

MICHIGAN TRADESMAN

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Fifty-first Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 21, 1934

Number 2631

OPPORTUNITY

With doubt and dismay you are smitten;
You think there's no chance for you, son?
Why, the best books haven't been written,
The best race hasn't been run,
The best score hasn't been made yet,
The best song hasn't been sung,
The best tune hasn't been played yet;
Cheer up, for the world is young!

No chance? why the world is just eager
For things you ought to create.
Its store of true wealth is still meager,
Its needs are incessant and great.
It yearns for more power and beauty,
More laughter and love and romance,
More loyalty, labor, and duty,
No chance—why, there's nothing but chance!

For the best verse hasn't been rhymed yet,
The best house hasn't been planned,
The highest peak hasn't been climbed yet,
The mightiest rivers haven't been spanned.
Don't worry and fret, faint-hearted;
The chances have just begun,
For the best jobs haven't been started,
The best work hasn't been done.

BERTON BRALEY.

Rademaker-Dooce Grocer Co.

Distributors of

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

The House of Quality and Service

7 GOOD REASONS WHY YOU SHOULD STOCK

W. R. Roach &
Co., Grand Rap-
ids, maintain
seven modern
Michigan facto-
ries for the can-
ning of products
grown by Michi-
gan farmers.

*The brand
you know*



A complete line of canned vegetables and fruits.

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

Quaker Products

Quality --- Purity --- Flavor

A few of the many items packed under this popular brand.

CANNED FRUIT

CANNED VEGETABLES

PRESERVES

DRIED FRUIT

PEANUT BUTTER

COFFEE

SPICES

SALAD DRESSING

Sold by Independent Dealers Only.

LEE & CADY

MICHIGAN TRADESMAN

Fifty-first Year

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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.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

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The Courage of Washington

When Washington took command of the New England troops besieging Boston he assumed responsibility for more men under arms than he had ever seen before. The numbers were embarrassing not only as a problem of direction but as one of organization. He owed his appointment to two things, one the necessity of overcoming the colonial jealousies in New England and the other bringing the South definitely in with the North. Principally for the second reason John Adams opposed the appointment of John Hancock as chief in command and procured the appointment of Col. Washington.

Probably at no time was the professional soldier's contempt for untrained citizens in arms, for trained bands, militia, and an armed rabble greater than it was before Concord and Bunker Hill in New England, but the attack on the hill taught respect for the colonials behind earthworks and in entrenchments. However, it went no farther than that.

In spite of the inherent defects of the troop organization and supply the New Englanders had done their work well. Their chief, Artemas Ward, and his associates, Heath, Knox, Arnold, Stark, etc., may not have been skilled soldiers, but they were determined and brave, and devotion never reached a higher level of courage than it did in such men as Warren and Prescott. The 17,000 colonial militiamen whom Col. Washington found about Boston had taught the British professionals two costly lessons. Distinguished British generals with a competent force were besieged and uncertain both as to what to do and how to do it.

Several things dictated Washington's subsequent military course. First was his own physical and moral courage. That was his best military equipment. It was unhesitating and unfaltering. Second, probably, was his experience with British regular troops. He had

seen them lose their discipline under terror. It was not a proper indictment of Braddock's regulars that they could not fight the French and Indians as the Virginia riflemen could fight them. The disaster was that they would not obey orders. The third was his distrust of minute men, militia, and of undisciplined riflemen.

It is true that men of that type won the principal American successes, as at Oriskany, Bennington, Saratoga, King's mountain, and Cowpens, but it was Washington's army which kept the pressure on the British points of concentration.

It was Washington's distinctive characteristic that he would attack. That quality was developed in him as if he had the experience, the genius, and the resources of any one of the great generals of history. He had two plans to throw the British out of Boston. Both were vetoed by his council. Both were amazingly audacious. Both may have been very foolish. One was to attack across the ice if it became solid enough to permit it. The other was to attack in rowboats. It is one thing for an untrained general and an untrained command to resist behind cover, but only a man with Washington's courage would have seriously considered assaulting a fortified city supported by a fleet and held by disciplined troops.

When he attacked at Trenton his army had been shattered by its experiences at Brooklyn Heights, by its narrow escape from the easy going Howe, by its retreat across New Jersey, by its losses in battle, by desertions, and by the defection of the surrounding countryside.

It is true that something had to be done to revive the expiring flame of American resolution and courage, but here was an exploit of pure determination and serene heroism which took the fragment of a beaten army across the Delaware to risk an adventure which might have meant the end.

When Howe moved out of New York on the misguided campaign which took Philadelphia at the sacrifice of Burgoyne, Washington placed himself between the British and the capital. He was defeated at Brandywine, but in spite of that he later attacked at Germantown and nearly won. It has been said that his plan of action was too good, that it required movements his officers and men were unable to execute. This attack was regarded as another audacity proving that Washington, like Grant after him, did not know when he was licked and consequently could not be. The battle of Germantown, although lost, had its part, along with Saratoga, in convincing France that in supporting the Americans it might pick or make the winner.

When Howe withdrew from Philadelphia to return to New York, Washington undertook to harass and, if possible, intercept the movement, and at Monmouth he again attacked an enemy which was not hunting trouble at that time or place.

The taking of Stony Point by light infantry under Gen. Wayne was an example of military maneuver obviously attractive to the character of Washington as a soldier. It was without powder, and the men who climbed the bluffs in the night knew that the nearest officer would kill any one who fired a shot. They had nothing but their bayonets. Again, at the taking of redoubts No. 9 and No. 10 at Yorktown, the French the one, the American light infantry the other, there was no powder.

At every opportunity Washington took the offensive with courage and confidence which disregarded cautious consideration of what he had to hit and what he had to hit with. When he took command before Boston he had many military lessons of generalship to learn from experience, but he did not have to acquire courage. That was in his stout heart, and it was the quality which made the Declaration of Independence good.

A. & P. Cannot Use Quaker Maid in Michigan

Detroit, Feb. 26—The decision in the suit of Lee & Cady, grocery wholesalers, to restrain the Great Atlantic & Pacific Tea Co. from further use of the trade mark "Quaker Maid" in the state of Michigan has gone to Lee & Cady.

A. & P. consequently may no longer use the mark "Quaker Maid" in Michigan although, since "it does not appear that there will be a sufficiently definite basis for an accounting of profits," A. & P. will not be required to pay damages.

The decision against the chain store was handed down here by Judge William B. Sayres, Special Master in Chancery for the United States District Court here.

Lee & Cady declared that the use of the trade mark "Quaker Maid," because of its similarity to its trade mark of "Quaker," was misleading to would-be purchasers of its products.

The roots of the present suit go back to the period of 1926-1932 when A. & P. and Lee & Cady were in litigation in the U. S. patent office over the right of A. & P. to register the mark "Quaker Maid" for food products. A. & P. lost the suit. About a year ago Lee & Cady began the litigation, the decision in which has just been handed down.

Lee & Cady has registered the trade mark "Quaker" in Michigan, Ohio and Indiana, and sells about forty-five

products under the label. A. & P. sells about seven "Quaker Maid" products in Michigan.

Lee & Cady claimed that it acquired the right to the use of "Quaker" when it bought the Worden Grocer Co., of Grand Rapids, in 1930. Worden is said to have used the mark on its products since 1873.

A. & P. acquired the right to the mark "Quaker Maid" when it purchased Quaker Maid, Incorporated, of Louisville, Kentucky, in 1924. The Quaker Maid firm was organized in 1914.

The chain, in its defense, contended that the word "Quaker" or its pictorial representation was a mark used commonly on many products and hence was not exclusive property. A. & P. also held that Lee & Cady had sold them considerable amounts of "Quaker" merchandise with the knowledge that it would be sold from the same shelves as "Quaker Maid."

The chain also declared that if there has been any confusion, it was due to the fact that Lee & Cady had recently associated with the word "Quaker" the picture of a young woman dressed in Quaker costume.

Gabby Gleanings From Grand Rapids

American Seating Company had \$174,007 consolidated net loss for 1933, according to pamphlet report, against \$499,519 net loss in 1932. Non-recurring profit resulting from liquidation of purchased branch inventories and accounts of \$60,661 was credited to income and \$85,901 provision for bad debts and \$25,000 provision for losses on impounded bank balances were charged to income in 1933. Net sales in 1933 totaled \$2,629,568 against \$3,554,328 in previous year, a decrease of 26 per cent.

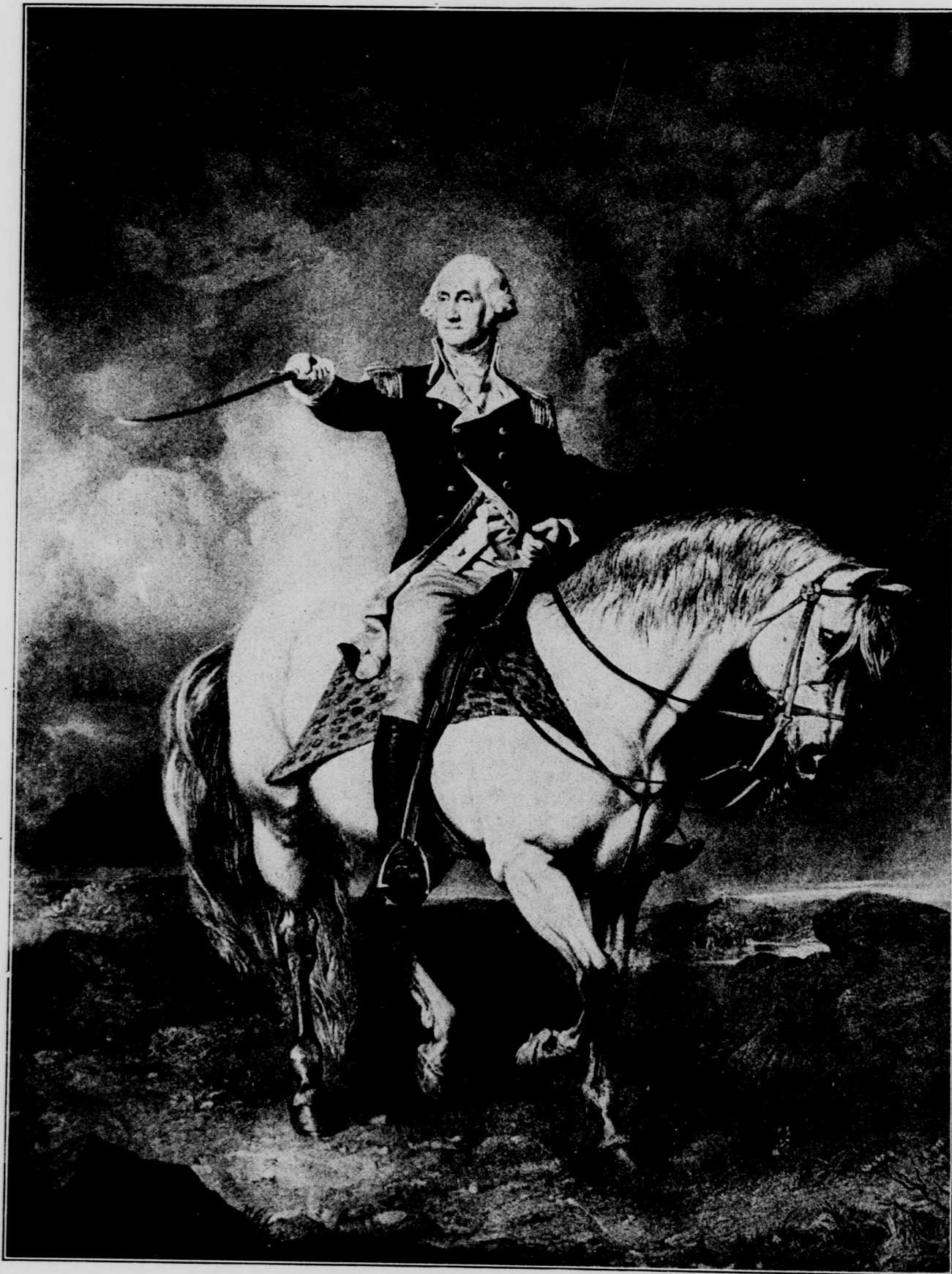
Lee & Cady have installed three Red and White Stores during the past week, as follows: Curtis & Son, Ionia; Neil Kruithof, Bentheim; Grand Avenue Grocery, (Mrs. Nell Bronkema, owner), 36 Grand avenue, Grand Rapids.

J. H. Clarke, grandson of the late Wm. J. Clarke, of Harbor Springs, has been transferred from Des Moines to this city by the Bankers Life Insurance Co.

Bring taxes down, adapt them to the ability of the business and the individual to pay—and watch recovery go into high.

It is much easier to tell the man in office he is wrong than to run for office and do the thing as it should be done.

No man can tell what the future may bring forth, and small opportunities are often the beginning of great enterprises.



GEORGE WASHINGTON

1732 - 1799

Sound Advice from Washington--- for To-day

The true tribute to George Washington lies not in the eloquence which will to-day ascribe to him wisdom and virtue, but in the pursuit of those ideals and principles which he proclaimed to be inseparable from the security and happiness of the republic.

"Of all the dispositions and habits which lead to political prosperity, religion and morality are indispensable supports. In vain would that man claim the tribute of patriotism who should labor to subvert these great pillars of human happiness, these firmest props of the duties of men and citizens. . . . And let us with caution indulge the supposition that morality can be maintained without religion. Whatever may be conceded to the influence of refined education on minds of peculiar structure, reason and experience both forbid us to expect that national morality can prevail in exclusion of religious principle."

Thus he spoke in bidding farewell to the office of President. They are wise and earnest words, sincerely uttered as he faced the end of his public career. There has never been a time when our "political prosperity" needed more the support of "religion and morality" than to-day, and never a time when the warning that "national morality" cannot prevail "in exclusion of religious principle" was more apposite than now.

This message, though 130 years old, is as timely as if spoken at the present hour. There is a tendency abroad in our land to dispense with religion as something outgrown by the intellectual progress of our century. Men think they can get along without either its inspiration or its sanctions, and the results of that theory we are beginning to see everywhere in the lowering of moral restraints. The political well-being of the Nation is threatened by an increasing irresponsibility, the natural consequence of discounting the conception of God as One to whom men owe a duty.

"Promote as an object of primary importance, institutions for the general diffusion of knowledge," declared Washington. "In proportion as the structure of a government gives force to public opinion, it is essential that public opinion should be enlightened."

Here we have less reason to reproach ourselves. America has done much to realize this ideal. In no land are educational opportunities more abundant or more accessible to the people. But the diffusion of knowledge is linked with the promotion of religion and morality. It cannot be a substitute for them. Religion, morality, education—these three must go hand in hand if the republic is to prosper. One of the problems which we have not yet solved is that of effective co-operation in these three fields. No one knows better than the modern educator that the mere teaching of the intellectual subjects on the school curriculum is not enough to insure the making of a good citizen. In some way the training of the mind must be accompanied with the training of motive; in some way the imparting of knowledge must be paralleled by the building of character. And he who undertakes to wed the two without religion discovers soon the futility of his enterprise.

"Let me warn you," declared Washington, "against the baneful effects of the spirit of party generally. This spirit, unfortunately, is inseparable from our nature, having its root in the strongest passions of the human mind. It exists under different shapes in all governments, more or less stifled, controlled or repressed; but in those of the popular form it is seen in its greatest rankness, and is truly their worst enemy. The alternate domination of one faction over another, sharpened by the spirit of revenge natural to party dissension . . . is, itself, a frightful despotism."

It is strange that our statesmen who so often quote Washington on the question of foreign policy, are never heard to quote from him, though occurring in the same address, this solemn and emphatic warning against the evils of factionalism. Possibly it is because they would be condemning as statesmen what they practice as politicians, for, there can be no question, we have not heeded the warning of Washington in this regard. Unquestionably what he had in mind was that sort of factionalism which arises from the lesser political loyalties — those loyalties that disregard the interests of the country or the community for the sake of serving personal ends, or securing group advantages. In these the spirit of revenge and the spirit of greed are chiefly animating. To-day's primary is a glaring example of the sort of thing which Washington deplored. And other examples abound.

"Observe good faith and justice toward all nations. Cultivate peace and harmony with all. . . . Nothing is more essential than that permanent, inveterate antipathies against particular nations and passionate attachments for others, should be excluded, and that in place of them just and amicable feelings toward all should be cultivated."

This is most excellent advice. It dissolves the hyphen. It characterizes as a nuisance and dangerous those who play on racial or national prejudices. Washington warned against political affiliations with foreign nations. He had in mind such "artificial ties," as he called them, as might involve us in national aims and movements which were in no way related to our own peace and security. The "ordinary vicissitudes of politics, or the ordinary combinations and collisions of friendships or enmities" in the European field, he held, should be avoided. "Our detached and distant situation invites and enables us to pursue a different course," he declared. But the "detached and distant situation" no longer exists. A world which Washington could not foresee has evolved, and while it is still wise that we hold aloof from the "ordinary vicissitudes" of European politics, with such combinations and collusions as may mark them, it is beyond question true that here have arisen interests and problems, unknown in Washington's day, which demand a re-interpretation and a new application of his foreign policy doctrine. To "cultivate peace and harmony with all nations" may very properly require a co-operation with all nations which in Washington's day was impossible. Not to see this fact is to look at the world from the standpoint of 1796 rather than from that of 1934.

MOVEMENTS OF MERCHANTS.

Clio—The Clio State Bank has increased its capital stock from \$25,000 to \$40,000.

Decatur—The First State Bank has increased its capital stock from \$40,000 to \$80,000.

Marion—The Marion State Bank has increased its capital stock from \$20,000 to \$36,000.

St. Charles—The Aurora Coal Co. has increased its capital stock from \$24,000 to \$75,000.

Ithaca—The Ithaca Savings Bank has increased its capital stock from \$35,000 to \$70,000.

Hastings—The Hastings City Bank has increased its capital stock from \$75,000 to \$150,000.

Grand Rapids—The Old Kent Bank has increased its capital stock from \$2,000,000 to \$3,500,000.

Lakeview—The Farmers & Merchants State Bank has changed its name to the Bank of Lakeview.

Ann Arbor—The Ann Arbor Savings Bank has increased its capital stock from \$500,000 to \$1,300,000.

Battle Creek—The Battle Creek Sand & Gravel Co., has increased its capital stock from \$30,000 to \$35,000.

Crystal Falls—The Crystal Falls Co-operative Society has decreased its capital stock from \$100,000 to \$30,000.

Owosso—The Crowe Implement Co., 205 East Main street, has decreased its capital stock from \$11,000 to \$7,700.

Flint—The Roseline Oil Co., Inc., 404 East Lewis street, has decreased its capital stock from \$50,000 to \$10,000.

Marquette — The Robert's Flower Shop has removed its stock from 302 South Front street to 136 West Washington street.

Battle Creek—The L. W. Robinson Co., Post Bldg., dealer in dry goods, has decreased its capital stock from \$125,000 to \$100,000.

Battle Creek—H. W. Hoxey succeeds W. E. Howland as proprietor of the candy, cigar and news stand in the City Bank building.

Detroit—Hammond Standish & Co., 2101 Twentieth street, meat packers, have increased their capital stock from \$1,050,000 to \$1,150,000.

Detroit—The Detroit Alloy Steel Co., 6403 Wight street, has changed its capitalization from 100,000 shares no par value to \$100,000.

Marquette—Every Woman's Economy Store, which was destroyed by fire in January, 1933, has reopened for business at 115 South Front street.

Muskegon—The American Michigan Pipe Line Co., 372 Morros avenue, has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Mancelona—Robert Cornell, of Harbor Springs, has purchased the meat market of Ben Hayes, of this place and will take possession about Mar. 1.

Detroit—The National Tool Salvage Co., 3818 Beaubien street, has decreased its capital stock from \$5,000 and 50,000 shares to \$15,000 and 25,000 shares.

Royal Oak—James J. Meigs Beer Store, Inc., 505 North Main street, has

been incorporated with a capital stock of \$2,500, \$1,000 being subscribed and paid in.

Muskegon Heights — The Hackley Union National Bank, of Muskegon, has opened a new branch bank here, located in the First State Savings bank building.

Chesaning—The Chesaning City Market has been purchased by Roy Hill from the G. M. Peet Packing Co., which was started in this store fifty years ago.

Coldwater—Claude A. Olmstead, 66, died at his home following a brief illness. Mr. Olmstead conducted several filling stations and dealt in fuel of all kinds, especially coal.

Grand Rapids—The Carolene Products Co., Campau Bldg., has been organized to deal in milk in various forms, with a capital stock of \$10,000, all subscribed and paid in.

Detroit — Commercial Auctioneers, Inc., has been incorporated with a capital stock of \$1,000, all subscribed and paid in. The company is located at 513 Shelby street, Room 7.

Detroit—The D. J. Crowley Sales Co., 704 Donovan Bldg., has been organized to deal in machinery and machine supplies, with a capital stock of \$1,000, all subscribed and paid in.

Detroit — Michigan Fisheries, Inc., 647 West Larned street, dealer in fish, has merged its business into a stock company under the same style with a capital stock of \$1,000, all subscribed and paid in.

Grand Rapids—Mrs. Nel Bronkema succeeds A. T. Stehouwer in the grocery business at 36 Grand avenue, N.E. Mrs. Bronkema has conducted a grocery store at 60 Mack avenue for several years.

Detroit—Smith Meats, Inc., 2456 Riopelle street, has been incorporated to deal in meats and meat products with a capital stock of \$25,000, of which \$5,100 has been subscribed and \$4,900 paid in.

Kalamazoo—Stanley K. Wood has opened a store at 143 South Rose street where he has installed a complete stock of kitchen appliances. Mr. Wood was formerly located on Stockbridge avenue.

Kalamazoo—W. D. Jewell will re-enter the grocery business after a lapse of 40 years when he and his partner, C. T. Monroe, take over the Eugene A. Tracy grocery store at 1205 Mill street, Feb. 26.

Muskegon — Mangel's dealer in women's ready-to-wear apparel, established here eight years ago at 299 West Western avenue, will remove to its new location, 323 West Western avenue, March 1.

Grand Rapids—The Acme Shares Corporation, 1220 Grand Rapids Nat'l. Bank Bldg., has been organized to deal in securities with a capital stock of \$100,000, \$1,000 being subscribed and paid in.

Detroit—Stanley Electric, Inc., 2656 East Hancock street, dealer in electric supplies, has merged the business into a stock company under the same style with a capital stock of \$2,000, all subscribed and paid in.

Detroit—The Sally Ann Bakeries, Inc., 10510 Fenkell street, has been organized to conduct a bakery and pastry shop with a capital stock of \$25,000, \$5,000 of which has been subscribed and paid in.

Grand Rapids—John R. Schermer & Co., 729 Grand Rapids Nat'l. Bank Bldg., has been organized to deal in securities with a capital stock of \$50,000, of which \$1,000 has been subscribed and paid in.

Detroit—Samuel J. Rosengard, Inc., 7201 West Fort street, commission dealer in fruits, vegetables, etc., has been incorporated with a capital stock of \$5,000, \$3,000 of which has been subscribed and paid in.

Walter S. Lawton, of Grand Rapids, renews his subscription to the Tradesman and says: "I hope that I may be able to remit promptly for the Tradesman as long as I live, for I value your paper and friendship very much."

Detroit—Corey Bros., 4477 Second Blvd., has merged its grocery and food products business into a stock company under the style of Corey Brothers' Market, Inc., with a capital stock of \$3,000, all subscribed and paid in.

Detroit — Smith Confectioneries, Inc., 10649 West Chicago Blvd., has been incorporated to deal in confectionery, toys and patent medicines with a capital stock of 100 shares at \$10 a share, \$1,000 being subscribed and paid in.

Sunfield—H. H. Warren has sold his stock of hardware to H. F. Rey, who was formerly located in Lansing in the implement business. Mr. Rey takes immediate possession. Mr. Warren has not fully decided as to what he intends to do in the future.

Detroit—Halperin's, 9030 Twelfth street, retail dealer in clothing for men, has merged the business into a stock company under the style of Halperin-Weiss, Inc., with a capital stock of \$2,500 preferred and \$7,500 common, \$7,500 being subscribed and paid in.

Traverse City—Fred D. Vos, temporary chairman of local Code Authority, No. 3, has called a meeting of all representatives of wholesale and retail food and grocery establishments in Division No. 3, to be held at Traverse City Feb. 26, at 6:30 p.m., for the purpose of electing a Local Food and Grocery Distributors' Code Authority to be charged with the administration of the Code in that area.

Detroit—Detroit Packing Co., a Michigan co-operative corporation, has taken over the Detroit Packing Co., a Delaware corporation, which has been operating under a receivership for more than a year. The co-operative is composed largely of farmers who were stockholders in the old company. The directors of the new company are all prominent and successful livestock farmers in Michigan. E. A. Beamer, of Blissfield, is president of the organization. Beamer is, also president of the Michigan Livestock Exchange, a successful co-operative agency operating on the Detroit Stockyards, and is a member of the executive committee of the National Livestock Marketing Association, with headquarters at Chi-

cago. The directors have selected Roy E. Brainerd, of Detroit, as manager of the company. He was with the Parker-Webb Co. nine years, serving in capacity as assistant to manager and later treasurer. He was operator under receivership of the Sullivan Packing Co. prior to his connection with the Detroit Packing Co. This farmer-owned and controlled packing plant is located in Detroit, at Lafayette boulevard and Springwells avenue. Operating at full capacity the plant can slaughter annually 300,000 hogs, 30,000 cattle, 200,000 calves and 200,000 lambs and sheep. It is served by all railroads entering Detroit. Approximately 2,000 farmers in Michigan are stockholders in the company, practically all of these are livestock producers. Farmers can deliver their livestock to the plant and receive the market price for it. They will, also, share in earnings of the company through a patronage refund, if they deliver their livestock to the company. If they are stockholders, they, of course, will also share in any dividends declared on the stock of the company.

Manufacturing Matters

Sturgis—The Sturgis Mower Sharpener Co., has been organized to manufacture and deal in specialties with a capital stock of \$10,000, \$3,000 being subscribed and \$1,700 paid in.

Detroit—The Metric Switch Laboratories, Inc., 1011 Van Dyke avenue, has been organized to manufacture electric switches, with a capital stock of \$25,000, \$9,000 being subscribed and \$1,000 paid in.

Detroit—Philbro, Inc., 230 East Grand River, manufacturer of apparel for women, has been incorporated with a capital stock of 200 shares at \$10 a share, \$2,000 being subscribed and paid in.

Detroit—The L. G. Kort Candy Manufacturing Co., Inc., 12243 Twelfth street, has been organized to manufacture and deal in candy with a capital stock of \$3,000, all subscribed and paid in.

Kalamazoo — Walter Baker, announced that he has sold the building formerly occupied by the Kalamazoo Roofing Co., 402 East Kalamazoo avenue, to the Star Paper Co. The transaction had been under consideration for some time, Baker said, and final arrangements were completed with Frank Neissink, president and general manager of the paper house. The building was erected twenty-five years ago by Baker & Hoekstra who formed the Baker-Hoekstra Co., and for ten years were engaged in the manufacture of confectioneries there. Later the plant was occupied by the Birmingham-Prosser Co. and in recent years by the Kalamazoo Roofing Co. The building is of red brick, and has 14,000 square feet of floor space. Two railroad sidings are available. The paper firm will spend approximately \$4,000 in alterations necessary in adapting the plant to its needs.

Do you work as hard as you would if you were a piece-worker?

Essential Features of the Grocery Staples

Sugar—Local jobbers hold cane granulated at 5c and beet granulated at 4.80c.

Canned Fruits—Florida grapefruit has some of the large sellers guessing. In the trade they are confronted by stories of price far below the established Tampa price, set early in the new year. Credence is lent to these low price reports by the fact that regular customers have been withholding business from such packers who in other years have had their business. California fruits are unchanged, and not a great deal doing in them at the present moment. Royal Anne cherries continue to show a rather uncertain tone.

Canned Vegetables—The major vegetables are very firm throughout, although prices apparently have reached at least a temporary peak. Not much has been done as yet in quoting new pack goods, and it will not be possible to figure on costs until after the marketing agreements are fixed upon.

Canned Fish—There is considerably more activity reported in canned salmon, particularly Alaska pinks, as the Lenten season begins to make its influence felt. The market has been pretty well established at \$1.10, Coast, for the time being at least, as packers are apparently anxious to reduce their inventories as much as possible prior to March 1, tax day.

Dried Fruits—The dried fruit market has shown a satisfactory trend and stocks are being constantly whittled down by strong demand. As a result, revision of prices upward is now a much more frequent occurrence, and as time goes on the advantages of low spot prices will disappear. Sooner or later this market must catch up with the Coast, and wise buyers in recent weeks have been anticipating requirements before replacements would wipe out the advantages which have been possible. There has been a good steady movement of Imperial prunes, which in its own way shows the revival of public demand for the better quality foods. This revival has been a significant fact in other lines, and naturally its reappearance in foods, and particularly prunes, is a healthy sign of increased earning capacity and confidence. From a market point of view, the Coast has been boosting Santa Clara 30s and 40s, which graded out in relatively small proportion this year. Operators and growers in California are waiting for action from Washington on the raisin agreement on which a public hearing, prior to ratification is to be called.

Nuts—The market has been fairly active here, but the movement of nuts in the shell has not come up yet to expectations and jobbers are anticipating that there will be the usual last minute rush for goods, with many disappointed. Stocks have been reported as light, and California walnuts sold up in some grades. Pecans of the better types, of course, have been short all season. Shelled nuts are moving in a routine way. There is no particular demand for spots, but a good interest has been shown in futures, which indicates increasing confidence in business.

Olives—The long expected advance on the local olive market has finally materialized. Plain queens, moved up on an average of 5c per gallon, while the pepper stuffed varieties advanced about 2½c. No changes were made in Manzanillas, supplies of those being more generous on the shipment market. Queens, however, continued to advance abroad, and it appeared likely that further increases would follow on the local market. Business was well maintained. It was apparent that the greater prosperity being enjoyed by all sorts of dining establishments since repeal accounted for much of the wider demand.

Pickles—Changes in the pickle situation are lacking. Buying interest is quite fair, with some improvement being reported. The lack of a large supply kept prices firm, although no advances have been made to date.

Rice—Demand for rice at the present time is fairly well limited to the cheaper grades, which can be merchandised at an attractive price. The movement of clean rice here has moderated somewhat, but this was anticipated after the heavy business done during January. Increased buying is looked for when stocks in trade hands have had a chance to move into consumption. Rough rice is going out very well in the South. Millers have been acquiring stocks freely, in view of the probability of higher prices.

Review of the Produce Market

Alligator Pears—19c each.

Apples—Northern Spy, \$1.50 for No. 1; \$1.75 for extra fancy; Delicious, \$1.75 per bu. for No. 1 red.

Asparagus—\$6.50 per case of 12 2-lb. bunches from California.

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

Bananas—4½c per lb.

Butter—Tubs, 25c; prints, 25c; cartons, 25½c.

Cabbage—New from Texas, \$2.50 for 100 lbs.

Carrots—50c per dozen bunches of Calif.; 75c per bushel for home grown.

Cauliflower—\$1.60 per crate for California.

Celery—Home grown is about exhausted for this season. Florida, 6 and 8 doz. crates, \$2.50.

Celery Cabbage—75c per doz.

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

Cucumbers—No. 1 Florida, \$1.25 per dozen.

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

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

Light Red Kidney from farmer... 4.35

Dark Red Kidney from farmer... \$4.00

Light Cranberry..... 4.50

Eggs—Jobbers pay 10c per lb for mixed eggs and 11c per lb. for heavy white eggs. They sell as follows:

Fancy, fresh white.....19c

Candled, fresh.....17c

Candled, large pullets.....16c

Checks.....15c

Storage eggs are exhausted.

Grape Fruit—Texas and Florida are held as follows:

	Texas	Florida
64	\$3.75	\$3.25
70	3.75	3.25
80	3.75	3.50

96 3.75 3.25
Green Beans—\$3.25 per hamper for Louisiana grown.

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

Green Peas—\$3.35 per hamper of 30 lbs. for Calif. grown.

Green Peppers—California, 50@60c per dozen.

Hubbard Squash—2c per lb.

Lemons—The price is as follows:

360 Sunkist.....\$5.50

300 Sunkist..... 5.50

360 Red Ball..... 5.00

300 Red Ball..... 5.00

Limes—25c per dozen.

Lettuce—In good demand on the following basis:

California, 4s and 5s, crate.....\$3.25

Leaf, hot house..... .60

Mushrooms—30c per one lb. carton.

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

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

126\$3.25

176 3.50

200 3.50

216 3.50

252 3.50

288 3.50

324 3.25

Red Ball, 50c per box less.

Parsley—30c per doz. for hot house.

Pomegranates—60c per dozen for Calif.

Potatoes—\$1.15 per bu.; Idahos, \$2.50 per 100 lb. bag.

Poultry—Wilson & Company pay as follows:

Heavy Fowls..... 12c

Light Fowls..... 10c

Ducks 8c

Turkeys 14

Geese 7c

Radishes—30c dozen bunches hot house.

Rhubarb—Hot house, 40c for five lb. carton.

Spinach—80c per bushel for Texas grown.

Strawberries—Florida, 16c per pint.

Sweet Potatoes—Jerseys from Indiana, \$2.25 per bu.

Tangerines—\$2 per bu.

Tomatoes—Repacked Mexican, \$1.15 for 10 lb. carton.

Turnips—75c per bushel.

Veal Calves—Wilson & Company pay as follows:

Fancy8 @9c

Good 7c

Vegetable Oysters—30c per doz.

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

Beet Sugar Week a Success

Detroit, Feb. 20—I hadn't previously seen the very excellent publicity which you gave the Michigan Made Beet Sugar Week in your issue of Feb. 14, so I am very grateful to you for sending it to me, and I highly appreciate and thank you for the generous space.

While we are only in the second day of the campaign, I am sure that you will be interested to know that everything is moving along splendidly and the co-operation we are receiving from the merchants and prominent people, not directly interested in sugar, is even more generous than we had anticipated. Everything points to a very successful conclusion of our efforts and you can be sure that we are not unmindful of the part you have so very kindly played.

Searle Mowat,
Chairman Advertising Comm.

Winter Sports as Stimulus To Children's Appetites

Winter sports time is again with us, and every child has a right to those experiences which he will never forget, so long as he lives, writes Dr. Allen G. Ireland, director of physical and health education in the New Jersey Department of Public Instruction, in the first of a series of short articles on "Your Child and the School."

Continuing, he emphasizes that the cold air of Winter is stimulating and exhilarating, and tends to increase activity. This in turn utilizes energy. The cold also uses body heat.

Since both heat and energy come from food you may expect an increased appetite in the child in Winter time and a craving for heavier, energy-producing foods.

Let children eat all they need but be sure the emphasis in the diet is upon growth promoting and protective foods such as milk, fruits and vegetables. Let the child have plenty of milk and milk dishes, together with cereals and occasional servings of meat in the form of stews, etc.

Clark Proposal Gains

Interest in the plan for a revised retail accounting procedure suggested by Carlos B. Clark, controller of the J. L. Hudson Co., is steadily gaining throughout the country. Controllers who are active in the New York, Chicago and San Francisco groups are on the committee of fourteen store principals and owners which has been appointed to study the project further. David Owens, president of the National Retail Dry Goods Association, is expected to announce the personnel of the committee shortly.

It is expected that the Clark plan will come up for final acceptance or rejection at the June meeting of the controllers congress of the association. Mr. Clark's plan in brief is to consider certain items now classed as expense as factors of merchandise cost, with the result being a smaller spread than is normally designated as gross margin. Because of the difference between cost as used in manufacturing and as used by the retailer, Mr. Clark feels that the retailer has been unfairly accused of obtaining an excessive margin.

Forty-Eighth Annual Report of Lee & Cady

At the annual meeting of Lee & Cady, held at Detroit yesterday, the following directors were elected:

Sherwin A. Hill

Hoyt N. Smart

A. A. Wolf

Geo. E. Kelly

Geo. R. Treble

Wm. L. Berner

John N. Lord.

The directors subsequently elected the following officers:

Chairman of the Board—Sherwin A. Hill

President—Geo. E. Kelly

Secretary-Treasurer—Geo. R. Treble

Vice-President—H. N. Smart

Vice-President—W. L. Berner

Vice-President—A. A. Wolf

Assistant Secretary and Treasurer—

John N. Lord

Controller—G. J. Althoff.

MUTUAL INSURANCE (Fire and Life)

Municipalities Not Keeping Up Their Apparatus

An executive of one of the leading fire apparatus manufacturing concerns recently brought out an interesting point on the condition of apparatus now in service in fire departments. Much of that equipment was purchased when departments were being motorized, and is therefore rather old. He also stated that (and this is important) municipalities are not keeping their apparatus in first-class condition.

As proof of this assertion, he referred to records of repairs and service made in the past two or three years. It has fallen off noticeably, and is well below that in normal times. This means that needed repairs are not being made, which will, of course, reduce the life of the apparatus.

These observations would seem to indicate that fire apparatus manufacturers can look forward with confidence to many sales in the future. It is merely a question of their hanging on until municipalities are forced to buy because of breakdowns, or unit officials lift the often too-rigid economy measures that have been put into effect in many localities.

The industry has gone through some black times. Sales have been negligible. Repairs are reduced. However, the code worked out for the industry under government supervision will eliminate many of the merchandising difficulties that heretofore have taken decent profits out of sales. That and the fact that the worst of the general business depression is over are the only bright spots in the industry to-day: for when taxpayers again become taxpayers in fact, fire apparatus will become a reality.

Watchman Would Be Real Economy

At the corner of 59th street and Prairie avenue, in Chicago, is a fire alarm box that is maliciously pulled on the average of once a week. It is in front of a girls' school, and brings out forty-five men—including a division marshal and two battalion chiefs—three pumpers, two trucks, one insurance patrol, and a rescue squad.

Basing their calculations on the annual operating cost of the department, the firemen found that these weekly runs cost the city \$300 each. That figures up to more than \$15,000 a year, a sum that would buy a good pumper and minor equipment, or pay the salaries of several additional firemen.

One Chicago newspaper carried a short item announcing the cost of the false alarm. It should have been a half-column editorial, at least. The public scarcely recognizes the expense and danger of false alarms; magistrates seldom punish offenders severely.

It is entirely possible that on one of the future false alarms that may be confidently expected, an accident may occur. Someone may be killed, thousands of dollars in property may be destroyed. If that should happen, and we hope it won't, public indignation will probably run high. Police will no

doubt try to locate the offender, and if he is caught, a stiff sentence will be given him. But why not act now?

It would be real economy for the Chicago police department to detail a plainclothes man to watch that particular box until some box-puller is apprehended. At any rate the city is paying out more than \$15,000 a year, and risking many thousands more, by not taking steps.

Minor Cuts Should Be Watched

Lieutenant Thomas A. Bowler, of the New York fire department, died last month. The manner of his passing carries a stern warning to every fire fighter in the country. While fighting a cellar fire, Lieutenant Bowler and his men were removing gassware. In some manner, he received a cut on the back of his right hand which was little more than a nick. Such injuries, of course, are commonplace in fire fighting. The lieutenant regarded it lightly, until a few days later, when his arm showed signs of serious inflammation.

Less than two weeks after the injury occurred, Lieutenant Bowler died, in spite of ten blood transfusions. Blood poisoning as a result of the wound that was "little more than a scratch" had killed him.

All wounds should be treated with antiseptic as soon as possible, when the skin is broken. The size of the abrasion isn't important—a break in the skin caused by the prick of a pin is large enough for the entrance of thousands of germs.

Minor cuts are frequently received in fire fighting. They should receive first aid just as quickly as practicable. For that reason, all fire apparatus should carry first aid equipment. A dash of antiseptic applied in time may prevent serious infection the next time you suffer a slight cut or scratch.

Made General Agent for Eastern Michigan

Gain M. Stinson, of this city, has just received notice that he has been promoted to General Agent for the Northwestern Mutual Life Insurance Co. for twenty-five counties of Eastern Michigan, with headquarters at 413-15 Dryden building, Flint.

He succeeds J. A. Carlson, who has been transferred by that company to its Oakland, California, General Agency.

This is a deserved promotion for Mr. Stinson, who lives at 2510 Coit avenue, this city, and has been connected with the Ira Blossom general agency of the Northwestern Mutual for the past fourteen years, as salesman, during which time he has paid for more than five million dollars of life insurance for that company.

Mr. Stinson is forty years old, has a wife and two children, David L. and Norman J. Stinson. He is a member of the Second Congregational church, DeMolay, Commandery, No. 5, and the Shrine.

Tests for Weight of Undernourished

A new method of determining underweight in children is announced by Dr. Frank J. Jirka Illinois State Health Director. It consists in measuring three parts of the child's body: the arm girth, the chest depth, and the hip width rather than using the ordinary

weighing and measuring for a height-weight relation.

The new measuring method of determining underweight was worked out by the American Child Health Association. The originators of the method say it is about three times as effective in determining cases of extreme malnutrition.

They claim that the weight of the bony framework should be considered in its relations to the soft tissues of the body. For instance, some cases of undernourishment might be concealed because of the excessive weight of the skeletal build, and likewise some children with small bones might be classified as underweight even though they had a large amount of body tissue for their skeletal build.

Sentence Sermons

Take away

—A man's enthusiasm and you have taken away his accelerator.

—A man's patience and you have taken away his radiator.

—A man's faith and you have taken away his fuel tank.

—A man's courage and you have taken away his horsepower.

—A man's good humor and you have flattened all his tires.

—A man's hope and you have taken away his battery.

—A man's will-power and you have robbed him of his steering gear.

Rev. Roy L. Smith.

Only the little man thinks the little things don't count.—Theodore Roosevelt.

Finnish Mutual Fire Insurance Company of Calumet, Mich. has paid losses promptly and fully — have led the way in fire prevention — have consistently returned annual savings to policyholders. There is available to you through Finnish Mutual Fire Insurance Co., all the traditional advantages of the mutual plan of fire insurance — safety, service and savings. Get the facts. They speak for themselves.

± ± ±

Finnish Mutual Fire Insurance Company
CALUMET, MICHIGAN

FOR MORE THAN 24 YEARS

WE HAVE Saved our members from 25 to 40% on their Insurance premium.

WE AIM To adjust all losses satisfactory to the assured.

WE DO Pay all claims promptly upon receipt of proof.

**THE GRAND RAPIDS MERCHANTS
MUTUAL FIRE INSURANCE COMPANY**

affiliated with the

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



Lines of Interest To Grand Rapids Council

From the number of aspirants to the political feed trough we suspect that the political ring will be quite extensive if it is to hold all the hats which are to be cast into it. After the roar of the thunder of those who seek to make the city, county and country safe for grafters has died down and the polls have been closed, we wonder just what kind of a mess we will have to threaten to clean out later. At each primary and at each election it seems we mix up a mess of pottage that soon reeks to the heavens and there isn't much we can do about it. We shuffle the cards and to our best judgment draw out the right cards only to find the deck consisting almost entirely of Jokers. There must be some method devised to enable us to trade our Jokers for true pips so the hand will be of value in the game of government or else a measure provided where public persuasion may be used on the backs of those who prove unfit for the promotion of decent and honest methods in the conduct of public service.

Magnolia: "When Mandy went and got married us girls done give her a shower."

Pansy: "Dat sho was nice. Ah'll bet her husban was glad to get 'er all nice and clean."

If archeologists prove that there existed a race of people known as the "Lizard People" then we must concede that they were the promoters of the first subway system in this country. If not, New York city holds the limelight by opening its first subway in 1873. It was but one block long but proved the feasibility of such an undertaking. To-day, subways are one solution to the relief of congested traffic and many of our larger cities will be forced to adopt that method to handle the ever increasing motor traffic.

If honesty ran as deep under the skin as does dishonesty, the Nation would stand pre-eminent as the most progressive on the face of the globe. Some of the most brilliant minds are warped by the desire to beat down honesty where if they were used to promote fairness and honesty, they would go down in history as great men of their nation. More brains have sweated over ways and means to beat the lowly little slot machines that dispense candy, etc., than ever labored over our most noted industrial inventions. Several weeks past a slot machine operator noted that some of his machines were short on merchandise with no coins or slugs in the cash box to balance the shortage. He was puzzled as to what means were being used to get the goods without paying for it with coin or slug. He started sleuthing and finally found that some young fellows were casting ice slugs and dropping them into the machines. The ice slugs would trip the machines and go on through to melt away, leaving

no trace of how the machine was made to pay without the use of coin or slug.

Wife: "The couple next door seem to be very much devoted. He kisses her every time they meet. Why don't you do that?"

Husband: "I don't know her well enough yet."

The century plant of Mexico is a remarkable botanical species due to its many uses in the industrial and domestic life of the Mexican. Its juice, when fermented, is known as pulque, the Mexican national drink. The plant is also useful for its fiber, medicinal roots, and as a sort of barbed-wire hedge along railroads. More peculiar, however, is the fact that when the stalk is allowed to grow and then sliced down it is found to contain a tough pith which is quite suitable for stropping razors. To make shaving even simpler, a gummy, soapy juice from leaves will form a thick lather in water.

Another European king has fallen from his throne—to his death. Were all kings and potentates of the type of man King Albert was, the world would be a finer place to inhabit. He was the type that commanded faith and respect and he kept that faith and respect sacred. It is hoped that King Leopold, his son, will emulate his late father in the ministration of the Belgium government.

Doctor: "You must avoid all forms of excitement."

Male Patient: "But, Doctor, can't I even look at them on the street?"

Charlie Ghysels pops up and says he had the best week's business last week he has had since he has been in the employ of the Salada Tea Co. His boss was so tickled that he called Charlie over long distance to congratulate him.

Counselor Jas. S. VanderVeen, of 61 Griggs street, is going to cover Michigan territory with a new and high grade line of toilet soaps which are being marketed under the trade name of Baby-Glo. Jim has had considerable experience in this line of work and no doubt will be quite successful with the line. Here's to ye Jim.

Carl J. Barclay, of Canton, Ohio, has been made district manager of the Texaco Oil Co., with headquarters in Grand Rapids. He will reside at 1013 Fuller avenue. Counselor Barclay had the distinction of being the youngest Senior Counselor ever elected in the Order. His mother is Past State President of the Ladies Auxiliary in Ohio.

Walter Roat has been transferred from Saginaw territory to Grand Rapids. His office is located at 304 Murray building and he will reside at 742 Giddings. Carl is a member of Saginaw Council No. 43, and is a hard worker for the Order. It is hoped he can be induced to transfer to No. 131.

Past Counselor Clyde Laraway is reflecting the pick-up in business by driving a new 1934 Oldsmobile.

Council Leader W. E. Lypps held a meeting of his team work groups at the Mertens hotel Saturday afternoon at 2 o'clock. Much progress was reported by the various groups. He will call the final meeting, before the an-

nual meeting in March, Saturday afternoon, Feb. 24, at 2 p.m. He requests that everyone attend who possibly can and to bring along such prospect cards that they may have and be prepared to make a definite report as to the number of candidates who will be on hand at the annual meeting Saturday afternoon, March 3. Do not forget this meeting, as it is going to be an important one.

Counselor Harry Parrish is reported in a grave condition at his home, 317 Carlton. Harry has been ailing for several months.

Charles Ghysels, chairman of the annual ball and home coming party committee, held a session with the general committee Sunday afternoon and arranged all details for the big party. There will be plenty of dancing, bridge and five hundred and a nice luncheon for those who love to eat. The committee expects to make this one of the most successful parties that Grand Rapids council has ever given and they ask the co-operation of all the members. The committee expects this party to be a party for all the members of the council and their friends so it is up to the members to help make this big jubilee a tremendous success. Remember the date is March third, beginning at 8:30 in the evening and continuing until 1 a. m. of March 4. The party will be held in the large ball room of the Moose Temple, corner of Cherry street and Division avenue. Don't forget the place and date. Be there.

Let's remember we go over the top to fight. Not to pick daisies.

Chester Youngs died Feb. 18 at Butterworth hospital after an illness of two weeks. He caught cold which developed into bronchial asthma. He was initiated in the United Commercial Travelers April 4, 1925. At that time he represented Kee Lo Mfg. Company, of Rochester, N. Y.—carbon paper and typewriter ribbons. Mr. Youngs was born Feb. 21, 1874, at Saranac. The funeral takes place this afternoon at the residence, 1529 Turner avenue.

The Grand Rapids Salesmen's Association is holding a food show at Henderson's grocery and meat mar-

ket, 2146 South Division avenue, this week. They are giving away some valuable prizes to those who attend. These shows are being well attended wherever they are held and much good can be gotten from the lectures of the food experts who conduct these shows.

Jasper: "What made you leave Mrs. Black's boarding-house after living there for three years?"

Casper: "I found out they had no bath-tub."

Display that old third button on your vest and talk prosperity to every one you meet. If you do this, you will soon believe it yourself. When old alibies stick up their heads, step on 'em; when they stick up their tails, step on 'em. With feet wide apart, holding down the head and tail, tell your story convincingly so that the other fellow can get the drift of your story. You can do your job with a smile better than with a frown.

Notgniklip.

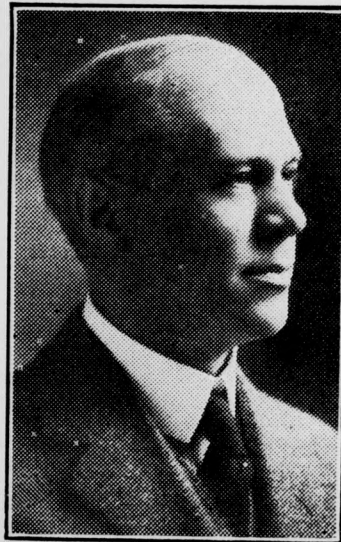
Asks Uniform NRA Laws

An appeal to wholesale grocers to line up behind the administration in urging the enactment of State recovery laws similar to the NIRA was sent out this week by the National-American Wholesale Grocers' Association. The organization holds that a situation far more confusing than that which arose some years ago, when many state food laws conflicted with the Federal Food and Drugs Act, will arise unless an active effort to further uniform state recovery laws is made. Group action in all states where recovery laws are pending is held to be necessary by the grocery jobbers.

Peanuts as Basic

Peanuts would take their place alongside cotton and wheat as a basic commodity under the AAA if Secretary Wallace and Congress accept the recommendation of the Control Board of the peanut industry. The board consists of five peanut growers and five peanut millers. The growers fear that the land taken from cotton production under the domestic allotment plan may be planted to peanuts to their detriment.

The best kind of trait: Kindness.



**HARRY C.
WHITE**

Candidate

Commissioner

Third Ward

Primaries, March 5

(Political Advertisement)

CODE RULE vs. TRADE GROUPS

A sharp cleavage between code authorities and trade associations to prevent any abuse of industrial self-government by the latter is planned by the National Recovery Administration. It is expected that the subject will come up at the general meeting of code authorities in Washington on March 4.

Gradually relinquishing the supervision of business to the various authorities set up, the NRA is worried about some of the practices, such as price fixing, which trade associations are putting into effect. Dominance of an industry by an association instead of an authority is felt to be dangerous and, consequently, the NRA is anxious that the code boards become the ruling power in each industry rather than the association.

Briefly, the reasons are these: Authorities have a fairer representation of medium and small sized plants than have the executive boards of trade associations, most of which are dominated by the large units; the authority is the designated representative of the government, a position which, it is felt, could not be safely entrusted to the "old order" association; several hundred groups have sprung up in recent months, many of which are weak and not representative of an industry; authorities and associations in many instances are merely duplicating bodies and costly to an industry.

At the beginning, of course, the NRA was compelled to depend on existing trade associations to get the work started. With the establishment of code authorities, however, embracing as most of them do the more liberal elements and at the same time the smaller units, the associations have become less important in the matter of ruling an industry.

In recent months instances have cropped up where trade associations were used to devise and put into effect practices outside of an industry's code, of which the Government disapproved. Voluntary agreements by members of an industry on prices, terms and other matters in a manner not provided for by the code have been made.

The NRA's main object is to remove the association as a controlling factor in an industry and to vest the code authorities with full supervision. It recognizes that associations have in the past done excellent work in the matter of research, standardization, promotion, development of new products, etc., and is anxious that this work be continued. But so far as trade practices are concerned, the Recovery Administration wants them handled entirely by the code authority.

The matter of financing two duplicating bodies has also come up. A suggestion, which may be adopted, is that those code authorities which are financed by the sale of labels or insignia, for instance, may possibly subsidize the association to gather statistics or to engage in research or any other work to which it has been accustomed. In this manner the burden of supporting two bodies would be lifted from industry.

Trade association executives admit that a recommendation for such a cleavage had been made to the NRA but are skeptical as to the methods by

which it could be accomplished. They point out that in many industries there is considerable interlocking, with the president of the association frequently the chairman of the code authority and in most cases the secretary acting for groups.

They also express the opinion that inasmuch as the code authority is a representative of the Government it is necessary to keep the trade associations intact to present industry's case when any objectionable legislation comes up. They also doubt that code authorities receive sufficient funds to keep an association operating.

The opinion is expressed that it will not be long before code authorities themselves came in for Government scrutiny, as in some cases they are dominated by the larger units and are unsympathetic to the smaller plants.

In one case, it is pointed out, small plants in a district represented on a code authority by the officer of a large unit have organized themselves, feeling that they are not obtaining adequate representation. In other instances, particularly where the authority comprises only five or six men, they are mainly large-unit representatives, it is charged.

FURTHER BUSINESS GAINS

Events abroad again came in for major attention, and yet business interests did not fail to be impressed with the further gains made in trade and industry at home. Retail distribution is scoring substantial increases, particularly in the South and West, and basic lines of industry are once more headed definitely upward.

In some sections of the country where business activity has made the best gains private enterprise is absorbing workers released from the CWA. The plan for demobilization of some 4,000,000 workers from this agency by May 1 raises the question, however, of whether such a large number can be taken care of similarly. By Easter more than half of this army must find jobs or obtain direct relief. That is a large order, the results of which may affect trade at a critical point.

In the meantime, the rise in industry is more pronounced, the business index indicates. Power production has advanced and steel operations are mounting, the latter due principally to the demands of the automobile industry. Building contract awards last month were double those of January, 1933, although 10 per cent. under December. The F. W. Dodge Corporation estimates contract volume for the first quarter in excess of 500 millions, as against 196 millions for the same period last year.

Rising commodity prices may be accepted as a prelude to the greater use of the huge supply of credit which has become available. Excess reserves of the banks have touched the unprecedented mark of a billion dollar. Despite the fact that recovery has barely started, there is the ever-present danger that this tremendous supply of credit may generate too fast a rise.

DRY GOODS CONDITION

Retail trade over the last week-end was the best since Christmas and continued good through the week. While main floor departments were about

the busiest, there was a pick-up in home furnishings. Men's wear lines were also more active. Spring apparel in the women's wear lines is reported to be lagging, due to the cold weather.

For the half month a survey by the National Retail Dry Goods Association of sixteen centers indicated an average gain of 25 per cent. over the same period last year, the increases ranging from 15 to 35 per cent. and one city in the South running up to 91 per cent. Unit volume was also ahead by 10 per cent. in this comparison. Local department stores will probably show a gain of 18 per cent.

The January figures on department store sales disclose an increase of 18 per cent. for the month, with this advance reduced to 14 per cent. when allowance was made for the extra trading day this year.

Needless to say, retailers are greatly encouraged by their mounting sales figures. Nevertheless, they are proceeding cautiously and there is little evidence of any buying stampede in the wholesale merchandise markets, except perhaps in certain Winter goods staples which have been practically cleaned out in many stores. Orders for replacements have been quite heavy and some producers have already sold up on lines for next Fall and Winter. Immediate price advances drove in considerable business on men's wear in the week. Otherwise, early Spring buying was about finished up for the time being.

CODE CRITICISM ASKED

In the conference of code authorities at Washington early next month is seen another milestone in the course of the recovery program. Major crises have been passed since the NRA was launched, and it is the belief of most observers that out of the coming meetings there may come substantial advantages in the way of clearing up many important problems on which decisions have still to be reached.

So that constructive criticism and suggestions may be dealt with by this conference, public meetings will be held beforehand. General Johnson has invited management labor, consumers and the general public to participate at these meetings, either in person or by written statement, at open sessions in Washington which will begin on Feb. 27. Particular codes or provisions will not be considered.

These meetings, in five different halls, will consider employment, trade practices (costs and prices and control of production), Code Authority organization, and small enterprises and minorities. Requests to be heard must be filed with names and nature of criticism of suggestion before noon on Feb. 26.

While these particulars have appeared in the news columns, they are repeated here because of the importance which attaches to having as many viewpoints as possible presented upon the questions raised by the codes. The Recovery Administration bars consideration of specific provisions of any one code, probably in an attempt to avoid detail, but that should not prevent an argument of general principles illustrated by specific instances.

COMMODITY PRICE ADVANCE

While the recent rise in commodity prices has been less spectacular than the speculative advance last Summer, the gains are quite impressive. The Annalist weekly index is within a fraction of the Summer high after consistent increases over the last eight weeks. There is, however, greater maladjustment among the various groups than last year.

Here is how the separate index numbers compare now with what they were in the week ended July 19, 1933, the latter being given in parentheses: Farm products, 92.2 (100.4); food products, 107.1 (110.2); textiles, 121.5 (119.6); fuels, 142.2 (115.6); metals, 105.0 (104.4); building materials, 113.5 (107.0); chemicals, 99.0 (96.9); miscellaneous, 87.0 (84.9); all commodities, 106.8 (107.0).

From this comparison it is clear that farm products might be higher and that fuels and textiles might be lower to bring about a better balance. The Summer levels were more properly adjusted to promote that exchange of products which is essential to good business. The agricultural list is creeping up, but the industrial groups are forging ahead, too, and the gap has not narrowed much.

In the depression of the Seventies, which had many of the characteristics of the recent crisis, the down trend in commodity prices carried along for six and a half years with a short interruption at about the midway point. It may be that the present upturn is following that pattern, although credit conditions argue against the theory.

ARTIFICIAL CONTROLS

Having attained "price stabilization," a number of industries are now striving to bulwark their positions by further artificial devices of one kind or another. The kraftboard and paperboard producers propose to organize a corporation of large capacity to acquire plants which "cannot operate successfully under normal business conditions." A consumers' representative at Washington was outspoken in his criticism of the scheme.

A less radical step, but one pointed in the same direction, was recommended by the association of wool manufacturers last week. They would put a ban on new machinery in the industry and prevent operation of machines which have been idle for two years, except under special license from the code authority.

All these moves look toward rigid production control to cut down "destructive" price competition. If they prove successful, then the public can count on paying almost any prices that are asked. At the same time, there is little hope that wages will keep abreast of price advances and, finally, the whole artificial structure must collapse.

Certain rules in business are essential, it is admitted, but price-fixing and monopolistic practice will, in the end, get business nowhere. In fact, a court decision freeing intrastate industry from code control would quickly upset many applecarts. Labor conditions are "stabilized" with the greatest profit to all and unscrupulous business practices may be dealt with, but beyond these competition should have free play.

OUT AROUND

Things Seen and Heard on a Week
End Trip

I have received many letters from the trade during the past month requesting me to send the writers copies of the law enacted by Congress providing that manufacturers shall charge chain stores 15 per cent. more than they do independent dealers to equalize the profit retail dealers are forced to pay when they buy goods through jobbing representatives. In all cases I have replied that no such law is in existence, but in many cases my replies were spurned and in some cases I was told very plainly that I evidently did not keep in close touch with what is happening in Congress. I finally decided I would make sure of my position by writing the Old Standby who represents the Fifth District of Michigan in Congress, which I did, with the following result:

Washington, Feb. 17 — Your letter of Feb. 15 asking whether a bill has been passed by Congress or a rule promulgated by the NRA requiring manufacturers to charge chain stores more than they do independent merchants, is received.

The NRA authorities say that no such rule has been promulgated or contemplated by them and I cannot find that any such legislation has been passed by Congress or that any bill to that effect has been introduced or considered in the House of Representatives. I have been unable to find any trace of any bill, or proposed bill, to that effect.

Until recently it looked as though this Congress might finish up and adjourn comparatively early, but the prospects do not seem quite as bright as they did just at present. I should like to see it adjourn early in May, but the Administration is putting forward some controversial matters, which may prolong the session. The fact is that the Congress is passing generally the legislation which the President recommends and giving very little consideration to anything else. It is still problematical whether the Senate will ratify the St. Lawrence Treaty even with the President's recommendation, but with that possible exception he is getting practically everything he recommends.

Carl E. Mapes.

Dr. Preston Bradley's reference to the late Dr. Gonsaulus last Sunday and the effect the latter's lecture on Savonarola had on him when he was a boy twelve years old reminded me of my first acquaintance with the great Chicago preacher. I had called on P. D. Armour, as I was in the habit of doing every time I visited Chicago when the great packer had his office at 205 La Salle street. He had just put on his overcoat to visit Armour Institute and invited me to accompany him, which I was very glad to do. Dr. Gonsaulus, who was manager of the great undertaking for many years, met us at the entrance and escorted us through every department. One of the first sights which attracted my attention was a round table at which four boys were seated—an American boy, a Chinese boy, a colored boy and a Jap boy. I said to the Doctor, "I see you do not draw the color line here."

"No," he replied, "we settled that question in the early days of the institution. Among our students was a white boy from Savannah, Georgia.

There happened to be a colored boy in the same class with him. Within a few days I received a call from the father—apparently a man of large means and an influential man in his native city. He was so angry he could hardly speak. Finally, he said: 'Dr. Gonsaulus, you have put a colored boy in my boy's class. I cannot stand for that.' I replied that we had changed that situation by an examination held the day before. The colored boy went up one class and the white boy came down one class. The reply was so staggering that the father remained in Chicago two weeks, calling at the Institute every day. On the day he left for home he said to me: 'If, when he graduates from here, that colored boy I came here to complain about is capable of managing a manual training school for colored boys, send him to me. Write me a letter to that effect and I will establish an institution like yours for the colored boys of Savannah.'

During the visit I asked Dr. Gonsaulus how he came to induce Mr. Armour to establish such a wonderful institution. He said he was pastor of the church Mr. Armour attended on the South side of Chicago. The growth of the city changed the character of the people living near the church and large numbers of boys thronged the street nights, with nothing to do but develop into hoodlums. Dr. Gonsaulus asked the trustees of the church to give him the use of the basement, which they cheerfully granted. He installed simple machinery and competent men as instructors six evenings a week. The results were so marvelous that Mr. Armour, who had become a careful student of the undertaking, once said to his pastor that if he, the pastor, would assume the management of a well-equipped institution Mr. Armour would erect the building, install the machinery and endow it for all time. Dr. Gonsaulus accepted the situation and did his part quickly and generously. Mr. Armour once told me that nothing else he had done in his lifetime gave him the satisfaction Armour Institute gave him.

Rev. J. W. Fifield, Jr., pastor of East Congregational church, writes as follows concerning the subject of impending war for his church publication:

So many predictions which I made on my return from Europe this fall have been coming true these past days, that letters and phone calls are constant asking, "Is War On The Way?"

Parents who have sons are concerned about the willful drift toward a terrible holocaust. Everyone knows that another war will be terrific if it comes—poisonous gases sufficient to annihilate all life in a city like Berlin or London or Yokohama can be carried in one airplane—so we are told.

Chemical and munition plants in our own country are making huge shipments to Europe now. Five boats left New York last week for Chile to haul nitrates to an "undesignated port"—the ships available in Chile being inadequate for the tremendous demand.

Frank Simonds' new book "America Faces War" gives us all pause. Many who felt my utterances were "wolf, wolf" are now concerned about the drift in Europe and the Russia-Japanese outlook.

Must man always settle his disputes on the plane of brute force—or can we sometime lift up to the plane of arbitrament and reason?

Shall mothers continue to bear sons to be mutilated in constantly more heinous warfare? The League of Nations stands impotent, the Hague Tribunal and the World Court are the idealists dream shattered by the realists facts—like a broken pitcher at the fountain.

The Prince of Peace taught and lived a type of life which will cure the great cancer of war which is again gnawing at the vitals of humanity. Shall Christian people meet the challenge of the hour by thinking and talking and praying Peace?

Our country is in a mad race for armaments with the nations of the world. The people in every country want peace—but munition makers, political malcontents and "unprincipled pups" subtly say "sick-em"—the band plays, propaganda makes us think white is black—and then—white crosses, heavy hearts, huge debts, maimed bodies—shall it continue?

Communist interests of the world will be glad to see war come again—in times of war the seed of communism flourished. The spread of atheism and communism is now advancing more rapidly and more scientifically than we smugly complacent realize. Without being an alarmist, having come recently from Europe, believing in the ideal of Peace, I ask, "Shall We Have War?"

Dr. Fifield accompanied the above with the following letter:

Under separate cover I will shortly send you Frank Simonds' little book "America Faces The Next War." The local supply is exhausted but I have wired New York for an additional 100.

The philosophy of this book attests my own conclusions as stated when I returned from Europe last Fall. Folks have thought me an alarmist—I have been a realist.

I believe every editor, specially one who has such tremendous influence upon public opinion as yourself, should read this book. It is now time to diligently safeguard our country against participation in the inevitable European war.

Wm. J. Dykstra, wholesale dry goods dealer at 20 West Fulton street (Grand Rapids), was fifty years old Feb. 16. He was born on West Leonard street, opposite Fremont street, where his father was subsequently engaged in the retail grocery business twenty-seven years. He conducted retail dry goods stores on Grandville avenue and Wealthy street twenty years before engaging in the wholesale business at his present location.

Called on Matt Heyns one day last week. He opened his first food store at the corner of Plainfield avenue and Ann street in 1918. Now he conducts seven grocery stores—four on the East side and three on the West side. He seldom deviates from the cash and carry plan. He lives in an elaborate home in Riverside Gardens, but I am afraid he devotes too many hours to his seven stores to enable him to derive all the pleasure out of life he deserves, considering the measure of his success.

An hour later I was in the barber chair at the Peninsular Club. Knowing that the tonsorial artist lived near the Heyns store I asked him if he knew Matt. He replied that he had bought every dollars' worth of groceries which entered his home for sixteen years from the Heyns emporium. Then I asked why he had confined his purchases to one establishment, he replied that he confined his food purchases to the

Heyns store for five reasons, as follows: 1. Quality is always standard or better. 2. Prices are always reasonable. 3. Customers are always treated like princes. 4. Clerks in the store are paid better wages than is the case in any other store of his acquaintance. 5. Clerks are given a day off once a year and they and their families are given a picnic at the expense of the employer. As my informant uses a car in coming down town to his work each day, it is no inconvenience for him to stop at the store on his way home and transport his purchases from store to kitchen. He also realizes that the merchant who sells for cash has no losses which he has to share with those who do pay cash as they make their purchases from day to day.

If Mr. Heyns has succeeded in creating such a feeling of mutuality in all of his customers as he has in my barber I do not wonder that he has made and saved \$100,000 in sixteen years conducting food stores which are a credit to any merchant and the communities in which they are located. It is frequently asserted that there is no longer any money to be made in the grocery business. The career of Mr. Heyns presents a refutation of this statement. What he has done others can do also if they are equally shrewd, energetic and far seeing.

Petoskey, Feb. 13—It is with much pleasure that I enclose my check for \$3 in payment of my subscription to your paper. It was less than two months ago that I received a check from our Internal Revenue Collector at Detroit which amount would pay the subscription to your paper for more than four years.

I am certainly indebted to your office and paper for receiving a refund from our Internal Revenue Collector on my oleo margarine license.

If at any time I can be of assistance to you in your undertaking in Northern Michigan I will certainly be glad to do so.

Theodore J. Bathke,
Vice-President Retail Grocers
and Meat Dealers Ass'n.

Wilmington, Del., Feb. 18—The enclosed Consumer's Code has been compiled by the chairman of the Division of Industry of the General Federation of Women's Clubs, the largest organized group of consumer-buyers in this country.

It is timely and I believe if given wide circulation it will help tremendously in the great problem of the day—recovery.

It contains 275 words and I hope you can find space for it in your valuable magazine.

Mary C. Fraim,

The code above referred to is as follows:

I buy under the Blue Eagle. I shall strive always to so govern my buying habits that every dollar I spend for the products of American industry will serve my country to the utmost.

Realizing that the final success of the National Recovery program can only be assured through the NRA holding the support of that great body of consumers of which I am a part, I agree:

To support with my patronage those institutions which have demonstrated their loyalty and cooperation by signing the President's Blue Eagle Agreement;

(Continued on page 23)

FINANCIAL

200,000 Women Signed Up With the Goodwin Plan

The furore over the Goodwin Plan, previously discussed in these columns, has taken a new turn. The Goodwin Plan consisted of a tie-up between female church members and a list of selected manufacturers, under which the women would plug for orders for the selected manufacturers, and practice practically a boycott against manufacturers not on the list.

Very many churches have declared against this scheme, on the ground that it is commercializing the church, disturbing business, producing trade wars, and leading to what would amount to a boycott against perfectly praiseworthy products.

Church papers have also denounced it.

The promoters of the scheme, however, claim to have actually signed up 200,000 women for this campaign, but it hasn't started yet because the names of the selected manufacturers whose products are to be plugged for have not yet been announced.

The church papers are now saying that a lot of the 200,000 women have been made to see the error of their way, and have repented and want to get out of their contracts. The Christian Century, for instance, an influential Chicago paper, says this in its latest issue:

Faced with serious consequences to the spiritual character of organized religion, thousands of church women who have signed agreements to deliver the church market to the Goodwin corporation for the private profit of the corporation and of the manufacturers whom it selects and now distressed at the plight in which they find themselves. The corporation boasts that it had already secured the signatures of close to 200,000 church women throughout the country, and expects to secure 250,000. "Broadcasters" they are called in the jargon of the Goodwin plan. They are supposed to subvert more than 2,500,000 "housewives" whose purchases of goods listed in the Goodwin catalogue are to be stimulated, supervised and accounted for by the "broadcasters" who receive for this service from the Goodwin Corporation 2 per cent. of the total volume of purchases, which amount is assigned by agreement to the churches or the women's societies of the churches.

These women in large numbers are now awakening to the fact that their good intentions have been misdirected, that they can fulfill their agreement only at great cost to the dignity, self-respect and the moral influence of the Christian church. They regret the step they have taken, and desire to free themselves and their church organization from an enterprise which they now see means the commercialization of religion on a vast scale.

Certain legal and economic aspects of the Goodwin plan now appear which were not discerned when the plan was presented under high pressure by the 1,000 employed and well-placed agents of the corporation. The pious selling talk about certain "principles of social justice" upon which these agents and their printed publicity laid stress is now seen to be nothing but vacuous cant, designed to fix attention upon "ideals" while a very practical "deal" was being consummated.

Their sound judgment thus diverted by clever salesmanship, the church women signed their (three year!) contracts in the belief that they were actually furthering economic recovery,

social justice, shorter hours, higher wages, better working conditions, and all that. They now see that this fancy "social justice" talk was baseless, that in the nature of the case no adequate mechanism could be provided for a private corporation to control national industrial practices, and even if it were provided it would be against public policy to operate it.

Many of these women and their pastors are now challenging the Goodwin plan from various angles—its basic legality, its consistency with the NRA, the ethics of its policy of discrimination among equally worthy manufacturers, the ethics (or should we say the sanity?) of committing a huge volunteer market to the all-powerful control of a private corporation for that corporation's own profit, the effect upon the livelihood of thousands of salesmen whose services will be displaced by women "broadcasters" and by announcements from the church pulpits, the ethics of a non-taxpaying church entering into competition with tax-paying salesmen and merchants and manufacturers, the ethics (if not the legality) of an organized boycott of those merchants and manufacturers whose goods are not included in the Goodwin catalogue—these are some of the angles from which the Goodwin plan is being challenged on the side of public policy.

The Christian Century then advises all these women to violate their contracts and get out of the scheme.

Proceedings of the Grand Rapids Bankruptcy Court

Feb. 5. On this day the schedules, reference, and adjudication in the matter of Frank N. Robinson, individually and doing business as Manufacturer's Sales Service, bankrupt No. 5573, were received. The bankrupt is a manufacturer of Mole Traps, Kalamazoo, Michigan. The schedules show total assets of \$1,070.65, (of which \$79.66, are claimed exempt), and total liabilities of \$12,186.00, listing the following creditors: State, County and School taxes, Kalamazoo unknown; Township taxes unknown; Federal Land Bank, St. Paul, \$8,000.00; Farmers State Bank, Vicksburg, 480.00; Farmers State Bank, Vicksburg, 816.00; First State Bank, Vicksburg, 1,850.00; Bank of Fulton, Fulton, 500.00; Roscoe G. Goembel, Kalamazoo, 72.50; John H. Bloem, Kalamazoo, 35.00; Ideal Foundry, G. R., 140.00; Firestone Tire Co., Kalamazoo, 31.50; Charles Wiessner, Kalamazoo, unknown; Artercraft Engraving Co., Kalamazoo, 45.00; Kalamazoo Colortype, Kalamazoo, 27.50; Dr. Walter M. Dewey, Kalamazoo, 10.00; Dr. R. G. Cook, Kalamazoo, 50.00; Scotts Milling Co., Scotts, unknown; Ray J. Haas, Vicksburg, 101.00; Farmers Mut. Fire Ins. Co., Kalamazoo, unknown; Howard J. Cooper, Kalamazoo, 27.50; Lloyd Branch, Vicksburg, unknown; Little Bros. & Lowe, Vicksburg, unknown; Dr. Charles Osborn, Vicksburg, unknown; Sprague Hdw. Co., Kalamazoo, unknown.

Feb. 6. On this day the schedules, reference, and adjudication in the matter of Burt K. Chaffee, Sr., bankrupt No. 5574, were received. The bankrupt is a salesman of Grand Rapids. The schedules show total assets of \$50.00, and total liabilities of \$58,132.49, listing the following creditors: Universal Car & Service Co., G. R., \$94.00; Allegan State Bank, Allegan, 225.00; Auto Owner's Ins. Co., G. R., 80.00; Axel M. Carlen, G. R., 115.00; Miles A. Chaffee, G. R., 750.00; Ford, Blake Coal Co., G. R., 175.00; G. R. National Bank, 125.00; Herpolsheimer Co., G. R., 125.00; Howe Military School, Howe, 145.00; Malta Lodge, No. 465 DeWitt Clinton Consistory, Saladin Temple, Masonic Temple, G. R., 80.00; Wm. J. Du Bois, G. R., 13.00; Alaska Fur Co., G. R., 29.50; Percy & Alvina Ray, Holland, 41,000.00; John N. Compton, G. R., 200.00; Old Kent Bank, G. R., 11,475.00; Young Johnson Furniture Co., G. R., 3,498.89.

Feb. 5. On this day first meeting of creditors in the matter of Vernon T. Moyer, bankrupt No. 5551, was held. The bankrupt was present in person and represented by W. G. Bessey, attorney. Creditors were presented by Jackson, Fitzgerald & Dalm, attorneys. The bankrupt was sworn and examined without a reporter. Claims were proved and allowed, M. N. Kennedy, of Kalamazoo, Michigan, was elected trustee, with bond of \$100.00. The meeting then adjourned without date.

February 5, 1934. On this day the reference, and adjudication, in the matter of Holland Hitch Company, bankrupt No. 5576, were received. The bankrupt is located at Holland, Michigan. This is a voluntary case and the schedules have been ordered filed. Upon receipt of same, the assets and liabilities will be made known.

Feb. 5. On this day first meeting of creditors in the matter of Golden Guernsey Dairy, Inc., a corporation, bankrupt No. 5550, was held. The bankrupt was present by Henry Schaus, president of the corporation, and represented by Elden W. Butzbaugh, attorney. M. N. Kennedy, custodian, was present in person. Henry Schaus was sworn and examined before a reporter. M. N. Kennedy, of Kalamazoo, was appointed trustee and his bond fixed at the sum of \$100.00. Hearing on alleged secured claims adjourned to Feb. 14, at 2:00 p. m.

Feb. 7. On this day the reference, and adjudication in the matter of Oranjola Co., Inc., bankrupt No. 5561, were received. The bankrupt is located at Kalamazoo. This is an involuntary case, and the schedules have been ordered filed. Upon receipt of same, the assets and liabilities will be made known.

Feb. 7. On this day the schedules, reference, and adjudication in the matter of Richard Fields Coad, bankrupt No. 5579, were received. The bankrupt is a druggist of Muskegon. The schedules show total assets of \$2,413.99, (of which \$700.00 are claimed exempt), and total liabilities of \$3,245.99, listing the following creditors:

City of Muskegon, taxes	\$ 408.01
Hazeltine & Perkins Drug Co., G. R.	\$42.85
John Novak Co., Chicago	15.18
Monroe Chemical Co., Quincy	17.38
Colgate, Palmolive Peet Co., Chicago	31.28
Ecsile & Co., Nashville	1.92
Bauer & Black Co., Chicago	13.34
Piper Ice Cream Co., Muskegon	33.91
The Heyboer Co., G. R.	283.66
Quality Beverage Co., Muskegon	1.86
Muskegon Bottling Co.	9.00
W. W. Richards Candy Co., Muskegon	72.96
Bankers Trust Co., Muskegon	505.00
Bankers Trust Co., Muskegon	320.00
Blatz Brewing Co., Milwaukee	2.00
Henepeh Corporation, Pontiac	10.00
Fitzpatrick Elec. Supply Co., Muskegon	8.70
John T. Wiersma, Muskegon	5.00
Steindler Paper Co., Muskegon	13.00
Sanitary Dairy Co., Muskegon	1.90
Muskegon Candy Corp.	24.97
Frederick Stearns & Co., Detroit	72.96
Vanderberg Cigar Co., G. R.	1.86
Mills Paper Co., G. R.	19.88
Vadco Sales Corp., Chicago	10.89
C. L. Boynton, Muskegon	11.00
H. Rosenberg, Muskegon	7.50
Muskegon Citizens Loan & Investment Co., Muskegon	190.00

In the matter of Carl I. Campbell, bankrupt No. 5572. The sale of assets has been called for Feb. 23, at 2 p. m. at the premises formerly occupied by the bankrupt at No. 329 So. Union, Traverse City. The stock for sale consists of a complete drug stock, fixtures and equipment, all appraised at \$3804.70. All persons interested in such sale should be present at the date and time above stated.

Feb. 8. On this day the schedules, in the matter of the Holland Hitch Co., bankrupt No. 5576, were received. The schedules show total assets of \$6,342.90, and total liabilities of \$5,130.47, listing the following creditors:

City of Holland	\$ 464.39
Justin Kortering, Holland	210.00
Charles Harris, Holland	77.30
Nelson Miles, Holland	218.00
Chas. H. McBride, Holland	25.00
Henry Geerds, Holland	2,000.00
West Michigan Steel Foundry, Muskegon	424.56
First State Bank, Holland	325.00
American Coil Spring Co., Muskegon	70.90
American Forge Co., Chicago	89.90
Automotive Hardware Co., Inc., Indianapolis	8.98
Benton Harbor Malleable Inc., Benton Harbor	377.50
Bolhuis Lumber Co., Holland	16.00
Edward Brower & Co., Holland	26.25
The Carborundum Co., Niagara Falls	9.45
Corduroy Rubber Co., G. R.	165.53
DePree Hardware Co., Holland	33.67
Elliott Machine Co., G. R.	3.50
Fris Book Store, Holland	2.25
Gifford Engine Co., Lansing	1.64
G. R. Electric Blue Print, G. R.	13.50
Quality Aluminum Casting Co., Muskegon	112.04
Republic Paint & Varnish, Chicago	51.15
Joseph T. Tyerson & Sons, Chicago	59.93
Scott Lagers Lbr. Co., Holland	26.47
Standard Grocer & Mfg. Co., Holland	1.05
Vac-a-Tap Co., Holland	4.00
Vogelzan Hardware, Holland	11.03
Warm Friend Service Station, Holland	15.10
Western Machine & Tool Works, Holland	4.26
J. Westenbroek & Co., Holland	15.34

Western Mfg. Co., Detroit	57.12
John Bekker, Holland	2.23
G. R. Steel & Supply Co., G. R.	52.55
I.X.L. Machine Shop, Holland	17.25
Liverance & Van Antwerp	41.05
Michigan Tag Co., G. R.	18.50
Michigan Bell Telephone Co., Holland	24.33
Multi-Color Plate Co., G. R.	16.95
Muskegon Screw Co., Muskegon	20.39
M. J. Neahr & Co., Chicago	12.31
Ottawa Iron & Metal Co., Holland	.80
Pettibone, Mulliken Co., Chicago	6.20

Feb. 9. On this day the schedules, in the matter of Oranjola Co., Inc., bankrupt No. 5561, were received. The schedules show total liabilities of \$1,226.68, and no assets, listing the following creditors:

State of Michigan, Lansing	\$ 12.00
Paul Rapp, Kalamazoo	110.00
Harry R. Pearl, Kalamazoo	240.00
Mich. Bell Tele. Co., Kalamazoo	235.48
Fototype Co., Detroit	118.45
Merchants Publishing Co., Kalamazoo	27.41
H. Johnstamm Co., Inc., Chicago	6.19
Wilkinson Rubber Stamp Wks., Kalamazoo	1.08
Michigan Sanitary Towel, Kalamazoo	5.00
Fletcher Press Co., Kalamazoo	125.32
Harry R. Pearl, Kalamazoo	153.35
Marie Pierce, Kalamazoo	9.00
Miss Curry, Kalamazoo	9.00
Ace Sign Co., Kalamazoo	48.60
Colman Drug Co., Kalamazoo	1.24
Lee & Cady Co., Kalamazoo	15.45
First National Bank, Kalamazoo	2.50

In the matter of Draper R. Smith, bankrupt No. 5489. The final meeting of

(Continued on Page 12)

Ask for our Bulletin on the AUTOMOBILE INDUSTRY

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IN THE REALM OF RASALITY

Questionable Schemes Which Are Under Suspicion

American College and others, Chicago, engaged in furnishing correspondence courses of instruction in pedopractic physiotherapy, directed to discontinue misrepresenting the earnings of and the demand for students either before or after their completing the course and the requirements for securing licenses; and to discontinue representing that graduates tuition fees will be refunded under certain conditions unless and until such refunds are consistently made.

Youells-Privett Exterminating Corporation, Plainfield, N. J., engaged in the manufacture of "Youells Original Rat Snap," directed to discontinue representing that the poison will mummify the carcasses of rats or mice and prevent offensive odors.

S. W. Pike, Seedsman, Inc., St. Charles, Ill., engaged in the sale of seeds to discontinue misrepresenting the quality and quantity of bulbs and seeds that will be given for twenty cents "to cover packing and postage" and the names of five friends who love flowers, and to discontinue representing that any commodity is given "free" when the cost of the purported gratuity is included in the price charged for the merchandise with which it is alleged to be given free of charge.

Carman-Roberts Co., Inc., Pittsburgh, engaged in compounding cleansing agents, directed to discontinue passing off tri-sodium phosphate as and for mono-sodium phosphate.

Magnecoil Co., Inc., Salt Lake City, engaged in the manufacture of electric blankets, directed to discontinue representing that the product is a great discovery that makes application of the biological, chemical and other scientific discoveries and theories of well-known scientists, that it transmits a radio-magnetic energy or a thermo-electro-magnetism to the user, resulting in the alleviation or cure of diseases or ailments from which he may be suffering or that it has any remedial influence beyond that afforded by heat, mental stimulus, or hope and confidence in its efficacy, that it is endorsed or recommended by any physicians, scientists, hospitals, educators, and other prominent persons other than those by whom it is recommended for treatment in cases where heat or elimination by sweating would be effective, and to whom no compensation for the endorsement thereof has been paid, and to discontinue representing that respondent occupies a large building in which the products sold are manufactured, that laboratories are maintained and that a consulting board of medical experts is connected with respondent company for analysis and advice in cases where respondent's products are being used.

Dr. Cheeseman Medicine Co., New York City, engaged in the sale of "Dr.

Cheesemans Pills," directed to discontinue representing that the preparation is harmless, that it has been guaranteed under the Pure Food and Drug Act, that it has any health-giving and corrective powers in excess of the therapeutic value it possesses, and that any letters or other statements relative to the efficacy of the product have been authorized or signed by C. S. Cheeseman, M. D., when such statements have not been so authorized or signed.

The Federal Trade Commission has ordered Benjamin Hallman, New York, trading as Reliable Suitcase Co., to discontinue labeling, stamping or otherwise advertising luggage manufactured from split leather as being made from genuine leather, and from in any manner indicating that material used in the manufacture is other than split leather.

According to the Commission's complaint in this case, some of this company's competitors make and sell luggage covered with leather made from the outside or top side of sealskin or cowskin after it has been separated or split from the flesh side of the skin. Such leather may be described as "seal" or genuine seal, "cowskin" or "genuine cowskin" as the case may be. The luggage covered by such skins is also known as "top grain cowhide" or "top grain seal" as the case may be. However, when the company's competitors use as a covering the leather manufactured from the flesh side of the skin, they ordinarily describe it as well as the luggage covered by it as "split seal" or "split cowhide," as the case may be. Split leather is much inferior in quality, durability and price to the top grain or genuine leather, according to the Commission's complaint.

Reliable Suitcase Co. is said to have manufactured luggage the covering of which was split leather, both seal and cowskin having been used. This was treated, embossed and finished so as to imitate the genuine leather made from the top grain of cowskin and sealskin, and in some cases the split cowskin leather was treated, embossed and finished to resemble genuine seal.

The respondent did not contest the proceeding but consented that the Commission serve upon it an order to cease and desist from the violation of law alleged in the complaint.

Carman-Roberts Company, Inc., Pittsburgh, engaged in compounding cleansing agents, is directed to discontinue passing off tri-sodium phosphate as and for mono-sodium phosphate.

Two patent medicine and food products firms were each fined \$200 Saturday by Federal Judge Edward J. Moinet at Detroit. Two others had their cases referred to the Probation Department following conviction on charges of violating the United States Pure Food and Drug Act.

One case referred to the probation department involved the Ensign Company, of Battle Creek, and its officials, Thomas D. and Beatrice Ensign, charged with mislabeling drugs shipped

to Puerto Rico. Analysis showed that the drugs of this firm and those of the other defendants did not contain curative qualities as represented, Louis M. Hopping, Assistant United States attorney, disclosed.

After an attorney representing the International Extract & Research Laboratories, Inc., of 3539 Concord Ave., Detroit, pleaded guilty to violation of the Drug Act, the case was referred to the probation department. The firm was charged by the Government with misrepresenting an adulterated and misbranded apricot flavoring product.

The Phytamin Corp. of Battle Creek, charged with misbranding packages containing concentrated food tablets shipped to Chicago was fined \$200. The other fine was imposed on the Adium Products Inc., of Battle Creek, charged with mislabeling three cartons of ointment shipped to Indianapolis.

Youells-Privett Exterminating Corporation, Plainfield, N. J., engaged in the manufacture of "Youells Original Rat Snap," is directed to discontinue representing that the poison will mummify the carcasses of rats or mice and prevent offensive odors.

C. O. Brown, the Soo grocer, recently received a call from a man who purported to be a salesman for the Variety Biscuit Co., of Chicago. As his prices were very attractive, Mr. Brown decided to stock the goods as soon as he could satisfy himself by an appeal to the Michigan Tradesman as to the responsibility of the concern. It was found that no house by that name is rated by Dun & Bradstreet, given in the Chicago directory or could be located by the police department or the Better Business Bureau of Chicago. In the light of this disclosure, the word of the Realm is to forget all about the concern.

Again, for perhaps the thousandth time, the Realm warns its readers to sign no order or paper of any kind for a stranger and never pay in advance for any goods until they are delivered to the store of the purchaser.

It is only fair that I warn our readers to go slow on having any dealings with the Associated Protective Agencies, Inc., 608 South Dearborn street, Chicago. The antecedents of the organization are anything but encouraging.

W. E. Sheaffer Pen Co., large manufacturer of fountain pens and automatic pencils, in a complaint just issued by the Federal Trade Commission, is charged with practicing unfair methods of competition in maintaining the prices at which its products are sold at retail.

Among the practices charged is the issuance to some 20,000 dealers in the United States of uniform price lists in which are fixed the prices at which the company requires its goods to be resold. The company is also said to require dealers handling its products

to maintain its resale prices, or it will refuse to further sell to or supply them. Resale price maintenance also is required as a condition to the opening of an account by a retailer with Sheaffer, according to the complaint.

The company is said to receive from conforming dealers reports of failure of other dealers to maintain its fixed prices and to direct salesmen, or other agents or employees, to investigate failure of dealers to so maintain prices. Information so received is alleged to be used to coerce dealers who fail to maintain prices, or who sell to others who fail to observe the resale prices, to maintain such prices in the future. This is said to be affected by dropping the dealers from its approved list of retailers and refusing to sell to them until they comply.

A "do not ship" list is claimed to be maintained by the company on which it enters names of dealers who have sold its products for less than the uniform prices, or have resold to other retail and wholesale dealers or jobbers. The Sheaffer company is charged with refusing further to supply such dealers with its products until it receives assurances its prices will be maintained, and that the offending dealers will sell to none but consumers.

It is also alleged that a retailer is required to sign a so-called non-jobbing agreement, not to resell Sheaffer products to any other retailer, jobber, or wholesaler of writing materials for purposes of resale, and to confine his sales solely to consumers. This agreement is said to stipulate that the company, if it believes the retailer has violated the agreement, or if it so elects, shall have the right at any time to take possession of all its products in the dealer's stock, with a monetary penalty for each violation of the agreement.

Under the non-jobbing agreement, title to all merchandise purchased by the dealer from the company remains in the company as security for the purchase price and for the dealer's compliance with the conditions of the agreement.

The Commission charges that the non-jobbing agreement is unfair to retail dealers because, among other things, it results in control by Sheaffer of products after they have passed out of its possession and have been paid for and are actually owned by the dealers.

To enable it to trace fountain pens which have been sold at less than the uniform prices, the company is said to stamp a serial number of pen nibs so that attempts to remove them by buffing or otherwise would destroy the points.

Under a "showcase agreement," dealers receive attractive cases in which to display Sheaffer wares, but the Commission charges this is unfair on the ground that it tends to force dealers to buy full lines from Sheaffer in excess of possible normal needs, thus diverting trade from competitors.

You're right about the sun not shining but not about it being a gloomy day.

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—Herman Hansen, Grand Rapids.
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.

Business at the Crossroads Here and in Europe

S. Gordon Hynes, my English business correspondent during more than ten years, who contributes notes and observations weekly to the Grocers Gazette, London, wrote what I quote below, slightly revised, dated December 27:

"My education is being developed from your articles on the problems you are fighting across the Atlantic. More power to your elbow! Colonel Robert R. McCormick in his booklet, *The Sacking of America*, which you sent me, handles with a powerful pen many of the evils for which there is a parallel in this country, although we do seem to be reaching the other side of the depression in certain directions. But our marketing boards under the government are just one sign of the movement that will sound the death knell of individual and private business and institutionalize the whole country. Thus will socialism be achieved, not as the creed of any one political party, but simply by the inevitable course of events, due to economic circumstances."

That seems again to show how small is our world; but also that we all incline to "view with alarm" many things which may not be so bad after all. For, first, it is true that "we are reaching the other side of the depression," and that because the whole world is "picking up" again; and this note from Britain is a helpful and encouraging indication that way.

Then from what I wrote last week it may be deduced that private business is pretty hard to kill. We incline to that opinion often when we look at great chain organizations. We forget that each of those grew from the single efforts of one man. This is true from the biggest of all, with over 15,000 stores, down to those in the bud with only three or four units.

"Regimentation" may hamper initiative and impede its free workings, but so long as men are not absolute slaves the urge of each to better his own condition sharpens his ability, prods him to venture on his visions, and so far he has always found a way. This is the spirit of enterprise, of which England in 1934 evinces as many impressive exemplars as were brought to the surface by pressure of conditions in 1345 and nothing indicates the impending crippling of that native enterprise.

I incline to think that this is what lies back of a recent one of his short, snappy, inspiring messages to his members by Herbert H. Sack, President of the California Grocers, of which the title was: "Grocers Are Born, Not Made." I am sure that Herb did not mean for a minute to say that any grocer could hope to spring full

fledged into developed ability. What he had in mind was the native hard ability of the right men to take hold of a job, learn it thoroughly, think over it, nurse it; then rise from it as one might build ability to full effectiveness in any other line.

Enterprise, for example, prompts one man to sell fresh fruits to his customers specially and intensively for canning and preserving, where the run-of-mine grocers go on the plan that "we have no call for fruits to can."

Enterprise prompts another to take a credit system laid out by some general organization and adapt it so it serves him supremely well. One who told of such adaptation during the last California state convention brought out how it had been specially helpful to him while the dwellers in his town were 50 per cent out of work; and, strange as at first it may seem, a part of what he accomplished resulted from the inauguration of a definite service charge for credit. How could you beat such a man?

A Michigan merchant refers to a recent statement of mine that the small merchant is a cutter harder to control than the big one—chain, let us say. Like many others, he dwells in the handicaps of the small man, forgetful of his peculiar advantages. This is like General Johnson who lately said the Little Fellow could not afford to sell one or two items below cost.

The fact is that the Little Fellow can and does afford this plan to the extent that he uses it or any other plan intelligently, and in its use he has advantages all his own. One who wanted to make a drive once bought a single case of off-brand, but good, soup—four dozen at 40c per dozen. It was a ten-cent size. He made a "special" and let us admit that this really could be called a special—at 5c. Having one store, the single case fulfilled his need entirely. Had he given the entire lot away, his advertising to that extent would have cost him \$1.60. But in fact he made a neat profit and he had a few cans over—did not have to disappoint any customer. Also, when this sale was over, the item was gone. It had no permanently detrimental effect on his business, as would have been entailed by offering any well known article.

A chain grocer could equal such performance only by obtaining many cases of the soup. Regardless of care, he probably would be "out" early in the day in many of his units. The cry would be raised that he was deceiving somebody—unless he hedged himself about so liberally as to entail real loss on the clean-up.

The gentleman who asks the question is not a grocer and says he does not know the food business. I answer equally that I do not know about his line, but here is the inside of the food business. It is alleged that all the grocer wants is an even break. I think that, all things considered, he has just that all along. It is my further impression that now that certain inequalities are ironed out, he is going to find his sledding harder in many respects than it has been—how and why we shall discuss plenty. Perhaps then he will look back regretfully on some of the real advantages he has enjoyed but he has not properly evaluated. He may

then talk of "the good old days"—what?

While on this subject, let us take note that the food business is the one so far subjected to the least detailed interference and regulation by Uncle Sam; and let us determine so to handle our affairs that this happy condition may be preserved. In line with which thought is an editorial in Canadian Grocer of Toronto on "Government in Business." It discusses our Government's experience trading wheat for Brazilian coffee, advancing the primary thought that our business never was very keen for the deal that put Washington into the coffee business. Then like this:

"It is questionable whether the deal was profitable. Price of coffee is on the same basis as when the deal was made, but now carries a Brazilian tax of one cent per pound. Wheat (traded for coffee) was around 47½c per bushel, now worth 80@85 per cent. above that price. Nor has the Government drawn on its own stock for use of the army, navy, etc. On at least one occasion it bought back coffee from a buyer paying him ¼c more than it got, though it still held 250,000 bags. To get rid of the surplus it is planned to give it to emergency relief. Coffee-men contend that Brazil was the only beneficiary.

"Government dabbling in business has seldom worked out. Politics always enters and when politics enters the front door, good judgment invariably goes out the back."

If we exercise sound good judgment henceforth, we may avoid further penetration of Government into our business. We sure want to!

Paul Findlay.

Proceedings of the Grand Rapids Bankruptcy Court

(Continued from page 10)

creditors has been called for Feb. 26, at 10 a. m. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of Charles Weber and Albert Weber, copartners doing business under the firm name and style of Weber Brothers, and Charles Weber and Albert Weber, individually, bankrupt No. 4997. The final meeting of creditors has been called for Feb. 26, at 10 a. m. There probably will be a dividend for creditors.

In the matter of Mul-Sol-Lax Laboratories, Inc. bankrupt No. 5384. The final meeting of creditors has been called for Feb. 26, at 11 a. m. The trustee's final report will be approved at such meeting. There will be a first and final dividend for creditors.

In the matter of L. A. Shnaper, bankrupt No. 5298. The final meeting of creditors has been called for Feb. 26, at 2 p. m. The trustee's final report will be approved at such meeting. There will be a dividend for creditors.

In the matter of Paper Products Mfg. Co. bankrupt No. 5273. The final meeting of creditors has been called for Feb. 26, at 2 p. m. The trustee's final report will be approved at such meeting. There may be a dividend for creditors.

In the matter of Miller-Sernick Auto Parts Co., bankrupt No. 5398. The final meeting of creditors has been called for Feb. 27, at 11 a. m. The trustee's final report will be approved at such meeting. There probably will be a dividend for creditors.

In the matter of Benjamin R. Peterson, bankrupt No. 5474. The final meet-

ing of creditors has been called for Feb. 27, at 10 a. m. There will be no dividend for creditors.

Feb. 12, On this day the schedules, reference and adjudication in the matter of Old Heidelberg Cafe, bankrupt No. 5566, were received. The bankrupt is located in Grand Rapids. The schedules show total assets of \$204.82, and total liabilities of \$5,304.70, listing the following creditors:

State of Michigan, Lansing	\$ 295.52
Stanley Andrews, G. R.	10.88
Betty Brown, G. R.	6.00
Lew Caskey, G. R.	80.00
Charles Crawford, G. R.	6.33
Pat Delahunte, G. R.	4.58
Leo Doyle, G. R.	35.05
Mary Haines, G. R.	3.00
Glenn FitzHugh, G. R.	7.50
Velma McCormick, G. R.	3.00
Bill Isabelle, G. R.	20.00
Don Mullen, G. R.	20.00
Art Noel, G. R.	20.00
Merle McKattie, G. R.	20.00
Pauline Stewart, G. R.	5.00
Minnie Weiss, G. R.	3.44
Connie Williams, G. R.	unknown
Thomas & Jenne Daling, G. R.	unknown
Stafford Coull, G. R.	unknown
Tom Woodward, G. R.	unknown
Julian Baker, G. R.	unknown
George Hancock, G. R.	unknown
Sam Jones, G. R.	unknown
Sam Hoover, G. R.	unknown
Mr. Rive, G. R.	unknown
Mr. Reed, G. R.	unknown
Mrs. Wing, G. R.	unknown
G. R. Gas Light Co., G. R.	unknown
Boston Store, G. R.	7.00
Jacob Ryskamp, G. R.	44.00
American Society of Composers and Authors, G. R.	unknown
Bixby's Office Supply Co., G. R.	.21
Butterworth Hospital, G. R.	6.00
Bell Telephone Co., G. R.	4.00
Central Supply Co., G. R.	10.00
Artercraft Novelty Co., G. R.	24.00
Andy Eagan Co., G. R.	3.50
Forbes Stamp Co., G. R.	3.66
G. R. Water Works, G. R.	97.33
G. R. Herald, G. R.	28.33
H. J. Heinz Co., G. R.	1.86
Heyboer Co., G. R.	3.40
Lewis Electric Co., G. R.	23.30
C. W. Mills Paper Co., G. R.	2.00
Plute Plumbing Co., G. R.	5.00
W. E. Roberts, G. R.	6.76
George W. Welsh Co., G. R.	10.25
Wolverine Ext. Co., G. R.	6.00
G. W. McDonald, G. R.	3.00
Jurgens & Mieras, G. R.	unknown
National Cash Register Co., G. R.	3.00
Boot & Co., G. R.	unknown
Durfee Co., G. R.	3.00
G. R. Bottling Co., G. R.	1.50
G. R. Coat & Apron Service	unknown
Mundees Beer Co., G. R.	unknown
Schmidt's Beer Co., G. R.	8.70
West Sid Malt & Supply Co., G. R.	8.66
Variety Foods, G. R.	unknown
Gus Sun, Detroit	5.50
Brown Seed Store, G. R.	7.95
Louis Brous, G. R.	7.43
Freyling & Mendels, G. R.	5.00
Ferris Coffee Co., G. R.	unknown
Woolfolk Theatrical Agency, Chicago	10.00
Jacob Ryskamp, G. R.	58.00

In the matter of Robert Bourns, bankrupt No. 5565. The first meeting of creditors has been called for March 5, at 2 p. m.

In the matter of Burt K. Chaffee, Sr., bankrupt No. 5574. The first meeting of creditors has been called for March 2, at 2 p. m.

In the matter of Holland Hitch Co., bankrupt No. 5576. The first meeting of creditors has been called for March 2, at 11 a. m.

In the matter of Richard Fields Coad, bankrupt No. 5579. The first meeting of creditors has been called for March 1, at 11 a. m.

In the matter of Lynn William Johnson, bankrupt No. 5452. The first meeting of creditors has been called for March 1 at 10 a. m.

Feb. 14, On this day the schedules, reference, and adjudication in the matter of Loula E. Beecher, bankrupt No. 5586, were received. The bankrupt is a merchant of Grand Rapids. The schedules show total assets of \$469.30, (of which \$375.00 are claimed exempt), and total liabilities of \$2,123.40, listing the following creditors:

City Treasurer, G. R.	\$ 15.56
Ackerman & Rothenberg, St. Louis	41.84
M. Apfel & Bro., New York	54.55
Ark Smith Mfg. Co., New York	6.25
Henri Bendell Co., New York	47.00

(Continued on Page 13)



JUNKET

REG. U. S. PAT. OFF.

POWDER or TABLETS

Make Milk into Cool, Creamy Desserts - No Cooking.

The Junket Folks, Little Falls, N.Y.

MEAT DEALER

The Meat Trade's Identity at Stake

As to whether the retail meat trade should be included in the retail grocers' code or should be governed by a separate code, I must state that even were my experience in the retail meat industry limited, it would be obvious to me that meat foods are so foreign by nature that any attempt to include meat with any other food commodity would cause such confusion that a practical code of ethical practices in food distribution would be defeated by its varied relations. As I understand it, it is for this reason that trade practice codes were originally suggested, and that, if successful, not just those engaged in the business of meat and other food produce, but all industries would move a step forward in the direction of business recovery. It could be so worked out that business could be stabilized on sound economic principles to the benefit of all who are trying and doing their part to restore the prosperity of our nation.

In these few preliminary remarks I do not overlook the importance of your attempt to get the views on a practical retail meat code, in which could be embodied such business ethics as would be beneficial both to the retail distributor and consumer. I fully realize the importance and necessity of proper correction of the many abuses which have crept into not only meat and food production and distribution, but all other lines of production and consumption, many of which are being eradicated. But the proper solution of a code that will in part suffice in the meat industry, especially governing the retail distribution to the consumer, is yet far from being practically and economically solved.

In my opinion, based on experience in the retail meat distribution, merging meat with other food products adds to the confusion of and greatly retards the desired ethics in retail meat distribution that could and would be of benefit to both distributor and consumer. It is natural that any sound method of distribution should be shared by the producer and manufacturer, thereby creating an even ratio of production and distribution costs to those thus engaged, and extending to the consumer the advantage of knowing that his interests are carefully safeguarded.

From my point of view, all separate branches of all industries should co-operate as individuals, and the retailing of meat products should not be confused by merging it with other food commodities. My reason for this is based on the nature of this industry, which has for its basis for market values, quantity and quality, especially quality.

Quality does not affect the retail distributor to the extent that it does the consumer. The reason for this is naturally caused by the many different grades as to quality, even to the extent of 4 to 1. By this I mean that the spread in price is often four times higher for the best grade than it is for the lower, and whereas the retail distributor has the advantage of knowing the market price of the quality for which he is paying, the average consumer, de-

siring the better grade, often is misled by false recommendations, due to lack of knowledge of the market.

That this could be entirely eliminated by any code of ethics is problematical, but we cannot deny the fact that a remedy for such evils should, and could, be formulated to the benefit of all concerned by a substantial and equitable code of business ethics.

Therefore, I fear that by merging meat products with other food commodities, the retail meat distributor would lose his identity as such and it would leave this branch of the industry in the same chaotic condition as exists today; whereas, if the meat industry were placed in a position whereby it were held responsible for eradicating the many evils now existing in the distribution of meat products, practical methods could be employed whereby not only would the retail distributor be benefited, but also the producer and processor. And a natural consequence would be that the interest of the consumer would be properly and adequately safeguarded.

Therefore, we must and should avoid any possibility of confusion by merging the retail meat code with the code as accepted by the retail grocery industry, in which costs and waste are not factors as in meat retailing.

C. G. Deibel,

Past Nat'l President R.M.D.A.

Only Separate Code Can Correct Trade's Evils

It is almost unbelievable, that one of the most, if not the most important branches of the meat industry, which is the retailer, should receive so little consideration in this agricultural recovery program.

The retail meat business has been scarcely mentioned in code negotiations, the code officials stating that it is so closely allied with the grocery business, that both should go under the same code.

The average retail meat dealer knows as much about the grocery business as the average grocer knows about the meat business, which is nothing. The retail meat business is a scientific business, and should be treated as such. The very fact that the meat cutters and meat salesmen draw twice the salary that the average grocery clerk draws, is an indication that they do not belong in the same class. Anybody can sell a can with a label on it.

With so many grades of meat, which is perishable, it is necessary that purveyors of meat have a thorough understanding of their particular line of business, that they may gain the confidence of the consuming public, who are at the mercy of the dealer.

Considering the many evils and sharp practices indulged in, such as substituting, adulterating, false advertising, and general misrepresentation in the sale of meats, which all tends to retard the consumption of meat, may I again state that the Retail Meat Industry should, by all means, be under a special code, and I am surprised that the NRA officials, through their lack of knowledge of the subject, no doubt, have given so little attention to the retail meat industry.

I. W. Ringer.

Entitled to Consideration

I am surprised at the attitude Washington takes on our code.

Of course, meat should have its own code. First, the dishonest methods of advertising should be eliminated by a strong code. Second, meats must be handled by experienced men.

Third, markets on meat change daily, for it is not a staple article, and we must figure percentage.

Fourth, the meat industry is second in line of all industries and should be honored as such.

Fifth, we were one of the first to submit our code. Of course, it was new and had to be studied.

Sixth, if we miss out, what will our National Association amount to? Can we get more members if we cannot accomplish something? This is a very serious situation and I hope our directors take steps to demand that a meat code must be a separate one. If not, we are lost forever, and the National Grocers' Association will gobble up what members we have.

Seventh, as business men of the meat division, working with President Roosevelt, we should be considered.

Emil Schwartz,

Past Nat'l President R.M.D.A.

Proceedings of the Grand Rapids Bankruptcy Court

(Continued from Page 12)

Cargill Printing Co., G. R.	20.00
Arthur Crabb, G. R.	3.50
Economy Dye House, G. R.	5.30
Paws Hat Co., G. R.	46.33
Flo-Lill Inc., Chicago	16.60
Gage Gros & Co., Chicago	193.53
G. R. Herald, G. R.	23.00
Grohe Miller, Inc., New York	20.90
Hanan & Son, Chicago	20.90
Herpolsheimers, G. R.	62.54
Klass Hoeksema, G. R.	10.00
Judkins & McCormick, New York	67.82
Knox Hat Co., New York	7.54
Jos. Lazarus Co., Cincinnati	34.46
Margaret Mary, G. R.	20.50
Marshall Field, Chicago	15.73
Mich. Bell Tele. Co., G. R.	24.62
Louie Miller Inc., Chicago	68.94
W. Millard Palmer, G. R.	522.50
Porter Shop, G. R.	35.58
Raymers Book Shop, G. R.	4.50
Ryskamp's, G. R.	28.24
Seelhoff Hats, Chicago	17.50
Harry Solomon & Son, N. Y.	21.50
Stekete's, G. R.	111.65
The Boston Store, G. R.	12.77
Vanclore's, G. R.	114.40
Dr. Wm. R. Vis, G. R.	21.50
Dr. Wm. H. Veenboer, G. R.	9500
Dr. Jacob Helms, G. R.	36.00
Wurzburgs, Inc., G. R.	18.69
Yagers Bootery, G. R.	17.75
Elizabeth Zuber, G. R.	13.66
Daane & Witters, G. R.	6.55
Mary G. Kirkwood, North Park	168.00
Theresa Scanlon, G. R.	8.50
George Shields Estate, G. R.	42.50
Feb. 14. On this day the reference and adjudication in the matter of Bridgman Golf Club, bankrupt No. 5577, were received. This is an involuntary case, and the schedules have been ordered filed. Upon receipt of same the assets and liabilities will be made known.	
Feb. 15. 1934. On this day final meeting of creditors in the matter of Aulsbrook-Jones-Grobhiser Corporation, a corporation, bankrupt No. 5321, was held. The trustee was represented by William B. Hile, attorney. The bankrupt was represented by Raymond H. Dresser, attorney. Claims were proved and allowed. Trustee's final report and account was approved and allowed. Fee of	

custodian was considered and fixed at the sum of \$25.00. The bills of attorneys for petitioning creditors, for the bankrupt and for the trustee were approved and allowed. An order was made for the payment of administration expenses and a first and final dividend of 9.055 per cent. No objection to bankrupt's discharge. The meeting adjourned without date and the files will be returned to the District Court in due course.

In the matter of Veneered Products Corporation, bankrupt No. 5127, final meeting of creditors was held Feb. 9. Fred G. Timmer, trustee was present in person. William J. Perkins, Jr., attorney, was present. Creditors were represented by Hilding & Baker, attorneys, and G. R. Credit Men's Association. Trustee's final report and account was approved and allowed. Bills of attorneys considered and allowed, subject to deduction for lack of funds. An order was made for the payment of administration expenses as far as funds on hand would permit, there being no funds for payment of dividends. Final meeting then adjourned without date.

Virginia Facilitates Change from Stock Basis

Richmond, Va., Feb. 18—Governor Peery has signed the measure sponsored by the Virginia department providing for conversion of a domestic stock life company into a mutual. The bill carried an emergency clause making it effective at once. Before the plan can be effected it must be approved by a majority of stockholders and directors and by holders of two-thirds of the stock. It must also be approved by the state corporation commission.

The Virginia department is also sponsoring a number of other measures affecting life insurance which are now pending in the assembly. One of them provides definite penalties for fraudulent procurement of a policy. The only punishment that can now be meted out is cancellation of the license. Under provisions of another bill the requirement for the commencing of business by mutual life companies is raised from 100 persons and \$10,000 to 500 persons and \$100,000. Such companies are also prohibited from being converted into stock companies. A proposed amendment prescribes standard provisions for life policies. Another proposed amendment would exempt the proceeds from group policies from being attached for debt.

For Want of —

For want of a leader the salesman was lost.

For want of the salesman the sale was lost.

For want of the sale the dealer was lost.

For want of the dealer the distributor was lost.

For want of the distributor the factory was lost.

And all for the want of intelligent sales management.

When we control business in the public interest we are also bound to encourage it in the public interest or it will be a bad thing for everybody and worst of all for those on whose behalf the control is nominally exercised.—Theodore Roosevelt.

True nobility is invulnerable.

KEEP SUPPLIED WITH

LILY WHITE FLOUR

"The flour the best cooks use"

VALLEY CITY MILLING COMPANY

Portland — Grand Rapids — Kalamazoo — Traverse City

HARDWARE

Michigan Retail Hardware Association.

President — Henry A. Schantz, Grand Rapids.

Secretary—Harold W. Bervig, Lansing.

Treasurer—William Moore, Detroit.

Field Secretary — L. S. Swinehart, Lansing.

Outline of Work Accomplished By Hardware Association

Lansing, Feb. 19—We are sending you herewith one of the convention programs, a copy of the resolutions, a list of the officers and directors and a copy of my own talk on "The Question of Price."

There are no manuscripts for Mr. Sheets' talk or that of H. S. Earle, Nelson J. Waters, Chas. E. Boyd or former Governor Brucker. I did not get Mr. Stokes' talk on "Where Hardware Prices Are Going," but I am asking him to send you a copy of this if you care to use it.

The resolutions report largely covers the work of the Legislative Committee for the coming year. As the former chairman of the legislative committee, C. L. Glasgow, of Nashville, passed away during the year no report was asked from that Committee.

The Trade Relations Committee is a continuing committee and met to lay the basis for a formulation of the work for the succeeding year and it is not yet sufficiently advanced to warrant publication.

The Constitution and By-Laws Committee made two suggestions, one reducing the associate membership from \$5 to \$3.75 and the other making the member of the National Board of Governors automatically a member of the Executive Board of the Michigan Association.

Grand Rapids was, as you perhaps know, chosen for the 1935 convention.

Harold W. Bervig,

Sec'y Mich. Retail Hdwe. Ass'n.

Officers elected:

President—Henry A. Schantz, Grand Rapids;

Vice-President and National Board Member—A. D. Vandervoort, Lansing;

Treasurer—Wm. Moore, Detroit.

Executive Board—Term expires 1934:

Sidney D. Foster, Newberry;

J. A. Kerr, Niles;

Andrew Larsen, Caro;

L. A. Straffon, Crosswell;

Chas. H. Sutton, Howell.

Term expires 1936:

R. T. Davis, Adrian;

Wm. J. Dillon, Detroit;

W. C. Judson, Big Rapids;

Jos. L. Louisignau, Cheboygan;

Harry F. Shaefer, Ypsilanti.

Resolutions Adopted

1. We realize the tremendous importance of the retail code and the embodiments therein as it effects the hardware store. The retail code in its final adoption may not contain everything exactly as desired, but we recommend that the hardware trade give its approval and support. We also commend the untiring efforts made by the National Association and its officers on their work done on the retail code and National retail code authority.

2. Our state association approves the work done by the National Price Committee because of the necessity of continued and aggressive leadership on price discrimination problems. We further suggest the National Retail Hardware Association urge all affiliated state associations to appoint Trade Relations Committees to act under the initiative of the National Price Committee in protecting interests of the independent hardware retailers.

3. The NRA code does not establish a definite percentage to be added to cost in defining a "Loss Leader Clause I, Section I, Article VIII of the retail code and this provision is very vague.

Members of the Michigan Retail Hardware Association favor and insist upon a definite mark-up of not less than 10 per cent, to be added to the invoice cost of all items sold as "loss leader" and defined in Clause I, Section I, Article VIII of the retail code.

of their output through wholesalers and retailers and stipulated prices and then sell the syndicate stores at special price concessions that permit these stores to undersell the hardware retailers.

6. We favor retention in the present form of section 23 of the General Sales Tax Act of June 30, 1933, which reads as follows: "Advertising reimbursement: No person engaged in the business of selling tangible personal prop-

bursing himself by adding to his sale price any tax levied hereunder" The above clause in the present sales tax makes it illegal to advertise absorption of sales tax and permits of the sales tax to be passed on to the consumers. The Michigan Retail Hardware Association also favors the continuation of the "bracket system" in collecting the sales tax.

7. On account of the lateness of the season in this Northern territory the Michigan Hardware Association requests the paint code authorities to set the future dating of spring orders forward from April 1 to June 1.

8. The Governor of the State of Michigan has suggested that a \$30,000,000 bond issue be made by the state of Michigan. Members of the Michigan Retail Hardware Association oppose any such action by the legislative and executive bodies of the state of Michigan.

9. Members of the Michigan Retail Hardware Association protest the inequity of asking merchants to sell game licences without compensation and ask that the association Legislative Committee be directed to work with the Legislature and the Conservation Department in securing a reasonable compensation for this work.

10. Several persons and companies have been using "fraudulent advertising" in the sale of merchandise. This tion, or creditors sales, or a sale of goods, wares of merchandise damaged by fire, smoke, water, or otherwise damaged has created an unfair competitive method of retailing hardware merchandise. The Michigan Retail Hardware Association recommends that the governing bodies of the State of Michigan adopt a measure similar to the new Illinois law to prevent "fraudulent advertising in the sale of merchandise."

11. The cost of government in Michigan has risen to outrageous proportions over a period of thirty years. In 1900 the cost per capita was \$2.15, while in 1933 it rose to \$23.04 per capita. With economy constantly in mind, members of the Michigan Retail Hardware Association request that every state governmental department and agency keep expenses at a minimum so as to lighten the burden on the taxpayers of our state.

12. The financial hardship caused by the non-payment of CWA purchases has made it extremely difficult for a great many hardware dealers. Over

(Continued on page 23)



Henry A. Schantz, President

4. We regret that some wire, nail and fence manufacturers, because of long terms contract, deliberately drawn up in anticipation of the adoption of the steel code, have placed some large syndicates in a more favorable price competitive situation than retail hardware dealers. It seems apparent that these contracts violate the intent of the NIRA. The ultimate consumer being dependent upon local merchants for service and who distribute the largest proportion of steel products, are also discriminated against through the operations of these contracts.

The Michigan Retail Hardware Association protests against this unfair discrimination and asks that the steel code be altered to provide adequate protection to the independent trade and that the steel and wire manufacturers operate to place independent retailers on a price basis more nearly competitive with large syndicates.

5. As an association we protest the action of certain manufacturers of hardware who sell the greater portion

erty at retail shall advertise or hold out to the public in any manner, directly or indirectly, that the tax herein imposed is not considered as an element in the price to the consumer. Nothing contained in this act shall be deemed to prohibit any tax payer from reim-

FOR RENT—This fine business property at Onaway, Mich. Store is 34 x 60, two stories, located on corner. Warehouse is 34 x 60, also two stories. Store is wired for electric light and has shelving on one side. Excellently adapted for hardware and implement stock, which is needed in city where property is located. Residence adjoining store has six rooms, with city water and cistern. Rent for all three buildings, \$35 per month.

GEO. E. ABBOTT, 360 BENJAMIN AVENUE, S. E., GRAND RAPIDS, MICHIGAN



DRY GOODS

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

Mutual Company Was the First To Settle

We called on Herbert N. Bush, at Flint, the other day and found his store in possession of workmen who are getting the place ready for a complete new stock of merchandise. Insurance companies had made adjustment. Mr. Bush was pleased with settlements made. Old merchandise was all taken away by insurance companies and the place thoroughly renovated. The check from our own insurance company was the first one received by him. Mr. Bush has been a liberal patron of our company since 1919 and was recently chosen as one of the directors.

A preliminary meeting of the program committee was held in Flint on Wednesday, Feb. 1, and the general plan of the convention program was discussed. The manager was instructed to communicate with prospective speakers and report at a later meeting to be held in Flint on the afternoon of Monday, Feb. 19.

The President announced a permanent committee consisting of directors Isaac P. James, F. F. Ingram and Joseph C. Grant to assist the President, Secretary and Manager. Our news letter bulletin will announce the program speakers and other convention features immediately following the Feb. 19 meeting.

Begin now to plan to be in Lansing at the time of the convention. Suggestions regarding the program from our members will be welcome.

At this late date we make mention of the death of one of the most genial men of our organization—Max Fischgrund, proprietor of the Vogue store, at Flint. Mr. Fischgrund passed away during the holiday season and, since we were temporarily absent from the state, the information concerning his passing was late in reaching us. We take this opportunity to pay our tribute to a generous, progressive man.

We always receive courteous treatment when we call on our members, but in no place was the welcome more cordial and flavored with genuine friendship than in the presence of Mr. Fischgrund in his office at Flint. Calling at the store recently we had the pleasure of again meeting Mrs. Fischgrund, who is continuing the business. We also had the pleasure of meeting Max' brother—Simon Fischgrund, of Kenton, Ohio—who is giving aid and counsel in the re-organization of the business. We wish Mrs. Fischgrund the best of success and fully sympathize with her and her daughter in the loss they have sustained.

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

Sheers Lead in Silk Orders

Activity in the broad silk market is at a slower pace, reflecting some let-down in immediate commitments by the cutters-up here. Leading in the

types of goods being sought are semi-sheers in navy, triple sheers and flat chiffons. The call for prints is quite good and an active season in this merchandise appears likely. Popular price acetates are moving in a fair way. Pure dyes are meeting increased favor from the better dress houses. The trade is in favor of changing the a.o.m. terms basis and it was predicted in well-informed quarters that this probably will be done.

Desk Accessories Sales Up

Manufacturers of desk sets, book ends and related products express surprise at the heavy volume of orders placed with them in the last ten days. Buyers of giftwares are ordering the desk accessories for Spring delivery in quantities only slightly smaller than their holiday purchases. An explanation offered by buyers is that retail stocks were completely cleared in active holiday purchasing by consumers and must be replaced. Producers attribute the call to a revival in buying power which has brought many articles bordering on luxury items into widespread demand. Sets to retail at \$5 to \$20 are affected by the current buying.

Confer on \$2.75 Dress Range

The almost complete absence of dresses at \$2.75 in the wholesale market is causing considerable concern to retailers. To remedy the situation, leading manufacturers of low-price dresses were invited this week to a conference with representatives of the Association of Buying Offices. The matter will be taken up by the producers with the National Dress Manufacturers Association and another meeting will be held next Wednesday. Retailers feel that the price range is needed to preserve the \$3.95 retail price line. The dress ranges begin at \$.87½, of which the supply is reported as plentiful.

Home Furnishings Volume Gains

The response to home furnishings promotions is now beginning to hit its full stride, the gain in volume more than offsetting the lag noticed earlier in the month. Brisk consumer buying was reported not only of furniture but rugs, a wide variety of kitchen items, blankets and domestics generally. The price rise on most of this merchandise over a year ago has made for an increase in the average sale in these departments, some of which promise to get into the black for the first time in several years. Reports also showed that weather conditions have continued to hold down volume expansion in ready-to-wear and accessories.

Men's Wear Rises Bring Spurt

Steadily rising prices and fear of a shorter work week brought another large volume of orders on men's wear for Fall into the Eastern markets this week. With suede and melton jacket prices going up, these types were covered liberally, as was heavy underwear. Stores also purchased promotional goods and regular Spring merchandise in large volume. The early Easter this year will result in retailers showing new Spring styles earlier than they did in the last few years and they also hope to start Summer clearances later than they have been accustomed to.

Swim Suit Prices to Rise

Swim suit mills are preparing for a general advance in quotations to keep pace with worsted yarn prices, which are expected to go much higher in another month. Orders for bathing suits have been placed in such quantity since the opening in November that most of the leading mills are sold up for several months in advance. Some producers have withdrawn their lines entirely, while others are taking business only from old customers and refusing to accept orders from new accounts. The industry is in the strongest position it has occupied in several years and manufacturers feel they will meet little buyer resistance when they put price advances into effect.

Will Push High Price Sterling

Demand for low-price metal hollow ware continued brisk throughout the New York market last week, as buyers placed their orders for regular merchandise. Goods to sell from \$2 to \$10 in pewter, sterling silver and silver-plated ware were requested. The call for higher price sterling tea services suitable for wedding gifts has not opened up yet, selling agents said. They expect to do a good business on the high-price lines this season and will make special efforts to promote such wares later in the Spring. The demand for tea sets to retail for \$100 or more has been dormant for several seasons.

Tantalus Sets Put on Market

In a move to take advantage of the growing demand for all types of bar goods, manufacturers of metal and glass-ware products are bringing out a wide range of tantalus sets, metal racks in which cut-glass decanters can be placed and fastened with a lock. The sets formerly were imported in numbers from England and Germany but went out of favor during prohibition. The attempt to revive the sets has been encouraged by buyers of bar and glass-ware departments of retail stores. The sets brought out this week are intended to retail at \$15 to \$55.

Accessories Lead in Orders

Accessories again figure notably in the orders reaching the New York market. Retailers throughout the country are rounding out their stocks of blouses, neckwear, sweaters, millinery and undergarments. The call for blouses is easily the best in several seasons and is in line with the heavy buying of suits in ready-to-wear. Sweaters have stood out in sports wear, with the indications being that this merchandise will duplicate its popularity last Spring. The call for novel jewelry is also reported as good, with the outstanding types including bracelets, clips and hair decorations.

Suits Outsell Coats 3 to 1

Analyzing the business placed so far by retailers, the Industrial Council of Coat, Suit and Skirt Manufacturers finds that the proportion of suit to coat sales is over 3 to 1. Some of the better grade houses have reported their ratio as on the order of 3 to 2. The Council believes that retailers who up to the present have neglected coats in favor of suits and sports garments should be quite fully covered now on their early requirements of the latter types of mer-

chandise. Re-orders on swagger suits constituted a major part of buyer operations last week.

Percales Reported Higher

While the leading converter of percales failed to take any action on prices, reports of advances by other houses selling to the retail trade are frequent. The St. Louis wholesale houses were generally understood to have put the 80-squares on a basis of 15½ cents, while in the local market reports indicated that James H. Dunham & Co. had made a similar quotation. It was felt that the entire market will have to take action shortly and that probably before the end of this week the 15½-cent price will be general.

Order Spring Lamp Stocks

Buyers seeking regular merchandise for Spring are exceptionally active in the wholesale lamp market. Orders for delivery through March and April are placed by the buyers. The average purchase, sales agents said, was larger by 50 per cent. than those made in February last year. Table lamps with china bases outnumbered all other styles ordered and were wanted in plain and decorated china in price ranges of \$5 to \$30. Standing lamps, finished in modernistic patterns, were next in demand.

Towel Prices Move Up

Various types of towels were marked up 5 to 10 per cent. by leading mills in the primary market last week. Cannon Mills were reported to have advanced terry weaves 5 to 10 per cent. and crashes and plain styles 7½ per cent. Wellington, Sears & Co. moved up their general line of hucks, crashes and terry types 5 to 10 per cent. Other sellers reported that while actual lists have not been changed, they are getting more money for their goods, that the market is firm and that business is coming in at a good rate.

For Fan Fans

New electric fans are expected to make their appearance later this year which will circulate more air, weigh perhaps thirty per cent. less, and consume only three-fourths as much power as fans of earlier design.

An interesting application of industrial fan development is an electric blower device which can be fastened to the draft of your furnace at home, to make it possible for you to burn low-priced anthracite coal.

Wool? Cotton? Rayon?

Here is something interesting for anyone who works with textile fabrics. It is a simple chemical which can be used in identification of any one of twenty-five or more animal, vegetable, or artificial silk fibers. Each fiber that is touched with the chemical takes on a different color, and comparison with the standard color sheet furnished by the maker gives instant identification.

He that loveth a book will never want a faithful friend, a wholesome counsellor, a cheerful companion, an effectual comforter. By study, by reading, by thinking, one may innocently divert and pleasantly entertain himself, as in all weathers, as in all fortunes.—Isaac Barrow.

HOTEL DEPARTMENT

Gradual Change in Preference for Certain Foods

Los Angeles, Feb. 17—A. C. Martin, proprietor of Steel Hotel, St. Johns, in acknowledging a recent mention in the Tradesman, of certain deserving departures on his part, as well as felicitating the writer on a recent matrimonial achievement, sends me a card which he is posting in his hotel, in which he clarifies his position in the handling of newer problems in hotel operations, brought about by the repeal of the eighteenth amendment, in six salient points, which are so sensible and equitable, that I am appending them hereto: First—to respect and obey the law; second—to discourage, insofar as it lies in our power, the excessive use of alcoholic beverages; third—to limit or refuse service to anyone at any time when in our judgment such a course is advisable or necessary; fourth—to permit conviviality and merriment within the bounds of temperance and reason; fifth—to solicit the support and accept the patronage of all those persons who agree with us in the observance of this policy; sixth—to reaffirm our determination to respect and obey such laws. In his efforts Mr. Martin should be backed up by all worth-while citizens and patrons.

The American Hotel Association, according to a recent report, is making a very satisfactory showing in its campaign against hotel frauds, such as check-passers and "skippers." A policy of no compromise with this class of criminals has been adopted, which will show in the results attained in the future. There has ever been a tendency to accept restitution and waive prosecution, as a consequence of which the laws of many of the state secured after much effort on the part of hotel operators have almost become dead letters.

I happened in, the other day, at an informal meeting of country newspaper men, and enjoyed it. The California country newspaper is an institution. There are not so many of them, but such as are do prosper exceedingly well. I always have a fraternal feeling for this class of educators because once upon a time I, too, "moulded" public sentiment away back in Wisconsin. In those days running a country paper was no picnic. If you raised money enough to get your "patent insides" out of the express office, you were very much in luck, and if you collected one-third of the amounts due you on subscriptions accounts you were still luckier. But think of the splendid times you had riding on free railroad passes and getting into the circus as a dead head! But California newspapers have gone a long way off the old standard in every way, and especially in their business conduct. Through consolidations they have done away with much competition and while they may not be strongly organized they have much respect for one another and realize that there is money to be made if they are systematic. They do not attempt too much. They leave the matter of news gathering and electing presidents to the big city papers, and when they get a job of printing auction bills they get a fair price for them. But all the same I notice the big city papers frequently copy editorials that are worth while and which emanate from what we used to call the sanctum. Being a journalist has its joys, even if one's efforts are confined to conducting the hotel page in a great, moral trade journal.

In an interesting communication from a very old and good friend, Herman O. Klettsch, manager of the Republican House, Milwaukee, who has

been confined to a hospital in that city as the result of a complicated operation, he advises me that he has been transferred from that institution to his home and is convalescing satisfactorily, which information will bring much relief to his host of friends, not a few of whom are Michigan hotel friends of his. Herman has been secretary of the Wisconsin Hotel Association for about a quarter of a century, and an acquaintance of mine of many years' standing. Patrons of the Republican House must have missed him greatly during his illness, for he surely is the very essence of hospitality.

Restaurant men who had a convention here last week seem to be of the opinion that creations in which chocolate has an important role are fast becoming favorites with those who regard the Star Spangled Banner as their National anthem. It was positively stated that an éclair increases its appeal if covered with chocolate, and that the flavor has more to do with the popularity of custard pudding on the map than Byrd is doing in getting for the North pole is generous publicity. America has a healthier, saner appetite than it did a few years ago, these caterers admit, but there are a few foods like apple pie and French fried potatoes which stage a comeback periodically. It is claimed that men and women should eat the same food, but in this one case there has been heretofore the hearty food for the one sex and "mincing" by the other. Both are now learning to appreciate food values. Diet has increased the American vegetable appetite and trimmed the fat from the roast. Green, leafy vegetables are more in demand than the yellow type. Years ago corn and peas were the favorite, but now lettuce, spinach and tomatoes are increasingly popular. People are thinking about their health and are more interested in mineral matter and vitamins rather than in calories. Naturally early influences have much to do with people's likes and dislikes. If a child has been forced to take medicine in milk he will naturally dislike milk when he grows up. If his mother trained him to eat mashed potatoes he is going to insist on having a full measure of them served with his roast. Tomatoes are gaining in demand everywhere and the restaurant man who features them will enjoy an increased trade. They are supposed to impart an acid content which to most people is beneficial. At least so many of the medics say. It is now claimed by a good many so-called experts that the heaviest meal should be served at the noon hour, according to the custom of a quarter of a century ago, during a period when they were turning out centenarians to an alarming extent. These experts claim that your breakfast also should be a function, and that supper was always intended to be a catch-as-catch-can, but another element insists that a well-filled stomach at bed-time is a precursory measure in the direction of longevity, health and happiness. And, again, while the fair sex are supposed to lean in the direction of sweets, except in the extreme cases of approaching obesity, they consume as much pie as their fathers and husbands, their preference being apple, custard and pumpkin. Fifty per cent. of the male sex fall for apple pie, draped with a section of cheese, reminding me of a little waitress I once met who insisted that "apple pie without cheese was like a kiss without a squeeze." Roast beef is really far in the lead in the meat parade, though liver is so frequently recommended for anemics, that a greater demand is being created for it than ever before for this one item, and while the price of the veal type has gone skyward, lamb liver is recommended as being just as effective and fairly palatable. Bread is no longer considered as the staff of life, and while the lowly potato is still a prime favorite it is looked at askance

by a large section of the human family. Those observations, gleaned from various talks at a caterers' convention, ought to be of interest and some practical benefit to the hotel man who combines "feeding" with "rooming" and I submit them at their face value.

Anent the above, here is the report that a Chicago woman, who has attained the age of 98, telling that she thinks she owes her health, activity and sunny disposition to the fact that she lives almost exclusively on cake. She likes all brands—especially the chocolate and chocolate layer specimens—and she has tried to take on some every day of her life since she was a child. The doctors will explain there must have been a mistake somewhere and that the good lady might even be 110 years old to-day if she had left the sweets alone.

The common law imposes on the inn-keeper an insurer's liability for the loss of property of a guest. The loss is imposed even though the operator may in no wise have been guilty of any negligence. From time to time other laws have been passed relieving or limiting the innkeeper from liability under various circumstances, but the fact remains that the hotel people have always been discriminated against in statutory matters. There are a few states, however, which have modified their laws to the extent that a hotel cannot be held responsible for the loss of baggage after the guest has checked out, but who has left his baggage, temporarily, in the establishment under the holding that he is not liable as a gratuitous bailee. As such he is liable only in the event that the loss has occurred by reason of gross negligence on his part. Of course, the courts will place various constructions on the term gross negligence. Hotel organizations throughout the country, especially the American Hotel Association, are extending their efforts in the direction of uniform legislation on the subject, which is of much importance to all of them.

I am glad to learn that the financial affairs of the new Hotel Whitcomb, St. Joseph, are being ironed out, the establishment becoming the property of the bondholders, headed by a Chicago group of financial men, that a lot of improvements will be made on the property, though I, having familiarized myself with a careful survey of the institution last summer, cannot imagine there is much to be done in that direction, as the hotel was carefully constructed, with the incorporation of every known convenience and has been conducted under the most rigid caretaking. Frank Demster, representing

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Rooms \$2.00 and up.

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

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Excellent Dining Room

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Rates Reasonable—Service Superb

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FIRE PROOF

CENTRALLY LOCATED

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Muskegon — Michigan

Columbia Hotel

KALAMAZOO

Good Place To Tie To

the investors, will be the tentative executive and I understand that Charley Renner, who has been its active manager almost since its dedication, has been asked to continue his operation of same, which is as it should be, for nowhere, so far as I have observed, can there be anyone who could fill the position more satisfactorily for everyone concerned. He certainly is equipped with great knowledge, bred from many years of experience, with worth-while institutions, and has gained a friendship with the public, which must surely prove a wonderful asset in the affairs of this particular institution. I sure will be glad to learn that my information on the subject of his retention is authentic.

Now some nitwits out here are talking about "parlor" or "miniature" polo, for the possible purpose of roping in some of the former investors in "baby" golf courses, all of which went on the rocks soon after their installation. I would suggest that if such a thing happens they employ jack-rabbits to take the place of real equines, and secure some of President Roosevelt's critics to man same.

Of course, the question of the power of Postmaster General Farley to void air-mail contracts will undoubtedly be aired out in the courts and it is hardly fair to try these causes, without submitting evidence of graft, but no one will question the honesty of purpose on the part of the President to secure a "square deal" for the public, who always pay the price. But it certainly is a matter of decidedly bad taste on the part of Col. Lindbergh to criticize the administration, especially when he himself, is under fire for receiving gratuities which are questionable. I am sorry about this, for I always thought well of him, and I trust he may be able to justify his actions.

Frank S. Verbeck.

Legal Status of Sale of Hotel Whitcomb

On December 18, 1933, a sale of the premises pursuant to the foreclosure proceeding of the bondholders was had. The property was offered for public sale by the Circuit Court Commissioner of Berrien county. No bids whatever were received for the property. On the same date the Grand Rapids Trust Co., as Trustee, filed a petition under the provisions of Act No. 210 of the Public Acts of Michigan for the year 1933 asking for authority to bid in the properties for the benefit of all bondholders alike. The Bondholders' Committee, representing upwards of \$275,000 of the bonds out of a total of \$400,000, joined in the application of Grand Rapids Trust Co.

Judge Charles White, of the Berrien County Circuit Court, then entered an order fixing a hearing on this application to be held on April 9th next at 10 o'clock. At that time if there are no objections entered of a substantial nature the Grand Rapids Trust Co. as trustee will be authorized to bid in the property for all bondholders. In the meantime the Grand Rapids Trust Co. and the Bondholders' Committee have been negotiating with various persons on a plan to re-organize and immediately sell the hotel. The best of several offers that have been submitted was that of Arnold Frieder, of Chicago, who proposes that when the Grand Rapids Trust Co. shall secure title he will organize a new corporation, take title to the property from Grand Rapids Trust Co. and issue new ten year bonds to the bondholders at 60c

on the dollar of their present face value. He also proposes that his new corporation will fund and pay as due the 1930 and 1931 taxes, that they will immediately pay the 1932 taxes, that the 1933 and the subsequent five year taxes on the premises are guaranteed by an independent guarantor so as to assure bondholders over the period from now until December 31, 1937, that in the event the hotel operates at a loss taxes and carrying charges on the property will at all times be paid.

The offer further provides that the purchaser corporation will immediately upon acquiring title, pay all foreclosure expenses, trustee and receiver expenses, together with the expenses of organizing the new corporation and issuing the new trust indenture and bonds. The offer further provides that the new corporation will furnish the funds necessary to pay any and all non-depositing and non-concurring bondholders their ratable proportion of the bid price in cash. The plans of the purchaser further contemplate the immediate investment of a substantial amount to rehabilitate the hotel property.

A hearing on the matter was held informally before the court and a representative of the Public Trust Commission and the matter will be formally heard for approval or rejection by the Public Trust Commission at Lansing on March 14 next. Notice will be sent to all bondholders and other parties in interest. In the meantime the receiver has advised the court that he could not continue the operation of the hotel by reason of lack of funds, the court advising that it would not authorize the receiver to borrow money for this purpose. Therefore in the emergency and to cover the span which must elapse before the hearing on April 9 next the court has authorized and directed the receiver to enter into a lease with the proposed purchaser, Frieder. This has been done and Frieder, the purchaser, as of February 1, 1934, has taken over the management of the hotel on a lease, the terms of which provide in substance that he will pay all operating charges and maintain the hotel as a going business until the sale can be consummated on April 9. The operation of the hotel rather than a closing is thus assured. It is believed by the bondholders' committee and the trustee that the plans as being worked out are as favorable as can be procured under the present circumstances and considering hotel properties generally over the country.

The new purchaser corporation plans to develop the bath business quite extensively and to open up a broadcasting program of advertising which will go out over thirty or forty chain stations in an endeavor to bring to Saint Joseph a year round patronage for the hotel and baths rather than to continue it as a strictly summer resort proposition. It is planned to establish a doctors' clinic and other like functions in connection with the bath operation. Substantial management is assured for the hotel. The bonds which will be issued to the bondholders will be income bonds for the first five years at 5 per cent, and guaranteed 5 per cent. bonds for the last five years and will provide for retirement and pur-

chase in a manner to best protect the bondholders.

How To Make Complaint Against a Competitor

The NRA Administration has issued a statement informing Blue Eagle business men who have information that their competitors, though working under the Blue Eagle, are chiseling and are not honestly carrying it out, how to bring the matter to the attention of the Government. These instructions, issued by William H Davis, Director of the National Compliance Board of the NRA, are as follows:

Provision has been made for the small business man as well as the large operator in the method of handling code violations which has been developed by the National Recovery Administration.

There are now compliance agencies in every State under the direction of the State Directors of the National Emergency Council. In addition, a large percentage of the industries under codes have their own adjustment agencies.

How may operators of small businesses or units of industries proceed to file complaints when they feel they are oppressed by the operations of larger groups?

A complaint that an industry is dominated by a monopolistic or hostile interest should be sent directly to the State Director or to the NRA in Washington.

Does a business man who is dissatisfied with his industrial adjustment agency's disposal of a case have the right of appeal?

Even though a complainant may have submitted his grievance originally to his industrial agency, he may withdraw it at any time and submit it to the State Director.

If the complainant or the party against whom the complaint is filed is dissatisfied with the final decision of the State Director, he has the right to appeal to the State Adjustment Board, or to file a statement with that Board. These Boards will be made up of an equal number of representatives of employers and employees and a chairman representative of the public, agreed upon by the other members to be appointed by the President.

What is the ordinary procedure in filing a complaint?

All complaints should be made in writing. Therefore the complainant should obtain the NRA complaint form, available at all post offices, except fourth class, fill it out and send it either to his State Director or to his industrial adjustment agency. If he is not certain that the complaint is of the type over which the agency has original jurisdiction, he should send it to the State Director who will reroute it if necessary. The complaint should be sent to the proper authorities for the area in which the business is located or the person against whom the complaint is registered.

What types of complaints are handled by industrial adjustment agencies "in the first instance?"

The NRA will send instructions to State Directors as to the kinds of complaints over which industrial agencies will be given jurisdiction. Publicity

will be given to such instructions so that all interested parties may know that they should complain to the industrial agency.

What requirements must be met by a merchant to obtain consideration for his case?

The complainant must submit enough evidence to show a violation of a code. If it appears from the complaint that any provision of a code may have been violated, but the complaint does not clearly state sufficient facts to establish a violation, the complainant will be advised wherein he has failed to set forth a violation and will be requested to furnish additional information.

In some cases a complaint may indicate that conditions are permitted by a code which violate the spirit and intent of NRA or of the code, and yet do not constitute a technical violation of the code because some of its provisions are loosely drawn. In such a case, an explanatory letter will be sent to the complainant and the person against whom the complaint is filed and a report will be made to the National Compliance Director.

Are complaints treated confidentially?

Yes. Publicity concerning the filing of a complaint might adversely affect a business establishment even though the complaint might later be disproved. Also, such publicity might deter employees from making complaints.

May complaints of code violations be registered with local compliance boards?

The local compliance boards are not authorized to handle complaints of NRA code violations. They deal only with matters pertaining to the President's Re-employment Agreement.

Grand Traverse Grocer Co. Entertains Salesmen

Fred D. Vos, President of the Grand Traverse Grocer Co., entertained the salesmen and heads of departments, also a number of invited guests from out of the city, at the third annual salesman's banquet and entertainment at the Park Hotel last Saturday evening. Covers were laid for thirty. After the banquet several entertainment features were presented, including several selections on the piano accordion, rendered by William Sawyer, son of Wilson Sawyer, Secretary and Treasurer of the company. Kitty and Eddie Robinson entertained with several dance and song numbers which brought hearty applause from all present. After the entertainment Mr. Vos, President of the company, gave a very interesting and inspiring talk.

Among the guests from outside were Mr. and Mrs. Harry C. Gamble, of Detroit; J. C. Anderson, from Alpena; Mr. Jackson, of Hillman; Henry Oudman, from Grand Rapids; Perry McDougal, from Sault Ste. Marie; R. R. Flesher, from Bloomington, Ill.; Owen Ennels, of Grand Rapids; E. F. Brucker, Jr., cousin of former Governor Wilbur S. Brucker, of Toledo, Ohio, and Robert A. Vos, Vice-President of the company, of Grand Rapids.

Thunder accomplishes nothing; sunshine, everything.

DRUGS

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

Michigan State Pharmaceutical Association.
 Officers elected at the Jackson Convention of the M. S. P. A.
 President—Duncan Weaver, Fennville.
 First Vice-President—Paul Gibson, Ann Arbor.
 Second Vice-President—J. E. Mahar, Pontiac.
 Treasurer—Wm. H. Johnson, Kalamazoo.
 Secretary—R. A. Turrel, Croswell.
 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.

The Proposed Pure Food and Drug Act

On the face of Prof. Tugwell's interpretation of the proposed new Federal Pure Food and Drug Act the Tugwell bill, this bill would seem to be an answer to the prayers of all honest manufacturers, advertising agents and publishers for some method of slaying "the big bad wolf" of advertising practice.

Actually, though, according to eminent authorities, the Tugwell bill is an attempt to take away from the people the right of self-medication and to restrict or destroy industries that pay a large portion of the government expense and a good part of the national advertising bill amounting to about \$345,000,000 in 1932.

No one doubts the high purposes of the authors of the Tugwell bill although some critics do point out the coincidence of Prof. Tugwell's declaration in his book "The Industrial Discipline," that advertising and sales effort were generally an economic waste.

No endeavor is made here to argue the merit of advertising or to discuss its faults. That is left to the advertising men and publishers who, no doubt, are as deeply interested in the Tugwell bill as the manufacturers. It is expected that codes of ethics now being prepared will dispose of that subject anyway.

The manufacturers are beginning to realize, however, that the public is no longer impressed by extravagant claims for products and that the public intelligence has come to set up its own censorship in regard to advertising copy. The public knows pretty well today what it wants, and it would seem that the Tugwell Bill was under-estimating its intelligence somewhat.

What we are concerned with are the evils of promulgating new laws for the restriction of simple package medicines when an investigation would tend to show that in no other instance is the public so well protected under existing laws as in food and drugs. These protective agencies under existing laws and under which the nation's health has steadily improved, even to the point of increasing longevity, are three-fold:

1. The right of the drug administration to prosecute the manufacturer;
2. Through the postal laws, to deny the use of the mails;
3. Prosecution under the Federal trade act.

Is there need now for new laws to eliminate the advertising of any preparation that can be proven worthless? Are not the seizure powers of the Federal trade act and the denial of the mails controlling factors of such preparations? Is it not an interesting corollary that many of the medicines cited by Prof. Tugwell as "bad examples" have already been put out of existence by present laws?

Prof. Tugwell has said nothing about the conflict between State and Federal Laws, should the new bill become a law. It has taken years to bring state laws into reasonable conformity with the present Federal law. If the new legislation is enacted, the manufacturer will find his labels in conflict, and he faces the danger of breaking one law to comply with another.

Manufacturers believe that the existing Federal pure food and drug law is adequate to take care of all labeling offenses. Limitations imposed by the proposed new law would involve writing labels so complicated and confusing as to actually hamper distribution. The printing of a formula and warnings on the label will not prevent the purchaser from taking a remedy.

Is it consistent that a medicine that possessed virtues that, through physicians' prescriptions, led to its universal sale, loses all of its virtues when that same medicine is advertised to the public and purchased by them without a physician's prescription?

Is this medicine prescribed by a physician under a Latin name different in its actions and effects than the product made known to the public under a trade name? Many of the popular package medicines first became known to the public through the prescriptions of physicians.

Prof. Tugwell cites the Advertising Review Committee, the American Newspaper Publishers Association, the National Editorial Association, the National Association of Broadcasters and the Advertising Federation of America as favoring his new legislation. According to his own quotation, however, the Advertising Review Committee favored advertising that would be drawn along simple and broad lines permitting a flexible interpretation. The American Newspaper Publishers Association, the National Editorial Association and the National Association of Broadcasters favored legislation that would provide reasonable regulation.

It is pertinent, then, to inquire if the pending legislation actually does provide reasonable regulation. It is this angle that has aroused opposition to these bills. It is the consensus of opinion of good legal minds that the pending bills do not constitute reasonable regulation but that they do constitute the transference of judicial power from the courts to bureaucratic control that will cause the complete demoralization of the industries affected.

Prof. Tugwell stated that if the bills are passed, the advertising fraternity can do most of the actual policing. The fact that any law giving any governmental department undue power may be exercised only at the discretion of that particular department, in no way lessens the potential dangers of prosecution under that particular law and at

the hands of that particular department.

In the Tugwell bill, an advertisement is deemed false if in any particular it is untrue, or by ambiguity or inference, creates a misleading impression.

Manufacturers seriously object to the language employed in this definition, for, in itself, it is ambiguous. Their right to do business and to remain out of prison depends wholly upon the construction that the administration officials put upon the words "ambiguity" and "misleading impression."

It is the contention of manufacturers that any fair advertising law should be written in terms that are definite and understandable, and to be subject to court review in case of controversy.

Such eminent jurists as the late ex-President Taft, and Chief Justice Hughes, have ruled that false advertising claims must also be fraudulent as a matter of law; yet, in this legislation, the advertiser is held guilty for what may be construed as ambiguity or a statement that is likely to create a misleading impression. The decision lies entirely with the administration official who reviews the advertising. Thus, a statement that will be perfectly plain to 99 out of 100 readers, if ambiguous to the examiner, will constitute a violation of the new law, and a possibility of resultant fine and imprisonment.

The measure holds, according to Prof. Tugwell, that an advertisement is false if any disease is mentioned for which the drug is not a specific cure, unless it states with equal prominence, that the drug is not a cure for such disease. It is generally recognized that there are comparatively few specifics. Why, then, compel the manufacturer to adopt negative advertising if his medicine is a palliative and not a specific? The public buys laxatives for their laxative effect, and not as cures

for constipation. Is the interest of the public better served by compelling the manufacturer to say in his advertising that his medicine will not cure constipation?

The Tugwell Bill, as interpreted by Prof. Tugwell, declares that an advertisement is false if any representation is made either directly or by ambiguity or by inference, which is contrary to general agreement of medical opinion. The courts have repeatedly ruled that they will not recognize any particular school of medicine. How, then, can there be such a thing as a general agreement of medical opinion? Under the existing law, drug administration officials have repeatedly been asked to say who they considered the authorities that made up the consensus of modern day medical opinion. However, they have always refused to designate such opinion. But under the proposed new law, the advertiser is held guilty if his advertising does not conform to such opinion.

People want to treat themselves in minor ailments. All large newspapers to-day and many small ones publish health columns edited by prominent physicians. These columns discuss common diseases and make their readers conscious of many ailments. These authorities frequently refer to proprietary medicines with approval. People will always demand remedies for self-medication. Most of them cannot afford to run to the physician for prescriptions for simple remedies.

Many publishers have already gone on record against the Tugwell bill because it singles out the food and drug industries for special censorship attention without including all other fields of advertising. A few publishers, perhaps, have interpreted the proposed law as a measure designed merely to clean up copy. Reputable manufacturers are desirous of conservative adver-

SPRING SPECIALTIES

▲

Marbles	Rubber Balls	Jacks
Base Balls	Golf Supplies	Tennis Supplies
Playground Balls	Shelf Papers	Insecticides
Seed	Disinfectants	Goggles
Bathing Supplies	Waxed Papers	Paint Brushes
Soda Fountain Supplies	Kalsomine Brushes	Enamels
Picnic Supplies	Etc., Etc.	
White Wash Heads		
Turpentine	Varnishes	
Brushing Lacquer		

▲

Sundries Now on Display in Our Sample Room. Come look them over.

▲

Hazeltine & Perkins Drug Co.
 Grand Rapids Michigan

tising copy at all times, but the loose phraseology of the Tugwell bill constitutes a real threat to the business of advertising as well as to the industries at which it is aimed.

The manufacturers look upon the Tugwell bill as a nuisance measure, one that is completely out of harmony with the "new deal" and one that will increase unemployment and "upset the applecart" of business improvement.

Frank A. Blair,
President Proprietary Ass'n.

What Science Has Been Doing For Mankind

The mind of man is ever active when he is awake and often continues so in his dreams. The gift to think and to observe what takes place about us naturally broadens our knowledge and strengthens our intellect. Besides what we acquire in our thinking and observations, we learn from others more informed than are we, so to make knowledge more available man has established schools and colleges to better instruct youth.

Mankind passed through many centuries of time during its evolutionary progress before the need of education was recognized. Then it was only within the reach of a few—the priests, monks and rulers. As the superior animal man was placed in control of the material wealth of the earth and was left to work out his own destiny. But being endowed with a spiritual life he was given means of renewing it through contact with his Creator, who also is the creator of all things.

In the evolutionary progress of man his spiritual growth evolved, as did that of animal and plant life. It was millions of years before man reached the age of spiritual puberty and began to recognize his relations toward his Creator. The spiritual instinct was present more or less in the various races of the human family, all being influenced by their environment. No one contends that the race of mankind are separate and distinct species. For many centuries man was but little above inferior animal life. He lived much as the animals of the forest, depending upon the chase to capture fish, birds and lower animals. He made his home in caves and sheltered nooks. His clothing was a covering of leaves and the skins of animals.

Thus did man start upon his quest for the higher and better things of life for which he was endowed. Down through the centuries he has erratically progressed. At times he made progress, then came retrogression. At long periods mankind seemed to stand still. Out of this long march he has reached his position of to-day. None of us can believe man's quest for knowledge is near its end. In fact it is only during the past hundred years that man has been permitted free thought, and with this has come the development of the sciences. Man has learned much as he has gradually emerged from bigotry and superstition, with which he was surrounded. He was like the child possessed with fear of things it cannot understand until the mystery is swept aside. This is what science has been doing so largely for mankind during the past one hundred years.

E. B. Stebbins.

Items From The Cloverland Of Michigan

Sault Ste. Marie, Feb. 19—The report circulated last week that we were to expect 40 degrees below zero last Friday turned out to be a false rumor, but it caused some commotion. However, as we were in the running for the cold contest, Mr. Humphery Marshall, district manager for the Metropolitan Life Insurance Co. and one of our popular citizens, spent a few days in New York last week and was somewhat surprised when he opened the morning paper to find in the headlines that the Sault was the coldest place in the United States that day. This made us all take notice, as it was as they say in California "very unusual." We did hear, however, many times that the Sault was one of the best cities in the United States during the depression, but it was the first report of its being the coldest city.

Montgomery Ward seems to think that the Sault is worth while, as he closed the store on Monday for a week to remodel and decorate, to be ready for the spring business.

Clarence Tapert, of the Tapert Specialty Co., left Sunday for Chicago, where he will attend a convention and transact other business during the week. He will return by way of Milwaukee, to spend a day in the interest of the business.

O. H. Wells, one of our well-known East end grocers, has closed his store for the winter and expects to open again to be ready for the tourist business. Mr. Wells' store is located on the opposite side of the street, directly across from the tourist camp, and enjoys the bulk of the camp business during the season.

Kindness and courtesy would be seen oftener if some people didn't mistake the former for weakness and the latter for cowardice.

The merchants here have decided not to close their places of business on Washington's birthday, as was planned at the C. C. meeting last week.

The Les Cheneaux Islands expect to get much free advertising for next season during the raising of the sail craft, Griffin, a rude sailing vessel which LaSalle built back in 1679 and launched on the virgin waters of the great inland seas. Captain Goudreau claims to have located the scattered hulk of the Griffin near the Les Cheneaux Islands, but he never revealed the spot. Captain Goudreau has since died. A diver at Cedarville claims to have made the discovery and has been doing some work during the winter and hopes to have some definite proof as soon as the ice gets out of the Islands. The fate of the Griffin, the first sailing vessel to voyage upon the waters of the Great Lakes, is a mystery. LaSalle sent it back to Lake Erie from the present site of Green Bay, manned by a small crew of men and loaded with furs. It was never heard from afterward. It faded from human ken as completely as if Lake Michigan or Lake Huron had opened its maws and swallowed it.

Jerry Lynch, one of our well-known lumbermen, had to take supplies to his camp near Sheldrake by airplane last week on account of the snow-blocked roads leading into the camps.

The trouble with the advice to "Give until it hurts" is that the collector wants to be the judge.

William G. Tapert.

So many are stopped where they really were only interrupted.

The more happiness you give the more you have left.

A good idea is one that somebody got to work on.

Naturally a glad face gets a glad hand reception.

WHOLESALE DRUG PRICE CURRENT

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

ACID			GUM			Hemlock, Pu., lb.			1 70	@	20				
Acetic, No. 8, lb.	06	@	10	Aloes, Barbadoes, so called, lb. gourds	@	60	Heml'k Com., lb.	1 00	@	1 25					
Boric, Powd., or Xtal, lb.	08 1/2	@	20	Powd., lb.	35	@	45	Juniper Ber., lb.	3 00	@	30				
Carbolic, Xtal, lb.	36	@	43	Aloes, Socotrine, lb.	@	75	Junip'r W'd, lb.	1 50	@	1 75					
Citric, lb.	35	@	45	lb.	@	75	Lav. Flow., lb.	3 50	@	40					
Muriatic, Com'l., lb.	03 1/2	@	10	Powd., lb.	@	80	Lav. Gard., lb.	1 25	@	1 50					
Nitric, lb.	09	@	15	Arabic, first, lb.	@	40	Lemon, lb.	1 75	@	25					
Oxalic, lb.	15	@	25	Arabic, sec., lb.	@	30	Mustard, true, ozs.	@	1 50						
Sulphuric, lb.	03 1/2	@	10	Arabic, sorts, lb.	15	@	25	Mustard art., ozs.	@	35					
Tartaric, lb.	35	@	46	Arabic, Gran., lb.	@	35	Orange, Sw., lb.	3 00	@	35					
ALCOHOL				Arabic, P'd, lb.	25	@	35	Organum, art, lb.	1 00	@	1 20				
Denatured, No. 5, gal.	44	@	55	Asafoetida, lb.	47	@	50	Pennyroyal, lb.	2 75	@	30				
Grain, gal.	40	@	50	Asafoetida, Po., lb.	75	@	82	Peppermint, lb.	4 25	@	40				
Wood, gal.	50	@	60	Guaiac, lb.	@	70	Rose, dr.	@	2 50						
ALUM-POTASH, USP				Guaiac, powd.	@	75	Rose, Geran., ozs.	50	@	95					
Lump, lb.	05	@	13	Kino, lb.	@	90	Rosemary								
Powd. or Gra., lb.	05 1/4	@	13	Kino, powd., lb.	@	100	Flowers, lb.	1 00	@	1 50					
AMMONIA				Myrrh, lb.	@	60	Sandalwood								
Concentrated, lb.	06	@	18	Myrrh Pow., lb.	@	75	E. I., lb.	8 00	@	8 60					
4-F, lb.	05 1/2	@	13	Shellac, Orange, lb.	22 1/2	@	30	W. I., lb.	4 50	@	4 70				
3-F, lb.	05 1/2	@	13	Ground, lb.	22 1/2	@	30	Sassafras, true, lb.	1 90	@	2 40				
Carbonate, lb.	20	@	25	Shellac, white, (bone dr'd) lb.	35	@	45	Syn., lb.	85	@	100				
Muriate, Lp., lb.	18	@	30	Tragacanth, No. 1, bbls.	1 60	@	200	Spear-mint, lb.	2 50	@	3 00				
Muriate, Gra., lb.	08	@	18	No. 2, lbs.	1 50	@	175	Tansy, lb.	3 50	@	400				
Muriate, Po., lb.	20	@	30	Pow., lb.	1 25	@	150	Thyme, Red, lb.	1 50	@	200				
ARSENIC				Pound			25	@	40	Thyme, Whi., lb.	1 75	@	240		
BALSAMS				HOPS						Wintergreen					
Copaiba, lb.	60	@	140	1/2s Loose, Pressed, lb.	@	1 25	Leaf, true, lb.	5 75	@	60	20				
Fir, Cana., lb.	2 00	@	240	Hydrogen Peroxide			Birch, lb.	4 00	@	4 60					
Fir, Oreg., lb.	50	@	100	Pound, gross	27 00	@	29 00	Syn.	75	@	20				
Peru, lb.	2 00	@	250	1/2 lb., gross	17 00	@	18 00	Wormseed, lb.	3 50	@	400				
Tolu, lb.	1 50	@	180	1/4 lb., gross	11 00	@	11 50	Wormwood, lb.	4 50	@	500				
BARKS				INDIGO						OILS HEAVY					
Cassia, Ordinary, lb.	@	30		Madras, lb.	2 00	@	25	Caster, gal.	1 45	@	1 60				
Ordin., Po., lb.	25	@	35	Pure, lb.	31	@	41	Cocoonut, lb.	22 1/2	@	35				
Saigon, lb.	@	40		INSECT POWDER						Cod Liver, Norwegian, gal.	1 20	@	1 50		
Saigon, Po., lb.	50	@	60	Xtal, lb.	17	@	25	Cot. Seed, gal.	85	@	100				
Elm, lb.	40	@	50	Powd. & Gran.	25	@	35	Lard, ex., gal.	1 55	@	1 65				
Elm, Powd., lb.	38	@	45	LEAD ACETATE						Lard No. 1, gal.	1 25	@	140		
Elm, G'd, lb.	38	@	45	Extracts, sticks, per box	1 50	@	200	Linsed, raw, gal.	75	@	91				
Sassafras (P'd) lb.	45	@	35	Lozenges, lb.	40	@	50	Linsed, boil., gal.	76	@	94				
Soap-tree, cut, lb.	20	@	30	Wafers, (24s) box	@	1 50		Neatsfoot, extra, gal.	80	@	100				
Soap-tree, po., lb.	35	@	40	LEAVES						Olive					
BERRIES				Buchu, lb., short	@	60	Malaga, gal.	2 50	@	300					
Cubeb, lb.	@	75		Buchu, lb., long	@	70	Pure, gal.	3 00	@	500					
Cubeb, po., lb.	@	75		Buchu, P'd, lb.	@	70	Sperm, gal.	1 25	@	1 50					
Juniper, lb.	10	@	20	Sage, bulk, lb.	25	@	30	Tanner, gal.	75	@	90				
BLUE VITRIOL				Sage, loose pressed, 1/2s, lb.	@	40	Tar, gal.	500	@	65					
Pound	06	@	15	Sage, ounces	@	85	Whale, gal.	@	200						
BORAX				Sage, P'd & Grd.	@	35	OPIUM								
P'd or Xtal, lb.	06	@	13	Senna, Alexandria, lb.	35	@	40	Gum, ozs., \$1.40							
BRIMSTONE				Tinnevela, lb.	25	@	40	lb.	17 50	@	200				
Pound	04	@	10	Powd., lb.	25	@	35	Powder, ozs., \$1.40							
CAMPOR				Uva Ursi, lb.	@	31		lb.	17 50	@	200				
Pound	80	@	100	Uva Ursi, P'd, lb.	@	45		Gran., ozs., \$1.40							
CANTHARIDES				LIME				lb.	17 50	@	200				
Russian, Powd.	@	50		Chloride, med., dz.	@	85	PARAFFINE								
Chinese, Powd.	@	200		Chloride large, dz.	@	1 45	Pound	06 1/2	@	15					
CHALK				LYCOPodium				PEPPER							
Crayons, White, dozen	@	30		Pound	45	@	60	Black, grd., lb.	25	@	35				
Dustless, doz.	@	60		MAGNESIA				Red, grd., lb.	45	@	55				
French Powder, Cornl., lb.	03 1/2	@	10	Carb., 1/2s, lb.	@	30	PITCH BURGUNDY								
Precipitated, lb.	12	@	15	Carb., 1/16s, lb.	@	32	Pound	20	@	25					
Prepared, lb.	14	@	16	Carb., P'd, lb.	15	@	25	PETROLATUM							
White, lump, lb.	03	@	10	Oxide, Hea., lb.	@	75	Amber, Plain, lb.	12	@	17					
CAPSICUM				Oxide, light, lb.	@	75	Amber, Carb., lb.	14	@	19					
Pods, lb.	60	@	70	MENTHOL				Cream Whl., lb.	17	@	22				
Powder, lb.	62	@	75	Pound	4 54	@	4 88	Lily White, lb.	20	@	25				
CLOVES				MERCURY				Snow White, lb.	22	@	27				
Whole, lb.	30	@	40	Pound	1 50	@	1 75	PLASTER PARIS DENT'L							
Powdered, lb.	35	@	45	Ounces	@	11 80		Barrels	@	5 75					
COCAINE				1/2s	@	13 96		Less, lb.	03 1/2	@	68				
Ounce	12 68	@	14 85	MUSTARD				POTASSA							
Xtal, lb.	03 1/4	@	10	Bulk, Powd., select, lb.	45	@	50	Caustic, st'ks, lb.	55	@	88				
Powdered, lb.	04	@	15	No. 1, lb.	25	@	35	Liquor, lb.	@	40					
CREAM TARTAR				NAPHTHALINE				POTASSIUM							
Pound	23	@	36	Balls, lb.	09	@	18	Acetate, lb.	60	@	96				
CUTTLEBONE				Flake, lb.	09	@	18	Bicarbonate, lb.	30	@	35				
Pound	40	@	50	NUTMEG				Bichromate, lb.	15	@	25				
DEXTRINE				Pound	@	40		Bromide, lb.	66	@	98				
Yellow Corn, lb.	06 1/2	@	15	Powdered, lb.	@	50		Carbonate, lb.	30	@	35				
White Corn, lb.	07	@	15	NUX VOMICA				Chlorate, Xtal., lb.	17	@	23				
EXTRACT				Powdered, lb.	@	50		Powd., lb.	17	@	23				
Witch Hazel, Yellow Lab., gal.	1 10	@	1 70	OIL ESSENTIAL				Gran., lb.	21	@	28				
Licorice, P'd, lb.	50	@	60	Almond, Bit., true, ozs.	@	50		Iodide, lb.	2 71	@	2 90				
FLOWER				Bit., art. ozs.	@	30		Pernanganate, lb.	22 1/2	@	35				
Arnica, lb.	50	@	55	Sweet, true, lb.	1 40	@	200	QUASSIA CHIPS							
Chamomile, German, lb.	35	@	45	Sw't, art., lbs.	1 00	@	1 25	Pound	25	@	30				
Roman, lb.	@	100		Amber, crude, lb.	71	@	140	Powd., lb.	35	@	40				
Saffron, American, lb.	50	@	55	Amber, rect., lb.	1 30	@	200	QUININE							
Spanish, ozs.	@	1 35		Anise, lb.	1 00	@	1 60	5 oz. cans, ozs.	@	77					
FORMALDEHYDE, BULK				Bay, lb.	4 00	@	4 25	SAL							
Pound	09	@	20	Bergamot, lb.	3 00	@	3 60	Epsom, lb.	03 1/4	@	10				
FULLER'S EARTH				Cajuput, lb.	1 50	@	200	Lump, lb.	03	@	10				
Powder, lb.	05	@	10	Caraway S'd, lb.	2 80	@	3 40	Gran., lb.	03 1/2	@	10				
GELATIN				Cassia, USP, lb.	2 10	@	2 60	Nitre, Xtal. or Powd., lb.	10	@	16				
Pound	55	@	65	Cedar Leaf, lb.	1 70	@	2 20	Gran., lb.	09	@	16				
GLUE				Coml., lb.	1 00	@	1 25	Rochelle, lb.	17	@	30				
Brok., Bro., lb.	20	@	30	Citronella, lb.	1 05	@	1 40	Soda, lb.	02 1/2	@	38				
Gr'd, Dark, lb.	16	@	22	Cloves, lb.	1 75	@	2 25	SODA							
Whl. Flake, lb.	27 1/2	@	35	Croton, lbs.	4 00	@	4 60	Ash	03	@	10				
White G'd, lb.	25	@	35	Cubeb, lb.	4 25	@	4 80	Bicarbonate lb.	03 1/2	@	10				
White AXX light, lb.	@	40		Erigeron, lb.	2 70	@	3 35	Caustic, Co'l, lb.	08	@	15				
Ribbon	42 1/2	@	50	Eucalytus, lb.	85	@	120	Hyposulphite, lb.	05	@	10				
GLYCERINE				Fennel	2 25	@	2 60	Phosphate, lb.	23	@	28				
Pound	14 1/4	@	35					Sulphite, Xtal., lb.	07	@	12				

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

Canned Corn
Canned Succotash
Canned Tomatoes
Canned Peas

Evap. Apricots
Prunes

DECLINED

Holland Herring

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

BAKING POWDERS

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



BLEACHER CLEANSER

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

BLUING

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

BEANS and PEAS

100 lb. bag
Dry Lima Beans, 100 lb. 7 90
White H'd P. Beans, 3 70
Split Peas, yell., 60 lb. 3 90
Split Peas, gr'n, 60 lb. 5 40
Scotch Peas, 100 lb. 7 00

BURNERS

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

BOTTLE CAPS

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

BREAKFAST FOODS

Kellogg's Brands

Corn Flakes, No. 136 2 90
Corn Flakes, No. 124 2 90
Pep, No. 224 2 20
Pep No. 250 1 05
Krumbs, No. 412 1 40
Bran Flakes, No. 624 1 90
Bran Flakes, No. 650 1 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, 4 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 10
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 3 15
Post Bran, PBF 36 3 15
Sanka 6-1 lb. 2 57

Amsterdam Brands

Gold Bond Par., No. 5 7 50
Prize, Parlor, No. 6 8 00
White Swan Par., No. 6 8 50

BROOMS

Quaker, 5 sewed 6 75
Warehouse 7 25
Rose 4 15
Winner, 5 sewed 5 75
Top Notch 4 35

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
Apple Sauce
No. 10, dozen 5 25
No. 2, dozen 1 10
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 1 10

Pears

Pride of Mich. No. 2 1/2 2 25
Black Raspberries
No. 2 2 60
Pride of Mich. No. 2 1 60

Red Raspberries

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

Strawberries

No. 2 3 00
8 oz. 80
Marcellus, No. 2 1 45

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35
Clam Chowder, No. 2 2 75
Clams, Steamed, No. 1 2 75
Clams, Minced, No. 1/2 2 40
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small 1 35
Cod Fish Cake, 10 oz. 1 55
Cove Oysters, 5 oz. 1 35
Lobster, No. 1/2 2 25
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 85
Salmon, Pink, Alaska 1 60
Sardines, Im. 1/4, ea. 6@13 1/2
Sardines, Cal. 1 00
Tuna, 1/2 Van Camps, doz. 1 15
Tuna, 1/4s, Van Camps, doz. 1 15
Tuna, 1s, Van Camps, doz. 3 45
Tuna, 1/2s, Chicken Sea, 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., Sli. 1 30
Corn Beef Hash, doz. 1 90
Beefsteak & Onions, 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. 63
Potted Ham, Gen. 1/4 1 35
Vienna Saus. No. 1/2 90
Vienna Sausage, Qua. 78

Baked Beans

Campbells 48s 2 30

CANNED VEGETABLES

Hart Brand

Asparagus
Natural, No. 2 3 00
Tips & Cuts, No. 2 2 25

Baked Beans

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

Lima Beans

Little Quaker, No. 10 7 90
Baby, No. 2 1 60
Marcellus, No. 2 1 25
Reber Soaked 95
Marcellus, No. 10 6 00

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 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 20
Fancy Crosby, No. 2 1 35
Fancy Crosby, No. 10 6 75
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 25
No. 2 92 1/2

Sauerkraut

No. 10 4 25
No. 2 1 35
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 25

Tomatoes

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

Tomato Juice

Hart, No. 10

CATSUP

Regal, 8 oz. doz. 95
Regal, 14 oz. doz. 1 28
Sniders, 8 oz. doz. 1 30
Sniders, 14 oz. doz. 1 85
Quaker, 8 oz. doz. 1 12
Quaker, 14 oz. doz. 1 35

CHILI SAUCE

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

OYSTER COCKTAIL

Sniders, 11 oz. 2 00

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 28
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. 32
Kraft, Pimento, 1/2 lb. 1 60
Kraft, American, 1/2 lb. 1 50
Kraft, Brick, 1/2 lb. 1 51
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
Bradstreet's 38 50
Odins 40 00
R G Dun Boquet 75 00
Perfect Garcia Subl. 95 00
Hampton Arms Jun'r 33 00
Rancho Coronado 31 50
Kenway 20 00
Budwiser 20 00
Isabella 20 00

CLOTHES LINE

Riverside, 50 ft. 2 20
Cupples Cord 2 91

COFFEE ROASTED

Lee & Cady

1 lb. Package
Aarrow Brand 22
Boston Breakfast 23
Breakfast Cup 22
Competition 16 1/2
I. V. 20
Majestic 29
Morton House 31
Nedrow 26
Quaker, in cartons 22
Quaker, in glass jars 26 1/2

McLaughlin's Kept-Fresh

COFFEE SERVICE

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

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

Mixed Candy

Kindergarten
Leader
French Creams
Paris Creams
Jupiter
Fancy Mixture

Fancy Chocolate

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

Gum Drops

Cases
Jelly Strings
Tip Top Jellies
Orange Slices

Lozenges

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

Hard Goods

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

Cough Drops

Bxs.
Smith Bros. 1 45
Luden's 1 45
Vick's, 40/10c 2 40

Specialties

Italian Bon Bons
Banquet Cream Mints
Handy Packages, 12-10c 80

COUPON BOOKS

50 Economic grade 2 50
100 Economic grade 4 50
500 Economic grade 20 00
1000 Economic grade 37 50
Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

CRACKERS

Hekman Biscuit Company

Saltine Soda Crackers, bulk 14
Saltine Soda Crackers, 1 lb. pkgs. 1 86
Saltine Soda Crackers, 2 lb. pkgs. 3 26
Saltine Soda Crackers, 6 1/4 oz. pkgs. 1 00
Butter Crackers, bulk 13
Butter Crackers, 1 lb. 1 72
Butter Crackers, 2 lb. 3 12
Graham Crackers, bulk 14
Graham C's, 1 lb. 1 90
Graham C's, 2 lb. 3 36
Graham C's, 6 1/4 oz. 1 00
Junior Oyster C's, blk. 13
Oyster C's, shell, 1 lb. 1 84
Club Crackers 1 86

CREAM OF TARTAR

6 lb. boxes 35

DRIED FRUITS

Apples
N. Y. Fcy., 50 lb. box
N. Y. Fcy., 14 oz. pkg.

Apricots

Evaporated, Ex Choice 17 1/2
Fancy
Ex. Fancy Moorpack 25

Clitron

5 lb. box 27

Currents Imperial, 12s, 1 lb. 1 90 Imperial, 12s, 2 lb. 1 60 Imperial, 12s, 1 lb. 1 60 Dates Imperial, 12s, 1 lb. 1 90 Imperial, 12s, 2 lb. 1 60 Imperial, 12s, 1 lb. 1 60 Figs Calif., 24-83, case 1 70 Peaches Evap. Choice 13 1/2 Peel Lemon, Dromdary, 4 oz., doz. 1 10 Orange, Dromdary, 4 oz., dozen 1 10 Citron, Dromdary, 4 oz., dozen 1 10 Raisins Seeded, bulk 6 1/2 Thompson's S'dless blk. 6 1/2 Quaker s'dless blk. 7 1/2 15 oz. 7 1/2 Quaker Seeded, 15 oz. 7 1/2 California Prunes 90@100, 25 lb. boxes @07 80@ 90, 25 lb. boxes @07 1/2 70@ 80, 25 lb. boxes @07 1/2 60@ 70, 25 lb. boxes @08 1/2 50@ 60, 25 lb. boxes @08 1/2 40@ 50, 25 lb. boxes @09 1/2 30@ 40, 25 lb. boxes @11 20@ 30, 25 lb. boxes @13 18@ 24, 25 lb. boxes @15 1/2 Hominy Pearl, 100 lb. sacks 3 50 Bulk Goods Elb. Macaroni, 20 lb. bx. 1 25 Egg Noodle, 10 lb. box 1 25 Pearl Barley 0000 7 00 Barley Grits 5 00 Chester 4 50 Lentils Chili 10 Tapioca Pearl, 100 lb. sacks 7 1/2 Minute, 8 oz., 3 doz. 4 05 Dromedary Instant 3 50 Jiffy Punch 3 doz. Carton 2 25 Assorted flavors. EVAPORATED MILK Quaker, Tall, 10 1/2 oz. 2 85 Quaker, Baby, 4 doz. 1 43 Quaker, Gallon, 1/2 dz. 2 85 Carnation, Tall, 4 doz. 2 85 Carnation, Baby, 4 dz. 1 48 Oatman's D'dee, Tall 2 95 Oatman's D'dee, Baby 1 48 Pet, Tall 2 95 Pet, Baby, 4 dozen 1 45 Borden's, Tall, 4 doz. 2 95 Borden's, Baby, 4 doz. 1 48 FRUIT CANS Presto Mason F. O. B. Grand Rapids Half pint 7 15 One pint 7 40 One quart 8 65 Half gallon 11 55 FRUIT CAN RUBBERS Presto Red Lip, 2 gro. carton 78 Presto White Lip, 2 gro. carton 83 GELATINE Jell-o, 3 doz. 1 80 Minute, 3 doz. 4 05 Plymouth, White 1 55 Jelsert, 3 doz. 1 40 HONEY Lake Shore 1 lb. doz. 1 90 JELLY AND PRESERVES Pure, 30 lb. pails 2 60 Imitation, 30 lb. pails 1 60 Pure Pres, 16 oz., dz. 1 80 12 oz. Apple Jelly, dz. 95 13 oz. Mint Jelly, dz. 1 60 7 oz. Cranberry Jelly, dz 90 JELLY GLASSES 1/2 Pint Tall, per doz. 35	JUNKET GOODS Junket Powder 1 20 Junket Tablets 1 35 Junket Food Colors 1 60 MARGARINE Wilson & Co.'s Brands Oleo Nut 08 1/2 MATCHES Diamond, No. 5, 144 6 50 Searchlight, 144 box 6 50 Crescent, 144 5 90 Diamond, No. 0 5 10 Safety Matches Red Top, 5 gross case 5 40 Signal Light, 5 gro. cs 40 MUELLER'S PRODUCTS Macaroni, 9 oz. 2 10 Spaghetti, 9 oz. 2 10 Elbow Macaroni, 9 oz. 2 10 Egg Noodles, 6 oz. 2 10 Egg Vermicelli, 6 oz. 2 10 Egg Alphabets, 6 oz. 2 10 Cooked Spaghetti, 24c, 17 oz. 2 20 NUTS Whole Almonds, Peerless 15 1/2 Brazil, large 14 1/2 Fancy Mixed 15 Filberts, Naples 20 Peanuts, Vir. Roasted 7 Peanuts, Jumbo 8 1/2 Pecans, 3 star 25 Pecans, Jumbo 40 Pecans, Mammoth 50 Walnuts, Cal. 14@20 Hickory 07 Shelled Almonds 39 Peanuts, Spanish, 125 7 1/2 lb. bags 7 1/2 Filberts 32 Pecans, salted 45 Walnut, California 48 MINCE MEAT None Such, 4 doz. 6 20 Quaker, 3 doz. case 2 65 Yo Ho, Kegs, wet, lb. 16 1/2 OLIVES 4 oz. Jar, Plain, doz. 90 16 oz. Jar, Plain, doz. 1 95 26 oz. Jars, Plain, doz. 2 40 5 Gal. Kegs, each 6 50 3 oz. Jar, Stuffed, doz. 1 15 8 oz. Jar, Stuffed, doz. 2 25 10 oz. Jar, Stuffed, doz. 2 65 1 Gal. Jugs, Stuffed, dz. 1 80 PARIS GREEN 1/2s 34 1s 32 2s and 5s 30 PICKLES Medium Sour 5 gallon, 400 count 4 75 Sweet Small 5 gallon, 500 7 25 Banner, 6 oz., doz. 90 Banner, quarts, doz. 2 10 Paw Paw, quarts, doz. 2 80 Dill Pickles Gal., 40 to Tin, doz. 8 15 32 oz. Glass Thrown 1 45 Dill Pickles, Bulk 5 Gal., 200 3 65 16 Gal., 650 11 25 45 Gal., 1300 30 00 PIPES Cob, 3 doz. in bx. 1 00@1 20 PLAYING CARDS Battle Axe, per doz. 2 65 Bicycle, per doz. 4 70 Torpedo, per doz. 2 50 POP CORN Sure Pop, 25 lb. bags 1 25 Yellow, 25 lb. bags 1 25 COD FISH Peerless, 1 lb. boxes 18 Old Kent, 1 lb. pure 25	FRESH MEATS Beef Top Steers & Heif. 11 Good Steers & Heif. 09 Med. Steers & Heif. 08 Com. Steers & Heif. 07 Veal Top 11 Good 10 Medium 08 Lamb Spring Lamb 16 Good 14 Medium 13 Poor 06 Mutton Good 07 Medium 05 Poor 04 Pork Loins 15 Butts 12 Shoulders 10 Spareribs 08 Neck Bones 04 Trimnings 08 PROVISIONS Barreled Pork Clear Back 16 00@18 00 Short Cut, Clear 12 00 Dry Salt Meats D S Belles 18-29@18-10-08 Lard Pure in tierces 07 1/2 60 lb. tubs advance 1/2 50 lb. tubs advance 1/2 20 lb. pails advance 1/2 10 lb. pails advance 1/2 5 lb. pails advance 1/2 3 lb. pails advance 1/2 Compound, tierces 07 1/2 Hams, Cert., 14-16 lb. 14 Sausages Bologna 10 Liver 13 Frankfort 12 Pork 15 Tongue, Jellied 21 Headcheese 13 Smoked Meats Compound, tubs 08 Hams, Cert., Skinned 14 16-18 lb. @14 Ham, dried beef Knuckles @22 California Hams @08 Picnic Boiled Hams @16 Boiled Hams @22 Minced Hams @10 Bacon 4/6 Cert. @16 Beef Boneless, rump @19 00 Liver <
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SHOE MARKET

Michigan Retail Shoe Dealers Association.
 President—Clyde Taylor, Detroit.
 First Vice-President—M. A. Mittleman, Detroit.
 Vice-President—Arthur Allen, Grand Rapids.
 Vice-President—Edward Dittman, Mount Pleasant.
 Vice-President—K. Masters, Alpena.
 Vice-President—Max Harriman, Lansing.
 Vice-President—Fred Nedwick, Saginaw.
 Vice-President—Richard Schmidt, Hillsdale.
 Vice-President—Edward Stocker, Detroit.
 Vice-President—B. C. Olsee, Grand Rapids.
 Sec'y and Treas.—Joseph Burton, Lansing.
 Field Sec'y—O. R. Jenkins, Portland.
 Yearly dues \$1 per person.

The Way To Build a Service Sales Force

[A young man in an old store tells how to make shoe store selling more effective.]

You very often read in trade magazines the way to sell merchandise, to buy merchandise, and even the way to display merchandise. The various magazines give hints and suggestions as to just how to handle all kinds of articles, just how to put them before customers, and just how to show them in cases, but very few studies have been published about the effort of the sales force and the way to create greater effort and possibly how important this extra effort may be at the end of the year. That is exactly what I have tried to do at Steigerwalt's and exactly what I am going to discuss here.

When I first came into the store, I wasn't here a week before I had a complaint on the fairness of certain habits which had been running for years. I realized very soon that I was the link between the firm and the sales force, inasmuch as my father is the head of the firm.

In this particular instance the complaint was about the days that the sales force were required to take off when business was dull. Those of a good record sometimes were not required to take any time off as business would pick up before their time came around and it would be the same the next time. This situation came up and those of a poor record complained about the fairness of this. We immediately put into effect a rating which rated all of our sales girls in their selling of hosiery and shoes, and not only were their sales rated but also their effort. When required days off came around they started at the bottom of the list and went right through to the top. If the entire list was not finished this girl went first next time, thus making it absolutely even and satisfying the girls in this instance.

This particular problem and its solving brought me much closer to our sales force. After this it seemed to become my particular problem to take care of the entire sales organization, listen to their troubles and try to solve them myself, or go to the head of the store and receive suggestions from him.

We put into effect a slow line list, the shoes which were not moving quickly or some lines which were not moving at all. A separate record is kept of the girls who sold these shoes, how many they sold each day, and each week, and finally each month. This record went into the sales rating for

the year and in this way an extra effort was put into the selling of slow lines, and thus we reduced our slow stock very rapidly.

After a few months of this sales rating, which was posted every month, the idea became competitive and the sales girls would hate to see their name at the bottom of the list more than a month at a time. One month they would lead in hosiery and if they fell down the next month, they would make an extra effort to get back to the lead again; the idea of competitive selling although no awards of any kind were given. The pride of these girls made them put that extra effort into their work so they would not be at the foot of the monthly sales rating list.

Years ago when I was in school and played football, baseball, etc., team work was the greatest lesson I ever learned. One particular thing I noticed was the effort and struggle of members of the team who had someone there to watch them, someone close, perhaps a friend, a member of the family, or even a sweetheart of that time. If they knew someone was there besides the coach or members of the school, they would put that much more in the game so they would shine in front of their friends and perhaps be a hero in their eyes.

This example can possibly be compared to the sales force. If the manager is not quite the dignified, hard boiled buyer, but more of a friend to the sales force, they will put that much more effort into their selling and spend that much more time with the customer just to please the manager or the member of the firm, as in my case, and make him feel that they are good and doing not exactly what is required but a little bit more to help the store, make him realize their loyalty; that is the feeling which I have tried to instill in all of our girls and I think that they have it in a very strong sense.

It is a wonderful thing to put the day over in the last hour, or to put the month over in the last few days, just by extra effort and we have done that for the last four months in this store. It is the best way we know to get the extra pair that means so much.

It is much easier to sell if you want to sell than it is to sell if you have to sell, and that is the difference between the effort of friendship and loyalty and the effort required by orders and rules.

On an average of once a week, we have a sales meeting to discuss the weekly business; to talk over the good and bad points of the sales force, and to give careful consideration to each of these. Every week something complimentary is found to say about one girl and the opposite to say about another. It is very interesting to watch how the subjects of discussion change each week. The result is that a girl won't let herself be discussed in the wrong way more than one week at a time.

In this manner it brings their weekly effort up to a greater degree, and a very excellent fruit of our ideas has been the hosiery. We have two girls at our hosiery and bag counter and these two girls have always done a reasonably good job.

In the past year we have made it necessary that our sales force become hosiery salesmen and sales-women

themselves. They know the colors, they know the styles that would go with various dresses, they know the styles that would suit various types. After every sale of shoes they bring over the proper hosiery to the customer and a bag to match, or possibly a buckle to go on a pair of suede pumps. They don't wait for the customer to go out of the store and be attracted by the display at the hosiery counter or to think, all of a sudden, that they might need some hosiery; they bring this to her and make the sale themselves.

In this way we have increased the hosiery and bag business to an unusual degree. This requires extra effort from the sales people, but at the same time they are rated each month in hosiery and bags and there is not a girl in this store who will see her name on the bottom of the list more than one month in a row.

We have also found it true that the difference is so little between the entire sale force that it has sometime become difficult to figure out a fair rating for gross sales.

We think we have made a decided success of sales effort at Steigerwalt's and know from facts and figures that it has increased our business and moved the various lines of shoes that seem to be ready to dry up and be put on our \$5 table, and has also moved hosiery and bags to such a great degree that our stock in that department was cleaner at the end of 1933 than ever before.

Russell Belfield.

Russell Belfield has made an intensive, serious study of all angles of shoe retailing. The subject treated in this article is one closest to him, for he believes that the foundation of each and every retail shoe store rests on the efforts of the salespeople.

He is a grandson of the founder, William H. Steigerwalt. His father decided some years ago that his son should have a thorough knowledge of the shoe industry and consequently gave him what may be considered a university course in the shoe business.

After college, he started with Burk, the tanner, and learned about leathers. At Laird, Schober & Co. he familiarized himself with fine shoe construction, after which came eight months at the Commonwealth plant in Whitman. He visited shoe factories in Scotland, England, Czechoslovakia, and France; then spent several months in the Johnson & Murphy factory. From there he went to Fyfe's of Detroit, and spent a year studying merchandising in this progressive institution. After a short time with Cammeyer in New York, he joined the Steigerwalt organization in 1932, and since that time has become a very important factor in the development of the business.

Live Golden Eagle

Double eagles were consigned to Treasury vaults by the President's gold order but Great Smoky Mountain National Park will have a real live golden eagle. Now getting over a leg injury, the golden eagle is much improved, thank you. Just the other day he relieved park officials by making a healthy pass at his daily portions of raw meat, so he no longer is fed by

force. Mr. Eagle will have the run of the park when his leg is healed and he is back on his wings again. He is a gift from the Tennessee Ornithological Society.

Price Cuts Spur Men's Wear

Further price reductions in men's clothing by retailers spurred consumer demand this week, and volume picked up considerably. While furnishings lagged behind the clothing departments, a fairly good business was done on them. The continued cold weather is rapidly cleaning out overcoat stocks and very few are expected to be carried over until next Fall. Dollar volume at the time is running considerably ahead of the corresponding period last year, which, however, was close to the low point of the depression.

Dry Goods Jobbers Again Active

Dry goods wholesalers continue to place a large volume of business in the primary markets and the total is at least equal to that of the previous week, according to reports. Jobbers report markets as strengthening daily, with a variety of advances on all types of goods. They find quick deliveries hard to obtain on some types of wash fabrics. Reports from various sections of the country indicate that wholesalers are doing a very good business with stores, far ahead of last year's figures.

It may be and will be urged that private industry often labors for private gain. It may be that its ends sometimes are selfish. It may be that there are times when it needs the curb and the bit of government regulation. But it is still vastly superior to government planning and government control of business. It is noteworthy that the government has done little to contribute to A Century of Progress while, on the other hand, much has been prevented, much has been thwarted, much has been hindered by the heavy, cold, clammy hand of bureaucracy.—Alfred E. Smith.

A Creed

To be so strong that nothing can disturb your peace of mind; to talk health, happiness and prosperity; to make your friends feel that there is something in them; to look on the sunny side of everything; to think only of the best; to be just as enthusiastic about the success of others as you are about your own; to forget the mistakes of the past but profit by them; to wear a cheerful countenance and give a smile to everyone you meet; to be too large for worry, too noble for anger, too strong for fear, and too happy to permit the presence of trouble.—Christian D. Larson.

War Drama

A colored soldier was stopping by a colored sentry one night. "Lemme see yo' pass paper."

"Ain't got no pass paper."

"Cain't get through here without no pass paper, boy."

The first soldier rolled his eyes, reached into his coat, and pulled out a razor. "Lissen, black boy," he said, opening it, "I got a mother in heaven, a father in hell, and a gal in that town out there. Believe me, I gonna see one of 'em tonight."

Outline of Work Accomplished By Hardware Association

(Continued from page 14)

method of advertising and sale of merchandise under the damaged goods, fire sale, insurance salvage, removal, closing out, going out of business, liquidation two months have passed without payment for sales made. Merchants are being pressed for payment by sources of supply without their being able to pay for purchases made. As an association we request that every effort be made to speed up payments, that dealers may be able to pay their suppliers and maintain their credit.

13. We wish to thank the Detroit hardware dealers and the Detroit Retail Hardware Association for their help in promoting interest in the convention and exhibit. C. S. Everett, chairman of the Exhibit Committee, and Frank J. Harge, chairman of the Entertainment Committee and their committee members, have done a fine



Harold W. Bervig, Secretary

job and we all appreciate the efforts put forth by them.

14. We acknowledge with thanks the following speakers who have contributed to a splendid program:

H. P. Sheets, Indianapolis, Managing Director National Retail Hardware Association.

H. S. Earle, Detroit, President North Wayne Tool Co.

H. W. Carney, Wichita, Kansas, Sales Manager Coleman Lamp & Stove Co.

F. R. Kohnstamm, Pittsburg, Pa., General Sales Promotion Manager Westinghouse Electric Co.

Nelson J. Waters, Paw Paw.

Chas. E. Boyd, Detroit, Secretary Retail Merchants Association.

Harold W. Bervig, our Secretary.

Paul J. Stokes, Indianapolis, Manager Research Service, National Retail Hardware Association.

Wilber M. Brucker, our former Governor.

President Wm. J. Dillon, who has been instrumental in many ways in making our convention successful.

Chas. H. Sutton who so ably handled our singing and others who took part in the program.

15. We express our gratitude to the Hotel Statler and their splendid staff

who have taken care of our every need and have shown it is possible to handle our large exhibit and convention under one roof.

Henry A. Schantz, Chairman
B. N. Mercer
Norman G. Popp
Chas. H. Miller
Ford J. Otis
Geo. L. Gipton.

OUT AROUND

(Continued from page 9)

To accept as an essential to Recovery the fact that higher prices must result from the establishment of minimum wage and shorter hour provisions of the NRA;

To fulfill my responsibilities as a patriotic citizen and consumer by refusing to pay prices that actually have been raised out of line with higher production costs;

To urge local newspapers to print the Consumers' Guide, issued by the Agricultural adjustment Administration, and to join this price vigil myself by checking local prices with those shown and reporting exorbitant charges to the proper authorities;

To practice in my buying the sound principle that cheapness in itself is not always a bargain, and to consider suitability and durability as well as price;

To be reasonable in my demands for service such as credit, alteration and deliveries, and to refrain from returning goods unless the store or merchandise is at fault;

To buy steadily and consistently according to my needs and means.

This is my own code. I hold it my privilege and my duty to practice and uphold it, so that I may better do my part for National Recovery.

Howard O'Brien, son of the late Hon. T. J. O'Brien, who has been connected with a paper mill at Monroe several years in the managerial department, will return to Grand Rapids to live about June 1, occupying the O'Brien family residence on North Lafayette avenue.

Drunk driving increased 45 per cent. during January, 1934, as compared with January, 1933, according to the records of the Department of State. The information reaches the Department through the financial responsibility and the motor vehicle operators' license laws. In January of this year there were 168 persons who either pleaded guilty or were found guilty of drunk driving or fifty-two more than in January of the year previous. Since the financial responsibility law became effective, Oct. 17, a total of 659 motorists have been found guilty of some major traffic violation and have come under the provisions of the act. Of this number but forty-nine have been able to show proof of financial responsibility, as demanded by law.

Western Michigan fared unusually well at the retail hardware convention at Detroit last week. She walked off

with the Presidency and one of the eight members of the Executive Board. This is the third time Grand Rapids has been permitted to have a President—the late Charles M. Alden having been elected in 1907 and Carl Judson in 1916. The 1935 convention, which will mark the completion of the fortieth year of the Association's existence, will be held in Grand Rapids next February.

I have read the recent decision handed down by Judge Raymond in the United States Court in the case of Annette Richards, Trustee, vs. Claude T. Hamilton and wife. The case involves the title to the 20 acre suburban home on Robinson Road, East Grand Rapids, valued at \$150,000. The decision is adverse to the defendants, the court holding that the transfer which contemplated joint ownership of the property was made after bankruptcy proceedings had been started and was therefore illegal. The case will be taken to the Court of Appeals by the defendants. No allegation of fraud is involved in the decision.

E. A. Stowe.

The President's Plan For Railroad Peace

President Roosevelt has asked the railroad companies and the Railroad Brotherhoods to extend for six months the wage agreement under which companies are deducting 10 per cent. from the pay checks of the workers.

This move on the part of the President followed a statement of the Conference Committee of Managers of the large railroads that a 15 per cent. direct pay cut would be imposed upon all organized employees, effective July 1. The rail brotherhoods responded to this with a threat to order a strike vote.

"Under present conditions," said President Roosevelt, addressing the Conference Committee of Managers and the Railway Labor Executives Association, "the prosecution of a bitter controversy between the railroads and their employees over wages would have a most disturbing influence, and I am further convinced that conditions are not yet sufficiently stable to permit of a wise determination of what the wages should be for the future.

"In the circumstances, I venture to express the hope that the railroads and their employees may be able to agree upon an extension of the present agreement for at least six months. I am confident that such an extension would be of advantage to those directly concerned, and also to the entire country."

Also under consideration is a revamping of the machinery for arbitrating disputes between the railroad managers and their employees.

Sodium Light Test

The new sodium vapor lights, which use only about half as much electricity as present-style lamps, are to have a scientific use-test. They have already been tried on the streets of several cities. Now the Port of New York Authority and the U. S. Public Health Service have two groups of men working four hours a day each in a comparison of their ability to see with sodium vapor and with tungsten light.

Glass Trade Continues Active

Conditions in the glass manufacturing industry continue fair to excellent. Current shipments of plate glass are holding up nicely, with the bulk of the glass going to producers of automobile safety glass and makers of mirrors. Prospects in the window-glass field are more encouraging than they were a month ago. While the demand for liquor glassware persists in good volume, pressed and blown glass factories report more active buying of tableware, novelties and specialties by department stores. Nearly all varieties of glass bottles and containers are in request.

Electric Power Free of Cost

Two electric power utilities in California have applied to the State railroad commission for permission to supply customers with unlimited current in April and May at no cost additional to the charge for service in March, and to be allowed to give agricultural users additional free privileges.

The plan is admittedly intended to stimulate new business. The offer is made possible by the expected temporary surplus production of energy in the two months due to the heavy Spring run-off of water from the water sheds.

Ancient Tonic For Blood Made of Rattlesnake Gall

The efficacy of a tonic made from the gall of a rattlesnake is explained in a book published in 1721 by Cotton Mather, famous New England clergyman, now in the possession of the Smithsonian Institution, Washington, D.C.

The tonic is described by Mather as follows: "The gall of a rattlesnake is a rich cordial and anodyne, for which purpose I have often taken it and given it. It invigorates the blood into a mighty circulation, is highly alexipharmic and cures quartan agues."

If your capacity to acquire has outstripped your capacity to enjoy, you are on the way to the scrap-heap. — Glen Buck.

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VITAMINIZED EGG

In Place of Dose of Cod Liver Oil

"Mrs. Jones, it's quite all right to give your son an egg instead of cod liver oil."

Fancy the dietitians offering such advice to Johnny's mother! Of course, they're not doing it yet, but there's a grain of science in those words, and it may be that not many more years will pass before learned savants step from their laboratories with the solemn avowal that "it can be done."

All Johnny's troubles about cod liver oil have come out of that elusive thing known as vitamin D. He can't see it, and he can't feel it, but Johnny's mother knows, as do other mothers and dietitians and scientists that, unless Johnny gets vitamin D in his diet, his teeth and bones won't grow as they should, and rickets, a kind of bone malnutrition may result. So Johnny is in for getting that vitamin in his system whether he will or no.

Cod liver oil is one of the best sources for vitamin D. But there are palatable foods in which it is found. For example, in addition to egg yolk, it occurs to some extent in salmon, oysters, California sardines, butter and milk.

But as to the eggs: The nutrition experts down at the United States Bureau of Home Economics decided to find out if the amount of vitamin D in egg yolk could be increased to near the amount found in cod liver oil. Thereby hangs a tale of one of the many experiments that are being carried on by scientists in Uncle Sam's laboratories.

Nine chicken pens were set up. In each of three pens were placed 16 hens to be fed three different levels of cod liver oil. In each of the second group of three pens were placed 16 hens to be fed three different levels of ergosterol, a crystalline substance taken from plants which develops the vitamin when placed under ultra-violet light. Another pen of 16 hens was not fed either cod liver oil or ergosterol. Sixteen hens in another pen were allowed to run out of doors. And a final group was kept indoors but subjected to "sunbaths" under ultra-violet light.

The egg-picking was no little part of the process. The experiment ran for little over a year. Every six weeks a dozen eggs were collected from each pen, each hen's record being kept by the experimenters.

Then a selection was made over a number of dozens in order to get an egg from each hen. They were brought into the laboratory, the yolks separated from the whites, and a composite sample of all yolks from one pen made.

But how were the experimenters to find out whether the egg yolks contained vitamin D? Well, it all depended on rats. Yes, rats! It would be an unusual experiment if these denizens of the "underworld" did not get mixed up in it somehow. Here is what happened next.

White rats that had been weaned when four weeks old were taken into the laboratory and fed on a rickets-producing diet. Experiments with 700 rats showed that when kept on such a

diet they developed severe rickets. They were kept in separate cages and weighed carefully.

Then the eggs entered the picture again. The "rickety" rats were fed egg yolks each being allotted a certain amount from one of the chicken pens. This amount was given each day for eight days. Then two days more of grace were extended the rodents—not out of mercy of the experimenters, but to give the last dose of egg yolk a chance to be used up.

In this way, it was worked out scientifically to establish the relative vitamin D potency of eggs and the relative value of different sources of vitamin D in the diet of the hen. And all of this can be used to determine whether Johnny gets enough vitamin D from the eggs of cod liver fed hens or whether he will have to take the oily stuff itself.

One result of the experiment showed that not enough cod liver oil could be fed to the hen to increase indefinitely the amount of vitamin D in the eggs it laid. The vitamin would increase in proportion to the oil fed, up to a certain point, and there it would stop, and goodness knows what happened to all the rest of the vitamin D the poor hen was fed.

But, with ergosterol, it was different. The vitamin D increased with the amount of ergosterol fed until the hen produced eggs one-fourth as rich in Vitamin D as cod liver oil.

So, although the scientists are not yet ready to say that cod liver oil should be fed to the hens instead of to Johnny, they seem to be on the right track. And when they get finished with this job they might try out a diet of spinach on the chickens.

On What the Safety of Our Republic Depends

Will a people's government be able to survive politics? There is no form of government better suited to the needs of the people than a democracy, providing they are capable of self-government. A self-governing people must be of high intelligence in order to make wise decisions and in selecting competent representatives to act for them. The United States is such a government and is known as the greatest of all republics. A republic is a government that operates through political parties, one of them being conservative and one or more being progressive. Under this arrangement the electors can change from one party with its administration of government to another in case they are not pleased affairs.

While a republic appears to be the ideal form of government, much depends upon the integrity of its officials, as well as the loyalty of its electors. The form of government alone does not signify it is a success. It is possible to have bad government under a republic, as well as under a monarchy, kingdom or a dictator. This depends upon the real interest government officials have in the welfare and happiness of the people. If those in power care only for their own selfish interests and plunder the people through excessive taxation, bad gov-

ernment results and trade and commerce decline. But if those in power give prompt attention to duty and effect greater economy in governmental administration, then taxation lowers and is no longer a burden and all kinds of business prospers. Thus we see that much depends upon the choice of the people in selecting honest and trust-worthy officials, for they place their own destiny largely in their hands.

As citizens of this Nation it is well for us to examine our own government, which has so much to do with our general welfare and peace of mind. Our history shows our Nation has been a republic over one-hundred fifty years. This is a short time when compared with the span of years of many old world governments. We started out as pioneers in self-government, as well as pioneers in a new land, rich in timber, mines and soil fertility. No nation of the earth ever had a better opportunity to succeed. Many decades we progressed rapidly as our vast territory was opened up and carved into states to form our present Union. Wealth accumulated as never before and our great prosperity attracted millions from the old world to our shores. No people were more patriotic and proud of their new form of government. It was a high honor to be called to serve officially in the government, and seldom were there charges of dishonesty and bribery. Our great accumulation of wealth and natural resources early attracted the inter-national bankers, who opened offices in financial centers and have since largely influenced our national destiny.

To-day there are students who fear for the future constitutional functioning of our government. They consider a republic fundamentally sound and an ideal government, but crime, graft and greed have grown so strong as to largely control it. This is not because its provisions are inadequate, but the results of a lowering of the morale of the people. This situation so largely dominates both government and society, that it matters little as to which political party is in control. In fact, it looks to the careful observer as though the government was being used as a great racketeering device to mulct the people, through taxes upon property, rights and privileges. Government bureaus and commissions have been expanded out of all reason in order to make place for party patronage.

"To the victor belongs the spoils." This political slogan was first spoken over a hundred years ago. It echoes to-day in increasing volume. It is "the sinews of war" behind which political parties wage desperate campaigns. The "spoils system" of rewards outranks the desire to give the people honest and efficient service, even though there are exceptions. The fierce economic conditions of the past several years add to this regrettable situation. It forces the government to set up numerous codes and organizations for relief of suffering and shows the wartime emergency into which we

find ourselves. All of this has come upon us when there is an abundance of every human need, except the means for distribution.

Government is instituted for the protection of its people in the enjoyment of life, by permitting them to carry on their business pursuits, as well as defence in time of war. When it is favored by Almighty God with every means to fulfill its mission and obligations to the people, and then fails, there is something wrong in the government and society. Government is but a reflection of society. Both have become permeated with greed and overrun with crime. Over one-half of the cost of government is for running down criminals and investigating fraud, bribery and graft. To this is added costs of prosecution and the upkeep of prisons and public institutions.

The President is bravely facing the calamity into which we have been plunged, and is trying to bring order out of chaos. He has already made much progress and his indictments of crime in high places must be followed up by active prosecutions. If our democracy of self-government is to continue its past success, the moral atmosphere must be cleared by driving the grafters out. This is the same atmosphere which encompasses youth with an environment that creates gangs in their teens, who practise the ways of hardened criminals. These boys and girls are the citizens of the near future, and if a people's government is to endure, they must have better training in honesty and good citizenship. The safety of our republic depends upon it. E. B. Stebbins.

Small Recession in Retail Sales

A temporary interruption in the improvement in retail sales that has been continuous, with only minor fluctuations, since the second week in December, occurred last week, advance reports of nation-wide organizations indicate.

The trend has become uneven. Some lines, such as manufactured garments, are meeting with pronounced consumer resistance to higher prices. Other merchandise, such as many household furnishings, are still widely in demand as a result of the low prices still prevailing.

In several cases a reduction by one-third in the percentage rate of increase over last year is being reported. This is considered a significant decline, since State banking holidays had already begun to curtail business severely at this time last year.

A whole page could be used in listing the advantages of these days over the "good old days." And yet you'll still hear people actually sighing for a return to those "good old days." It is a funny world.

People who count nothing but money as a thing worth while will some day wake up and realize that there are other things.

The people who borrow their neighbor's paper might send in a check and have it sent to them regularly.

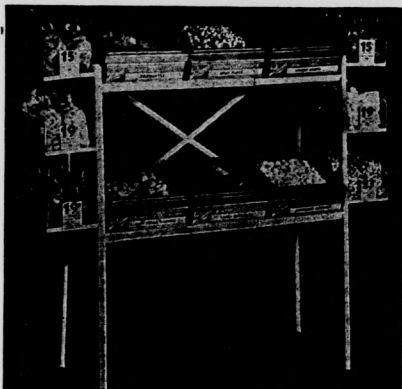
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