

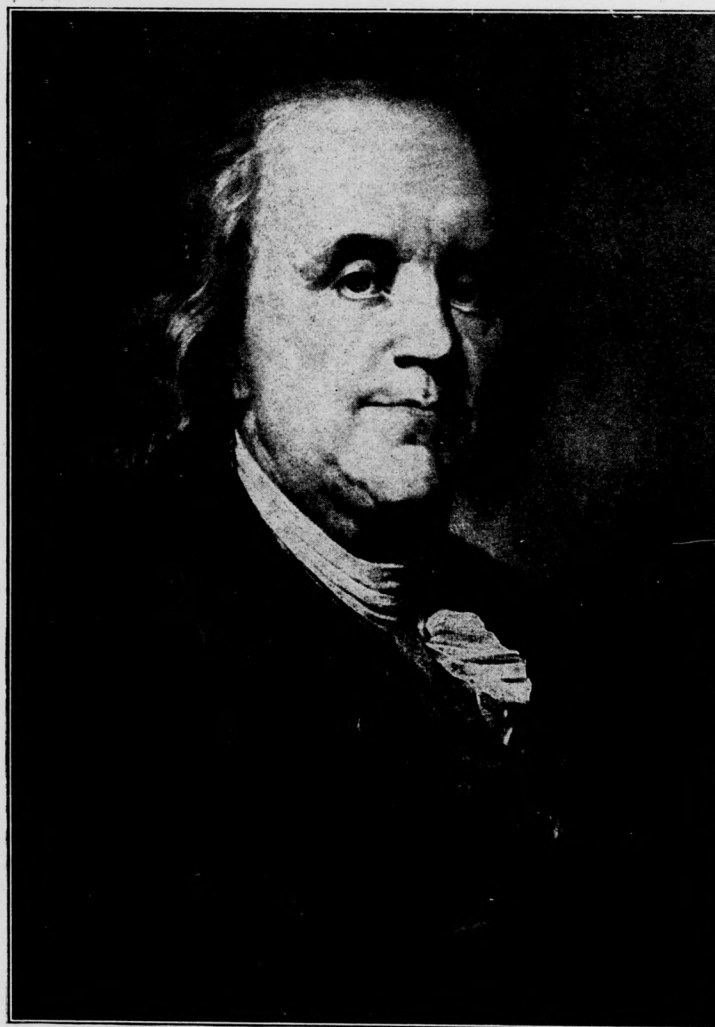
MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Fifty-first Year

GRAND RAPIDS, WEDNESDAY, JANUARY 10, 1934

Number 2625



BENJAMIN FRANKLIN

Born at Boston January 17, 1706

Died at Philadelphia April 17, 1790

FRANKLIN'S PRAYER

"That I may have tenderness for the meek; that I may be kind to my neighbors, good-natured to my companions and hospitable to strangers — Help me, O God!

"That I may be adverse to craft and over-reaching, abhor extortion and every kind of weakness and wickedness — Help me, O God!

"That I may have constant regard to honor and probity; that I may possess an innocent and good conscience and at length become truly virtuous, magnanimous and helpful to my fellow men— Help me, O God!

"That I may refrain from calumny and destruction; that I may abhor deceit and avoid lying, envy and fraud, flattery, hatred, malice and ingratitude — Help me, O God!"



"Thank you, Mr. Grocer. That's a nice order. But if you'll let me offer one little suggestion, I'll promise you that your biscuit sales and profits will be even better. Every one of my customers who has tried it has proved that for himself. Just service your biscuit department daily."

National Biscuit Company
449 West 14th St.
New York, N. Y.

- 1 Keep your biscuit department clean. Brush off dust and dirt from packages and shelves.
- 2 Keep your department fully stocked and arrange merchandise neatly.
- 3 Make sure merchandise is priced plainly.
- 4 Place older stock in front, fresh stock back of it.
- 5 Polish nickel-glass display covers. Finger marks and smudges on Q covers are uninviting.
- 6 Remove nestings and layer boards.
- 7 Adjust Q Profit Lifters. Remember the Profit Lifter makes lower layers into fast-selling "top layers."

Uneeda



Bakers

mutual
way

mutual fire
insurance companies

mutual life
insurance companies

mutual savings banks

*have provided the
soundest protection
in depression years
at a REDUCED cost*

THE MILL MUTUALS AGENCY

LANSING

DETROIT

GRAND RAPIDS

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.

LEE & CADY

MICHIGAN TRADESMAN

Fifty-first Year

GRAND RAPIDS, WEDNESDAY, JANUARY 10, 1934

Number 2625

MICHIGAN TRADESMAN E. A. Stowe, Editor

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

UNLIKE ANY OTHER PAPER. Frank, free and fearless for the good that we can do. Each issue complete in itself.

DEVOTED TO the best interests of business men.

SUBSCRIPTION RATES are as follows: \$3. per year, if paid strictly in advance. \$4 per year if not paid in advance. Canadian subscription, \$4.56 per year, payable invariably in advance. Sample copies 10 cent. each. Extra copies of current issues, 10 cents; issues a month or more old 15 cents; issues a year or more old, 25 cents; issues five years or more old 50 cents.

Entered September 23, 1883, at the Postoffice of Grand Rapids as second class matter under Act of March 3, 1879.

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

Printed by the Tradesman Company, Under
NRA Conditions

COMPLETE GROCERY CODE

Signed by President Roosevelt on
Dec. 30

ARTICLE I

Request for Separate Code

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

ARTICLE II

Definitions

Section 1.—Retail food and grocery trade. The term "retail food and grocery trade" as used herein shall mean all selling of food and/or grocery products to the consumer and not for purposes of resale in any form, in the continental United States excluding the Panama Canal Zone, but shall not include the selling of food in restaurants for consumption upon the premises, or in confectioners' stores, or the selling of milk or its products by delivery from house to house upon regular routes; it is provided, however, that the term shall not include the selling of any food or grocery product which is now or may hereafter be governed by a separate code approved by the President of the United States.

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

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

Section 4.—Food and Grocery Wholesaler.—The term "food and grocery wholesaler" as used herein means any person wholly or partially engaged in the business of selling or supplying to retailer, industrial buyers, restaurants, or institutions of food and (or) grocery products.

Section 5.—Employee. The term "employee" as used herein shall mean any persons employed by any food and grocery retailer, but shall not include persons employed principally in the selling at retail of products not included within the definition of retail food and grocery trade.

Section 6.—Executive. The term "executive" as used herein shall mean an employee responsible for the management of a business or a recognized subdivision thereof.

Section 7.—Maintenance employee. The term "maintenance employee" as used herein shall mean an employee, essential to the upkeep and/or preservation of the premises and property of a retail food and grocery establishment.

Section 8.—Outside service employee. The term "outside service employees" as used herein shall mean an employee engaged primarily in delivering merchandise outside the store, and shall include stable and garage employees.

Section 9.—Outside salesman. The term "outside salesman" as used herein shall mean a salesman who is engaged not less than sixty (60) per cent. of his working hours outside the establishment or any branch thereof, by which he is employed.

Section 10.—Watchman. The term "watchman" as used herein shall mean an employee engaged primarily in safeguarding the premises and property of a retail food and grocery establishment.

Section 11.—Junior employee. The term "junior employee" as used herein shall mean an employee under eighteen (18) years of age.

Section 12.—Apprentice employee. The term "apprentice employee" as used herein shall mean an employee with less than six (6) months' experience in any division of the retail food and grocery trade.

Section 13.—Part-time employee. The term "part-time employee" as used herein shall mean an employee who works less than the maximum work week.

ARTICLE III.

Effective Date and Expiration Date

This Code shall become effective on the seventh day after it shall have been approved by the President of the United States.

ARTICLE IV.

General Labor Provisions

Section 1.—Collective Bargaining.

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

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

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

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

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

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

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

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

It is further provided that where a State law prescribes a higher minimum age, no person below the age specified by such State law shall be employed within such State.

ARTICLE V

Store Hours and Hours of Labor

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

Section 2.—Exceptions to maximum hours of labor.

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

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

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

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

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

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

Section 3.—Limitation upon number of persons working in excess of the maximum periods of labor prescribed in Section 1. Notwithstanding the provisions of the foregoing Sections of this Article, the total number of workers in any grocery or meat department (whether such workers are executives, proprietors, partners, persons not receiving monetary wages, or others), which shall be permitted to work in excess of the maximum periods of labor prescribed in Section 1 of this Article shall not exceed the following ratio:

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

the maximum period of labor prescribed in Section 1 (except watchmen, outside salesmen, and maintenance and outside service employees) shall not exceed one (1) worker for every five (5) workers for the first twenty (20) workers, and one (1) worker for every eight (8) workers above twenty (20).

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

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

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

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

Section B.—Agreement for Uniformity of Hours. In any retail trade area, town, or city, retail food and grocery establishments may by mutual agreement of seventy-five (75) per cent. of such establishments, subject to the approval of the Administrator, establish uniform store operating hours which will be binding upon all retail food and grocery establishments within such area, town, or city for a period not to exceed one year, subject to renewal by similar mutual agreement.

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

It is provided, however, that any delicatessen store whose principal business is serving, preparing and selling foods ready for immediate consumption, may operate longer hours than

those prescribed by such local agreement.

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

ARTICLE VI. Wages

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

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

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

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

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

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

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

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

Section 3.—Junior and Apprentices. Junior or apprentice employees may be paid at the rate of \$1 less per week than the minimum wage otherwise applicable; it is provided, however, that no individual employee shall be classified as both a junior and an apprentice employee; and it is further provided that the number of employees classified as junior and apprentice employees, combined, shall not exceed a ratio of one such employee to every five (5) employees or fraction thereof up to twenty (20), and one (1) such employee for every ten (10) employees above twenty (20).

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

number of working hours of such employees.

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

ARTICLE VII. Administration

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

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

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

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

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

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

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

(e) State and Local Councils. The National Food and Grocery Distribu-

tors Council shall, subject to the approval of the Administrator, supervise the setting up of State and Local Councils for the purpose of assisting in the administration of this Code within the States, and local trading area.

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

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

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

Article VIII

Section 1. Loss Limitation Provision.—In order to prevent unfair competition against local merchants, the use of the so-called "loss leader" is hereby declared to be an unfair trade practice. These "loss leaders" are articles often sold below cost to the merchant for the purpose of attracting trade. This practice results, of course, either in efforts by the merchant to make up the loss by charging more than a reasonable profit for other articles, or else in driving the small merchant with little capital out of legitimate business. It works back against the producer of raw materials on farms and in industry and against the labor so employed.

(1) This declaration against the use of "loss leaders" by the storekeeper does not prohibit him from selling an article without any profit to himself. But the selling price of articles to the consumer should include an allowance for actual wages of store labor, to be fixed and published from time to time by the Administrator and the members of the code authority appointed by the Administrator in accordance with the provisions of Article X, Section 1, herein.

(2) Cost to the merchant shall be the invoice or replacement cost, whichever is lower, after deduction of all legitimate trade discounts exclusive of cash discounts for prompt payment.

(3) Cost to the merchant shall include transportation charges to the point of sale, when paid by the merchant, provided, however, that no transportation charges need be added on hauls under 25 miles. On all hauls of 25 miles or over the transportation charge so herein mentioned shall be the lowest published rate by or for any common carrier.

Provided, however, that any merchant may sell any article of merchandise at a price as low as the price set by any competitor in his trade area on merchandise which is identical or essentially the same, if such competitor's price is set in conformity with the foregoing provision. A merchant who thus reduces a price to meet a competitor's price as above defined shall not be deemed to have violated the provisions of this section if such merchant immediately notifies the nearest local food and grocery distributors code authority of such action and all facts pertinent thereto.

Section 2. Exceptions to Loss Limitation Provision.—

(a) Notwithstanding the provisions of the preceding Section, any food and grocery retailer may sell at less than the prices specified above merchandise sold as bona fide clearance, if advertised, marked and sold as such; highly perishable merchandise, which must be promptly sold in order to forestall loss; imperfect or actually damaged merchandise, or bona fide discontinued lines of merchandise, if advertised, marked, and sold as such; merchandise sold upon the complete final liquidation of any business; merchandise sold in quantity on contract to public carriers, departments of government, hospitals, schools and colleges, clubs, hotels, and other institutions, not for resale and not for redistribution to individuals; and merchandise sold or donated for charitable purposes or to unemployment relief agencies.

(b) Nothing in the provisions of the preceding Section shall be construed to prevent bona fide farmers' associations engaged in purchasing supplies and (or) equipment for their membership from making patronage refunds to their membership.

(c) Where a bona fide premium or certificate representing a share in a premium is given away with any article the base upon which the minimum price of the article is calculated shall include the cost of the premium or share thereof.

Article IX

Trade Practices

All food and grocery retailers shall comply with the following trade practices:

Section 1. Advertising and Selling Methods:

(a) No food and grocery retailer shall use advertising, whether printed, radio or display of any other nature, which is inaccurate in any material particular or misrepresents merchandise (including its use, trade-mark, grade, quality, quantity, size, origin, material, content, preparation) or credit terms, values, policies or services; and no food and grocery retailer shall use advertising and (or) selling methods which tend to deceive or mislead the customer.

(b) No food and grocery retailer shall use advertising which refers inaccurately in any material particular to any competitor or his merchandise, prices, values, credit terms, policies or services.

(c) No food and grocery retailer shall use advertising which inaccurately lays claim to a policy or continuing practice of generally underselling competitors.

(d) No food and grocery retailer shall give, permit to be given, or directly offer to give, anything of value for the purpose of influencing or rewarding the action of any employee, agent or representative of another in relation to the business of the employer of such employee, the principal of such agent or the represented party, without the knowledge of such employer, principal or party. This provision shall not be construed to prohibit free and general distribution of articles commonly used for advertising except so far as such articles are actually used for commercial bribery as hereinabove defined.

(e) No food and grocery retailer shall place obstacles in the way of the purchase of a product which a consumer orders by brand name by urging upon the consumer a substitute product in a manner which disparages the product ordered.

(f) No food and grocery retailer shall accept payment from a wholesaler or manufacturer for a special advertising or other distribution service

(a) except in pursuance of a written contract explicitly defining the service to be rendered and payment for it; and (b) unless such service is rendered and such payment is reasonable and not excessive in amount; and (c) unless such contract is separate and distinct from any sales contract and such payment is separate and distinct from any sales price and is not designed or used to reduce a sale price; and (d) unless such payment is equally available for the same service to all competitive market; and (e) unless a copy of each such contract is retained on file for a period of one year. In order to investigate alleged violations of this Code, the Administrator may require a food and grocery retailer to report such contracts made by him and (or) to produce a copy thereof for inspection.

(g) Quantity Price.—No food and grocery retailer shall make or accept a quantity price unless it is based upon and reasonably measured by a substantial difference in the quantity sold and delivered.

(h) No food and grocery retailer shall discriminate in price between customers. The term "discriminate in price" as used in this paragraph means directly or indirectly charging a different price for a commodity to purchasers of the same quantity who are located in the same competitive market, and who are in the same distribution class as to service required from the seller and (or) rendered by the purchaser.

(i) Unearned Discounts for Cash.—No food and grocery retailer shall allow, or accept, a discount for cash which is not earned by payment in accordance with the cash discount terms published or used by the seller with respect to the other members of the trade.

(j) Compulsory Purchases.—No food and grocery retailer shall compel a buyer to purchase one product in order to obtain another.

(k) Fraudulent Prizes or Premiums.—No food and grocery retailer shall offer any prize or premium or gift in pursuance of a plan which involves fraud or deception.

(l) Sectional Price Discrimination.—No food and grocery retailer shall practice locality or sectional price discrimination which is designed and (or) effective to unduly injure competitors.

Section 2. Prison-Made Goods.—Pending the formulation of a compact or code between the several States of the United States to insure the manufacture and sale of prison-made goods on a fair competitive basis with goods not so produced, the following provisions of the Section will be stayed for ninety (90) days, or further, at the discretion of the Administrator.

(a) Where any penal, reformatory or correctional institution, either by subscribing to the Code or compact heretofore referred to, or by binding agreement of any other nature, satisfies the Administrator that merchandise produced in such institution or by the inmates thereof will not be sold except upon a fair competitive basis with similar merchandise not so produced, the provisions of paragraph (b) hereof shall not apply to any merchandise produced in such manner in the institutions covered by such agreement.

(b) Except as provided in the foregoing paragraph, no food and grocery retailer shall knowingly buy or contract to buy any merchandise produced in whole or in part in a penal, reformatory or correctional institution. After May 31, 1934, no retailer shall knowingly sell or offer for sale such merchandise. Nothing in this Section, however, shall affect contracts, which the food and grocery retailer does not have the option to cancel, made with respect to such merchandise before the approval of this Code by the President of the United States.

(c) Nothing in this Section shall be construed to supersede or interfere with the operation of the Act of Congress approved January 19, 1929, being Public Act No. 669 of the 70th Congress and entitled "An Act to Divest Goods, Wares, and Merchandise Manufacturers, Produced or mined by Convicts or Prisoners of Their Interstate Character in Certain Cases," which Act is known as the Hawes-Cooper Act, or the provisions of any State legislation enacted under, or effective upon, the effective date of the said Hawes-Cooper Act, the said effective date being January 19, 1934. Pending such effective date, the Administrator shall appoint a Committee of not more than three persons to investigate the economic and social implications of these provisions. Said Committee may make recommendations, based upon its investigation, and such recommendations shall, upon approval by the President of the United States, become effective in the place of these provisions;

(a) No retailer shall accept as payment for merchandise any non-negotiable scrip, company checks, or other evidence of wage payment issued by any individual or private profit organization in payment of wages or as an advance upon unearned wages. A negotiable instrument issued by an individual or private profit organization in payment of wages shall be accepted only if it is payable in cash within one month of the date of issue. This paragraph shall not apply in cases where

the cash funds of any individual or organization are rendered temporarily unavailable due to the closing by State or Federal order of the bank in which such funds are deposited.

(b) No food and grocery retailer shall extend credit in the form of goods, money or services to any person other than its own employees engaged exclusively in the retail trade, upon any employer's guarantee or part or all of said person's future wages, or pursuant to a wage deduction arrangement entered into with said employer, unless an identical guarantee or wage deduction arrangement is available to all food and grocery retailers.

Section 4. NRA Label.—No food and grocery retailer shall purchase, sell or exchange any merchandise manufactured under a Code of Fair Competition which requires such merchandise to bear an NRA label, unless said merchandise bears such label. Any food and grocery retailer rightfully possessing the insignia of the NRA who has in stock or purchases similar merchandise which has been manufactured before the effective date of the Code of Fair Competition requiring such merchandise to bear an NRA label may attach thereto the NRA insignia.


Article X

Administration

Section 1. National Food and Grocery Distributor's Code Authority.—

(a) Composition.—A National Food and Grocery Distributors' Code Authority be established in accordance with the provisions of this article and the provisions of the Code of Fair Competition for the wholesale food and grocery trade to co-operate with the Administrator in the joint administration of this code and of the code for the retail food and grocery trade. Such Code Authority shall consist of one member, elected by a fair method of selection approved by the Administrator, by each of the national trade associations presenting this Code, one member similarly elected from any other association which the Administrator upon application shall recognize as representing an important branch of the retail food and grocery trade, and such other members as may be elected from the wholesale food and grocery trade in accordance with a Code of Fair Competition for such trade approved by the President.

(Continued on page 7)

 **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**

MOVEMENTS OF MERCHANTS.

Alpena—The Alpena Trust & Savings Bank changed its name to the Alpena Savings Bank.

Saginaw—The Raymond Motor Products Co., has changed its name to the Raymond Products Co., Inc.

Grand Haven—The Eagle Ottawa Leather Co., has decreased its capital stock from \$4,000,000 to \$3,000,000.

Ishpeming—Hughes Mercantile Co., 104 South Main street, has decreased its capital stock from \$35,000 to \$10,000.

Oughton—The A. Haas Brewing Co., 106 Sheldon street, has increased its capital stock from \$100,000 to \$175,000.

Detroit—The S. & F. Garment Co., 230 East Grand River avenue, has increased its capital stock from \$10,000 to \$25,000.

Waldron—The Waldron State Savings Bank has been incorporated with a capital stock of \$20,000, all subscribed and paid in.

Detroit—The Rowley Waters Co., 9840 Dexter Blvd., groceries, etc., has decreased its capital stock from \$150,000 to \$50,510.

Grosse Pointe Park—The Cadillac Brewing Co., 15116 Mack avenue, has decreased its capital stock from \$400,000 to \$150,000.

Saginaw—The Gately Co., dealer in instalment merchandise, has decreased its capital stock from \$100,000 to 50,000 shares no par value.

Detroit—Earl's Shoe, Inc., 1029 Woodward avenue, wholesale dealer in shoes, has increased its capital stock from \$25,000 to \$37,500.

Detroit—The Bruce Wigle Plumbing & eating Co., 9117 Hamilton avenue, has decreased its capital stock from \$100,000 to \$35,332.

Calumet—The Gateley-Wiggin Co., instalment merchandise, has decreased its capital stock from \$100,000 to 10,000 shares no par value.

Detroit—Direct to You Plumbing & Heating Supplies, 20026 John R. street, has changed its name to the State Plumbing & Heating Supplies, Inc.

Alpena—The Gately-Short Co., dealer in instalment merchandise, 123 Water street, has changed its capital stock from \$25,000 to 5,000 shares no par value.

Detroit—The Acme Cigar & Merchandise Co., 2431 Russell street, has changed its capital stock from 2,000 shares no par value to 50 shares at \$100 each.

Detroit—The E. H. Pudrith Co., 303 Metropolitan Bldg., wholesale jewelry, has decreased its capital stock from \$200,000 to \$10,000 and 19,000 shares at \$2 a share.

Iron Mountain—Sim's Drug Store has removed its stock from the First National Bank building to the Braumart building where it will have more ample quarters.

Greenville—The Montcalm Creamery Co. has merged its business into a stock company under the same style with a capital stock of \$24,000, all subscribed and paid in.

Lansing—T. K. Ochs, Inc., 217 East Shiawassee street, wholesale dealer in

food specialties, has decreased its capital stock from 50,000 shares no par value to 500 shares no par value.

Detroit—The Baker Fruit Co., 140 12th street, commission merchant and dealer in food products, has been incorporated with a capital stock of \$5,000, \$2,500 being subscribed and paid in.

Iron Mountain—Bankruptcy proceedings have been filed against the Men's Store, 411 Stephenson avenue, Paul and Max Dworsky, proprietors. Ned Dundon, receiver, is in charge of the business.

Detroit—The Detroit Iron City Engineering Co., 1326 Michigan Theatre Bldg., electrical contracting and engineering, has been incorporated with a capital stock of \$5,000, \$1,000 being subscribed and paid in.

Evart—William J. Percival, who has conducted a bazaar store here for the past 22 years, died suddenly in his motor car in front of his store, Jan. 8, aged 76 years. Mr. Percival was widely known and highly esteemed by everybody.

Detroit—The Gilco Building Products Corporation, Transportation building, has been incorporated to deal in all kinds of building materials, with a capital stock of 50,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Harbor Beach—Hyman Sweet, dealer in dry goods and variety merchandise, has merged the business into a stock company under the style of the Harbor Beach Variety Store, Inc., with a capital stock of \$2,000, all subscribed and paid in.

Kalamazoo—Dividend of the Kalamazoo Vegetable Parchment Co. was increased recently from six to eight per cent. annually, through the declaration of a quarterly payment of 2 per cent. President Jacob Kindleberger declared that 1933 had been a "most satisfactory year."

Lansing—Wm. C. Dudley, President and General Manager of the Dudley Paper Co., passed away at his home January 3, after a short illness of only six days. Mr. Dudley was a man of high character. After traveling in Michigan as a paper salesman for many years, he engaged in the wholesale paper business here on his own account and built up a large and constantly expanding business.

Spring Lake—Mrs. Jennie Mulder, 68, died at her home in Spring Lake. She was the wife of one of the leading merchants of Spring Lake and had come to the village in 1893 from Grand Rapids with her husband. Mrs. Mulder was born in Zeeland and since she was four years old had lived with her grandfather, Rev. Cornelius Vander Meulen, founder of the city of Zeeland, who came from the Netherlands in 1847. She was married to George Mulder in Grand Rapids in 1892 and the following year came to Spring Lake with her husband who joined the firm of Mrs. A. Mulder & Sons, one of the oldest general mercantile firms in the village.

Each of us is a survivor of the fittest of many generations.

Manufacturing Matters

Detroit—The Industrial Specialty Manufacturing Co., 250 West Jefferson avenue has increased its capital stock from \$1,000 to 1,000 shares at \$10 each.

Detroit—Benn F. Klein, Inc., 1365 Gratiot avenue, has been organized to manufacture and sell store fixtures, furniture, etc., with a capital stock of \$5,000, all subscribed and paid in.

Detroit—Benson Wineries, Inc., 2213 Dime bank building, manufacturer and dealer in wines and cordials, has been incorporated with a capital stock of \$10,000, all subscribed and paid in.

Muskegon—The Langeland Manufacturing Co., wholesale box and lumber manufacturer, has decreased its capital stock from \$70,000 and 5,000 shares no par value to \$40,000 and 5,000 shares at \$20 each.

Detroit—Owens Products, Inc., 3131 East Jefferson avenue, manufacturer and dealer in batteries, radios and other electrical equipment, has been incorporated with a capital stock of \$10,000, all subscribed and \$1,000 paid in.

Detroit—The Automotive Paper Co., 4612 Woodward avenue, has been organized to manufacture paper fabrics, prepare shipping materials, with a capital stock of 10,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Detroit—McReynolds-Leslie, Inc., 1234 Mt. Elliott avenue, manufacturer and dealer in tools, dies and equipment, has been incorporated with a capital stock of \$2,000 common and 1,000 shares at \$1 a share, \$3,000 being subscribed and paid in.

Detroit—The Dorel Corporation, 7200 Melville avenue, manufacturer and dealer in shock absorbers, hydraulic checks, etc., has been incorporated with a capital stock of \$50,000 preferred and 5,000 shares at \$1 a share, \$28,520 being subscribed and paid in.

Added Line Puts Store's Business Over Top

Constructive merchandising practices have resulted in the building up of a trade in fresh vegetables for C. E. Kreger, of Wyandotte, until now that department is one of the most important ones in the store. In building up this department, all of the other departments have been strengthened.

Mr. Kreger, in looking over his store equipment one day, had discovered that his meat box was far larger than the business he was doing in meats actually warranted. He studied the box and then began to figure out how much it was costing him to refrigerate these meats and to see if he might reduce this cost any.

Why not, he asked himself, use part of this refrigerated box for something else, say vegetables? Refrigeration, he had read somewhere, would keep vegetables fresh and crisp. And didn't the hydrator that he had in his refrigerating machine at home keep the vegetables there all fresh?

Kreger acted on this hunch. He had the box partitioned off and one side made into a compartment for vegetables and fruits. In this box he had installed refrigerating coils operating

by the same compressor that had been refrigerating the entire box before.

Only with the new arrangement it was different. He was using the same compressor, but he was actually refrigerating goods for a different department. He was going to get more actual cash returns with the same expenditure. That was the way Kreger figured it out, and events have proved that he was right.

A week from the time that he got this "hunch" Kreger was "all set" to go. The big box had been partitioned off and a glass window placed in it so as to show the vegetables inside with an electric light so set as to illuminate the interior.

Then Kreger started in to advertise. He featured fresh vegetables. Customers tried out his vegetables and came back for more. They told friends, and these friends came in to buy. They in turn told others, and in a short time the fame of Kreger vegetables was all over Wyandotte. The business in fresh vegetables has increased many times over and it is still growing. Just recently Kreger has installed a special window to display fresh vegetables so that they may be seen from the street. Passers-by see this display and come in. Then they are shown the refrigerated case inside and discover the secret of what keeps Kreger's vegetables fresh.

Two telephones rest on Mr. Kreger's desk in the store—but they never rest. On busy days a clerk and Mr. Kreger himself are kept continually busy answering these and taking down orders. These telephone orders are all filled directly from the box and customers have come to know that they can depend upon this. They know that whatever they order—lettuce, cabbage, radishes or avocados—the goods they receive will be fresh.

All of the refrigeration in this store is handled by two compressors. One, of three-quarter horsepower, supplies refrigeration for an 8-foot case of delicatessen foods and a 10-foot meat case. The other compressor, of one horsepower, takes care of the big meat box and the vegetable storage.

Through use of automatic refrigeration, spoilage is a thing of the past in this up-to-date Wyandotte market. There is no food spoilage here, either of meats, delicatessen products or vegetables. When the vegetables and fruits are received at the store, they are placed at once in the refrigerated box. What few are needed are put on display outside and disposed of quickly or else put back in the box after a short time and others from the box substituted. In this way they are not out of the box long enough to wilt or spoil.

Seven New Readers of the Tradesman

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

Dresden Hotel, Flint
McDonald & McDonald, Grand Rapids
Mrs. M. G. Kendall, Tower Nulo Marttila, Ontonagon
Kimbark Inn, Fremont
Miss Bettie Brown, Wilmette, Ill.
F. R. Lovett, Grand Rapids.

The fish gets in trouble by not keeping its mouth shut.

Essential Features of the Grocery Staples

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

Canned Fruits—California fruits are quiet. There is no business being done for shipment on the new code prices, and resales on the spot are not particularly impressive.

Canned Vegetables—Canned vegetables are very firm. Southern tomatoes are higher in No. 2s. No. 3s are very closely cleaned up and hard to find at any price. Gallons are available at \$4, factory. Corn, string beans and peas are unchanged.

Canned Fish—Canned salmon will be heard more of now as the winter advances. Stocks in second hands cannot be heavy, for there has been little activity in it during the fall. Of course, there has been a certain call for some fancy grades for Jewish users, but the movement has been of a routine nature for months. Reports from Japan state the intention of the tuna fish packing association there is to curtail the pack for this season to 500,000 cases and allot it among the various packers.

Dried Fruits—Dried fruits are in good position here with stocks in the hands of jobbers relatively light and the trade holding only moderate supplies. Prices have held very well on the whole for the post holiday season and there is no anxiety to move goods where there is not a clear demand for them. Old crop prunes on the spot are fairly well cleaned up. Santa Clara branded goods are quoted at attractive prices, 15-20s being offered at 14c; 18-24s at 11c, and 20-30s at 9c. New crop prunes are quoted somewhat higher. Popular brands of Oregon 20-30s are offered at 8½c and 25-35s at 7¼c. Apricots are holding very well, with extra fancy Blenheims quoted at 16¼c and fancy Blenheims at 15¼c. Extra choice Royals are quoted at 12¼c, and fancy Royals at 15c. Extra fancy Muir peaches are offered at 9¼c. Raisins are unchanged and would undoubtedly have a stronger undertone were it not for the delay that has been encountered in Washington over the marketing and financing plan which has met with new revisions and on which further hearings will probably have to be held.

Nuts—The nut market is holding up very well for this time of the year. New crop Manchurian shelled walnuts reaching here have shown very good quality and are in striking contrast to the poor quality imported last year. In color, appearance and flavor Manchurians are first rate goods, and the price is reasonable. Other imported shelled nuts are unchanged. Prices abroad are being well maintained. Nuts in the shell are being well held and good are in relatively light supply.

Olives—The market had a definitely firm undertone. Of course, this is nothing new, since for some time replacement costs have been very high. A fairly steady demand during the past fortnight has, however, taken a fair chunk of low priced goods off the market, so that sellers were getting to a point where it was difficult to work in high cost replacements at current levels. Arrivals have been very light

for the past three months. It seemed certain that the consumer here would have to pay higher prices in the comparatively near future, although resistance to all advances has been exceptionally stiff.

Pickles—The pickle situation remains drab. Statistically the market is on a good foundation, but prices do not rise, the hitch being that demand has declined as sharply as the supply. Thus pickles are another of the numerous commodities which under normal conditions should rule much higher, but unfortunately find an empty market for even light supplies.

Rice—The market is making haste slowly. From day to day no particular change is indicated, but there has been some expansion in buying for the past week or two. Stocks in dealers' hands are running down and the time is seen near at hand when the control prices established under Federal supervision will meet with an adequate test. The demand has been mainly for cheaper grades.

Salt Fish—Salt fish continued rather quiet. This usual holiday lull is due to come to an end shortly, since Lent starts early this year. Thus a big improvement in demand was anticipated in the near future. Herring has started to move more actively, jobbers and wholesalers commencing to prepare for the lenten rush. Quotably mackerel and herring held at previous levels.

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., \$1.10 per doz., 4 doz. in box.
Bananas—6 @ 6¼c per lb.
Butter—Jobbers hold plain wrapped creamery prints at 18c, cartons at 18½c and tub butter at 18c.
Cabbage—3c per lb.
Carrots—50c per dozen bunches of Calif.; 75c per bushel for home grown.
Cauliflower—\$1.60 per crate for California.
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. P. from farmer.....\$2.25
 Light Red Kidney from farmer.. 3.50
 Dark Red Kidney from farmer.. 4.00
 Light Cranberry..... 4.50
Eggs—Jobbers pay 11c per lb. for mixed eggs and 12c per lb. for heavy white eggs. They sell as follows:
 Fancy, fresh white.....25c
 Canded, fresh.....22c
 Canded, large pullets.....18c
 Canded, small pullets.....16c
Storage eggs are as follows:
 X.....15c
 XX.....17c
 XXX.....18c
 Checks.....14c

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—\$2.75 per hamper for Louisiana grown.

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

Green Peas—\$3.50 per hamper of 30 lbs. for Calif. grown.

Green Peppers—California, 50c per dozen.

Honey Dew Melons—\$2.25 per crate.

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

Lemons—The price is as follows:

360 Sunkist.....	\$5.75
300 Sunkist.....	7.00
360 Red Ball.....	5.00
300 Red Ball.....	6.00
Limes—25c per dozen.	

Lettuce—In good demand on the following basis:

Arizona, 6s, per crate.....	\$3.00
Arizona, 4s and 5s, crate.....	3.50
Leaf, hot house.....	.45

Mushrooms—28c per one lb. carton.

Onions—Home grown, \$1.25 per bu. for Yellow and \$1.40 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—\$1 per bu.; Idahos, \$2.25 per 100 lb. bag.

Poultry—Wilson & Company pay as follows:

Heavy Fowls.....	11c
Light Fowls.....	8c
Ducks.....	8c
Turkeys.....	14
Geese.....	7c
Radishes — 40c dozen bunches hot house.	

Rhubarb—Hot house, 60c for five lb. carton.

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@7c
Good.....	5 @6c
Vegetable Oysters—30c per doz.	
Wax Beans — \$3.75 per hamper for Louisiana grown.	

The youth who thinks education means that he will not have to work for a living is all wrong. The more highly educated a person becomes the more necessary it is to work hard; for he realizes more than ever how much there is to be accomplished. Education does not mean a soft snap for anyone.

Minerals in Blood Stream

Adjustment of the mineral content of the blood for treatment of cancer is not justified by recent laboratory findings. This conclusion has been reached by Dr. M. J. Shear, of the United States Public Health Service.

His study was largely concerned with the role of sodium, potassium, calcium and magnesium in cancer. Dr. Shear did not find any relation between cancer development and the amount of these four mineral elements in the blood.

Use of gland extract to increase the amount of calcium in the blood or of magnesium as a deterrent to cancerous growths is not recommended. Dr. Shear failed to find any conclusive evidence of their value.

Much more laboratory work is necessary, according to Dr. Shear, before clinical processes are adopted for the use of sodium and potassium in connection with cancer treatment. Dr. Shear found that there is less calcium and more potassium in actively growing tumors than in old tumors which are developing slowly.

Potassium may have a stimulating effect on cancerous growths, calcium a retarding effect, and magnesium apparently has less inhibitory effect than has been thought. Dr. Shear concludes that sodium has little apparent effect on growth of tumors.

Tests of Food Handlers As Spreaders of Disease

The United States Public Health Service is making an examination of workers on railroad dining cars as a step to prevent spread of amebic dysentery.

The experts of the Federal and State health services are agreed that the disease was spread by food handlers in a Chicago hotel. After health authorities there eliminated from food handling those found to be infected, the possibility of further spread on dining cars was considered.

Railroads cooperated in the examinations required for the food handlers on diners, and the specialists of the National Institute of Health worked out a simple test for various Federal health officials to apply.

Billy Sunday once conducted a campaign in New York city for thirteen weeks, during which time 65,000 people came down the sawdust trail. Now he is there again and his so-called "conversions" average six per day. All of which would seem to indicate that the day of slang, blasphemy and indecency in the pulpit is a thing of the past. Certainly no true Christian can countenance the antics and abusive language of a cheap buffoon like Billy Sunday.

Detroit—Suit to recover \$500 from the State Board of Tax Administration was filed Tuesday in Circuit Court by B. Atkins & Son, dealers in wholesale shoe supplies and leather. The firm states that it has paid \$285 in retail sales tax to the State under protest and that the tax has been collected illegally. It asks the return of the amount of the tax and payment for expenses in computing it for inconvenience.

One's normal condition depends on sleep as well as on diet.

MUTUAL FIRE INSURANCE

New Monetary System Devised by Detroit Man

This is a changing world. Oldtime methods and practises must give way to new and better ones. We would not want to go back to the days of the oxcart and the hand loom, after the inventor has discovered better ways and means. There is no system or method that vitally affects the lives and happiness of the people, as that of their money. Money is the life blood of trade and exchange. Money is a measure, a yardstick, a bushel, a gallon or a pound. Money is not wealth, but a measure of it. It should perform no other function. Under our present antiquated money system, money is made wealth, its standard being based upon gold and silver, or either of these metals, possessing an intrinsic value. Thus, we have a dual system of money, which has come down to us from the "money changers" of early history. This system has proved a boon to the "money changers," but it has brought extreme burdens upon the lives of the common people.

After witnessing the suffering and distress that has been brought upon the people of our Nation by the present vicious money system, Alfred Lawson, engineer, inventor, author and student of economics, has devised or invented a new monetary plan, which eliminates the evils of the old system now in use. It actually makes money a measure of value only, eliminating the feature of wealth from it absolutely. His plan also removes both gold and silver, except as subsidiary coins. All monetary powers are taken over by the Federal Government, as well as all banking, both being essential to giving the people complete banking service. Present approved banks would become Government Banks, and present bank officials would largely become government employees. Bank failures and losses to depositors would end.

Money is now made a commodity under the fiat of the present law and the demand from the arts for silver and gold. Take away the law, which would demonetize gold, along with silver, the intrinsic, or market value of gold would shrink one-half or more. Under our present monetary laws there are seven kinds of currency, which is supposed to be backed by gold, either directly or indirectly. Money, as now treated as a commodity, is bought and sold on credit, a price being charged for its use. This charge is known as interest. Under this proposed monetary system, interest on money is prohibited by law. No interest will be paid upon deposits in government banks, and none charged upon loans. Loans will be made directly to the individual, firm or corporation. All must file a complete financial statement frequently. All present forms of money would be called in by the Government, and there would be issued instead, one kind of currency only, known as direct credit bills. These would be good for the payment of all debts, both public

and private, and made redeemable only in new issues. Each series of credit bills issued would be for a short term of years, after which these bills will become void unless presented at a bank for redemption in new issues within the time specified.

An individual or firm desiring money must call at the bank and present their financial statement and request for the loan they desire. If accepted, they sign a note, agreeing to repay the amount within the specified time. No individual, firm or corporation, will be permitted to loan money to others and make a charge for its use. Such a charge would be unlawful and subject to severe penalty. Remember, that money belongs to the government only. It is never wealth or property. Its use is only to measure wealth, in services or needed commodities. This proposed money cannot be hoarded, as it becomes void at maturity. Back of all issues stands the entire National wealth, of \$400,000,000,000. The money of the government is good as long as it endures.

Under the direct credit monetary system, none will be permitted to expand their wealth by loaning money. If an income is desired, productive use of the property and other forms of wealth, must be made. This will cause a more active use of wealth and will greatly benefit labor. Wealth is the product of labor; and one of the evils of the present monetary system is, it does not give to labor its just reward. The direct credits plan does not restrict opportunity, but increases it, to those who are ambitious and thrifty. It will help greatly in equalizing opportunity and prevent the evil of wealth concentration.

Usury or interest on money has been the bane of the ages. The Bible frequently condemns it. Interest was prohibited by law in England in the year 1197 and again in 1436. In the year 1545 it was first legalized at a rate of 10 per cent. but this was repealed in 1552 and restored in 1570. In 1713 the rate was reduced to 3 per cent., and 1854 all restrictions were removed and the "money changers" were then at liberty to oppress the poor as far as they liked. Thus you see this proposed monetary plan is not the first time that interest on money has been condemned. As an ingenious invention to accumulate wealth without work, and to permit a few to live in idle luxury, it is a success, though it has impoverished nations for centuries. Statistics of our Nation show that five per cent. of the people own or control ninety-five per cent. of our national wealth. Depression has followed depression until millions are unable to find employment, thus causing suffering and distress. These are facts right now, in the best country upon the earth. Nowhere is there greater abundance of every necessity, but the domination of the "money changers" of Wall street compels the Government to borrow billions from them to feed the starving and clothe the naked. They are well satisfied with our present monetary system, which permits hoarding and money control. To allow money to be used as wealth and to com-

pel the government, as well as individuals, firms and corporations to pay tribute in interest for its use. Under this system the debts of the people are now \$200,000,000,000 the annual interest being ten billions of dollars.

Space does not permit details of this new monetary plan, being sponsored by the Direct Credits Society, under supervision of Mr. Lawson, of Detroit. He has delivered many lectures on his monetary plan to large audiences in his city, also in nearby cities and suburban towns. Over one-half of the people of his home city are members of this Society, which is non-partisan, non-sectarian and in no manner interferes with the belief of anyone. This society also has branches in every state, which are growing rapidly. The work is carried on by volunteer subscriptions

only. It aims to keep up its organization work until sixty to seventy per cent. of the people of the Nation are enrolled, then demand that Congress enact the necessary legislation to place the new monetary plan in operation. The Wall street financiers see their downfall, in case the direct credit monetary plan succeeds, therefore the daily newspapers and magazines under its control give no publicity to this rapidly growing movement, and many have never heard of it. No one is more interested in a just monetary system than business men and women. It is of vital importance to their success. The writer is much impressed with the new monetary plan and the manner in which it is being presented and commends it for your consideration.

E. B. Stebbins.

FIRE is not "Choosey"

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

FINNISH MUTUAL FIRE INSURANCE CO.
444 PINE ST. CALUMET

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

COMPLETE GROCERY CODE

(Continued from page 3)

The Administrator may appoint a member or members who may participate without vote in all activities of the Code Authority.

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

(c) Reports.—The National Food and Grocery Distributors' Code Authority, subject to the approval or upon the request of the Administrator, shall require from all retailers such reports as are necessary to effectuate the purposes of this Code. Each food and grocery retailer shall keep records of his purchase invoices and of the hours worked by, and wages paid to, all employees.

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

(e) State and Local Code Authorities.—The National Food and Grocery Distributors' Code Authority shall, subject to the approval of the Administrator, supervise the setting up of State and Local Code Authorities for the purpose of assisting in the administration of this Code within the State and local trading areas.

(f) Expenses.—The expenses of the administration of this Code shall be equitably assessed and collected by the National Food and Grocery Distributors' Code Authority, subject to the approval of the Administrator.

(b) Food and Grocery Industry Conference Committee.—The National Food and Grocery Code Authority shall appoint representatives to serve on a Food and Grocery Industry Conference Committee composed of representatives from food and grocery manufacturers and from food and grocery distributors. The Food and Grocery Industry Conference Committee shall act as a planning and coordinative agency for the entire food and grocery trade.

Section 2. Food and Grocery Industry Conference Committee.—The National Food and Grocery Code Authority shall appoint representatives to serve on a Food and Grocery Industry Conference Committee to be composed of representatives from food and grocery manufacturers and from food and grocery wholesalers and retailers. The Food and Grocery Industry Conference Committee shall act as planning and co-ordinating agency for the entire food and grocery trade.

Section 3. Interpretations.—The Administrator may from time to time, after consultation with the National Food and Grocery Distributors' Code Authority, issue such administrative

interpretations of the various provisions of this Code as are necessary to effectuate its purposes.

Section 4. Exceptions in Cases of Unusual or Undue Hardship.—Where the operation of the provisions of this Code imposes an unusual or undue hardship upon any food and grocery retailer or group of retailers, such retailer or group of retailers may make application for relief to the Administrator or to his duly authorized agent, and the Administrator or his agent may, after such public notice and hearing as he may deem necessary, grant such exceptions to or modifications of the provisions of this Code as may be required to effectuate the purpose of the National Industrial Recovery Act.

Article XI General

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

Section 2. Information To Be Furnished.—In addition to information required to be submitted to the National Food and Grocery Distributors' Code Authority, there shall be furnished to Government agencies such statistical information as the Administrator may deem necessary for the purposes recited in Section 3 (a) of the National Industrial Recovery Act.

Section 3. Prohibition Against Monopolies.—The provisions of this Code shall not be interpreted or applied to promote monopolies or monopolistic practices or to eliminate or oppress small enterprises or to discriminate against them.

Section 4. Prohibition Against Use of Subterfuge.—No food and grocery retailer shall use any subterfuge to frustrate the spirit and intent of this Code, which is, among other things, to increase employment, to remove obstructions to commerce, to shorten hours of work and to raise wages to a living basis.

Section 5. Right of President to Cancel or Modify.—This Code and all the provisions thereof are expressly made subject to the right of the President, in accordance with the provisions of Section 10b, Title I, of the National Industrial Recovery Act, from time to time to cancel or modify any order, approval license, rule, or regulation, issued under Title I of said Act.

Section 6. Modifications and Supplementary Provisions.—Such of the provisions of this Code as are not required to be included herein by the National Industrial Recovery Act may, with the approval of the President, be modified or eliminated as changes in conditions or experience may indicate. It is contemplated that from time to time supplementary provisions to this Code or additional Codes will be submitted for the approval of the President to prevent unfair competitive practices and to effectuate the other purposes and policies of Title I of the National Industrial Recovery Act.

Report Annual State Meeting of Wholesale Grocers

This meeting was attended by more representative wholesale grocers than any annual meeting held during the past fifteen years. This was truly remarkable in the face of the fact that the roads in most sections of the state were in a condition which made them practically unfit for travel.

The meeting was called to order promptly on schedule with Harry L. Milnes presiding. He explained that he was more or less "pinch-hitting" for the occasion. After making a few very appropriate remarks, he stated that this probably was the most important meeting ever held by this Association. His remarks were very brief and very much to the point. After outlining a few of the problems which the wholesale grocery industry is faced with, he called upon a guest speaker, Dr. J. A. Brock, Educational Secretary of the Farmers & Manufacturers Beet Sugar Association.

Dr. Brock gave a very fine talk outlining the advantages accruing to the farmers of the state of Michigan, to the wholesale grocers of this state and to the retail grocers and many others, as to the advantages of the rehabilitation of the beet industry as one of the major agricultural factors of this state. It is regrettable that a stenographic copy of his talk is not available, because it would be well worthy of serious consideration by all factors in the trade. His talk was entirely extemporaneous, consequently, it is not possible to secure a copy of it.

After Dr. Brock's talk was concluded, the presiding officers asked the Secretary for his annual report, which was given, and which will follow at the end of this general report.

W. P. Johnson, Washington, D.C., representative National - American Wholesale Grocers' Association, came from Washington to present to the Association his interpretation of the wholesale grocers' code as written by the President. We believe that we are expressing the opinion of all members present when we state that had General Johnson been present to give his interpretation and his viewpoint of the code, it could not have been more complete. Mr. Johnson took article by article and section by section of the code, and both his explanation and interpretation was evidence that he was fully conversant with every word and every sentence which had been written. Having been a practical wholesale grocer himself, he could not only explain the code from a legal standpoint, but from its practical application as well, and it was explained in a manner fully understood by wholesale grocers.

This Association owes a debt of gratitude to the National-American Association for making Mr. Johnson's services available to us. Mr. Johnson explained he not only sat in and helped to write the wholesale grocers' code, but that he also sat in on the codes written by fourteen other industries, all closely related with the wholesale grocers' interests.

D. L. Goodrich, Kalamazoo, president, Michigan Wholesale Candy Jobbers, was invited as a guest of the wholesale grocers and was asked to say

a few words, but they were extremely limited, as he stated he did not come to the meeting to do any talking, but rather to get the view of the wholesale grocers. He did, however, attend an executive meeting of the wholesale grocers earlier in the day, at which time arrangements were worked out whereby it may be possible to have a very close working interest between the wholesale grocers, the wholesale confectioners, and the wholesale tobacconists of the state. All three lines of business have many problems which are of mutual interest and a close working alliance between them would undoubtedly be of great benefit to all three industries.

The treasurer's report was read by the secretary and showed that while the Association's income during the past year has been rather limited, it nevertheless showed there were no outstanding bills payable, and bringing the report up to the present date, it showed a fairly substantial bank balance, and a potential income for the coming year sufficient to care for normal requirements.

The presiding officer requested at this time a report from the nominating committee and James R. Tanner, acting as chairman, presented for his committee the following candidates for election:

President—George E. Kelly, Lee & Cady, Detroit;

Vice-President—Wallace C. Hume, Hume Grocer Co., Muskegon.

Members of Executive Committee, Charles F. Kyer, Kyer-Whitker Co., Ann Arbor;

Harry L. Milnes, Southern Michigan Grocer Co., Coldwater;

John W. Symons, Jr., Symons Bros. & Co., Saginaw.

The report of the nominating committee was accepted by unanimous acclamation. After the election, the presiding officer asked the newly elected president to take the chair and preside.

Mr. Kelly thanked the members for the honor conferred upon him and stated that he would do everything possible to help the Association to be successful. He stated that in his opinion the code proposed for wholesale grocers was something not to be trifled with and that he believed that the result would be very beneficial to all wholesale grocers of the state.

Following this remarks were made by various members regarding the proposed activity for the coming year and it was explained that the state has been divided into four zones, and it is contemplated to have a chairman preside over each zone. This is necessary in order to comply with the code and it is necessary to set up trading areas, and in the best judgment of the executive committee of the Association, the state should be divided into four areas. It may be necessary, however, to withhold the practical operation of the trading areas until such time as the other lines, such as the retail grocers, chain stores, voluntary chains and wholesale owned retail organizations, set up their committees and their trading areas. It is necessary, in order that these various organizations function co-operatively with the National code,

(Continued on page 18)

SHOWING ENCOURAGING

If considered as an accurate business barometer, the bankruptcy showing for the year just ended should bring considerable encouragement to industry and trade. Insolvencies for the year amounted to 20,307, according to Dun and Bradstreet, the lowest figure in a decade. A steady decline in bankruptcies is generally accepted as presaging the end of a depression.

However, in analyzing accurately this showing, several factors must be taken into consideration. The three preceding years had taken an exceptionally heavy toll of business, suspensions mounting progressively to new peaks each year. The result was that last year there were fewer companies in business than at any time since 1921. Accordingly, the proportion of failures to the number of companies in existence last year, while sharply below the three preceding years, was fractionally higher than in 1929 and also above the years 1923 to 1926.

It is therefore obvious that credit men could not continue to eliminate retail outlets, which form about 70 per cent. of bankruptcies, without serious detriment to their own sales possibilities. The first sign of business improvement which appeared at the latter end of March was eagerly grasped as a good reason for a more lenient attitude toward debtors. As a matter of fact, credit men possibly went a little too far in the inflation hysteria of mid-summer and allowed many merchants to buy beyond their capacity. This was demonstrated by the sharp increase in returns witnessed during the Fall.

It seems evident, however, that the severe pressure of the last four years has eliminated to a great degree the so-called "weak sisters" and that those companies now in business have earned their right to existence. The depression has lopped off some 250,000 organizations since 1929 and the remainder should form a stable foundation on which business can progress steadily.

REGARDED AS UNSETTLED

Hopes for early stabilization of the dollar held by foreign trade interests since last month were abandoned last week as a result of President Roosevelt's message to Congress. The President's statement that other nations were not in a position at this time to agree upon world currency problems was taken to mean that the United States would continue its present policy regarding the dollar and that this country's currency would continue to fluctuate in international exchange.

Later developments at the capital and the reassuring reports regarding the abandonment of any plans for currency inflation failed to shake the belief of importers and exporters that they will be harassed by dollar fluctuations in their trading this Spring.

In the export trade the outlook is regarded as unsettled. Shippers here expect to continue to enjoy the fairly brisk business they have had since this country went off gold, but they are pessimistic about chances of interesting foreign buyers in capital goods. They have also given up hope of getting the heavy advance orders on consumer merchandise which they expected to write in the early part of this year.

While the position of the dollar remains uncertain they see little chance of interesting foreign buyers in contracts involving future deliveries or long-term payments.

Importers, who petitioned the President some weeks ago to use his powers to effect early stabilization, were disheartened by the week's developments. The import trade is in a difficult position, being unable to figure what the final costs are likely to be on goods they must purchase a month to three months in advance of delivery.

BUDGET WEEK'S HIGHLIGHT

President Roosevelt's "brutally frank" declaration that the Government will have to spend about \$10,000,000,000 for the next two years was the outstanding development of the new year's first week. Staggering as it was, the budget estimate was received with mixed feelings, from shouts of alarm in conservative quarters to expressions of approval from others.

While the share and commodity markets did not respond in any definite fashion, earlier gains being balanced by losses, the budget news did not weaken the growing conviction that industry is due for a steady upturn this year. First quarter prospects are bright and an earlier start on Spring business than usual seems due. A continued strong tone in commodities is encouraging buyers to go ahead with orders, with prices on finished goods also steadier. The Times weekly index closed the year with a two-point gain, caused mainly by a rise in the daily average of car-loadings. Automobile production was cut down, but with the annual show opening yesterday and with a great number of innovations in new models, the industry is expecting an immediate pick-up in both sales and production.

The opening of Congress was uneventful, but those who feared dominance by the inflationist element appear doomed to disappointment. The President, apparently, has both houses under control and the problem of financing the huge expenditures outlined has dampened the enthusiasm of the "wild money" group. Legislative proposals of interest to business men will start to appear this week but it is doubted that anything of an extreme nature will get very far.

OPTIMISM SPRING KEYNOTE

In an atmosphere of optimism which has been missing for something like four years, retailers are now beginning their buying operations for the new season. In revising their Spring budgets upward, retailers are expressing in a concrete way their belief that recovery will proceed satisfactorily.

The major part of the increase, of course, has to be made to take care of the higher prices ruling on merchandise, but a definite increase in unit sales is also expected. A gain in the physical turnover of merchandise was lacking in all but the closing months of last year and would be conclusive evidence of the actual broadening of consumer demand.

So far, there is nothing to suggest that retailers plan to abandon their careful buying policies. Modifications of extreme hand-to-mouth purchasing appear in order and will undoubtedly

have to be made because of code restrictions upon hours of output. However, unless conditions radically change, no runaway markets are seen likely and prices are expected to be quite stable. This development, of course, will free the stores from the threat of heavy mark-downs.

The question of price lines and their proper adjustment will be the major problem as the season gets under way. While quality may receive more emphasis, the low and medium ranges require careful handling by both retailers and manufacturers. Early indications are that producers in most lines are making a stronger effort than they did last Fall to cater to retailer needs in these brackets.

TWO CENT POSTAGE

Restoration of the 2c letter postage rate is contingent upon the improvement of business conditions during the next few months. Postmaster General James A. Farley indicated in his annual report to President Roosevelt. In the absence of further legislation, the rate will automatically be restored to 2c on July 1 next.

The 3c postage rate during the past fiscal year resulted in an estimated revenue gain of \$75,000,000, after allowing for all losses and diversions directly attributable to the rate increase. The Post Office Department estimates that had the 2c postage rate been continued the receipts on the first class mail during 1933 would not have exceeded \$257,000,000 by comparison with the sum of \$332,000,000 actually collected.

The Postmaster-General's report carries no recommendation for legislation to continue the 3c and points out that as business conditions improve the department can look forward to a gradual increase in the volume of mail. No new recommendations for legislation are contained in the report, but many of the proposals previously set forth are repeated by the Postmaster-General. Among these is the recommendation that the limit of postal savings balances be increased from \$2,500 to \$5,000.

DRY GOODS CONDITIONS

An auspicious start for the new year featured retail trade last week. Increases ranging from 15 to 30 per cent. were achieved by most leading stores here on every day of the week, with the exception of when the rain restricted shopping. Reports from other centers indicated similar gains, with a surprising absence of the usual post-holiday let-down in trade.

Preliminary estimates indicate that department store sales for the country will show a drop of about 3 to 4 per cent. for the year just closed. This showing is about in line with expectations and reflects the increases in sales volume during the last six months which partially offset the sharp decline in the first half. The extent of the improvement is indicated by the fact that department store sales in 1932 were 23 per cent. under those of the preceding year.

It is indicated that December nationwide department store trade ran about 6 per cent. over the same month of 1932. The two leading mail order companies reported heavy increases, their

average gain for December being 22.6 per cent. For fourteen chain systems and the two mail order firms combined, the average gain in sales was 14.8 per cent.

COMMODITY PRICES STEADY

Commodity prices showed decided steadiness following the turn of the year. Grains fluctuated without any marked trend, while advances in textiles and paint materials tended to about offset declines in food and metals. There was some disappointment in speculative circles that the President's annual message to Congress mentioned no new inflationary measures to be undertaken, but this was partly counteracted by the subsequent budget message which indicated that Government expenditures during the next half year would be at the highest peace time level on record. Business activity showed less than the usual seasonal decline in the last week of 1933 and was greater than in the corresponding week of any of the three preceding years. Coal demand was greatly stimulated by the record-breaking cold wave, while automotive activity was aided by preparations for the approaching shows and steel operations were sustained owing to approaching price advances. Public works awards also reached a substantial volume. During the past week steel activity receded, but numerous textile mills which had been closed for the holidays were reopened.

BALANCED STOCK TREND

Better balanced merchandise assortments in relation to consumer demand are expected to feature the forthcoming semi-annual inventories of department stores. The value of the merchandise listed is likely to run about 10 per cent. higher on the average than a year ago, due to the price increases which have taken place in the wholesale markets. An increase of from 3 to 5 per cent. in units was seen likely.

The stocks, however, will show marked depletion of seasonal goods, preliminary indications of which were given by the reduction in the comparative number of clearance sales launched during the last ten days. Moreover, much of the goods inventories will be held at values lower than those now prevailing in the wholesale markets. The inventories will be taken generally around the end of this month.

TO SET HOSE STANDARDS

Formation of a Bureau of Hosiery Standards which will set up specifications and grant a shield of approval to those products meeting the requirements was announced last week. The American Standards Association will co-operate with the bureau in establishing specifications for full-fashioned goods.

The Bureau will use the funds subscribed by manufacturers to promote the sale of approved hosiery by an advertising campaign in trade and consumer publications. Women consumers will be told that "just like sterling on silver, this little shield of approval is your unflinching guide to better stockings." Sponsors of the bureau expect that, in addition to protecting the public and benefiting manufacturers of quality goods, the plan will be an effective weapon against price-cutting.

OUT AROUND

Things Seen and Heard on a Week
End Trip

All my life I have aimed to uphold the efficiency and integrity of gentlemen's agreements, in which undertaking the character of the men who enter into such agreements are clearly disclosed. I am sorry to be forced to disclose an instance where this sort of an understanding was evidently cast to the winds.

Detroit, Jan. 3.—Complying with your request, I am sending you herewith a list of the members of the Board of Directors of the Michigan Allied Dairy Association who were present at the meeting when the matter of the Golden Anniversary was discussed:

Officers,

James Warner, President;
Turner H. Broughton, Vice-Pres.;
Leonard H. Francke, Treasurer;
Fred M. Slater, Secretary.

Directors,

K. L. McKinnon,
V. G. Harris,
D. H. Gorman,
H. W. Fleisher,
C. J. Yunker,
F. W. Lohr,
C. C. Dickhout.

I am also quoting from the record of the minutes which we have on file in this office, a motion which was made by Leonard Francke and seconded by Verne Harris, who are both members of the Michigan Allied Dairy Board of Directors:

Motion by Mr. Francke, seconded by Mr. Harris:

"It is now decided that the year 1934 is to be known as the Golden Anniversary year of the Michigan Allied Dairy Association."

Motion carried.

This motion, I believe, is self-explanatory and will explain to you the organization's attitude insofar as the golden anniversary convention is concerned.

Fred M. Slater,
Sec'y Mich. Allied Dairy Ass'n.

The following letter to James Warner, Ypsilanti, President of the Michigan Allied Dairy Association is self-explanatory:

Grand Rapids, Jan. 5—I organized the Michigan Dairymen's Association in February, 1885. The organization will, therefore, be in a position to celebrate its golden anniversary in February, 1935.

At the annual convention held in Grand Rapids a year ago it was agreed that the 1934 convention should be held in Detroit and that it should be designated as the fiftieth annual meeting; that the 1935 convention should be held in Grand Rapids and be designated as the Golden anniversary.

An officer of the organization has sent us a copy of the resolution you entertained at a meeting of the board of directors as follows:

"It is now decided that the year 1934 is to be known as the Golden Anniversary year of the Michigan Allied Dairy Association."

I am told that this resolution was supported by Mr. V. G. Harris, and unanimously adopted.

Permit me to inquire if you think it was entirely fair for you to entertain this motion in view of the fact that the organization did not come into existence until 1885 and will not be fifty years old until 1935?

I thank you in advance for the courtesy of a reply.

E. A. Stowe.

On the same day the following letter was dispatched to L. N. Francke, of Saginaw, who introduced the resolution above referred to:

Grand Rapids, Jan. 5—I organized the Michigan Dairymen's Association in February, 1885. The organization will, therefore, be in a position to celebrate its golden anniversary in February, 1935.

At the annual convention held in Grand Rapids a year ago it was agreed that the 1934 convention should be held in Detroit and that it should be designated the fiftieth annual meeting; that the 1935 convention should be held in Grand Rapids and be designated the golden anniversary.

An officer of the organization has sent me a copy of the resolution you entertained of the board of directors as follows:

"It is now decided that the year 1934 is to be known as the Golden Anniversary year of the Michigan Allied Dairy Association."

I am told that this resolution was supported by Mr. V. G. Harris and unanimously adopted.

Permit me to inquire if you think it was entirely fair for you to entertain this motion in view of the fact that the organization did not come into existence until 1885 and will not be fifty years old until 1935?

I thank you in advance for the courtesy of a reply.

Yours truly,

E. A. Stowe.

To the Warner letter I received the following reply:

Ypsilanti, Jan. 6—According to your letter of the 5th, these things were settled at the convention in Grand Rapids last year. I wish you would tell me at what meeting and where this took place. The place of the 1934 convention was not decided upon until the first directors meeting after the Grand Rapids convention. According to your figures, this will be the 50th convention.

What I am interested in is to find out who it was that led you to believe that this matter was settled in Grand Rapids.

Please let me hear from you.

James F. Warner.

The matter was discussed very fully with several prominent members of the Association at the 1933 convention and the agreement above referred to reached.

Mr. Francke made the following reply:

Saginaw, Jan. 7—For the past year and a half, at almost every meeting of the Board of Directors of the Michigan Allied Dairy Association, there would be some discussion regarding the fiftieth annual convention of that association. Much talk ensued, both pro and con, but the result was that it was always just dropped without ever being decided one way or the other.

At a recent meeting the question again was being discussed and apparently no headway was being made in any direction. I felt that the only way to get anywhere was to decide the matter then and there and have it over with. I therefore moved that the convention in 1934 in Detroit be known as the Golden Anniversary convention of the Association.

It would seem to me that the officers of the Association could from records determine just when the 50th year should be, but with that record gone or the willingness to find out the truth lacking, I felt that the Board should take the matter in their own hands and settle it for all time. Please understand, Mr. Stowe, that neither you nor Grand Rapids were in my mind when I moved to decide the matter and if the officers knew that you were able to settle the matter decisively that information was not made known. My sole purpose was to definitely settle the matter, in the absence of any other

remedy, as far as the Board was concerned. If any promise to you or to Grand Rapids has been violated then that promise was not known by me.

Leonard N. Francke, Sec'y.

Some months ago I was invited to be the personal guest of the organization on the occasion of the fiftieth annual meeting. I gladly accepted, but when I received the official literature sent out later, incorrectly referring to the meeting as the golden jubilee, I felt it necessary to recall my acceptance of the invitation.

Greenville, Jan. 4—In the latest edition of your paper I notice an article written by Paul Findlay regarding price cutting in the grocery trade and his statement in regard to the independent grocer who, he says, is difficult to control along price cutting lines.

I know nothing about the grocery business, but I am versed in a limited way in the shoe business, and I would like to ask Mr. Findlay why the independent is forced to cut on prices?

The fact that manufacturers are permitted to sell chains at prices below the prices offered the independent has sometimes forced us to cut on staple articles where the style was similar in order to clear out stock, and I wish to say right here that all we ask is an even break with the chains on purchasing power.

I believe the grocery business follows along the same lines.

G. R. Smith.

Mr. Smith's statement is very clear and right to the point. I hope and pray that before we are through with the code era independent merchants will be in possession of the protection to which they are justly entitled.

I need hardly state that I am exceedingly sorry this misunderstanding should have occurred. So far as I am concerned, the matter is now a closed book. I have every reason to believe that the Detroit convention will be an unqualified success and, of course, the meeting to be held in Grand Rapids next year will also be made worthy of the occasion. The organization is offered by strong men who will see to it that every branch of the great association receives due consideration.

Greenville, Jan. 3—As a result of my efforts along the street to-day I believe twenty letters have gone to Washington, D.C., addressed to General H. S. Johnson and Senators Nye and Borah in regard to the creation of a Senatorial committee composed of men favorable to the interests of the little business men.

History tells us that the ancients were engaged in perpetual warfare and it appears that the heritage of the independent business man of to-day is an increasing battle for existence against the powers of monopolies.

However, I have faith that this great upheaval will eventually bring forth a new condition which will guarantee the little business men a fair break and freedom from unbearable oppression.

C. L. Clark.

If the history of the prolonged struggle between the independent and the chain is ever written, Mr. Clark's name will occupy a prominent place in the great controversy. He has been first and foremost in every movement for the ultimate triumph of justice, fairness and equity.

Bay City, Jan. 4—I note in the latest issue of your paper that some of your friends who are in the South are putting up an urge to get you into Florida, and the only apparent reason given is—to put a tan on you.

It is not my purpose to cross wires with your friends who are down South. Nevertheless I do want to suggest, that if you are in not too big a hurry to take on a tan, and if you can hold out until about the first of next month, when I understand we will have it by the glass, and you will then make a drive to Bay City, I will make it my business to put a tan on you that will last—and incidentally—cost materially less than the Southern tan. This is worth thinking into.

H. F. Heldenbrand.

Grand Rapids, Jan. 4—In answer to your request for information regarding the distribution of welfare relief shoes I can advise you the following.

The Welfare Commission, working with a committee of the Kent County Shoe Dealers Association, has bought and warehoused in quarters at the relief store on Campau street about 24,000 pairs of shoes, comprising twelve styles of shoes, which will practically cover all the needs of relief footwear. The dealers who wish to handle this business can buy these outright from the Welfare for cash at the price for which they were bought by the Welfare Commission, and the dealers, in turn, handle these shoes to the indigent at 15 per cent. above cost. A representative stock of these shoes enabling a dealer to properly take care of this business involves an investment of not less than \$250 for a minimum stock.

Up to the present writing but very little of this business has yet come to the retail shoe dealers, owing to the fact that the Welfare Commission has been very reluctant to follow the suggestions of our committee for efficient distribution of these shoes. As these welfare shoes are all stamped as welfare shoes, it is but natural, that the shoe dealers hesitate to make this investment unless they are insured that they will get an even break to dispose of these to the relief clients. Up to the present time all this volume of shoe business, as well as all rubber footwear business, has been forced by the welfare administrator under direct orders from the Commission to one favorite dealer. This business often exceeds 2,000 pairs weekly. Why all this business has been forced to the one firm only the members of the Welfare can answer.

Leonard Van der Jagt.

Ft. Wayne, Jan. 5 — Your Out Around in your issue of Jan. 3, treating of education, opportunity and the seriousness of life, is one of the finest pieces of real brain literature I have ever read in my more than ninety years of life.

I have clipped it to put it among other gems of literature I have preserved.

What a pity it is that millions may not read it and draw inspiration from it.

David N. Foster.

Lansing, Jan. 5—I thank you sincerely for your letter of January fourth containing your very liberal offer of practically unlimited space in next week's issue of the Tradesman. I have relayed the information to Clyde K. Taylor, temporary chairman of the Association, telling him that it is up to him and his associates to furnish the material and that it must be in your hands early Tuesday morning.

You may be interested in his circular letter to the shoe trade, which will be mailed from this office Jan. 8. I am enclosing a copy for such use as you may care to make of it.

I believe the meeting will be the biggest one ever held in Michigan by the

(Continued on page 23)

FINANCIAL

Editorial Condemnation of the Goodwin Plan

In our issue of November 16 we printed a brief, but specific, editorial, in which we urged upon our church organizations the utmost care and consideration before entering into any plan, no matter how alluring or how great the prospect of financial return that it offered, which proposed the commercial exploitation of churches or church people on the basis of a percentage to be returned in contributions.

At the time we were not aware of all the details in connection with what is called "the Goodwin Plan," nor were we aware of the extent to which similar plans or organizations might be in existence having much the same ends. Our reference, therefore, while specific in its effect, was of general application.

Since writing that editorial we have had an opportunity of acquainting ourselves more fully with "the Goodwin Plan," not only with its major proposals, of which we were then aware, but with matters of detail. We have examined its literature; we have read much concerning it, both pro and con; and two representatives of the plan have called upon us and in an extensive interview have sought to expound its merits and correct what they considered our mis-impressions and our mistaken attitude.

We see no reason to depart from, or modify, in any way the statement in our original editorial. In fact, if we could do anything to strengthen the considerations there expressed we should be glad to do so. We are entirely unmoved by the fact that many churches, or church organizations, or individuals acting as members of such organizations, have endorsed the plan or accepted it. We are also entirely unmoved by the endorsements by people of prominence, both in our own denomination and in other religious groups. It would not be the first time that proposals, questionable in principle and of evil consequences, have had the support of prominent people.

We believe that any form of special privilege or favoritism accorded to certain business institutions in return for some commission returned to church organizations or church members, as such, is utterly inconsistent with the character of the church as a spiritual institution that ought to be concerned only for the glory of God and the salvation and welfare of men, without distinction. We believe, moreover, that this is true regardless of the extent of the financial benefit that might be obtained. In fact, the larger the possible return, the more serious, it seems to us, is the temptation and the likelihood of ultimately disastrous results. We do not believe that the church can enter into any such plan without lowering its own standards and adversely affecting its own life. If individuals wish to enter into any such plan it is their own affair, though for our own part we deprecate even in the individual Christian life anything that plays up sectional interest or that makes it harder for some business men to live while others are given some artificial advantage. We believe that

churches and individuals can render their best social services to the world by emphasizing equality and fairness toward all, and by helping to establish customs and practices that tend in this direction.

It ought to be stated that in taking this position we are not here questioning either the honesty, or profession, of those who have originated this plan or those who are commending it. Our criticism is not affected by the assumption that those who are fostering the plan are honest and that the plan would be honestly conducted in accordance with the ideals and professions expressed in its literature. The plan would be as objectionable in our judgment if it were being fostered by the churches themselves, instead of by a private commercial organization. If we were in any way to question the integrity and professions of the proponents of the plan, it would be only on the general ground that we are always disposed to look somewhat askance at those who make high profession of religious and social aim in matters where their own commercial profit is a large factor.

A number of church organizations, or individuals, we are informed, have already professed their purpose to accept the plan. We have no means of knowing how many Congregationalists or Congregational churches have taken that attitude. We are convinced that a number of those who have entered into the plan have done so without sufficiently comprehending its nature, and its probable consequences, except in terms of monetary expectation. We believe that both the conscience and the good sense of our churches in general will be against the exploitation of the churches for this or any similar plan, and that the resolutions recorded elsewhere in this paper, and the protests which have come to us from individuals express what will be the more common reaction in our fellowship.—Congregationalist.

Commercializing the Church

Gospel, as nearly everyone knows, particularly church members, means the "good news." Recently a gentleman by the name of Goodwin attached his name to a plan which, by implication, insidiously perverts the term to the raising of money through organization of church members and their employment in promoting sales of selected brands of merchandise.

Mr. Goodwin is applying his biblical knowledge to commercial usage. His plan is called "good news." His disciples are called "broadcasters" and thus we have his term "good news broadcasters." Broad and all-embracing, this new gospel is going to Christian and Jew, orthodox and un-orthodox, Catholic and Protestant. In fact, whether church, temple, synagogue or cathedral—there the Goodwin plan is seeking to organize its "good news broadcasters."

In the most approved style of the modern promoter, the Goodwin plan invites the ladies' aid society, the missionary society, the men's bible class, and in fact all members of any Church, to become "good news broadcasters" who will go out and preach the "good news" to bring all members of the

church into the fold of "tag and label gatherers," to secure two per cent. of the fabulous sums spent annually in National advertising.

Its prospectus is set forth as a call to service. It holds out freedom to church members from the bondage of raising money for the church out of their own pockets. It points to the golden fields of National advertising as the ground from which a rich harvest of wealth may be reached to fill the coffers of the church.

"No longer must your church support be limited to local contributions. This new income will come largely from outside your own community." Become "good news broadcasters" and stimulate the sale of selected brands of pork and beans or soups or toilet paper, collect the labels (evidence of sale) and "we, the Goodwin Plan of America, Inc., will collect from the manufacturers." What a glittering hope!

"All kinds of products—from chewing gum to automobiles—nationally or sectionally advertised, will be brought into the plan by Mr. Goodwin and two per cent. of the retail price may become available to the church.

"Large products, small products, costly products, inexpensive products. Availing your church two per cent. when earned and contributed by the broadcasters."

Obviously such a plan is not only subject to many criticisms from the trade, but as a bold attempt to involve the church in competitive commercial rivalry it deserves unqualified condemnation from every pulpit and chancel.—National Grocers' Bulletin.

Let the Goodwin Plan Alone

We do not believe in churches going into the mercantile business through the Goodwin plan, or any other plan.

This Goodwin plan has secured the services of hundreds of unemployed ministers. It has been given the endorsement of fine men like Father Ryan and Dr. Sockman. It earns money for churches that sorely need money. But churches that get their members to buy only of one set of firms to the exclusion of all other firms, for a consideration, are bartering their birthright of independence for a mess of pottage, albeit savory pottage.

Through the consumers' league we have worked to boycott firms that produce goods under sweatshop conditions. That is all right. We do not get paid for it.

But under the Goodwin plan the church becomes an agent for money, and its influence on many a matter where influence is vital would be weakened and its good faith exposed to attack. Also it makes the church boycott firms that are just as good as the firms patronized.

The Goodwin people feel bitter toward Brother Morrison of the Christian Century for compelling them to pay three or four hundred dollars in order to get their answer to his attack on the plan in the columns of his paper.

We adopt a much more liberal policy than the Christian Century in the matter of publishing replies from people who are sane and honest, if we have criticized or opposed them. In our opinion elemental fair play demands this. We will cut the reply down, but

we will not deprive them of an opportunity to have their say or make them pay for the privilege unless they want too much space.

But on the major issue we agree fully with the Christian Century, that it is better for churches not to go into the Goodwin plan.—Christian Leader.

Corporations Wound Up

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

Canvasser Bros. Plumbing & Heating Co., Detroit.

G. E. Mitchell, Inc., Detroit.

Wylie & Wilson, Inc., Saginaw.

Birch Lawn Land Co., Detroit.

M. & D. Hardware Co., Hamtramck.

Geo. A. Hormel & Co., Detroit.

Allen Motor Sales, Grand Rapids.

Great Lakes Electric Control Corp., Monroe.

C. C. Follmer & Co., Grand Rapids.

The Farmers Milk Co., Inc., Highland Park.

F. L. Lowrie Lumber & Finish Co., Detroit.

Tufting Machine Supply Co., Detroit.

Chas. P. Leary Studios, Inc., Detroit.

Alexander-Martin Co., Inc., Grand Rapids.

Sturgis Lithograph Co., Sturgis.

Ann Arbor Berry Co., Ann Arbor.

Detroit, Jackson and Chicago Trucking Co., Jackson.

Reliance Finance Co., Detroit.

National Investors Corporation, Detroit.

Dairymen's Dairy Products, Detroit.

Frontenac Detroit Brewing Co., Ferndale.

Hudson Bros., Inc., Marshall.

Automatic Guide Co., Muskegon.

Eder Furniture Co., River Rouge.

Industrial Securities Corp., Detroit.

Dearborn Tractor Appliance Co., Dearborn.

Sago Drug Co., Detroit.

City Ice and Cold Storage Co., Battle Creek.

United Investors, Detroit.

Mackinac Island Hotel Co., Mackinac Island.

Kentucky Brands, Inc., Detroit.

Sunset Park of Jackson, Inc., Jackson.

Automotive Parts Corp., Detroit.

William Roethke Floral Co., Saginaw.

What we need is more head-work, hand-work, leg-work, less jaw-work.

Analysis of any security furnished upon request.



J. H. Petter & Co.

Investment Bankers

360 Michigan Trust Building
Telephone 94417

Dangers of Unsound Finance

Liberal governments, as Mr. Roosevelt has himself said, are too often wrecked by bad fiscal policies. The central theme of the New Deal is government control, government ownership, government spending and government paternalism. To rebuild the social and economic order requires the confidence of the people even as they suffer from the surgical operation. But if taxes reach the saturation point and wealth has been confiscated and the middle classes and lower classes begin to feel the pinch there will be rebellion. History repeats itself where human error in government is involved.

The President speaks of the revolution that has just occurred. He compares the task of this Congress to that of 1789. He sees a reconstruction after a revolution. But what he does not yet perceive is that counter-revolt always follows an abuse of power and a breakdown of the human equation in government.

The people will have an opportunity in November, 1934, to say whether they wish the revolutionary doctrines of Mr. Roosevelt confirmed or whether they want them modified. Were the President to be able to administer with his fine sense of justice the great task in detail there would be a renewal of faith in him at all the polls. But the people chosen already for public office are the same old sort we have always had in Washington. They are the men who make politics a livelihood. They are the men who constitute an office-holding group that changes very little whether the label is Democrat or Republican.

The old order of things was bad, it should never have been allowed to flourish; there were plenty of statutes on the books to punish every one of the misdeeds of which Mr. Roosevelt complains; but the new order with its army of office-holders and with a federal payroll larger than any in our history is hardly an improvement.

What the nation still wants is a new deal—not the old deal camouflaged under a set of high-sounding phrases and carried out by the parasites who have politics as their highest ideal.

No Penalty for Stupidity of Officials

Let us assume that the President is right in his general direction, that private business is no longer to be trusted to regulate itself without having a politician in Washington or an \$1800 a year clerk in a bureau tell the heads of our vast enterprises what to do. Is it not high time to change the personnel of government? Isn't this the very opportunity to remove all forms of political preference from the government itself?

What safeguards have been employed to guard the billions of dollars being spent? Is there any personal liability? There is of course sufficient law against dishonesty but unfortunately there is no penalty for stupidity. Again and again during the investigation of so-called war frauds after 1918, the investigators shrugged their shoulders and were compelled to concede that stupidity in the expenditure of millions of dollars was no crime.

What shall we say of the lobbyists who swarm Washington, the individ-

uals who have the "pull" and "influence" to "get things done"? Is this "the State" to which we are to surrender our rights and privileges?

And to whom are the individuals in "the State" to be responsible? Could Professor Tugwell or his associates in the "brain trust" be elected to public office? Will they be able to command votes when the reaction against the Roosevelt policies comes as it did against Wilson's and as it has against every single dictatorship in world history?



George S. Norcross

MEN OF MARK

George S. Norcross, the Well-Known Corporation Attorney

George S. Norcross was born in Grand Haven June 23, 1889. His family consisted of five sisters and one brother, all of whom are still alive. The brother is in charge of the dental department at the Traverse City State Hospital. His father was descended from the Pennsylvania Dutch. His mother was descended from the English and the Scotch. A grandfather

partnership with David A. Warner and Siegel W. Judd under the firm name of Warner, Norcross & Judd and engaged in active practice, specializing on corporation matters. This association enables him to give full play to his ambition along corporate lines.

Mr. Norcross was married Sept. 24, 1913, to Miss Anna Cook, of Grand Haven. Two daughters have joined the family circle. Margaret Sue, 19, is a sophomore at the Michigan University, specializing on sociology. The younger daughter, Betty Ann, 14, is a student at the Ottawa Hills high school. The family live in their own home at 824 Chippewa Drive winters and in a resort home at Highland Park summers. The warm weather home is 75 feet above the level of the lake. It commands a view of a wide expanse of Lake Michigan. Mr. Norcross has devoted his spare time to the creation of a rock garden which is greatly admired by all who have inspected it.

Mr. Norcross has been a trustee of the East Congregational church for ten years and is very generally regarded as one of the pillars of the organization. He is a member of Valley City Lodge, F. & A. M., and the Consistory. He has long been aligned with the Peninsular Club and Saladin Temple.

Mr. Norcross owes his position in life and his standing in his profession solely to his own efforts. No man connected with the legal profession has worked harder than he has to acquire a sane and sensible view of the law and to interpret it fairly, logically and honorably. His word is everywhere regarded as good. No lawyer who is himself honest ever thinks of suggesting that a stipulation be signed, because the word of Mr. Norcross is as good as his bond. With such a reputation for honor and dependability and with a work habit which he established early in life Mr. Norcross has reason to regard his situation as secure and his future as assured.

Retaining Color of Canned Tomato Products

Superior color in Italian tomato products enables Italian packers to sell more than \$3,500,000 of goods to American consumers.

This is pointed out by M. B. Matlock and Charles E. Sando, of the Food Research Division, Bureau of Chemistry and Soils, who have carried out extensive research on methods of retaining color in canned food products.

The Italian packers use a small tomato for making concentrates, tomato juice, and ketchup. American growers find it uneconomical to use this type.

Lysopene is the color element found in tomatoes. For the American product to compete with Italian tomatoes, it will be necessary to find some means of preserving this pigment throughout the various stages of processing, and also to check any tendency to turn brown or yellow.

Although efforts to discover means to retain the tomato pigment have resulted in only partial success, the Department research specialists are hopeful of finding the causes of color impairment and thus enable Americans to produce tomato products which will have color fully equal to those of Italy.

Dextrose Made of Wood As Substitute for Sugar

Although German scientists have developed methods of making dextrose, a sugar constituent, from wood, an American firm operating in Germany and using processes developed on a large scale by the United States Bureau of Standards makes the best dextros product.

This is pointed out by Dr. S. J. Bates, the Bureau of Standards scientist who has developed wood sugar processes. Germany and other northwestern European countries, he says, are in need of developing the processes of making sugar from wood because they lack many of the sources for sugar available in this country.

The wood sugar of Germany is not fit for human consumption, according to reports reaching the Bureau, but has merit for animal feed.

The best kind of trait: Kindness.

helped to found Janesville (Wis.) college.

Mr. Norcross graduated from the Grand Haven high school in 1907. He immediately found employment as clerk in the general freight department of the G. R. & I. at Grand Rapids. Two years later he became the first Probation Officer in the juvenile division of the Kent County Probate Court. He continued in this position under Judges Jewell and Higbee until December, 1913, when he became clerk in the office of Kirk E. Wicks, Referee in Bankruptcy. In the meantime he had read law for several years and was admitted to practice before the State Examining Board in October, 1914. In 1916 he formed a co-partnership with Ben M. Corwin under the style of Corwin & Norcross and engaged in active practice. Albertus J. Cook was later admitted to partnership, when the firm name became Corwin, Norcross & Cook. In May, 1931, he formed a co-

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.

Scientific Substitution for Largely Advertised Article

One of the best stories of real salesmanship I ever heard was told by E. P. Geauque during the last California grocers convention. Geauque said that he would like to stress not advertising but what the grocer or his clerk does after the customer comes into the store. "That is where merchants are weak. It is not enough to get folks into the store," he said.

Happening into New York when a survey was made of Macy's when Isidor Straus, Macy president, was in line for ambassadorship, he and his wife visited the store. Macy's, of course, does a tremendous amount of advertising, often pricing famous merchandise below cost, yet so handling trade that customers leave with big assortments of goods; and the Geauques witnessed what he called "the most beautiful tribute to the employes in the store service."

That day Macy advertised Ivory soap 'way down and, for curiosity, the Geauques went to the grocery department to watch the sales system. In the soap department they saw no Ivory on display—not a trace of it—though there were quantities of soaps and washing powders of all kinds. So E. P. asked for the number of cakes he wanted. Now, did the clerk demur? Did she "knock" Ivory? Not a bit and neither.

Now let's get the action because it demonstrates that big merchants do not tolerate and never practice crude substitution. Girl immediately reached under the counter and pulled out the number of cakes asked for. She also remarked "Ivory soap is awfully good," then added after a slight pause; "it is so widely advertised."

Then, without waiting for interest to cool, she pulled out two or three other soaps and gave a talk on each—a talk that evinced her accurate knowledge of her goods in full detail. She did not say any of those was "just as good," a statement which is about the weakest any man could advance as reason for the acceptance of any article. "Just as good" is seldom good and never just is true. Think that over on all its bearings and if it does not come home to you as absolutely sound, I'll be glad to analyze it for you.

The effect on the Geauques was, as E. P. states it, that "first thing we knew, were were very interested in soaps and also concluded that we did not want the Ivory after all, regardless of the special price." This because the girl had skilfully completely sold them on the Macy line of soaps.

"Macy's uses leaders to get you in; but after they have you they work on you with real, honest-to-goodness

salesmanship, showing that what is important is what we do with customers after we induce them to come into our stores. We ought to know and our clerks ought to know what to do after the customers are before our counters."

Geauque's talk fitted into the discussion admirably, because just before he spoke a successful merchant had said that the greatest waste advertising had to stagger under was the lack of what he called "tie-in"—how utterly clerks, and the merchants themselves, fail to follow up the work advertising has fully performed in inducing customers to visit our stores.

Let us reflect on how often we have gone for advertised articles and found clerks altogether unposted and, worse than that, completely indifferent about the sale either of the advertised goods or the scientific substitution of other articles. In such cases, is it any wonder that the advertiser says advertising does not pay? How could anything pay that was abused that way? Grocery stores all over the land this minute are fully "modernized"—except in the mentality of the proprietors. Money is invested in remodeling and up-to-date appliances; but the stores are immediately so neglected that within a few weeks they are as fully down-at-the-heel as ever. One ancient grocer in my own neighborhood, well located on his own fully owned corner, revamped his place two years ago; but he does no more business and is dying of dry rot because, more than for any other thing, he does not "believe in" modernization himself.

There is no substitute for the man behind the gun.

Now, quite likely you are thinking that Macy's girl did not make her wages taking all that time talking to just two customers; taking the chance, too, that they were back-country hicks who would never buy at Macy's again. And, from the usual short-sighted outlook, that's true. But let's get the other angle—the one which applies with unerring directness to the local grocer who deals over and over again with the same customers.

What lay behind this girl's instructions was the business truth that it pays to make converts of customers. If it pays to advertise to bring 'em in—and experience certainly shows that it does—it must pay better to cinch them after they get in. A definite conversion of a couple, like Geauque and his wife, works many results, among which are 1. Their future steady, automatic preference and demand for Macy's soaps; 2. The continuing impulse to go to Macy's for more things because of 3. Their increased confident reliance on Macy methods and goods.

In this case results were immediate, of course; because Geauque took the news clear across the continent and told it to 100 or more assembled merchants, which must be good for Macy as well as the merchants; and you never can tell how much of the same kind of thing can occur in your own case when good salesmanship is exercised. Maybe we can get a fair impression if we turn the question around

and try to imagine the ill effects when some customer is disappointed or disgusted and spreads that kind of news among her neighbors.

Truth is that the job of selling is continually on the back of every merchant and to put it over effectively requires literally eternal vigilance. Advertising and selling is each a part of one unified effort. The one is less than half the battle without the other. And when we think of these factors, we should also consider whether it be not wise to follow the big, successful merchants of the Macy class; for, regardless of how big they are, they began small and what they do can be done in proportion by every other merchant. For there is no monopoly or patent on their methods.

One example was given of how diligent application helps, for the story was told of how a merchant who is stone deaf carried off the first prize in a display contest. It was advanced as a truism that small ads do not pay; but that was speedily countered by the statement that such reasoning applies only to price advertisements. It is well known that small advertisements do pay—if they are worthy advertisements, if they carry truth and sound information, especially if they are persisted in.

So then the thought: Be consistent in the use of some special medium. One man finds newspapers his best medium. He was onto his job, too; for he knew that he consistently invests 1/2 to 1 per cent. of sales. Another mails 1,000 postal cards per month to his list of addressees. A third prints his advertisements on Western Union forms and has them delivered by telegraph messengers—a plan which carries the novelty, even after it has become familiar, and promotes and seems to hold the good natured approval of recipients.

Paul Findlay.

Low-Cost Desserts of Fruit

The low-cost weekly market list suggested by the United States Bureau of Home Economics—a list of foods for an "adequate diet at minimum cost" or balanced supplies for seven days' meals—includes milk and cheese, bread and cereals, vegetables and fruits, fats, sugar, meats, fish and eggs. In this food budget for a family of five there are 1 1/2 pounds of dried fruit, and 3 1/2 pounds of other fruit, fresh or canned.

Drawing from the cheapest fruits of their kind, what can be done with these quantities for one week's meals? The answer will depend upon what the family likes.

Try them on prunes. The best "buy"—that is, the most prune meat for the money—is usually the smaller prunes which also as a rule cost less per pound than the larger ones. Half a pound, then, say 30 to 40 prunes, would make 6 to 8 prunes for each member of the family, if stewed for dessert.

There are other ways of using prunes. There are spiced prunes, for instance; or jellied prunes; or, if eggs are available, prune whip. If prunes are not wanted for dessert, they can be used in salad, stuffed with cottage cheese and a peanut apiece in place of the prune pit.

For another day's dessert peaches, either canned or dried, can be used. A No. 2 1/2 can—1 pounds, 13 ounces—of sliced peaches will yield 5 to 7 servings, for probably 17 cents or thereabouts. The label should be read to make sure the buyer is getting can-size and quantity.

Canned peaches are good enough just "so." For a peach shortcake, a peach tapioca, a peach pie or a cobbler, a smaller can of peaches will do, and the dessert will be more filling. Peach salad, with cottage cheese, is another possibility.

Dried peaches, which are cheaper than the canned fruit, can be used in the same ways, and some others. Dried peaches make good fried pies, or peach tapioca. When stewed they make a good sauce to be served with meat, with a cornstarch pudding, or with cake. And dried peaches are a good source of iron as well as vitamin A.

Raisins are cheap, and they go a long way in desserts. Rice and raisins pudding, suet pudding, raisin cookies or cakes, raisin muffins, raisin with cereal at breakfast—all these are tempting uses of a nutritious fruit.

Apples are good enough to serve two days a week. Apple pie, apple dumpling, apple brown betty, apple cake, scalloped apples, baked apples, fried apples with bacon, raw apple, cabbage and peanut salad, apple tapioca, apple compote, all the way up, or down, to apple sauce, which, by the way, makes a good shortcake—here is variety enough to make two very different meals with apples. Raw apples provide all the food values of the fruit. Dried apples make good fried pies and turnovers.

For the sixth day, we can have a dish of stewed prunes and apricots, or we can make a prune and apricot pie, which is very good pie indeed. Either of these will call for 1/4 pound of each fruit.

Finally—for Sunday dinner?—a small can of pineapple will make a pineapple upside-down cake. A can holding five slices costs as a rule about 10 cents. Crushed pineapple is cheaper, and an attractive and not very different dessert can be made by serving this as a sauce over a cup cake.

The creation of new desires which make for a higher standard of living has been due largely to the power of advertising. New devices and products which add to human satisfaction, comfort and enjoyment would make slow headway without advertising to create a desire for them on the part of the public.



Beech-Nut
GUM & CANDIES
COFFEE · PEANUT BUTTER
CATSUP · BUTTER WAFERS
and other foods
of exceptionally fine flavor
BEECH-NUT PACKING CO., CANAJOHARIE, N. Y.

MEAT DEALER

Making Much of Few Eggs

The Federal Government is about to provide a vast quantity of eggs—180 millions of them—for the people who have not the means for getting food for themselves, says the United States Bureau of Home Economics. By the end of January 500,000 cases, 30 dozen to the case, to be purchased in the egg centers of the different States, will have been distributed to families on the relief rolls everywhere in the country.

The general public, of course, will not receive any of the relief supply of eggs. But the Government's purchase serves to emphasize the importance of this particular food in any low-cost diet.

Even the family with the smallest food budget should try to get a few eggs each week for the children, says the Bureau of Home Economics. In a low-cost weekly market list for a family of five, two eggs apiece for three children, and two more for father and mother are suggested, as a minimum. The baby's share would be three eggs—one for every other day or so.

One egg may well go into spoon cornbread for one day in the week, or into oatmeal muffins, or graham, or plain-wheat muffins. With another, French toast may be made for breakfast one day, or corn fritters or French toasted sandwiches or rice croquettes for supper. One egg is enough to make cottage pudding, or a pumpkin or squash pie, or gingerbread, or chocolate drop cookies, or peanut-butter cup cakes, or, instead of cottage pudding, a plain one-egg cake to be served hot.

With three eggs left, using them all at once, an omelet can be made with a little chipped beef, or crisped salt pork, or bacon, or ham; or a spinach soufflé or a rice omelet. Or three eggs, hard-cooked, sliced and creamed with plenty of cream sauce could, be made enough for a meal for four.

Spacing out the three eggs, an inexpensive cooked salad dressing would use one egg. Or mayonnaise dressing with one of the yolks, leaving the white for icing some cup cakes. With the other two eggs a bread pudding, or a cream pie, is possible.

Nutritionists recommend eggs for children as a supplement to milk—but not as a substitute; because neither the white nor the yolk of the egg contains much calcium. For that, milk is the richest source. The calcium of the egg is nearly all in the shell. But eggs are valuable for the same food substances that we find in lean meat—namely, proteins, minerals, and vitamin G.

They are valuable also for vitamins A and D, which are not abundant in meat, though they are abundant in oily fish. Eggs are, in fact, one of the few food sources of vitamin D, which must be present, with calcium, and phosphorus, in order to keep the children's bones in healthy growing condition and to prevent rickets.

Retail Meat Trade Still Under Blue Eagle

No action having yet been taken on the retail meat code, now before the NRA, meat retailers are presumably expected to continue operating under

the President's Re-employment Agreement, which under an executive order has been extended for another four months from January 1, when the agreement was to have been at an end.

It is permissible to pull down the Blue Eagle and return to the old schedule of hours and wages, but the President urges all employers not covered by codes which have been accepted to co-operate with the recovery program by continuing to maintain higher wages and shorter hours. "Employers joining with me in this extension of the President's re-employment agreement may continue to display the Blue Eagle as a symbol of their co-operation," a statement said.

"Display of the Blue Eagle on or after January 1, 1934, by an employer whose business is not entirely covered by an approved code will be treated as an acceptance of the extension of the President's re-employment agreement and a representation that he is complying with it for that part of his business not covered by approved codes."

The food and grocery code (not for meats) has been awaiting the President's signature and was approved December 30.

Election at Detroit

Emil Schwartz was re-elected to the presidency of the Retail Meat Merchants Association of Detroit, for his fourth term, on December 18. Those chosen to serve in 1934 are:

President—Emil Schwartz.
Vice-presidents—Lorenz Rein, John Socha, Henry Provo and Hugo Kahnt.
Treasurer—Sidney Black.
Financial Secretary—Claude Smith.
Master at Arms—M. Mentlikowski.
Custodian—Anthony A. Henk.
Inside Guard—Wm. Schweitzerberger.
Outside Guard—N. Blossom.
Secretary-Manager—M. J. Hager.
Directors—E. J. LaRose, B. Koslowski, Henri Provo, Sidney Black, Lorenz Rein and John Socha.

Trustees—Richard Krause, Paul Arnold and Walter Dilloway.

The office of the association is Amaranth Temple building, Gratiot at McDougall.

Proceedings of the Grand Rapids Bankruptcy Court

In the matter of Glen R. Snyder, bankrupt No. 5526. The first meeting of creditors has been called for Jan. 9, at 10 a. m.

In the matter of Albert R. Sadler, bankrupt No. 5521. The first meeting of creditors has been called for Jan. 9, at 2 p. m.

Dec. 26. On this day the order of reference and adjudication in the matter of Ben Krause Co., a corporation, bankrupt No. 5512, were received. The bankrupt is located in Grand Rapids, Michigan. This is an involuntary case and the schedules have been ordered filed. Upon receipt of same, the assets and liabilities will be made known.

In the matter of Ivor C. Bradbury, bankrupt No. 5529, the first meeting of creditors has been called for Jan. 9, at 11 a. m.

In the matter of Harold R. Nye, bankrupt No. 5530. The first meeting of creditors has been called for Jan. 10, at 10 a. m.

In the matter of Happy Day Laundry Co., bankrupt No. 4966, the final meeting of creditors has been called for Jan. 15, 1934, at 2 p. m. The trustee's final report will be approved at such meeting. There will be no dividend for general creditors.

Dec. 27. On this day the schedules, reference, and adjudication in the matter of Harold R. Nye, bankrupt No. 5530, were received. The bankrupt is a druggist of Grand Rapids. The schedules show total assets of \$2,750.00 (of which \$500 is claimed exempt), and total liabilities of \$17,954.35, listing the following creditors:

City of Grand Rapids	\$ 333.66
State of Michigan, Lansing	16.00
Hazeltine & Perkins Drug Co., G. R.	5,471.50
Kalamazoo Creamery Co.	1,325.00
Arthur W. Olds, G. R.	200.00
Michigan Trust Co., G. R.	8,500.00
American Laundry Co., G. R.	4.40
Arctic Ice Cream Co., G. R.	10.40
Burleson Sanitarium, G. R.	1.50
Bayuk Cigar Co., G. R.	3.98
J. Bueker, G. R.	135.00
Century View Co., G. R.	4.30
Consumers Power Co., G. R.	32.41
G. H. & P. Cigar Co., Detroit	3.75
G. R. Water Works	100.2
General Cigar Co., Chicago	13.60
G. R. Savings Bank	51.00
G. R. News Co.	4.92
G. R. Gas Light Co.	10.00
G. R. Store Fixture Co.	5.00
Hazeltine & Perkins Drug Co., G. R.	426.00
Heyboer Co., G. R.	18.00
Huber Photo Service, G. R.	58.83
Home Fuel Co., G. R.	32.45
Kalamazoo Creamery Co.	116.00
Koeze Manufacturing Co., G. R.	13.45
Michigan Magnesia Co., Detroit	15.72
Mono Service Co., Newark, N. J.	11.55
Mich. Bell Telephone Co., G. R.	31.98
F. A. Madigan, G. R.	655.33
National Candy Co., G. R.	98.94
Parke, Davis & Co., Detroit	13.99
Round Robin Library, Minneapolis	16.80
G. H. Sherman & Co., Detroit	3.60
Frederick Stearns & Co., Detroit	10.37
Shaw News Co., G. R.	5.00
Toledo Scale Co., Toledo	16.90
Triangle Art Co., New York City	17.43
United Automobile Insurance Co., G. R.	12.00
Vanden Berg Cigar Co., G. R.	9.65
Wexford Ice Cream Co., G. R.	2.55
Woodhouse Co., G. R.	75.00
Union Bank of Michigan, G. R.	66.00

Dec. 28. On this day the schedules, reference, and adjudication in the matter of Theodore E. Dahljelm, bankrupt No. 5532, were received. The bankrupt is an auto dealer located at East Lake. The schedules show total assets of \$175 (all of which is claimed exempt), and total liabilities of \$12,370.00, listing the following creditors:

C. L. Grundson Co., Flint	\$ 211.00
Garner Chev., Rochester, Mich.	350.00
Dallas Winslow, Flint	3,850.00
Motor Bankers, Flint	450.00
Dallas Beldon, Cadillac	182.00
Wm. Norris, Cadillac	164.00
Charlevoix Av. Co., Charlevoix	100.00
White Bros., Scotts	490.00
Summerfield Chev. Co., Flint	38.00
Gennessee Motor Sales, Flint	450.00
Graff Motor Co., Flint	375.00
Central Gas, Saginaw	140.00
J. M. Taylor, Columbus, O.	2,400.00
Dapco Invst. Co., Flint	1,200.00
A. Simmons & Co., Columbus	100.00
Superior Tire Co., Flint	172.00
Kelly Motor Co., Cadillac	35.00
Johnston Motor Co., Flint	20.00
Norfolk & Chesapeake Coal Co., Detroit	50.00
Jno. H. Reynolds, Meadville, Pa.	10.00
Andrew Anderson, Hoxeyville	100.00
Ned Brown, Wellston	70.00
Joseph Felteka, Hoxeyville	2.00
Matt Nowak, Manistee	25.00
Andrew Kujura, Manistee	80.00
Martha Krolezyk, Manistee	20.00
F. H. Hibbon, Manistee	5.00
Annette Dumas, East Lake	1,000.00
Richard Hanson, East Lake	5.00
Celia Hanson, East Lake	5.00
Bertha Hobson, East Lake	21.00
Donald Hobson, East Lake	80.00
Rex Hobson, East Lake	15.00
Richard Hobson, East Lake	21.00
Dr. E. C. Hansen, Manistee	2.00
Wm. Silvernail, Matherton	40.00
Clarence Williams, Matherton	40.00
Gunner Anderson, Hoxeyville	5.00
Albert Johnson, Manistee	2.00

Dec. 28. On this day the schedules, reference, and adjudication in the matter of John Valentine, bankrupt No. 5533, were received. The bankrupt is an electrician of South Haven, Michigan. The schedules show total assets of \$5,698.00, (of which \$2,138.00 is claimed exempt), and total liabilities of \$8,105.40, listing the following creditors:

State of Michigan, County of Van Buren, City of South Haven	\$ 224.07
Ambrose Konrath, Jr., S. Haven	125.00
Ambrose Konrath, Sr., S. Haven	23.00
Frank R. Poorman, S. Haven	4,140.00
First State Bank, S. Haven	1,070.00
Sherrod & Son, Bangor	329.40
Mason Grant, S. Haven	35.00
Kalamazoo Stove Co.	124.00
First State Bank, S. Haven	914.00
Dr. F. C. Penoyer, S. Haven	21.50
City of South Haven	112.98
L. R. Klose Electric Co., Kalamazoo	132.00
Moore Hardware Co., S. Haven	4.40
Malbone Hardware Co., S. Haven	25.14
Michigan Shoe Lumber & Supply Co., South Haven	229.85
Ray B. Lundy, S. Haven	38.54
Tri-County Telephone Co., S. Haven	21.20
S. J. Rice, S. Haven	17.32
S. E. Overton Co., S. Haven	13.50
Herbert Bradley, S. Haven	9.50
Harrison Wholesale Co., Chicago	230.00
Walter A. Dickinson, S. Haven	75.00
Paul D. Pomeroy, S. Haven	4.00
Montgomery Ward & Co., Chicago	52.52

S. Haven Publishing Co., S. H.	23.83
Graybar Electric Co., Chicago	166.82
Acme Lighting Products, Inc., Cleveland	14.86
Ackerman Electric Co., G. R.	60.00

Dec. 29. On this day the schedules, reference, and adjudication in the matter of Earl Shiveline, bankrupt No. 5534, were received. The bankrupt is a stock-buyer of McBain, Michigan. The schedules show total assets of \$2,611.63 (of which \$25.00 are claimed exempt) and total liabilities of \$5,576.84, listing the following creditors:

State of Michigan, Lansing, taxes	\$307.47
McBain State Bank	4,250.84
Mark Boersma, McBain	274.18
William McBain, McBain	575.45
Charles Stocker, McBain	23.40
M. Davis, McBain	50.00
Harry Schepers, McBain	25.00
N. R. Torrey, Cadillac	70.50

Jan. 2. On this day the schedules, reference, and adjudication in the matter of George Van Overen, bankrupt No. 5535, were received. The bankrupt is a butcher of Grand Rapids, Michigan. The schedules show total assets of \$419.00, (of which \$250 are claimed exempt), and total liabilities of \$3,126.73, listing the following creditors:

Edwin Nash State Bank, Clarks-ville	\$ 500.00
Armour & Company, Chicago	14.80
Blodgett Beckley & Co., Chicago	11.28
D. L. Cavaera, G. R.	126.00
Clarksville Elevator Co.	337.00
Clarksville Creamery Co.	339.88
Colgate, Palm Olive, Peet Co., Chicago	39.95
De Loof Bros., G. R.	175.00
Dudley Paper Co., Lansing	48.00
Easley Milling Co., Plainwell	18.00
French's Mills, Middleville	20.97
G. R. Packing Co.	400.00
John Hoffmann & Sons, Milwaukee	6.00
Holsum Bakery, G. R.	5.00
Houseman & Jones, G. R.	51.00
Johnson Candy Co., G. R.	145.98
Mich. Bell Telephone Co., Clarks-ville	11.20
C. W. Mills Paper Co., G. R.	60.04
Glen McCarthy, G. R.	250.00
Mrs. Chas. Nagel, Grant	12.00
National Candy Co., G. R.	52.00
Oak Specialty Co., Chicago	25.00
Post & Brady, G. R.	8.00
Rademaker & Dooge, G. R.	50.00
Rausser & Co., G. R.	49.15
Standard Brands, Inc., New York	96.03
Thomasas Bros., G. R.	8.00
Van Eerden & Co., G. R.	5.25
I. Van Westenbrugge, G. R.	4.20
Veeder Broom Co., Hillsdale	20.00
Wilson & Co., G. R.	150.00
Hekman Biscuit Co., G. R.	50.00
Lang Bros., G. R.	20.00
Williams Marcroft, G. R.	17.00

Jan. 2. On this day the schedules, reference, and adjudication in the matter of Ray Small, doing business as Ray's Auto & Radio Supply, bankrupt No. 5536, were received. The bankrupt is located at Cadillac. The schedules show total assets of \$1,771.84, (of which \$650.00 is claimed exempt), and total liabilities of \$2,968.41, listing the following creditors:

Florence Small, Cadillac	\$ 65.00
Carroll Small, Cadillac	65.00
The Boydell Bros., Detroit	24.48
Cadillac Credit Bureau	27.00
Cadillac Evening News	54.05
Detroit Majestic Products Corp.	753.04
F. O. E. Arie, Cadillac	375.00
Gen. Distributing Corp., Saginaw	481.78
The Geo. Worthington Co., Cleve-land	66.48
Han-Dee Accessories, Coal City, Ill.	3.79
Independent Electric, Muskegon	31.24
Peoples Savings Bank, Cadillac	456.80
Pennsylvania Rubber Co., Jeannette, Pa.	32.24
Ralph M. Ralston, Kalamazoo	45.00
Florence Small, Cadillac	125.50
Carroll Small, Cadillac	118.50
Tung-Sol Sales Co., Detroit	6.00
The Tribune Record, Manton	50.01

In the matter of Anthony Miller, doing business as The Hartford Creamery Co., bankrupt No. 5503. The sale of assets has been called for January 16, 1934, at 2 p. m. at the premises formerly occupied by the bankrupt on W. Main Street, Hartford, Michigan. The assets for sale consists of machinery, tools, equipment, office furniture and fixtures, also one Chevrolet truck, 1929 model, all appraised at \$1604.00. All interested in such sale should be present at the date and time above set forth.

In the matter of Fred Weber, bankrupt No. 5531. The first meeting of creditors has been called for January 18, 1934, at 11 a. m.

In the matter of Theodore E. Dahljelm, bankrupt No. 5532. The first meeting of creditors has been called for Jan. 18 at 2 p. m.

In the matter of Ray Small, doing business as Ray's Auto & Radio Supply, bankrupt No. 5536. The first meeting of creditors has been called for Jan. 18 at 2 p. m.

In the matter of Walter C. Steinkne, individually and doing business as Steinkne Filling Station, bankrupt No. 5237, final meeting of creditors was held under date of Jan. 4. Trustee was present in person. Trustee's final report and account was approved and allowed. Balance bills,

(Continued on Page 17)

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.

Some of the Things Which Interest Me

One of the largest hardware jobbers in the South has just called and states their business since the 1st of July, 1933, is 40 per cent ahead of last year. He further states that bottom was struck in the depression on July 1, 1932. Since then there has been a steady recovery, slow at first, but gaining in momentum. Good cotton and tobacco crops. Good prices.

Several manufacturers have told me that this fall their records indicate a decided improvement in the buying of higher grade goods. The mania for buying all kinds of cheap trash, just because it was cheap, is passing away. The consumers of the country, especially the housekeepers, have discovered that buying this trashy merchandise is not economical.

Reports received from salesmen over the country indicate that business is showing its best increase in the Southern States, next in the West and the Northwest, next in the central part of the country and last of all in the Eastern States. It is a curious fact that when the depression started the Eastern States were the last to feel it. Now that we are coming out of the depression the Eastern States seem to be the last to feel the recovery. Former panics started in the East and traveled westward. Recovery in those panics started in the East and the Western States gradually followed. This time the process seems reversed.

Raw materials, the price of which always indicates the trend of business, while having their slight ups and downs are steadily holding their own. Several leading manufacturers have told me they are covering their requirements for the raw materials in their business not only for 1934, but even for 1935. They are having some difficulty in placing their orders at present prices so far in the future. This fact would indicate what some of the best posted men in the business think about prices for next year and the year afterwards. Please understand I am simply reporting facts that I know to be true. I am not expressing any personal opinion.

The price of gold stays up. This has has stimulated gold mining all over the world. A lot of old mines in various countries are being revamped. I have been surprised in studying gold statistics to note how much gold is produced in Canada. There are also important gold mines in Central America, Venezuela, San Salvador, etc. One of my gold-mining friends told me at the time when the price of gold was low they quit active work in their mines in Central America, but the native Indians continued to work the mines on their own account. They allowed the Indians to take out all of the gold they could. On account of their primitive methods it did not amount to much. However, they kept the mines open and also

gathered enough gold to support themselves and stay in the neighborhood, so the local supply of labor did not leave the vicinity.

Placer gold mining has revived in all of the gold rivers and streams in the country. Thousands of unemployed men and women have gotten back to placer mining. This has led to an unusual demand for gold-washing pans, picks, shovels, tape lines, mercury and boots, not to mention camping and cooking outfits, rifles, ammunition, etc., etc. Placer mining, you know, is done on what is known as hard pan—the rock bottom of the stream. The gold in the form of nuggets and dust lodges on the top of this rocky hard pan in the sand of the stream. In removing the earth and sand "Half-spring" long handled shovels are used. These shovels bend in the middle, lie flat on the hard pan and so scrape its surface. Stiff pointed shovels would not work. There has been quite a demand for frying pans with long folding handles. They pack well on the donkeys and horses of the prospectors and the long handle is useful in protecting the hands of the cook.

In the past many manufacturers would work full time, or overtime, to fill orders just before the busy season. When the dull season came on they would shut down sometimes for weeks. The NRA 40-hour law will cause manufacturers to work all the year round. It will be necessary far them to manufacture and accumulate stocks in their warehouses in dull times to have a seasonable supply. This will no doubt cause some extra interest on extra inventory, but this will be offset by workmen having steady jobs in such industries all the year round.

The Boston Post Road is lined with hot dog stands. Stopping for refreshments at one of these stands the other day I asked the intelligent young cook in charge what affect selling beer had been on their business. He replied that before the repeal of prohibition on beer their sales ran very heavily to root beer. They bought this beer by the cask and, of course, sold it by the glass. He said since the 3.2 beer appeared the sales not only of root beer, but of all other light drinks had fallen off heavily as tourists seemed to prefer regular beer. His objection to selling regular beer was that the profit was not nearly as good as that on root beer and the other soft drinks. The 3.2 beer had made a dent in his profits, and now that stronger beer is here he expected conditions to be worse. "But won't your sales of beer increase?" I inquired. I was surprised when he stated that he had noticed no great increase in the amount of drinking since beer had come back. They stop and order a hot dog or lunch and then they order something to drink with their meal. If it is not one thing it is another. "Now," he stated, "my sales are running to beer."

An expert cook always fascinates me. I love to watch cooking under way. This young fellow was an expert. What interested me was how many different things he could watch and keep going on the stove at the same time. He would even fry and poach eggs, and get them timed just right. This young

fellow was a genius in his line. He used a large Sabatier knife to cut bread. It was evidently very sharp. He told me they bought the best knives and kept them with a razor edge. He said they couldn't waste time with dull knives.

I asked him to let me handle this Sabatier knife. It was French shaped all right, but I noticed it was made in Solingen. He had a good assortment of kitchen cutlery and I noticed all of his knives were of high grade brands. He showed me a special fork with a very long handle that he told me he found especially useful. This fork had only two prongs, but they were close together. The handle was made of wood and must have been 18 in. long. I wonder how many hardware stores carry these forks? I am sure they would be useful in many kitchens. The long handles like those of the hinge handle frying pans protect the hands of the cook from the heat.

Speaking of beer, one of our party remarked that barkeepers were also very efficient. "Have you ever noticed," he said, "when they put your glass of beer on the counter and wipe off the foam with their beer stick that this glass of beer stands on a copper drain? All the surplus foam and beer goes down through the holes in the top of this drain. Now under this drain all the bars have pitchers and the surplus beer is caught in this pitcher. The other day I was sitting at a table in a bar room in New York and the waiter brought me my stein of beer. I gave it one look and then I stepped up to the bar, put the stein back and remarked to the barkeeper I wanted my beer out of the faucet and not out of the pitcher." "Say," said the barkeeper, "you must be in the business."

Have you read the story "On the Bottom," written by Commander Edward Ellsberg, giving an account of the raising of the submarine C51? This story of sea diving is one of the most interesting I have ever read. Commander Ellsberg writes in a plain, straight-forward style without any fuss or feathers. The courage of these divers is almost beyond belief. Imagine descending 132 ft. to the bottom of the ocean and then entering the smashed side of the submarine filled with the bodies of its dead crew. Imagine forcing your way into all parts of this submarine dragging your air line after you. Of course, if anything happened to this air line, this piece of rubber hose, it would be "all day" with the diver. To an inquisitive and curious mind this book will be intensely interesting. Of course, one of the greatest handicaps in diving so deep is the enormous weight of water upon the diver. This weight is offset by pumping down compressed air. Commander Ellsberg's description of the cause of the diver's disease "the bends" is most interesting. When this compressed air is forced into the diving suit of the diver his entire body and his blood absorb the air just as when gas under pressure is pumped into ginger ale. Now, when the diver is brought to the surface, of course, the pressure of the water is removed. So his blood being full of compressed air, unless something were done, would bubble and effervesce just like a bottle of ginger

ale when the cap is removed. Coming quickly to the surface, without providing for this danger, brings on "the bends" which results in paralysis. For a long time the cause of "the bends" was not understood.

Now the danger of the bends is removed by bringing a diver up very slowly, with numerous stops on the way up from the bottom, and then just as soon as he reaches the ship he is promptly placed in a de-compressor, a tank with compressed air. Here compression is gradually reduced, while the diver takes active exercise and is being well rubbed down. After reading this book one wonders how it is possible even at very high wages to find men who will engage in this very hazardous occupation. This book is well worth while.

No doubt my readers have been expecting to hear from me on the subject of the great seller, "Anthony Adverse." I must admit that I have been slow to write about this very long story because I have been reading it on the installment plan. No other book in the last few years has created the sensation of Anthony Adverse. It was written by Hervey Allen and he was writing the book four years. His publishers supplied him with money to write while he was engaged on this monumental work.

The time of the story is the few years just before the Battle of Waterloo. Adverse has all sorts of adventures in many countries. He even becomes a slave trader in Africa, and the methods of slave trading and shipping slaves to America is told in great detail. The author is a realist. Some of Anthony's adventures and observations of a salacious nature are told fearlessly and in great detail.

In the main, like all the other "million guinea pigs" in this country I have been fascinated with this story. It is full of adventure and romance, but back of that is a great accumulation of historical narrative. Hervey Allen has been accused by a number of critics of making many historical mistakes in dates. He describes the use of things that did not exist at the time. One critic has counted the errors he found in his book and the count is startling.

However, regardless of these errors, it is a great story; in fact, it is not one story, but a long line of stories strung together about the life of one man. The finish is surprising. It suggests the futility of life. After a lifetime of adventure and hairbreadth escapes Anthony settles down on his hacienda in Mexico. Then one day he goes out to chop down a tree. He is killed by the head of his own axe flying off the handle. He is buried in the local church under the altar. Time passes, the roof of the church falls in; Anthony is forgotten. —Saunders Norvell in Hardware Age.

You grow only through expression. Expression is action, thinking, talking or doing. Every time you think, every time you talk, every time you do something with your hands, if you do it well as you know how each time, you are going to grow bigger and better and more valuable just as sure as you live. —Graphica.

DRY GOODS

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

Merchants Often Err In Selecting Location

A few of the common errors in choosing a location, made by individuals going into the retail business and retailers changing their place of business, are cited by Professor Paul J. Fitzpatrick in a discussion of the factors which make a successful store location.

Many retailers, according to this writer, fail because they are located where there are too few customers passing by. These merchants are often too easily influenced by a vacant store space and low rent and hope that customers will come to them.

The second of the common errors cited is the fact that some retailers are forced to pick a cheap or low-rental location, whether appropriate or not, in order to husband carefully their slender investment, the rental price and not the location itself governing their choice of a location.

A third error is the mistake of locating on the same block where several competitors are already established. It is pointed out that in many such cases there is not sufficient volume of business in the area to support all, so a bitter struggle to take business away from each other ensues.

The fourth common error considered is the tendency for retailers to locate without making a careful analysis of the prospective site, and overlook the fact that a particular location may be suited for one type of business and be altogether unsuited for another.

Codes Cover 70 Per Cent. of Store Lines

Over 70 per cent. of the service and merchandise divisions of department stores are now affected by manufacturers' codes, according to an estimate made by the National Retail Dry Goods Association. The survey, based on the sixty-five departmental divisions set up in the 1932 report on merchandising operations of the Controllers Congress, shows all of the merchandise in thirty-eight departments is covered. In seven other departments the producer code provisions cover the larger part of the merchandise covered. For the remaining twenty departments, codes either have not been approved or the provisions have little or no effect.

Good Response to Sportswear

A good response by retail buyers to the Spring lines of women's knitted sportswear, opened officially last week. Most favor was shown for the three-piece styles, with the two-piece and one-piece types following. Frille boucles, rabbit's hair and zephyr mixtures were the favorite fabrics, with a successful season predicted for the first named type. Orders centered mainly on styles to retail at \$10.75, \$16.75 and \$19.75. The wholesale quotations are practically unchanged from those pre-

vailing since the middle of last Fall but are considerably higher than the opening lists of 1932.

Dry Goods Jobbers Inactive

Very few orders were placed in the dry goods markets last week by wholesale houses, as representatives of the out-of-town concerns will attend the Wholesale Dry Goods Institute convention at New York on Jan. 23 and expect to place some business then. Jobbers are holding off commitments until that time and are covering only absolute necessities. They feel that in the next three weeks they can gauge the markets better, as the trend of Congressional intentions will be shown and the Spring price tendency will be more definite.

Chinaware Buying Drops

A sharp decline in volume of buying developed last week in the wholesale chinaware market. Buyers who went to market to place orders for off-price merchandise for coming sales were informed that stocks of such goods have been exhausted. The retailers were told that the 15 to 20 per cent. price advance put into effect by the trade Dec. 20 is being applied to merchandise sold for special promotions as well as to regular goods. Because of the difficulty of obtaining dinner sets at special prices, many of the stores will use their present stocks in the special sales events.

Hollow Ware for Sales Ordered

Demand for sales merchandise for immediate delivery supplies a large amount of business to manufacturers of hollow ware. Stores seek low-end pewter for promotions, and take limited quantities of sterling ware for the same purpose. The demand for silver-plated hollow ware is heavy, with retailers favoring goods obtainable in the \$5 to \$10 ranges. With surplus stocks in all branches of the trade at the lowest point in some time, producers grant only limited price concessions on the orders for sales merchandise.

Expect Good Handbag Orders

With the December handbag volume comparing well with a year ago, active replenishment of retail stocks is expected in the Eastern market. New lines have been developed for early season featuring and the market has been well cleaned of merchandise for special sales events. In the new lines, leather types are outstanding. Particular attention centers on those having novelty grains. Blacks, blues and browns are expected to lead in the initial color choice. Patent leather types are included in many of the offerings.

Criticize Hosiery Price Cut

Many of the large hosiery mills, which have been holding to a \$6 per dozen price on 4-thread 42 gauge hosiery, are disappointed by the \$5.75 quotation of a leading manufacturer. To meet competition they will be compelled to follow this price, and as they have some fair-sized orders on their books now at \$6, they expect difficulty. The new price was also criticized on the grounds that it comes at a time when leading branded manufacturers are holding their low-end goods steady and are quoting \$7 and \$7.50 a dozen for the 42-gauge style.

Display New Pottery Lines

New lines of decorative pottery have been placed on display in showrooms of manufacturers. The goods, consisting mainly of garden pottery for Spring and Summer sales, will be exhibited formally at the trade show opening in Pittsburgh this week. Prices on the new goods are higher than those prevailing last season, averaging 10 to 15 per cent. above quotations on comparable goods in 1933 Spring lines. There is little buying activity in the market.

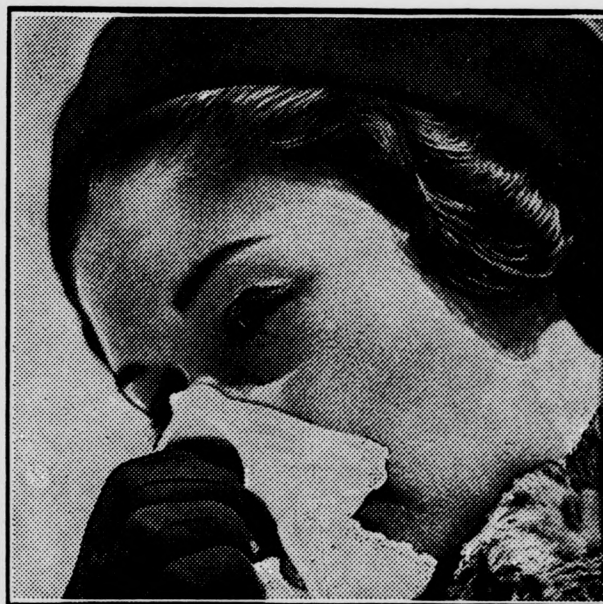
New Stationery Lines Ready

With work on new merchandise virtually completed, stationery manufacturers will open their Spring lines to buyers this week. The new goods will be priced at levels 5 to 10 per cent.

above Fall quotations. According to producers, the advance is due to increased labor and manufacturing costs under their code regulations. New offerings will be more limited than they were a year ago, but manufacturers will offer a greater proportion of novelty numbers. Volume business, it is expected, will center on lines which can be retailed at 50 cents to \$1.

Overlook a man's weakness, forget his mistakes, and speak to him of his good qualities. Instead of finding fault with his "badness," praise his "goodness." Then note how that man will strive with all his might to live up to the good opinion which you have of him.

MICHIGAN BELL TELEPHONE CO.



GUARD AGAINST EXPOSURE ... USE THE TELEPHONE!

Trips outside on stormy, damp winter days often result in colds and illness.

Such dangers can be greatly lessened if you have a telephone in your home. For you can "run" errands and reach friends by telephone without leaving the house!

Telephone service "pays its way" in convenience . . . in the time, steps and driving expense it saves . . . and in the protection it offers home and loved ones in case of fire, accident, sudden illness or other emergency.



For information about telephone service, or to place an order, visit any Telephone Business Office

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS MICHIGAN

HOTEL DEPARTMENT

Jupiter Pluvius Was Unwelcome Guest at Rose Carnival

Los Angeles, Jan. 6.—When it rains in Southern California it is always something to talk about, but when you get a rainfall of eight inches in two days, it is something more than a mere incident. And this was just what was happening when the Rose Carnival was being pulled off at Pasadena last Monday, in the presence, mind you, of 500,000 people, and bushels of umbrellas. It started at 10 a. m., while King Neptune and all his beautiful and shimmering mermaids invaded Pasadena and had this collision with Jupiter Pluvius, or whatever name scientists give it. Heroically Pasadena went through with its great rose parade nearly on schedule, keeping alive a tradition that the Tournament of Roses has never been halted on account of the weather in all of the forty-five years of its history. The crowds laughed and jollied even through the heaviest downpour as the actors in this great annual pageant smiled and nodded while they rode the huge floral floats through the street. Last year more than one million people witnessed the forty-fourth parade, but that day was beautiful, warm and sunny. "Who's afraid of the big, bad rain?" said the city of Pasadena, when it was suggested that rain possibilities were fully insured in an indemnity company, so the parade was started only a few minutes late, and nothing could have been more appropriate to fit in with the theme, only it really was somewhat uncomfortable. The theme of the parade was "Tales of the Seven Seas," and the floats had been so carefully and artistically constructed along the lines of this theme they actually seemed to be slipping along the glistening streets like real ships on a real sea. The courage of the 2,000 participants who walked or rode in the pageant was truly an inspiring sight. Beautiful girls in abbreviated costumes marched in real water alongside floats and would not deign to slip on a raincoat to keep themselves warm. Miss Treva Scott, beautiful queen of the rose parade, won the admiration of the throng when she refused to leave the big tournament float. She and her maids of honor were loudly applauded when they rode in filmy costumes for nearly fifteen minutes in a drenching downpour that heralded the start of the magnificent moving pageant. Then heavy coats, hats and umbrellas were provided for the queen and her maids. The crowd started laughing early—and stayed late. The first laugh came when the parade started and the spectators, smiling in the rain, with and without umbrellas and raincoats, saw an admiral in the parade of the seas huddled somewhat anxiously under a big umbrella in the first automobile. It was Admiral William Sims, grand marshal of the parade. Then there was the Colorado River aqueduct float, at which stage the crowd yelled: "We don't need any aqueduct, we have plenty of water right here." I have witnessed these parades several times in the past and will not attempt to describe this particular one in detail, but I think I can say truthfully that it was far in advance of any of the previous efforts I have witnessed, both ideally and in execution. A majority of the many thousands, like me, who had witnessed previous ones, still came back to see it all over again. Added to these were the many tourists who saw it for the first time and were astonished at its magnitude. The piece de resistance was the grand saga of the sea, followed by representations of fairy stories and legends, memorable events of centuries of history and even modern exploits of men and their ships, all done in flowers—millions and millions of them—most

radiant blossoms of the great blooming Southland, were these tales of romance and adventure and make-believe on the mysterious sea which have thrilled the hearts of old and young the world around. As float after float—there were seventy-five major ones and oodles of others—the floral figures of history and story books brought back a flood of memories to old and young alike. Every variety of flower grown in Southland gardens was used. Some single floats had as many as 1,500,000 blossoms. There were roses, chrysanthemums, pansies, daisies, gladioli, poinsettias, dahlias, lillies, tulips, poppies, sweet peas, delphinium, carnations, calendulas, evergreens, ferns, heather and dozens of other varieties in colors of pink, blue, gold and purple—every color of the rainbow in fact. There were more than a score of bands, including the most famous in the west, and many military and naval units. Nearly 300 of the finest horses in the Southland were entered. Twenty-three prominent California cities, including San Francisco and Los Angeles, were represented by floats. Clerks and bankers, mechanics and millionaires rubbed shoulders as they gathered at this common shrine of beauty to pay homage to the artistry of nature. By train, electric railway, and even airplanes, besides the unceasing stream of automobiles, they came in hordes, and notwithstanding the worst weather California has experienced since the weather bureau was established, they were apparently happy and certainly enthusiastic. Thousands of workers had toiled all night long, placing on the blooms which must be held until the last to guarantee their freshness when the parade got under way. In the early morning hours, the last loving touches were deftly administered and each nodding head of rose or daisy tilted as it should be. The great event was finally over and Pasadena had the satisfaction of knowing that their part was well done.

President Green, of the American Hotel Association, reports that various large enterprises employing field representatives, as a result of the activities of the A. H. A. along this line, are instructing these representatives to patronize regular hotels rather than wayside lodging houses, tourist camps and other casual competitors of recognized hotels. It will be recalled that many state and city groups have adopted resolutions with reference to patronage by hotels, in making their purchases, of houses which reciprocate by themselves patronizing their customers. Reciprocity is the word and this, to my notion, is a much better way of handling the problem than by invoking the aid of the legislature in outlawing this class of competition.

The owner of several Los Angeles apartment houses was fatigued and sat down in the doorway of one of his establishments to rest. Incidentally he fell asleep. There was nothing unusual about that, as he was an octogenarian, but placing his hat alongside of him was so suggestive of a charitable public, that when he awoke he found considerable change in his cap, and a police officer asking for his permit to solicit alms. Whether he put up a job to fool the public was a question discussed at a meeting of the Breakfast Club the other morning. Anyhow it gave evidence of California hospitality.

Too large a percentage of judges, Federal and otherwise, who have secured the ermine by political influence and not because of legal ability, swell up with the idea of their own importance and consider themselves bigger than the law. They are especially long on ethics and short on equity. Recently I noticed that a Grand Rapids purveyor of "justice" actually told an accused—in the pres-

ence of the jury, mind you—that he knew he was guilty of the offense charged, and ought not to put the county to the expense of a jury trial. Another who dispenses the same kind of justice from the bench in a West Michigan county, during the Volstead period, openly announced that violators of liquor regulations could expect scant consideration at his hands. But the simon-pure boiled down false alarm idea was exposed when a Los Angeles judge threatened contempt proceedings in the case of a jury who acquitted a brace of alleged offenders within ten minutes after reaching the jury room. One of the jurors innocently stated that the accused "might have been guilty of the crime charged, but that it didn't amount to anything, anyway." Though one of the twelve jurymen gave out this original and individual opinion, his honor threatened the law's limit for the entire panel. The unfortunate feature of such fiascos is that the public are discouraged in their reverence for the law through the antics of those dispensing it.

Thos. C. Riley who, for many years, conducted Hotel Dresden, Flint, but who is now residing in California, called at my hotel the other day, but failing to find me in, neglected to leave his address, which I very much desire, because "Tom" was one of my best pals and I want to catch up with him out here. Somebody give it me, please.

And speaking of addresses, the writer, who has lived at Hotel Balboa for some time, is now an "inmate" of the Biltmore Apartments, 330 S. Grand avenue, Los Angeles, and would like his friends to communicate with him at that address until further notice.

One of the most satisfactory of Government achievements has been the establishment of National parks, here and elsewhere, and the touring public is not slow in becoming aware of the fact. Uncle Sam is using a lot of brain discrimination and taste in this work. A force of landscape engineers is, for instance, engaged in planning this work all the year round. They have shown rare good judgment in making such places accessible and comfortable without changing their character. One thing that specially impresses you in traveling through these parks is the friendly courtesy of government employees, quite in contrast with conditions a few years ago when visitors were made miserable by some thick-headed army officer who had an idea that Providence had especially designated him to discipline tourists. Some of us sometimes felt sorry to think that Providence had come be-

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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

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -:- 400 Baths

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\$2.50 and up per day.

Hotel and Restaurant Equipment
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Store, Offices & Restaurant Equipment
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"A MAN IS KNOWN BY THE COMPANY HE KEEPS"
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CAFETERIA IN CONNECTION

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

Park Place Hotel Traverse City

Rates Reasonable—Service Superb
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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

tween them and the German bullets during the World War. It is much better now.

There is an individual who has the reputation of being one of the finest fellows on earth except in one particular. He likes to jumble up travelling representatives of firms who try to sell him. He lives in Michigan and is a big buyer of a certain commodity. He knows all that and, as a consequence, bulldozes the travelers who call upon him; in fact, he is downright nasty to the most of them. Wouldn't it be an application of the irony of fate if some day positions were reversed and he had to make his living by peddling merchandise? He has been told this, too, by many of his friends. Salesmen are important cogs in the machinery and if they are used properly will supply their patrons with many original money-making ideas. If you happen to be a buyer it is but fair that you give the salesman a chance to tell his story. If you are not interested you can so indicate without making a bear of yourself.

Why a man will lock his house and carefully bolt its windows when the value of his movable effects may not exceed \$200 and will at the same time leave a \$2,000 automobile standing unlocked at the curb, a temptation to every thief; why the same man will rush frantically to the police station to report burglars who have broken into his store and stolen goods and trinkets to the value of a few paltry dollars and will in the most casual manner notify the officers that his valuable car has been stolen, is one of the things to me not understandable. Yet it happens every day everywhere. We almost all agree, of course, that in case of the automobile, there is an insurance policy projection, but, on the other hand, there is the established fact that many a boy has been started to the penitentiary because of the ease with which he could steal a car for joy-riding. If the insurance companies will put up the bars by requiring greater vigilance from their patrons, my prediction will be there will be less of this lawlessness heard of everywhere.

Frank S. Verbeck.

A radiogram from Los Angeles says, "I think the many friends in Michigan, and everywhere in fact, of Judge Frank S. Verbeck should know of his now found happiness. He was married January 6 to Mrs. Marie Travers, alias Sweet Marie, as her many friends call her, of Tucson, Arizona. Judge Ballard, one of the judges of the Superior Court here performed the ceremony. Everybody wishes the Judge and his wife long life and happiness."

Items From The Cloverland Of Michigan

Sault Ste. Marie, Jan. 8—Now that we are starting in the new year on the New Deal, we cannot help noticing the improvement in business, especially in the smaller villages, where the CWA checks are being exchanged for merchandise, where heretofore the merchants have had to carry most of their customers through the winter. It also puts a smile on traveling salesmen when calling on the trade to receive the checks accumulating with the merchants instead of the usual hard line about no money and no business, which has been the case each winter. It is also a new experience with the farm employes to have work and exercise, instead of loafing all winter. We surely have something to be thankful for. Locally, we are to have a better and larger bridge on our main street and an extra bridge by moving the pres-

ent bridge a few blocks further West. It seems possible to expect the great waterway from the lakes to the sea to become a reality, and we all know what that will mean to the Sault as well as to the Nation.

Detour is also reaping the benefits of the New Deal. For a long time they have been trying to get a gymnasium in connection with their schools, but it seemed like a hopeless proposition, but with the bunch of hustlers, business men and others there was no let-up to their hopes; so along came the CWA to the rescue and there are twenty-five men started to work on the new \$9,000 gymnasium for Detour schools. The concrete-block structure will be completed late in February and ready soon thereafter for use. Goldman Lehman, the superintendent and coach of the teams of the school, expressed his belief that the construction of the gymnasium will put new life into the athletic activities of Detour schools and will make it possible to enter a team in county basketball.

The deer yard at Hulbert is now at its best and plenty of deer are coming in every day. The Hotel Tahquamenon, at Hulbert, is specializing on dinners and doing a nice business.

The Breen block on Portage avenue, West, has been selected as a location for the Sault Ste. Marie's state liquor store. At a meeting of the advisory committee of the Chippewa county Democratic party last week, Robt. A. Tobin was designated as inspector in charge, with Austin Lipsett and Donald Bennett, of Hulbert, as assistants.

The new year is bound to be a little better than the old and if you do your part, it is likely to be a lot better.

Peter Wydra, of Marquette, who recently purchased the J. H. Moher building, on Ridge street, is remodeling the building. He is installing a large ice machine and a complete outfit of new sausage making machinery. The factory will be ready for the opening in a few weeks and will be one of the finest sausage factories in Michigan. Every up-to-date device will be used. A conveniently located abattoir is also under consideration and local farmers will be given the preference in the matter of meat supply.

William S. Lester, of Negaunee, has opened a law office in the Gage block here. He was admitted to the bar at Marquette last year, having taken the extension course of the University of Minnesota and served in law offices in Duluth and Ishpeming.

Miss Margaret Spiers, for the past two years superintendent of the Chippewa County War Memorial hospital, has tendered her resignation to the board, to take effect Jan. 15. It is understood that her successor will be Miss Emma Dickenson, of Chicago. Miss Spiers came here from Jackson two years ago and since coming here has formed many friendships. She made many improvements in the services at the hospital and leaves the hospital in splendid shape.

Air transportation of passengers to Mackinac Island started last Wednesday; seventeen passengers were carried to and from the island in the cabin plane. Freight and mail is also being transported. While the Hammond flying service cabin plane made round trips to the Island from St. Ignace in ten minutes, three persons made their way across the ice of the straits by dog team. Their progress by comparison seemed slow, yet the driver, T. Hammann, of the Island, said that the five miles could be made in 45 minutes.

Edward Berkompas, Rudyard distributor for Pyroil, successfully completed a forty-six-mile test last Wednesday afternoon when he drove his car from the Sault to Rudyard and return without oil in the crankcase. Pyroil is a liquified graphite product which, it is claimed, builds lubricated surface into the cylinder walls and on other friction points of a motorcar to protect bearings after all oil has been re-

moved. The next thing that we may now look for is to get along without gasoline. Then we may all be able to buy a new car and only require to pay for the license.

From the night club comes this: Bare arms are popular at night clubs, so girls can keep their sleeves out of the beer. William G. Tapert.

Proceedings of the Grand Rapids Bankruptcy Court.

(Continued from page 13)
notes and accounts receivable was sold to Donald Gossett, of Grand Rapids for the sum of \$1.00. Certain claims were approved and allowed. Order was made for the payment of expenses of administration as far as funds on hand will permit. No dividend to general creditors. No objection to discharge. Final meeting adjourned without date. Files will be returned to U. S. District Court.

In the matter of Richard M. Fruin, bankrupt No. 5173, final meeting of creditors was held under date of December 29, 1933. M. N. Kennedy, trustee, was present and represented by Jackson, Fitzgerald & Dalm. Bankrupt present in person and represented by John A. Wagner. Certain creditors were represented by Robert A. Waterman. Trustee's final report and account was approved and allowed. Bill of attorneys for the trustee was approved and allowed. Balance bills, notes and accounts receivable sold to Donald Gossett, of Grand Rapids for the sum of \$3.00. Certain shares of stock were sold. Alleged cause of action of the estate in bankruptcy against Richard Fruin, bankrupt, for alleged fraudulent conveyance of real estate was sold without warranty to Albert G. Fruin for the sum of \$375.00. Order was made for the payment of expenses of administration, preferred claims and a first and final dividend to creditors of 7.4%. Reclamation petition of Consumers Power Co. allowed. No objection to discharge. Final meeting adjourned without date. Files will be returned to U. S. District Court.

Jan. 2. In the matter of Hans A. Wendel and Richard F. Wendel, copartners, doing business as Hans A. Wendel & Co., proprietors of the Bank of Onkama, a private banking house, bankrupt No. 5498, first meeting of creditors was held this day. Hans A. Wendel and Richard F. Wendel were present and represented by Max A. Neal, attorney. Creditors were represented by Belcher & Hamlin, attorneys. Hans A. Wendel was sworn and examined before a reporter. Richard F. Wendel was sworn but not examined. Claims were filed only. After discussion, Referee directed that order be made directing State Court Receiver to turn over all assets to Trustee in Bankruptcy, Fred G. Timmer, Grand Rapids, appointed trustee with bond of \$100.00; bond to be increased to not exceed \$2,000.00 upon surrender of assets. The meeting then adjourned without date.

Jan. 2. On this day first meeting of creditors in the matter of Cedar Springs Creamery Co., a corporation, bankrupt No. 5517, was held. The bankrupt was present by Edward T. Bekkering, president and treasurer, and Ralph Bekkering, Secretary, and was represented by Warner, Norcross & Judd, attorneys. Certain creditors were present in person and Hilding & Baker, Dilley & Dilley and Knappen, Uhl, Bryant & Snow, attorneys, were present on behalf of creditors. Edward T. Bekkering was sworn and examined before a reporter. Ralph Bekkering was sworn but not examined. Claims were considered only. Fred G. Timmer, Grand Rapids, appointed trustee and his bond fixed at \$2,000.00. The meeting then adjourned without date.

Numerous Gains in Glass Trade

As it enters a new year, the glass industry generally finds itself in better fundamental position than it did a year ago. Gains have been consolidated and established and while some branches have not progressed to the same degree as others, the general outlook is the most favorable since 1930. Probably the most marked progress of the year has been in containers for liquors and in laminated (safety) glass. Other forms of flat glass, including window glass, had a rather humdrum year, but conditions improved slowly and steadily. Stocks of glass products being carried over are the smallest in eight to ten years.

Man is an imitative creature, and whoever is foremost leads the herd.

High Food Quality of Rice

Rice mixes well with almost anything. It readily takes on flavor from other foods and lends its delicate texture to modify theirs, but keeps its own identity. Thus it makes good flavors go farther.

It is an economical food for this reason as well as because of its price. The food value of rice is explained by the United States Bureau of Home Economics.

In food value, white rice is an energy giver. Polished rice is composed chiefly of a very digestible starch.

If the consumer is trying to keep down food costs it is a good thing to cook rice in milk. In that combination it is regarded as a good start for a well-rounded diet. As with other cereals and milk, the consumer can get along with fewer foods, and cheaper ones than if you begin with any other combination.

The cheapest rice is white rice, sold in bulk. This is the rice grain after it is milled and polished. Rough rice, or paddy, is the rice grain in its hull; the hull is unfit for food.

But the kernel after the hull is removed is what we know as brown rice. In the bran layers of that kernel, and in the germ, are some of the best food values of rice; for most of the protein, minerals, and vitamins are here.

But the brown rice grains become rancid if kept very long on the grocery shelves. This, and the fact that the dealers say the demand for brown rice is small, make the cost of handling greater and explains why brown rice sells for a few cents more per pound than white rice.

In the neighborhood of rice mills, brown rice may be cheaper. And sometimes you can buy the rice polishings very cheap. This may be a good investment as an addition to white flour or corn meal used in bread. It adds the mineral and vitamin values of the germ and the bran coats of the rice kernel.

Rice cooked in milk for breakfast: rice in soups; rice with gravy; rice and fish; meat stews in a rice ring; rice in hot breads, fritters, or pancakes; rice scalloped with tomatoes; rice creole; rice and cheese croquettes; rice with prunes or raisins; rice puddings—these are some of the almost countless rice dishes the housekeeper can provide at modest cost to the great satisfaction of most families.

To cook rice, boil it gently in plenty of water—two quarts of salted water to one cup of rice. When cooked the grains should be tender but unbroken, and should stand apart. For best results with brown rice, cover it after 30 minutes of gentle boiling, and let it simmer until it is cooked through and the water is absorbed.

Rice was not growing in this country when the first settlers came, but was introduced from Madagascar by a roving sea captain in 1694. Now, we grow nearly 39,000,000 bushels a year, chiefly in Louisiana, Texas, California, and Arkansas.

The only hopeless failure is the person who has ceased to strive for success.

DRUGS

Michigan Board of Pharmacy

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

Michigan State Pharmaceutical Association.

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

What Causes Parrot Fever?

An embargo recently placed on importations of parakeets into Oregon is the latest development in the efforts to prevent another outbreak of psittacosis or parrot fever in the United States.

Although parrot fever was reported in this country in 1904, 1906, 1925 and 1927, the 1929-1930 outbreak was by far the most extensive. Records of the Public Health Service show that there were 169 cases with 33 deaths from Nov. 23, 1929, to May 7, 1930.

Since that outbreak the Public Health Service has gathered valuable data on the disease and its prevention. Laboratory work in Baltimore resulted in the death of Dr. William Royal Stokes, a bacteriologist.

By checking the records from 74 localities which reported the disease during the 1929-1930 outbreak, the Public Health Service brought out that 63.37 per cent of the cases were among women. This is believed to be additional evidence for the theory that the disease is spread by birds which are in favor as household pets.

Records obtained from foreign countries show that men are as susceptible as women. In an outbreak in Argentina, arising out of an exhibit of fancy tropical birds, three times as many men as women were infected.

During the period of the greatest virulence of disease in this country importation of tropical birds was prohibited. Limited importation, under supervision, is now permitted in most of the States.

Parrot fever usually develops in from 6 to 15 days following exposure to the disease. The symptoms are somewhat similar to influenza. In most cases, says the Public Health Service, a peculiar type of pneumonia soon develops.

In mild cases the initial pneumonia ceases to spread and the fever and other symptoms tend to disappear after eight to 10 days. In severe cases the lung becomes progressively more and more involved. Unless the process can be checked, death results, usually, in the third week.

Dust pans, soap dishes, plate and bowl scrapers, drainboard mats and sink strainers, scrapers and racks are now being made of odorless rubber tile in marbled color combinations.

Give Rules For Druggists

Increasing stability of retail quotations with a consequent weakening of the sharp price-cut appeal necessitates a keener merchandising job this year by retail druggists, according to a survey by Bauer & Black, manufacturers of surgical dressings and allied products. The study emphasizes the need for an effective display of goods, declaring that more merchandise placed in direct contact with the public stimulates shopping.

Four principles are emphasized as essential to better merchandising: first, there should be easy avenues of circulation of store traffic, permitting people to see and handle as much merchandise as possible; second, departmentization promotes shopping and it is profitable for the merchant to select those departments which fill his business; third, wider use of the types of displays which sell is vital, and, fourth, good merchandising demands frequent rotation of selling displays on ledges, counters and on "hot spot" locations so as to keep the merchandise new and interesting to customers.

Drug Trade to Back Black Bill

Drug and cosmetic interests will line up strongly behind the amendment to the Food and Drugs Act introduced by Representative Black in Congress last week. While admitting that modifications of the Copeland bill had removed some of the objections to that measure, drug executives declared it still contained features which they opposed. They also argued that an amendment to the present law would create less confusion than an entirely new piece of legislation, requiring corresponding changes in the statutes of forty-eight States.

Report Annual State Meeting of Wholesale Grocers

(Continued from page 7)

that these trading areas must be uniform one with the other. This, of course cannot be accomplished until all codes are signed and the state council, affecting the various groups, is organized. It is anticipated, however, that this will be accomplished within a very short time.

Secretary's Report: It is said that "patience is a cardinal virtue" and that "the streets of hell are paved with good intentions." If these axioms are true, then surely the members of this Association qualify to the n'th degree in the former and some of us can be justly catalogued as holding membership in the latter.

However, with due respect to, and, in consideration of the officers of your Association, it is well to remember that they, too, have been even more annoyed by the apparent lack of action at a time when from all sources we hear of the tremendous problems that are being solved as the result of Association effort.

It is equally true, however, and I am sure that many of you who have carefully analyzed the situation realize, that the past few months have been golden for those who are inclined towards the spectacular and for those who have taken advantage of present conditions to foster a great deal of so-called activity without much of anything ap-

parent in the nature of tangible results.

During the past months, however, there are many men, hard-working, sincere and practical fellows, who have spent tireless hours and sleepless nights, working together and with Government officials, so that all of the wholesale grocers of this country might function to the very best advantage when the time came for them to operate under code.

The conflicting opinions and the problems these men have had to contend with are many and real. These are the men you hear little about, and they are the ones deserving of your highest praise and your most loyal support. They are the ones who have on more than one occasion, despaired of ever being able to have a Code drawn that would be acceptable to Government and at the same time a workable instrument that would fit the requirements of the average wholesale grocer.

These men to whom I refer are those drawn from the ranks of operating wholesale grocers, whose aims, ambitions and problems are in every sense comparable to yours. As the result of their efforts, we now have between Government and business, a workable plan. While not perfect, of course, it no doubt is as near the ideal as can be hoped for, in view of the fact that this whole program of industrial recovery is revolutionary in character and experimental by its inherent nature.

This brief resume of the past should bring all of us the keen realization that we are on the threshold of a new day. The frame work of this new structure under which wholesale grocers shall operate, has been completed, but the real progress that is to be made from now on is, to a large degree, in the hands of the members of this Association. These new conditions offer both

a challenge and an opportunity to this Association to do the things there has long been a demand for, but which for obvious reasons, could not be accomplished.

Now, not only is it possible to curb many of these ruinous practices and be within the law; not only is it possible for you to clean up your own house and put it in order, you have also the assurance that your neighbor will do likewise or be subject to the penalties provided to meet such emergencies.

It is fortunate that we have at this time, as members of this Association, membership representative of not less than ninety per cent, of the total volume of the wholesale grocery business within the state, the Upper Peninsula excepted. This is a decided advantage at this time, because the Administration and the regulation of the code will be in your hands. Those whom you select to co-operate with the Government in the administration of this code, whoever they may be, will be men who are faced with problems of the same character as those you have to contend with. It will be well to remember that the individual co-operation of every member of this Association will be needed as never in the past and even then, the task imposed upon your representatives will not be a light one.

Up to the present time you have operated under that section of the code pertaining to hours and labor, and without complaint, realizing at the same time that in doing so, your business was being thrown out of balance.

The trade practice section now provided presents the opportunity of making the necessary adjustments required, so that your business may function satisfactorily with the extra load that it of necessity must carry under this new program.

Are You Prepared For 1934

How about Blank Books?
Ledgers, Journals, Record Books, Day Books
WE CARRY A COMPLETE STOCK

ALSO—Order, Petty Day, Counter, Auto and Wagon Delivery Books, Income Tax Records, Tally Books, Letter Files, Memorandum Books, Prescription Files, "Fremont" Simple Account Files, Weis Account Files, Shannon's Arch Files, Shannon Boards with Clips, Arch File Parts, Dennison's Pin Tickets and Marking Tags. — Complete Stock on Hand. Send us your order, or come in and see our sample line.

We Hope 1934 Will Be Your Lucky Year!

Hazeltine & Perkins Drug Co.
Grand Rapids
Michigan

Your executive committee has met here at Lansing on two occasions to go over these matters in your interest and they have given much thought and consideration to this matter. You will receive more information on this subject later to-day.

Since the latest annual report has been published, there have been introduced at Lansing fourteen bills affecting directly wholesale grocers. Of this number, one only has become law. The others were allowed to sleep peacefully in their respective committees or were amended in a satisfactory manner. We did have a hectic session with the annual drug bill, sponsored by the State Board of Pharmacy.

It has been said that "eternal vigilance is the price of safety" and "that the contempt of danger usually leads to destruction." Because of the ability of past legislatures to quickly analyze and realize that this sort of legislation was proposed only with the most selfish principle involved, we took too much for granted in our confidence that the present legislature would do likewise. We failed to consider that we were up against the strongest lobby the druggists had ever maintained at Lansing.

Our good friend, Mr. E. A. Stowe, of the Michigan Tradesman, recently put our Association over the barrel in one of his articles because of the fact that we defeated the drug people in their attempt to legislate the grocers of this state out of the privilege of selling over their counters many harmless common drugs, the sale of which are in no way related to public health or safety.

We are sure Mr. Stowe's article was based upon a misconception of the facts and we are equally certain that, once he is in possession of all the information involved, his attitude will be, to say the least, more tolerant towards our position. The information furnished him was perhaps similar to the story they tell about our good friend, John Walsh, when he met Jim Tanner on the street one day and said, "Jim, I just heard the good news and I am mighty glad to hear it. You have worked hard all your life and you deserve the good fortune you have fallen heir to. I just heard about the hundred thousand dollars you cleaned up in oil. It is a pleasure to offer my congratulations. Jim thought a minute and thanked John for being so nice to him and then said, "John, I want to put you right in a couple of minor details regarding the news you received. First, it wasn't oil I was interested in. It was motors, and second, I didn't make the hundred thousand, I lost it. Aside from that, you have the story right.

Our position in this drug controversy is a matter of record. In May, 1932, your Secretary was invited to meet with the members of the Michigan Board of Pharmacy at Big Rapids in order to discuss the sale of some items objected to by the druggists. We met and presented them a complete list of every so-called drug item sold by the wholesale grocers of this state. We spent most of the afternoon going over and discussing each item and out of this list of 115 articles, only about a half dozen of them seemed to be seri-

ously objectionable. We arrived at an understanding which seemed mutually agreeable. The druggists were to draw up a new bill, working together with a committee of wholesale grocers. This bill was to be sponsored by both the grocers and druggists which would assure its passage at the next convening session of the legislature.

The bill was written by the druggists, presented to the legislature, passed by the House members and sent on to the Senate. Notwithstanding the fact that we had received absolutely no consideration, a committee, Harry Milnes, John Symons and your Secretary, called on Mr. Parr, the director of the Board of Pharmacy, and asked if the bill could not be amended.

We received the utmost courtesy from Mr. Parr, but were told that he did not see how any changes could be made. This left us but one alternative. We accepted the conditions that were forced upon us—we had no other choice. We went out to beat their bill and succeeded. This was not pleasing to them, of course.

It does seem that the grocers and druggists should be able to get together and work this problem out, because the time and expense involved could be devoted to much better advantage. Regardless of what has happened in the past, I would like to submit for your consideration a plan whereby a committee from their Association and yours could meet together and approach this problem with an open mind.

Also I would like to suggest that a legislative committee be appointed because the legislative problems are a vital part of Association work and are worthy of serious consideration.

In closing, I wish to express my appreciation to all of you for the splendid support you have given me on many occasions during the past legislative sessions. It is this support that is responsible for keeping off the books laws that would be damaging to your business and of no value to the general public.

P. T. Green, Sec'y.

Wholesale Grocers Put Under Code

Presidential approval of a code of fair competition for the wholesale food and grocery trade was announced Jan. 5 by General Johnson. This is one of the more important codes transferred recently to the NRA from the AAA.

The code, according to census of distribution figures for 1929, will affect about 13,000 establishments having net sales of \$9,537,322,597 and employing about 185,000 persons.

Becoming effective Jan 11, the instrument provides for a work week of forty-four hours, which is an average reduction of fifteen hours and is expected to result in a 15 per cent. increase in employment. Minimum rates of pay are fixed at \$14.50 per week in cities above 500,000 population; \$14 in those of 100,000 to 500,000; \$13 in those between 25,000 and 100,000, and \$11 in the smaller communities.

The President added the following clause to the code:

"The administrator shall have power upon review to disapprove any act of the Code Authority."

(Continued on page 22)

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	Aloes, Barbadoes, so called, lb. gourds	@ 60	Hemlock, Pu., lb.	1 70@2 20
Boric, Powd., or Xtal, lb.	08 1/2 @ 20	Aloes, Socotrine, lb.	@ 45	Juniper Ber., lb.	3 00@3 20
Carbolic, Xtal, lb.	36 @ 43	---Powd., 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.
Denatured, No. 5 gal.	44 @ 55	Asafoetida, Po., lb.	75 @ 82	lb.	1 00@1 20
Grain, gal.	4 00@5 00	Guaiac, lb.	@ 70	Pennyroyal, lb.	2 75@3 20
Wood, gal.	50 @ 60	Guaiac, powd.	@ 75	Peppermint, lb.	5 25@5 75
ALUM-POTASH, USP		Kino, lb.	@ 90	Rose, dr.	@ 2 50
Lump, lb.	05 @ 13	Kino, powd., lb.	@ 1 00	Rose, Geran., ozs.	50 @ 95
Powd. or Gra., lb.	05 1/4 @ 13	Myrrh, lb.	@ 60	Rosemary	Flowers, lb.
AMMONIA		Myrrh Pow., lb.	@ 75	Sandalwood	E. I., lb.
Concentrated, lb.	06 @ 18	Shellac, Orange, lb.	22 1/2 @ 30	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.	85 @ 1 40
Muriate, Lp., lb.	18 @ 30	No. 2, lbs.	1 50@1 75	Spearment, 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		Thyme, Whi., lb.	1 75@2 40
Pound	07 @ 20	HOPS		Wintergreen	Leaf, true, lb.
BALSAMS		1/4s Loose, Pressed, lb.		Birch, lb.	5 75@6 20
Copaiba, lb.	60 @ 1 40	HYDROGEN PEROXIDE		Syn.	4 00@4 60
Fir, Cana., lb.	2 00@2 40	Pound, gross		Wormseed, lb.	75 @ 1 20
Fir, Oreg., lb.	50 @ 1 00	1/2 lb., gross		Wormwood, lb.	3 50@4 00
Peru, lb.	2 50@3 00	1/4 lb., gross		OILS HEAVY	
Tolu, lb.	1 50@1 80	INDIGO		Castor, gal.	1 25@1 45
BARKS		Madras, lb.		Cocoonut, lb.	22 1/2 @ 35
Cassia		INSECT POWDER		Cod Liver, Norwegian, gal.	1 20@1 50
Ordinary, lb.	@ 30	Pure, lb.		Cot. Seed, gal.	85 @ 1 00
Ordin., Po., lb.	25 @ 35	LEAD ACETATE		Lard, ex., gal.	1 55@1 65
Saigon, lb.	@ 40	Xtal, lb.		Lard No. 1, gal.	1 25@1 40
Saigon, Po., lb.	50 @ 60	Powd. & Gran.		Linseed, raw, gal.	78 @ 93
Elm, lb.	40 @ 50	LICORICE		Linseed, boil, gal.	81 @ 96
Elm, Powd., lb.	38 @ 45	Extracts, sticks, per box		Neatsfoot, extra, gal.	80 @ 1 00
Elm, G'd, lb.	38 @ 45	Lozenges, lb.		Olive	Malaga, gal.
Sassafras (P'd lb.)	45 @ 35	Wafers, (24s) box		Pure, gal.	2 50@3 00
Soapree, cut, lb.	20 @ 30	LEAVES		Sperm, gal.	3 00@5 00
Soapree, po., lb.	35 @ 40	Buchu, lb., short		Tanner, gal.	75 @ 90
BERRIES		Buchu, lb., long		Tar gal.	50 @ 65
Cubeb, lb.	@ 55	Buchu, P'd, lb.		Whale, gal.	@ 2 00
Cubeb, po., lb.	@ 75	Sage, bulk, lb.		OPIMUM	
Juniper, lb.	10 @ 20	Sage, loose pressed 1/4s, lb.		Gum, ozs., \$1.40; lb.	17 50@20 00
BLUE VITRIOL		Sage, ounces		Powder, ozs., \$1.40; lb.	17 50@20 00
Pound	06 @ 15	Sage, P'd & Grd.		Gran., ozs., \$1.40; lb.	17 50@20 00
BORAX		Senna		PARAFFINE	
P'd or Xtal, lb.	06 @ 13	Alexandria, lb.		Pound	06 1/2 @ 15
BRIMSTONE		Tinnevelia, lb.		PEPPER	
Pound	04 @ 10	Powd., lb.		Black, grd., lb.	25 @ 35
CAMPOR		Uva Ursi, lb.		Red, grd., lb.	45 @ 55
Pound	75 @ 85	Uva Ursi, P'd, lb.		White, grd., lb.	40 @ 45
CANTHARIDES		LIME		PITCH BURGUNDY	
Russian, Powd.	@ 4 50	Chloride, med., dz.		Pound	20 @ 25
Chinese, Powd.	@ 2 00	Chloride large, dz.		PETROLATUM	
CHALK		Pound		Amber, Plain, lb.	12 @ 17
Crayons, White, dozen	@ 3 60	LYCOPodium		Amber, Carb., lb.	14 @ 19
Dustless, doz.	@ 6 00	MAGNESIA		Cream Whi., lb.	17 @ 22
French Powder, Com'l., lb.	03 1/2 @ 10	Carb., 1/4s, lb.		Lily White, lb.	20 @ 25
Precipitated, lb.	12 @ 15	Carb., 1/16s, lb.		Snow White, lb.	22 @ 27
Prepared, lb.	14 @ 16	Carb., P'd, lb.		PLASTER PARIS DENT'L	
White, lump, lb.	03 @ 10	Oxide, Hea., lb.		Barrels	@ 5 75
CAPRICUM		Oxide, light, lb.		Less, lb.	03 1/2 @ 08
Pods, lb.	60 @ 70	MENTHOL		POTASSA	
Powder, lb.	62 @ 75	Pound		Caustic, st'ks, lb.	55 @ 88
CLOVES		MERCURY		Liquor, lb.	@ 40
Whole, lb.	30 @ 40	MORPHINE		POTASSIUM	
Powdered, lb.	35 @ 45	Ounces		Acetate, lb.	60 @ 96
COCAINE		1/4s		Bicarbonate, lb.	30 @ 35
Ounce	12 68@14 85	MUSTARD		Bichromate, lb.	15 @ 25
COPPERAS		Bulk, Powd.		Bromide, lb.	66 @ 93
Xtal, lb.	03 1/4 @ 10	select, lb.		Carbonate, lb.	30 @ 35
Powdered, lb.	04 @ 15	No. 1, lb.		Chlorate, Xtal, lb.	17 @ 23
CREAM TARTAR		NAPHTHALINE		Powd., lb.	17 @ 23
Pound	23 @ 36	Balls, lb.		Gran., lb.	21 @ 28
CUTTLEBONE		Flake, lb.		Iodide, lb.	2 71@2 90
Pound	40 @ 50	NUTMEG		Permanganate, lb.	22 1/2 @ 35
DEXTRINE		Pound		Prussiate, Red lb.	80 @ 90
Yellow Corn, lb.	06 1/2 @ 15	NUX VOMICA		Yellow, lb.	50 @ 60
White Corn, lb.	07 @ 15	Powdered, lb.		QUASSIA CHIPS	
EXTRACT		Pound		Powd., lb.	35 @ 40
Witch Hazel, Yel-low Lab., gal.	1 10@1 70	OIL ESSENTIAL		QUININE	
Licorice, P'd, lb.	50 @ 60	Almond,		5 oz. cans, ozs.	@ 77
FLOWER		Bit., true, ozs.		SAL	
Arnica, lb.	50 @ 55	Bit., art. ozs.		Epsom, lb.	03 1/4 @ 10
Chamomile, German, lb.	35 @ 45	Sweet, true, lb.		Glaubers,	Lump, lb.
Roman, lb.	@ 1 00	Sw't, art., lbs.		Gran., lb.	03 @ 10
Saffron, American, lb.	50 @ 55	Amber, crude, lb.		Nitre,	Xtal or Powd., lb.
Spanish, ozs.	@ 1 35	Amber, rect., lb.		Gran., lb.	09 @ 16
FORMALDEHYDE, BULK		Anise, lb.		Rochelle, lb.	17 @ 30
Pound	09 @ 20	Bay, lb.		Soda, lb.	02 1/2 @ 08
FULLER'S EARTH		Bergamot lb.		SODA	
Powder, lb.	05 @ 10	Cajeput, lb.		Ash, lb.	03 @ 10
GELATIN		Caraway S'd, lb.		Bicarbonate, lb.	03 1/2 @ 10
Pound	55 @ 65	Cassia, USP, lb.		Caustic, Co'l., lb.	08 @ 15
GLUE		Cedar Leaf, lb.		Hyposulphite, lb.	05 @ 10
Brok., Bro., lb.	20 @ 30	Com'l., lb.		Phosphate, lb.	23 @ 28
Gr'd, Dark, lb.	16 @ 22	Citronella, lb.		Sulphite,	Xtal, lb.
Whi. Flake, lb.	27 1/2 @ 35	Cloves, lb.		Dry, Powd., lb.	12 1/2 @ 20
White G'd, lb.	25 @ 35	Croton, lbs.		Silicate, Sol., gal.	@ 50
White AXX light, lb.	@ 40	Cubeb, lb.		TURPENTINE	
Ribbon	42 1/2 @ 50	Erigeron lb.		Gallons	60 @ 75
GLYCERINE		Eucalytus, lb.			
Pound	14 1/2 @ 35	Fennel			

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

Hemeter Champion Cigars
Holland Herring
Apple Butter
Scotch Peas
Palm Olive Soap

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 55
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BAKING POWDERS

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



BREAKFAST FOODS

Kellogg's Brands	
Corn Flakes, No. 136	2 90
Corn Flakes, No. 124	2 90
Pep, No. 224	2 20
Pep No. 250	1 05
Krumbles, No. 412	1 40
Bran Flakes, No. 624	1 90
Bran Flakes, No. 650	85
Rice Krispies, 6 oz.	2 25
Rice Krispies, 1 oz.	1 10
All Bran, 16 oz.	2 30
All Bran, 10 oz.	2 75
All Bran, 1/2 oz.	1 10
Kaffe Hag, 6 1-lb. cans	2 57
Whole Wheat Fla., 24s.	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	
No. 10	5 00
Blackberries	
Pride of Michigan	2 55
Cherries	
Mich. red, No. 10	6 25
Pride of Mich., No. 2	2 60
Marcellus Red	2 10
Special Pie	1 35
Whole White	2 80
Gooseberries	
No. 10	

Pears

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

Black Raspberries

No. 2 2 60

Pride of Mich. No. 2 1 60

Red Raspberries

No. 2 2 25

No. 1 1 25

Marcellus, No. 2 1 70

Strawberries

No. 2 3 00

5 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
Pinnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 35
Lobster, No. 1/4	1 95
Shrimp, 1, wet	1 50
Sard's, 1/4 Oil, k'less	3 35
Sardines, 1/4 Oil, k'less	3 35
Salmon, Red Alaska	2 25
Salmon, Med. Alaska	1 80
Salmon, Pink, Alaska	1 50
Sardines, 1m. 1/4, ea.	6@11
Sardines, Cal.	1 00
Tuna, 1/2 Van Camps,	1 75
doz.	1 75
Tuna, 1/4s, Van Camps,	1 15
doz.	1 15
Tuna, 1s, Van Camps,	3 45
doz.	3 45
Tuna, 1/2s, Chicken Sea,	1 60
doz.	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. 1/2	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. Size, 36s, cs.	1 75
No. 2 1/2, 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. Limberger	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 31
Kraft, Limbur., 1/2 lb.	1 31

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

CHEWING GUM

Adams Black Jack	61
Adams Dentyne	65
Beaman'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	38 50
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 Coronado	31 50
Kerway	20 00

CLOTHES LINE

Riverside, 50 ft.	2 20
Cupples Cord	2 91

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

CONFECTIONERY

Stick Candy

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

Mixed Candy

Kindergarten	
Leader	
French Creams	
Paris Creams	
Jupiter	
Fancy Mixture	

Fancy Chocolate

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

Gum Drops

Cases	
Jelly Strings	
Tip Top Jellies	
Orange Slices	

Lozenges

Pails	
A. A. Pep. Lozenges	
A. A. Pink Lozenges	
A. A. Choc. Lozenges	

Currents Packages, 11 oz.----- 14	JUNKET GOODS Junket Powder ----- 1 20 Junket Tablets ----- 1 35 Junket Food Colors--- 1 60	FRESH MEATS Beef Top Steers & Heif.----- 10 Good Steers & Heif.----- 09 Med. Steers & Heif.----- 08 Com. Steers & Heif.----- 07	HERRING Holland Herring Mixed, kegs ----- 80 Milkers, kegs ----- 90 Boneless, 10 lb. box--- 1 35	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--- 6 20 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
Dates Imperial, 12s, pitted--- 1 90 Imperial, 12s, regular--- 1 60 Imperial 12s, 2 lb.----- 2 25 Imperial, 12s, 1 lb.----- 1 45	MARGARINE Wilson & Co.'s Brands Oleo Nut ----- 08 1/2	Veal Top ----- 08 1/2 Good ----- 07 Medium ----- 06	Lake Herring 1/2 bbl., 100 lbs.-----	SPICES Whole Spices Allspice, Jamaica----- @24 Cloves, Zanzibar----- @36 Cassia, Canton ----- @24 Cassia, 5c pkg., doz.--- @40 Ginger, Africa ----- @19 Mixed, No. 1----- @30 Mixed, 10c pkgs., doz.--- @65 Nutmegs, 70@90 ----- @50 Nutmegs, 105-110 ----- @48 Pepper, Black ----- @23	Gunpowder Choice ----- 32 Fancy ----- 40
Figs Calif., 24-33, case----- 1 70	MATCHES Diamond, No. 5, 144--- 6 50 Searchlight, 144 box--- 6 50 Crescent, 144 ----- 5 90 Diamond, No. 0----- 5 10	Lamb Spring Lamb----- 14 Good ----- 12 Medium ----- 11 Poor ----- 03	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	Ceylon Pekoe, medium ----- 41
Peaches Evap. Choice ----- 11 1/2	Safety Matches Red Top, 5 gross case 5 25 Signal Light, 5 gro. cs 5 25	Mutton Good ----- 04 1/2 Medium ----- 03 Poor ----- 02	SHOE BLACKENING 2 in 1, Paste, doz.----- 1 30 E. Z. Combination, dz. 1 30 Dri-Foot, doz. ----- 2 00 Bixby, doz. ----- 1 30 Shinola, doz. ----- 90	English Breakfast Congou, medium ----- 28 Congou, choice ----- 35@36 Congou, fancy ----- 42@43	
Peel Lemon, Dromdary, 4 oz., doz. ----- 1 10 Orange, Dromdary, 4 oz., dozen ----- 1 10 Citron, Dromdary, 4 oz., dozen ----- 1 10	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	Pork Loins ----- 10 Butts ----- 08 Shoulders ----- 06 1/2 Spareribs ----- 06 Neck bones----- 03 Trimnings ----- 06	Pure Ground in Bulk Allspice, Jamaica----- @17 Cloves, Zanzibar ----- @27 Cassia, Canton ----- @22 Ginger, Corkin ----- @16 Mustard ----- @21 Mace Penang ----- @60 Pepper, Black ----- @18 Nutmegs ----- @25 Pepper, White ----- @26 Pepper, Cayenne ----- @26 Paprika, Spanish ----- @36	Oolong Medium ----- 39 Choice ----- 45 Fancy ----- 50	
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	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	PROVISIONS Barreled Pork Clear Back ----- 16 00@18 00 Short Cut, Clear----- 12 00	STOVE POLISH Blackne, per doz.----- 1 30 Black Silk Liquid, doz. 1 30 Black Silk Paste, doz. 1 30 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 80 Vulcanol, No. 10, doz. 1 30 Stovoil, per doz. ----- 3 00	TWINE Cotton, 3 ply cone ----- 35 Cotton, 3 ply balls ----- 35	
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 30@30, 25 lb. boxes --- @13 18@24, 25 lb. boxes --- @15 1/2	SALTED PEANUTS Fancy, No. 1 ----- 09 1/2 12-1 lb. Cellope case 1 25	Dry Salt Meats D S Belles----- 18-29@18-10-08	Seasoning Chili Powder, 1 1/2 oz.--- 65 Celery Salt, 1 1/2 oz.--- 80 Sage, 2 oz. ----- 1 35 Onion Salt ----- 1 35 Garlic ----- 1 35 Ponety, 3 1/2 oz. ----- 3 25 Kitchen Bouquet ----- 4 25 Laurel Leaves ----- 20 Marjoram, 1 oz. ----- 90 Savory, 1 oz. ----- 65 Thyme, 1 oz. ----- 90 Turmeric, 1 1/2 oz. ----- 75	VINEGAR F. O. B. Grand Rapids Cider, 40 grain ----- 15 White Wine, 40 grain--- 20 White Wine, 80 grain--- 25	
Hominy Pearl, 100 lb. sacks----- 3 50	Shelled Almonds ----- 39 Peanuts, Spanish, 125 lb. bags 7 1/2 Filberts ----- 32 Pecans, salted ----- 45 Walnut, California ----- 48	Lard Pure in tierces----- 6 60 lb. tubs ----- 1/4 50 lb. tubs ----- 1/4 20 lb. pails ----- 1/4 10 lb. pails ----- 1/4 5 lb. pails ----- 1 3 lb. pails ----- 1 Compound, tierces ----- 7 Compound, tubs ----- 7 1/2	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 40 Med. No. 1, 100 lb. bk. 1 00 Farmer Spec., 70 lb. 1 00 Packers Meat, 50 lb. 65 Cream Rock for ice, cream, 100 lb., each 85 Butter Salt, 280 lb. bbl. 4 00 Block, 50 lb. ----- 40 Baker Salt, 280 lb. bbl 3 80 6, 10 lb., per bale ----- 93 20, 3 lb., per bale ----- 1 00 9 lb. bags, table----- 45	WOODENWARE Baskets Bushels, Wide Band, wood handles----- 2 00 Market, drop handle--- 90 Market, single handle--- 90 Market, extra ----- 1 60 Splint, large ----- 8 50 Splint, medium ----- 7 50 Splint, small ----- 6 50	
Bulk Goods Elb. Macaroni, 20 lb. bx. 1 25 Egg Noodle, 10 lb. box 1 25	MINCE MEAT None Such, 4 doz. ----- 6 20 Quaker, 3 doz. case --- 2 65 Yo Ho, Kegs, wet, lb. 16 1/2	Sausages Bologna ----- 10 Liver ----- 13 Frankfort ----- 12 Pork ----- 15 Tongue, Jellied ----- 21 Headcheese ----- 13	STARCH Kingsford, 24/1 ----- 2 10 Powd., bags, per 100--- 3 95 Argo, 24, 1 lb. pkgs. 1 58 Cream, 24-1 ----- 2 25	Churns Barrel, 5 gal., each --- 2 40 Barrel, 10 gal., each --- 2 55 3 to 6 gal., per gal. --- 16	
Pearl Barley 0000 ----- 7 00 Barley Grits ----- 5 00 Chester ----- 4 50	OLIVES 7 oz. Jar, Plain, doz.--- 1 05 16 oz. Jar, Plain, doz. 1 95 Quart Jars, Plain, doz. 3 25 5 Gal. Kegs, each ----- 6 50 3 oz. Jar, Stuff., doz. 1 15 8 oz. Jar, Stuffed, doz. 2 25 10 oz. Jar, Stuff., doz. 2 65 1 Gal. Jugs, Stuff., dz. 1 95	Smoked Meats Hams, Cert., 14-16 lb. 13 Hams, Cert., Skinned 16-18 lb. ----- @13 Ham, dried beef Knuckles ----- @22 California Hams ----- @08 Picnic Boiled Hams ----- @16 Boiled Hams ----- @21 Minced Hams ----- @10 Bacon 4/6 Cert. ----- @15	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 1/4 Elastic, 16 pkgs. ----- 1 38 Tiger, 50 lbs. ----- 2 82	Pails 10 qt. Galvanized ----- 2 60 12 qt. Galvanized ----- 2 85 14 qt. Galvanized ----- 3 10 12 qt. Flaring Gal. Jr. 5 00 10 qt. Tin Dairy ----- 4 00	
Lentils Chili ----- 10	PARIS GREEN 1/2s ----- 34 1s ----- 32 2s and 5s ----- 30	Beef Boneless rump ----- @19 00	SYRUP Blue Karo, No. 1 1/2 --- 2 22 Blue Karo, No. 5, 1 dz. 3 09 Blue Karo, No. 10 ----- 2 92 Red Karo, No. 1 1/2 --- 2 44 Red Karo, No. 5, 1 dz. 3 37 Red Karo, No. 10 ----- 3 22	Traps Mouse, wood, 4 holes--- 60 Mouse, wood, 6 holes--- 70 Mouse, tin, 5 holes --- 65 Rat, wood ----- 1 00 Rat, spring ----- 1 00 Mouse, spring ----- 20	
Tapioa Pearl, 100 lb. sacks----- 7 1/2 Minute, 8 oz., 3 doz.--- 4 05 Dromedary Instant ----- 3 50	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	Liver Beef ----- 10 Calf ----- 35 Pork ----- 05	Maple and Cane Kanuck, per gal. ----- 1 10 Kanuck, 5 gal. can. --- 4 14	Tubs Large Galvanized ----- 8 75 Medium Galvanized ----- 7 75 Small Galvanized ----- 6 75	
Jiffy Punch 3 doz. Carton ----- 2 25 Assorted flavors.	Dill Pickles Gal., 40 to Tin, doz. 8 15 32 oz. Glass Thrown--- 1 45	RICE Fancy Blue Rose ----- 4 85 Fancy Head ----- 5 75	IMIT. Maple Flavor Orange, No. 1 1/2, 2 dz. 2 82 Orange, No. 3, 20 cans 4 25	Washboards Banner, Globe ----- 5 50 Brass, single ----- 6 25 Glass, single ----- 6 00 Double Peerless ----- 8 50 Single Peerless ----- 7 60 Northern Queen ----- 5 50 Universal ----- 7 25	
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 48 Oatman's D'dee, Tall 2 95 Oatman's D'dee, Baby 1 48 Pet, Tall ----- 2 95 Pet, Baby, 4 dozen --- 1 45 Borden's, Tall, 4 doz. 2 95 Borden's, Baby, 4 doz. 1 48	Dill Pickles, Bulk 5 Gal., 200 ----- 3 65 16 Gal., 650 ----- 11 25 45 Gal., 1300 ----- 30 00	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	Maple and Cane Kanuck, per gal. ----- 1 10 Kanuck, 5 gal. can. --- 4 14	Wood Bowls 13 in. Butter ----- 5 00 15 in. Butter ----- 9 00 17 in. Butter ----- 18 00 19 in. Butter ----- 25 00	
FRUIT CANS Presto Mason F. O. B. Grand Rapids Half pint ----- 7 15 One pint ----- 7 40 One quart ----- 8 65 Half gallon ----- 11 55	Dill Pickles, Bulk 5 Gal., 200 ----- 3 65 16 Gal., 650 ----- 11 25 45 Gal., 1300 ----- 30 00	SALERATUS Arm and Hammer 24s. 1 50	Table Sauces Lee & Perrin, large --- 5 75 Lee & Perrin, small --- 3 35 Pepper ----- 1 60 Royal Mint ----- 2 40 Tobasco, small ----- 3 75 Sho You, 9 oz., doz. 2 00 A-1, large ----- 4 75 A-1, small ----- 2 85 Caper, 2 oz. ----- 3 30	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	
FRUIT CAN RUBBERS Presto Red Lip, 2 gro. carton 78 Presto White Lip, 2 gro. carton 83	PIPES Cob, 3 doz. in bx. 1 00@1 20	COD FISH Peerless, 1 lb. boxes--- 18 Old Kent, 1 lb. pure --- 25	Washing Powders Bon Ami Pd., 18s, box 1 90 Bon Ami Cake, 18s --- 1 65 Brillo ----- 85 Big 4 Soap Chips 8/5--- 2 30 Chipso, large ----- 3 45 Climaline, 4 doz. ----- 3 60 Grandma, 100, 5c ----- 3 50 Grandma, 24 large ----- 3 50 Snowboy, 12 large ----- 1 80 Gold Dust, 12 la. ----- 1 80 La France Lant. 4 dz. 3 65 Old Dutch Clean, 4 dz. 3 40 Octagon, 96s ----- 3 90 Rinso, 24s ----- 4 80 Rinso, 40s ----- 2 95 Spotless Cleanser, 48, 20 oz. ----- 3 85 Sani Flush, 1 doz. ----- 2 25 Sapolio, 3 doz. ----- 3 15 Speedee, 3 doz. ----- 7 20 Sunbrite, 50s ----- 2 10 Wyandot. Cleaner, 24s 1 85	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	
GELATINE Jell-o, 3 doz. ----- 1 80 Minute, 3 doz. ----- 4 05 Plymouth, White ----- 1 55 Jelsert, 3 doz. ----- 1 40	PLAYING CARDS Battle Axe, per doz. --- 2 65 Bicycle, per doz. ----- 4 70 Torpedo, per doz. ----- 2 50	SAL SODA Granulated, 60 lbs. cs. 1 35 Granulated, 18-2 1/2 lb. packages 1 10	COOKING OIL Mazola Pints, 2 doz. ----- 5 15 Quarts, 1 doz. ----- 4 70 Half Gallons, 1 doz.--- 6 00	YEAST-COMPRESSED Fleischmann, per doz. 30 Red Star, per doz. ----- 20	
HONEY Carroll's 5 lb., per dz. 5 40	POTASH Babbitt's, 2 doz. ----- 2 75	JELLY GLASSES 1/2 Pint Tall, per doz. 25	TABLE SAUCES Lee & Perrin, large --- 5 75 Lee & Perrin, small --- 3 35 Pepper ----- 1 60 Royal Mint ----- 2 40 Tobasco, small ----- 3 75 Sho You, 9 oz., doz. 2 00 A-1, large ----- 4 75 A-1, small ----- 2 85 Caper, 2 oz. ----- 3 30		
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			

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.

Michigan Shoe Retailers to Organize

As previously announced in these columns, shoe retailers from all parts of the state will meet in Grand Rapids Tuesday, Jan. 16 at 2 p. m. at the Hotel Rowe, to effect a permanent state organization. The meeting will be held in conjunction with the Kent County Shoe Retailers Association, which will be in session the 15th, 16th and 17th.

The proposed organization of the State Association is the outgrowth of a meeting held in Lansing Dec. 5, at which delegates from Detroit, Lansing, Charlotte, Hasting and other central Michigan points were the guests of the Michigan Shoe Dealers Mutual Fire Insurance Company. Among the prominent shoe men present were Clyde K. Taylor, President of the Detroit Shoe Retailers Association, M. A. Mittelman, Past President of that Association and Executive Vice-President of the National Shoe Retailers Association, Albert Murray, President of the Michigan Shoe Dealers Mutual Fire Insurance Co. The meeting was also attended by about twenty-five other active shoe men, who were all keenly alive to the present day necessity of an organization of shoe men to meet the requirements of the NRA. The meeting had been hastily called and was therefore not wholly representative of the shoe interests of the entire state. On that account only a temporary organization was effected, the permanent organization being postponed to the date above named. Clyde K. Taylor was elected temporary chairman and O. R. Jenkins temporary secretary.

Since that time Mr. Taylor has written a letter to all shoe retailers in the state, briefly setting forth the urgent necessity for a state organization, and Mr. Jenkins, who was loaned by the Michigan Shoe Dealers Mutual Fire Insurance Co., has made an extensive trip throughout the state, calling on as many shoe merchants as possible. His reception has been most gratifying and it is now evident that the meeting next Tuesday will be by far the largest and most enthusiastic gathering of shoe retailers that has ever been held in Michigan. It is confidently expected that between 250 and 300 dealers will be on hand when the gavel falls.

The afternoon session will be called to order by the temporary chairman, Mr. Taylor. A board of directors will be elected, representing various trade areas around the state, and this board,

when selected, will probably be asked to make nominations for permanent officers of the Association.

When this business is disposed of, the important subject of the administration and application of the code as it applies to shoe retailers will be discussed by men who have made a thorough study of the subject, both within and without the trade. Chas. T. Sherman and C. W. Otto, both of the Lansing Chamber of Commerce, will lead in these discussions, which will also be participated in by the shoe retailers themselves. This is a wonderful opportunity for every shoe merchant to ask questions, to state his views and to listen to those of other merchants vitally interested in the NRA code as it applies to the shoe trade.

Michigan had the first association of shoe retailers in the country and for years it was a leader in association matters. However, the adoption of the National Industrial Recovery Act found this state without an association and, therefore, unless prompt steps were taken, without a voice in the administration of the code. The coming meeting at Grand Rapids is, therefore, a most important and vital one, and will permit Michigan shoe retailers to regain their former prominence in National affairs, for the State Association will at once be recognized by the National Shoe Retailers Association, who can give co-operation and protection in all matters pertaining to the shoe business and codes, by the committees appointed by General Johnson, now serving in Washington. M. A. Mittelman will be present and will elaborate and give full information and detail upon his return from the Board meeting of the National Shoe Retailers Association held in St. Louis during the present week.

There will be a banquet at the Hotel Rowe at 7 p. m. on the 16th, at which C. W. Otto, manager of the Lansing Chamber of Commerce, will be the speaker. Mr. Otto has a nationwide reputation as an after dinner speaker and the banquet promises to be a brilliant affair.

In covering the state doing the preliminary work for the organization of the Michigan Retail Shoe Dealers Association, I found that the shoe men in all sections of the state have had a much better Christmas business this year than in any year since 1930.

There seems to be a general feeling of optimism as to the future. The early winter helped the business greatly and many stocks of rubber footwear are sadly depleted and new stock needed.

With increased purchasing power the people have demonstrated that when they have the money, they will buy footwear

for themselves and families, and it is up to the shoe men to have it on their shelves now if ever, because every dollar of profit is needed to pick up the slack of the lean days in the past.

There seems to be an increased demand for the better grades, which is very encouraging; the various public works have created an increase in the sale of heavy footwear, which has given the shoe man an opportunity to make some real money.

1933 with all its troubles and worries certainly went out with a more cheerful outlook than had been expected. There is still plenty of room for improvement for the shoe business, as we all know, but it has turned toward better sales, better stocks and better profits.

O. R. Jenkins,
Acting Secretary Michigan Retail Shoe Dealers Association.

Wholesale Grocers Put Under Code

(Continued from page 19)

Meanwhile the NRA tightened up its enforcement policy and "cracked down" on two concerns, one supplying food to the CCC and the other a brick company whose product was used under the PWA.

The Department of Justice was asked by the National Compliance Director, Mr. Davis, to investigate charges that the Morgan Packing Co., of Austin, Ind., had sought to justify price increases as having been due to the "National Recovery program," although the company had not signed the President's re-employment agreement.

At the same time Mr. Davis notified all Government departments that the canners had not signed and were not conforming to the blanket code and were, therefore, not entitled to any more Government business.

"It is felt," added Mr. Davis, "that any advantages accruing through Federal purchases should be given to those

canners who signed and complied with the provisions of the NRA."

Mr. Davis also announced that under a recent Treasury Department ruling, brick of the Schneider Brick and Tile Co., of Slidel, La., manufactured prior to the date on which the company signed the NRA, will not be permitted in Government work.

Paragraph "C," Section 5-B, Bulletin 51 of the Public Works Administration states that only materials produced under codes of fair competition or the President's Re-employment Agreement shall be used by any contractor or subcontractor on any public works bid.

General Johnson announced that next month he would call in all code authorities and hold meetings to smooth out inconsistencies in codes. There are 195 approved codes, but General Johnson said only six or eight were the center of controversy.

Shoe Retailers Buy Cautiously

Although they are extremely optimistic about the outlook for Spring shoe sales, retailers will pursue a fairly conservative buying attitude. Increased retail sales in the last three weeks have brought their stocks down to normal and they intend to keep them in that position unless an inflationary movement forces them to cover advance requirements in a large way. There is no immediate prospect for any increase in retail prices, as January will be devoted to promotions, but it was felt possible that later in the Spring higher quotations may be necessary.

Remember that the perfect job never existed except in the mind of an imperfect man. If you think your job can't be improved upon, you are inoculated with a chronic ailment of mediocre workers. For a cure, try hard work, straight thinking, absolute loyalty to your employer, and an unpretentious faith in yourself. These attributes are the surest form of job insurance.

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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 Retailers Association, Jan. 15, 16 and 17.

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

How NRA Will Help Code Authorities

From one to three NRA members will be represented on each code authority created under approved codes of fair competition, General Johnson announces. His representatives will be without vote and will be appointed for terms of six months to a year. At least one of the members is to have a background of experience but no present interest in the industry or in an allied industry. The appointee for the wholesale and retail food and grocery code is C. W. Smith.

As expressed by the administrator, the administration members of code authorities, "carefully avoiding the fact or appearance of dictation or coercion" will function as "co-workers in an undertaking of public interest, concerned only in the faithful administration of the codes."

Specifically, their chief duties may be summarized as follows:

1. Refer with recommendation to the administrator through the division administrator those matters mentioned in the code as being subject to review and/or the approval of the administrator.

2. Recommend to the division administrator such other matters as in his judgment are important to the welfare of the industry, or the public interest, or to the consumers or employees affected by the provisions of the code.

3. Through the code authority secure complete assent to and compliance with all provisions of the code by each unit of the industry.

4. Assist the code authority in connection with the preparation of recommendations for necessary interpretations, modifications, and additions to the code. Consult with the division administrator in reference thereto.

5. Warn and guard against threatened deviations from the code or non-observance of its terms or action contrary to the principle of NIRA.

6. Constantly scrutinize the operation of the code and see that it does not permit or promote monopolies nor tend to eliminate or oppress small enterprises.

7. Advise with the code authority in seeing that its affairs are handled in a co-operative and fair manner with respect to all units under the code making sure that the provisions of the code are strictly adhered to with an equitable and fair settlement of all matters covered by the code pertaining to the interests of the general public, consumers, or employees.

8. Assure himself and the division administrator that the industrial members of the code authority are truly representative of the entire industry and elected by a method fair and equitable to all concerned.

New Year's Message of President Souter

"Be not afraid!" "Be of good cheer!"

Never before in your lifetime or mine have those words been more appealing to our hearts than at this beginning of the year 1934.

It is the humble opinion of your president that no people on the face of the globe, at any time since the beginning of time, have had more for which to be thankful than have we members of the

Grand Rapids Rotary Club. Perhaps, we do have difficult problems to solve, nevertheless, we are living in the most interesting period of all history and are privileged to live in the most wonderful country on the face of the globe, also, in a truly great state, and in a beautiful city, and on a Thursday of each week, to break bread with as fine a group of men as can be brought together at any place or at any time.

We may not have as many dollars, gold or otherwise, as formerly, but we have lost nothing else; in fact, the trial through which we are passing has already produced many, many good results. It has been a cleansing period and speaking of cleansing, I refer not only to matters of business but, also, to the spiritual and the moral. We all have in mind many of our friends who a few years ago were money mad. An operation has been performed upon them and it was a necessary operation, in my opinion, to once more make them real human beings. Many of such friends have not fully recovered; nevertheless, we are able to observe an improvement day by day and there is every reason to hope for a complete recovery.

Political life over the entire world, from the League of Nations down through to our own municipality, is in a very chaotic condition. Again I suggest: "Be not afraid!" "Be of good cheer!"—for if you will study the history of government, you will find that out of each chaotic period the human race has always gone upward; in other words, the human race travels in a spiral, so to speak.

In conclusion, I here express to the individual members of the Club my appreciation for having been permitted fellowship with as fine a group of men as I have ever been privileged to know, and no one of you can ever realize the inspiration which I receive, week by week, from that group of fine elderly gentlemen who sit immediately in front of the speaker's table. It is not necessary to mention any names, for you all know them. Those men are typical of the generation that built the beautiful city in which we live, and it is my hope—yes, my firm conviction—that we will follow the course which they have charted for us, to preserve the heritage which they have given to us and pass on a richer heritage to our children.

If you will forget what you have had, and look about you and see what you have, I predict for each of you a happy and prosperous New Year.

Dale Souter,

President Grand Rapids Rotary Club.

Rise Slows Chinaware Buying

Recent price advances in the chinaware industry brought a general slowing down in purchasing in that trade last week. Buyers, placing orders for merchandise to be offered in promotional events next month, cut down their orders to keep their purchases within the sums allotted them earlier in the month. Although advances, which ranged between 15 and 20 per cent., applied on all undelivered merchandise, manufacturers said that few buyers canceled orders on which they were awaiting shipment.

OUT AROUND

(Continued from page 9)

shoe men and it should produce splendid results.

L. H. Baker.

Sec'y Mich. Shoe Dealers Mutual Fire Ins. Co.

In its anxiety to assist in removing the rotten political mess from the city hall (Grand Rapids), the Herald proposes the name of Judge McDonald for mayor. Judge McDonald has served a long term on the Michigan Supreme Court and would undoubtedly make a very able municipal presiding officer, but since a new organization to be known as the Better Government League is being created to function in accordance with the aims and aspirations of our best citizens, I think it would be well to leave the selection of a candidate for mayor to patriotic people who are dedicating themselves to reform measures. I will cheerfully support any man, no matter what party he may owe allegiance to, providing he is not a cog or a gear in the machine which has made Grand Rapids a laughing stock for many years.

It naturally gives me much pleasure to be able to reproduce verbatim the full text of the retail grocers code in this week's issue of the Tradesman. The changes made in this draft are probably the last which will be incorporated in the document, which ought to serve the trade well and faithfully. Under the provisions of the code the unfair practices which have given the chains strong advantages over the independents can be curtailed to a great extent and actually abolished in many cases.

An encouraging sign of the times is the large number of colored people of both sexes who are seeking instruction at the Geo. A. Davis Technical school (Grand Rapids).

Sidnaw, Jan. 6—Early this winter I signed an order for seventy pounds of wool yarn at the price of ninety-five cents per pound. Upon receiving the invoice I noticed that an extra charge of twenty cents per pound was made as extra cost under NRA and tax. I have asked dry goods salesmen about this, but no two agree on any percentage of tax. Some claim only five per cent. should be charged, some claim more. On wool mitts and liners I have been charged fourteen and a fraction per cent. over the purchase price.

If you can give me any information concerning the extra tax and other charges on these articles I will appreciate it very much. Keith Shingler.

Above is simply a case of graft. The Wool and Cotton Goods Manufacturers Association has no regular schedule of charges in a case of this kind. There is no processing tax on wool. Twenty cents per pound is an outrageous and arbitrary charge. Complain to the house which made the charge. Write that you think the charge is excessive and offer to settle the claim on the basis of 50-50; in other words, 10 cents per pound. They will accept your offer, especially if you threaten to report the outrageous overcharge to Dexter Keezer, who is in charge of that branch of the NRA at Washington, D.C. The whole thing is simply a

horse trading proposition and a matter of negotiation.

E. A. Stowe.

Optimistic Tone in the Whole Situation

The principal development last week was, of course, President Roosevelt's address to Congress and his budget announcement. Although no one seems to suggest just how the ten billion dollars are to be raised by the Government, it is a general opinion that this can be done. With Government funds pouring into business, with the strong market development of Home Owners' Loan Corp. 4s, which rallied to 94, and the strength in Federal Land Bank issues, Government credit seems at the present time to have been firmly established. With these funds going into business, a substantial improvement is likely.

There is still much confusion in the minds of business-men due to two factions in the Administration, one favoring state capitalism and the other social control of industry. In addition, uncertainty has been created by change in policies. Further aid in Government credit will be expected over the immediate future.

The expectation of the Administration is that normal recovery will advance to the stage by 1936 that a balanced budget can be shown. Should lack of confidence cause this to develop this debt would make it impossible to avoid currency inflation. This factor should be kept in mind by the investors when viewing events for the next six months. However, there is an optimistic tone in the whole situation.

J. H. Petter.

A new electrical painting machine applies paint by centrifugal force instead of by air pressure. Easily held in one hand, it is said to give an even, fan-shaped spray ranging up to 18 inches in width, to paint to a sharp line, to stir up no fog.

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Lines of Interest To Grand Rapids Council.

Grand Rapids Council held its January meeting last Saturday evening which was followed by a dancing party which had been announced previously as a New Year party. Senior Counselor Wagner called the meeting at 7:30 sharp, so that the business session might end early. Three applications for membership were voted upon and the applicants elected to membership. Two of the applicants were present and took the degree of the order, Raymond B. Clarn and MacArthur McFerrer. The Senior Counselor appointed Charles H. Ghysels as chairman of the entertainment for the annual meeting in March, he in turn announcing Frank Holman, R. E. Groom, L. L. Lozier and L. V. Pilkington as members of the committee. He also announced that Senior Counselor Wagner and Junior Counselor Ohlman would serve as ex-officio members. The meeting closed at 10 o'clock and an orchestra immediately got busy and those present were soon busy shuffling their feet. Harmless punch was served as a beverage during the dancing. At 11:30 Mrs. Nash assisted by other members of the Ladies Auxiliary, served a very nice luncheon. After eating of the offering the gang dug in their toes and danced some more until a few of the old timers awoke to the fact that it was half past twelve and away beyond their usual bedtime. Every one enjoyed himself and the loss of a good time and an opportunity to meet with old acquaintances falls upon those who did not attend.

Constable: "Swimming not allowed in this lake, Miss."

She: "Why didn't you tell me before I undressed?"

He: "Well, there's no law against undressing."

House bill No. 16 has been passed by the Legislature at Lansing which is an amendment to the Evans-Baxter bill. A special bond issue for public projects may now be issued regardless of the state tax delinquency of more than 25 per cent. This bill will now open an avenue for securing large sums of Federal money for the financing of various projects.

Was Gil Ohlman's face red the other evening? He was gasolining along oblivious to Greater Grand Rapids when a nice police feller sidled up alongside and engaged him in an uninteresting conversation. After the cop's oration had been concluded, Gil was informed that it would be necessary for him to make a contribution of the sum of \$5 to the general fund of the city for the time consumed by the policeman. We are proud of our big-hearted brother, but we shiver to think of the number of Whale Back cigars that Gilbert will have to sell to get back his contribution.

James Malloy spent the week end in Detroit on business.

Past Counselor J. C. Laraway packed his turkey and boarded the train for Hersey, Pa., Friday, where he will attend a sales meeting of his firm, the Hersey Corporation. We understand Clyde is attending this meeting with a great deal of pride, as he made a nice increase in business in 1933. We congratulate him and hope he comes back with a nice increase in salary.

R. W. Radcliffe has returned from attending a salesmeeting of his firm in Chicago. He carried back a new contract and is all set for 1934. He reports the U. S. Sanitary Specialties Corp. had an increase of 24 per cent. over 1932 and that the gain was made after July First. He reported that things were humming in the windy city and that apparently there was plenty of money there, as every one seemed to be spending quite freely. He stated that it was almost impossible to secure a taxi when wanted and that taxi rates were very low. Rad said that it seemed as though he was in a different world when viewed from a business angle. We hope some of that activity finds its way here in the near future.

Fay: "That is a swell coat. Has your husband a better job?"

May: "No; I have a better husband."

H. B. Lovall spent last week in St. Louis, where he attended a sales meeting of the International Shoe Co. He stated his company did a \$71,000,000 business last year, an increase of \$6,600,000 over 1932. The goal set for 1934 is \$75,000,000 plus. We claim that is some shoes, but when one considers the company covers the Nation it resolves itself down to proportions that we can understand. Harley is quite optimistic and thinks that 1934 will be quite productive for those who hustle.

Lee Lozier was caught working Saturday forenoon and the question arises as to the proper punishment to mete out to such an ambitious fellow. We appreciate the fact that he sells an excellent line of salt, but we think he should be N.R.A. (not running around) on Saturdays.

Council Leader W. E. Lypps will call a meeting of his team group Saturday afternoon at 2 p. m. in the parlors of the Milner hotel. He desires that the group turn in a list of names they deem prospects for membership to the Order. This list will be given out to workers who will endeavor to secure these prospects as members of the Council.

Counselor Larry Garretson, representing Lever Brothers Co., manufacturer of Lux, Rinsol, Lifebuoy, Lux Toilet soap and Pears' soap, attended the meeting Saturday evening. This is the first time Larry has poked his head inside of a Council room since his initiation, which was seven years ago. We were glad to see him out and are still wondering what brand of dynamite was used to blow him into the meeting.

Theodore F. VanderVeen of 110 Richards, a member of the Council, has accepted a position with the state as an inspector for the sales tax.

Mr. and Mrs. Gilbert Ohlman entertained at tea and bridge New Year's

day and evening for a number of friends. They termed it a New Year house warming party. If we remember correctly most of us were warm enough on that day to dispense with any other kind of heat.

J. J. Vanden Berg, owner of the Vanden Berg Cigar Co., became ill while entertaining guests New Year's eve. The nature of the illness is such that he will have to take a complete rest for several weeks.

Preacher facing extra large Easter audience: "I realize I will not see many of you again until next Easter, I therefore wish you a Merry Xmas."

Counselor Harry Parrish who has been ill for some time is not showing much improvement. He has been alternately in the Mayo sanatorium and Blodgett hospital for several months. The Council extends its sincere wishes for a speedy recovery.

Henry Ramon, who was run down and injured by an automobile a few days ago, is slowly improving from bruises and sprains. At present he is suffering from swollen ankles which were caused by the injuries received.

Counselor Rupert S. Hallgren notified Secretary Bradfield that he had figured in an auto accident about two miles North of Alba. He was driving on an icy pavement when the car skidded, struck a ridge of frozen snow and then rolled over. The car was damaged to the extent of \$60, but Rupert escaped with slight cuts and bruises.

Word has been received that counselor Milton Smith, of 1346 Logan street, was seriously injured January 4 near Libertyville, Ill. It is reported that his car is badly wrecked and that Milton suffered a broken hand, collar bone and a rib. He was on his way to Wisconsin on business for his firm, the Dutchess Manufacturing Co. of Poughkeepsie, N.Y. It is understood that he may be able to be removed to his home soon.

Counselor Jas. P. Mohler, residing on a farm between Middleville and Hastings, has undergone a serious operation in Blodgett hospital. He has been removed to his home and is slowly recovering.

Mrs. Harry E. Nash and Mrs. L. V. Pilkington will be hostesses to the members of the Ladies Auxiliary and their friends at a pot luck luncheon and bridge party in the home of Mrs. W. E. Lypps, 911 Wealthy street, Tuesday afternoon Jan. 16. The luncheon will be served at 1:30. All ladies of the Auxiliary and their friends are invited to attend.

The February meeting of Grand Rapids Council will be called to order Saturday evening, Feb. 3. We understand a real good time will be had by all, as the entertainment committee is going to have some novel numbers to offer and a Beano party will be staged. Here, gang, is a chance to get something for nothin'—maybe. The Senior Counselor requests that all those who will donate something to be used as prizes call the office of the United Commercial Travelers, 83715, and state what and how much the donation will be. The more prizes, the more fun for everyone. Make plans for this big

party and bring a member when you come. More plans for this party will be divulged later.

Do not buy cheapness. Pay enough to get your money's worth. Give your independent dealer a break.

Notkn'klip.

Stock-Swindlers Adopt New Methods

Stock-swindlers are going back to work again.

Deprived of their trusty tool, the "tipster sheet," from fear of the Federal Securities Act, they are now turning to a cruder method—the "sell-and-switch" game.

As the Better Business Bureau of New York City describes his methods, the swindler first obtains a "sucker list" from telephone books or from the lists of stockholders of well-known companies. Net he calls the "suckers" by telephone, tells them that he represents the so-and-so brokerage house (whose name always sounds impressive), and that his firm desires to build up a permanent clientele. Then he recommends a stock for purchase—always one in which the prospect is a stockholder or which is widely and favorably known; and always on favorable margin terms. If the customer sends in the money, the stock usually is purchased.

Then comes the dirty work. If the stock goes up, the client again receives a telephone call, during which he is told that the original forecast was correct, that the rise probably has exhausted itself, and that a switch to another stock is sure to reap more profits. The second stock is a "cat-and-dog," which the swindler has bought from the original promoters for almost nothing, and which he sells at a vastly higher price. This second stock is rarely sold on margin; cash or a check is demanded for the balance, and to avoid the danger of committing fraud by mail, the swindler delivers the stock and collects for it by messenger. When the police get on the swindler's trail, he closes up shop until the storm blows over, then opens under another name.

But if the originally recommended stock fails to rise or actually goes down, the swindler still has a way out. He tells the client that the pool has changed its plans, and that the prospect should switch to a stock he recommends in order to recoup his losses with a great deal to spare. But the end of the story is still the same: the investor puts his money in a cat-and-dog stock and never sees it again.

Hardware Sales Volume Drops

Demand for all types of hardware items fell sharply in the market, as retailers and jobbers prepared for year-end inventory. Because of the exceptional consumer interest in holiday merchandise this year both the wholesale and retail branches of the trade were able to clear holiday stocks, they reported. Volume purchases during the week were confined to furnace accessories and other Winter hardware items. The cold wave brought a heavy demand for such items as room heaters, snow shovels and weather stripping.

Think of yourself as the sculptor of your career, and expect to have to do a lot of hard hammering and chiseling and scraping and polishing.

KEEP SUPPLIED WITH

LILY WHITE FLOUR

"The flour the best cooks use"

VALLEY CITY MILLING COMPANY

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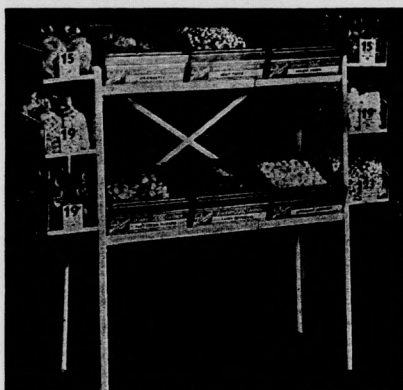
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Each Rack
Holds Six
Display Caddies
of Candy
Average Weight
12 Pounds

Your Choice of
30 Varieties

Sell Bulk Candy
—Its Profitable
and the Invest-
ment is Small

PUTNAM FACTORY
National Candy Co., Inc.
Grand Rapids, Mich.

Detroit to have brilliant Auto Show

With the opening of the annual automobile show circuit in New York this week, interest in the Middle West is beginning to focus on the forthcoming Detroit automobile show which will be held in Convention Hall during the week of Jan. 20 to 27.

Coming midway between the National exhibitions in New York and Chicago and being held on the industry's home lot, the brilliant and mammoth Detroit display will mark the peak of the automobile show season.

In addition, the Detroit show will be an event of two-fold importance to Detroiters. Not only will it present the first formal opportunity to inspect the striking new 1934 motor car creations but it will give show visitors a chance to get a line on the industry's outlook for the year—a matter of special importance in this section.

From plans which manufacturers have already disclosed to the show committee, 1934 promises to be the biggest automobile year the country has enjoyed since 1930. Manufacturers declare that the generally improving business conditions coupled with the shimmering new creations which will be displayed, will bear out the feeling of optimism that now pervades the industry.

The Detroit show will be unique in many respects. It will be the world's largest one-floor exhibition of motor cars and because the display will be held in the home of the industry, extra attention will be given by the industry itself.

Of special interest to the feminine visitor to the 1934 Detroit show will be a Style Salon which will include not only the very newest models in automobiles but also the first Detroit showing of spring and summer creations in women's apparel by Milgrim, Inc. The North Woodward annex in Convention Hall will be transformed into a luxurious salon which will be in keeping with the striking 1934 cars and gowns which will be exhibited.

The factories are now busy fashioning special exhibits, eye-compelling paint jobs, advanced samples of interior upholstery and fittings, new stripped chassis displays and scores of other attractions that promise to further the interest in the forthcoming event.

Michigan Retail Shoe Dealers Association

Office of O. R. Jenkins, Temporary Secretary
MUTUAL BUILDING, LANSING

Jan. 8, 1934.

Dear Fellow Shoe Retailer:

HOTEL ROWE, GRAND RAPIDS January 16, 1934

This is the time and place of the most important meeting of Michigan Shoe retailers in the history of the shoe trade. Mr. Jenkins, our temporary secretary, is now in the final week of his trip throughout the state. On this trip he is contacting many shoe men and finds them enthusiastic on the project of reviving our association.

Beginning with Jan. 1 machinery for enforcing the retail code started to function. Many questions, all of them vital to our trade, have come up for immediate solution. There is only one way to meet them satisfactorily, namely, to organize at once. Not only our State Association, but local associations for the various trade areas as well are necessary to secure proper representation on the code councils.

The Kent County Shoe Retailers Association will be in session January 15, 16 and 17. The Tuesday afternoon session and the banquet Tuesday evening are of special importance from the standpoint of the State Association. We are fortunate in having secured Charles T. Sherman, of the Lansing Chamber of Commerce, who has familiarized himself with the details of the retail code, and C. W. Otto, Secretary and Manager of the Lansing Chamber of Commerce, who, among others, will expound the code as it applies to our business. In addition, the outstanding leaders of the shoe trade in Michigan will discuss our problems.

So far as Michigan is concerned, this meeting will be the most important event of the year. No shoe man of the state can afford to miss it. From present indications the Association will start off with a membership of not less than 250. Be present at the organization meeting to take part in it, thus doing your part toward bringing our important trade into line with the NRA.

See you in Grand Rapids on the sixteenth.

CLYDE K. TAYLOR,
Temporary Chairman.

ROYAL DESSERTS

● ● Royal Desserts
Make Satisfied Customers and Ensure Repeat Orders.

Meet Modern Women's Demand for Quality, Speed and Variety.



Push ROYAL DESSERTS all during 1934 and enjoy better profits.

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FREMONT SWEET PEAS
BIG MASTER MALT
BLUE RIBBON MALT
BOUQUET TEA

The House of Quality and Service

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you know*



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A complete line of canned vegetables and fruits.

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JANUARY 16-20 INCLUSIVE

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This splendid display will illustrate the industry's greatest scientific achievements.

**NEW CARS, SPECIAL FEATURE
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Auspices Passenger Car Dealers Association.

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During the show Mr. Richards will be at the Auditorium.

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