

AFFLICTION

God would not send you the darkness, dear,
If He felt you could bear the light,
But you would not cling to His guiding hand
If the way were always bright.
And you would not care to walk by faith
Could you always walk by sight.

'Tis true. He has many an anguish
For your sorrowful heart to bear,
Many a cruel thorn-crown
For your tired head to wear—
He knows how few would reach Heaven at all
If pain did not guide them there.

So He sends you the blinding darkness,
And the furnace of sevenfold heat,
'Tis the only way, believe me,
To keep you close to His feet.
For 'tis always so easy to wander,
When our lives are glad and sweet.

Then nestle your hand in your Father's
And sing if you can as you go,
For song may cheer some one behind you
Whose courage is sinking low;
And well if your lips do quiver—
God will love you better so.

FIRE PREVENTION

INSPECT YOUR HEATING PLANT
AND PROPERTY THOROUGHLY
BEFORE THE WINTER MONTHS.

•
ADD FIRE PREVENTION TO FIRE
PROTECTION FOR LOWER
FIRE INSURANCE COSTS.

PRESENT PREMIUM SAVINGS 12 1/2 %-40%

INSURE WITH THE

MILL MUTUALS AGENCY

MUTUAL BUILDING
LANSING MICHIGAN
DETROIT SAGINAW
GRAND RAPIDS • •

When meat prices go **UP**
Mueller's sales go

THE price of Mueller's Macaroni Products has not increased.
You know it . . . and your customers know it . . . Smart
women watch prices.

These same women also know that Mueller's make meats go
further . . . and help them to save money. With Mueller's, women
can appetizingly serve left-overs . . . and make many delicious
dishes with cheese, fish and vegetables. So the increasing demand
for Mueller's is easily understood. Why not check up on your
present stocks. Have you an ample supply of Egg Noodles, for
instance? How about Mueller's Elbow Macaroni, another pop-
ular item? Have you enough Mueller's THIN-Spaghetti . . .
the fastest growing product in the line?

If you're a smart grocer, you'll push Mueller's . . . first because
women are serving more macaroni products . . . and secondly are
demanding Mueller's over cheap, soggy, inferior brands.



C. F. MUELLER CO.

Jersey City

New Jersey



DAVENPORT-McLACHLAN INSTITUTE

Chartered by the State as a Class A College
A PROFESSIONAL SCHOOL OF BUSINESS TRAINING
FOR HIGH SCHOOL AND COLLEGE GRADUATES
GRAND RAPIDS, MICHIGAN

MICHIGAN BELL TELEPHONE CO.



AFTER YOU SAY "GOOD-BYE", DON'T FORGET TO TELEPHONE!

Students off to college . . . friends living out-of-town
. . . Dad away on a business trip . . . you can keep in
touch with them easily by telephone. Out-of-town
calls are a pleasant means of reaching friends and
relatives, hearing their voices and banishing worries.

And Long Distance calls cost surprisingly little. Rates
for most Station to Station calls* are reduced about
15% between 7:00 p. m. and 8:30 p. m., and about
40% after 8:30 p. m.

**A Station to Station call is one on which you
call a number and talk with anyone who an-
swers. The Long Distance operator will furnish
any out-of-town telephone number upon request.*

LONG DISTANCE RATES



ARE SURPRISINGLY LOW

Rademaker-Dooge Grocer Co.

Distributors for

KARAVAN KIRO COFFEE
KARAVAN EL PERCO COFFEE
KARAVAN SIXTY-SIX COFFEE

Phone 8-1431

Grand Rapids, Michigan

MICHIGAN TRADESMAN

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 3, 1934

Number 2663

MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

Printed by the Tradesman Company, Under
NRA Conditions

Richberg Real Leader of New Revolution

Mr. Richberg is the director or chairman of the Industrial Emergency Committee. The resignation of General Johnson was to end one-man control of the NRA. Close examination of the new plan shows that in place of the whimsical, blunt, fiery and outspoken General there has been enthroned a suave and able as well as canny Scot, a man with more tact than General Johnson and with infinitely more subtlety and skill.

If anybody inside the New Deal typifies the idea of "peaceful transition" of all departments of government from one fundamental politico-economic concept to another, it is the mind of Donald Richberg. He is the leader of the revolution whereby governmental power dictates a transformation of our economic system.

Within the last year as the Government's representative on the steel code, Mr. Richberg has had an opportunity to come in contact with the problems of a great industry. He has upon occasion shown signs of wishing to hold the scales even whereupon some of his former labor colleagues have looked askance.

The President likes Mr. Richberg. This means the director of the Industrial Emergency Committee will be the point of contact with the President. Whatever Mr. Richberg does, will be with the full knowledge and approval of the President himself.

So it may be said at this stage of the proceedings that here Mr. Roosevelt will be fully responsible for the success or failure of the new plan. Mr. Richberg is not the kind to make decisions of importance without consulting his

chief and getting some authority before acting.

But what will those decisions be? We know in advance that Mr. Richberg wants to transform the American economic system and put the government in a commanding position not merely as the partner but as the supervisor of industry and business. He was one of those who wanted government representatives on all codes to have a real voice in what business was doing—a species of government responsible for management which at first blush may seem intrusive but which cannot but become a Frankenstein in the long run.

For as soon as the government really finds out how arbitrary actions of its own have increased costs, maybe there will be a sudden ray of light and comprehension and perhaps the clamor of business for a chance to function effectively will at last be heeded.

Just how much regulation or supervision should government exercise over business?

Certain standards have now been accepted as, for instance, the right of collective bargaining, the establishment of minimum wages and the abolition of child labor.

Outside of those principles we come face to face with the question of how much competition shall be permitted and how much monopoly shall be encouraged. Many who are enthusiastic about the NRA in the business world see in it a chance to perpetuate a rapidly developing monopoly. Senators Nye and Borah who certainly cannot be accused of being "money changers" or "old dealers," have brought out the weaknesses in the system of artificial control of business by government through the code system.

Price-fixing and price controls come dangerously near permitting monopolies. One of the first questions before the Industrial Emergency Committee must be to settle the matter of suspending the anti-trust laws and what exceptions there shall be.

Mr. Roosevelt has chosen a board which with one exception has not had much knowledge on the problems of manufacturing, production and distribution. He has ignored the head of the Department of Commerce, Secretary Roper, who has been vested with broad powers over a government department that was supposed to be the outlet for business expression and thought and planning. He has called into the group five radicals or liberals, depending on

the point of view, officials committed to an economic philosophy which runs counter to the experience or at least the training of ninety-five per cent of the men who are vested with the responsibility of management in America.

David Lawrence.

Re-employment Without Discrimination

Employers currently faced with the necessity of rehiring strikers "without discrimination" are mindful of the fact that a definite set of precedents has already been established with respect to his problem in the decisions of the National Automobile Labor Board.

Re-employment of any worker, the board has ruled in effect, wipes the slate clean as regards any previous conduct of an employee.

Whenever employers, trying to justify a disciplinary discharge have referred to the irregular employment record and past violations of rules by an employee, the board has taken the stand that the employer, by re-engaging the man, has recognized his moral and other qualifications for the job. It has also ruled that previously acquired seniority rights be re-established.

In view of this set of precedents, employers consider it necessary to proceed cautiously in the matter of wholesale re-employment. Once a worker has been re-engaged after voluntarily quitting the job, the labor boards will not permit the employer any further exercise of his power of selection, it is understood.

Break in Oil Prices Feared

The planning and co-ordinating committee of the petroleum industry, by suspending gasoline pool purchases, has finally come to agree with those in the industry who consider stabilizing operations futile until "hot oil" production in East Texas is effectively controlled.

The probable immediate result of the suspension will be further weakness in gasoline prices, which in turn may force a decline in crude oil prices. The announcement on Friday came too late to have an immediate effect on gasoline prices. However, bunker oil in New York, which has been quoted at \$1.30 a barrel all through the summer, broke fully 15c as a result.

The open challenge thus given control authorities and the loss of a market for "hot oil" gasoline

may be the stimulus needed to solve the "hot oil" problem, some observers feel. Others point to the long record of past failures in this field and insist a definite clarification of the legal problems involved must precede effective enforcement of production control.

Shrinking Textile Volume Anticipated

The first week of cotton textile operations after the strike has produced additional evidence that accumulated stocks in most of the staple products of the industry are still too large to be absorbed easily by current restricted demand.

Cotton manufacturers, nevertheless, do not expect prices to recede much further, despite considerable distress selling. Many in the industry expect a gradual increase in wages paid to skilled workers to result from the strike and the operation of the Textile Labor Board. Consequently, a further rise in manufacturing costs is anticipated.

It is expected therefore that after an initial period of adjustment, which may end shortly or last another week or two, prices will gradually rise again. Since this will not be caused by an improvement in demand, but will merely reflect higher costs, the industry is preparing for a further decline in the volume of output.

Decline of Commodity Prices

Reflecting the failure of business activity to continue to expand following the initial sharp improvement after Labor Day, wholesale commodity prices are expected to register further moderate declines this week.

While the statistical position in many commodities is fundamentally strong, the sharp price increases witnessed in August apparently overshoot the mark. Although stocking up in some food lines continues, sales volume has been receding in most other commodities. In addition, the gradual weakening of price control and similar official price pegging measures has been a factor in many lines of manufactured products.

Our Government has succeeded in dwarfing our cotton crop to less than that of the remainder of the world—for the first time since the civil war.

Labor unions are organized for warfare. Industry isn't—but contemplates getting busy.

Securities should, sooner or later, join the upward procession.

RETAILERS NOT CONSCIOUS

Of the Opportunities Which Confront Them

Retailing has just come through a period so full of difficulty, confusion and change that it has been almost impossible to trace any outstanding trends that may have future significance. In spite of depressions, strikes, droughts, declines in sales volumes, increases in operating expenses, growing competition from the Government itself, as well as precipitous additions to the burdens of taxation, retailing still survives.

Under these strains, agricultural classes have asked for and received hundreds of millions of dollars in public aid; bankers and financiers have had other hundreds of millions extended to them; railroad companies have enjoyed extensive public helps and loans; manufacturers have had their protective tariffs in the past, and now, under the provisions of the NRA, they are about to establish monopolies.

Retailers have asked for nothing, they have received nothing and have contributed more both directly and indirectly, than any other important class toward the re-establishment of better business conditions. These facts can be substantiated and they will bear repeating.

The main problem of the retail business is that it is not conscious of its own opportunities and responsibilities. It is probably overorganized by lines of trade and completely without organization representative of the whole business. Retailers are highly class conscious in and almost violently jealous of their particular trades, but inarticulate and without purpose as a whole. Retailing is responsible for a larger volume of business than any other branch of business. It is, however, largely without public influence. Its potentialities are enormous. Retailers need but to awaken to their interests—the interests of the public—and to their responsibilities to themselves and to the public, to become an effective influence. Perhaps the greatest development of recent months may be this awakening.

For the purpose of this paper, I shall confine myself to the consideration of the NRA and the part that retailing should play in its future. It is now fifteen months since the NRA came into existence and it will shortly be a year since the retail code was approved by the President. Whatever other tangible effects retailing may have experienced under the NRA it is clear that retailers have had to recognize the weaknesses of organization and their ineptitude for mass action as compared with more experienced manufacturers, farmers, labor, unions and the like.

When the NRA came into being, retailers, generally speaking, throughout the country conscientiously accepted their responsibilities under it. In the preparation of their code the retail trade associations asked for fewer favors, and, obtained fewer concessions from the Administration, than almost any other large industry. Indeed, from the standpoint of the pub-

lic interest, the retail code is one of the best so far enacted. I would not urge, however, that the good features of the retail code are entirely the result of the unselfish interests of the retailers who made it, but rather that the retail code was the product of eight or nine different branches of the retail trade, each, as already stated, jealous of its own field and determined to prevent any other from gaining any special advantage. Selfish proposals from individual associations were promptly overruled by the group. It seemed as if each group had come to the code making conferences, not so much to get things for themselves, as to prevent competing types of retail institutions

differences. The retail code serves the public interests, while many of these codes clearly give as little and get as much from the public as possible. It looks in many cases as if these code makers had taken advantage of the Administration and of the American public to improve their own positions while the country was struggling with might and main to find ways of getting out of the depression.

I don't wish to imply the administration's representatives were not alert. Indeed, the code makers did not, by any means, get all that they asked for. That they did not get all they asked for is a credit, so far as it goes, to the executives of the NRA. But the ad-

pense of the public in the interests of private industry.

They include all attempts to fix rules of commerce governing other industries or trades without consideration and agreement with such industries and trades.

They include all attempts to equalize and standardize conditions of marketing which, in actual practice, cannot take into account the almost infinite variation of services rendered and which, therefore, result in unfair discrimination.

They include all efforts to shift the burden of expenses of the administration of codes, and, in many cases, of the policing and enforcement of the codes, to other trades or industries. That has been the net effect of the introduction and use of the NRA label systems.

Other unsound and harmful provisions that have crept into the codes include attempts to allocate production, to prohibit the installation of new machinery or improvements in methods of production, and to check all possibilities of progress so that existing concerns may be favored and aided in covering up their past mistakes of judgment, their over expansions, their choice of uneconomic locations and their use of antiquated methods of operation.

Finally, and most important of all, there are the sordid attempts to eliminate competition and to build up conditions of monopoly with the help of the law by fixing prices. Some of these provisions prohibit sales below individual costs; others prohibit sales below average costs; others go more directly to the point and prohibit any sales below prices to be set in an arbitrary way by code administrators or code authorities.

This whole movement is unsocial and unsound. Its entire net effect is to increase the prices of all goods so affected to the consumer without offering a single compensating advantage to the consumer. These provisions have already increased the difficulties to the trade. Prices have gone up. They have gone up much more than average wages or weekly earnings. They have made it harder to sell goods. They have added confusion and distress to a situation already extremely difficult. In many lines in which code provisions have taken effect, physical production and sales are lower to-day than they were a year ago. In some cases, they are lower than they were even at the very depth of the depression. This is not the way to stimulate business improvement. This is not a method by which we can get out of the business depression. This is not a means by which American business methods and production can continue to improve.

There is something very repugnant to the real American spirit within most of us about these attempts to control and regiment industry and trade. It is unbelievable that they truly represent American industry. These code provisions are, in some instances, the clever invention of special interests, who, through these means, are seeking to control and suppress the exceptional man within their industries in the inter-



Paul H. Nystrom

from getting anything. The result was a code of fair practice that is clean and free from special privileges.

If other industries and trades had gone no further than the retail trade in seeking special advantages for themselves, through their codes, there would, to-day, be little or no turmoil such as exists in Washington and the country at large. The NRA would have earned public acclaim. Indeed we would probably have been much further along the road toward recovery than we are.

When one passes from a reading of the retail code to those queer documents which emanated from the code making bodies of hundreds of the manufacturing industries, one cannot help but be impressed with their obvious

administration wavered in its attitude toward various codes. Its reactions varied somewhat in proportion to the pressure applied. Some industries got away with more than others. On the whole those industries that appeared for codes last and that had profited from the observation of what previous industries had served, got the most. What the NRA had already granted to previous industries could not exactly be refused to later comers.

There is no need here for a detailed enumeration or explanation of the provisions in the codes which I have referred to above as self seeking, unsocial and unsound. You all know what they are.

They include every effort to fix prices and control markets at the ex-

ests of themselves, or of a mediocre majority. Their real purposes are neatly disguised under high sounding terms and poetic expressions, such as "to stop unfair competition," "to effectuate the purposes of the national industrial act," and "to assist the administration in securing business recovery. In the light of their effects, you know and I know that these are meaningless expressions.

The fine sounding term, "unfair competition," is, as we all know, any competition which prevents you from making a good net profit. It is any competition in which methods are used which you did not think of first. It is any competition in which others, because of better brains, better business ability or better aggressiveness, are getting business that you would like to have. I grant that there are other and more legitimate definitions of "unfair competition," but I submit that the motives that I have just described are not only intermixed with the legitimate types of unfair competition, but seem to be the dominant motives underlying many of the provisions in the NRA codes.

In addition to the higher prices and greater difficulties imposed by these code provisions, there are also increased difficulties and costs of enforcement. There is probably not a single code to-day that does not also have its problem of bootlegging. I do not say that enforcement is impossible, but it must be clear to everyone that to secure adequate enforcement will require a police and legal system many times more expensive than what we now have. Before we are through with this development, if it is to go on, every fifth man in industry will be a detective and every local business man himself a snooper and a spy. Is this what all hoped for from the noble beginnings of the New Deal?

Another effect of these provisions in the codes, an effect which was probably not foreseen at all by industry, was the necessity and inevitability of Government supervision. Industrial self-government has been a pet phrase in some circles for so long that many business men had apparently come to the belief that something of the sort might be realized. Industrial self-government is, of course, a practical matter up to a certain point, but when an industry sets out to make rules concerning its conditions of sale, to fix prices and to control its markets, it vitally touches the interests of a great many people outside of its industry. Such control means the control indirectly, if not directly, of the means of sustenance of the masses. It may well mean the beginning of their utter economic enslavement. It seems unbelievable that any responsible industrial leader and citizen should ever have entertained the idea of industrial self-government to this extent. If possible, try to imagine the conditions of life in the United States, if, let us say, the steel industry were given complete authority to control its physical operations, including the possibility of allocation, limitation of production, limitation of the introduction of new machines, price fixing, market regulation and the right to fix resale prices

through the channels of trade down to the consumer. How long, do you think that the public would stand for such a monstrous proceeding?

Yet under the NRA we have scores of industries seeking to attain just these ends. Many industrial leaders have expressed disappointment that the NRA has offered some resistance to such proposals. Several groups and committees have already met and have let it be known that they intend to ask the Government for further developments of industrial self-government. A little thought beyond the interests of their own industry should have shown them the absolute necessity for such resistance. Nothing could be more immediately fatal to American economic life than permitting the industries to attempt complete industrial control along the lines suggested by their codes. Indeed, if it were attempted we should probably have a revolution to some other system of government within six months. The industries have therefore, of their own accord and action, let themselves in for Government supervision which may, sooner or later, be Government control. That should be a matter for serious consideration.

The problem before serious thinking retailers, as well as other public spirited business men, now is what can be done with NRA? Most men looking broadly at the problem are probably wondering how the sound and useful part of the NRA can be salvaged and how the unsound, unnecessary and dangerous elements can be eliminated. Now is the time to lay plans. The NRA, as such, under the present act, will expire June 16, 1935. The possible alternatives are:

1. To let it lapse and allow all industries and trades to go back to the method of operation such as prevailed prior to 1933.
2. To have it continued under new legislation either on a permanent basis, or for a definite period of years.
3. To allow it to lapse but to pass its functions over to other Government departments, as, for example: the labor provisions to the Department of Labor or some board operating under the supervision of the Department of the Federal Trade Commission, or some new body operating in the same manner as the Federal Trade Commission, and, the enforcement of compliance, as the new dealers have so euphemistically termed it, to the attorney general's department.

There is also a real danger that the Government may be jockeyed into letting the industries attempt still more self-government, which, as I have already suggested, will probably mean the end of our present economic system.

It is impossible at the present time to forecast the chances of these alternatives. The outcome will depend much upon the currents of public thinking during the next three or four months. Organizations and publicity are all important in the direction of this thought. Groups of business men are already meeting on every hand for the consideration of this problem. Trade associations on every hand are planning aggressively. Retailers, as many of them

have found to their cost during the past year, have a real interest in the NRA. They should have an active interest in planning the future of the NRA.

Paul H. Nystrom,
President Limited Price Variety
Stores Association.



Lines of Interest to Grand Rapids Council

Old John Public got his hat knocked down over his ears by the city commission the other evening. Some highly indignant representatives of certain organizations that are trying to make the world safe for the innocent from the flagrant sinner, humped up their backs, drew on their half mitts, donned their most sanctimonious, funereal expression and visited the city government for the express purpose of informing it that such a thing as a Walkathon or any kind of a Thon would be to encourage a general assembly of mental and moral degenerates. They insisted that no one of mental responsibility would attend such gatherings and that the fair name of the city would be endangered if such contests were allowed. Apparently they were good salesmen and sales-women because they sold the idea to the crystal clear commission and they put through an ordinance declaring such contests without the law of the city.

We are heartily in sympathy with any and all civic movements for the betterment of all concerned but when a few sanctimonious, lantern-jawed, hope-to-be Simon pure conformists insist on telling the highly intelligent, sport loving public what is detrimental to their souls without a thorough soaping of their own morals, we would like to operate on their heads and see the depth of the grooves in their gray matter. We wouldn't be surprised if a mental defective might not be present at most any gathering so why get so heated up over a cleanly conducted contest of any kind.

Our forefathers lived through the hectic days of Salem witchcraft and the persecution of free thought and then the atmosphere cleared for several generations and the nation prospered over its narrow minded neighbors. It seems that now a cycle of narrow mindedness is about to encircle us once again and that we are to pick and choose our diversions as others pick them for us. If we happen to have two bits in our well worn jeans that we want to spend to suit ourselves there isn't any reason why we shouldn't spend it according to our own fancy so long as we secured it honestly. If some bird is clever enough to promote an entertainment that has a few thrills and features that are out of the ordinary and he can secure respectable help in putting on the show that is presentable to the general public, we cannot figure out why we should be denied the privilege of such entertainment by

nose-pokes who wouldn't pay five cents to see the devil drink Holy water. We sometimes wonder if the Puritanical minded citizen of our various communities are not a serious handicap to our aims and intents to put a little money into circulation to relieve the tension of the past few years. We believe if one desires to release a few dimes without a painful operation and can get a smile out of the spending, it is a privilege to which one is entitled. Heaven forbid the time when it will be necessary for us to register our desires with the whimsical, meddling, self styled saints. We doubt the ability of Super-suds or Nitric acid to remove the spots from some of the meddlers robes of sanctimoniousness.

Evelyn—Mother, can I go out and play?

Mother—You may play with the little girls, but not with the boys; the little boys are too rough.

Evelyn—But, mother, if I can find a nice smooth little boy can I play with him?

A black streak about six feet wide and seven feet high was noted Monday morning extending from Grand Rapids to Mackinaw City. The streak was scented with gas and oil fumes and scorched air. The natives along 131 North thought that a new comet had appeared and appealed to meteorologists for a solution of the strange phenomenon. After they had carefully checked the strange and unusual occurrence they found that the streak of black was Walter Lypps and his car headed for the Upper Peninsula to hunt ducks. The season opened Sunday at midnight and Walter was trying to get there before the opening. Walter has a reputation among sportsmen as being a dead shot and never fails to get his full bag of game. He has hunted ducks and geese along the Southern shore of Lake Superior for many years. We were aware that Walt was going up North for a few days shooting but we did not expect him to create such an atmospheric disturbance as was reported.

There isn't much to be seen in a little town but what you hear makes up for it.

The United Commercial Travelers were recognized by Governor Comstock last week when he invited them to sit in the meeting of the Michigan Traffic code conference. The purpose of the meeting was to discuss the various points of the National Traffic Code and to formulate a state code that would embody all the good points of the National code and those brought to light by the twenty associations that met with the state executive. Al Guimond, state team-work director, represented the order and some of his suggestions were thoroughly and favorably discussed. Some of the points brought up were as follows:

Limit the speed on highways to 45 miles per hour. Al contended that there was no need to limit speed in Michigan because of the excellent roads throughout the state.

Slow down to 10 miles per hour when approaching a school bus loading

(Continued on page 6)

MOVEMENTS OF MERCHANTS.

Grandville—D. E. Wood succeeds C. H. Ketcher in the confectionery business.

Owosso—The J. H. Thuma Co., has decreased its capital stock from \$30,000 to \$20,900.

Detroit—The Norand Sales Co., 19 Selden avenue, has changed its name to the Norand Co.

Mt. Pleasant—The Isabella County State Bank has increased its capital stock from \$60,000 to \$120,000.

Grand Rapids—C. H. Ketcher succeeds S. Nigma in the confectionery business at 1409 Madison avenue.

Detroit—Charles G. Carter Co., 426 Madison avenue, has decreased its capital stock from \$40,000 to \$10,000.

Flint—The Carrier Excavating & Foundation Co., Inc., Western Road, has paid in capitalization of \$2,000.

Howell—Thieves entered the Rieckhoff jewelry store and carried away jewelry to the value of approximately \$600.

Detroit—The House Construction Co., 2536 Union Guardian Bldg., has decreased its capital stock from \$30,000 to \$3,000.

Detroit—The West End Lumber Co., 10156 West Jefferson avenue, has decreased its capital stock from \$120,000 to \$20,000.

Muskegon—Warren R. and Maurice H. Fredricks are co-partners in the Good Housekeeping Shop at 318 West Western avenue.

Marshall—George W. Olds, 43, grocer, died at his home, 728 South Marshall avenue, following a heart attack and complications.

Detroit—Arthur Cohen, formerly manager of the Eaton Tower store of Earl's Smart Shoes, is now associated with McBryde Boot Shop.

Detroit—Peter's Uniforms & Sports Apparel Co., 1228 Griswold street, has changed its name to Peter's Sports Apparel & Uniforms, Inc.

Detroit—The Safety Chain Corporation, 719 Majestic Bldg., dealer in anti-skid chains and similar goods, has a paid in capital stock of \$1,000.

Hamtramck—The Auto City Brewing Co., of Hamtramck, 8214 McDougall avenue, has increased its capital stock from \$400,000 to \$500,000.

Detroit—Parker Brothers Shoe Co., old Detroit shoe corporation, operated by Abe and Julius Parker, with two local stores, has been dissolved.

Albion—Harold B. Weeks has been appointed receiver in bankruptcy for Elmer Stoddard, who closed his drug store on South Superior street recently.

Lansing—Jake Weinzierl, proprietor of Jake's Market, 311 North Washington avenue, has added lines of groceries and canned goods to his stock of meats.

Muskegon—Albert M. Miller, of Grand Haven, is proprietor of the Lake-shore Beverage Co., with headquarters on Clay avenue at Seventh street.

Detroit—The Royal Packing Co., 11542 East Jefferson avenue, will deal in groceries, meats and provisions at wholesale and retail with a capital stock of \$15,000, \$8,000 of which has been paid in.

Detroit—The Gillespie Lumber & Supply Co., 11779 Cloverdale avenue, has been organized with a capital stock of \$15,000, \$5,000 of which has been paid in.

Detroit—H. G. Schultz, Inc., 452 East Lafayette, has been organized to deal in musical instruments, radio, etc., with a capital stock of \$5,000 all paid in.

Detroit—Twinklers, Inc., 14726 Charlevoix avenue, manufacturer of Christmas tree ornaments with a capital stock of 5,000 shares at \$1 a share \$5,000 paid in.

Grand Rapids—The Excello Die Casting Co., 1140 Monroe avenue, N. W., has been incorporated with a capital stock of \$25,000, \$5,000 of which has been paid in.

Detroit—Cole & Erwin, Inc., 125 West Michigan avenue, at Jackson, has been incorporated to conduct a retail jewelry business with a capital stock of \$1,000, all paid in.

Grand Rapids—C. F. Frost has moved his drug stock from 1103 Division avenue, South, to 259 Knapp avenue and added a stock of groceries, furnished by Lee & Cady.

Detroit—Kelly Home Appliances, Inc., 13743 Woodward avenue, will deal in new and used household appliances, furniture, etc., with a capital stock of \$1,000, all paid in.

Detroit—Mitchell Field, Inc., 54 Adams avenue, West, has been organized to sell at retail, hosiery, etc., with a capital stock of 100 shares at \$10 a share, \$1,000 being paid in.

Dearborn—The Dearborn Fish Co., 14585 Michigan avenue, has been organized to deal in fish and other sea food with a capital stock of \$5,000, \$3,000 of which has been paid in.

Detroit—Trogers Dutch Cottage Co., 14831 East Jefferson avenue, has been incorporated to conduct restaurants, deal in beverages, cigars, tobacco, etc., with a capital stock of \$3,000, \$1,000 of which has been paid in.

Detroit—The Wolverine Casket Co., Inc., 6340 West Fort street, has been organized to deal in material for making gaskets or packing materials with a capital stock of 2,500 shares at \$10 a share, \$9,300 paid in.

Petoskey—Roland H. Brockway, for 18 years connected with Eckel's Drug Store, 12 years as manager, has resigned his position and will engage in the drug business at 319 East Mitchell street, about Oct. 15, under the style of Brock's Pharmacy.

Muskegon—J. O. Berglund, 2235 Lake Shoe Drive, is now conducting three grocery stores under the style of Berglund's Food Stores. They are located at 1953 Lake Shoe Drive, 27 Grand avenue and at Thompson avenue and Walnut street, Bluffton.

Cadillao—The bankrupt stock of Seegmiller Bros., has been sold by the Federal court to a Grand Rapids company. Stocks of the Seegmiller stores at Traverse City and Big Rapids also were sold to Grand Rapids parties.

Detroit—A. S. Beck Shoe Co., opened its ninety-sixth store in Detroit, last Saturday, with appropriate ceremonies. The new store is located on East Jefferson avenue, in the heart of

Detroit's East side suburban shopping center.

Detroit—Odilon A. Houtekier, 2614 Orleans street, wholesale dealer in butter, eggs and cheese, has merged the business into a stock company under the style of O. Houtekier, Inc., with a capital stock of \$4,000, all paid in.

Flint—The General Tire Sales Co., has been organized to deal in auto accessories and tires at wholesale and retail with a capital stock of \$25,000, \$18,092.20 being paid in. The company will be located at 124 East Cort street.

Charlotte—The I. H. Shepherd Est. elevator has been sold to the Minor Walton Bean Co. of Grand Rapids but the mill and warehouse continues in the Shepherd estate and will be conducted by Otis Shupp as a flour and feed business.

Otsego—J. A. Collins, who was engaged in trade here for a number of years and sold his stock last fall, has leased a store on South Farmer street and will occupy it with a stock of ready-to-wear apparel for women, novelties, etc., opening for business about Oct. 6.

Belding—The stock and fixtures of the E. C. Lloyd dry goods and ready-to-wear store were sold at auction Tuesday to Louis Gleiman, merchandise stock broker of Grand Rapids, in order to satisfy the claims of creditors of the store. Mr. Lloyd, who has been in business in this city for the past forty-five years, closed the store immediately after the sale and stated that he has no plans for the future. He has an honorable career as a merchant and a citizen in this community and his legion of friends are hopeful that some way will be found whereby he can re-establish himself in business within a short time.

Manufacturing Matters

Kalamazoo—The Sutherland Paper Co. has purchased the North Pitcher street property which was last used for manufacturing by the American Signs Corporation.

Detroit—The A. & M. Carbonator Co., 2706 David Stott Bldg., has been organized to manufacture and sell carbonating devices with a capital stock of \$2,000, all paid in.

Detroit—The Awray Corporation, 428 Bellevue street, manufacturer and dealer in machinery, patents and devices, has been incorporated with a capital stock of 100 shares at \$10 a share, \$1,000 being paid in.

Grand Rapids—The Anderson Manufacturing Co., 21 Ottawa avenue, N. W., manufacturer of furniture and household furnishings, has been incorporated with a capital stock of \$50,000, \$16,750 of which has been subscribed and \$9,750 paid in.

Kalamazoo—The Be-Mo Company, manufacturer of Golden Brittle potato chips, is making extensive alterations and improvements in its plant at 806 Cobb avenue. A storage room is being erected, also a garage to house the fleet of trucks it uses.

Sturgis—The Rishel Electric Appliance Co., 501 Jacobs street, manufacturer and dealer in electric appliances, has been capitalized with \$650,000,

610,000 shares of class A stock at 50 cents a share and 690,000 shares of class B at 50 cents a share, \$150,000 being paid in.

Detroit—J. J. Schermack, Inc., 1164 West Baltimore avenue, manufacturer and dealer in razors, shaving equipment, vending machines, etc., has merged the business into a stock company under the style of the Schermack Round Razor Corporation, with a capital stock of \$10,000, all paid in.

Jury Had More Sense Than NRA

Several weeks ago this paper reported the case of the Smart & Final Co., Ltd., California wholesale grocers, against whom the NRA started a criminal prosecution because they sold goods on a cash-and-carry basis lower than the regular price for credit sales. I expressed the opinion then that the position of the NRA was arbitrary, illogical and illegal, and wouldn't get anywhere.

I learn now that the NRA attempted to have a grand jury indict the Smart & Final Co. criminally, but that the grand jury refused to do it. The Federal grand jury, after hearing the evidence, returned "no bill." Of course, if they were reasonable men they had to do that. Any boy knows that a dealer who doesn't deliver and doesn't credit can sell goods cheaper than he who both credits and delivers. That gives him a certain advantage to which, from every standpoint he is entitled, and which a thousand NRA's cannot legally take from him. If the code people had any sense, they would divide merchants of a given line into two classes, first those doing the regular credit business, who would have a mark-up based on that, and second the cash-and-carry men, who would for quite obvious reasons have a lower mark-up. To force on the cash-and-carry class the higher mark-up of the credit sellers is as foolish and unfair as to force on the credit men the lower mark-up of the cash-and-carry. The Smart & Final Co. put the question aptly in the following statement which they issued after the grand jury had refused to indict them:

Now, to keep the record straight, let us say that we favor the code if a proper differential between the cash-and-carry method and the credit and delivery method is authorized. When the code was adopted, we immediately wired the administration calling attention to the lack of a proper differential, and were assured that attention would be given to that feature, and relief provided. Our president has made two trips to Washington and on each was practically assured that a differential would be established.

No one opposes this differential except those who are willing to place upon the independent grocer a burden that he is not able to bear and meet the competition of the chain stores. All admit the saving made by the cash-and-carry method. All we want is a "fair deal."

If the Supreme Court says that we must charge as much for merchandise sold by the cash-and-carry method as for merchandise sold by the charge and delivery method, we will be governed accordingly, but the indications are that nothing like this will happen.

Nothing will, I am sure. No court in the land would uphold such an asinine rule.—Modern Merchant and Grocery World.

Essential Features of the Grocery Staples

Sugar—Jobbers now hold cane granulated at \$5.31 and beet sugar at \$5.09.

Canned Fruit—The canned fruit market is unchanged this week. The price structure was further advanced later in the week, when the two principal holders of California cling peaches advanced their prices again, for the second time within about a week. The second advance was more general than the first, and included the lesser grades. Apricots, cherries and pears are so closely cleaned up that little remains to be said about them.

Canned Vegetables—The major vegetables have shown no particular change during the past week, except that tomatoes continue firm to somewhat higher and it is more doubtful than ever if Indiana prices heard in the trade could bring any confirmations. Corn is unchanged, but very firm.

Canned Fish—Canned fish is unchanged. There have been reports of a probable advance in canned shrimp again in the South around the first or middle of October, owing to the increased costs of raw stocks.

Dried Fruit—The dried fruit market continues steady here. Jobbers reported a fairly active business last week, but sales for the most part continued in small lots. Prices showed an inclination to firm up somewhat, continuing the trend of the previous week. There was less shading reported. The movement of fruits from the Coast is reported by representatives of first hands here to be very encouraging. This fact is leading to a general belief that dried fruits are moving into consumption well and that householders are stocking more than ordinarily. This means that where more fruits are available in the average home, the inclination to consume more follows. Dried fruits continue to compare favorably with canned foods from a price standpoint and it may be that the fact that they have not advanced as rapidly as some canned fruits is stimulating demand for them among the great bulk of consumers of small or average means. Prices in California held firm last week. Santa Clara and Oregon prunes continued steady, as did apricots and some of the minor items. Raisins are showing a stronger undertone by reason of the very short crop expected and replacement costs for first hands will be higher because of sharp advances which have occurred in the sweatbox market.

Olive Oil—The olive oil market abroad remains unchanged as the new week opens. The demand for shipment continues pretty routine, but the strong statistical position obtaining abroad, particularly in Italy, appears to sustain existing price levels. The demand on spot continues encouraging and prices here have been showing added strength.

Review of the Produce Market

Apples—Strawberry, \$1 @ \$1.25; No. 1 Wealthy, \$1; Wolf River, 65c; Shiasawase, 90c; Greenings, 85c; No. 1 McIntosh, \$1.25.

Artichokes—\$1 per doz.

Avocados—\$2.50 per case from Florida.

Bananas—6c per lb.

Brussels' Sprouts—20c per qt.

Butter—Creamery, 26c for cartons, and 25½c for tubs.

Cabbage—Home grown, 30c per bu. for white, 65c for red.

Cantaloupes—Home Grown, 60@85c per bushel.

Carrots—Home grown, 20c per doz. bunches or 50c per bu.

Cauliflower—75c per flat for home grown.

Celery—20 @ 30c per dozen bunches. Celery Cabbage—35c per doz.

Cranberries—\$2.75 per box of 25 lbs.

Cucumbers—50 @ 75c per bushel.

Dill Weed—30c per dozen bunches.

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

C. H. P. from farmer.....\$3.00

Light Red Kidney from farmer.. 4.50

Dark Red Kidney from farmer.. 5.50

Light Cranberry.....4.50

Dark Cranberry.....3.50

Eggs—Jobbers pay 14c per lb. for all clean receipts. They sell as follows:

Large white, extra fancy.....27c

Standard fancy select, cartons.....25c

Standard fancy select.....24c

Fancy, fresh white.....23s

Candled, large pullets.....21c

Checks.....19c

Storage eggs are being offered as follows:

XX April.....23c

X April.....21c

Checks.....18c

Egg plant—75c per dozen for home grown.

Garlic—15c per lb.

Grape Fruit—Florida, \$4 for all sizes.

Grapes—Wordens and Concord, \$1.30 per dozen for 4 lb. baskets; ½ bu. 30c.

Green Corn—10-15c per dozen for home grown.

Green Beans—Home grown, 85c per bushel.

Green Onions—10c per dozen.

Green Peas—\$2.50 per hamper for California and Washington.

Green Peppers—50c per bu.

Honey Dew Melons—\$2.50 per case.

Lemons—The price is as follows:

360 Sunkist.....\$5.00

300 Sunkist.....6.00

360 Red Ball.....4.50

300 Red Ball.....5.00

Limes—25c per dozen.

Lettuce—In good demand on the following basis:

California, 4s and 5s, crate.....\$3.75

Leaf, out-door......05

Onions—Home grown, 65c for yellow and 90c for white.

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

126.....\$5.00

176.....5.00

200.....4.75

216.....4.75

252.....4.50

288.....4.50

324.....4.00

Red Ball, 50c per box less.

Parsley—25c per dozen.

Peaches—Banners are the only variety now in the market. They command \$2.25 per bu.

Pears—\$1.25 @ \$1.50 for Bartlets.

Pickling Stock—Small onions, 75c for 10 lb. bag. Small cukes, 75c @ \$1 per bu.

Potatoes—Home grown, 50c per bu.; Idaho, \$2.50 per 100 lb. sack.

Poultry—Wilson & Company pay as follows:

Heavy Fowls.....14c

Light Fowls.....11c

Ducks.....10c

Turkeys.....18c

Geese.....8c

Radishes—8c per dozen bunches for home grown.

Spinach—50c per bushel for home grown.

Squash—75c per bu. for Red Hubbard.

Sweet Potatoes—Virginias, \$3.50 per bbl.

Tomatoes—Ripe, 40c per ½ bu.; green, 50c per bu.

Turnips—20c per dozen.

Veal Calves—Wilson & Company pay as follows:

Fancy.....11c

Good.....9c

Watermelons—20c.

Wax Beans—Home grown, 85c per bushel.

Happening Concerning Detroit Council, No. 9

Walked into the Detroit-Leland Hotel, our headquarters in Detroit, the other day and there were Stanley Ecclestone and Senior Councilor Floyd Burch. They looked sort of tired. Both had spent Sunday over at Evernest, the summer home of Bill Allard on the Canadian shores of Lake Erie. It seems Bill took these two heavy weights for a beach hike. While Bill says it was only a mile and a quarter, both Stanley and Floyd say it was like five miles. Anyway the story goes that the two lost about ten pounds in weight. But we are wondering whether the walking made them tired or the refreshments they had mixed with fresh eggs from the Government farm and bearing Nos. 199, 200, and 201. All swear that these were the exact numbers on the eggs. While there, they inspected the work of Allen Shields, who put his teamwork ideas into action and built a fence. Both say Allen did a mighty good job and, as a result, now bears the title of "Chief Engineer to Evernest." They all decided this to be an ideal spot for the officers and executive committee of Detroit, No. 9, to have their harvest picnic. The date was set for the third Sunday in October.

And if Stanley Ecclestone keeps on planning good times he is going to lose his last name and be known simply as "Stanley Entertainment."

At the recent hotel men's convention in Detroit Al Guimond spoke on the co-operative assistance the U.C.T. is endeavoring to give to the hotel men. He also attended the Governor's traffic conference and strongly advocated, for the U.C.T., the adoption of a uniform color for all school busses. This safety idea was well received.

Old time members are always more than welcome. F. G. Hutchinson, for thirty-five years a member of this council, came back to life and attended our last meeting. "Hutch" sells Vanta

baby garments. We think he had better come again because some of us might need some.

Bert Wilson sell Sally Low, Margy Low and Dotty Low wash frocks. He was stepping on the gas a bit between Charlevoix and Traverse City when a bad thunder storm came up. It rained so hard Bert could hardly see. At a sharp turn he went over the curb. Nevertheless he was so anxious to say "Meet the Low Sisters" to the next merchant that he didn't slacken his pace. Another sharp turn in the opposite direction brought him back on the road again fortunately without being upset. Remember, Bert, we have a newly appointed safety committee. Better see them! And if he does see them the first thing he'll do is to smile and then say that buying in the upper part of the Thumb is good and the merchants are truly optimistic.

Wigstaff.

Michigan Retailers Active

Lansing, Oct. 2—Joseph H. Burton, secretary-treasurer of the newly-formed Michigan Retail Shoe Dealers Association, reports a total paid membership of 175 members. Inside of a year it is felt by the officers of the association that double that number will be enrolled. This State association only started in January of this year and has had one meeting.

Members are being kept in constant touch with headquarters by the means of letters from the secretary. These letters cover such subjects as advocating participation in Foot Health Week; Proper Time for Sales; Profit on Summer Shoes; advice against Overbuying, as well as keeping the members in touch with state and national matters having to do with the retailing of shoes.

Membership dues have been kept low (\$1), as the association officers feel that many active members are better than just a few regulars.

Tristate Tomatoes Advance

As a result of serious damage to the crop of tri-State tomatoes by the recent heavy rains, canners in the territory have advanced prices to between 80 and 82½ cents a case, according to reports received in the wholesale markets. Prices earlier in the season ranged from 67½ to 70 cents. The upward movement in prices began last week, when a survey indicated that a large percentage of the crop was wiped out. The advancing trend continued this week and prices remain firm. The tri-State territory, comprising Delaware, New Jersey and Maryland, usually produces between 20 and 30 per cent. of the country's tomato crop.

Market for \$1 Lamps Declines

Confronted with a dwindling market for extreme low-end merchandise, manufacturers of lamps are having difficulty in moving stocks of goods manufactured to retail around \$1. Up until late Summer the cheap lamps sold in volume, but since then the popularity of medium-price merchandise has been so pronounced that stores are refusing to reorder the low-end goods. Buyers visiting the market this week are purchasing metal or china base table lamps to sell at \$15 to \$30 in late October and holiday promotions.

MUTUAL INSURANCE (Fire and Life)

Cover is the Thing Which Does the Trick

I recently read a report of the use of a very unusual type fire apparatus in Merrie England, in the town of Redcar (very appropriate name). This particular apparatus, I read, was originally designed to handle gasoline and oil fires of magnitude, and carried no ordinary water appurtenances whatever, but was equipped solely with appliances for discharging large volumes of carbon dioxide gas for extinguishing purposes, through a hose system not unlike our familiar booster reels.

It is related that upon one occasion this unit responded to an alarm which, it is supposed, should have embraced the more hazardous volatile materials for which it was intended. Instead, the officer in command of this outfit found himself at an ordinary retail store fire (exact nature of contents not given), which was burning briskly, and the water units were not rolling in.

Now what do you think this English officer did? What would you do under similar circumstances? Just place yourself in his position and try to decide, before reading further, just what you would do. You are in charge of a very special unit, not intended for use of Class "A" fires at all. The recharge materials employed in this equipment might well be described as "expensive" or even "too expensive for ordinary fires" or yet "not approved" for such fires. So what to do about it? Did our friend stand idly by and lament the absence of the ordinary units? He did not. He did what any well-trained fireman would do—he went to work with what he had to work with and made no bones about it.

And what do you think happened? Did he put the fire out? Yes, he did.

Well, was it much of a task? Apparently not, for the report states the company was back in quarters in twenty minutes. And was the officer censured for thus employing such costly equipment on such an ordinary fire. He was not, according to the account I read. And was that the end of the matter? Not so you could notice it from across the street, for his actions were fully approved by his own bosses and other eminent fire-fighting authorities, and since that time his and other units have employed similar equipment in mercantile, dwelling and roof fires, with equal success.

And the storekeeper, what did he think of the job? Well, it is not specifically reported, but an important fact was mentioned in that no water damage was suffered, and much less smoke damage than would have been the case had water been employed. And what that means to any merchant you as a salvage enthusiast know as well as I do.

Now this little story has a moral, which you may already have guessed, which is, "In all fire department work, perhaps especially in salvage work, use

your brains along with whatever tools are available."

And of course this should be a very strong hint to engine and hose company officers to use as little water as possible and always to give the salvage boys a break by keeping lines closed until they have had a chance to work below. Of course you wouldn't open a floor to let water out until you knew covers were in readiness beneath.

Capt. Wm. Paul Babcock,
Fire Control Engineer.

Newspaper Gives Fire Protection

The Fort Wayne Journal-Gazette is co-operating with the merchants of the town of Churubusco, Ind., to provide fire protection for rural property. It was felt unwise to send the Churubusco fire apparatus out of the town limits, leaving the town without protection. Under the new arrangement, the newspaper installed an extra truck, which is manned by the town. For a years subscription to the "Journal-Gazette" and \$1.50, a farmer can get fire protection from the extra truck; if the farmer is not a subscriber to the paper, he can get the protection at a slightly higher rate.

Strike Creates Hazard

During the recent general strike in San Francisco, fire prevention officials were greatly worried by the general practice of storing gasoline in illegal quantities in homes and places of business where quantity storage was unsafe. It became so hard to buy gasoline that many citizens stocked up while they could, and for a time the storage created a real menace.

Lines of Interest to Grand Rapids Council

(Continued from page 3)

or unloading school children. Al voiced the opinion that a complete stop should be made and the suggestion was favorably received. He also advanced the thought that standardizing the colors of school busses would materially add to the safety of the occupants.

A committee of two, the Superintendent of Public Instruction and the Director of Public Safety, were named and will consider the various points brought up at the meeting and will recommend their acceptance or rejection at the next meeting.

Only a convict likes to be stopped in the middle of a sentence.

In the little town of Delton, Barry county, there is a firm that merits favorable mention. Wm. Smith and Frank Doster formed the firm of Smith and Doster several years ago and engaged in the sales and service of automobiles. This firm has earned an enviable reputation for courteous and efficient service and is one of the leading automotive sales and service concerns in the county. Two years ago they purchased a hardware stock in the town and Mr. Smith took active charge of that business. Not being satisfied with just an ordinary hardware store, he traveled about the state collecting ideas to incorporate into an up-to-the-minute store. He has accomplished that aim and to-day the Smith and Doster Hardware Store is one of the finest and best arranged stores in the

state. It is claimed that anything in baits and lures may be found in the complete stock of fishing tackle. Besides being a successful merchandiser, Mr. Smith is chock full of civic pride and his public spiritedness has been made manifest by the installation of an up to date fire department for the town and surrounding territory. Through the influence of Bill Smith, materials were secured and local mechanics built a very efficient fire truck which will handle any fire of ordinary size. From the size of the truck we suspicion the chassis is of heavier construction than that of the famous "come up and see me some time" girl. It is rumored that a new duty, among many of the others he assumes, will be heaped upon his shoulders in his nomination and election to the position of fire Chief. We are of the opinion that few towns the size of Delton can boast of as progressive a firm as chief Smith and his partner, Frank Doster.

She's just a pretty baby, who loves to go buy, buy.

Tom Fishleigh, Council leader, has announced the members of his committee who will work under his direction until March 1, 1935. The committee will consist of Thos. F. Fishleigh, chairman, Frank F. Holman, Paul E. Schmidt and A. G. Feldhouse. They will function collectively on the delinquent, re-instatement and new member committee. Tom believes they can accomplish more working as a body than by working independently. We believe Tom has made a wise selection and that much will be heard from this competent committee.

Members of the younger generation are alike in many disrespects.

If you have not paid assessment No. 218 you are now without protection. If you have overlooked this obligation to your family and yourself, get your name on a reinstatement blank at once.

We have never been able to figure out why the late Calvin Coolidge was dubbed the sphinx. He was a devotee of the harmonica. He kept one as a constant companion and played it frequently during his stay in the White House.

Remember to drive safely to the meeting Saturday evening, October 6. Bring the wife along as the Ladies' Auxiliary will hold their first fall meeting on this date also. Entertainment

and a luncheon will be in order after the close of the meetings. Come out and meet your fraters and bring in the application of a worthy eligible and help boost the council.

Will see you at the world series riding the flying red horse because there haint no seats to be had.

Notgniklip.

SWORN STATEMENT FURNISHED THE POST OFFICE DEPARTMENT.

Statement of the ownership, management, circulation, etc., of the Michigan Tradesman, published weekly at Grand Rapids, Michigan, required by the Act of Aug. 24, 1912.
State of Michigan, } ss.
County of Kent, }

Before me, a notary public in and for the State and county aforesaid, personally appeared Ernest A. Stowe, who, having been duly sworn according to law, deposes and says that he is the business manager of the Michigan Tradesman and that the following is to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 433, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:
Editor—E. A. Stowe, Grand Rapids.
Managing Editor—E. A. Stowe, Grand Rapids.
Business Manager—E. A. Stowe, Grand Rapids.
Publisher—Tradesman Company, Grand Rapids.
2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of the stockholders owning or holding 1 per cent. or more of the total amount of stock.)
E. A. Stowe, Grand Rapids.
F. E. Stowe, Grand Rapids.
F. A. Wiles, Grand Rapids.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities, are NONE.

4. That the two paragraphs next above, giving the names of owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

E. A. Stowe, Business Manager.
Sworn to and subscribed before me this 1st day of October, 1934.
(SEAL) Florence E. Stowe.
Notary Public in and for Kent Co., Mich.
(My commission expires Jan. 18, 1935.)

INSURANCE AT COST (A Non-profit Organization)

It means a saving to you of
25% to 37½%
Below the published board rate

LEGAL RESERVE MICHIGAN COMPANY
18 years of Sound Operation
M. B. & M.

MICHIGAN BANKERS & MERCHANTS
MUTUAL FIRE INS. COMPANY
FREMONT, MICHIGAN
Inquiries Solicited

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

The Federal Trade Commission has ordered the following organizations to cease and desist:

Schultz & Hirsch Company, Chicago, engaged in the manufacture of mattresses, directed to discontinue using or encouraging the use of labels bearing price markings in excess of those at which the article labeled is intended to be and usually is sold.

Nachman Spring-Filled Corporation, Chicago, engaged in the manufacture of springs for use in mattresses and box springs, directed to discontinue using or encouraging the use of labels bearing price markings in excess of those at which the article labeled is intended to be and usually is sold.

Raffy Parfums, Inc., New York City, engaged in the manufacture of perfumes, toilet waters and cosmetics, directed to discontinue use of the words "Paris" and "France" to designate perfumes not compounded in Paris or in France.

Sutton Brothers, Inc., New York City, engaged in manufacture of handkerchiefs, directed to discontinue use of the words "Warranted Pure Linen Cording" to designate handkerchiefs not made of linen.

Norwood Pharmaceutical Co., Inc., Chicago, engaged in compounding medicinal preparations, directed to discontinue representing that "Dr. Tripp's Tonic Prescription" is a prescription of Dr. Tripp or Dr. John Tripp and to discontinue misrepresenting its therapeutic value.

Hires Turner Glass Co., Philadelphia: On August 24, the Commission filed with the Circuit Court of Appeals for the third circuit (Philadelphia) and application for the enforcement of its order in this case. There were filed at the same time the printed transcript, and brief for the Commission.

The order directed the respondent to cease and desist from designating as "copper back" mirrors, "copper backed" mirrors, mirrors "backed with copper," or by other word, words, or expression of the same meaning or like import—mirrors having thereon a protective coating consisting of a mixture of shellac and powdered copper.

Respondent is found to be in competition in interstate commerce with the makers of the electrolytic type of "copperback" mirrors and also with the makers of ordinary mirrors.

The findings state that "the representations of respondent as aforesaid in regard to its said mirrors have had and do have the tendency and capacity to confuse, mislead, and deceive the trade and members of the purchasing public into the belief that such mirrors are backed with a continuous sheath or film of solid metallic copper which is adherent to the reflecting medium or that it is backed with such a film of copper deposited thereon by the electrolytic process." Such erroneous beliefs, it is found, have the capacity and tendency to induce the purchase of respondent's mirrors and to divert trade to respondent from competitors en-

gaged in selling ordinary mirrors and also "copper back" mirrors made by the electrolytic process.

The Federal Trade Commission today made public a consent cease and desist order closing its case against the United States Envelope Company, of Springfield, Mass., charged with violating Section 5 of the Federal Trade Commission Act.

The United States Envelope Company is a manufacturer and importer of paper used in printing books and for stationery. The respondent company was charged with using trade names which had a tendency to deceive the purchasing public into believing that paper made in the United States was manufactured in a foreign country and imported.

The respondent was also charged with representing paper made by machine process as being hand-made paper.

The respondent company, in filing its answer to the Commission's complaint, consented to the issuance of a cease and desist order by the Federal Trade Commission.

In this consent order, the respondent agrees to cease and desist from the use of the words "Japan," "Milano," and "Oxford," and of any other words implying a foreign origin for paper actually manufactured in the United States.

With respect to the charge that the respondent company was selling machine-made paper as hand-made, the Commission dismissed that charge, finding that the paper was actually hand-made.

Misrepresentation in the sale of toilet articles and cosmetics is charged by the Federal Trade Commission in a complaint issued against the Century Co., of Des Moines, Iowa, selling "Bonnie Day Toiletries."

To promote the sale of its product, the company conducted a so-called "Century Prize Club," a feature of which was a puzzle prize form of "contact" advertising and other contests which were advertised under the name of "Merrold Johnson, Prize Manager." The respondent represented that persons who solved problems or puzzles presented in advertisements were qualified to receive prizes.

However, according to the Commission's complaint, the advertisements were "either wholly false, grossly exaggerated, or characterized by withholding and concealing material facts that should be disclosed." The Commission alleges that the advertisements failed to notify the reader that he would not receive the prizes advertised as a reward for solving a puzzle and there was nothing to show the reader that in addition he had to sell merchandise, or that money had to be sent by every person entering the contest.

Kraut Prices Up 50 Per Cent.

Raw cabbage will cost kraut packers 50 per cent. more this year than last, and will result in a marked rise in the retail price, according to representatives of the industry at a meeting of the National Kraut Packers Association at Racine, Wisconsin, recently.

Our next boom will include a building boom.

Items From the Cloverland of Michigan

Sault Ste. Marie, Oct. 1.—With all of the Summer resorts now closed and the tourist trade letting up, our minds are turned toward winter, which will soon be upon us. With the price of coal about \$2 above that of last year, we cannot say that we are really looking forward to a pleasant winter, but envy our neighbors who are getting ready to go South as usual, but we should get the spirit of optimism as they do at Mackinac Island, when one of the tourists asked one of the inhabitants, "What do you people do here during the winter?" He replied that they were all summer preparing for the fun that they will have during the winter.

Con Harris, who has been conducting a grocery store on East Spruce street for the past year, has discontinued business, but has not announced his plans for the future.

About seventy-five superintendents of the poor attended the annual conference of Upper Peninsula workers, held here last Saturday. In addition to Upper Peninsula poor officials, there were several from the Lower Peninsula of Michigan. The meeting was held at the Hotel Ojibway. Frank Duda, of Bessemer, is the President, and Victor Lemmer, of Ironwood, is Secretary.

The degree you get in the school is O. O. B.—out on bail.

Three companies of troops returned to Fort Brady from Camp Custer last week, which will make things lively at the Fort again. On their return the troops stopped at Chicago, where they had an opportunity to take in the Century of Progress. Originally it was planned to have the troops winter at Camp Custer, but the orders were changed, making this their winter quarters, which will be appreciated here.

The Sault is to have a college, which is expected to open about Oct. 8, and which will be under the administration of the Northern State Teachers College. More than 50 students have been enrolled. Classes to be offered are: composition and rhetoric, beginning French, beginning Latin, geography, American history, mathematics, sociology, economics and physiology, and if there is enough demand, the following courses may be made available: drawing, botany, accounting, clothing, drafting, music and voice culture.

Charles W. Wheelock has returned to the Sault, after spending the past seven weeks at various cities and towns in the Upper Peninsula on business.

Half of the people of the world are governed too much, and the rest not governed half enough. It is merely a little question of adjustment.

Our city manager, Henry A. Sherman, has gone to Benton Harbor and St. Joseph to attend the thirty-sixth annual convention of the Michigan Municipal League, which will be held Oct. 3, 4 and 5.

It is reported that Crimmons grocery is to change hands next week, selling out to Herbert White, our former chief of police, who resigned several years ago to engage in the restaurant business, and later as salesman. He has many friends here who will be pleased to hear of his new enterprise.

The Luce county sportsman club, affiliated with the Upper Peninsula sportsmen, was permanently organized at Newberry last Thursday at the community building. Charles Knudson was elected chairman.

We'd all be successful if we followed the advice we give the other man.
William G. Tapert.

Disinclined to Ask Code Extension

Possibility that automobile manufacturers may be disinclined to seek extension of the code of fair competition for their industry beyond Nov. 3, the date of termination of the trade pact, is speculated upon.

Dissatisfaction with the code is said to be rife among those who have to work under it, one of the contentions being that it makes it difficult to do business at a profit. This is one of the problems, therefore, that may soon confront the new National Industrial Recovery Board and more or less up-permost will be the profit motif, which has arisen to plague the Roosevelt Administration following the speeches of some of its members against large industrial "rewards."

Many automobile retailers, it is reported, would welcome relief from code adherence. There are charges of "chiseling," which seem to be supported by court action. The provisions setting forth price considerations in transactions have been extremely irksome in some cases.

Efforts would be made by the Roosevelt administration to keep the automobile industry lined up with the recovery program largely because of its ranking as an important part of the economic setup of the country. It is to be remembered that boot and shoe manufacturers also have kicked over the traces, seeking relief from their code of fair competition.

Putnam's POPULAR HALLOWEEN CANDIES

Black & Orange Jelly Beans
Black & Orange Jellies
Black & Orange Meadow Creams
Halloween Marshmallow Novelties

PACKED BULK OR PENNY COUNT

Order From Your Jobber

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

TO UNIFY ALL ACTIVITIES

A proposal for the creation and incorporation of a permanent national association of retailers, regardless of the lines of merchandise they sell, will be presented at the meeting in Chicago, to-day, of the Retailers National Council by H. J. Tily, president of the council and head of Strawbridge & Clothier, Philadelphia.

The proposed organization, the first of its kind in this country, would "enable all retailers to speak unitedly as retailers on what is economically ethical and what is economically sound."

While Mr. Tily said the organization of the new group has not been officially placed before the National Retail Dry Goods Association, he expressed the view that the sentiment of the dry goods organization, which is the largest single retail trade group in the country, was "favorable to the creation of the new body."

"I have been in favor for some time of a national organization to cover the entire field of distribution," Mr. Tily declared. "I suggested it a year ago. In the belief that the time is now definitely ripe for action, I will present a proposal for such a body at the meeting of the Retailers National Council on Wednesday. I anticipate favorable action on the proposal."

"This proposed organization would take in all types of retailers, whether they are selling dry goods, shoes, jewelry or any other line. It would act as spokesman for the entire field of distribution and stress the position of the retailer as a major factor in sound economies."

"It would be an organization entirely different from the Retailers National Council, which essentially is a loosely knit organization comprising the secretaries of the various trade associations in the retail field."

Underlying the necessity for the creation of the new body, Mr. Tily continued, is "the vital necessity of welding together the power of the consumer, the retailer and the employees of the retailer into a cohesive and unifying force. In combination these groups would represent an economic strength of the first magnitude in this country. Everybody in this country is a consumer and no one is better equipped or more logically situated to be the spokesman for the consumer than the united retailers of the country."

Mr. Tily said that the proposed group "would not be political per se." He said the organization would be a permanent body, not primarily limited to code or other questions involved in reorganization of the NRA.

"The NRA may be a transient factor in this country," he declared. "What has been badly needed is a body devoting continuous interest and attention to the economic problems of the consumer and the retailer, which are so closely allied. The influence for what is economically ethical and economically sound of a national organization representing consumers, retailers and their employees would, obviously, be tremendous."

Asked whether he believed "retailers should write a declaration of independence from servility to the view-

point of bankers and manufacturers," as was suggested during the week at the Boston conference, Mr. Tily declared that he favored efforts toward unification of views, rather than division, which, he said, "leads nowhere."

"In the present economic set-up," he declared, "no one is independent of anyone else. To divide people on important issues is wrong. Steps must rather be taken to bring them together in the interest of the greatest good."

"Where a justified difference of opinion existed between retailers and other economic groups, a national association of this kind, embracing the entire field of distribution, would be equipped and able to present the retail standpoint in most effective and powerful form."

Thus far, the Retailers National Council, while a loosely knit group, has afforded the largest representation of retailers in this country. The trade associations forming it have 150,000 stores as members, doing an annual volume of business of \$10,000,000,000 in hardware, shoe, grocery, furniture, jewelry, drug, men's clothing and dry goods lines.

Details of organization of the new body await approval of the plan at the meeting on Wednesday, Mr. Tily indicated.

NRA LEADER RESIGNS

Comment upon the resignation of General Johnson as NRA administrator agreed that he was a leader without equal for the early stages of the recovery program. He aroused tremendous enthusiasm in ranks that were all but beaten when he took hold. But the discussion of his stewardship also agrees very largely that he was not the man to administer the codes once they had become effective. His threats proved empty and his policies inconsistent.

The principal mistake in the NRA formula was in permitting industrial groups to "write their own tickets" with totally inadequate representation for the public, labor and the government. Code authorities, which were supposed to comprise this partnership, are largely just the industries themselves. And they have been trying to carry out impossible projects through artificial controls of one kind or another.

It is more than likely that the new policy board created by the President will jettison such arrangements for a more practical formula. Wage and hour provisions will be retained and those trade practice clauses which would enforce common honesty. For the more elaborate regulations, perhaps the trade association will be called into action under suitable government supervision and a return to the enforcement of the anti-trust laws.

Despite harsh criticism it is extremely doubtful if an actual vote among business men would show a desire to throw NRA completely overboard. Even the hated and utterly unfair union labor provisions would probably not suffer an adverse decision by a majority.

DRY GOODS CONDITIONS

While warm and rainy weather held down retail trade volume during the week in many sections of the country, the month closed with sales running above their recent level and the figures are expected to show some gain over those of September, 1933. In the local area it was estimated that trade has been between 5 and 7 per cent. higher.

Retailers are of the opinion that the slight set-back in the last two weeks will mean a very brisk business once Fall weather comes along. They are counting also upon an improved sentiment as a result of the conclusion of major labor troubles, a more effective recovery program under the current reorganization of government agencies and reassurance on the business outlook.

Due to the gains made in the last two months, particularly when some losses were quite generally expected, retail prospects are considered much brighter for the closing quarter of the year. Over this period last year trade went through the doldrums. The August spurt was succeeded by a very slack period and many stores made a serious error in raising price lines. This time they are following consumer demand very closely and, as a result, even unit sales are showing improvement.

The delivery situation in the wholesale merchandise markets eased considerably in the last week. Producers stepped up shipments and at the same time retail demand eased, making for more comfortable conditions. There was no rush of business at the conclusion of the textile strike because supplies have been ample.

INDUSTRY TURNING UPWARD

Conclusion of the textile strike and appointment of the new boards to administer and shape the policies of the NRA following upon the resignation of General Johnson were the principal developments of the past week in the general business situation. The strike settlement was finally accepted by the mills with some qualifications. The reaction to the new NRA set-up was fairly favorable, particularly as Mr. Richberg, the new chief, made it plain almost immediately that radical changes were not contemplated.

In industry the trend has at last turned upward. The Index records the first increase in eight weeks. This gain took place despite the textile strike then in progress. Steel operations advanced for the second week and, on an adjusted basis, electric power production was higher. The carloadings index remained unchanged for the third week.

Efforts of dollar devaluation were more evident in the foreign trade returns for August, issued in the week. Exports increased 6.3 per cent. above those in July, when the seasonal gain is usually about 4½ per cent. The gain over August, 1933, was 30 per cent. Imports, on the other hand, decreased 6.1 per cent. from those in July, which was contrary to the usual seasonal movement. They also showed a drop of about 23 per cent under a year ago,

when the total was swelled by the need of materials in the pre-code boom.

RETAIL GROUP PROPOSED

Reorganization of the NRA was the topic which evoked greatest interest at the Boston conference on retail distribution held last week. The retail representatives presented their bill of complaint against manufacturers who have written codes with only their own interests in mind and little or no consideration for distributors or the consuming public.

Recognizing that such regulation among producers has come about principally because the influence of retailers has not been as strong as it might be, considering the scale of the business, the proposal was put forward that one big group to represent all distributors should be formed. This suggestion is to go before the council meeting at Chicago this week.

Another highlight of the Boston conference was undoubtedly the increasing attention which is being given to broad questions of social policy. The retailers have at last come to see that important matters of labor relations, living conditions and credit have a very direct bearing upon their fortunes. The customer is a worker and upon his purchasing power depends the state of trade.

So that store management may not be accused of seeking to apply remedies when its own affairs are not in order, particular interest attached at the meeting to a discussion of what might be done in the way of old age or unemployment insurance.

ANOTHER LABOR BOARD

Settlement of the textile strike on much the same lines as were drawn in the automobile and steel disputes brings another huge industry under more stabilized labor relationship. In the automobile and steel industries the plan seems to be working fairly well for the time being. Producers are satisfied with their boards or at least content to wait until court decisions upon major cases more clearly define the labor provisions of the Recovery Act and the rulings of the National Labor Board.

Some of the large industrial companies have seen fit to look more closely into their personnel problems with an eye toward removing frictions that in the present circumstances might mean trouble. Thus, one big corporation no longer gives to its foreman the power of outright dismissal but requires a transfer of the employee to another department. This is done, of course, to prevent personal likes and dislikes from playing a major role in turnover.

Constant contact and negotiation with labor representatives have demonstrated in a number of cases that there is a desire for fair play, and from this experience on the part of managements which have scorned union organizations in the past there should grow the mutual respect which is so necessary for peaceful co-operation. That, at least, is the thought of those who are now close to such activities.

OUT AROUND

Things Seen and Heard on a Week
End Trip

It is always a pleasure to head my car for Fremont, because in no town in Michigan do I find more faithful friends than in the metropolis of Newaygo county.

The principal industry of the city is still the Fremont Canning Co., which at this time has 600 persons on the payroll in the manufacturing department. Twenty additional people are employed in the office building. During the string bean season the number of employees was in excess of 800. I am told that the delayed crop was so great that loads came into the factory weighing fifteen tons.

Called at the Kimbark Inn as a matter of course to meet the new landlord, Mr. Joslin, of Chicago, who appears to be handling the hotel needs of the community in a satisfactory manner. Judging by what I saw of his prices for food and service, he will never be a millionaire and the stockholders of the hotel will never be annoyed over the size of their dividends.

Newaygo was busily employed in decorating trees, telegraph, telephone and electric light poles with reminders that the scenic beauties of fall are now in evidence on all lines of road running out of town.

In the death of Madison W. Wilson, the Sand Lake druggist, the Tradesman loses one of the merchants who have taken the paper since the first issue. Mr. Wilson was born in Plainfield and enlisted at the age of 18. He went to Sand Lake in 1872 and conducted a drug store for nearly 62 years. Surviving are a daughter, Mrs. Ada Brayman, five grandchildren and six great-grandchildren.

All hail to Fred Pitt, the Orleans banker. His private bank failed in 1929 and went into the hands of a receiver. He has worked with the receiver four years and succeeded in paying off every penny of the indebtedness. He is in his 77th year and has the proud satisfaction of having demonstrated that he is an honest man to all who trusted him.

I had a very happy surprise this week in the shape of a call from Mr. J. S. MacGlashan, who came to Grand Rapids every three months for many years prior to fifteen years ago, when he represented Pratt Farmer Co., wholesale dealers in notion specialties, of New York. In the meantime his house has suffered a relapse, but it has been re-organized and expects to occupy the proud position it so long maintained. Mr. MacGlashan is taking an important part in the rejuvenation.

In common with millions of listeners I heard what our President had to say over the radio Sunday evening. I was particularly disappointed in his reference to the NRA and his praise of Gen. Johnson. I was sorry to hear him

say that he expected to see but two great interests in the industrial field before he left the executive offices—organized employers on one side and organized labor on the other. As we have 40,000,000 workers in this country and only 4,000,000 union adherents I am wondering what he proposes to do with the other 36,000,000 independent workers, who refuse to accept union affiliation and thus ally themselves with lawbreakers and outlaws. Only two administrations I can recall worshipped at the shrine of unionism—Wilson's and Franklin Roosevelt's. The unscrupulous wretch who was labor commissioner in the Wilson cabinet announced that he would see every employe enrolled in the union before he left his office, but failed to make good. The present labor commissioner appears to see no virtue in a worker unless he carries a union card, which is the emblem of anarchy and insurrection. Union men are valuable to the politicians on election day who truckle to their infamous doctrines, but they sometimes become a source of very great annoyance.

The Wiener Cap Co. has manufactured caps in this city for the past twenty-seven years. Last week an inspector of the hat and cap code by the name of Goldberg dropped in on the cap makers and went through their books and payrolls. He found five girls who were working as apprentices, drawing 20 cents per hour. He called the owners into conference and told them they were violating a rule of the code; that the girls should receive 37½ cents per hour. The cap makers insisted that they could not pay the higher figure without losing money on their product and the girls insisted they were entirely satisfied to work for 20 cents per hour. The investigator insisted that they could not work any longer at the lower rate, so the cap people let them go, suggesting that they call on the inspector at his hotel. Two of the girls, who are the sole support of a widowed mother, acted on this suggestion, telling the gentlemen that if he could not give them permits to work for 20 cents per hour, they would have to resort to the welfare for assistance. He replied that the welfare would be a happy way out of the difficulty.

This may be in accordance with the code, but I maintain that the Government has no right to adopt a code which precludes people earning an honest living at a living wage. Uncle Sam has no business to force me and others to contribute to the cost of the welfare when an employer stands ready to pay two people enough to support three people in comfort and keep them out of idleness.

Woodrow Wilson wrote: "I do not want to be taken care of by Government either directly or by any instruments through which the Government is acting. I want only to have right and justice to prevail, so far as I am concerned. Give me right and justice, and I will undertake to take care of myself. I will not live under trustees if I can help it. I do not care how

wise, how patriotic the trustees may be, I have never heard of any group of men in whose hands I am willing to lodge the liberties of America in trust.

Forty years ago a bill appropriating \$25,000 to relieve certain sufferers in a Southern state was presented to President Grover Cleveland. In vetoing the measure, he wrote as follows: "I veto this appropriation because there is no warrant in the Constitution of the United States for taking the funds which are raised from taxes and giving them from one man to another, and I further veto it in order to teach the nation that while the people support the Government, the Government does not support the people."

In three states, Wisconsin, Minnesota and South Dakota, Oct. 9 will be celebrated as Leif Erikson day. School children in those states hear the story of the discovery of America by the son of Eric the Red in the year 1000 and learn something of the ideals which animated that daring Norseman. It is especially appropriate that in an era which fears that it has lost too much of the sturdiness associated with an elder time we should have this graphic reminder of what a determined man could accomplish in braving wind and tide centuries before the steamboat was even so much as a mere dream.

The landing of the hardy Norseman and his band of thirty-five on the American coast in the year 1000 marks the real discovery of America—500 years in advance of Columbus. Leif, the Lucky, wintered and cut timber. Leif's brother Thorvald was slain by American Indians in 1002 and buried in America. Snorre, son of Gudrid, Leif's sister-in-law, was the first white child born on American soil. Big celebrations should come with the unearthing of fuller records of those days.

The year the Tradesman was founded, 1883, Thomas J. Thompson entered the employ of the Standard Oil Company as a drayman. The next year he was promoted to the position of driver of a tank wagon. He steadily continued to gain in the estimation of his employer, until fourteen years ago, when he was elevated to the highest position in the corporation, with the exception of President—that of General Manager of the Standard Oil Company of Indiana.

Did Mr. Thompson gain this distinction by joining a union and starting out to see how little he could do and still hold his job? Not much. The Standard Oil Company has precious little use for slackers and slovens, union or non-union, white or black, bond or free.

Did Mr. Thompson climb to the pinnacle he reached by discovering short processes and improved mechanisms and then settling back and expecting his employer to buy them of him? Not much. Everything he discovered that would benefit his employer was immediately turned over

to the Standard Oil Company cheerfully and willingly. He might have made more money, temporarily, if he had held out for a royalty or a cash equivalent, but he would not have been the General Manager of the Standard Oil Company of Indiana.

Did Mr. Thompson attract the attention of his superiors by writing sharp or sarcastic letters to his customers or employers? Nay, nay. The officer or employe of the Standard Oil Company who indulges his temper at the expense of customer or employer soon finds himself looking for a new job.

Did Mr. Thompson start on the royal road to fortune by playing sharp tricks on either customer or competitor? Not by a jugful. The Standard Oil Company does not countenance such practices. It conducts its business on the highest moral plane of business ethics. Any employe of the Standard Oil Company who entertains the idea that he can build himself up by tearing other people down or by reversing the theory and practice of the Golden Rule soon finds himself in the scrap heap.

Fifty-one years ago five thousand young men in Grand Rapids apparently stood a better chance to achieve distinction than Mr. Thompson. They had the advantage of more gentle birth, better educational facilities, more social privileges, indulgent parents, favoring friends and an enlarged outlook on life. Where are they now? Probably one in a hundred rose above the level of the common herd. Possibly one in a thousand acquired a competence. Those who succeeded deserved success, just as Mr. Thompson rose to the high position he was permitted to occupy solely because he was willing to pay the price—hard study, close application, generous treatment of associates and employes, energetic effort, with an eye single to the interests of his employer and an everlasting determination to forge to the front. These qualities, coupled with sturdy manhood, a keen sense of integrity and managerial ability of a high order inevitably brought recognition on the part of the men higher up, resulting after thirty-seven years of close application in a happy consummation which few men live to see in this world. There are no short cuts with the Standard Oil Company. Favoritism and friendship are unknown factors in the working plans of that vast organization. In this respect the policy of the company is cold blooded, because the ties of consanguinity mean nothing. The only things that count are ability, energy and loyalty. The larger the stock of these qualities the worker possesses the greater is the measure of his reward.

More than 3,000 boys and young men of Michigan will have an opportunity during October to enroll in the Civilian Conservation Corps for service in the fifty-nine camps scattered through the Northern part of the state. The actual quota allowed Michigan by the United States Department of La-

(Continued on page 23)

FINANCIAL

More About Berkey & Gay

In our previous article in regard to the Berkey & Gay matter, we could not very well bring out of the terrible mess of the grand old institution of Berkey & Gay, two names who connected the early pioneer building up of the Berkey and Gay institution with the last inflationists who wrecked it. These names were William H. Gay and John A. Covode, and to look back upon the lovely characters of these men and all they did for the Berkey & Gay Co., and the city of Grand Rapids, we know that if these men had lived and been in control of the company that the institution of which we were all so proud would have survived.

Will Gay was born in Grand Rapids. His mother was a daughter of William Hovey, who was sent to Grand Rapids by the Converse interests from Boston to represent them. Mr. Hovey was a fine type of a New England executive craftsman. He was chairman of the building committee of the old Fountain street Baptist church, the arrangement of the auditorium of which was always admired. He drew up the plans himself and put them into execution. It may be noted in passing that John Mowatt, one of our furniture executives, did some of the carving on the pulpit chairs with his own hands, which proves the fact, as was shown in our former article, that the old furniture manufacturers knew the game from alpha to omega. Will Gay was true to the interests of his father and grandfather. During his last illness, he was considering the plans and means of raising the money to build the new Fountain street Baptist church. He was chairman of the committee that raised the money to build the present Y.M.C.A. building. He gave his life and strength to the city of Grand Rapids and of his funds he contributed more than his share in comparison with other citizens of vastly larger means. To sum up in the language of one of his closest friends, Miner S. Keeler, "he was one of the fellers you would think he was right if you knew he was wrong."

John Covode was a different type, but of the same fine character, characterized by gentleness, but firmness. He was a son of John Covode, of Pennsylvania, a noted name during the civil war times, who was one of the mainstays of the Federal Government during the trying times of the civil war and upon whom Lincoln leaned for support during the most critical period. John Covode came to Grand Rapids in the early 80's and at once became an outstanding citizen of the town, interested in all works for the maintenance of the city. He served as an officer of Berkey & Gay from shortly after he came to Grand Rapids up to the time of his death in 1918, and supplemented the work of Messrs. Berkey & Gay in the financial handling of the business. For years he was President of the Kent County Savings Bank and both the Berkey & Gay Furniture Co. and the bank passed through the trying times of 1893 without any trouble at

all. John Covode was of conservative disposition that could work in those times with conservative men, but he never could have understood the ballooning of securities that took place, as he was of the old school and believed in building up properties and not blowing up securities out of values already made by others.

Claude Hamilton.

William H. Gilbert

The filing of the inventory of the estate of William H. Gilbert discloses the fact that his estate amounted to over one million dollars at the time of his death in October, 1933. Of this, over \$800,000 was in bonds, and \$126,000 in life insurance. Of the bonds nearly \$475,000 were United States Government bonds.

In the recent years of inflated values, which affected nearly everyone, and which led to the crash and deflation, with the subsequent anguish which we all have suffered in the past few years, the fact that one man, our fellow citizen and friend, kept his feet on the ground all the time, and did not allow himself to be swept away by rosy visions, comes to us like a breath of fresh air.

Now, the question naturally arises, how did this plain, unassuming man accumulate this large estate? He was not among our utility expansionists, nor was he interested in the automobile business. The answer is very simple and one which may serve as a lesson to any young man of the present day looking forward to the future. It came about by careful spending, saving and investing.

There was nothing unusual or meteoric about his career. He came to Grand Rapids from Ypsilanti in 1888, coming as a friend of Edwin F. Uhl, who, in turn, was preceded by Lyman D. and Mark Norris, father and son, all of whom were old residents of Ypsilanti. He started in the real estate business in a small way and soon had as his clients some of the best and most conservative people in Grand Rapids, and he was always implicitly trusted. Never has one heard a derogatory word said about any of his dealings. About 1901 he was offered an opportunity to buy 160 acres of land in the Southeast part of the city for \$6,500. This land belonged to an estate and had been an object of speculation preceding the panic of 1893. It looked to be worthless, as it was largely sand and hardly looked good enough for a farm. So shrewd an investor as Joseph H. Martin advised his son, John B. Martin, to whom the same piece of land was offered, not to purchase it, as they had plenty of that kind of property.

A history of the purchase of this property and the subsequent development is very interesting. The property belonged to Nelson Higbee, of Morley, and at the time of the purchase in 1902 was hardly good for a cow pasture.

It was necessary to sell the property in order to settle the Higbee estate and it was put up for sale and bid in, as stated above, by Gilbert and W. R. Griffith, his partner, for \$6,500.

The first development made on the property was a speedway for some of the old timers interested in horse racing—Waldo Northrop, Had Beecher, Alvah Brown and Doctor Dodson. The speedway was only a half mile. Later they rented the property to parties for a golf club which was the genesis of the Highland golf club now on West Leonard road.

The purchase of this property was made on the assumption that whereas the city had started up around the Grand Trunk depot had from the beginning extended South and East and it was expected it would grow in this direction, as it afterwards did. Eighty acres of this property was in the Southeastern part of Grand Rapids and eighty acres in the village of East Grand Rapids. Some years elapsed and Mr. Griffith sold his half interest to J. W. Spooner for \$50,000 and a little later J. W. Spooner sold his half interest to H. H. Crowell, then a resident of Grand Rapids, a representative of the Commonwealth power interests. When Mr. Crowell left the city, he sold his half interest to Benj. S. Hanchett, who bought at the same time Mr. Spooner's interest, giving him a half interest with Gilbert. A few years more elapsed and Mr. Hanchett sold his half interest for \$200,000—one-third to Adrian Dooce, one-third to S. T. Fletcher and one-third to Harold Fletcher and they organized the Ottawa Hills Land Co.

Their first step was to secure the services of A. J. Dorgan, a landscape architect who landscaped the beautiful addition to Toledo known as Ottawa Hills, which they inspected before employing him. They platted forty acres of the hundred sixty acres.

At about this time, due to the increase in population of the city, particularly in that direction, the Board of Education was looking for a site for a school. They had been in negotiation with the trustees of the Clark Memorial Home on Sherman street. This property had been deeded by M. J. Clark to the Michigan Annual Conference of the Methodist church for superannuated Methodists or such other persons as the Board of Trustees would admit. In the deed, however, there was a reversionary clause to go back to the Clark estate in case the property was used for other purposes than stated by the donor's deed. The Clark heirs ascertained the purpose of the Methodists to sell this property for a school and immediately took proceedings to stop it. Mr. Gilbert went to the Board of Education and offered them a site on the Ottawa Hills tracts which they purchased. There were about two acres for which they received \$30,000 with the stipulation that the school should be called Ottawa Hills high school. Of the Ottawa Hills Land Co., Mr. Gilbert acted as president, Adrian Dooce as secretary and the Fletchers handled the sales. Gilbert put all his profits, amounting to \$300,000 into 3½

per cent. Liberty bonds, which are a part of the Government bonds in his estate—thirty of the denomination of \$10,000 each.


The location of the high school on the tract together with the East Congregational church in that vicinity all helped to make the property attractive for high class property owners.

It might be noted that neither Mr. Spooner or Mr. Crowell made any profit on their purchase and resale and as Mr. Crowell disposed of his interests about 1920, the platting and building up of this property with the large increase of values came between 1921 and 1929.

Mr. Gilbert had a vision of better times. He was no parasite real estate investor who sat down and waited for

All Issues
CONSUMERS POWER
PREFERRED
BOUGHT SOLD
QUOTED
Your Inquiries Solicited
ROGER VERSEPUT & CO.
Investment Bankers—Brokers
813-816 MICHIGAN TRUST BLDG.
GRAND RAPIDS Phone 8-1217

THE
GRAND RAPIDS NATIONAL
BANK BUILDING
Offers
OFFICE SPACE
*At the Lowest Rates
in the
History of the Building*
Telephone 9-7171
or
Call at Room No. 722

 **West Michigan's
oldest and largest bank
solicits your account on
the basis of sound poli-
cies and many helpful
services**

**OLD KENT
BANK**
2 Downtown Offices
12 Community Offices

J. H. PETTER & CO.
INVESTMENT BANKERS
Phone 9-4417
GRAND RAPIDS
Phone 2-3496
MUSKEGON

industrialists to build up the city where he could benefit by unearned increment, and he went out to find and locate industries here which would add to our growth. He came in contact with William A. Jack and together with T. H. Goodspeed, helped to establish here that splendid industry, the American Box Board Co. This, with a small investment, turned out to be very profitable. He never spurned nor took it upon himself as many other did to make a showy existence, but pursued the even tenor of his way. In these times when the old adage, "willful waste makes woeful want," his great lesson to us is to contemplate his careful habits of saving and spending. He had a modest home and never dressed expensively. Only in the recent years of his life did he take any pleasure trips. Nor did he have expensive automobiles. Yet he was a social being and loved his friends and his desire to be with them so much and at the same time his antipathy toward waste was such that he always went in company with his friends to parties and other events rather than uselessly waste gasoline and the services of a chauffeur in a big car.

He strove not alone to build up the city but to save what we had. In his inventory is a certificate for \$15,000, the amount that he contributed in the endeavor to save the Home State Bank for Savings in 1931.

There is such a thing as intelligent selfishness, if such an expression may be allowed, and when his will was read it was disclosed that he had a mighty project ahead in the leaving of the property in the last analysis, after providing for his wife and sister, to a home for aged women in Ypsilanti, in memory of his mother, and liberal bequests to Butterworth Hospital, St. Marks Church and the Grand Rapids Art Gallery, with all of which he was connected.

In the frantic rush of modern life, such a life lived so well is good for all of us to contemplate.

Claude T. Hamilton.

Salient Features of President's Radio Talk

In the face of organized opposition and specific demands made by business organizations to answer numerous questions on future policies, the President's Sunday night speech was anxiously awaited, even though it was realized by many that specific answers could hardly be given for political reasons as well as many others. Those emphasizing the latter viewpoint would not be disappointed in the speech. The stated intention of attempting to bring about an agreed period of industrial peace was encouraging. Other statements along with some recent developments at least indicated a tendency towards co-operation with business even though Government control and supervision is to stay.

One development which should encourage business is the selection of the parts of the NRA likely to be eliminated, namely, price fixing and control of production. Economic laws seem to work eventually and have worked in the past in spite of retarding influ-

ences and other attempts to offset their workings. Accordingly, unworkable phases of the set-up will work themselves to the front, creating a situation bringing about their elimination. This is the slow process of our present economic system for which there is an avowed intention to retain.

J. H. Petter.

Proceedings of the Grand Rapids Bankruptcy Court

In the matter of Charles L. Fisher, individually and doing business as Cherry Street Bakery, bankrupt No. 5794. The first meeting of creditors has been called for Oct. 8.

In the matter of Albert Tabor, bankrupt No. 5729. The first meeting of creditors has been called for Oct. 9.

Sept. 24. On this day the schedules, reference, and adjudication in the matter of Harold R. Pillinger, bankrupt No. 5864, were received. The bankrupt is a boat builder, of Whitehall. The schedules show total assets of \$428.80, (of which \$350 is claimed exempt), and total liabilities of \$10,401.57, listing the following creditors:

Adam Brown Co., G. R.	\$ 38.15
Baxter Laundries, G. R.	75.10
Breen & Halladay Coal Co., G. R.	47.00
Colonial Oil Co., G. R.	61.94
Burton Corbus, G. R.	18.00
Camera Shop, G. R.	3.50
Ezinga Milk Co., G. R.	25.00
Hart-Nash Motors, G. R.	10.00
Harry Knoll, G. R.	40.00
John Kugel & Sons, G. R.	16.50
Simon Keegstra, G. R.	5.06
Dr. Ward Moore, G. R.	56.00
Mrs. Walter Peterson, G. R.	100.00
Richards Storage & Van Co., G. R.	274.05
Spade Tire Co., G. R.	49.00
White Star Reining Co., G. R.	60.00
Henry Smith Floral Co., G. R.	15.68
Rempus & Duus Fry, G. R.	7.56
Grand Rapids Varnish Co., G. R.	28.00
Herpoldsmeiers, G. R.	97.00
Wurzburgs, G. R.	45.00
Harvey E. Clay, G. R.	500.00
Cascade Realty Co., G. R.	350.00
George E. Steketee, G. R.	250.00
Grand Rapids Herald	50.00
Grand Rapids Savings Bank	2,500.00
Muskegon Engraving Co.	22.00
Muskegon Boiler Works	10.00
Muskegon Chronicle	9.50
Towner Hardware Co., Muskegon	30.00
Boss Cleaners, Muskegon	53.00
Dana Printing Co., Muskegon	55.53
Sanitary Dairy Co., Muskegon	27.00
J. C. Goss & Co., Detroit	46.96
Tropical Paint Co., Cleveland	24.00
Peter Cooper Corp., Gowanda, N. Y.	10.00
Murphy & Nye, Chicago	85.00
E. S. Burman & Co., Chicago	12.86
Acme Saw Co., Chicago	4.66
Hartman Furniture Co., Chicago	260.00
J. H. Strong, Chicago	3,000.00
Geo. B. Carpenter & Co., Chicago	10.00
George Bond, Oak Park, Ill.	50.00
Milton W. Pillinger, Oak Park, Ill.	250.00
Fred Haehnel, Montague	47.00
Azel Johnson, Montague	38.00
Lawrence Electric Co., Montague	6.10
Hartwig Market, Montague	4.00
E. Weesies & Sons, Montague	20.07
White Lake Market Ass'n., Montague	15.00
M. B. Hunt, Montague	3.00
A. Pack, Montague	100.00
Bell & Carlton, Whitehall	7.84
Rudolph Shiller, Whitehall	17.48
George W. Zatzke, Whitehall	9.00
Carl F. Beausang, Whitehall	14.50
King & Sons, Whitehall	65.00
Charles Tornbloom, Whitehall	24.28
George H. Gasahl, Whitehall	10.08
Ben Dreskey, Whitehall	15.00
Geo & Carr, Whitehall	14.50
T. Brightwell, Whitehall	110.00
Nestrom Motor Sales, Whitehall	37.35
Walter Nelson, Whitehall	10.80
E. A. Carlson, Whitehall	13.75
White Lake Oil Co., Whitehall	3.22
Ripley Bros., Whitehall	190.03
C. G. Hickin & Co., Whitehall	28.62
Mrs. Bailey, Whitehall	32.00
Whitehall Forum Co., Whitehall	108.98
L. T. Covell Lumber Co., Whitehall	4.52
Whitehall Plumbing & Heating Co.	40.00
White Lake Grocery, Whitehall	500.00
Ed. Wilson, Whitehall	92.00
State Bank of Whitehall	50.00
Arvid Walgren, Whitehall	20.00
White Lake Yacht Club News, Whitehall	32.70
Caille Motor Co., Detroit	50.00

Sept. 25. On this day the schedules, reference and adjudication in the matter of Grace Conant Ensley, bankrupt No. 5869, were received. The bankrupt is the operator of Ensley's Bakery, of Benton Harbor. The schedules show total assets of \$2,515 (of which \$350 is claimed exempt), and total liabilities of \$3,091.92, listing the following creditors:

State of Michigan, Lansing, sales tax	\$ 50.00
City Treasurer Benton Harbor, tax	57.46

City Treasurer, Benton Harbor, water tax	5.90
Hallman Electric Co., Benton Harbor	1.25
F. A. Cook, St. Joseph	550.00
Cuday Bros. Co., Cudahy, Wis.	9.88
Michigan Metal Works, Benton Harbor	7.15
Star Paper Co., Kalamazoo	4.39
A. W. Walsh, Benton Harbor	56.25
Pillsbury Flour Mills Co., Chicago	519.20
Arctic Dairy Products Co., Benton Harbor	35.00
Hilker & Bleisch Co., Chicago	50.34
Columbia Paper Co., South Bend	63.30
Fay Foundry Co., St. Joseph	4.32
New Troy Mills, New Troy	270.00
Webb Coal Co., St. Joseph	36.23
Michigan Bell Telephone Co., Benton Harbor	5.50
McNeil & Light Co., Benton Harbor	6.00
Homer Banks, St. Joseph	60.00
Mrs. A. R. Chapman, St. Joseph	177.75
Indiana-Michigan Electric Co., Benton Harbor	12.00
Masonic Lodge, Benton Harbor	1,025.00
Albur L. Leonard, Benton Harbor	unknown
City Plumbing Co., St. Joseph	55.00
Standard Brands, Inc., Chicago	30.00

In the matter of John McDonald, doing business as McDonald's Drug Store, bankrupt No. 5845. The sale of assets has been called for Oct. 9, at the place of business in Cobles, Michigan. The stock in trade and fixtures of this estate are appraised at \$265.60. All interested in such sale should be present at the date and time above set forth. Mr. M. N. Kennedy of Kalamazoo, is the trustee in bankruptcy.

In the matter of Homer P. Morley, bankrupt No. 5047, final meeting of creditors was held on date of Sept. 21. Fred G. Timmer, trustee, was present. One account bidder present. Trustee's final report and account was approved and allowed. Balance of impounded account in Buchanan State Bank, of Buchanan, was sold to L. R. Vercoe for the sum of \$5. Certain attorneys' bills were considered and acted upon. Bill of Homer P. Morley for witness fees and traveling expenses was reduced and directed paid at the total sum of \$12.50. An order was made for payment of ex-lenses of administration and for the payment of the balance of the funds on hand to the bill of Francis L. Williams, attorney for the trustee. No dividend for creditors. No objection to discharge. Final meeting adjourned without date. Files will be returned to U. S. District Court.

Sept. 18. On this day first meeting of creditors in the matter of Elmer E. Stehenson, bankrupt No. 5818, was held, at which time the bankrupt was present and represented by Dale Souther, attorney, Smith, Searl & Strawhecker, attorneys, present on behalf of certain creditors. The bankrupt was sworn and examined without a reporter. Meeting adjourned to Oct. 2, to determine advisability of appointing trustee.

In the matter of M. A. Guest Co., bankrupt No. 5848, adjourned first meeting of creditors was held Sept. 20, at which time George F. LaBour, trustee, was present and represented by Cleland & Snyder, attorneys. Bankrupt present by Ernest E. Frost and represented by Travis, Merrick, Johnson & McCobb, attorneys. Certain creditors were present in person and A. J. Butler and Smith, Searl & Strawhecker, attorneys, were present on behalf of creditors. State Court Receiver's account was considered and the meeting in its entirety adjourned to Oct. 8. In the matter of Sterling Furniture of Grand Rapids, bankrupt No. 5838, first meeting of creditors was held Sept. 21, at which time bankrupt was present by George F. LaBour, and H. Randall Dickinson, officers, and represented by Travis, Merrick, Johnson & McCobb, attorneys. Certain creditors were present in person. George F. LaBour and H. Randall Dickinson were each sworn and examined before a reporter. Claims were filed only. Fred G. Timmer, of Grand Rapids, was appointed trustee; bond \$5,000. The meeting adjourned without date.

Sept. 26. On this day the schedules, reference, and adjudication in the matter of Glenn Randall, bankrupt No. 5871, were received. The bankrupt is an employee of the Michigan Sugar Co., of Lansing. The schedules show total assets of \$10,417.92, (of which \$2,235 is claimed exempt), and total liabilities of \$12,963.85, listing the following creditors:

Township Treasurer, Roxand Township, Eaton County, Mich.	\$ 84.79
Lewis J. Dann, Charlotte	\$ 8,680.00
Associates Investment Co., So. Bend, Ind.	454.35
Myrtle Hamilton, S. Pasadena, Calif.	344.00
William Barber, Mulliken	126.20
Ellen Wright, Lake Butler, Fla.	212.00
G. A. Gates, Mulliken	160.50
A. C. Boyer, Charlotte	347.00
H. O. Peabody, Mulliken	277.00
C. Huffman, Mulliken	177.00
Mrs. Lezzie O'Neill, Mulliken	592.75
John Cole, Mulliken	696.50
William Sawyer, Lansing	560.00
International Agricultural Corp., Buffalo, N. Y.	64.90

D. J. Welch, Grand Ledge 58.86
Stanley Post, Mulliken 73.00
G. H. Pierce, Mulliken 55.00
Sept. 27. On this day the schedules, reference, and adjudication in the matter of Albert Tessenie, bankrupt No. 5874, were received. The bankrupt is a shoe repairer of Grand Rapids. The schedules show total assets of \$3,650, (of which \$3,610 is claimed exempt), and total liabilities of \$3,419.79, listing the following creditors:

City Treasurer, G. R.	\$ 80.00
Mutual Home & Savings Assn., G. R.	1,500.00
Hood Rubber Products Co., Cleveland	18.60
Herold Bertsch Shoe Co., G. R.	41.00
C. Glaser, G. R.	84.28
Boss Leather Co., G. R.	90.04
Rhodes Mfg. Co., G. R.	28.00
Lewis Electric Co., G. R.	18.00
New Victory Shoe Polish Co., Braden & Whiting, Flint	30.00
Chicago	6.15
Chas. Dressler, G. R.	150.00
Grand Rapids National Bank	263.32
Dr. Wm. T. Cramer, G. R.	13.00
Pipe & Raap, G. R.	100.00
Old Kent Bank, G. R.	172.50
Peoples National Bank, G. R.	80.00
Old Kent Bank, G. R.	695.00
Grand Rapids National Bank	50.00

In the matter of Great Lakes Laundries, Inc., bankrupt No. 5106. The final meeting of creditors has been called for Oct. 11. The trustee's final report will be approved at such meeting. There will be a final dividend for creditors.

In the matter of Baxter Laundries, Inc., bankrupt No. 5107. The final meeting of creditors has been called for Oct. 11. The trustee's final report will be approved at such meeting. There will be a first and final dividend to creditors.

In the matter of Nelson E. Wagg, bankrupt No. 5862. The first meeting of creditors has been called for Oct. 17.

In the matter of Grace Conant Ensley, bankrupt No. 5869. The first meeting of creditors has been called for Oct. 16.

In the matter of Catherine Gould, individually and as formerly doing business under the name of The Family Cafe, bankrupt No. 5780. The first meeting of creditors has been called for Oct. 16.

Demand for Commodity Exchange Law

Secretary of Agriculture Wallace has no intention of relaxing his efforts to secure legislation dealing with commodities exchanges similar to that enacted last session covering securities markets, it is indicated.

In the "Tyranny of Greed," published currently in Collier's Magazine, in discussing a "choice collection of devils," Wallace explains that the "board of trade devil" had a halter put on him in 1922 in the Grain Futures Act, "but," he added, "when an effort was made to cut his horns off by passing a more definite law in 1934 a legislator who apparently did not wish to see records kept of large speculative transactions in cotton enabled this particular devil to jump over the fence and escape for the time being."

Wallace's references to this legislation has given rise to a great deal of speculation as to the ability of cotton interests to defeat the legislation that is bound to be brought forward in January. Senator Ellison D. Smith (Dem., S. C.), looked upon as the Senate authority on cotton, was opposed to the legislation that was drafted in the Department of Agriculture. Nor was he very enthusiastic over the Bankhead cotton control bill, although apparently forced finally to support it.

Real live wires seldom have things charged.

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—Rudolf Eckert, Flint.
Vice-President—O. A. Sabrowski, Lansing.

Secretary—Herman Hansen, Grand Rapids.
Treasurer—O. H. Bailey, Sr., Lansing.

Directors—Holger Jorgenson, Muskegon; L. V. Eberhard, Grand Rapids; Paul Gezon, Grand Rapids; Lee Lillie, Coopersville; Martin Block, Charlevoix.

Commends Location and Progressiveness of Seattle

While hotels are running part filled, or worse, hotel apartments are in active demands. Seems that plenty other Americans have got down to fundamentals, are cutting trimmings, holding to essentials, getting rid of false notions. And why not? For any extended stay we have always preferred this, for then we get what we want to eat, cooked as we like it, and are private.

The typical apartment, suitable for two grown-ups and a child of ten—which was our condition—has a living room with two single wall beds and a day bed; kitchenette with dinette; electric stove and refrigerator; bath and shower; with all service, current inclusive; rate \$2.50 to \$3 per day for a week or less. Supplies are at hand; location is central, convenient to cars and busses; and our outlook in both Seattle and Portland was delightful.

But it should be added that in each case we had resident friends who selected our places for us, so we had choice quarters.

How odd it is to look on a city without familiar background, see it as it strikes a stranger and seek out the why of things. Here we were in the most modern building, and it was set among ancient shacks in unkempt surroundings. Inasmuch as Seattle can not be called old by any standard, why is this?

Perhaps this outline hints why. Seattle, characteristically a wooden town because set among primeval timber, was burned down in 1889, and where we now were was outlying residence districts, the houses being the individual homes of forty-five years ago, largely "Queen Anne."

Ten years later came the Klondike rush and Seattle became the gateway to the gold fields, the last chance for outfitting, and her staid commercial facilities—adequate enough for her former pace of conservative progress—were inundated. Business overwhelmed nearby residence districts, and when the flood tide subsided those who had profited from the traffic moved farther out, leaving former homes to become what fate willed.

Now, therefore, this city of magnificent location and surroundings has her splendid business center, then this half-ragged neighborhood, then new home districts equal to anything on earth. She sprawls over hills—maybe seven of them—and, as conditions work to take up the intermediate slack, no place will more properly take pride in itself.

It is remarkable, too, how places where vistas, open spaces, abundance of air and sunshine are, one would think, at a discount, are prone to provide more liberally for parks and play-

grounds than are congested towns where the need for such is manifest. Thus San Francisco. Thus also Seattle which, to state it conservatively, is really over-parked; but her parks, museums and other civic fixings are as charming as her hills. The University of Washington is a gem of architectural charm and beauty.

This is a hazy horizon. The atmosphere is clear only a small part of the time. We did not see the Olympics, nor did we get a glimpse of Rainier from the city. Those magnificent snow-capped peaks are coquettish—or modest—and that's bad for the visitor with limited time, for no sight could be grander than that range of snow peaks, dominated by the truly awful majesty of Rainier.

But "the world is small" and we were fortunate to have the Hamblens and their daughter, friends of over twenty-five years standing, who drove us to Paradise Park, right under the shoulder of Rainier, where we grew intimate with glaciers, waterfalls and mountain scapes. The trip was 125 miles each way and took all day. Best of it was, the weather was pretty clear for this region, so Rainier showed his face from the outskirts of Seattle until our return thereto.

But except to hint that because Seattle is on the sea level and therefore the Olympics and Rainier stand out at full measure, I make no attempt at description. I merely say, See America First!

A day was given over to drives about the city; another to environs for miles out; another to the water trip, which takes one through Elliott Bay, the harbor proper, through the canals to Lakes Union and Washington; and a third to a boat trip to Tacoma with bus return.

Tacoma is a well finished little city, charmingly located on Puget Sound, directly under the shoulder of Rainier. It is much older than Seattle and was the "coming city" while yet the terminal rail point; but extension of railroads and the Klondike rush enabled Seattle to take the lead, which she will henceforth hold. But no spot on earth could surpass Tacoma for a charming and comfortable home city.

I shall tell impressions of bus travel in another article—impressions, I may say now, extremely favorable; but of "information bureau" there are two kinds; those which give information and those which do not, and, unfortunately, the second class seems the commoner.

Crossing to London with the Ad-Men in 1924, on our own specially reserved ship there was announced to be such a bureau. That was comforting. One could take one's time for leisurely forecasting of British and Continental travel. But, bless you! that delusion was dispelled in less than 15 seconds. The American organization which had the excursion under its wing had full information on the special tours it had to sell, but not a word of anything else. Moreover, it was staffed for this occasion by Englishmen who never hesitate to be peculiarly and frankly rude. Americans often are rude; but usually that is not intentional. The Englishman is rude by

obvious intention and with a fulness of measure that seems needless to simple minded outlanders like myself.

What strikes one who enquires at the typical bus bureau is the watertight character of information available. One gets by word of mouth about what is printed in the time table. Anything outside thereof not only is not available but enquiry is resented. The girl is fairly patient, though unable to give the answer. If it be a man, he takes frank umbrage at being asked, for example, about a connecting bus line at a certain point right on his main line. Here the idea of service does not penetrate, and it is a distinct weakness common to many a business. It is the attitude that "that is not my business." People seem to shut their minds to information in general instead of regarding information as self-broadening and educational, as it certainly is.

It is amazing, no less, to find hotel clerks in small places utterly ignorant of services which pass their doors daily; of other desirable stops; of telephone rates and endless minutiae which one would think would penetrate their consciousness automatically during the years that many of them have been right at the same posts.

It is a delightful contrast to approach the Southern Pacific, Union Pacific, Western Pacific or Sacramento Northern in San Francisco and have those folks take endless patient trouble to inform one on many points, altogether extraneous to their immediate service.

Paul Findlay.

Questions of Interest to Grocers and Clerks

Question: What is the total number of retail grocery outlets in this country?

Answer: The total number of retail grocery outlets in this country is 446,500 of which 393,000 are independents. Upon a population basis of 123 million, this means a grocery store for every 363 people.

Question: How many grocers belong to voluntary chains?

Answer: The number of independent grocers belonging to the approximately 700 voluntary chains is about 80,000. It is estimated that they do about 30 per cent. of the volume done by independent grocers.

Question: Why should electric fans be kept away from displays of unwrapped baked goods?

Answer: Too much air circulation has a "drying out" effect on unwrapped baked goods, so electric fans

should be kept away from this merchandise.

Question: How should every item of store expense be tested?

Answer: Every item of store expense should be tested for its power to produce or maintain sales or profit. You could hire an uncouth, ignorant dub of a clerk at a low salary, but you decide to employ a high-grade salesman at a higher salary and reduce your selling expense by adding sales. Every other item of store expense should be tested in the same way.

Question: What is meant by "Rock Candy" syrup?

Answer: Rock candy syrup is a by-product in the manufacture of rock candy, which is made by melting granulated sugar then crystallizing the syrup produced. The uncrystallizable part of this syrup is the "Rock Candy" syrup of commerce.

Question: How many gallons of vinegar are there to a barrel?

Answer: Usually about 45 gallons.

Question: What does "chili con carne" mean?

Answer: This is the Mexican name of a Mexican dish. Translated literally, it means "peppers with meat." Chili con carne, as sold in can, is usually made from beef, brown or kidney beans, chili peppers, spices, and a little garlic.

Question: What is water glass, and for what is it used?

Answer—This is the commercial name for a concentrated solution of sodium silicate. It is colorless and usually comes put up in quart tins. Water glass is used for preserving eggs. One quart of it mixed with 9 quarts of water that has been boiled and cooled, is sufficient to preserve 15 dozen eggs. At least two inches of the solution should be allowed to cover the eggs at all times.

Question: From what is paraffine made?

Answer: Paraffine is a by-product in the refining of petroleum.

Question: Why is some beeswax light in color and some quite dark?

Answer: A wax may be light or dark, depending upon whether the comb came from light-colored "cappings" or from old or brood combs, which are darker. The color of the honey also affects the color of the wax. The terms "light" and "dark" are relative, the color ranging from lemon yellow, from the best cappings, to nearly black.—Kentucky Grocer.

Save your ammunition for the time you must shoot.

ROWENA!
(SELF-RISING)
PANCAKE FLOUR
IS IN POPULAR DEMAND!
VALLEY CITY MILLING CO.
Portland, Grand Rapids, Kalamazoo, Holland, Traverse City

MEAT DEALER

Meat Demonstration Program Now in Full Swing

Retail meat dealers who last year helped to set a new record in the nation's meat sales, homemakers who buy, prepare and serve the major portion of the meat supply, teachers and students who recognize the importance of information about meat in their school and college instruction—these and various other groups are showing an unusual interest in the National Live Stock and Meat Board's meat merchandising program now actively under way on a wide front.

Cities to the number of thirty-seven in thirteen states are included in the schedule up to Dec. 1. Plans for the meetings call for close co-operation with the schools of meat cookery. Previous to the cooking school programs a meeting is scheduled in each city to which local retailers and retailers from surrounding cities and towns are invited. At this meeting all of the beef, pork, and lamb cuts which are to be featured in the cooking school, are demonstrated to the retailers.

In connection with these retailer meetings, the cooking school lecturer appears on the program. She explains to the retailers the plan of the cooking school and gives some pointers relative to the different methods of preparing meat. Retailers are also told how they may "cash in" most effectively on the school.

This fall, some new educational charts which present the food value of meat, are being used for the first time. One of these charts illustrates the proportions of the daily protein, iron, phosphorus and energy requirements furnished by eight ounces of meat in the daily diet supplemented by liver once a week. A second chart shows the relative digestibility of animal and vegetable protein. A third chart calls attention to the high protein value of meat as compared with other common foods.

Marked interest is being revealed by the women attending these schools in the facts presented about meat as a food. Charts are used in this connection which show graphically that meat is high in such food essentials as protein, iron, phosphorus and energy and is a good source of vitamins.

Attention is also directed to the part that meat plays in the diet of the child. Facts showing that lean meat is now being used to excellent advantage as a basis of a reducing diet, enabling persons to lose weight safely, sanely and comfortably, is a phase of the program which attracts much interest.

The states in which meat cookery schools are already scheduled range from Maine on the East to Iowa on the West and from Wisconsin and Michigan to Florida.

Widespread Interest in Cooking Meat

Cooking meat at a low temperature gives a more juicy and palatable product than when the heat is turned on full blast; searing of roasts is taboo in up-to-date kitchens; broiling via mod-

ern methods is accomplished by a twist of the wrist; time and labor are saved by placing roasts in the oven fat-side up and allowing them to baste themselves—these are some of the practical points in the preparation of meat which within the next few months will be brought to the attention of hundreds of thousands of homemakers through the National Live Stock and Meat Board's Schools of Meat Cookery. The schools in each city are conducted in co-operation with newspapers.

Off to a flying start with schools conducted at Madison, Wis., and Battle Creek, Mich., attended by 13,000 homemakers, the meat cooking school program swings into a schedule of fifty-three cities of twenty-three states and the District of Columbia. With requests for schools from many other cities which cannot be granted because every available date on the schedule is filled, there is ample evidence that the program to help Mrs. American Housewife learn more about the selection, preparation and food value of meat, has attained nation-wide interest.

Through lectures and demonstrations by the Board's lecturers, the homemakers in attendance get a close-up view of the preparation of beef, pork and lamb dishes and the new facts about meat are presented in a practical and understandable way. Of especial interest on the programs is the information given as to what to serve with meat. The foods to accompany the various meat dishes are also prepared. Homemakers learn that combining meat with other foods in the proper manner enhances the flavor of the meat dish. This part of the instruction culminates in a feature known as "The Parade of the Meats," in which the meat dishes are shown to the audience by means of revolving mirrors.

The widespread response in previous years of homemakers, high school and college students and teachers, service clubs, hotel and restaurant groups, etc., is responsible for the emphasis being placed on meetings scheduled for these groups. The programs for these different types of audiences are planned so as to present the facts which are of the most practical value to them about meat.

Four cities have already been reached in the campaign, with retailers at the retailer meetings present from 62 cities. At Battle Creek, Mich., an assembly of 2,600 students witnessed the meat demonstrations at the W. K. Kellogg high school. At Muncie, Ind., 275 meat dealers from a radius of eighty miles attended the demonstration. Interest everywhere is high.

States in which programs have been scheduled for the immediate future include the following: Maine, New York, Massachusetts, Connecticut, Rhode Island, Maryland, Pennsylvania, Ohio, Indiana, Illinois, Michigan, Wisconsin and Iowa as well as the District of Columbia.

The big cheese is usually a smooth as butter.

Work, and hope for the best.

Soybean Diet for Hogs Produces Soft, Oily Pork

The soybean acreage in Iowa has increased very rapidly in recent years. Over 47,000 acres for grain were grown last year, and close to 140,000 acres for hay—making a total of 187,000 acres for both purposes. This year's acreage will no doubt be considerably larger. In 1926, Iowa produced a total of only 23,000 acres.

This increase in production shows that soybeans are popular, which is not strange. They can be successfully grown on acid soils, and because they are very rich in protein, they are admirably adopted for balancing grain rations composed of corn, oats and barley. Fed with these grains, they make a splendid combination for dairy cows, beef cattle and sheep. Soybean hay is equally valuable as a legume roughage for all hay-eating animals.

In spite of their many good qualities, however, soybeans should never be fed to market hogs, for they produce soft, oily pork, and that is discriminated against on the market to the extent of \$1 to \$3 per cwt. That is something which no producer can afford so long as other good protein feeds, such as tankage or a mixture of tankage, linseed meal and alfalfa meal are available for hog feeding purposes.

Soybeans are very deficient in mineral matter, which is one reason why they don't give a good account of themselves as a hog feed, unless they are properly reinforced with a good mineral mixture. However, the principal objection to them as a protein supplement is their large content of oil, which results in giving the quality of the pork produced a soft, oily texture. Soybeans carry about 18 per cent. of oil, while linseed oil meal carries less than 4 per cent. This explains why the feeding of soybeans results in soft pork.

It is true that some farmers have marketed soybean-fed hogs without them being discriminated against, but this is due to the unfortunate fact that soft hogs cannot be recognized while alive. If that were possible, they could be paid for according to their value in comparison with other hogs, and then the feeding of soybeans to hogs would soon cease altogether. However, if the packers get soft hogs from certain areas, they will soon begin to discriminate in price against all hogs coming

from such areas. Hence, those farmers who continue to produce soft pork not only injure the packers, but also injure themselves, as well as their neighbors, who may not be feeding soybeans at all.

Imposing the Closed Shop

Incidental to the creation of the Textile Labor Relations Board, the President has imposed the principle of majority representation in collective bargaining upon the textile industry.

This action ends all hope of an early restoration of peaceful relations in that industry, despite the expressed willingness of mill owners to co-operate under the terms of the Winant report. Textile manufacturers, it is expected, will fully back up other industrial groups that are now preparing for a court test on this issue, as soon as the Department of Justice is ready to start proceedings.

Should the President, as some suggest, have approved this section of the order inadvertently, it will greatly help the cause of industrial peace and improve business confidence, if a definite statement regarding the Administration's stand in the matter were issued immediately, business men insist.

Baffled By Accounting Problem

The Securities and Exchange Commission is impressed with the fact that not only is it impossible to require a uniform system of accounting but that it is very difficult to put into "plain English" what it wants issuing houses to furnish for the information of prospective and present investors, it is said.

Regulations for the registration of securities in rough draft are said to have run over thirty-six pages, of which it is understood one-fourth were devoted to a single question. How to get all of this down to a form easily to be digested by those issuing securities is the problem of the commission.

Will business take advantage of the lull in law-making?

Honesty, like death, wins in the end.

7 GOOD REASONS WHY YOU SHOULD STOCK

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

The brand you know



A complete line of canned vegetables and fruits.

HARDWARE

Michigan Retail Hardware Association.
President — Henry A. Schantz, Grand Rapids.

Secretary—Harold W. Bervig, Lansing.
Treasurer—William Moore, Detroit.
Field Secretary — L. S. Swinehart, Lansing.

Suggestions for the Hardware Dealer in October

In October the wideawake hardware dealer will be looking ahead and laying his plans for Christmas Trade.

With many hardware dealers, the Thanksgiving holiday at the end of November ushers in the Christmas selling season. The Christmas buying may not get seriously under way for a couple of weeks after that; but it is always wise to start your selling effort well in advance. Furthermore, preparations for the selling campaign should be made pretty well between the early part of October and the Thanksgiving holiday.

A lot of preparatory work can be done in this time. You can plan your Christmas window trims, write most if not all of your special Christmas advertising, decide what lines to feature and how to play them up best, arrange for whatever extra help you may need, and give these extra helpers a little training in the work. Furthermore, you can talk over your selling plans with your salespeople. You can also plan any necessary rearrangement of your store for Christmas trade, and arrange for any necessary Christmas decorations.

Meanwhile, every possible means should be used to stimulate the regular fall trade. Strong window displays will help.

Right now, the dealer does not lack for seasonable display. Thus, many householders are rearranging the stoves and pipe idle since last spring. A display of stove polish, pipe enamel, aluminum paint, polishing brushes and similar accessories will be timely. Two or three lengths of old pipe, partly enamelled, will add to the effectiveness of such a display.

It is a good time, too, to play up a service which you should sell to your customers every fall—the annual fall overhauling of the heating system in preparation for winter.

Fall housecleaning is already underway, and housecleaning displays are very timely. In fact, a series of such displays may be justified, if you have window space to spare. In these displays you can play up such varied lines as curtain-stretchers, step-ladders, dustless mops, carpet sweepers, dust-ers, tubs, pails, broom, polishes and scrubbing brushes, among other items. The list is almost endless.

Stove displays should be featured right now. Now is the time to push the sale of heating goods and to clinch the sales you failed to make last month.

Give the stove department every possible chance. Don't leave the stoves hidden away in the rear of the store. Bring them to the front, and give them all the space you can. Give them, too, an occasional window display.

The model kitchen, featuring the latest range, with a full line of acces-

sory kitchen utensils, always makes a good display. Showing the accessories and the kitchen surroundings accomplishes two helpful purposes. It emphasizes the idea of the properly equipped kitchen; and it gives the range itself an authentic and convincing background. It conjures up in the mind of the passing housewife a mental picture of what that handsome range would look like in her kitchen.

Such a display should be helped out by neat show cards emphasizing the chief selling points of the range—easy control, efficiency and fuel economy, among others.

So, too, with your display of the new model heating stove. The things to emphasize in your accompanying show cards are the same features: fuel economy, heating efficiency and perfect control. In your show cards don't be satisfied with such general terms as "economical to operate." Give the precise figures and emphasize the saving by a comparison of figures.

A stove display, to be successful, must never be overcrowded. That is one reason why a single stove with an appropriate setting makes a more effective display in an ordinary window than a line of stoves crowded together. But if you have a very large window, more than one stove can be shown to emphasize the fact that you have such stoves in a wide range of prices.

Oil heaters are worth featuring, especially if you emphasize the idea of using the heater for "that cold room in the far part of the house" on exceptionally cold days. Electric footwarmers and grates and auxiliary gas heaters can be offered for the same purpose.

The dealer should not overlook the business that can be done in stove accessories. There is hardly a home that does not need some article to make the heating system efficient. It may be a coal scuttle, a shovel, an ash sifter, an ash can, stove lining, package of fire clay, flue stopper, collar or some such item. Anyway, the customer is suffering without this article and undergoing a lot of inconvenience that could be saved at a cost of a few cents. Feature this idea in your display—that the expenditure of a few cents will remove a standing inconvenience in the home.

In communities where there is a considerable farm trade, a very seasonable display can be made of lanterns, lamps, burners, wicks, etc. The dark autumn evenings stimulate a demand for these articles; and even in the cities there is some sale for them. Bring out the idea that the city home should have at least one kerosene lamp for possible emergencies when the electric current fails.

Flash lights can be featured as alternatives to lanterns, and for use in out of the way corners.

Autumn accessories can, quite often, be used to good advantage in October displays. These include bright-hued autumn leaves and branches, corn stalks, pumpkins, vegetables of one sort and another, and other things suggestive of the harvest season and the approach of winter. These items are

very helpful in giving your October displays a seasonable aspect, and little work is required to fit them into any autumn window display.

Autumn leaves, ears of corn, etc. can also be used to decorate the show cards used in connection with your timely displays.

Victor Lauriston.

To Standardize Pocket Knives

Manufacturers of pocket knives will eliminate scores of novelty and freak patterns now carried and standardize those retained, it was decided at a meeting of the pocket-knife group of the American Cutlery Manufacturers Association at the Hotel Pennsylvania. A committee to work out this program will be named this week by C. W. Silcox, chairman of the group. According to manufacturers, annual sale of pocket knives fell from \$7,000,000 before the depression to approximately \$3,500,000 last year. Despite this drop, stocks are as widely assorted as ever. Mechanical pencil sharpener and the popularity of pocket nail clippers are blamed for the drop in sales volume.

Drop in Cash Register Sales

Manufacturers of store accounting equipment this month have experienced a drop in the high average of sales which obtained during July and August. The decline, although seasonal, was of larger proportions than expected and will bring sales below the figures for the corresponding month last year. A sharp pick-up in demand is expected locally next month when retailers begin to purchase cash registers and other equipment in preparation for the late Fall and holiday trade. October and May are the best two sales months of the year in the industry.

Slight Gain in Glass Trade

While manufacturers in several branches of the glass trade reported larger volume orders during the week, the opinion is generally expressed that the improvement thus far lacks solidity and should not be regarded as the beginning of any permanent Fall rise. This situation was said to be particularly applicable to window glass, orders for which have shown an increase. Plate glass has not shared in the stimulus. A slight recession was noted in the call for blown and pressed glass for table use.

Desk Set Demand Back

Giftware buyers placed volume orders for desk sets and book ends in the wholesale market last week. The desk sets, which are wanted for both immediate and holiday shipment, are in demand in \$5 to \$20 price ranges. Buyers said that such items had apparently returned to popularity after a lapse of several seasons. Purchases included bookends to retail up to \$10. Figures of animals were wanted in most cases. A decided preference for sets finished in natural bronze was evidenced.

Liquor Accessory Orders Off

Consumer demand for such accessories as decanters, tantalus sets, cocktail shakers and similar goods has dropped off sharply in recent weeks, manufacturers admit. The call for such

goods developed with the repeal of prohibition and held up steadily until about the middle of last month. Most producers had counted on an increase in demand with the advent of the Fall buying season but retailers report difficulty in moving present stock and are not interested in reordering.

Eliminating Restrictions on Oil Advertisements

If the petroleum people want to give away thousand-dollar advertising specialties they may now do so. They need not confine these articles of merchandise carrying the advertising imprint of the giver to those which cost only two cents. Harold L. Ickes, administrator of the code of fair competition for the petroleum industry, and also Secretary of the Interior, has removed the two-cent restriction.

But the advertising specialties must not be given away at filling or service stations, garages, or other places where petroleum products are sold at retail. They must conspicuously bear the name of the giver. And they must not be given on the condition that petroleum products be purchased. The two-cent restriction, promulgated last May, was lifted because of testimony at a public hearing that certain amendments to the petroleum code of fair competition were necessary to protect the manufacturers of advertising specialties.

Sugar Concessions From Cuba

Current indications are that the Cuban government is ready to make price concessions to American refiners in order to move at least a substantial part of the unused portion of this year's sugar import quota.

To secure the full benefits of the cut in the sugar duty, the Cuban government had established a minimum export price of 2.29c per pound. This resulted in a virtual cessation of sugar exports from Cuba, while raw stocks previously imported and held in bonded warehouses were being sold at prices ranging from 1.88c per pound up.

Although these stocks are said to have been reduced to only 75,000 tons and their price has risen to 2.05c, the pressure for concessions from Cuba has apparently not lessened. Refiners are currently negotiating for the first large import of Cuban raws since the cut in the duty, involving 125,000 tons, at a price of approximately 2.16c per pound. It is expected, nevertheless, that Cuba will return to the minimum price of 2.29c per pound as soon as market conditions warrant such a step.

Enough of Hell

The Druggist stood at the Pearly Gate. His face was worn and old. He meekly asked the man of fate, Admission to the fold.

"What have you done?" St. Peter asked. To seek admission here? Oh, I labored as a Pharmacist On earth for many a year.

The gate swung open sharply. As Peter touched the bell, "Come in," he said, "and take a harp You've had enough of Hell."

DRY GOODS

Michigan Retail Dry Goods Association
 President—Jos. C. Grant, Battle Creek.
 First Vice-President—D. Mihlehaier, Harbor Beach.
 Second Vice-President—Clare R. Sperry, Port Huron.
 Secretary-Treasurer—Leon F. Rosacrans, Tecumseh.
 Manager—Jason E. Hammond, Lansing.

Lamp Buyers Curb Orders

Lamp buyers who have been placing liberal orders in the wholesale market recently, curbed their activities late last week and departed without completing their purchases in many cases. Uncertainty over late Fall and holiday trade has been created among the buyers by recent reports that consumer buying has lapsed. Up until the early part of this week stores were confident of an active demand for all types of lamps and orders they placed called for large quantities of medium and higher-price goods. Unless retail sales pick up sharply before the end of the month, it is felt, buyers will return to the practice of limiting all purchases to actual replacement needs.

English Market Expanding

Trade opportunities for American exporters selling consumer goods are opening throughout England, according to advices received this week from selling agents abroad. Nationalistic feeling which hampered the retailing of American products there all this year has subsided to a large extent and British import houses are seeking immediate connections with companies here producing novelty goods of all kinds, cosmetics, electrical appliances and other merchandise. Until recently only raw materials and capital goods from this country were in active demand in England.

Most Hanes Lines Unchanged

The majority of the branded underwear lines for Spring of the P. H. Hanes Knitting Co. are unchanged in price. A few numbers have been advanced slightly and a few others reduced. Retail prices will be unchanged, starting at 39 cents for shirts and shorts and 75 cents for union suits. To meet competition, however, the company has brought out an unbranded lightweight combed pullover shirt at \$1.80 a dozen and a short, not full standard size, at the same price. These can be retailed in the neighborhood of 25 cents.

Initialed Stationery Sales Up

For the first time in three years a strong preference for initialed stationery is shown by buyers of writing paper for holiday promotions. Goods retailing at 50 cents and \$1 are purchased freely. Manufacturers reviewing market conditions are at a loss to account for the fact that only buyers for the larger stores are going to the wholesale market this season. The majority of retailers are doing all their Fall and holiday buying from salesmen on the road.

Stores Push Low-Price Suits

Still doubtful about the consumer attitude to prices this Fall, men's wear stores will confine their major promotions to suits and topcoats not sell-

ing at more than \$25, manufacturers report. The main emphasis will be placed on styles around the \$22.50 bracket. The volume of orders coming in on these types increased sharply this week, with many stores calling in deliveries scheduled for late October. Stores also placed a substantial amount of business on shirts, pajamas and other cotton products, on which price rises are due.

Stores Order Artificial Flowers

A demand for medium price merchandise and strong preference for white, are outstanding features of the active Fall buying of artificial flowers in the wholesale markets. Retailers, who delayed seasonal orders more than three weeks this year, are now taking goods in normal quantities. Although orders are no larger than a year ago, dollar volume is considerably higher because of the demand for 39c, 50c and \$1 items. Immediate delivery of orders has been specified as most of the stores will start Fall promotions around Oct. 15.

To Set Swim Suit Opening Date

The bathing suit division of the National Knitted Outerwear Association announces the appointment of a committee, headed by William Heller, to set opening dates for 1935 lines to the wholesale trade. The group has also voted to maintain intact the current returns provision on bathing suits and to continue the use of "no-return" tags on suits during the 1935 season. A uniform opening date for the 1935 lines is favored and the committee will obtain a cross-section of opinion on the most advisable period.

Millinery Re-orders Heavy

Re-orders on Fall millinery have been exceptionally heavy, following the religious holidays. Producers now are working on one of the largest backlog of orders for this season in a good many years. Deliveries are substantially behind, with a week to ten days or more being required on current volume. Producers say they expect headway to be made this week in clearing up the delivery situation, with a heavy volume of goods to go out next week. Both popular price and better grade merchandise have been in demand, with felts selling in volume.

Below-cost Sales and Lotteries Barred Under NRA

All in the space of a year, the methods by which goods are sold to the public have been entirely overhauled.

Selling below cost has been pretty generally stopped, except for distress stock, assuming that the NRA retail code has been fairly well followed, and the "loss leader" has vanished; minimum wages have been fixed; clerks' hours have been shortened.

After Oct. 1 the retail code will outlaw lotteries, guessing contests, and similar schemes of chance. However, this does not forbid a merchant to invite the public to take part in contests based on merit or skill. All the code does is to eliminate the gambling element.

Incidentally, contests must be judged by competent and disinterested per-

sons. Further, employees of the contest sponsor, or members of their families, cannot enter the competition.

Delivery Situation Eases Up

The delivery situation in a number of garment and accessory lines eased up materially during the week. Recurrence of warm weather in many sections caused somewhat of a letup in re-orders with the result that producers were able to catch up on previous orders. In some cases, however, difficulty in obtaining quick deliveries continues. This is particularly true of suits, which many manufacturers dropped but which are now meeting an active retail demand. The call for women's dresses and coats has been below expectations, with the bulk of the demand being on misses' and junior styles.

Home Glassware Shows Spurt

A noticeable gain in the demand for pressed and blown glassware for kitchen table and home use was noted during the past week. The number of units now in operation on the various types of home and table glassware is greater now than at any time since last April. The demand for flat glass has continued rather sluggish and there has been no change of moment in either production or shipments. Flat glass manufacturers are much encouraged by prospects for increased building activity especially residences in 1935. The call for plate glass shows little change.

Novelty Pillows in Demand

Retailers seeking novelty pillows for current promotions and holiday sale are active in the market this week. Orders for immediate delivery are mainly for low-price items but selections for Christmas selling include a large proportion of both the medium and better price numbers. Interest in tailored edges continues, manufacturers say, with cushions covered in Fall shades of rust and green popular. Items which can be retailed at prices up to \$5 are wanted for current sale.

Holiday selections include pillows to retail at \$8 to \$10.

More Commodity Exchanges

Announcement of plans for a citrus fruit futures market, following shortly upon similar proposals for a potato exchange, reflects a general trend toward better organization in commodity trading.

This is, to some extent, the result of rising public interest in commodity speculation. In addition, however, it reflects the greater current need for price protection through hedging, now that farmers are being enabled by the Government to hold out against the pressure for lower prices.

Since the movement increases the number of commodities in which prices are arrived at publicly, it will tend to benefit all interested factors, including the consuming public. Organization of an open market has generally resulted in a reduction of the spread between primary and wholesale prices, and thereby contributed to a steadier flow and a rising volume of distribution.

Keeping Sweet Corn Tasty for Months

Strictly fresh corn is too much for the city dweller to hope for, unless he grows his own corn in his own yard.

Uncle Sam's experimenters in foods, knowing that the ideal way to serve sweet corn is to gather it, husk it, boil it, and eat it, all within a half hour, have come to the aid of the millions of corn lovers. What they did was to freeze sweet corn on the cob. Simple, but effective. The freezing stops most of the changes that normally take place so rapidly in sweet corn after it is gathered.

The frozen corn, according to experimenters H. C. Diehl and J. A. Berry of the Agriculture Department, was served six months after it was gathered, and was roughly the equivalent of corn served within four hours after picking.

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

One of the 72 Selected Companies

of the FEDERATION of MUTUAL FIRE INSURANCE CO'S

The GRAND RAPIDS Merchants Mutual Fire Insurance Co.

Affiliated with the Michigan Retail Dry Goods Association

320 Houseman Bldg.

Phone 95221

GRAND RAPIDS, MICHIGAN

HOTEL DEPARTMENT

Prohibitive Taxes on Beverages Not Working Well

Los Angeles, Sept. 30—Carl Quigley, formerly manager of the recently constructed Mather Inn, at Ishpeming, has taken a long-time lease over the former Oliver Hotel, at Joliet, Illinois, and has rechristened it Hotel Quigley. The Quigley, 132 rooms, was constructed in 1928, is of Colonial architecture, and is one of the attractive places of Northern Illinois. Since leaving Ishpeming, Mr. Quigley has been operating Hotel Spaulding, at Duluth, Minnesota.

R. D. McFadden, who was the first manager of the newly constructed Park Place Hotel, at Traverse City, is now manager of Hotel Norwood, a residential hotel in Chicago. He will be remembered as having been a former president of the Hotel Greeters of America.

Botsford Tavern, located on Grand River avenue, a few miles outside of the Detroit city limits, will be re-opened shortly by the L. G. Treadway Corporation, operator of a chain of New England hotels, and will be managed by Frank V. Shaw, a well-known operator from the East.

A special feature of the coming annual convention of the American Hotel Association, to be held at New Orleans, October 11-13, will be a travel symposium to be held at Hotel Roosevelt, which will be of general interest to all members of the craft who are associated with the resort and tourist features of hotel operation. It is expected there will be a record attendance. The Chicago delegation are arranging to travel in a special air-cooled train and are planning on a big delegation. All state secretaries have been provided with blanks which must be properly filled out for such as desire to participate in the affair.

Miss Francis M. Goff, who for three years past has had charge of the women's department of Hotel Webster Hall, Detroit, has been made manager of Devon Hall, that city.

The West Texas Hotel Association has adopted a new slant in handling bad check operators, which could be used to advantage in other sections of the country. Hereafter every hotel which succeeds in "trapping" one of this class of swindlers will be given a \$50 reward by the Association.

Leon Degelman, managing director of Hotel Ojibway, Sault Ste. Marie, has inaugurated a new service which has proved most acceptable to his guests, each of whom is presented with a package of folders setting forth the attractions of the Soo district and enclosed in an envelope bearing the information that it was mailed by a guest of the hotel. The Ojibway is a unit of the Arthur L. Roberts-Degelman chain.

Smith Welsh, whom we all know and have been entertained by in the past at the Boody House, Toledo, but now with Hotel Plaza, in that city, is recovering from a recent operation for appendicitis, which will be refreshing information for his many friends in the Michigan Hotel Association.

E. H. (Ted) Beecher, former manager of Hotel Crathmore, Grand Rapids, is said to be motoring through the West at present writing. If he fails to include Los Angeles in his itinerary, he will discover someone with a marble heart if I run across him next summer.

Yes, we are having regular "Indian summer" weather out here just now.

Last week local thermometers registered 98, which sent a flood of tenderfeet to the ocean beaches.

Wholesale liquor dealer associations throughout the Middle West are "hot" on the trail of such as would cut the price on spiritual offerings. No necessity for their invading California. Prices are so elevated out here as to be beyond the reach of the "regulars" and restaurants, as well as hotels, are discouraging the use of about everything except California wines and beer of local brew. Uncle Sam made the first error by inaugurating prohibitive taxation on beverages and the hold-up purveyors have completed the combination.

Earl Trombley, of Snyderville, has taken a lease on the Cadillac Hotel, at St. Clair, which has been conducted by Gustave Mobes, and has re-opened the house with Joseph Burke as resident manager. The hotel is being completely rehabilitated.

In addition to commonly operated municipal necessities, Los Angeles controls her electric light and power service, which is supplied to the public at very low rates, and brings in handsome dividends to the city. In fact, had it not been for these publicly owned utilities, the city would have been greatly embarrassed in handling her charity cases during the depression of the past four years. As the completion of Boulder dam approaches a program is being arranged which will supply power and light to the agricultural communities, at a ridiculously low cost. The intention is to broadcast to the world the advantage of having this asset to offer to manufacturers and others. Her revenue from ocean dock properties at Wilmington, twenty miles away, is considerable.

The other evening in looking up information concerning an old-time acquaintance, Frederick Warde, well-known tragedian, at Hotel Alvarado, this city, typically an old-timer of stucco construction and Spanish architecture, I became interested in the fact that its hundred or more rooms were occupied mostly by permanent guests on the basis of \$25 per week, American plan. The dinner they served there reminded me of the almost forgotten days of the "soup to nuts" offerings of olden times. Here it is:

Cream of Oysters	Consomme
Ripe Olives	Radishes
Chutney	
Broiled Sea Bass	Butter Sauce
Welsh Rarebit	on Toast
Banana Fritters	Lemon Sauce
Prime Ribs of Beef	au Jus
Leg of Lamb	Mint Sauce
Pan Gravy	
Mashed and Creamed Potatoes	
Creamed Cauliflower	Buttered Beets
Jelly Roll Cake	Vanilla Ice Cream
Pumpkin Pie	
Assorted Fruits	Dates and Figs
American and Roquefort Cheese	Coffee

California school authorities are not favorable to the employment of married women teachers in public schools, a position which may have to be receded from before long, for the reason that each year shows an increase in the number of business women who have already embraced matrimony and the question as to whether a woman will choose between marriage and a matrimonial career, or combine them, while much discussed, will probably not be disposed of soon, that is, so long as present social conditions prevail. There was a time when the majority view of both marriage and a career would have been considered impossible and preposterous, but this is not true at present. Times are changing, and regardless of what a business career may do to the time-honored institution of the old-time home, there will be an endless number of women who will not only marry but will enter into, or continue in business, and time only will demonstrate whether a combination of the two institutions will prove successful.

The customer was busy sawing on the steak he had ordered—and a diffi-

Hotel and Restaurant Equipment
Glassware, China, Silverware

H. LEONARD & SONS
38-44 Fulton St., W.
GRAND RAPIDS - MICHIGAN

Store, Offices & Restaurant
Equipment

G.R. STORE FIXTURE CO.
7 Ionia Ave., N. W. Phone 86027

Warm Friend Tavern Holland, Mich.

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

JAMES HOEKSEMA, Manager

THE ROWE GRAND RAPIDS

The Most Popular Hotel
in Western Michigan

300 ROOMS — SHOWERS
SERVIDOR

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

The

MORTON

announces

400 ROOMS WITH
PRIVATE BATH

\$1.50 up

Dining Room

Grille Room

Cafeteria

Delicious food served in pleasant surroundings at prices which have made the MORTON popular.

GRAND RAPIDS'

FRIENDLY HOTEL

Philip A. Jordan, Manager

An Entire City Block of Hospitality



Have You Seen Our New

- Cocktail lounge — Popular afternoon and evening rendezvous.
- "Pub," our famous Tony at the service bar. Delicious 60c lunches and \$1 dinners.

Pantlind
GRAND RAPIDS
750 ROOMS \$2 UP

CODY HOTEL GRAND RAPIDS

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

CAFETERIA IN CONNECTION

ALL GOOD ROADS LEAD TO
IONIA AND

THE REED INN

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

Park Place Hotel Traverse City

Rates Reasonable—Service Superb
—Location Admirable.
GEO. ANDERSON, Mgr.
ALBERT J. ROKOS, Asst. Mgr.

New Hotel Elliott STURGIS, MICH.

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

Occidental Hotel

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

Columbia Hotel

KALAMAZOO

Good Place To Tie To

cult time he was having. "Is it tough?" queried the waiter solicitously. The customer was exhausted. He turned to the waiter with defeat in his eyes and said: "When I order beef and get horse, I don't care. But next time, take the harness off before you start serving."

Out here the hotels and restaurants have an arrangement with laundry operators whereby the latter supply the bed and table linen of every description to the former and simply make an equitable charge for the services. It obviates a big investment in such supplies and entirely does away with depreciation through wear and losses. An enormous laundry, covering almost a city block, just completed, to be devoted to this class of work, demonstrates fully that the arrangement is successful.

Hiram College, in Ohio, where at one time President Garfield was an instructor, announces that hereafter all foreign languages, including the deceased ones, will be eliminated from their curriculum. This is certainly a move in the direction of progress. Foreign languages, as taught in American schools, as everyone knows who has traveled abroad, are not foreign languages by any means. Even if they were, however, they would prove of very little use to the individual who hacked his or her brains to acquire them. In business life they are absolutely useless, except in cases where foreign commerce is to be reckoned with, and then a specific treatment of the particular tongue embraced in this required. In many states the use of Latin in legal transactions and physicians' prescriptions is prohibited by law, and should be universally. English is bound to predominate eventually and the sooner we get down to brass tacks and teach it exclusively, instead of a smattering of all kinds of twaddle, the sooner will civilization reach perfection.

It is believed that at the next session of Congress an effort will be made to reduce postage rates, at least on letters, to two cents per ounce. I could never see why the Postoffice department, the only Federal institutions which really provides a public service, should be held accountable for its own expenses, the deficit therein being the reason given for the advance in postal rates, when there are so many "rat-holes" which sop up public funds. The Postoffice department is really the errand boy for all Government departments, agencies and commissions. It carries free all the useless pamphlets sent out by the Department of Agriculture, the notices sent out by the Treasury Department, the voluminous mails from every other commission and committee, and is expected to pay all its own bills and prove self-sustaining. It pays for the printing of stamps; it pays the Government printing office for all its printing. In fact, it pays every other department for everything it gets and yet it does all their messenger work for nothing. It has been said repeatedly that the Postoffice Department at its incipency, was never intended as a profit earner or even to be self-supporting, and this idea should continue to prevail. It should function to spread knowledge and increase inter-communication between the people of a great Nation, niggardly in nothing except the one idea of making the private citizen pay for every benefit he gains, and if this particular service is performed at a loss, what of it? The deficit can be made up just the same as in every other branch of Government, by appropriating from the general tax receipts, rather than extracting the petty penny from the individual. It may be true that when Government resources are used for the transportation of merchandise, this feature should be self-sustaining, but the spreading of

knowledge is altogether a different proposition. Frank S. Verbeck.

Hotel Men Name Lee as President

The election of Ralph T. Lee, of the Lee-Plaza Hotel, Detroit, as President of the Michigan Hotel Association was announced Sunday. He was chosen at a banquet held Saturday night at the Book-Cadillac Hotel.

More than 600 Michigan hotel men and their wives attended the banquet which brought to a close the annual convention of the Association. Preston D. Norton, of the Norton Hotel, retiring President, was presented with a set of golf clubs in recognition of his service. Mr. Lee made the presentation speech.

Other officers installed include Bruce Anderson, of Lansing, Vice-President; Daniel Gerow, Sturgis, Treasurer; and Frank Johnson, Houghton Lake, Secretary.

Mistakes Don't go When Paying Freight

Generally speaking, when a retail merchant receives an interstate shipment of goods he will be bound for the freight charges, if any, when he accepts the goods. And further, the fact that the railway company charges him less freight than is due, or makes no charges for freight whatever, because of mistake somewhere along the line, will not release the merchant from liability for whatever may be due.

In other words, under federal law, mistakes don't go in computing freight charges on interstate commerce, and the merchant will be bound for the correct amount of freight charges, regardless of the representations of the carrier as to the amount. The overlooking of this proposition of law has cost retail merchants dearly in a number of cases. And now for an illustration.

A business firm ordered goods from a wholesale company in a distant state. The order called for the shipment to be made with draft attached to the bill of lading. The shipment arrived, the buying firm paid the draft and upon presentation of the bill of lading to the railway company was given the goods, the railway company stating that the freight charges of \$110.83 had been paid by the shipper.

The buying firm placed the goods in stock and sold them in due course at a price based upon their cost. Several months thereafter, and after the buying firm had sold the goods, the railway company billed it for \$110.83 freight charges, stating that a mistake had been made and the freight had not in fact been paid by the shipper. The buying firm denied all liability for this charge, and referred the railway company to the wholesale company that sold the goods, and was supposed to have paid the freight thereon. It then developed that the latter had become bankrupt, so the railway company sued the buying firm for the amount.

In defense, the buying firm set up that when it accepted the goods it did so on the representations of the railway company that the freight had been paid. From this it was contended the railway company should not be allowed to come in, after the goods had been

disposed of, and the seller thereof bankrupt, and enforce the claim against the buying firm. In denying this contention, and in holding the buying firm liable for the freight charges, the court said:

"The federal state *** requires that the carrier shall collect the freight charges, and shall not, directly or indirectly, by any scheme or device, make any rebate or undercharge. It must treat all persons alike in its charges for service of transportation, who are similarly situated, and who are served under like circumstances and conditions.

"So that, if the carrier charges and receives only a part of the lawful tariff on a shipment, and the shipper or consignee pays the same in good faith, relying upon the statement of the carrier that the payment is in full, neither the shipper, consignee, nor carrier is bound by the settlement. Many federal cases so hold.

"These decisions are based on the fact that the consignee or shipper of an interstate shipment knows that the property is subject to the carrier's lien, and is charged with knowledge of the lawful tariff rates, and knows that the carrier is prohibited from charging or receiving less than the lawful tariff rates. ***

"It might be conceded that the rule laid down by the various decisions, and based on the object and purpose of the Interstate Commerce statute, is harsh and inequitable in some instances. However, it seems to be well established that a consignee cannot accept an interstate shipment without becoming liable for the carrier's lawful charges, known or unknown, supposed to be prepaid or otherwise, no matter what relation exists between the shipper and the consignee."

In line with the foregoing reasoning, the business firm was held liable for the unpaid freight bill, the court taking the position that the fact that the goods were accepted on the presentation of the railway company that the freight had been prepaid was of no moment, and was not binding on the railway company. Leslie Childs.

Traveling Salesmen of the Auld Days

A committee of the following salesmen was called together at the Association of Commerce at 1 o'clock Saturday Sept. 29, to select time and place for a Fall reunion and dinner.

Geo. E. Abbott, William Berner, Leo A. Caro, D. A. Drummond, J. H. Millar, Roy H. Randall, Richard Warner, Geo. W. McKay, acting chairman.

It was decided to hold this reunion at River Side Hills (formerly River-view Inn) Lowell on Sunday, Oct. 21. Chicken Dinner will be served at 1:30 p. m. at a cost of 65c per plate or \$1.25 per couple. Reservations can be made with any of the above named committee, but all reservations must be in by Thursday, Oct. 18. Any traveling salesman, old or young, will be considered eligible. Let's make it a happy reunion and get-together for auld times sake. Geo. W. McKay.

Some teachers have class, others merely have classes.

Asking Added Tariff Protection

Pressure for added tariff protection on the part of industries that find their competitive position threatened by higher NRA costs is currently again on the increase.

For a long while past, the decline in relative manufacturing costs here due to dollar depreciation obviated any widespread demands for the application of the traffic clause of the Recovery Act. Gradually, however, international cost levels are becoming adjusted to the changed gold content of the dollar. As a result, American producers in special instances are unable to meet foreign competition, they contend.

The latest industries to apply under the tariff section of the NIRA are bakers in northern New York, New Hampshire, Vermont and Maine, who complain about imports of cheaper bread from Canada; producers of pearl essence, imported from Russia despite a price reduction to half the 1929 level; and large manufacturers of table damask who state they are unable to operate under the textile code unless given added tariff protection.

Price Trends in Chemicals

Announcement of the 1935 price schedules for caustic soda and soda ash, important chemicals for industrial use, is expected some time this week. Prices, it is expected, will be about the same as those currently prevailing.

Although it is somewhat early for such an announcement, chemical manufacturers, it is understood, are planning to use this means to clear up the unrest that has latterly developed in these markets. This was chiefly due to expectations of a decline in prices as a result of the erection of several new plants for the production of caustic soda and soda ash in the South with a consequent increase in the volume of production.

Lower prices are expected to be announced to-day for acetic acid, because of a decline of 25c per cwt. in the basic material, acetate of lime. This price cut is expected further to stimulate demand for this acid which has already improved as a result of the rise in textile operations.

Canners Withdraw Some Lines

Sold up on certain grades of this year's pack of tomatoes, apricots and some types of peaches and cherries, several California packers are withdrawing lines for the remainder of the season, according to information received at local offices. While prices of the better grades of Coast tomatoes show an upward price tendency, reports received in the market recently indicate that prices of tri-State tomatoes have softened. Damage to the crops is not as great as at first thought, with the result that prices in the primary market have dropped.

DRUGS

Michigan Board of Pharmacy
 President—Earl Durham, Corunna.
 Vice-President—M. N. Henry, Lowell.
 Other members of the Board—Norman Weess, Ewart; Frank T. Gillespie, St. Joseph; Victor C. Plaskowski, Detroit.
 Director—E. J. Farr, 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.

President—J. E. Mahar, Pontiac.
 Ex-President—Duncan Weaver, Fennville.
 First Vice President—Ben Peck, Kalamazoo.
 Second Vice President—Joseph Maltas, Sault Ste. Marie.
 Treasurer—Henry Hadley, Benton Harbor.
 Secretary—Clare F. Allan, Wyandotte.
 Executive Committee—M. N. Henry (chairman), Lowell; Benjamin S. Peck, Kalamazoo; A. A. Sprague, Ithaca; Leo J. Lacroix, Detroit; James W. Lyons, Detroit; Ray Jensen, Grand Rapids; Duncan Weaver, Fennville.

How Different Characters Impress a Hotel Man

Mr. Lutterel: We have an added pleasure to-day in having with us a gentleman who has spent practically all of his life observing the different characters and things about a hotel, and he is going to give us a message about hotel work that I think will send us home with real pleasure. We will appreciate the work there is in a hotel as well as some of the responsibilities for a person in charge after Mr. Hildenbrand finishes his address and it now gives me great pleasure to introduce as the first speaker on our program this noon, Mr. Howard Hildenbrand, Manager of the Waldron Hotel, Pontiac.

Mr. Hildenbrand: Some time ago, in a moment of weakness, I told the Kiwanis Club, of which I am a member, all that was unholy about the hotel business. I have always had a great deal of curiosity about other people's business, probably more than about my own, and at the time of making my hotel disclosures had hoped that other members would similarly incriminate themselves and give us the low-down—and I say 'low-down' advisedly—on their own methods of making a living, if any. But nothing like this happened. I was loath to believe the hotel business in its lily-like purity was the only one of the collection of businesses, trades, professions and rackets represented in the Kiwanis Club that could bear to have the spot light of scrutiny turned upon it, but the evidence seemed to support such a belief. Although other members seemed loath to take us behind the scenes of their own business, it goes without saying that in my normal and abnormal contacts with them and their business, I had accumulated many ideas, suggestions, insults, observations and what-not, bearing on them and their businesses and when the Club gave me the opportunity to submit this collection, I seized upon it with alacrity. I have since given the talk to various local groups, as well as to organizations around the state and the chairman of the program committee dared me to come here to-day and try it on you.

I shall begin with the doctors, because I have always suspected that

several of them began on me. I have several things against doctors and they have several things against me, principally unpaid bills. Before I get unduly abusive, however, I should like to say in fairness to the medical fraternity that they seem to establish themselves in a position not enjoyed by any other group that I know of, that of being able to wear the Van Dyke beard with impunity. One of my grievances against the doctors is their tendency to tell you what is the matter with you in a foreign language, but they always bill you in plain English. Another grievance is the undue curiosity which they reveal as to your person. I never thought I was of particularly secretive nature, but I was brought up to believe that there were certain things about which a certain degree of reticence was considered good form. Strangely enough, doctors, despite their cultural background, commonly violate this creed; let one of them be called to your bedside and it is ten to one inside of ten minutes he will want to talk about your interior and it is always your interior, never his. And then, having drawn from you all the current events of an intestinal nature, he will quite likely look into the land-scaping of your throat. I could never understand all this peering into throats by doctors. I sometimes wonder whether in the past one of them lost his watch down an unknown patient's throat and the entire medical fraternity has labored in unison ever since to recover it. If this doesn't explain it, it must be just a plain, unbridled curiosity in the matter of throats. I have always had the feeling, however, that all throats were made from the same set of blue prints and it seemed to me that the likelihood of a doctor coming onto a new model throat, one with sinchro mesh or four wheel brakes or something of that kind, is very remote. My crowning irritation against the doctors, however, is the lack of consideration and deference even bordering on downright abruptness with which they treat expectant fathers during the observance of the "blessed event." As the father of two, I have always felt that I wasn't a rank outsider on these natal occasions, but judging by the manner of all the doctors whom I have contacted in the many miles of hospital corridors that I have agitatedly paced under these circumstances, they all seem to agree that I was about the rankest thing they ever saw. I seem to rate about as high as a ventriloquist dummy or Garner, but I have become hardened by experience and if, in the future, they ask me to even get inside of the hospital or suggest that I use the service entrance when coming and going, I will not complain. I will bring my lunch and unless it is raining I will get along fine sitting on the hospital steps.

We will go from doctors to undertakers which is a most common experience and I want to say at the outset that the undertakers let the hotel men beat them to a bully slogan when the hotel men many years ago stuffed their tongue to their cheek and declared that the guest is always right.

Think of the added force that the undertakers could quite properly give this already dogmatic assertion by legitimately claiming that their guests are always dead right. The undertaker has a most unusual and paradoxical relationship with his clients. The undertaker professionally is the last person to see while we are living and the first person we want to see when we are dead. He is constantly up against 100 per cent. sales resistance to his services. He has absolutely no repeat business and he very often prospers, despite his common violation of the business axiom "Not to run your business into the ground."

I suppose it would be impossible to establish a social order without the dentists, but any efforts along those lines would have my hearty support. No article of furniture, with the possible exception of the electric chair, causes as much uneasiness as a dentist's chair and when you add the uneasiness caused by the dentist himself, not to mention the damage, you have a regular bull market in uneasiness. To this natural mental hazard of the patient there are usually added emotions of frustration and rage, owing to the dentist's persistence in wadding the mouth of the patient full of small bales of cotton, instruments the dentist is using as well as those he is merely storing for the time being, and clusters of the dentist's fingers which I always think would taste better with a dash of chili sauce and possibly a few formulae from the dental supply house, and then with the patient in the first throes of suffocation because of all of this oral ballast, the dentist will proceed to chat pleasantly and in thus chatting he seems to take fiendish delight in asking questions, effort to answer which on the part of the patient frequently leads him dangerously near

to apoplexy. Incidentally, I always wonder when one dentist works on another dentist which one does the talking. I want in this vocational analysis which I seem to be giving and which you seem to be unable to avoid taking, to be fair and thus I say, despite the subtle tone of disparagement which you may have sensed in my remarks regarding the dentists, I consider them very useful to society in a field far removed from dentistry. They have become noted in the field of letters, not the ones they write you asking you to pay your bill, but in the more artistic use of the phrase. Nowhere will you find a more reliable collection of historic literature than in the ageing magazines commonly found on the reading table of every dentist's and doctor's office. Just to show you, the other day while I was waiting for the dentist to decide how many holes would be par in my mouth that day, I gleaned the following bits of vital current information: Jack Johnson knocked out Jim Jeffries at Reno, Nevada; Admiral Dewey defeated the Spanish fleet in Manila Bay; Chicago's World Fair of 1893 is ready and waiting its opening throng.

And now reluctantly we will get off the dentists and onto the lawyers, if you ever do get onto a lawyer. If I were urged—and I urge awfully easy—to give a definition of a lawyer, I would say that he is one who states an ordinary simple fact in such a way that it takes another lawyer to understand what he is trying to say and a judge and a jury to decide whether it amounts to anything. I think, however, that I can best develop the verbosity of the average lawyer by means of a concrete example than by anything that I might say on my own account. And for such an example, we

(Continued from page 22)

Holiday Goods

Our line now on display.

The best we have ever shown.

We invite you to look it over.

Prices Are Right.

Hazeltine & Perkins Drug Co.
 Grand Rapids Michigan

WHOLESALE DRUG PRICE CURRENT

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

ACID			FLOWER			No. 1, lb.			17 @ 25			Powd., lb.			19 @ 27											
Acetic, No. 8, lb.			06 @ 10			Arnica, lb.			50 @ 55			NAPHTHALINE			08½ @ 15			Iod. de, lb.			2 30 @ 2 60					
Boric, Powd., or Xtal., lb.			07½ @ 20			Chamomile, lb.			60 @ 70			Balls, lb.			08½ @ 15			Permanganate, lb.			25 @ 40					
Carbonic, Xtal., lb.			36 @ 43			German, lb.			@ 1 40			Flake, lb.						Prussiate			80 @ 90					
Citric, lb.			03½ @ 10			Saffron												Red, lb.			50 @ 60					
Muriatic, Com'l., lb.			10 @ 15			American, lb.			50 @ 55			NUTMEG			@ 40			Yellow, lb.								
Nitric, lb.			15 @ 25			Spanish, ozs.			@ 1 35			Powd.			@ 50											
Oxalic, lb.			03½ @ 10									Powdered, lb.														
Sulphuric, lb.			33 @ 40																							
Tartaric, lb.																										
ALCOHOL						FORMALDEHYDE, BULK			09 @ 20			NUX VOMICA						QUASSIA CHIPS								
Denatured, No. 5, gal.			43 @ 55			FULLER'S EARTH			05 @ 10			Powd.			15 @ 25			Powd., lb.			25 @ 30					
Strain, gal.			4 00 @ 5 00			Powder, lb.						Powdered, lb.			25 @ 25											
Wood, gal.			50 @ 60															5 oz. cans, ozs.			@ 77					
ALUM-POTASH, USP						GELATIN			55 @ 65			OIL ESSENTIAL						ROBIN			04 @ 15					
Lump, lb.			04 @ 13			GLUE			20 @ 30			Almond														
Powd. or Gra., lb.			04½ @ 13			Brok., Bro., lb.			20 @ 30			Bit., true, ozs.			@ 50			Aconite, Powd., lb.			@ 90					
AMMONIA						Gro'd, Dark, lb.			16 @ 25			Sweet, art., lbs.			@ 30			Alkanet, lb.			35 @ 40					
Concentrated, lb.			06 @ 18			Whi. Flake, lb.			27½ @ 35			Sweet, true, lb.			1 40 @ 2 00			Alkanet, Powd., lb.			50 @ 50					
4-F, lb.			05½ @ 13			White G'd, lb.			25 @ 36			Amber, crude, lb.			71 @ 1 40			Belladonna, Powd., lb.			75 @ 75					
3-F, lb.			05½ @ 13			White AXX light, lb.			@ 40			Amber, rect., lb.			1 30 @ 2 00			Blood, Powd., lb.			35 @ 45					
Carbonate, lb.			20 @ 25			Ribbon			42½ @ 50			Anise, lb.			1 00 @ 1 60			Burdock, Powd., lb.			@ 60					
Muriate, Lp., lb.			18 @ 30									Bay, lb.			4 00 @ 4 25			Cannus, Bleached, Split and								
Muriate, Gra., lb.			07½ @ 18									Bergamot, lb.			3 75 @ 4 25			Feeld, lb.			@ 65					
Muriate, Po., lb.			22 @ 35									Cajeput, lb.			1 50 @ 2 00			Calamus, Ordinary, lb.			25 @ 25					
ARSENIC						GLYCERINE			17½ @ 45			Caraway S'd, lb.			3 50 @ 4 00			Calamus, Powd., lb.			@ 50					
Pound			07 @ 20			GUM						Cassia, USP, lb.			2 10 @ 2 60			Elecampene, lb.			15 @ 30					
BALSAMS						Aloes, Barbadoes,			so called, lb. gourds			Cedar Leaf, lb.			1 70 @ 2 20			Gentian, Powd., lb.			17½ @ 30					
Copaiba, lb.			60 @ 1 40			so called, lb. gourds			@ 60			Cedar Leaf, Com'l., lb.			1 00 @ 1 25			Ginger, African, Powd., lb.			30 @ 35					
Pir, Cana., lb.			2 00 @ 2 40			Powd., lb.			35 @ 45			Citronella, lb.			1 00 @ 1 40			Ginger, Jamaica, Lined, lb.			38 @ 55					
Pir, Oreg., lb.			50 @ 1 00			Aloes, Socotrine, lb.			@ 75			Cloves, lb.			1 75 @ 2 25			Ginger, Jamaica, Powd., lb.			25 @ 35					
Peru, lb.			3 50 @ 4 00			Powd., lb.			@ 80			Croton, lbs.			4 00 @ 4 60			Goldenseal, Powd., lb.			1 75 @ 2 00					
Tolu, lb.			1 50 @ 1 80			Arabic, first, lb.			@ 40			Cubeb, lb.			4 25 @ 4 80			Indian Turnip, Powd., lb.			@ 50					
BARKS						Arabic, sec., lb.			@ 30			Eucalyptus, lb.			85 @ 1 20			Ipecac, Powd., lb.			3 00 @ 3 60					
Cassia						Arabic, sorts, lb.			15 @ 25			Fennel			2 25 @ 2 60			Licorice, lb.			30 @ 30					
Ordinary, lb.			@ 30			Arabic, Gran., lb.			@ 35			Hemlock Com. lb.			1 00 @ 1 25			Licorice, Powd., lb.			15 @ 25					
Ordinary, Po., lb.			25 @ 35			Arabic, P'd, lb.			25 @ 35			Juniper Ber., lb.			3 00 @ 3 20			Mandrake, Powd., lb.			@ 40					
Saigon, lb.			50 @ 60			Asafoetida, lb.			47 @ 50			Junip'r W'd, lb.			1 50 @ 1 75			Marshmallow, Cut, lb.			@ 50					
Saigon, Po., lb.			40 @ 50			Asafoetida, Po., lb.			75 @ 82			Lav. Flow., lb.			4 50 @ 5 00			Marshmallow, Powd., lb.			@ 60					
Elm, lb.			40 @ 50			Gualac, lb.			@ 60			Lav. Gard., lb.			1 25 @ 1 50			Orris, lb.			40 @ 45					
Elm, Powd., lb.			38 @ 45			Gualac, powd.			@ 65			Lemon, lb.			2 00 @ 2 40			Orris, Powd., lb.			@ 35					
Elm, G'd, lb.			38 @ 45			Kino, lb.			@ 1 00			Mustard, true, ozs.			@ 30			Pink, Fingers, lb.			1 50 @ 2 25					
Sassafras (P'd lb. 50)			@ 45			Kino, powd., lb.			@ 1 25			Mustard, art., ozs.			@ 30			Poke, Powd., lb.			@ 30					
Sassafras, cut, lb.			20 @ 30			Myrrh, lb.			@ 60			Orange, Sw, lb.			3 00 @ 3 25			Rhubarb, lb.			@ 80					
Scutree, Po., lb.			35 @ 40			Myrrh, Pow., lb.			@ 75			Origanum, art., lb.			1 00 @ 1 20			Rhubarb, Powd., lb.			@ 60					
BERRIES						Shellac, Orange, lb.			35 @ 45			Pennyroyal, lb.			2 75 @ 3 20			Sarsaparilla (Honduras, cut) 30			1 40 @ 1 40					
Cubeb, lb.			@ 65			Shellac, white (bone dr'd) lb.			45 @ 55			Peppermint, lb.			5 50 @ 6 00			Sarsaparilla, Med., Cut, lb.			@ 50					
Cubeb, Po., lb.			@ 75			Tragacanth						Rose, dr.			@ 2 50			Squills, Powd., lb.			42 @ 50					
Juniper, lb.			10 @ 20			No. 1, bbls.			1 50 @ 1 75			Rose, Geran., ozs.			@ 75			Tumeric, Powd., lb.			15 @ 25					
BLUE VITRIOL						No. 2, lbs.			1 35 @ 1 50			Rosemary Flowers, lb.			1 00 @ 1 50			Valerian, Powd., lb.			50 @ 60					
Pound			06 @ 15			Pow., lb.			1 25 @ 1 50			Sandalwood														
BORAX						HONEY			25 @ 40			Sassafras						SAL			03½ @ 10					
P'd or Xtal, lb.			06 @ 13			HOPS			@ 1 00			True, lb.			1 90 @ 2 40			Epsom, lb.			03½ @ 10					
BRIMSTONE						HYDROGEN PEROXIDE			27 00 @ 29 00			Syn., lb.			1 40 @ 1 60			Glaubers			@ 10					
Pound			04 @ 10			Pound, gross			@ 29 00			Tansy, lb.			2 50 @ 3 00			Lump, lb.			03 @ 10					
CAMPHOR						½ lb., gross			@ 18 00			Thyme, Red, lb.			3 75 @ 4 00			Gran., lb.			03½ @ 10					
Pound			70 @ 90			¼ lb., gross			@ 11 50			Thyme, Whi., lb.			2 00 @ 2 60											
CANTHARIDES						INDIGO			2 00 @ 2 25			Wintergreen						Nitre			Xtal. or Powd.			10 @ 20		
Russian, Powd.			@ 4 50			INSECT POWDER			31 @ 41			Leaf, true, lb.			5 60 @ 6 00			Xtal. or Powd.			10 @ 20					
Chinese, Powd.			@ 2 00			Pure, lb.			@ 41			Birch, lb.			4 00 @ 4 60			Gran., lb.			10 @ 20					
CHALK						LEAD ACETATE			17 @ 25			Syn.			75 @ 1 20			Soda, lb.			02½ @ 08					
Crayons						Licorice			25 @ 35			Wormseed, lb.			3 50 @ 4 00											
White, dozen			@ 3 60			Extracts, sticks, per box			1 50 @ 2 00			Wormwood, lb.			4 50 @ 5 00											
Dustless, dozen			@ 6 00			Lozenges, lb.			40 @ 50									SEED			40 @ 45					
French Powder, Com'l., lb.			03½ @ 10			Wafers, (24s) box			@ 1 50									Anise, lb.			10 @ 15					
Precipitated, lb.			12 @ 15									Castor, gal.			1 45 @ 1 60			Canary, Reclaimed, lb.			@ 10					
Prepared, lb.			14 @ 16									Cocoonat, lb.			22½ @ 35			Cardamon, Bleached, lb.			2 00 @ 2 00					
White, lump, lb.			03 @ 10									Cod Liver, Norwegian, gal.			1 20 @ 1 50			Caraway, Dutch, lb.			25 @ 30					
CAPSICUM												Cot. Seed, gal.			85 @ 1 00			Celery, lb.			@ 1 10					
Pods, lb.			60 @ 70									Lard, ex., gal.			1 55 @ 1 65			Colchicum, Powd., lb.			2 00 @ 2 00					
Powder, lb.			62 @ 75									Lard, No. 1, gal.			1 25 @ 1 40			Coriander, lb.			15 @ 25					
CLOVES												Linseed, raw, gal.			77 @ 92			Fennel, lb.			30 @ 40					
Whole, lb.			30 @ 40									Linseed, boil., gal.			80 @ 95			Flax, Whole, lb.			07½ @ 15					
Powdered, lb.			35 @ 45									Neatsfoot, extra, gal.			80 @ 1 00			Flax, Ground, lb.			07½ @ 15					
COCAINE												Olive						Hemp, Reclaimed, lb.			08 @ 15					
Ounce			14 75 @ 15 40									Malaga, gal.			2 00 @ 2 50			Lobelia, Powd., lb.			@ 85					
COPPERAS												Pure, gal.			3 00 @ 5 00			Mustard, Black, lb.			17½ @ 25					
Xtal, lb.			03½ @ 10									Sperm, gal.			1 25 @ 1 50			Mustard, White, lb.			15 @ 25					
Powdered, lb.			04 @ 15									Tanner, gal.			75 @ 90			Poppy, Blue, lb.			1 00 @ 1 35					
CREAM TARTAR												Tar, gal.			50 @ 65			Rape, lb.			20 @ 25					
Pound			25 @ 38									Whale, gal.			@ 2 00			Sabadilla, Powd., lb.			58 @ 75					
CUTTLEBONE																		Sunflower, lb.			11 @ 20					
Pound			40 @ 50															Worm, Levant, lb.			@ 4 50					
DEXTRINE																		Worm, Levant, Powd.			4 75 @ 4 75					
Yellow Corn, lb.			06½ @ 15																							
White Corn, lb.			07 @ 15																							
EXTRACT																										
Witch Hazel, Yellow Lab.			1 10 @ 1 70																							
gal.			50 @ 60																							
Licorice, P'd, lb.			50 @ 60																							
FORMALDEHYDE, BULK																										
Pound			09 @ 20																							
FULLER'S EARTH																										
Powder, lb.			05 @ 10																							
GELATIN																										
Pound			55 @ 65																							
GLUE																										
Brok., Bro., lb.			20 @ 30																							
Gro'd, Dark, lb.			16 @ 25																							
Whi. Flake, lb.			27½ @ 35																							
White G'd, lb.			25 @ 36																							
White AXX light, lb.			@ 40																							
Ribbon			42½ @ 50																							
GLYCERINE																										
Pound			17½ @ 45																							
GUM																										
Aloes, Barbadoes,																										
so called, lb. gourds			@ 60																							
Powd., lb.			35 @ 45																							
Aloes, Socotrine, lb.			@ 75																							
Powd., lb.			@ 80																							
Arabic, first, lb.			@ 40																							
Arabic, sec., lb.			@ 30																							
Arabic, sorts, lb.			15 @ 25																							
Arabic, Gran., lb.			@ 35																							
Arabic, P'd, lb.			25 @ 35																							
Asafoetida, lb.			47 @ 50																							
Asafoetida, Po., lb.			75 @ 82																							
Gualac, lb.			@ 60																							
Gualac, powd.			@ 65																							
Kino, lb.			@ 1 00																							
Kino, powd., lb.			@ 1 25																							
Myrrh, lb.			@ 60																							
Myrrh, Pow., lb.			@ 75																							
Shellac, Orange, lb.			35 @ 45																							
Ground, lb.			35 @ 45																							
Shellac, white (bone dr'd) lb.			45 @ 55																							
Tragacanth																										

These Quotations Are Used as a Base to Show the Rise and Fall of Foods Quoted on This and the Following Page.

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

ADVANCED		DECLINED	
1 1/2 Size Pork & Beans—5c		Pork Loins—1c	Wilson's Cert. Skinned
Postum Cereal—6c, 30c		Pork Butts—1c	Hams—1c
Kanuck Syrup—5c, 25c		Pork Shoulders—1c	Ham Dried Beef
		Pork Trimmings—1c	Nickles—1c
		Wilson's Cert. Hams—1c	California Hams—1c
			Beef Liver—1c

AMMONIA		BREAKFAST FOODS		Blackberries	
Little Bo Peep, med.	1 35	Kellogg's Brands		Premio, No. 10	6 00
Little Bo Peep, lge.	2 25	Corn Flakes, No. 136	2 25	Quaker, No. 10	1 60
Quaker, 32 oz.	2 10	Corn Flakes, No. 124	2 25		
		Pep, No. 224	2 25		
		Pep, No. 250	2 05		
		Krumbles, No. 412	1 65		
		Brain Flakes, No. 624	1 90		
		Brain Flakes, No. 650	1 00		
		Rice Krispies, 6 oz.	2 40		
		Rice Krispies, 1 oz.	1 10		
		All Bran, 16 oz.	2 30		
		All Bran, 3/4 oz.	1 10		
		Whole Wheat Fla., 24s	2 40		
		Whole Wheat Bjs., 24s	2 31		
		Wheat Krispies, 24s	2 40		
		Post Brands			
		Grape-Nuts, 24s	2 10		
		Grape-Nuts, 50s	1 50		
		Instant Postum, No. 8	5 46		
		Instant Postum, No. 10	4 70		
		Postum Cereal, No. 0	2 38		
		Post Toasties, 36s	2 26		
		Post Toasties, 24s	2 26		
		Post Bran, PBF 24s	3 15		
		Post Bran, PBF 36s	3 15		
		Amsterdam Brands			
		Gold Bond Par., No. 5 1/2	7 50		
		Prize, Parlor, No. 6	8 00		
		White Swan Par., No. 6	8 50		

BAKING POWDERS		BROOMS		BRUSHES	
Royal, 2 oz., doz.	80	Quaker, 5 sewed	7 25	Scrub	
Royal, 6 oz., doz.	2 00	Warehouse	7 75	New Deal, dozen	85
Royal, 12 oz., doz.	3 85	Winner, 5 sewed	5 75	Shaker, dozen	90
Royal, 5 lbs., doz.	20 00			Shoe	
				Topcon, dozen	90

BLEACHER CLEANSER		BUTTER COLOR		BLUING	
Lizzie, 16 oz., 12s	2 15	Hansen's, 4 oz. bottles	2 40	Am. Ball, 36-1 oz., cart.	1 00
Linco Wash, 32 oz. 12s	2 00	Hansen's, 2 oz. bottles	1 60	Boy Blue, 18s, per cs.	1 35

BEANS and PEAS		CANDLES		CANNED FRUITS	
100 lb. bag		Electric Light, 40 lbs.	12 1	Apples	
Dry Lima Beans, 100 lb.	8 25	Plumber, 40 lbs.	12 5	Imperial, No. 10	5 00
White H'd P. Beans	4 50	Paraffine, 6s	14 1/2	Sweet Peas, No. 10	4 75
Split Peas, yell., 60 lb.	3 30	Paraffine, 12s	14 1/2		
Split Peas, gr'n, 60 lb.	4 60	Wicking	40		
Scotch Peas, 100 lb.	6 40	Tudor, 6s, per box	30		

BURNERS		APPLE SAUCE		PINEAPPLE JUICE	
Queen Ann, No. 1	1 15	Hart, No. 2	1 10	Doles, Diamond Head,	1 45
Queen Ann, No. 2	1 25	Hart, No. 10	5 10	Doles, Honey Dew,	6 75
White Flame, No. 1					
and 2, doz.	2 25				

BOTTLE CAPS		APRICOTS		PINEAPPLE, CRUSHED	
Single Lacquer, 24 gross		Forest, No. 10	9 00	Imperial, No. 10	7 50
case, per case	4 10	Quaker, No. 10	9 75	Honey Dew, No. 2 1/2	2 40
		Gibraltar, No. 10	9 25	Honey Dew, No. 2	1 90
		Gibraltar, No. 2 1/2	2 40	Quaker, No. 2 1/2	2 35
		Superior, No. 2 1/2	2 80	Quaker, No. 2	1 80
		Supreme, No. 2 1/2	3 10	Quaker, No. 1	1 10
		Quaker, No. 2	2 10		
		Quaker, No. 2 1/2	2 85		

Pineapple, Sliced		String Beans		CHEWING GUM	
Honey Dew, sliced,		Choice, Whole, No. 2	1 70	Adams Black Jack	61
No. 10	9 00	Cut, No. 10	7 25	Adams Dentyne	65
Honey Dew, tid bits,		Cut, No. 2	1 35	Beeman's Peppermint	65
No. 10	9 00	Marcellus Cut, No. 10	6 00	Beeman's Peppermint	65
Honey Dew, No. 2 1/2	2 45	Quaker Cut No. 2	1 20	Doublemint	65
Honey Dew, No. 2	2 00			Peppermint	65
Honey Dew, No. 1	1 10			Spearmint, Wrigleys	65
Ukelele Broken, No. 10	7 90			Juicy Fruit	65
Ukelele Broken, 2 1/2	2 25			Wrigley's P-K	65
Ukelele Broken, No. 2	1 85			Teaberry	65
Quaker, Tid Bits, No.					
10	8 25				
Quaker, No. 10	8 25				
Quaker, No. 2 1/2	2 35				
Quaker, No. 2	1 90				
Quaker, No. 1	1 05				

Plums		Wax Beans		CHOCOLATE	
Ulilit, No. 10, 30%	6 50	Choice, Whole, No. 2	1 70	Baker, Prem., 6 lb. 1/2	2 42
Supreme Egg, No. 2 1/2	2 30	Cut, No. 10	7 25	Baker, Prem., 6 lb. 3 oz.	2 55
Supreme Egg, No. 2	1 70	Cut, No. 2	1 35	German Sweet, 6 lb. 1/2	1 85
Primo, No. 2, 40%	1 00	Marcellus Cut, No. 10	5 50	Little Dot Sweet	
		Quaker Cut No. 2	1 20	6 lb. 1/2s	2 55

Beets		CIGARS	
Extra Small, No. 2	1 75	Hemt, Champions	38 50
Hart Cut, No. 10	4 50	Webster Plaza	75 00
Hart Cut, No. 2	95	Webster Golden Wed.	75 00
Quaker Cut No. 2 1/2	1 20	Websterettes	37 50

Carrots		CORN	
Diced, No. 2	95	Golden Ban., No. 2	1 37 1/2
Diced, No. 10	4 20	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, 5 Ban-	
		tan No. 2	1 45

Peas		CLOTHES LINE	
Little Dot, No. 2	2 25	Household, 50 ft.	1 75
Little E. June, No. 10	9 50	Cupples Cord	2 90
Sifted E. June, No. 2	1 90		
Marcel, Sw. W. No. 2	1 50		
Marcel, E. June, No. 2	1 45		
Quaker, E. Ju., No. 10	8 00		

Pumpkin		COFFEE ROASTED	
No. 10	4 75	Lee & Cady	
No. 2 1/2	1 35	1 lb. Package	
No. 2	92 1/2	Ryco	22 1/2
		Boston Breakfast	25
		Breakfast Cup	24 1/2
		Competition	19 1/2
		J. V.	22 1/2
		Majestic	31
		Morton House	33 1/2
		Nedrow	28
		Quaker, in cartons	25 1/2
		Quaker, in glass jars	30

Sauerkraut		COFFEE EXTRACTS	
No. 10	5 25	M. Y., per 100	12
No. 2 1/2 Quaker	1 25	Frank's 50 pkgs.	4 25
No. 2		Hummel's 50, 1 lb.	10 1/2

Soinach		CONDENSED MILK	
Supreme No. 2 1/2	1 75	Eagle, 2 oz., per case	4 60
Supreme No. 2	1 37 1/2		
Maryland Chief No. 2	1 10		

Succotash		COUGH DROPS	
Golden Bantam, No. 2	1 75	Smith Bros.	1 45
Hart, No. 2	1 55	Luden's	1 45
Pride of Michigan	1 25	Vick's, 40/100	2 40

Tomatoes		COUPON BOOKS	
No. 10	5 50	50 Economic grade	2 50
No. 2 1/2	1 35	100 Economic grade	4 50
No. 2	1 40	500 Economic grade	20 00
Quaker, No. 2	1 10	1000 Economic grade	37 50

CATSUP		Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.	
Quaker, 10 oz. doz.	1 10		
Quaker, 14 oz. doz.	1 40		
Quaker gallon glass	10 25		

CHILI SAUCE		CRACKERS	
Sniders, 8 oz.	1 65	Hekman Biscuit Company	
Sniders, 14 oz.	2 15	Saltine Soda Crackers,	

OYSTER COCKTAIL		CREAM OF TARTAR	
Sniders, 11 oz.	2 00	6 lb. boxes	35

CHEESE		DRIED FRUITS	
Roquefort	70	Apricots	
Wisconsin Daisy	16	Evaporated, Ex Choice	21 1/2
Wisconsin Twin	15 1/2	Standard	20
New York June, 1933	22	Ex. Fancy Moorpack	
Sap Sago	48		
Brick	16		
Michigan Flats	14		
Michigan Daisies	14 1/2		
Wisconsin Longhorn	16		
Imported Leyden	27		
1 lb. Limberger	16		
Imported Swiss	56		
Kraft, Pimento Loaf	25		
Kraft, American Loaf	23		
Kraft, Brick Loaf	23		
Kraft, Swiss Loaf	24		
Kraft, Old End Loaf	11		
Kraft, Pimento, 1/2 lb.	1 70		
Kraft, American, 1/2 lb.	1 70		
Kraft, Brick, 1/2 lb.	1 70		
Kraft, Limbur, 1/2 lb.	1 70		

Baked Beans		Lima Beans	
Campbells 48s	2 35	Little Quaker, No. 10	7 90
		Baby, No. 2	1 60
		Marcellus, No. 2	1 25
		Reber Soaked	95
		Marcellus, No. 10	6 00

Hart Brand		Red Kidney Beans	
Asparagus	3 90	No. 10	4 25
Tips & Cuts, No. 2	2 10	No. 2	90

Currents		JUNKET GOODS		FRESH MEATS		HERRING		SOAP		TEA	
Packages, 11 oz.----- 14		Junket Powder ----- 1 20		Beef		Holland Herring		Am. Family, 100 box 5 05		Japan	
		Junket Tablets ----- 1 35		Top Steers & Heif.----- 14		Mixed, kegs -----		F. B. 60c----- 2 30		Medium ----- 19	
Dates		MARGARINE		Good Steers & Heif.----- 12½		Milkers, kegs -----		Fels Naptha, 100 box. 4 65		Choice ----- 22@30	
Imperial, 12s, pitted... 1 75		Wilson & Co.'s Brands		Med. Steers & Heif.----- 10½				Flake White, 10 box. 3 00		Fancy ----- 30@35	
Imperial, 12s, 2 lb.----- 1 35		Oleo		Com. Steers & Heif.----- 09		Lake Herring		Ivory, 100 gs.----- 4 95		No. 1 Nibbs ----- 32	
Imperial, 12s, 1 lb.-----		Nut ----- 11		Veal		½ bbl., 100 lbs.-----		Fairly, 100 box.----- 3 25		Gunpowder	
Figs		Certified Animal Fat		Top ----- 12½		Tubs, 60 Count, fcy. fat 6 00		Palm Olive, 144 box.----- 6 20		Choice ----- 34	
Calif., 24-8 oz. case.----- 1 70		Oleo ----- 13		Good ----- 11½		Pails, 10 lb. Fancy fat 1 50		Lava, 50 box.----- 2 25		Ceylon	
Peaches		MATCHES		Medium ----- 10½		White Fish		Camay, 72 box.----- 3 05		Pekoe, medium ----- 63	
Evap. Choice ----- 13½		Diamond, No. 5, 144.----- 6 25		Lamb		Med. Fancy, 100 lb.----- 13 00		P & G Nap Soap, 100@3 00		English Breakfast	
Peel		Crescent, 144 ----- 5 65		Spring Lamb ----- 14		Milkers, bbls.----- 18 50		Sweetheart, 100 box.----- 5 70		Congou, medium ----- 23	
Lemon, Dromdary,----- 1 10		Diamond, No. 0.----- 5 00		Good ----- 13		K K K K Norway ----- 19 50		Grandpa Tar, 50 sm.----- 2 10		Congou, choice ----- 35@40	
4 oz., doz.----- 1 10		Safety Matches		Medium ----- 11		8 lb. pails.----- 1 40		Williams Barber Bar, 9s ----- 50		Congou, fancy ----- 42@43	
Orange, Dromdary,----- 1 10		Red Top, 5 gross case 5 25		Poor ----- 08		Cut Lunch ----- 1 60		Lux Toilet, 50 ----- 1 05		Oolong	
Citron, Dromdary,----- 1 10		Signal Light, 5 gro. cs. 5 25		Mutton		Boned, 10 lb. boxes.----- 1 60		SPICES		Medium ----- 39	
4 oz., dozen.----- 1 10		Standard, 5 gro. cs. 4 00		Good ----- 05½		SHOE BLACKENING		Whole Spices		Choice ----- 45	
Raisins				Medium ----- 05		2 in 1, Paste, doz.----- 1 30		Allspice Jamaica.----- @24		Fancy ----- 50	
Seeded, bulk ----- 7½		MUELLER'S PRODUCTS		Pork		E. Z. Combination, dz. 1 30		Cloves, Zanzibar ----- @35		TWINE	
Thompson's S'dless blk. 7½		Macaroni, 9 oz.----- 2 10		Loins ----- 14		Dri-Foot, doz.----- 2 00		Cassia, Canton ----- @24		Cotton, 3 ply cone.----- 40	
Quaker s'dless blk.----- 7½		Spaghetti, 9 oz.----- 2 10		Butts ----- 15		Bixbys, doz.----- 1 30		Cassia, 5c pkg., doz.----- @40		Cotton, 3 ply balls.----- 40	
15 oz.----- 7½		Elbow Macaroni, 9 oz.----- 2 10		Shoulders ----- 12		Shinola, doz.----- 90		Ginger, Africa ----- @19		VINEGAR	
Quaker Seeded, 15 oz.----- 8		Egg Noodles, 6 oz.----- 2 10		Spareribs ----- 10		STOVE POLISH		Mixed, No. 1 ----- @30		F. O. B. Grand Rapids	
		Egg Vermicelli, 6 oz.----- 2 10		Neck Bones ----- 05		Blackene, per doz.----- 1 30		Mixed, 10c pkgs., doz.----- @65		Cider, 40 grain ----- 13½	
		Egg Alphabets, 6 oz.----- 2 10		Trimnings ----- 12		E. Z. Liquid, per doz.----- 1 30		Nutmegs, 70@90 ----- @50		White Wine, 40 grain ----- 19½	
		Cooked Spaghetti, 24c, 17 oz.----- 2 20		PROVISIONS		Radium, per doz.----- 1 20		Nutmegs, 105-110 ----- @43		White Wine, 80 grain ----- 24½	
				Barreled Pork		Rising Sun, per doz.----- 1 30		Pepper, Black ----- @20		WICKING	
				Clear Back ----- 24 00@26 00		654 Stove Enamel, dz. 2 80		Pepper, White ----- @30		No. 9, per gross ----- 80	
				Short Cut, Clear ----- 24 00		Vulcanol, No. 10, doz.----- 1 30		Pepper, Cayenne ----- @26		No. 1, per gross ----- 1 25	
				Dry Salt Meats		Stovoil, per doz.----- 3 00		Paprika, Spanish ----- @36		No. 2, per gross ----- 1 50	
				D S Belles ----- 20-25 17		SALT		Seasoning		No. 3, per gross ----- 2 30	
				Lard		F. O. B. Grand Rapids		Chilli Powder, 1½ oz.----- 62		No. 2, per gross ----- 1 50	
				Pure in tierces ----- 11½		Quaker, 24, 2 lb.----- 85		Celery Salt, 1½ oz.----- 80		No. 1, per gross ----- 1 25	
				50 lb. tubs ----- advance ½		Quaker, 35-1½ ----- 1 20		Sage, 2 oz.----- 80		No. 3, per gross ----- 2 30	
				50 lb. tubs ----- advance ½		Quaker, iodized, 24-2 ----- 1 35		Onion Salt ----- 1 35		Peerless Roll, per doz.----- 50	
				50 lb. pails ----- advance ½		Med. No. 1, bbls.----- 2 40		Ponelly, 3½ oz.----- 3 25		Rochester, No. 2, doz.----- 50	
				50 lb. pails ----- advance ½		Med. No. 1, 100 lb. bk.----- 1 00		Kitchen Bouquet ----- 3 25		Rochester, No. 3, doz.----- 2 00	
				50 lb. pails ----- advance 1		Farmer Spec., 70 lb.----- 1 00		Laurel Leaves ----- 25		Rayo, per doz.----- 75	
				50 lb. pails ----- advance 1		Packers Meat, 50 lb.----- 85		Marjoram, 1 oz.----- 50		WOODENWARE	
				Compound, tierces ----- 09½		Crushed Rock for ice, cream, 100 lb. each ----- 85		Savory, 1 oz.----- 65		Baskets	
				Compound, tubs ----- 10		Batter Salt, 280 lb. bbl. 4 40		Thyme, 1 oz.----- 50		Bushels, Wide Band, wood handles ----- 2 00	
						Block, 50 lb.----- 1 30		Tumeric, 1½ oz.----- 35		Market, drop handle ----- 50	
						Baker Salt, 280 lb. bbl 3 80		STARCH		Market, single handle ----- 50	
						28 lb. bogs, table.----- 45		Kingsford, 24/1 ----- 2 35		Market, extra ----- 1 60	
								Powd., bags, per 100 ----- 3 95		Splint, large ----- 8 50	
								Argo, 24, 1 lb. pkgs.----- 1 55		Splint, medium ----- 7 50	
								Cream, 24-1 pkgs.----- 2 20		Splint, small ----- 6 50	
										Churns	
										Barrel, 5 gal. each ----- 2 40	
										Barrel, 10 gal. each ----- 2 55	
										3 to 6 gal. per gal.----- 16	
										Pails	
										10 qt. Galvanized ----- 2 60	
										12 qt. Galvanized ----- 2 85	
										14 qt. Galvanized ----- 3 10	
										12 qt. Flaring Gal. Jr. ----- 5 00	
										10 qt. Tin Dairy ----- 4 00	
										Traps	
										Mouse, wood, 4 holes ----- 60	
										Mouse, wood, 6 holes ----- 70	
										Mouse, tin, 5 holes ----- 65	
										Rat, wood ----- 1 00	
										Rat, spring ----- 1 00	
										Mouse, spring ----- 20	
										Tubs	
										Large Galvanized ----- 5 75	
										Medium Galvanized ----- 7 75	
										Small Galvanized ----- 6 75	
										Washboards	
										Banner, Globe ----- 5 50	
										Banner, Globe ----- 5 50	
										Glass, single ----- 6 25	
										Glass, single ----- 6 00	
										Double Peerless ----- 8 50	
										Single Peerless ----- 7 50	
										Northern Queen ----- 5 75	
										Universal ----- 7 25	
										Wood Bowls	
										13 in. Butter ----- 5 00	
										15 in. Butter ----- 9 00	
										17 in. Butter ----- 18 00	
										19 in. Butter ----- 25 00	
										WRAPPING PAPER	
										Butchers D F ----- 05½	
										Kraft ----- 05½	
										Kraft Stripe ----- 09½	
										YEAST CAKE	
										Mazla, 3 doz.----- 2 70	
										Sunlight, 3 doz.----- 2 70	
										Sunlight, 1½ doz ----- 1 35	
										Yeast Foam, 3 doz.----- 2 70	
										Yeast Foam, 1½ doz.----- 1 35	
										YEAST-COMPRESSED	
										Fleischmann, per doz.----- 70	
										Red Star, per doz.----- 20	

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 Economic Absurdity of Relief Shoemaking

The drought may, after all, have more economic consequences than the depression itself. The stock of 5,500,000 hides held in storage by the government may have cast a shadow over the tanning industry but it is nothing to the dark cloud it is now throwing over the shoe manufacturing industry.

It won't end there, for the most sinister development of all hovers over retailing—"free shoes" distributed widely and generously.

Word has gone out from Washington that the hides will be put into process and made into leather—and then what? The government will advance money to state relief organizations so that they in turn can engage in shoe manufacturing and in due sequence, the shoes will be distributed through relief agencies. The spectacle of 48 states starting shoe manufacturing on government credit is no pleasant picture to contemplate.

Washington clearly states its position: "The Federal administration as such is not engaged in these enterprises. Washington merely allocates money to the various state organizations and the latter undertake relief work according to their best lights."

What a ghastly prospect of wilful waste of government money—our money. Why stop with shoes? Why not go into watchmaking on a grand scale because the metal trades have a surplus? Why not go into the optical business because the destitute also need glasses? Why not go in whole hog and "do an Upton Sinclair"—have every state make everything it consumes and buy nothing outside its borders?

It is just as easy for state relief boards to go into watchmaking as it is shoemaking. Shoemaking is a more highly complicated process—last, patterns and processes graded to some 260 sizes. It necessitates most efficient machinery and most efficient workmanship. If the labor cost on a typical \$3.00 shoe at retail is around 48c., let's put the unemployed into the making of shoes and reverse the process—put \$3.00 labor cost into the shoe with an ultimate 48c. usefulness to that shoe.

We are not at all sarcastic in the light of knowing that 16,597,397 individuals are now receiving aid—13.5 per cent. of the population of the United States. We know that there is no more terrible plight than to see a man willing to work and unable to honestly

earn a living for his family and himself.

But there are ways of making a living less complex, less expensive, less wasteful than amateur shoemaking, but, perhaps, the intent of the state relief organizations will be to fashion shoes entirely by hand. Ah, but that's a skill indeed. There are not enough trained shoemakers out of work and in proper proportion in each state to do the job.

So our advice to the state aid organizations is not to start shoemaking unless they are ready to face the grief of a disappointing product. What's more, the goods so made will bear the mark of poverty itself. Not so many hundred years ago people in the poorhouse had to wear a big letter "P" sewn on the back of their humble clothes. It was a badge of poverty that was too great for the people to bear and all sorts of social disorders developed because of the fear of the branding. Our public is much too proud, even in their distress, to wear products that outwardly mark them as the economic "lost."

We are alarmed at the plight of the unemployed. Nearly two years ago we had the opportunity of sitting down with a most public-spirited shoe manufacturer in Nashville, who was willing to lay aside \$50,000 to make work for the people unemployed in his state. We diligently searched for some sort of hand work that could be done by the unemployed so that they might make an honorable dollar in their difficulties. But strange to relate, there was scarcely a product for human use that could be made without the necessity of capital outlay for machinery and equipment. We were unable to find a solution even though the money was available.

So we are not without charity for those who stand ready to work. But we feel that the acceleration of all businesses must somehow pick up the slack and had hoped that by this time unemployment would have solved itself through quickened business. Come what may—the shoe industry, as such, wants to do its part in ameliorating the economic poverty of the unemployed, but it hopes to do it in normal, natural employment in manufacturing enterprises.—Boot and Shoe Recorder.

Year's Shoe Output Exceeds 1933

Shoe production last month registered a seasonal increase over July, but was sharply under the total for August of 1933. According to estimates in the local trade, output is around 30,000,000 pairs, as against an estimate of 28,000,000 pairs in the preceding month and 37,020,000 in the corresponding month of last year. Including the estimates for the last two months, output for the first eight months of this year is about 245,000,000 pairs as against 243,902,000 pairs in the corresponding period of 1933.

In the well-lived life every age has its compensations.

He is rich who loves his fellow-mortals.

The supreme goal: Employment.

How Different Characters Impress a Hotel Man

(Continued from page 18)

will take so simple a statement of fact as that of a man walking into a store and buying a five cent cigar. This is a plain, concise statement. It permits of no misrepresentation and any normal person would say just that; but I asked a lawyer friend of mine to as briefly as possible state the same fact in legal phraseology and this is what he said:

Whereas, a man, whose name is unknown, but whose person is well known, on or about the 23d day of October, A.D. 1934, in the city of Pontiac, county of Oakland, and state of Michigan, said city of Pontiac being a municipal corporation organized in accordance with the statutes of the state of Michigan, in such cases made and provided, did by implied invitation from the lessee or lessees and/or owner or owners of a certain premises situated in said city of Pontiac, county and state as aforesaid, lawfully enter and set foot upon said premises as above more particularly set forth, and while then and there so lawfully upon said premises as aforesaid, did offer to the proprietor thereof, or to said proprietor's certain agent or employe, certain sums of money, the said sum being lawful legal tender of the United States of America, to-wit, one five-cent piece, commonly known in street parlance as a nickel, and did thereupon request, demand ask for and solicit a certain article of merchandise,

to-wit, one cigar of a certain name, brand and make for and in consideration of said sum of money as aforesaid, to-wit, one five-cent piece or nickel, as hereinabove previously set forth, and said proprietor, by and through his said employe and/or agent, then and there did acquiesce in said request, demand and solicitation and did then and there for and in consideration of said five-cent piece transfer, deliver, barter, sell, convey, bequeath and devise one certain cigar to said man as aforesaid, and thereupon by reason of all negotiations and said barter and sale, as hereinabove more fully set forth, said man did become the sole owner of said cigar and became singly and individually entitled to the undisputed and uninterrupted peaceful possession thereof forever, and thereupon by reason of said conveyance and sale, as hereinabove set forth, the said cigar inured to the benefit of said man and he thereupon has the right to so use the same as he desires, any person or persons corporate or personal, ecclesiastic or lay, femme covert or femme sole to the contrary notwithstanding, or to transfer the same in his own right by barter and sale or devise and bequeath, or if the state of his health so permitted and he so desired, to smoke the same, providing always that said cigar was capable of being so smoked and said man had the requisite experience to do so.

The plumbing business is entitled to and will get some comment and I want to say right of the bat in fairness

depression proof



OUR FINANCIAL CONDITION

IS EVEN STRONGER THAN

BEFORE THE DEPRESSION

— WE HAVE MAINTAINED

OUR DIVIDEND RATE OF

NOT LESS THAN 25%

**MICHIGAN SHOE DEALERS
MUTUAL FIRE INSURANCE COMPANY**

LANSING MUTUAL BUILDING

GRAND RAPIDS . . .

DETROIT . . .

to the industry that I have never known of a plumber to forget to bring his tools when coming on a job, as is too popularly believed, but I have known of a plumber to forget to leave some tools that he borrowed from me when going off a job. I think no fixtures, appliances and installation methods become obsolescent so quickly as they do in the plumbing business. I make this assertion from no technical qualifications, but purely from my personal observation of plumbers at work and their methods. Let us assume that you have just completed a new home and the bathroom is the pride and joy of your heart. During the first week of occupancy unfortunately something goes wrong with the bath room plumbing and you call the plumber, not the one who installed the fixtures, to straighten out the difficulty. Does this plumber as he surveys the bath room allow an appreciative gleam to come into his eye—and remark warmly, "neat little bath room job you got here?"—far from it. Rather he will gaze disdainfully about him and indicate by his manner that the whole installation is so absolutely out of date that it is an open question whether anything can be done about it and in tones laden with implications, asks, "Who the hell put this stuff in anyway?"

Nowhere has progress brought more changes than in the power and light business. There was a time back in the days when men used to carry a row of pins in the edge of their lapel and when pajamas were considered exclusively masculine attire, that the use of gas and electricity and the payment for it were comparatively simple. You simply used so much electricity at so much per something and paid them for it. Just as simple as buying so many beers, so much money. But it is all different to-day. The companies which supply this utility have gone in violently for higher mathematics and an almost hysterical collection of words and phrases in connection with the computation of their monthly bills. Thus to-day to find out how much you owe in case that interests you, you have to have at least a bowing acquaintance with such terms as "demand," "kilowatt hours," "volt amperes," "load factor," "power factor," "diversity factor," "hours use of active load," "standard lighting rate variant form," "open water rate," "optional rate," "primary rate" and "hold everything," "reactive kilowatt ampere hours." But last month I fooled them. I took the war debt as a starting point, subtracted the date, divided the remainder by the number of miles I say I get to the gallon, and added the minister's telephone number and the result checked to a penny with the amount of my bill.

At least ten of the twenty years I have been in the hotel business, have been spent acting as a buffer between an infuriated hotel guest who claims that the laundry is trying to gyp him out of his shirt and the laundry which claims that the guest never owned a shirt. A slight variation to this is when the shirt comes back from the laundry with the slit near the neck band. This

is the guest's cue to explode:

- (a) That the shirt is ruined
 - (b) That the shirt is brand new, in fact, is being laundered for the first time.
 - (c) That the shirt cost \$6.
- The laundry will retort in rebuttal:
- (a) That since the cuffs of the shirt have been turned the shirt can't be so confounded new.
 - (b) That if the shirt is being laundered for the first time the guest must be hygienically bankrupt, and
 - (c) That they will allow him 35c.

I have nothing more to say about the laundries and we will pass from this field of expert cleaners to that of the bankers, who might also qualify as expert cleaners.

I think, however, in view of the rather plain and fancy panning that has been the lot of bankers in recent times, that I will content myself with nothing more vindictive than to express the rather catty hope that the depression proves a good lesson to them and to protect myself against any implication of slander that may seem to lurk in my remarks regarding the bankers, I shall take refuge in that good old bromide of the investment banker which used to read "Although we do not guarantee these statements, we have obtained them from a source which we believe to be reliable."

There was a time back in the days before a mortar and pestle were displaced by a club sandwich as symbolic of the drug store that one had at least a fighting chance to get a prescription filled in such an institution, but if I interpret correctly the present trend, and I interpret a wicked trend, before long if you are going into a drug store and try to buy some drugs, they will probably throw you out on your ear. Drug stores have always interested me though. There is always that intriguing moment of suspense as you hand over the prescription which you can't read and the druggist who often acts as though he couldn't read it either, but he never gives it back to you. Instead, he disappears behind a partition at the far end of the store on which usually hang several rather flyspecked certificates which attest without very much enthusiasm the belief on the part of a college that either the man you gave the prescription to or one of two other fellows is a pharmacist. There then ensues a wait of some length of time while the unseen man behind the partition goes to work on you. There are footsteps, the sound of stoppers being withdrawn from bottles, and voices. There are always voices. I often wonder who it is that is always on hand in the prescription department for the druggist to talk to and sometimes there is laughter. They are probably laughing over what this stuff is going to do to you. Finally, after an interminable wait, comes the druggist—not the dawn—with the prescription. Usually it will turn out to be a few pills which you will probably lay down and go off without as you pause on the way out of the store to draw a book from the circulating library, which seems to be one of the

most important departments of every modern drug store.

I haven't very much to say for the real estate man. I don't have to say it, for they will say it for themselves gladly. I really couldn't think, however, of very much of a derogatory nature to say about them. It is true, perhaps, that in the past they may have been a bit unrestrained in their predictions as to the rapidity with which outlying pasture land would become choice, business corners and their estimates of population increase in the cities in which they are doing business have not always been marked by undue conservatism, at least not often enough to work any great hardship on the realtors, and their ideas in terms of distance and to the adjacency of property to the city limits has not always squared with the data in the city engineer's office, but these little errors of judgment will creep in and who am I to be uncharitable toward my fellowman, besides real estate men have been the means of my acquiring some of my most cherished possessions. One does grow attached to things—unimproved lots for instance—which one holds for a long time.

The telephone business is the only business I know of where the customer in buying the services pays for the right to be annoyed. In all the years of my life thus far I have never had a telephone call that amounted to two whoops. The best news I ever had over a telephone was that they were going to take it out if I didn't pay my bill. I didn't pay my bill and they didn't take it out, which I always thought was a most inhuman form of revenge on the part of the telephone company. I have always wanted to see the clocks or watches the operators use in timing long distance calls. I have been the third man in the ring in at least a thousand disputes between irate hotel guests and the telephone company over the accuracy of the time of the guests' calls and I need hardly add that the telephone company won every decision. Years ago the late E. M. Statler asserted that the "guest is always right," but I have come to the conclusion, judging by the attitude of the telephone company in these disputes that they operate on the principle that the guest is always tight.

OUT AROUND

(Continued from page 9)

bor for the six months' period ending March 31, as announced by Wm. Haber, state relief administrator, is 3,050.

Allocation of county quotas is now under way and applicants may enroll at the office of their county relief administrator from Oct. 1 to 20. The age range for eligibles is from 18 to 26 years. So far as possible, the boys will be taken from families on the relief rolls or in danger of becoming dependent. They must be in good physical condition as determined by a thorough medical examination. Recruits are paid at the rate of \$30 per month, in addition to their maintenance. Of this amount \$25 is sent directly to the family or other designated depend-

ents and \$5 is retained by the camp worker for personal expense.

The 3,050 who will go to camp in October will take the place of those whose terms of service are expiring at the end of September. They will constitute about a third of the number in state conservation camps, which means that a large number of the 9,750 young men now in service are re-enrolling for a second term. One year is the maximum period any recruit may remain. In addition to the recruits there is a force of 1,200 local experienced men, who work with the boys in the woods and assist in camp maintenance.

No difficulty is anticipated in filling the county quotas. According to Miss Opal Matson of the state relief administration, who is in charge of quota assignments, in most of the counties applications already on hand would more than fill the quotas if all were accepted.

Harvey Gish, who traveled out of Grand Rapids thirty-five years for the Hess & Clark Co., is now located at Pioneer, Ohio, where he owns and manages the Pioneer Milling Co., Inc. Under date of Sept. 30 he writes me as follows:

Indeed it has been a real pleasure for me to hear from you lately. Sorry to note the death of your two life long friends, Mr. Garfield and Colonel Foster.

The thing that I prize most is our fellowship. You write: "You hope I come back to Grand Rapids sometime and give you a good visit because you are hungry to see me. You know, Mr. Stowe, when we get beyond the sixty year old mark, we are not old, but we arrive at the time in life when there is a sweet reminiscence into which we can enter and enjoy that is denied the young man. His life must necessarily

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

BUSINESS WANTS DEPARTMENT

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

FOR SALE—Store building with full basement, five-room flat above. Lot 52 x 144 feet. On business street. Will sacrifice for cash sale, \$1,500 less than original price. Reason for selling, ill health. Address A. T. Zelma, Cadillac, Mich. 685

FOR SALE OR LEASE—Factory building containing 21,000 square feet floor space. Located on main highway, with frontage on St. Clair river, ample dockage and railroad siding. Unsurpassed location for advertising. If agreeable, and as part payment, we would be willing to take some stock in a manufacturing business, possessing sufficient capital and under experienced and capable supervision. Address Robert J. Waddell, 214 First National Bank Bldg., Port Huron, Mich. 687

Refrigerator Bargain—Practically new ¾ h. p. Carrier conducting unit. Carrier cold diffuser, two case coils, which can be bought for balance on contract. Kent Radio, Inc., 68 Div. No., Grand Rapids, Mich. 688

be all a prospect—now you and I can live both prospect and retrospect. Not only do we hope for the future, but we can glory in, at least, the high spots of the past.

Let me assure you that it will afford me a great pleasure to have more of our pleasant visits again. Would it be too much to say that we have both been better men, having met? Isn't that enough?

And I may add that friendship is the greatest asset in the world. Wealth, success and all the honors that one can obtain do not compare with the happiness and pride of having one good loyal friend. It isn't much when or where you go or the distance you travel, it is those you meet and greet from day to day that really count.

While I am now owner of the Pioneer Milling Co., there is too much for me to do, but I hope to get better organized later on, so that part of the responsibility can be taken over by my son, Russell. In the short time I have been here, I have the property and mill looking 50 per cent. better and have increased the business a third.

Some change to settle down in one town after being a globe trotter for just thirty-five years. Traveled from Cuba to the far Canadian Northwest and from the Atlantic to the Pacific.

Pioneer is located twenty miles South of Hillsdale, Mich. Population 800, paved streets, up-to-date town, wonderfully good farming district. A new school house cost \$155,000. Love the town and the trade; too busy to get lonesome.

I am pained to learn of the temporary retirement of E. C. Lloyd from the retail dry goods business after a forty-five-year career in Belding. Mr. Lloyd has always dealt honorably and generously with his customers and creditors and is certainly entitled to a better fate. I hope to see him again engaged in business in the near future.

The Wayland Globe completed its fiftieth publication year last week. Established by the late George A. Mosher in 1884 the Globe represented the best the founder had to offer for about thirty years. Mr. Mosher was handicapped by poor health, but he kept the home fires burning and published a creditable paper for its time. Rollo Mosher, the son, developed and improved it until it is recognized as a leading newspaper of Allegan county. The present owner exhibited a high sense of honor and responsibility in assuming unpaid obligations left by his late father, which many men would have repudiated. Mr. Mosher's attitude in this matter stamped him as a man of high character and renders him capable of enjoying the prosperity which has come to him during the two decades he has published the Globe.

E. A. Stowe.

Soap and Water Essential to Success

Flies in a grocery store are as much of a problem to-day as they ever were; but certainly handled in a different and much more effective manner.

Where I worked twenty odd years ago the "boss" had fashioned three so-called fly chasers. These implements consisted of numerous strips of heavy paper tacked on to a short length of broom handle. Armed with these the three of us who worked in the store would proceed to chase the flies. Starting at the front of the store we would work to the back. One of us

taking the center aisle and one in back of each of the long rows of old fashioned counters which ran down either side of the store. Walking along to the back of the store and at the same time continually waving the "chasers" we would drive the flies into the back room and eventually out doors. The only other methods were sticky fly paper and poison fly paper; and the noisy humming fly trap.

What grocery would use those methods to-day? Perhaps not all used them then. To-day we have learned to "swat to kill" and to swat early and often. We also have many different kinds of sprays that are efficient.

Surely no grocer would use such methods as described to chase flies to-day, yet many grocers still cling to the old out-moded ways of doing many other things connected with running a store. Take Sherlock Holmes and all his assistants into some grocery stores to-day and the whole bunch of them couldn't find any evidence of a price tag or scrub brush. Nor I believe could they find any records of goods bought or sold.

One place I saw recently looked as though the proprietor had lost all hope many years ago, and had thrown out the scrub bucket and broom along with the cash register and his last vestige of pride in his establishment. I was told though that this place did a fair business and surely the owner had thrown out the fly chasers yet retained so many of the old methods as to be at a standstill. Had he lived up to modern trends his business would undoubtedly have been very much better.

Some grocers seem to think that the greedy chains get business on price appeal alone but how many dirty littered up chain stores do you find? You may find them messed up after a busy day's work but not through laziness or lack of effort, and the condition will be only temporary. If we would keep our business in a profitable state we must give it thought as well as manual effort. And we must keep abreast of the times and use the new things to gain new trade as well as to hold the old.

We do not want to give the impression that all independent stores are inferior to the chains for some are ahead of the chain store in all respects. But in one day's travel recently I found no less than eight of the "fly chaser" variety of so called grocery stores. They were more or less plain junk piles. I had the nerve to ask one of the owners if he took and read the Michigan Tradesman. Needless to say he did not and I knew his answer would be in the negative, but I wanted to find out why he did not and the reason he gave was "Didn't have time."

None of us want to slip to such an alarming state and as the old saying is that we never stand still; we either go forward or back. Let us watch for new ways and new ideas and thus keep our interest and pride in our business to forge ahead instead of falling into a rut and finally dying of stagnation amidst a welter of cobwebs, old time fly chasers and mouldy stock.

We may not have the money to buy new and fancy fixtures but we all have the means to keep our stores clean and neat. Soap and water and a willingness to use them are an essential to anyone's success. Sam Sugarsax.

Two-for-Nickel Cigar Facing Code Troubles

For this country's smokers who need two good cigars for a five-cent piece, the NRA is planning a program to smooth out code troubles among cigar makers.

Most unsettled of all tobacco industries is the two-for-five branch. Philippine makers have the jump on domestic producers, NRA was told Sept. 23, because they avoid code labor requirements. Besides, their product has a strong eye appeal because of their large size and good workmanship. Puerto Rican makers also avoid code mandates.

The result is that Philippine cigars can be sold wholesale for \$1.25 cheaper a thousand than domestic cigars.

Price-fixing in the industry was asked by a number of American makers, who predicted a breakdown of code wages unless the Philippines and Puerto Rico are brought into line. Solution of code troubles in York, Pa., center of the two-for-five industry in this country, is sought.

Prospects of Industrial Peace

Despite the apparent endorsement of the President's plan for a truce on strikes by both organized employers and organized labor, prospects are that the projected White House conferences will run into difficulties.

The President, many in touch with the situation understand, will not merely move for a truce on industrial warfare during an emergency period. He is expected rather to take up the proposal originally advanced by General Johnson that leading industries collectively enter into contracts with industry-wide labor organizations for a trial period during which both parties agree to submit to arbitration of disputes by the newly created labor relations boards.

If this is true, neither party will prove eager to accept the President's plan. Management will demand a guarantee of the statu quo as one condition of agreement. The A. F. of L., on the other hand, has just renewed its demand for a 30 hour week and begun a strong attack on the Automobile Labor Board.

Veterans Split on Cash Bonus

A division of opinion among organized groups of war veterans over the bonus question is likely to arise during the next session of the Congress.

While a preponderance of the veterans may be found lined up back of the cash bonus, egged on by groups that want to see a lot of money put into circulation, it is asserted that there will be others less enthusiastic.

Among the latter may be found those who have been aided because of disabilities sustained during or resulting from their war activities, who fear that they will lose their benefits if the adjusted service certificates are redeemed. There are others who believe that public sentiment may react against veterans' organizations if cash is demanded at this time when the efforts of the Government should be directed entirely to taking care of the needy.

The bonus may again become an issue in Congress with the opening of the session, but, it is believed, if the President says "no," it will get nowhere.

Retail Sales to Continue Active

Although retail sales during the past week failed to register more than a fractional increase over last year's figures, this is considered merely a temporary slowing down of the basically favorable current trend in the retail business.

A sharp cold spell in the near future would lead to an immediate improvement in the turnover of seasonable merchandise, it is predicted. Pending such a change in the weather, the continued disbursement of relief and agricultural benefit payments is expected to cause October sales to exceed 1933 figures by 5 to 14 per cent. on the average.

Department store sales for the month of September will show an improvement of between 6½ and 8½ per cent above last year, preliminary estimates indicate.

To Develop New Industries

Extensive research operations are projected by the Tennessee Valley Authority to discover what industries can be developed in the region of the Morris Dam, now under construction, it is learned.

It is interesting to note that its sponsors have in mind such possible products as manganese, porcelain, Swedish iron, new refractories and new insulation materials, and laundry starch from sweet potatoes, now imported from Europe.

This is of particular interest in view of efforts being made by the State Department to increase rather than decrease our imports from abroad. It is understood that manganese, in particular, is to be made a trading commodity to get some advantage in return for its increased importation.

Five New Readers of the Tradesman

The following new subscribers have been received during the week:

Mason Howard, Frankfort
Ernest J. Ginter, Deerfield, Ill.
Baars Drug Store, Fremont
Wayne Evans, Traverse City
Fred Walker, Carson City

Federal courts are finding that certain parts of the New Deal don't fit into the old Constitution.

Buy at Home

**It Creates Employment for Home-Town
People and Re-Acts to Your Own Benefit.**

CO-OPERATION COUNTS

No individual is self-supporting. In the scheme of life
we are all dependent on one another.

Patronize Home-Town Merchants

This is not a mere sentimental appeal, but good, hard,
common sense, and the indisputable law of relativity.
Every dollar spent in your home town makes for that
much more home activity in business and employment.
For every dollar sent out of town, the reverse is true.

**The Prosperity of a Town Depends on
The Loyalty of Its Citizens.**

Retail Merchants Should Run This Advertisement in Their Local Papers

BISCUITS
by
Hekman
MAY BE BOUGHT
WITH CONFIDENCE
AND SOLD
WITH PRIDE



THIS NEW LABEL
MEANS MORE BUS-
INESS FOR YOU.

*GOOD
NEWS
for YOU!*

The new Fleischmann's XR Yeast means new sales opportunities for you. This amazing new Yeast relieves constipation, skin disorders and other common ills quicker than ever. And it supplies the anti-infective Vitamin A which helps to prevent colds.

It is supported by the greatest health advertising campaign in American history. Magazines, newspapers, radio are telling millions about it. A new and bigger demand is growing.

Take advantage of it. Push this new Yeast. Know all about it. Recommend it. Display it. It's your big opportunity for more sales.



Home Baker Flour

A High Grade Kansas Hard Wheat Flour

High Quality - Priced Low

Milled to our own formulae which is pleasing thousands of housewives. Sold throughout the entire State of Michigan. Will prove to be a valuable asset to your business. Sold by Independent Merchants Only.

LEE & CADY