic in dangerous drugs were proscribed, most legitimate medicinals would be ruled off the market. Certain products, however—such as the radium solution which caused the death of a prominent New Yorker a year or so ago—are so potent for harm if indiscriminately administered that their unrestricted distribution to the public is inexcusable, in the opinion of sponsors of this measure. The radium solution referred to was perfectly legal under present law, being precisely labeled and making no false claims, hence the government could not prohibit its sale. The new bill would equip the government to prohibit traffic in such products.

6. Promulgation of definitions and standards for foods, which will have the force and effect of law, is to be authorized. Present provisions permit the establishment of only advisory standards, leaving compliance a voluntary matter. Hence enforcement requires the government to establish, first, that the standard is the consensus of consumer understanding and sound manufacturing practice, and then that the product under fire does not conform with this standard. The new provision would obviate this expensive procedure, and in establishing legal standards would protect ethical manufacturers.

7. Added poisons in foods would be prohibited, or the establishment of safe tolerances therefor would be provided. This provision is designed to provide more effective control of interstate

shipments of fruits carrying excessive and dangerous residues of poison.

8. Where protection of the public health cannot otherwise be effected, operation of factories under federal permit is prescribed. This measure would give the federal government power to intervene in such cases as that of several years ago when improperly packed ripe olives led to a disastrous epidemic of the disease known as botulism. During the period when the industry itself was seeking the cause of its difficulties—later overcome—the government was without power to place the industry under some form of surveillance that would guarantee safe manufacturing practices.

9. Methods for control of false labeling and advertising of drug products would be strengthened. At present a drug is misbranded if its label bears false and fraudulent therapeutic claims. This requires the government to prove, in case of prosecution, not only that the claims are false but also that the manufacturer had knowledge of the

ineffectiveness of his product. The new provision would hold a drug misbranded if its labeling directly, or by ambiguity or inference, made claims for the drug contrary to the general agreement of medical opinion.

10. The measure prescribes more severe penalties, as well as injunctions in the case of repeated offenses. The maximum penalty for the first offense under the present law is a fine of \$200. Such a sum, for example, was all that the government could impose on those recently convicted of shipping poisoned Jamaica ginger which paralyzed thousands in the lower Middle West. Second offenders under the present law get \$300 or imprisonment for not exceeding one year. Both penalties, sponsors of the new measure hold, are inadequate.

Smiles

A man can smile in the evening,
A man can smile at dawn,
But the man worth while
Is the man who can smile
When his two front teeth are gone.

The best kind of trait: Kindness.

WE EXTEND OUR BEST
WISHES FOR A HAPPY AND
PROSPEROUS,

New year

PUTNAM FACTORY

NATIONAL CANDY CO., INC.

GRAND RAPIDS, MICH.

'Tis a good, old-fashioned custom,
This wishing Christmas cheer,
And sending friendly greetings
At the dawning of the year;
And we hope the custom lingers
Like the friendship, old and true,
Which prompts the good old-fashioned
wish, that we are sending you.

MERRY CHRISTMAS
AND HAPPY NEW YEAR!

60 years at your service.

Hazeltine & Perkins Drug Co.
Grand Rapids
Michigan

Legislature Made History For Michigan

Lansing, Dec. 26—The Michigan Legislature, recently in session, made history for the State in the form of a law which is designed to regulate the manufacture and sale of beer, wine and spirits. The law provides for a Commission of five persons composed of three men appointed by the Governor, with the Governor and Secretary of State as ex-officio members.

The personnel of this commission has been given to the state through the daily papers, as well as the provisions of the law itself. Our purpose in mentioning this law will be apparent as we proceed.

One of our members—the operator of a successful store—writes that he wishes to take advantage of the law and carry a line of choice wines in his candy department. Referring to the law, we find that the persons authorized to sell liquors are divided in several classes. We will not enumerate them here more than to say that the merchant mentioned above would be classified as "specially designed merchant."

Under this designation the person may sell beer or wine at retail for consumption off of the premises of such licensed place. Another provision of the law states that specially designed merchants selling beer or wine for consumption off of the premises only, but not at wholesale, shall pay a license of \$25 for each and every location regardless of fact that such location may be a part of any system or chain of merchandising.

It is not necessary to comment further regarding the licenses that are given to the various classes of businesses and locations. Anyone of our merchants desiring to take advantage of the provisions of the law should write to the State Liquor Control Commission for official blanks and information.

Possibly this item may be a little late to our members regarding the wholesalers code which is soon to be approved at Washington and signed by the President. There is a provision for a wholesale price differential between the large chains and the small independent retailers. The interests of the independent retailers and the larger chain organizations are so interwoven that it is sometimes difficult to decide just what attitude we should take. At the same time if there is anything that the wholesalers code can accomplish by helping the independent retailers to buy goods in a way that shall do away with unfair competition, such a movement should be encouraged by all independent retailers.

We learn with sincere regret of the death of one of Michigan's best men, Hon. Cassius L. Glasgow of Nashville. As a citizen of Nashville he has been one of their most helpful and influential men. As legislator and State Commissioner of Railroads, his record has been one of 100 per cent. integrity, intelligent and patriotic service. As president of a Retailers' Council of Michigan, he rendered service beyond our power to estimate to the retailers of Michigan and especially to the members of the State Hardware, Implement Dealers and Dry Goods Associations. Everyone who has had the pleasure and honor of an acquaintance with Mr. Glasgow admired his fine manly spirit and genial qualities. We shall miss him very much. Our sincere sympathies go to Mrs. Glasgow.

In one of our news letters last September mention was made of the illness of H. W. Beckwith, owner of Midland's best department store. At that time his complete recovery seemed doubtful. He had been one of the business landmarks of Midland for many years and was highly respected by all. We were always glad to meet him at his store and at our group meet-

ings. Although advanced in years he always seemed like a young man in courage and optimism. We shall miss him and his courteous ways. His death occurred last week.

Jason E. Hammond,
Mgr. Mich. Retail Dry Goods Ass'n.

Annual Meeting of Edson, Moore & Co. Salesmen

Edson, Moore & Co. had its annual get-together meeting Dec. 19 to 22, at Detroit, all of its salesmen being present. The first part of the week the salesmen were busy with the department heads, who introduced the new samples for 1934. Many new lines have been added. As always has been the policy of the company, the best brands have been secured for the future.

On Thursday Dec. 21, the business session was held. At this meeting G. W. Gillis, President, gave an interesting resume of the corporation's business for 1933. Sales for the last six months of 1933 were far in excess of those of the first six months. During the last half period the sales force has been increased. Most of Edson, Moore & Co.'s business is being done in Michigan. They have more representatives in this state than any other dry goods house.

The banquet was held in the evening. A delicious turkey dinner was served at the company's cafeteria. W. B. Hazelton, vice-president, was toastmaster for the occasion, and introduced Frederick Stockwell, the main speaker. Mr. Stockwell spoke about the general conditions of the country, also stressing the point of backing the President in his recovery program. The department managers also spoke a few words, reporting on the favorable outlook of business for 1934 for their departments.

After the banquet, each of the salesmen was presented with a very appropriate Christmas gift. The salesmen responded with a rising cheer of appreciation.

Many of Edson, Moore & Co.'s customers will regret to learn that Frank Hughes, blanket man, who has been connected with the company for some forty years met with a very serious accident, and at the time of this meeting was in a very critical condition.

The Western Michigan representatives who attended the meeting are G. J. Boone, Joe Quist and Wm. Zoet.

Ready for Spring Hat Buying

Expecting its code of fair competition to be signed within the week, the men's hat industry is preparing for a sharply increased volume of Spring business after the first of the year. Manufacturers of straw styles are highly encouraged by the initial volume that has been placed and are confidently looking forward to their best season in several years. Buyers covered their requirements earlier this year than they have done in the past two years and, with prices on a stable basis, renewed activity is awaited next month. Volume is expected to run about 15 to 20 per cent. ahead of the preceding year.

Beautiful deeds are worth more than the most beautiful old masterpieces.

WHOLESALE DRUG PRICE CURRENT

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

ACID		GUM		Hemlock, Pu., lb.	
Acetic, No. 8, lb.	06 @ 10	Aloe, Barbadoes, so called, lb. gourds	@ 60	Hemlock Com., lb.	1 00@1 25
Boric, Powd., or Xtal, lb.	08 1/2 @ 20	Powd., lb.	35 @ 45	Juniper Ber., lb.	3 00@3 20
Carbonic, Xtal, lb.	35 @ 43	Aloe, Socotrine, lb.	@ 75	Juniper W'd, lb.	1 50@1 75
Citric, lb.	35 @ 45	Powd., lb.	@ 80	Lav. Flow., lb.	3 50@4 00
Muriatic, Com'l., lb.	03 1/2 @ 10	Arabic, first, lb.	@ 40	Lav. Gard., lb.	1 25@1 50
Nitric, lb.	09 @ 15	Arabic, sec., lb.	@ 30	Lemon, lb.	1 75@2 25
Oxalic, lb.	15 @ 25	Arabic, sorts, lb.	15 @ 25	Mustard, true, ozs.	@ 1 50
Sulphuric, lb.	03 1/2 @ 10	Arabic, Gran., lb.	@ 35	Mustard art., ozs.	@ 35
Tartaric, lb.	35 @ 46	Arabic, P'd, lb.	25 @ 35	Orange, Sw., lb.	3 00@3 25
ALCOHOL		Asafoetida, lb.	47 @ 50	Origanum, art., lb.	1 00@1 20
Denatured, No. 5 gal.	44 @ 55	Asafoetida, Po., lb.	75 @ 82	Pennyroyal, lb.	2 75@3 20
Grain, gal.	4 00@5 00	Guaiac, lb.	@ 70	Peppermint, lb.	5 25@5 75
Wood, gal.	50 @ 60	Guaiac, powd., lb.	@ 75	Rose, dr.	@ 2 50
ALUM-POTASH, USP		Kino, lb.	@ 90	Rose, Geran., ozs.	50 @ 95
Lump, lb.	05 @ 13	Kino, powd., lb.	@ 1 00	Rosemary	
Powd. or Gra., lb.	05 1/2 @ 13	Myrrh, lb.	@ 60	Flowers, lb.	1 00@1 50
AMMONIA		Myrrh Pow., lb.	@ 75	Sandalwood	
Concentrated, lb.	06 @ 13	Shellac, Orange, lb.	22 1/2 @ 30	E. I., lb.	8 00@8 60
4-F, lb.	05 1/2 @ 13	Ground, lb.	22 1/2 @ 30	W. I., lb.	4 50@4 75
3-F, lb.	05 1/2 @ 13	Shellac, white, (bone dr'd) lb.	35 @ 45	Sassafras, true, lb.	1 90@2 40
Carbonate, lb.	20 @ 25	Tragacanth, No. 1, bbls.	1 60@2 00	Syn., lb.	35@1 40
Muriate, Lp., lb.	18 @ 30	No. 2, lbs.	1 50@1 75	Spearmint, lb.	2 50@3 00
Muriate, Gra., lb.	08 @ 18	Pow., lb.	1 25@1 50	Tansy, lb.	3 50@4 00
Muriate, Po., lb.	20 @ 30	HONEY		Thyme, Red, lb.	1 50@2 00
ARSENIC		Pound	25 @ 40	Thyme, Whi., lb.	1 75@2 40
Pound	07 @ 20	HOPS		Wintergreen	
BALSAMS		1/2s Loose, Pressed, lb.	@ 1 25	Leaf, true, lb.	5 75@6 20
Copaiba, lb.	60@1 40	HYDROGEN PEROXIDE		Birch, lb.	4 00@4 60
Fir, Cana., lb.	2 00@2 40	Pound, gross	27 00@29 00	Syn.	75@1 20
Fir, Oreg., lb.	50@1 00	1/2 lb., gross	17 00@18 00	Wormseed, lb.	3 50@4 00
Peru, lb.	1 75@2 20	1/4 lb., gross	11 00@11 50	Wormwood, lb.	4 50@5 00
Tolu, lb.	1 50@1 80	INDIGO		OILS HEAVY	
BARKS		Madras, lb.	2 00@2 25	Castor, gal.	1 15@1 35
Ordinary, lb.	@ 30	INSECT POWDER		Cocoonut, lb.	22 1/2 @ 35
Ordin., Po., lb.	25 @ 35	Pure, lb.	31 @ 41	Cod Liver, Norwegian, gal.	1 20@1 50
Saigon, lb.	@ 40	LEAD ACETATE		Cot. Seed, gal.	85@1 00
Saigon, Po., lb.	50 @ 60	Xtal, lb.	17 @ 25	Lard, ex., gal.	1 55@1 65
Elm, lb.	40 @ 50	Powd. & Gran.	25 @ 35	Lard No. 1, gal.	1 25@1 40
Elm, Powd., lb.	38 @ 45	LICORICE		Linseed, raw, gal.	78 @ 93
Elm, G'd, lb.	38 @ 45	Extracts, sticks, per box	1 50 @ 2 00	Linseed, boil., gal.	81 @ 96
Sassafras (P'd lb.)	45 @ 55	Lozenges, lb.	40 @ 50	Neatsfoot, extra, gal.	80@1 00
Soap tree, cut, lb.	20 @ 30	Wafers, (24s) box	@ 1 50	Olive	
Soap tree, po., lb.	35 @ 40	LEAVES		Malaga, gal.	2 50@3 00
BERRIES		Buchu, lb., short	@ 60	Pure, gal.	3 00@5 00
Cubeb, lb.	@ 55	Buchu, lb., long	@ 70	Sperm, gal.	1 25@1 50
Cubeb, po., lb.	@ 75	Buchu, P'd, lb.	@ 30	Tanner, gal.	75 @ 90
Juniper, lb.	10 @ 20	Sage, bulk, lb.	25 @ 30	Tar gal.	50 @ 65
BLUE VITRIOL		Sage, loose pressed, 1/2s, lb.	@ 40	Whale, gal.	@ 2 00
Pound	06 @ 15	Sage, ounces	@ 85	OPIUM	
BORAX		Sage, P'd & Grd.	@ 35	Gum, ozs., \$1.40;	
P'd or Xtal, lb.	06 @ 13	Senna		lb.	17 50@20 00
BRIMSTONE		Alexandria, lb.	35 @ 40	Powder, ozs., \$1.40;	
Pound	04 @ 10	Tinnevela, lb.	20 @ 30	lb.	17 50@20 00
CAMPOR		Powd., lb.	25 @ 35	Gran., ozs., \$1.40;	
Pound	65 @ 75	Uva Ursi, lb.	@ 31	lb.	17 50@20 00
CANTHARIDES		Uva Ursi, P'd, lb.	@ 45	PARAFFINE	
Russian, Powd., lb.	03 50	LIME		Pound	06 1/2 @ 15
Chinese, Powd., lb.	02 00	Chloride, med., dz.	@ 85	PEPPER	
CHALK		Chloride large, dz.	@ 1 45	Black, grd., lb.	25 @ 35
Crystals, White, dozen	@ 3 60	LYCOPodium		Red, grd., lb.	45 @ 55
Dustless, doz.	@ 6 00	Pound	45 @ 60	White, grd., lb.	40 @ 45
French Powder, Coml., lb.	03 1/2 @ 10	MAGNESIA		PITCH BURGUNDY	
Precipitated, lb.	12 @ 15	Carb., 1/2s, lb.	@ 30	Pound	20 @ 25
Prepared, lb.	14 @ 16	Carb., 1/16s, lb.	@ 32	PETROLATUM	
White, lump, lb.	03 @ 10	Carb., P'd, lb.	@ 25	Amber, Plain, lb.	12 @ 17
CAPSICUM		Oxide, Hea., lb.	@ 75	Amber, Carb., lb.	14 @ 19
Pods, lb.	60 @ 70	Oxide, light, lb.	@ 75	Cream Whi., lb.	17 @ 22
Powder, lb.	62 @ 75	MENTHOL		Lily White, lb.	20 @ 25
CLOVES		Pound	4 54@4 88	Snow White, lb.	22 @ 27
Whole, lb.	30 @ 40	MERCURY		PLASTER PARIS DENT'L	
Powdered, lb.	35 @ 45	Pound	1 50@1 75	Barrels	@ 5 75
COCAINE		MORPHINE		Less, lb.	03 1/2 @ 08
Ounce	12 68@14 85	Ounces	@ 11 80	POTASSA	
COPPERAS		1/2s	@ 13 96	Caustic, st'ks, lb.	55 @ 88
Xtal, lb.	03 1/2 @ 10	MUSTARD		Liquor, lb.	@ 40
Powdered, lb.	04 @ 15	Bulk, Powd.		POTASSIUM	
CREAM TARTAR		Select, lb.	45 @ 50	Acetate, lb.	60 @ 56
Pound	23 @ 36	No. 1, lb.	25 @ 35	Bicarbonate, lb.	30 @ 35
CUTTLEBONE		NAPHTHALINE		Bichromate, lb.	15 @ 25
Pound	40 @ 50	Balls, lb.	08 1/2 @ 18	Bromide, lb.	66 @ 93
DEXTRINE		Flake, lb.	08 1/2 @ 18	Carbonate, lb.	30 @ 35
Yellow Corn, lb.	06 1/2 @ 15	NUTMEG		Chlorate	
White Corn, lb.	07 @ 15	Pound	@ 40	Xtal, lb.	17 @ 23
EXTRACT		Powdered, lb.	@ 50	Powd., lb.	17 @ 23
Witch Hazel, Yel-low Lab., gal.	1 10@1 70	NUX VOMICA		Gran., lb.	21 @ 23
Licorice, P'd, lb.	50 @ 60	Pound	@ 25	Iodide, lb.	2 71@2 90
FLOWER		Powdered, lb.	@ 25	Permanganate, lb.	22 1/2 @ 35
Arnica, lb.	50 @ 55	OIL ESSENTIAL		Prussiate	
Chamomile		Almond		Red lb.	80 @ 90
German, lb.	35 @ 45	Bit, true, ozs.	@ 50	Yellow, lb.	50 @ 60
Roman, lb.	@ 1 00	Bit, art., ozs.	@ 30	QUASSIA CHIPS	
Saffron		Sweet, true, lb.	1 25@1 30	Pound	25 @ 30
American, lb.	50 @ 55	Sw't, art., lbs.	1 00@1 25	Powd., lb.	35 @ 40
Spanish, ozs.	@ 1 35	Amber, crude, lb.	71 @ 1 40	QUININE	
FORMALDEHYDE, BULK		Amber, rect., lb.	1 30@2 00	5 oz. cans, ozs.	@ 77
Pound	09 @ 20	Anise, lb.	1 00@1 60	SAL	
FULLER'S EARTH		Bay, lb.	4 00@4 25	Epsom, lb.	03 1/4 @ 10
Powder, lb.	05 @ 10	Bergamot, lb.	3 00@3 60	Glaucous	
GELATIN		Cajuput, lb.	1 50@2 00	Lump, lb.	03 @ 10
Pound	55 @ 65	Caraway S'd, lb.	2 80@3 40	Gran., lb.	03 1/2 @ 10
GLUE		Cassia, USP, lb.	2 10@2 60	Nitre	
Brok., Bro., lb.	20 @ 30	Cedar Leaf, lb.	1 70@2 20	Xtal or Powd.	10 @ 16
Gro'd, Dark, lb.	16 @ 22	Coml., lb.	1 00@1 25	Gran., lb.	@ 16
Whi. Flake, lb.	27 1/2 @ 35	Citronella, lb.	1 05@1 40	Rochelle, lb.	17 @ 30
Whi. G'd, lb.	25 @ 35	Cloves, lb.	1 75@2 25	Soda, lb.	02 1/2 @ 08
White AXX light, lb.	@ 40	Croton, lbs.	4 00@4 60	SODA	
Ribbon	42 1/2 @ 50	Cubeb, lb.	4 25@4 80	Ash	03 @ 10
GLYCERINE		Erigeron, lb.	2 70@3 35	Bicarbonate, lb.	03 1/2 @ 10
Pound	14 1/4 @ 35	Eucalytus, lb.	85@1 20	Caustic, Co'l, lb.	03 @ 15
		Fennel	2 25@2 60	Hypsulphite, lb.	05 @ 10

GROCERY PRICE CURRENT

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

ADVANCED

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

Table Belle, 12-31 oz., doz.	1 70
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BAKING POWDERS

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



BLEACHER CLEANSER

Clorox, 16 oz., 24s	3 25
Clorox, 22 oz., 12s	3 00
Lizelle, 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 90
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
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BREAKFAST FOODS

Kellogg's Brands	
Corn Flakes, No. 136	2 90
Corn Flakes, No. 124	2 90
Pep, No. 224	2 20
Pep No. 250	1 05
Krumbles, No. 412	1 40
Bran Flakes, No. 624	1 90
Bran Flakes, No. 650	35
Rice Krispies, 6 oz.	2 25
Rice Krispies, 1 oz.	1 10
All Bran, 16 oz.	2 30
All Bran, 10 oz.	2 75
All Bran, 3/4 lb.	1 10
Kaffe Hag, 6 1-lb. cans	2 57
Whole Wheat Fla., 24s	2 20
Whole Wheat Bis., 24s	2 50

Post Brands

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

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

BROOMS

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

BRUSHES

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

Stove

Shaker	1 80
No. 50	2 00
Peerless	2 60

Shoe

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

BUTTER COLOR

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	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 84
Gooseberries	
No. 10	

Pears

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

Black Raspberries

No. 2 2 60

Pride of Mich. No. 2 1 60

Red Raspberries

No. 2 2 25

No. 1 1 25

Marcellus, No. 2 1 70

Strawberries

No. 2 3 00

8 oz. 80

Marcellus, No. 2 1 45

CANNED FISH

Clam Ch'der, 10 1/2 oz.	1 35
Clam Chowder, No. 2	2 75
Clams, Steamed No. 1	2 75
Clams, Minced, No. 1/2	2 40
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 35
Lobster, No. 1/4	1 95
Shrimp, 1, wet	1 50
Sard's, 1/4 Oil, k'less	3 35
Sardines, 1/4 Oil, k'less	3 35
Salmon, Red Alaska	2 25
Salmon, Med. Alaska	1 80
Salmon, Pink, Alaska	1 50
Sardines, Im. 1/4, ea.	6@11
Sardines, Cal.	1 00
Tuna, 1/2 Van Camps	1 15
Tuna, 1/4s, Van Camps	1 15
Tuna, 1s, Van Camps	3 45
Tuna, 1/2s, Chicken Sea	1 60

CANNED MEAT

Bacon, med., Beechnut	1 71
Bacon, lge., Beechnut	2 43
Beef, lge., Beechnut	3 51
Beef, med., Beechnut	2 07
Beef, No. 1, Corned	1 95
Beef, No. 1, Roast	1 95
Beef, 2 1/2 oz., Qua., Sil.	1 40
Corn Beef Hash, doz.	1 90
Beefsteak & Onions, s.	2 70
Chili Con Car., 1s	1 05
Deviled Ham, 1/4s	90
Deviled Ham, 1/2s	1 35
Potted Meat, 1/4 Libby	43
Potted Meat, 1/2 Libby	75
Potted Meat, 1/2 Qua.	70
Potted Ham, Gen. 1/4	1 35
Vienna Saus. No. 1/4	90
Vienna Sausage, Qua.	85

Baked Beans

Campbells 48s 2 30

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 00
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
Marcellus Cut, No. 10	6 00

Wax Beans

Choice, Whole, No. 2	1 60
Cut, No. 10	7 25
Cut, No. 2	1 35
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
Country Gen., No. 2	1 20
Marcellus, No. 2	1 10
Fancy Crosby, No. 2	1 35
Fancy Crosby, No. 10	6 50
Whole Grain, 6 Ban-tam No. 2	1 45

Peas

Little Dot, No. 2	2 15
Sifted E. June, No. 10	9 50
Sifted E. June, No. 2	1 75
Marcel., Sw. W. No. 2	1 45
Marcel., E. June, No. 2	1 35
Marcel., E. Ju., No. 10	7 75

Pumpkin.

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

Sauerkraut

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

Spinach

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

Squash

Boston, No. 3 1 35

Succotash

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

Tomatoes

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

Tomato Juice

Hart, No. 10

CATSUP

Regal, 8 oz.	doz. 90
Regal, 14 oz.	doz. 1 23
Sniders, 8 oz.	doz. 1 20
Sniders, 14 oz.	doz. 1 85
Quaker, 8 oz.	doz. 1 12
Quaker, 14 oz.	doz. 1 35

CHILI SAUCE

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

OYSTER COCKTAIL

Sniders, 11 oz. 2 00

CHEESE

Roquefort	80
Wisconsin Daisy	14
Wisconsin Twin	13 1/2
New York June	23
Sap Sago	48
Brick	17
Michigan Flats	12 1/2
Michigan Daisies	13
Wisconsin Longhorn	14
Imported Leyden	23
1 lb. Limburger	19
Imported Swiss	60
Kraft, Pimento Loaf	22
Kraft, American Loaf	20
Kraft, Brick Loaf	20
Kraft, Swiss Loaf	26
Kraft, Old End. oaf.	37
Kraft, Pimento, 1/2 lb.	1 60
Kraft, American, 1/2 lb.	1 50
Kraft, Brick, 1/2 lb.	1 30
Kraft, Limbur., 1/2 lb.	1 30

Note that imported items are advancing due to the present dollar.

CHEWING GUM

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

CHOCOLATE

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

CIGARS

Hemt, Champions	40 00
Webster Plaza	75 00
Webster Golden Wed.	75 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

Stick Candy

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

Mixed Candy

Kindergarten	
Leader	
French Creams	
Paris Creams	
Jupiter	
Fancy Mixture	

Fancy Chocolate

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

Gum Drops

Jelly Strings	Cases
Tip Top Jellies	
Orange Slices	

Lozenges

A.

Currents Packages, 11 oz.----- 14 Dates Imperial, 12s, pitted... 1 90 Imperial, 12s, regular... 1 60 Imperial, 12s, 2 lb.----- 2 25 Imperial, 12s, 1 lb.----- 1 75 Figs Calif., 24-83, case----- 1 70 Peaches Evap. Choice ----- 11 1/2 Peel Lemon, Dromedary, 4 oz., doz.----- 1 10 Orange, Dromedary, 4 oz., dozen----- 1 10 Citron, Dromedary, 4 oz., dozen----- 1 10 Raisins Seeded, bulk----- 6 1/2 Thompson's S'dless blk. 6 1/2 Quaker s'dless blk.----- 7 1/2 15 oz.----- 7 1/2 Quaker Seeded, 15 oz.----- 7 1/2 California Prunes 90@100, 25 lb. boxes @07 80@ 90, 25 lb. boxes @07 1/2 70@ 80, 25 lb. boxes @07 1/2 60@ 70, 25 lb. boxes @08 1/2 50@ 60, 25 lb. boxes @08 1/2 40@ 50, 25 lb. boxes @09 1/2 30@ 40, 25 lb. boxes @10 20@ 30, 25 lb. boxes @13 18@ 24, 25 lb. boxes @15 1/2 Hominy Pearl, 100 lb. sacks----- 3 50 Bulk Goods Elb. Macaroni, 20 lb. bx. 1 25 Egg Noodle, 10 lb. box 1 25 Pearl Barley 0000 ----- 7 00 Barley Grits ----- 5 00 Chester ----- 4 50 Lentils Chili ----- 10 Tapioca Pearl, 100 lb. sacks----- 7 1/2 Minute, 8 oz., 3 doz.----- 4 05 Dromedary Instant ----- 3 50 Jiffy Punch 3 doz. Carton----- 2 25 Assorted flavors. EVAPORATED MILK Quaker, Tall, 10 1/2 oz.----- 2 85 Quaker, Baby, 4 doz.----- 1 43 Quaker, Gallon, 1/2 dz.----- 2 85 Carnation, Tall, 4 doz.----- 2 95 Carnation, Baby, 4 dz.----- 1 43 Oatman's D'dee, Tall ----- 2 95 Oatman's D'dee, Baby ----- 1 43 Pet, Tall ----- 2 95 Pet, Baby, 4 dozen----- 1 45 Borden's, Tall, 4 doz.----- 2 95 Borden's, Baby, 4 doz.----- 1 43 FRUIT CANS Presto Mason F. O. B. Grand Rapids Half pint.----- 7 15 One pint.----- 7 40 One quart.----- 8 65 Half gallon.----- 11 75 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 HONEY Carroll's 5 lb., per dz. 5 40 JELLY AND PRESERVES Pure, 30 lb. pails.----- 2 60 Imitation, 30 lb. pails. 1 60 Pure, 6 oz., Asst., doz.----- 90 Pure Pres., 16 oz., dz.----- 1 40 JELLY GLASSES 1/2 Pint Tall, per doz.----- 25 		JUNKET GOODS Junket Powder ----- 1 20 Junket Tablets ----- 1 35 Junket Food Colors.----- 1 60 MARGARINE Wilson & Co.'s Brands Oleo Nut ----- 08 1/2 MATCHES Diamond, No. 5, 144----- 6 50 Searchlight, 144 box----- 6 50 Crescent, 144 ----- 5 90 Diamond, No. 0 ----- 5 10 Safety Matches Red Top, 5 gross case----- 5 25 Signal Light, 5 gro. cs 5 25 MUELLER'S PRODUCTS Macaroni, 9 oz.----- 2 10 Spaghetti, 9 oz.----- 2 10 Elbow Macaroni, 9 oz.----- 2 10 Egg Noodles, 6 oz.----- 2 10 Egg Vermicelli, 6 oz.----- 2 10 Egg Alphabets, 6 oz.----- 2 10 Cooked Spaghetti, 24c, 17 oz.----- 2 20 NUTS Whole Almonds, Peerless ----- 15 1/2 Brazil, large ----- 14 1/2 Fancy Mixed ----- 15 Filberts, Naples ----- 20 Peanuts, Vir. Roasted ----- 7 Peanuts, Jumbo ----- 8 1/2 Pecans, 3, star ----- 25 Pecans, Jumbo ----- 40 Pecans, Mammoth ----- 50 Walnuts, Cal. ----- 14@20 Hickory ----- 07 Shelled Almonds ----- 39 Peanuts, Spanish, 125 lb. bags ----- 7 1/2 Filberts ----- 32 Pecans, salted ----- 45 Walnut, California ----- 48 MINCE MEAT None Such, 4 doz.----- 6 20 Quaker, 3 doz. case----- 2 65 Yo Ho, Kegs, wet, lb.----- 16 1/2 OLIVES 7 oz. Jar, Plain, doz.----- 1 05 16 oz. Jar, Plain, doz.----- 1 95 Quaker Jars, Plain, doz.----- 3 25 5 Gal. Kegs, each ----- 6 50 3 oz. Jar, Stuffed, doz.----- 1 15 8 oz. Jar, Stuffed, doz.----- 2 25 10 oz. Jar, Stuffed, doz.----- 2 65 1 Gal. Jugs, Stuffed, dz.----- 1 55 PARIS GREEN 1/2s ----- 34 1s ----- 32 2s and 5s ----- 30 PICKLES Medium Sour 5 gallon, 400 count----- 4 75 Sweet Small 5 gallon, 500 ----- 7 25 Banner, 6 oz., doz.----- 90 Banner, quarts, doz.----- 2 10 Paw Paw, quarts, doz.----- 2 80 Dill Pickles Gal., 40 to Tin, doz.----- 8 15 32 oz. Glass Thrown----- 1 45 Dill Pickles, Bulk 5 Gal., 200 ----- 3 65 16 Gal., 650 ----- 11 25 45 Gal., 1300 ----- 30 00 PIPES Cob, 3 doz. in bx. 1 00@1 20 PLAYING CARDS Battle Axe, per doz.----- 2 65 Bicycle, per doz.----- 4 70 Torpedo, per doz.----- 2 50 POTASH Babbitt's, 2 doz.----- 2 75 		FRESH MEATS Beef Top Steers & Heif.----- 10 Good Steers & Heif.----- 09 Med. Steers & Heif.----- 08 Com. Steers & Heif.----- 07 Veal Top ----- 08 1/2 Good ----- 07 Medium ----- 06 Lamb Spring Lamb ----- 12 Good ----- 11 Medium ----- 10 Poor ----- 03 Mutton Good ----- 04 1/2 Medium ----- 03 Poor ----- 02 Pork Loins ----- 10 Butts ----- 08 Shoulders ----- 06 1/2 Spareribs ----- 06 Neck bones ----- 03 Trimmings ----- 06 PROVISIONS Barreled Pork Clear Back ----- 16 00@18 00 Short Cut, Clear ----- 12 00 Dry Salt Meats D S Belles ----- 18-29@18-10-08 Lard Pure in tierces ----- 6 60 lb. tubs ----- advance 1/4 50 lb. tubs ----- advance 1/4 20 lb. pails ----- advance 1/4 10 lb. pails ----- advance 1/4 5 lb. pails ----- advance 1/4 3 lb. pails ----- advance 1/4 Compound, tierces ----- 7 Compound, tubs ----- 7 1/2 Sausages Bologna ----- 10 Liver ----- 13 Frankfort ----- 12 Pork ----- 15 Tongue, Jellied ----- 21 Headcheese ----- 13 Smoked Meats Hams, Cert., 14-16 lb.----- 13 1/2 Hams, Cert., Skinned ----- 13 Ham, dried beef ----- @13 Knuckles ----- @22 California Hams ----- @09 Picnic Boiled Hams ----- @16 Boiled Hams ----- @21 Minced Hams ----- @10 Bacon 4/6 Cert. ----- @15 Beef Boneless rump ----- @19 00 Liver Beef ----- 10 Calf ----- 35 Pork ----- 05 RICE Fancy Blue Rose ----- 4 85 Fancy Head ----- 5 75 RUSKS Postma Biscuit Co. 18 rolls, per case ----- 2 10 12 rolls, per case ----- 1 39 18 cartons, per case ----- 2 35 12 cartons, per case ----- 1 57 SALERATUS Arm and Hammer 24s. 1 50 SAL SODA Granulated, 60 lbs. cs.----- 1 35 Granulated, 18-2 1/2 lb. packages ----- 1 10 COD FISH Peerless, 1 lb. boxes----- 18 Old Kent, 1 lb. pure ----- 25 		HERRING Holland Herring Mixed, Kegs ----- 83 Milkers, kegs ----- 99 Boneless, 10 lb. box----- 1 50 Lake Herring 1/2 bbl., 100 lbs.----- Mackerel Tubs, 60 Count, fy. fat 6 00 Pails, 10 lb. Fancy fat 1 50 White Fish Med. Fancy, 100 lb.----- 13 00 Milkers, bbls. ----- 18 50 K K K K Norway ----- 19 50 8 lb. pails ----- 1 40 Cut Lunch ----- 1 50 Boned, 10 lb. boxes ----- 16 SHOE BLACKENING 2 in 1, Paste, doz.----- 1 30 E. Z. Combination, dz.----- 1 30 Dri-Foot, doz.----- 2 00 Bixbys, doz.----- 1 30 Shinola, doz.----- 90 STOVE POLISH Blackne, per doz.----- 1 30 Black Silk Liquid, doz.----- 1 30 Black Silk Paste, doz.----- 1 25 Enameline Paste, doz.----- 1 30 Enameline Liquid, doz.----- 1 30 E. Z. Liquid, per doz.----- 1 30 Radium, per doz.----- 1 20 Rising Sun, per doz.----- 1 30 654 Stove Enamel, dz.----- 2 30 Vulcanol, No. 10, doz.----- 1 30 Stovoil, per doz.----- 3 00 SALT F. O. B. Grand Rapids Colonial, 24, 2 lb.----- 95 Colonial, 36-1 1/2 ----- 1 24 Colonial, iodized, 24-2 ----- 1 35 Med. No. 1, bbls.----- 2 90 Med. No. 1, 100 lb. bk.----- 1 00 Farmer Spec., 70 lb.----- 1 00 Packers Meat, 50 lb.----- 85 Cream Rock for Ice, cream, 100 lb., each ----- 85 Butter Salt, 280 lb. bbl.----- 4 00 Block, 50 lb.----- 40 Baker Salt, 280 lb. bbl.----- 3 80 6, 10 lb., per bale ----- 93 20, 3 lb., per bale ----- 1 00 9 lb. bags, table ----- 45 STARCH Corn Kingsford, 25 lbs.----- 2 38 Powd., bags, per 100 ----- 3 95 Argo, 24, 1 lb. pkgs.----- 1 58 Cream, 24-1 ----- 2 25 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.----- 11 1/2 Elastic, 16 pkgs.----- 1 38 Tiger, 50 lbs.----- 2 82 SYRUP Corn Blue Karo, No. 1 ----- 2 22 Blue Karo, No. 5, 1 dz.----- 3 09 Blue Karo, No. 10 ----- 2 92 Red Karo, No. 1 ----- 2 44 Red Karo, No. 5, 1 dz.----- 3 37 Red Karo, No. 10 ----- 3 22 Imit. Maple Flavor Orange, No. 1 1/2, 2 dz.----- 2 82 Orange, No. 3, 20 cans ----- 4 25 Maple and Cane Kanuck, per gal.----- 1 10 Kanuck, 5 gal. can ----- 4 14 Grape Juice Welch, 12 quart case----- 4 40 Welch, 12 pint case----- 2 25 Welch, 26-4 oz. case----- 2 30 COOKING OIL Mazola Pints, 2 doz.----- 5 15 Quarts, 1 doz.----- 4 70 Half Gallons, 1 doz.----- 6 00 Loin, med. ----- 09 TABLE SAUCES Lee & Perrin, large ----- 5 75 Lee & Perrin, small ----- 3 35 Pepper ----- 1 60 Royal Mint ----- 2 40 Tobasco, small ----- 3 75 Sho You, 9 oz., doz.----- 2 60 A-1, large ----- 4 75 A-1, small ----- 2 85 Caper, 2 oz.----- 3 50 		SOAP Am. Family, 100 box----- 5 05 Crystal White, 100 ----- 3 50 F. B., 60s ----- 2 35 Fels Naptha, 100 box----- 4 65 Flake White, 10 box ----- 2 75 Jap Rose, 100 box ----- 7 40 Fairy, 100 box ----- 3 25 Palm Olive, 144 box----- 8 00 Lava, 50 box ----- 2 25 Pummo, 100 box ----- 4 85 Sweetheart, 100 box ----- 5 70 Grandpa Tar, 50 sm. ----- 2 10 Grandpa Tar, 50 lge. ----- 3 50 Trilby Soap, 50, 10c ----- 3 15 Williams Barber Bar, 9s ----- 50 Williams Mug, per doz. ----- 48 Lux Toilet, 50 ----- 3 15 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 ----- 23 Congou, choice ----- 35@36 Congou, fancy ----- 42@43 Oolong Medium ----- 39 Choice ----- 45 Fancy ----- 50 TWINE Cotton, 3 ply cone ----- 35 Cotton, 3 ply balls ----- 35 VINEGAR F. O. B. Grand Rapids Cider, 40 grain ----- 15 White Wine, 40 grain ----- 20 White Wine, 80 grain ----- 25 WICKING No. 9, per gross ----- 80 No. 1, per gross ----- 1 25 No. 2, per gross ----- 1 50 No. 3, per gross ----- 2 30 Peerless Rolls, per doz.----- 90 Rochester, No. 2, doz.----- 50 Rochester, No. 3, doz.----- 2 00 Rayo, per doz.----- 75 WOODENWARE Baskets Bushels, Wide Band, wood handles ----- 2 00 Market, drop handle ----- 90 Market, single handle ----- 90 Market, extra ----- 1 65 Splint, large ----- 8 50 Splint, medium ----- 7 50 Splint, small ----- 6 50 Churns Barrel, 5 gal., each ----- 2 40 Barrel, 10 gal., each ----- 2 55 3 to 6 gal., per gal. ----- 16 Pails 10 qt. Galvanized ----- 2 60 12 qt. Galvanized ----- 2 85 14 qt. Galvanized ----- 3 10 12 qt. Flaring Gal. Jr. ----- 5 00 10 qt. Tin Dairy ----- 4 00 Traps Mouse, wood, 4 holes ----- 60 Mouse, wood, 6 holes ----- 70 Mouse, tin, 5 holes ----- 65 Rat, wood ----- 1 00 Rat, spring ----- 1 00 Mouse, spring ----- 20 Tubs Large Galvanized ----- 8 75 Medium Galvanized ----- 7 75 Small Galvanized ----- 6 75 Washboards Banner, Globe ----- 5 50 Brass, single ----- 6 25 Glass, single ----- 6 00 Double Peerless ----- 8 50 Single Peerless ----- 7 50 Northern Queen ----- 5 50 Universal ----- 7 25 Wood Bowls 13 in. Butter ----- 5 00 15 in. Butter ----- 9 00 17 in. Butter ----- 18 00 19 in. Butter ----- 25 00 WRAPPING PAPER Fibre, Manila, white ----- 05 No. 1 Fibre ----- 06 1/2 Butchers D F ----- 06 1/2 Kraft ----- 06 Kraft Stripe ----- 09 1/2 YEAST CAKE Magic, 3 doz.----- 2 70 Sunlight, 3 doz.----- 2 70 Sunlight, 1 1/2 doz.----- 1 35 Yeast Foam, 3 doz.----- 2 70 Yeast Foam, 1 1/2 doz.----- 1 35 YEAST-COMPRESSED Fleischmann, per doz.----- 30 Red Star, per doz.----- 20
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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.

What Congress Wouldn't Do the Codes Can Do

The concept of most shoe men is that design is free and that the creator of a pattern is only rewarded in mental satisfactions. The custom of centuries has been to imitate a successful design without acknowledgment to the originating source. Design has been as free as the air we breathe. But, lo and behold, what Congress wouldn't grant in the way of protection to the designer is now likely to be given under the codes.

In a dozen industries "codes of fair practice" provide protection of ownership of original designs. One of the best examples of co-operative, collective protection is provided for by the Tanners' Council. That efficient organization has provided a quick and impartial means of establishing the ownership of original designs. So revolutionary is this movement and so important is its purpose to prevent piracy of design, that it has given encouragement and new hope to craftsmen in all lines of industry.

The custom shoemaker, the artist and the craftsmen, see a new hope in the possibility that better selection of goods will be stimulated under the codes of fair competition. Art is expected to have a chance once more—in competition with "volume-mania." We well remember a custom shoemaker who voiced this rare philosophy: "If you make for the classes, you live with the masses; but if you make for the masses, you can live with the classes." But this individual loved his work so well that he was reconciled to his small reward for artistic creation.

But perhaps a new day is soon to come for him and his kind under protective paragraphs in the codes.

Because the Tanners' Council has played a pioneering part in bringing this subject to the front, let us examine the explanatory bulletin issued by that organization:

"The Code of Fair Practice for the Leather Industry provides for the protection of ownership of original designs, and our Committee has arranged for the use of the design registration service of the Design Protection Association, Inc., in order to provide a quick and impartial means of establishing the ownership of original designs.

"The Tanner's Design Registration Bureau will be operated on the same principle as that of the Textile Design Registration Bureau, which has been in existence for five years and has proved an effective means of establishing ownership of design for fabrics.

"There should be submitted to the Design Registration Bureau, 468 Fourth Avenue, New York City, not later than January 1, specimens of each of the designs that you are now using. This includes not only those you may consider original, but all other designs. These designs will be inspected by the Design Registration Bureau and a li-

brary of what will be considered staple or standard designs will be assembled on this basis.

"It is extremely important that every design which you now own be sent in at this time. The basis of originality will be that if two or more owners submit the same design, that design will be considered a staple. It might happen that should you neglect to send in a design you own, that someone else might submit the same, have it registered and you would thus be barred from using it for a year. Any design eligible for registration may or may not be registered at the owner's choice. If registration is desired the Bureau must be informed within two weeks after you have received notice of eligibility.

"Designs may be submitted in leather or in any form that will show clearly the design itself and must not be smaller than 3 x 5 in. in size. Each design should bear a number corresponding to the number on the application form.

"Designs will be returned to the owners by registered mail or by messengers, if directed. All records are confidential and access to the designs is solely in the hands of the Bureau. The Committee, while in charge of arrangements for the Bureau, will not have access to the Bureau itself.

"Cross licensing of registered design may be arranged through the Bureau. This plan has received the unanimous approval of the General Planning Committee. We ask your co-operation in making this service effective not only from the viewpoint of preventing piracy, but a more profitable return on design in our industry."

There is a possibility that this new movement toward registration of design with the code authority of each industry will serve better the ethics of industry than any machinery of government. Industry possesses to an amazing degree, a knowledge of the background of design and pattern. There are men now living who can trace a design or a pattern back a full fifty years. So the possibilities of protection on some old treatment of a design or a pattern is limited.

Real originality "with a touch of genius" is worth every reward. Protection will stimulate it. The manufacturer will be given greater assurance in the promotion of his wares and the merchant's selections will be safeguarded from price competition.—Boot and Shoe Recorder.

New Ideas in Distribution

(Continued from page 14)

given a distribution route of their own. The results of these young men were carefully studied and those developing extra intelligence were in time put in charge of branch stores with delivery men under them.

I was also told something that would appear rather unusual to Americans. This system only indicates how carefully the practical Frenchman works things out. They believe, in France, that every young man should marry. Experience has taught them that the married man is more stable and dependable than the bachelor. Therefore, when one of these young fellows who

has been trained by them reaches a certain age it is suggested to him that he look around for a wife. It was even told me that when his wife is suggested that the manager under whom the young man worked looked up the previous history of the would-be bride. If it was found that this history was such that the chances were she would not make a helpful and satisfactory wife the young man was tactfully informed of this fact.

However, when a suitable wife was chosen, then Potin set up the young couple in housekeeping. He made them an advance in money with which to buy the necessary housekeeping outfit. This money could be paid back in easy installments. Even the character of home selected by this young man was looked into. Potin does not believe in extravagance or in young people living beyond their means. On the other hand, when this young fellow grew older and if he were promoted to a higher position with the concern, a better residence, a house of his own might be suggested. Here again Potin was willing to help financially.

Probably this paternal system would not work well in the United States, but it has worked well in France. Potin not only has a wonderful business, but a very strong, practical, intelligent and loyal organization. As a matter of fact, the business of Potin is one great family working along certain fixed practical lines.

French families are anxious to get their sons a position with this concern, as it means not only a long future for the young man, steady work on his part, but also a long period of training on the part of the employer. The fitness of the applicant for a position is very carefully studied.—Saunders Norvell in Hardware Age.

Extravagance oft is the parent of unhappiness.

A Business Man's Philosophy

Few pieces of machinery have reached the degree of perfection to be found in a watch or clock. One day a jeweler was asked to examine a clock and see why it would not run. Recognizing it as a clock he had once sold, he opened it and found his mark and the date in the back of it. It was fourteen years old, and its owner declared that it had run perfectly and never required a nickel's worth of repairs since the day that it was bought. The jeweler cleaned and oiled it, and to-day it is apparently good for many more years.

This incident caused the jeweler to compare the perfection of an ordinary clock or watch with that of other machines. What lawn mower or wheelbarrow would run fourteen years without attention? Even the best automobile must have a change of oil after each 500 or 1,000 miles, and a thorough checkup of the working parts after each 1,000 miles if it is expected to function properly. No printing press, lathe, railway engine, or electric generator could survive the abuse that is given the average timepiece. Ordinary machinery must be cleaned and oiled regularly if it is expected to function. But the clock ticks on and keeps time in spite of abuse. William Feather.

Spring Shoe Orders Awaited

While initial covering of Spring shoe requirements has been slow, manufacturers predict that a large volume of orders will come into the market shortly after the first of the year. Inventory check-ups, now going on, show that, despite the unusually heavy production this year, stocks are only slightly above normal and these are expected to be worked off in the promotions during the early part of next year. In line with the seasonal trend, production this month has been cut down, but the year's total will come close to the 1929 record figure of some 361,000,000 pairs.

Hurried individuals usually are hurried.

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

Attention, Shoe Men!

Attend the state meeting of Shoe Retailers at Rowe Hotel, Grand Rapids, Jan. 16—the most important meeting in the history of the shoe business. Held in conjunction with the meeting of the Kent County Shoe Retailer's Association, Jan. 15, 16 and 17.

(Compliments of the Michigan Shoe Dealers Mutual Fire Insurance Co.)

OUT AROUND

(Continued from page 9)

bution connected with the idea of God that I have ever read and emphasizes to me the importance of idealism attached to history.

There was a time when I cherished the ambition that I might ultimately have the name of every Michigan merchant inscribed on my subscription list, but experience has demonstrated that such a thing is impossible of fulfillment, because there are two classes of merchants who would be of no benefit to any trade journal—the new merchant who thinks he knows all there is to be known about merchandising and the old fossilized merchant who has been in trade so long that he has become wise in his own conceit and persists in thinking that no trade paper can tell him how he can increase his business or augment his profits. Since my long-time subscription representative went blind, ten years ago, I have devoted more time than ever to the work of calling on merchants, especially those who are not already on our list. I have studied merchants and their methods so closely and so carefully that the moment I cross the threshold of a store I can almost invariably tell at a glance whether the owner of the establishment is headed for a successful career or doomed to record a failure. This may appear like a broad statement to some, but I have seen my conclusions corroborated so many times that I have come to regard myself as something of a prophet as a prognosticator of a mercantile career. The new merchant, as a rule, is "too busy to read," "depends on the daily newspaper for his market reports" and "hasn't the money to spare." In all cases of this kind I note the name of the merchant in a little book I keep for that purpose and in nine cases out of ten the merchants thus recorded are out of business inside of two years, so it hardly pays me to take the time necessary to convert such men to my theory of business. The back number merchant is such a wise old owl, as a rule, that he simply amuses me over his smugness, self conceit and self content. I can see at a glance that he is headed for the financial graveyard and that whether he keeps going months or years depends altogether on how much money he has made and saved in his earlier days or how fortunate he may be in having legacies left him by deceased relatives.

This condition, to which I have become fully reconciled, impells me to seek support and co-operation almost exclusively from seasoned merchants—men who firmly believe in the utility of trade journals and who frequently prove to be as helpful to me as I am to them. These merchants, as a rule, constitute the well-rated class in every town. They are progressive and enterprising; they possess open minds which enable them to absorb, assimilate and profit by the disclosures I can make to them from time to time; they frequently appeal to me personally for detailed information on any project which is brought to their attention by strangers and I can usually illuminate

the situation in a satisfactory manner. So long as I can interest this class of merchants—who constitute the bone and sinew (as well as the brains) of the retail mercantile field—and retain them as permanent customers, I can afford to pass up the young upstarts who know it all and the aged veterans who are gradually rusting out in their creaky chairs. Give me the live merchants in each locality and I will cheerfully relinquish the adolescent and dead and dying elements.

I was discussing this subject with the credit man of a Detroit jobbing house not long ago, when he surprised me by stating that, in his initial interviews concerning the credit of his customers, he always asked if they took the Tradesman. He said that an affirmative reply frequently enabled him to determine whether or not the merchant would make a good credit risk; because any merchant who reads the Tradesman regularly would not be likely to be "hooked" by any of the cheats and frauds which are now so prevalent; that he considered the information thus handed out to our readers every week as valuable, in its way, as the possession of ample fire insurance by the merchants in reputable mutual companies. I have occasionally touched on this matter in discussing the subject with credit men in other markets and invariably find that similar opinions are held by other authorities than the Detroit man first quoted.

A leading wholesale dealer in another jobbing market once told me that the legislation I have assisted in securing, the court decisions I have obtained on matters vital to the trade and the concessions I have induced manufacturers, jobbers, transportation lines and insurance companies to make in behalf of the retail trade entitle me to the patronage of every merchant in Michigan. I am not so strenuous on this point, because, I realize that the average merchant cheerfully absorbs and appropriates the advantages which come to him from the activity and energy of others and seldom takes the trouble to even enquire how these concessions were ever obtained.

E. A. Stowe.

General Code for Wholesaling or Distributing Trade

(Continued from page 17)

marks or of any other legal proceedings not in good faith, with the tendency or effect of harassing competitors or intimidating their customers.

Sec. 9. Espionage of Competitors.—Securing confidential information concerning the business of a competitor by a false or misleading statement or representation, by a false impersonation of one in authority, by bribery, or by any other unfair method.

Sec. 10. Piracy of Trade Marks and Trade Names.—The imitation of a trade mark, trade name, slogan, or the other marks of identification of competitors having the tendency and capacity to mislead or deceive.

Sec. 11. Differentials.—In any division in which manufacturers, importers, mills, or other primary sellers sell coincidentally to several classes of buyers (such as wholesalers, retailers, con-

sumers), the Divisional Code Authority, subject to the approval and with the advice of the Administrator, may announce for each product or group of products distributed by its division price differentials between the different classes of buyers which shall be fair and reasonable in relation to the nature and extent of the distributing services and functions rendered by each buying class. Such differentials shall include all elements affecting the net price, such as discount terms and allowances.

When such price differentials are so established by manufacturers, importers, mills, or other primary sellers, wholesalers, or distributors in the division may agree, subject to the advice and approval of the Administrator, not to purchase from or distribute the products of such manufacturers, importers, mills, or other primary sellers who do not establish and maintain such price differentials. Violations of such agreements shall constitute unfair trade practices.

Nothing in this section shall be construed to prevent reasonable and fair price differentials from being allowed on the basis of quantity purchases or such other factors as the Administrator shall deem proper.

Sec. 12. Other Unfair Trade Practices.—In addition to the powers granted in Article VI, Section 2 (c), a Divisional Code Authority may, subject to the approval of the Administrator, establish trade practices covering such other matters as the conditions of the specific division or subdivision thereof may require.

Article VIII—Modification

Section 1. This General Code and all codes supplemental thereto, and all the provisions thereof, are expressly made subject to the right of the President, in accordance with the provisions of sub-section (b) of Section 10 of the Act, from time to time to cancel or modify any order, approval, license, rule, or regulation issued under Title I of said Act and specifically, but without limitation, to the right of the President to cancel or modify his approval of these Codes or any conditions imposed by him upon his approval thereof.

Sec. 2. This General Code and all codes supplemental thereto, except as to provisions required by the Act, may be modified on the basis of experience or changes in circumstances, such modification to be based upon application to the Administrator and such notice and hearing as he shall specify, and to become effective on approval of the President.

Article IX—Monopolies, Etc.

No provision of this General Code, nor of any codes supplemental thereto, shall be so applied as to permit monopolies, or monopolistic practices, or to eliminate, oppress, or discriminate against small enterprises.

Article X—Price Increases

Whereas the policy of the Act to increase real purchasing power will be made impossible of consummation if prices of goods and services increase as rapidly as wages, it is recognized that price increases should be delayed and that, when made, the same should, so far as reasonably possible, be limited to actual increases in the seller's cost.

Article XI—Effective Date

This General Code and all codes supplemental thereto shall become effective on the ----- day after its approval by the President.

Men's Wear Sales Up Sharply

Men's wear goods have sold so freely throughout the country in the last ten days particularly that buyers will be compelled to go into the Eastern market for large quantities of January sales goods, according to opinions expressed in the market. The upturn in retail sales has been so sharp that by the end of the month store shelves will be practically cleaned out, it was felt, and merchants will have little stock available for promotions. This week witnessed a heavy reorder business on gift merchandise, as stores were not adequately prepared for the buying by consumers.

Silk Trade Prospects Improve

Feeling is gradually growing more optimistic in the silk trade regarding Spring prospects. Improvement is noted in the primary gray goods channels, among converters and the large mills. Prices on volume goods, including acetates and crepes, are stiffening and the movement of merchandise has broadened in comparison with the recent past. Definite ruling by the NRA upon its request for a 25 per cent. cut in output is being awaited in the silk industry, with the general feeling being that the request for the curtailment will encounter no hitch.

Considering the money come women spend on fine hosiery they must be up to their knees in debt.

A dry state, by the new definition, is one where you can still buy it over the bar.

Rubber Stamps
FORBES STAMP CO.,
145 IONIA AVE., N.W.
"Opposite Post Office"
GRAND RAPIDS - MICHIGAN

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

Business Wants Department

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

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.
Write, Phone, or Wire

LOUIS LEVINSON
Phone 27406 655 So. Park St.
Saginaw, Michigan

FOR SALE—Business place. Fine brick business building in the heart of Big Rapids' retail district for sale at a very reasonable figure. James Obeck, 112 Mill St., Big Rapids, Mich. 613

The March of the Alphabetical Groups

AAA.—Agricultural Adjustment Administration. The Chicago milk marketing agreement broke down and was revoked. Announcement made that a new production control plan for the dairy industry was being worked out. Buying of butter to stabilize that market ended and prices broke sharply. Winter wheat acreage reported reduced 7.2 per cent. instead of the 15 per cent sought by wheat production control plan.

CCC.—Civilian Conservation Corps. Announced planting of trees on 48,000 acres of land in National forests.

CWA.—Civil Works Administration. Statement issued asserting that wage increases to CWA workers in many parts of country will not be detrimental to local industries. Artists being given work under Public Works of Art project. Smithsonian Institution explorations made possible by funds allotted. Analysis to be made of records of applications for employment.

EHFA.—Electric Home and Farm Authority, Inc. Announcement of creation by President; to finance sales of electrical appliances in Tennessee Valley.

FACA.—Federal Alcohol Control Administration. Announced wholesale price lists of distillers. Issued series of temporary rulings which clear up several confusing points which have bothered the liquor industry. Made progress in perfecting its liquor control system.

FCOT.—Federal Coordinator of Transportation. New railroad financing legislation proposed by railway labor.

FDIC.—Federal Deposit Insurance Corporation. Announced that all banks applying for membership have been examined and passed upon; banks Jan. 1 will guarantee deposits up to \$2,500.

FERA.—Federal Emergency Relief Administration. Employment made possible by funds from Government reaches highest total in history of United States. More relief funds granted to States.

FSRC.—Federal Surplus Relief Corporation. Charter revealed showing it could buy land, acquire packing plants or carry on any of the powers of the AAA if given presidential sanction. Announced bids will be opened Dec. 28 for 15,000,000 pounds of butter. Bids for canned beef will be opened Dec. 22. Cheese bids are to be opened Dec. 30.

HOLC.—Home Owners' Loan Corporation. Asked Department of Justice to help stamp out practice of claiming "influence" as means of collecting fees from home owners.

NEC.—National Emergency Council. Held its first meeting at the White House. Set about organizing units in every county in the country, with operation set for Jan. 17. Presidential announcement that NEC will supersede local units of various recovery agencies in the interest of co-ordination.

NLB.—National Labor Board. A presidential order bulwarked the authority of this board to step in and

settle labor disputes growing from the recovery program.

NRA.—National Recovery Administration. Cheer was given when the automobile industry extended its code until Sept. 1. The blanket code or NRA was extended by President Roosevelt until May 1. Eight codes approved, bringing the total to 168. Lower prices ordered for the cleaning and dyeing industry. More Blue Eagles withdrawn.

PWA.—Public Works Administration. Few additional allotments announced.

RFC.—Reconstruction Finance Corporation. Prepared to ask Congress to continue life.

TVA.—Tennessee Valley Authority. Directors to serve also as directors of new agency for financing sales of electrical appliances.

Menace to Both Church and Merchant

The Goodwin Plans is a nation-wide movement that is going to be very detrimental to the independent retail merchants and the local wholesale grocers of the country unless we use our best efforts and influence to prevent the plan from becoming operative.

The plan of operation is to send a high grade salesman to contact the ministers and priests of all churches in an effort to get the ladies of each church into a meeting. When the meeting is held, the booklets and contracts are presented, together with a peppy talk in the interest of raising funds for the church society in question. The ten ladies who first sign up as "Broadcasters" each agree to use their efforts to get all the ladies in the church to purchase only the brands of merchandise listed by the plan in their catalogue, and they also promise that they will not do other work of even a slightly similar nature for a period of three years. In return for this work these "broadcasters" are paid a commission of 2 per cent. on the retail value of these items, but they must pay the express on all labels, sales tickets, trademarks, etc., which they must collect and send to the company in Chicago to establish the proof of the sales.

If it goes over, it simply means that housewives who have been induced to go into it will confine their purchases to certain brands of coffee and staple groceries; and the merchant who is handling local brands, private labels, retailer-owned labels, voluntary chain labels, etc., and is unfortunate enough not to have the brands demanded, will be out of luck. He may not care to duplicate his stock or he may be unable to purchase the brands demanded because some chain store distributor or other competitor may already have exclusive sale of that locality.

In fairness to the local merchants who support the local churches, no one who has his community interest at heart would enter into this kind of a plan, but there are many who thoughtlessly consider only the illusive income to their society and do not stop to consider the far-reaching effect their efforts might have on the business of their neighbors and friends in their local community who are responsible

for many employees and who support many local causes.

The most effective plan is for grocers to get into personal touch with each church head in their community and advise them of the seriousness of even considering such a plan. Also pick some influential man in each church with whom they have direct or indirect business contacts and see that he get busy before any such contracts are signed.

Harry W. Walker.

Churches Should Not Espouse Commercial Pursuits

If the women of the United States will secure a copy of Time, Dec. 4 issue, they will read there that the scheme failed to tempt the more vigilant pastors of our Christian churches. It goes on to say that it is amazing that any intelligent church woman can be taken in by it. The Goodwin plan is a menace to any community. The function of the church as I understand it is to promulgate the gospel of Christ and should never be involved in commercial pursuits. Her activities must always be on a spiritual plane and not a commercial one: for spiritual gifts cannot be purchased with money.

The Goodwin plan is not sound and I hope the merchants of the State and a good many of the thinking consumers will realize the many dangers of each town withdrawing their financial support from the church which would far outweigh any profit that would come from the Goodwin plan.

Thomas Jewell.

How to Dodge Penalties of Overindulgence

While the odds favor overindulgence in most American homes during the holiday season—with its traditional Christmas and New Year feasts—it is easily possible to lessen the danger of too rich food combinations.

The United States Bureau of Home Economics suggests that applesauce may be substituted for milk in a fruit cake, thus eliminating a generous portion of calories.

If your egg nog gives you all the eggs you care to consume or imbibe, then the Bureau has the timely suggestion of an eggless cake and for your breakfast, eggless muffins.

Grapefruit rinds can be prepared for use as the basis of a jelly that will blend well with the season's abundance of sweets.

There are many such substitutions, according to the Bureau, which can be used.

Short Way to Recovery From Cold

If every person who gets a cold could stay in bed until he recovers from it, not only would his suffering from the cold be shortened but the spread of the disease would be checked.

Since this ideal state of affairs is not attained, says Dr. Allen K. Krause, of Tucson, Ariz., in a statement prepared for the Public Health Service, the next best procedure to curtail the disease is for everyone to take proper precautions "to maintain health standards which will keep colds at a minimum.

For the average man and woman, observes Dr. Krause, there is probably

no better insurance against colds than avoidance of too heavy clothing or overheated rooms. The common cold is the most frequent cause of illness in the country and accounts for more days lost from work, school or productive activity than any other disease.

Sale of Substitutes as "Pure" Olive Oil

A flood of adulterated olive oil in the local market has caused the New York City health department to take steps to compel every dealer to operate under a health permit.

A surprise raid uncovered spurious products in the stores of the majority of the dealers. The analyses of seized samples showed them to contain cotton seed, peanut, corn, and other oils, although labeled "pure olive oil" in a majority of cases.

The health authorities proposed to meet the situation by a ban on the sale of the present supply and by having the sanitary code so amended that every local dealer will operate under license and supervision of the Health Board. The sale of milk and the operations of restaurants are now under health regulations in New York City.

Spreads Information on Ways to Prepare Eggs

A new use for Government information has been found by an egg-marketing agency in California. This agency is pushing the sale of eggs by packing them in a new printed carton, a principal feature of which is the liberal quotations from the leaflet entitled "Eggs at Any Meal," prepared by the United States Bureau of Home Economics.

On the face of the carton appears text suggesting various dishes and combinations of eggs appropriate for breakfast, luncheon dinner, or supper; also some of the many foods in which eggs add food values and flavor. On the flap are concise directions for cooking eggs to conserve food values.

Names Druggists' Compliance Group

Fennville, Dec. 26—The Fourth Congressional District Druggists elected the following officers for the committee on the NRA enforcement program:

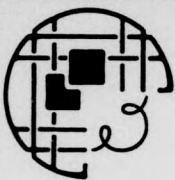
Chairman, J. L. Brown, Benton Harbor; treasurer, Cecil Hudson, Three Rivers; secretary, Paul M. Faulker, Middleville.

Other members are: J. S. Van Antwerp, Paw Paw; Horace R. MacDonald, South Haven; John J. Miller, Plainwell; Frank Stahl Dowagiac.

This district is composed of the counties of Barry, Allegan, Van Buren, Berrien, Cass, and St. Joseph. The appointments of the committees were made by Duncan Weaver, Fennville, president of the Michigan State Pharmaceutical Association.

Variety Store Group Under Way

Active functioning of the Limited Price Variety Stores Association, comprising retailers handling items in the 5 cent to \$1 retail category, will begin here Friday with the opening of an office at 570 Seventh Avenue. Dr. Paul H. Nystrom, recently elected president of the organization, will make his headquarters at this office. The Association, Dr. Nystrom says, will concern itself with problems originating from the retail code, which led to the formation of the body last Summer.



New Year's Hope Song



Brother, listen here a little to the song of one who knows
Why the ripple's on the river and the red is on the rose—
One to whom a voice has whispered while his heart stood still to hear
Why the bloom is on the bramble, why love's sunshine gilds the tear.

Listen; 'tis a humble message, brief as we would wish our cares,
Sweet as soft-played twilight music stealing o'er us unawares.
This it is—the richest reaping of reward your toil will bring
When you think nobody listens to the little songs you sing.

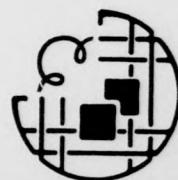
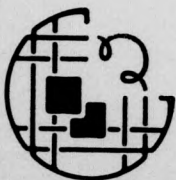
'Tis the nightingale imprisoned in the fastness of a cage,
Where no answering philomela's notes his pining may assuage—
His the song that plucks the heartstrings with the loneliness it breathes,
His the power that the poet hath entwined with laurel wreaths.

Crying out against the darkness, praying for an echoed call,
In a thrilling, throbbing cadence hear his pleadings rise and fall,
So God lets us think our music on a callous world we fling—
Lets us think nobody listens to the little songs we sing.

Courage, brothers, while a clamor from the busy world may rise,
Filling all the songless spaces 'neath the overarching skies,
While we feel our little murmur may be heard by none but us—
Sing, sing on, though hearts may falter; it is best we labor thus.

Some one here or there or yonder hears no sound amid it all,
But the cadence of our carols as they bravely rise and fall;
And the very hope it yearns for to some weary soul may bring,
While you think nobody listens to the little songs you sing.

STRICKLAND GILLILAN.



KEEP SUPPLIED WITH

LILY WHITE FLOUR

"The flour the best cooks use"

VALLEY CITY MILLING COMPANY

Portland — Grand Rapids — Kalamazoo — Traverse City

BEET SUGAR Made In Michigan Should Always Be Your Choice

The farmers in this State raise your sugar beet crop. Support them by always buying Beet Sugar Made in Michigan and you help them earn a needed living. Beet Sugar is clean—wholesome and 100% pure—it has no superior. Use Beet Sugar for every household purpose.

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

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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.

To wish you
a **MERRY CHRISTMAS**
and a **HAPPY NEW YEAR**



Standard Brands takes this opportunity to extend the season's greetings to its friends of the Grocery Industry, and to wish them happiness and prosperity during the coming year.

In your plans for the New Year include one to put greater effort behind Chase & Sanborn's Dated Coffee. It will

mean better coffee business and quicker profits. Feature it in your advertising. Give it a good display. Recommend it. It will more than repay you.

**CHASE & SANBORN'S
DATED COFFEE**

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
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