

MICHIGAN TRADESMAN

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Fifty-second Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 31, 1934

Number 2667

THE HERITAGE

The rich man's son inherits lands,
And piles of brick and stone and gold;
And he inherits soft, white hands,
And tender flesh that fears the cold,
Nor dares to wear a garment old;
A heritage, it seems to me,
One would not care to hold in fee.

The rich man's son inherits cares;
The bank may break, the factory burn;
Some breath may burst his bubble shares;
And soft white hands would hardly earn
A living that would suit his turn;
A heritage, it seems to me,
One would not care to hold in fee.

What does the poor man's son inherit?
Wishes o'erjoyed with humble things;
A rank adjudged by toil-won merit;
Content that from employment springs;
A heart that in his labor sings;
A heritage it seems to me,
A king might wish to hold in fee.

What does the poor man's son inherit?
A patience learned by being poor;
Courage, if sorrow comes, to bear it;
A fellow feeling that is sure
To make the outcast bless his door;
A heritage it seems to me,
A king might wish to hold in fee.

O rich man's son! there is a toil
That with all other level stands;
Large charity doth never soil,
But only whitens soft white hands;
That is the best crop from the lands;
A heritage it seems to me,
Worth being rich to hold in fee.

The rich man's son inherits wants;
His stomach craves for dainty fare;
With sated heart he hears the pants
Of toiling hinds with brown arms bare,
And wearies in his easy chair;
A heritage it seems to me,
One would not care to hold in fee.

What does the poor man's son inherit?
Stout muscles and a sinewy heart
A hardy frame, a hardier spirit;
King of two hands, he does his part
In every useful toil and art;
A heritage it seems to me,
A king might wish to hold in fee.

O poor man's son, scorn not thy state,
There is worse weariness than thine,
In merely being rich and great;
Work only makes the soul to shine
And makes rest fragrant and benign;
A heritage, it seems to me,
Worth being poor to hold in fee.

Both heirs to some six feet of sod,
Are equal to the earth at last;
Both children of the same dear God;
Prove title to your heirship vast,
By record of a well-filled past;
A heritage, it seems to me,
Well worth a life to hold in fee.

James Russell Lowell.

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

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MICHIGAN TRADESMAN

E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

Printed by the Tradesman Company, Under
NRA Conditions

SOME TRENDS IN TRADE

Sidelights on the General Business Situation

Almost coincidental with the President's radio chat and General Johnson's retirement, came the first surges of returning confidence, and as the days pass business men become increasingly more hopeful. Nearly gone is the defeatist attitude that caused so many of them to spend so much of their time worrying over what might happen. Now they are devoting their time to improving their businesses and are commencing to see results.

Major L. L. B. Angas—The British economist, whose recent book, "The Coming American Boom," caused such a stir—cables from London that the "turn" has come. Everyone hopes his most recent prediction will be as accurate as his others have been.

The stock market has come out of its doldrums and to the tune of a greatly increased turnover has topped its highs of recent months. Statistical indices of other sorts are pointing up. Bank deposits are increasing, and, even more important, commercial borrowings are increasing. Either banks are loosening up, or there is a steadier demand for credit, or both.

The Federal Reserve banks are making industrial advances and are getting a continuing supply of inquiries beyond their expectations. To the surprise of many banking heads, it is being shown that there were many high-grade borrowers who were not getting from the private banks all the credit they needed. Member banks of the Federal Reserve system in the New York district have increased their commercial loans \$216,000,000 in the last two months. Money is starting to be used.

Possible inflation is being mentioned again—not in shouts but by mild whisperings, and immediately the Admin-

istration makes it generally known that the Treasury is in the hands of a conservative, the son of a conservative, and of a long line of astute, conservative, hard-headed financiers.

Here's good news: the Irving Fisher index of business last week reached 82.7 per cent. of normal, the highest weekly figure in more than a year, and 24.9 per cent. higher than the August low.

Preliminary figures on the value of department store sales for September show a gain over last year of about 9 per cent. The largest increases compared with last year were shown in the F. R. districts of Dallas, St. Louis, Kansas City and Atlanta. This is a larger gain than is shown by the Fairchild retail price index, which means that both dollar sales and unit sales are higher.

Another electrical appliance, the washing machine, is going to town this year. August sales were the second largest for that month in the history of the industry.

Greater activity on the part of sales organizations is shown by the record of hotel room sales compiled by Horwath and Horwath, hotel accountants. The September figures show room occupancy up 22 per cent. over the same month last year. Restaurant sales, thanks a lot to repeal, are up 38 per cent.

General Motors' September sales to consumers in the U. S. totaled 71,648 as against 71,458 a year ago. September production by members of the Automobile Manufacturer's Association (all major units except Ford) was 23 per cent. under a year ago. Production for the first nine months was 34 per cent. greater than during the same period last year—and 17 per cent. more than the output for all of last year.

Completing the September picture so far as important statistical indices are concerned: Bank debits gained 5.4 per cent.; car loadings and electric power consumption held steady, slightly above last year; steel production started to gain during the last half of the month, but even now is not at much more than 25 per cent. of capacity; commodity prices have fallen slightly back from their recent highs; construction awards were slightly higher than last year.

It seems reasonably certain that the Administration intends to hold the NRA over for at least another year after its expiration date next June. The picture is for a liberalized NRA for the next eight months, with hampering code restrictions lifted, elimination of price fixing in the main, and probable wider freedom for industry in contractual business relations. The defense built up for labor through the disputed 7 (a) will be maintained, pending a Supreme Court decision which should

be made before expiration of the NRA.

Surveys made last winter and recently on the feeling among unemployed millions and millions of small wage earners startled high officials. The "ear-to-the-ground" technique of the Administration emphasized the necessity of making widespread changes. But the policy of ramming these changes down opposition throats is being shelved. Responsible business leaders have been called in, informed of what the Administration knows, of what must be done by necessity rather than through desire. Even temporary alleviation of conditions will only postpone the inevitable change, they were told. Plans must be laid now and it would be to the advantage of industry to cooperate, it was plainly pointed out.

Mr. Richberg, now second in command, speaks with considerable authority, and the following statement having to do with private enterprise vs. state control, and the impossibility of price fixing, has great significance:

"Who can be entrusted with the power to fix a fair price that will insure justice to labor, investor and consumer? The answer is: No one, neither a private association nor a board of public officials. The fairness of each cost depends upon what is a fair remuneration for services employed and property used. What test of fairness can we apply except the competition between willing sellers and buyers in a free market?"

"In this problem we find the justification and necessity for many of the so-called wastes of competition and the political economic wisdom of preserving competition. The total elimination of profit in a socialist program would not eliminate the necessity of fixing costs and using money as a measure of the relative values of things and services exchanged.

"Yet, in the face of this fundamental problem of a socialistic economy which they abhor, business men continually seek to experiment with production controls and price-fixing devices, and thus somewhat unconsciously to develop through trade associations a sort of lop-sided guild socialism which they mis-name 'price stabilization.'"

The President spoke in terms of "incentive for fair private profit." The important adjective would seem to indicate, when considered in conjunction with Mr. Richberg's recent statements, that code provisions on the highly contended questions of price and production control will be eliminated or else lessened to the extent that they are adopted locally as fair trade practices to suit the needs of the individual sections and communities; would seem to indicate that perhaps the anti-trust laws will not be repealed for code members when the Industrial Recovery

set-up is made permanent at the next Congress; would seem to indicate that enforcement of code provisions will be rigidly and strictly enforced.

The American Institute of Food Distribution points out that most of the gains in the last year have gone to farmers and laborers, although corporation reports indicate that business profits are averaging appreciably higher than last year. The greatest advance in prices has been in farm prices, which favorably affects the purchasing power of more than half the American people.

About 30 per cent. live on the land and draw all or part of their income from raising foods. About 12 per cent. of the population is in towns of less than 2,500, making a living out of handling farm products or delivering commodities to the farmers. About 22 per cent. of our facilities for supplying consumer goods—manufacturers, wholesalers and retailers—collect their income from handling foods.

It is obvious that when the income of such an important part of our population goes up 10, 15 or 25 per cent., business is improved proportionally. A lot of additional money is made available to buy the products of other industries. You can see what that can do for the welfare of business.

One question may come—how can this other 50 per cent. afford to pay higher food bills. A possible answer is that they can only if farmers use their increased incomes for the purchase of manufactured products. The indications are that they are doing just this, as is pointed by various straws—the tremendous gains in automobile sales, in electrical appliances, in bank debits, and the like.

The Globe-Wernicke Co. is the first large company to be reorganized under the terms of the Federal Corporation Reorganization Act, which was adopted by Congress a few months ago. The company went into receivership in July, 1932.

Speaking of regimentation, as so many people do, a writer in the New York Evening Post quotes a returning New York business man as saying that the President might have carried his British parallel much further. John Bull, it seems, doesn't go in for alphabetical agencies, but the British government is achieving a lot of New Deal aims without them.

Here are a few samples which he mentioned: All of the major industries are on a production quota system. This was brought about on the initiative of the Board of Trade without benefit of codes or legal machinery. There are no formal price-fixing agreements over there, yet standard products such as gasoline or cigarettes

(Continued on page 5)



Lines of Interest to Grand Rapids Council

Resuming our description of the Edison Institute and Greenfield village. Upon leaving the museum you enter a lodge which is the entrance to the village. Here the handicraft arts of the past are presented as they were practiced in their original environment of public buildings and residences which in turn illustrate the development of architectural types.

The entrance to the historical village is particularly interesting to the old time traveler because the only mode of transportation about the village is the horse drawn cab and bus. One can imagine himself in a group of drummers of the old school and can recall some of the light conversation which used to pass back and forth among the passengers of the old time bus on its way to and from the inns. The one best thing of the ride in the village is the thought that no matter where the ride leads to one does not have to stay the night through or catch a train.

Visitors to the village are loaded into whatever size vehicle is necessary to the party and the rear door is closed with the boot strap and you are on your way. The first stop is the Clinton Inn where you register in a regulation old time register book. The lobby or office, the furnishings and the furniture are as they were when the Inn first opened over one hundred years ago. This hostelry was built in Clinton, Michigan, in 1831 and was an overnight stop on the stage coach run between Detroit and Chicago up to the early fifties. After leaving the Inn one is privileged to wander about and visit any of the buildings that are ready for visitors. However, the very first place that suggests itself is the chapel of Martha-Mary. It is a typical Colonial church overlooking the green, open to worshippers of all creeds and serves the residents of the village as religious center. It is named after the mothers of Henry and Mrs. Ford. The spire is a copy of one in the East and the bell in the steeple was cast by a son of Paul Revere.

The interior of the chapel is truly Colonial and one can visualize himself as a straight and prim Pilgrim sitting in the straight backed pews listening to the teachings of Holy Writ. To add to the atmosphere, as one sits in the pews and gazes about, strains of "Bells of St. Mary" come softly from an organ. The time spent in the chapel prepares one for the many unique things that he will encounter in the tour.

Directly across from the chapel is the Scotch Settlement school where the children of the village attend school. This school was erected in 1861 and was the first school attended by the donor. Nearby stands a group of three buildings known as the McGuffey group. The central unit is the original birthplace of Wm. H. McGuffey, author of the McGuffey school books

which were used back in our grandfathers' time. He was born in this log cabin in Washington County, Pa., in 1800. The larger structure of the group will be used for the lower grades in the village schools. The smaller unit was the old smoke house of the McGuffey homestead.

To the left of the chapel you will glimpse through the willows a stern paddle Mississippi River boat such as was used during the civil war days for passengers and packet on the inland waters, especially the navigable rivers. The Suwanee was secured in the South where it plied on Florida rivers and was frequently used by Thomas Edison. Hard by the chapel stands an old stone mill patterned after similar structures of seventy-five or more years ago. The basement houses the heating plant of the church.

Much sentiment and historical significance is contained in the Lincoln courthouse. This two story frame structure of black walnut was brought from Logan County, Ill., where it was erected in 1840 and for eight years thereafter Abe Lincoln practiced law in it. Among the furniture is a cupboard made by Abe and his father, the chair in which he was sitting when assassinated and the judge's bench. On Oct. 21, 1929, ex-President Hoover lighted a fire in the fireplace and it has burned continuously since and will do so as long as the building remains intact.

The Menlo Park group was transported from Menlo Park, N. J., and the buildings are arranged as they were when Mr. Edison used them in the early days of his experiments. The little glass house is where the first successful lamp bulb was blown. The attic has been restored to appear as when the glass blower lived there. Among other things it contains his zither. The office and library, the laboratory, carpenter shed and pattern shop and the carbon shed are interesting. In the carbon shed a battery of smoking kerosene lamps were kept burning to secure soot to be used in the carbon telephone and in lamp experiments. The machine shop, historically, is the first central station for incandescent lighting in the world. Nearby is Mrs. Jordan's boarding house. Here, several men boarded who worked for Mr. Edison. This is the first house ever lighted by incandescent lights. In this group is included Edison's Fort Meyers laboratory. This was secured at Fort Meyers, Fla., and was used by the great inventor during his Southern visits and it was in this building that he perfected the wax phonograph record. The Edison homestead stands near the Menlo Park group. This house was built by Edison's great grandfather in Vienna, Ontario, Canada, about 1827. It was in this homestead that Edison's father grew to manhood. Much of the surrounding shrubbery is from the original homestead.

Adjacent to the Menlo Park group is the Steinmetz cottage in which the noted electrical engineer found seclusion and quiet on the Mohawk River near Schenectady. Luther Burbank's office stands nearby and was brought from the Burbank experimental farm near Santa Rosa, Calif. It is planned to

have a small garden in conjunction with this building which will include representative plants and flowers developed by Mr. Burbank.

In the next issue we will include many more of the interesting things to be found in the village. One might write with exceptional intelligence yet leave untold the real historical significance of this high collection gathered together for the education of the present and future generations. Never in history has one man attempted a task of such magnitude and it is needless to state that could one go back through the register of the Inn in a few years, he would find the names of the great, near great and the middle class all over the world.

"Sir," said the maid, quite haughtily, "either take your arm from around my waist or keep it still. I am no ukulele."

We understand the Ghysels Manor is a house divided unto itself. The reason for the assertion is that Charlie was heard rooting for South High last Saturday, while his daughters were rooting for Ottawa.

Frank Holman will be assisted by two men from his company the next two weeks in a special drive for new customers in the Southern part of the state. The general line of the Atlantic Sales Corporation will be given attention in this drive and the boys expect to turn in a goodly volume of business through their efforts.

As one approached the vicinity of vicinity of the newly-opened Bridge street last week he immediately thought of the Midway at the Chicago Fair. All the contrivances imaginable were in evidence and the crowd was huge and enthusiastic. The merchants all co-operated in making this celebration a success. Among the many nicely decorated stores was the Rademacher Market at 336 Bridge. A special sale was promoted and it went over big. With the opening of the newly paved street, the merchants should do a good business after being on a closed highway for several months.

Wm. G. Bancroft, former member of the Executive Committee, has located on Washburn street in Detroit. He has rented his home here and expects to remain in Detroit indefinitely.

Word has been received that Alva Cruzen has changed his address in California. He now resides at 225 North Sunnyside, Sierra Madre. Alva left for California several years ago, due to ill health.

Counselor H. M. Cameron, of 221 Fulton street, Grand Haven, met with painful injuries in an automobile accident on Oct. 20. He received several cuts and bruises which will keep him inactive for some time.

Counselor M. J. Gearing of 2110 South College avenue, representative for the W. K. Kellogg Co., has been confined to St. Mary's hospital for some time with a ruptured appendix. He has been removed to his home, where he is rapidly improving. Counselor Gearing is a member of Lima Council, Lima, Ohio.

Father: Son, who is this wild young lady I hear you are running around with?

Son: Aw, Dad, she ain't wild. Anybody can pet her.

Notgniklip.

Twenty-five Towns in the Thumb Country

Harbor Beach merchants report a decided improvement in trade. Beside the good crops being harvested, the Huron Milling Co. is working full time with some 400 on the pay roll. This company was established here many years ago and has gradually expanded its list of products. It manufactures several brands of breakfast foods, gluten flour, starch and dry sizing for textile manufacturers and wallpaper hangers. Much of these products are shipped to foreign countries. Local fisheries give employment to a considerable number of people. Some years ago a large wooden freighter was driven on shore near here by a severe storm. The vessel was abandoned by the underwriters and owners, so the fishermen here, with the help of their tug boats brought the damaged ship into the harbor to salvage. During the past week the local high school and 4-H clubs sponsored an agricultural exhibit in the fine community building here. It was a great display for quality and size and gives one an idea of the bumper crops grown this year. There are few stores in this part of the state equal to those found here. This is one reason outside chains have not found it so easy picking. Among these progressive merchants are John A. Feick, John Etzel, Theo. L. Engel, Wesley Smith, all of whom carry large well assorted stocks of foods. Mihlethaler Co., Ltd., have a large department store, equal to any found in the large cities. The J. Reuter Est. conducts a first-class bakery and grocery and all report business much ahead of last year. Local trade would be still better were it not for the outside chain stores. This little city of 2000 population has a most valuable asset in the community spirit shown by its citizens.

Were it not for this spirit the city would not own the splendid community building it has erected. What is needed here is a further development of this community spirit and loyalty to home institutions. The profit on trade is what built this city, also its community building. The greedy chain store corporations do not come to help in such good work, but they come to harvest what others have planted. They have no interest here but to exploit the community by removing from it the profit on trade. The profit on trade is what supports the schools, churches and various civic societies. To do this local business should receive the trade that centers here. When the people understand they are harming their own community by buying from those who have no interest in it except the profit they can get, they will drive the chains out by refusing to patronize them. This should be the next step toward community betterment.

Minden City is a good country town in the Northern part of Sanilac county, having a population of 400. Like many other communities, it had several lean years. This year the good Lord has

blessed them with one of the largest crops known. Oats yielded seventy bushel per acre and averaged over fifty bushel. Silo corn grew to a height of fourteen feet. Potatoes went 300 bushel and more per acre. Wheat was a good crop and there is plenty of hay, but none for sale. The farmers here have received Scriptural measure pressed down and running over. Potato prices are low, but prices on other crops make the average good. Among the leading merchants here is E. J. Wahla Co., who have a large general stock and buy cream on the side. Food merchants in this part of the state are trying to build up the dairy prices by refusing to sell oleo. In towns where there are chain stores, little co-operation is given by them, as they depend on cheap oleo for trade bait.

Deckerville is another good farming town of Sanilac county. It is the center of a large farming section which comes here to market. Among the leading merchants are M. M. Forrester and Normal Bryce, both having large stock of general merchandise. Trade is gradually improving as farm marketing begins.

Carsonville is noted for its community spirit. Once each month the farmers and town folks get together, hold a potluck dinner and listen to a musical and speaking program prepared by the committee. This has proved highly satisfactory, for it lays a solid foundation for community development. When you look into it there is no difference between the best interests of town and country folks. Anything which harms the interests of the farmers hits the interests of the town, and it works the same the other way around. One of the leading merchants here is Willard Kinde, who carries a large stock of general merchandise. Both he and his wife are active in community affairs and have done much to assist in the splendid co-operation that is found here.

Port Sanilac is a picturesque village on the shore of Lake Huron. It is on M 25, which follows the shore line, also on M 46, running West. Among the leading merchants are Burgess & Burgess, who have a large stock of general merchandise. A. K. Foley deals in groceries and meats and both firms report trade rising. Five miles North is the village of Forester on M 25. Here is located R. E. Matt, who carries a good stock of food products and reports business better. Those who have never traveled M 25 will find it most attractive with a view of Lake Huron and its many freighters passing into view.

Sandusky is a live country town of 1400 population and is the county seat of Sanilac county. A large condensory of the Borden Milk co. is located here. The McDonald Hotel here is one of the best in this part of the state. Several chain stores are here and getting a large percentage of the trade of the town. Among the leading merchants are McKenzie's department store, which has a large stock of high grade general merchandise. John P. Mettler, dealer in clothing and men's furnishings, also has a merchant tailoring de-

partment. Orval C. Finkbeiner, manager of the Community Market, which has a high class food store and does a large business. Mr. Finkbeiner was several years with a National chain store and is a student of merchandising, in which he is making a marked success. Merchants here report trade improving and with the good crops this year, general business will be better than for several years.

Snover is a good trading point on M 46. Among the leading merchants here is D. A. Preston & Co., who has been here in trade many years. As the senior member has reached that age where he desires less responsibility, his nephew has come in and is learning merchandising. He will use the Tradesman as a guide and advisor.

Decker is another good trading town on M 46. It is the center of a rich farming community. One of the leading stores here is that of Merle L. Waun, who uses the Red and White sales plan. His store is arranged most attractively and he carries only well-known brands of standard foods. Hereafter he will make use of the broad and comprehensive service on markets and price changes published each week by the Tradesman.

Cass City is an excellent farming town on M 81 in the NE part of Tuscola county. It has a wide paved main street and substantial business blocks. Its high school building would be a credit to any city, which with its fine churches and residences, all indicate a high type of citizenship. Like other good town, it has been invaded by the greedy chain store corporations, which seem to be welcomed here by the farmers and many citizens, judging by the support given them. This makes it hard for the home merchant to live and help pay for school and church support, also welfare help. When this town was being built up there were no chain stores. All the business coming here went to the home merchants and times were prosperous. Every dollar of the profits on trade remained here and this made it possible to erect fine buildings and to help in local enterprises. Chain store corporations strangle the life of towns and cities. They do not stop there, but they drive down the market for farm products and labor. They are not city and town builders and in taking away the profits on trade, they shorten the supply of money in circulation, and this depresses the value of all prosperity. What Cass City needs is a campaign for home loyalty.

Every citizen should be proud of his home community and be willing to fight for its best interests. Its civic leaders, its pulpits and its press should join in this campaign of enlightenment of those, who, through their patronage of chain stores, undermine the foundation of their community. Among the leading merchants here is G. & C. Folbert, Harry Young, M. D. Hartt, Alex. Henry and A. A. Ricker, all of whom report trade some better as a result of larger farm crops.

Gagetown is the center of a great farming section in the North part of Tuscola county. It is an incorporated village, having a good market for farm products. Here is located a large church and church school, which is a credit to the community. Among the leading merchants is John F. Fournier, who carries a good stock of groceries and meats, and reports trade improved.

Caro is a progressive little city of 2750 population, located on M 81. The big sugar mill here is operating to capacity, day and night, on the bumper crop of beets in this section. The crop is being moved to the mill, principally by trucks, which reach out thirty to forty miles. One would judge by the appearance of the fine business dis-

(Continued on page 7)



Vote NOVEMBER 6 TO RETAIN HIS SERVICES IN WASHINGTON

Michigan's SENATOR ARTHUR H. Vandenberg

REPEATED 432

Ray Baughman Made the Savings of America Safe

The greatest contribution to the return to a safe, sane security came from the pen of Senator Vandenberg when he wrote the section of the law which guaranteed bank deposits and which now protects forty million depositors. Because of Vandenberg we now can place our funds in banks with full security.

He Is Fighting the Profits from War

Senator Vandenberg is co-author of the greatest and most practical peace movement in history through the resolution which resulted in the present senate inquiry into the profits from war. He is endorsed by Veterans' Organizations throughout the nation in this effort to show that wholesale war-time death pays a tremendous profit which should be eliminated from our civilization.

Rights Wrong to Michigan

For 20 years Michigan had been denied its proper representation in Congress. But almost as soon

What Senator Borah Thinks of Arthur Vandenberg

"His great ability, linked with his tireless industry and, above all, his broad humanitarian grasp of public questions, makes him a senator worthy of Michigan. I feel it is in the public interest that he be returned." — Borah.

as Senator Vandenberg took office, he took up the battle for re-apportionment. Michigan gained four additional Congressmen due to the energy and the outraged indignation of one man, a new senator — Vandenberg of Michigan.

His Leadership Unquestioned

Senator Vandenberg in 1933 was the unanimous choice of every Republican United States Senator for the post of President (pro-tempore) of the Senate. It is a remarkable tribute to the senator as this vote was one of the two, during recent years, on which Republican senators have been unanimous. It is the more remarkable as a tribute to his energy and his ability as a statesman when we realize that Senator Vandenberg was serving his first term.

VOTE REPUBLICAN

• **REPUBLICAN STATE
CENTRAL COMMITTEE**

MOVEMENTS OF MERCHANTS.

Saginaw—Golf & Recreation, Inc., has decreased its capital stock from \$75,000 to \$7,500.

Six Lakes—L. R. Ralston, general dealer, has changed his grocery stock to Red and White.

Owosso—The Robbins Furniture Co. has decreased its capital stock from \$158,000 to \$148,500.

Detroit—The Thrifty Cut Rate Drug Stores, Inc., 2288 Nat'l. Bank Bldg., is capitalized at \$1,000, all paid in.

Detroit—A germicidal floor wax, called "Hy-Gee," is being placed on the market, here, by E. S. Evans & Sons.

Rogers City—The Presque Isle County Savings Bank has increased its capital stock from \$70,000 to \$120,000.

Casnovia—H. R. Collins has sold his general stock to R. H. Morton and has engaged in the grocery business at Kent City.

Detroit—Feigenson Brothers Co., 3402 Beaubien street, bottler, has decreased its capital stock from \$75,000 to \$25,000.

Detroit—Movieland Fur Coats, Inc., 2715 West Grand Blvd., has been incorporated and capitalized at \$1,000, all paid in.

Albion—Mrs. Roger Davis has engaged in business at 113 South Superior street under the style of the Estelle Dress Shop.

Mesick—Mr. Graham, of Boon, has purchased the Toman building here and is remodeling it preparatory to opening a feed store.

Kalamazoo—William Slavin has engaged in the fuel business at 426 East Michigan avenue under the style of the Economy Fuel Co.

Detroit—The Great Lakes Redemption & Liquidating Corporation, 932 Lafayette Bldg., has increased its capital stock from \$50,000 to \$75,000.

Detroit—The Palmer Coal Co., 1460 East McNichols Road, dealer in all kinds of fuel, has been incorporated with a capital stock of \$30,300, all paid in.

Holland—Martin Bontekoe, 68, who for the past 30 years conducted a grocery store on West Fifteenth street, died at his home following a brief illness.

Flint—The Shirley Ann Dress Shop, Inc., 211 East Second street, dealer in apparel for women, has been incorporated with a capital stock of \$2,500, all paid in.

Kalamazoo—John H. Weirather, Jr., has engaged in the shoe repair and shoe building business at 440 West North street under the style of the Ideal Shoe Shop.

Hillsdale—The Hillsdale Machine & Tool Co., Inc., 50 Short street, has removed its plant to Tecumseh and changed its name to the Tecumseh Products Co.

Lansing—Kline's, dealer in ready-to-wear apparel for women, 214 South Washington avenue, has opened a fur department on the second floor of its store building.

Pentwater—Cashier C. K. Oldt told stockholders at a recent reorganization meeting, that the Pentwater State bank will reopen for unrestricted business about December 1.

Kalamazoo—The Be-Mo Co. is making extensive alterations and additions to its plant here, including the erection of a storage room, and a garage to house its delivery trucks.

Michigamme—R. M. "Ted" Laval, proprietor of the Michigamme Motor Co., has sold the stock, fixtures and garage equipment to Ernest Lacasse, who has taken possession.

Detroit—Investors Warehouse Receipts, Inc., 1227 Detroit Savings Bank Bldg., has been organized to trade in warehouse receipts, and is capitalized at \$10,000, \$1,000 being paid in.

Negaunee—The grocery stock and store fixtures of the late George J. Haupt, Brown avenue, has been sold to Leonard R. Bietila, recently of Ishpeming, who has taken possession.

Detroit—The Kelch Ventilating Heater Co., 116 Francis Palm Bldg., has changed its name to the Kelch Heater Co. and its capitalization from \$10,000 to 9,000 shares no par value.

Detroit—The Book Furniture Co., 237 Michigan ave., dealer in furniture, floor coverings and musical instruments, has been incorporated with a capital stock of \$2,000, all paid in.

Bay City—Edwin C. Bostock has been made president of the Michigan Sugar Co., Saginaw, and Geoffrey S. Childs has been made vice-president and secretary of the same company.

Detroit—George F. Dietz, Inc., 3225 Calvert avenue, dealer in lumber and lumber products, has been incorporated with a capital stock of 12 shares at \$100 a share, \$1,200 being paid in.

Battle Creek—W. R. Vester, who has conducted a grocery store at Level Park for the past 31 years, has sold his stock and rented his store building to S. M. Roach, who has taken possession.

Detroit—Monger-Paul, Inc., Medical Arts Bldg., 5800 West Fort street, dealer in surgical instruments and appliances, has been incorporated with a capital stock of \$10,000, \$5,200 being paid in.

Ferndale—Irving Zeff, dealer in hardware at 214 West Nine Mile Road, has merged the business into a stock company under the style of the Zeff Hardware, Inc., capitalized at \$3,000, all paid in.

Lansing—The White Electric Manufacturing Co., having outgrown its quarters on River street, has purchased a building and additional land at 623 Clifford street which it will improve and occupy.

Lansing—Max Clark, proprietor of Clark's Pastry Shop, 2014 East Michigan avenue, has opened a delicatessen and bakery at 203 East Grand River avenue, East Lansing in addition to his other business.

Onkama—George E. Upton, 77, local pioneer business man and senior partner in the George E. Upton & Son men's furnishings goods, clothing and shoe store, died suddenly Oct. 27, following a heart attack.

Kalamazoo—The Vermeulen Furniture Co., announces another expansion in its business. The fourth floor of its building, until recently a storage space, has been finished as a bedroom furniture and furnishings department.

Detroit—The Economy Paper Co., 11639 Linwood avenue, dealer in paper, notions, etc., has merged the business into a stock company under the same style with a capital stock of \$15,000, of which \$7,900 has been paid in in cash.

Petoskey—The I. M. Reinhardt Shops, three in number, dealer in ready-to-wear apparel for women, shoes, clothing and furnishings for men, is conducting a closing out sale preparatory to retiring from business.

Muskegon Heights—The Norge Corporation is erecting an addition of about 17,000 feet of floor space to its steel plant. The Norge Corporation also has leased the former Bennett Pumps Corporation plant, Lethan street, with an option to purchase it.

Portland—The store building owned by the local Odd Fellow lodge, is being remodeled, a modern front of aluminum and plate glass installed and when the work is completed it will be occupied by Newton Hartwig with a complete stock of groceries and meats.

Detroit—The Stott Four Mills, Inc., have concluded installation of an automatic packing system which weighs and seals its product before it leaves the machine. The plant is said to be the first one in the country to adopt such a system.

Kalamazoo—Charles E. Kearns, for the past 23 years traveling representative of the Chicago Cycle Supply Co., died at his home, 1005 South Westnedge avenue, following a brief illness. Mr. Kearns had represented sporting goods firms for 45 years.

Harbor Springs—Leo Cassidy has leased the Lyric theatre building, remodeled and modernized it and occupies it with a complete stock of clothing for men, furnishings, shoes, hats, etc. The business will be conducted under the style of Leo Cassidy's Haberdashery.

Benton Harbor—Woodward's hotel, for more than 30 years one of the largest resort hotels at Paw Paw lake, 12 miles from this city, burned to the ground with and estimated loss of \$25,000, with \$6,000 insurance. Joseph Velek, owner and manager, has not decided whether or not the property will be rebuilt.

Flint—Douglas F. Stewart, 3rd and Harrison streets, dealer in athletic equipment and apparel and manufacturer of emblems, banners and pennants, has merged the business into a stock company under the style of the D. F. Stewart Co., Inc., with a capital stock of \$25,000, \$1,500 being subscribed and \$1,000 paid in.

Detroit—The Cannon Shoe Co. has opened a new store on the West side of the city at 7757 West Vernor Highway, carrying a general line of men's, women's, and children's shoes. John Federlein, who has been with the Cannon Co. for four years, has been appointed store manager. M. Ratner, of Shamokin, Pa., is reported owner of the company.

Detroit—Abraham Metzger and Morton Dermer have formed the Mary Jane Shoe Shops, Inc., opening a store on the East side of the city at 7750 Harper avenue. Dermer was formerly in business with a modern store on

West Grand River avenue. He is a brother of Henry Dermer, of the Bartlett Co., downtown department store. Metzger is a newcomer in the shoe field. The new store is ultra modern in fixtures. A general line of shoes is carried.

Detroit—Funeral services for William E. Sexton were held to-day at his home at 847 Beaconsfield Ave., Grosse Pointe Park. Burial will be in Elmwood Cemetery. Mr. Sexton, who was 58 years old, died Sunday after an extended illness. He was a life long resident of Detroit and had been engaged in the wholesale dry goods business. He leaves besides his widow, Margaret, two daughters, Betty Sexton, and Mrs. Bernice Penz; and a son, William I. He also is survived by a sister, Mrs. George Atherton.

Detroit—The fifteenth Sanders store in Detroit will be opened Thursday on McNichols road at Pennington drive, according to an announcement Tuesday by Fred Sanders, grandson of the founder of the Sanders organization, which makes and sells confectionery and bakery goods. Speaking of the opening, Mr. Sanders said: "We believe that our faith in the future growth and prosperity of the city is indicative of the attitude of a majority of the conservative, pioneer business institutions of Detroit. Those of us who have been privileged to have had a part in the city's 'growing up' can foresee an even greater era of development ahead."

Manufacturing Matters

Detroit—Hodde Brothers, Inc., 689 West Grand Boulevard, to manufacture soft drinks.

Detroit—The Rythometer Company, Inc., 2994 East Jefferson avenue, manufacturer and dealer in electrical products, has a capital stock of \$50,000, \$1,000 being paid in.

Detroit—Berry Brothers, 211 Leib street, manufacturer of varnishes, lacquers, etc., has increased its capital stock from 20,000 shares to 20,750 shares at \$65 each.

Jackson—The Genuine Mineral Crystals Corporation, 412 Rogers Bldg., has been organized to manufacture and sell mineral crystals with a capital stock of \$50,000, \$1,000 being paid in.

Detroit—The Lau Tool & Gauge Co., 1207 Wayburn avenue, manufacturer and dealer in tools, gauges and dies, has been incorporated with a capital stock of \$25,000, \$2,500 being paid in.

Detroit—Ryniewicz Brothers & Co., 2648 Botsford street, manufacturer and dealer in electrical products, also wood and metal products, has merged the business into a stock company under the same style with a capital stock of \$50,000, \$19,300 being paid in.

The bread of bitterness is the food on which men grow to their fullest stature; the waters of bitterness are the debatable ford through which they reach the shores of wisdom; the ashes boldly grasped and eaten without faltering are the price that must be paid for the golden fruit of knowledge.

It is better to know less than to know so much that ain't so.

Essential Features of the Grocery Staples

Sugar—Jobbers now hold cane granulated at 5.20 and beet sugar at 4.95.

Canned Fruits—Canned fruits show little change. Fancy Florida grapefruit is being quoted at 95c, Tampa, up to \$1.05, by the well established companies. Reports on business done are mixed. Some report good bookings; others have found distributors content to wait crop developments. Other fruits are not doing much in first hands, but are fairly active on resales. Pie grades have been scarce in California and spot goods have been somewhat more active in domestic markets. The red sour cherry packers have agreed on a marketing pact, it was reported, following a meeting in Chicago. This agreement seeks to end the various evils which have crept in and to bring more harmony between Eastern and Middle Western packers.

Canned Vegetables—Canned vegetables continue unchanged, except for a slight decline in Southern tomatoes, brought on, it is said, by a desire among some packers to let small lots go at a lower price than carry them over into the new year. Aside from this there has been little else developing. The major vegetables as a whole are quiet and will probably remain so for the remainder of the present year. However, packers feel that there will be considerable enquiry for goods for delivery in the new year. The feeling prevails that by the time inventory season passes large distributors will be in need of many items, and that the remainder of the present packs can be profitably held until this need arises.

Dried Fruits—The dried fruit market shows little change as the week opens. Prices on the major items here are virtually the same as last week's. In the latest price list to reach the trade a few minor changes are made, but they are narrow and limited to only a few items. The better grades of Blenheim are a little stronger here, but Santa Clara prunes, raisins and peaches are generally unchanged. Imported figs have moved in very good volume this season and some shortages are indicated. New crop dates are being rushed to the trade and there is a better chance now of establishing firm prices, according to some in the trade. The Coast market continues firm, but there is not much business being done for shipment at the present time. Packers are content to hold their remaining stocks until secondary markets have had a chance to work off their spot holdings.

Nuts—The nut market is generally active, but walnuts seem to have done better this year than some of the other varieties. California almonds also have been active because of the short crop and the small supply of some grades. There have been some withdrawals in both walnuts and almonds. While there has been some resistance to prices on pecans, the movement is understood to have improved on prospects of the marketing agreement being signed soon. Already the shelled pecan marketing agreement has been approved and this is thought to insure favorable action on the other. Prices are definitely

fixed under it. The shelled nut market has not shown much change. Prices abroad continue steady and there is a gradual lessening of Spanish almonds on spot because of the labor troubles abroad. Prices here tend higher because of that.

Olive Oil—The olive oil market shows little change abroad. Prices are being well maintained in both Italy and Spain. Buying for shipment continues on a replacement basis, although there is somewhat more confidence in the steadiness of the dollar. Stocks on the spot are light and oil under the better known labels is moving out well.

Rice—The rice market continues steady in a routine way. Distribution is running well ahead of last year, but there is little forward buying and results have not been as satisfactory as was hoped for earlier. With the carry-over cleared by Government relief purchases and a firm basis for rough rice, it was generally expected that the low price on clean rice would be instrumental in moving into consumption at a great rate. This, however, has not as yet been realized, although rice is still one of the cheapest and most economical of foods. As soon as the general public realizes this, the market will do better.

Review of the Produce Market

Apples—Shiawasse, 90c; Greenings, 85c; No. 1 McIntosh, \$1.50; 20 oz. Pippin, \$1; Snow, \$1.15; Northern Spys, \$1.25.

Artichokes—\$1 per doz.

Avocados—\$2.50 per case from Florida.

Bananas—6c per lb.

Brussels' Sprouts—20c per qt.

Butter—Creamery, 29½c for cartons, and 29c for tubs.

Cabbage—25c per bu. for white, 40c for red.

Carrots—20c per doz. bunches or 50 cents per bu.

Cauliflower—60c per flat for home grown.

Celery—20 @ 30c per dozen bunches.

Celery Cabbage—35c per doz.

Cranberries—\$2.75 per box of 25 lbs.

Garlic—15c per lb.

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

C. H. P. from farmer.....\$2.80

Light Red Kidney from farmer.. 4.40

Dark Red Kidney from farmer.. 6.00

Light Cranberry..... 4.75

Dark Cranberry..... 3.75

Eggs—Jobbers pay 17c per lb. for all clean receipts. They sell as follows:

Large white, extra fancy.....34c

Standard fancy select, cartons.....30c

Standard fancy select..... 29c

Candied, large pullets.....25c

Checks.....22c

Storage eggs are being offered as follows:

XX April.....25c

X April.....23c

Checks.....21c

Grape Fruit—Florida, \$3 for all sizes.

Grapes—Tokays, \$1.85 per box.

Green Beans—Louisiana, \$2.25 per hamper.

Green Onions—10c per dozen.

Green Peas—\$4.25 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.....\$7.50

300 Sunkist..... 8.00

360 Red Ball..... 5.00

300 Red Ball..... 5.00

Lettuce—In good demand on the following basis:

California, 4s and 5s, crate.....\$3.00

Leaf, out-door..... .04

Lima Beans—30c per quart.

Limes—25c per dozen.

Onions—Home grown, 80c for yellow and \$1 for white.

Oranges—Fancy Sunkist California

Navels are now sold as follows:

126.....\$6.75

176..... 6.75

200..... 6.75

216..... 6.75

252..... 6.75

288..... 6.75

324..... 6.75

Red Ball, 50c per box less.

Florida oranges are now in market in half box sacks, which are sold as follows:

200.....\$2.25

216..... 2.25

250..... 2.25

288..... 2.25

Parsley—25c per dozen.

Pears—Kiefers, 50c@75c.

Potatoes—Home grown, 30c per bu.; Idaho, \$2.50 per 100 lb. sack.

Poultry—Wilson & Company pay as follows:

Heavy Fowls..... 13c

Light Fowls..... 9c

Ducks..... 10c

Turkeys..... 18c

Geese..... 8c

Radishes—8c per dozen bunches for home grown.

Spinach—50c per bushel for home grown.

Squash—50c per bu. for Red or Green Hubbard.

Sweet Potatoes—Virginias, \$2.75 per bbl.

Tomatoes—Hot house, \$1 for 7 lb. basket.

Turnips—20c per dozen.

Veal Calves—Wilson & Company

pay as follows:

Fancy..... 9c

Good..... 8c

Wax Beans—\$2.50 per hamper for Louisiana.

SOME TRENDS IN TRADE

(Continued from page 1)

sell at a uniform price from one end of the United Kingdom to the other. If a distributor cuts prices he finds that his source of supply is cut off automatically.

AAA methods, without AAA furor, have placed the British farmer in a happier position than he has occupied in years. Overloading of trucks is punished severely. Truck lines are not allowed to increase their carrying capacity unless they can produce contracts to prove that they have enough business lined up to operate at a profit. There seems to be more regimentation over there than here, but with such a minimum of fuss or feathers that no one things very much about it.

Those who watch the clock at 20 are watchmen at 60.

Twenty-six New Readers of the Tradesman

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

Red Wing Shoe Co., Red Wing, Minn.

Orval C. Finkbeiner, Sandusky

John P. Metler, Sandusky

D. A. Preston & Co., Snover

Merle L. Waun, Decker

A. A. Ricker, Cass City

A. C. Metcalf, Caro

J. L. Colliton, Reese

A. B. Kunz, Reese

Geo. Gerzog, Reese

Ernest Haas, Mayville

Mayville Merc. Co., Mayville

Fred L. Woodin, Silverwood

L. Everly, Silverwood

H. O. Horning, Clifford

Austin E. Berry, Cadillac

Schoenhals Bros., Brown City

Moses Dark, Grand Rapids

Floyd Burch, Dearborn

Stanley F. Ecclestone, Detroit

Donald T. Minnie, Yale

Robert H. Bishop, Yale

H. A. Williams, Yale

E. Brogan, Emmett.

E. & M. Market, Port Huron

Chas. G. Colclough, Port Huron

May Influence Recovery Program

Many phases of the anticipated elaboration of the Roosevelt recovery program are bound to depend upon the result of the Congressional election.

Inquiries are constantly coming to Washington as to what might be expected to be recommended by the Administration in respect of the various matters that currently are talked about.

This is particularly true of the tax question, whether it is necessary and desirable to press for heavier burdens upon income, and whether, to combat bootlegging, it will be possible to reduce the present levy on alcoholic products.

The Administration, it is figured, will be guided by the Congressional returns and will be more or less conservative, depending upon the complexion of the next House.

Price Declines Effected

Corrective declines in farm product prices are likely to be the feature in commodity markets in the near future.

Feedstuffs are likely to lead the movement, under pressure from imports, which, in some lines, are beginning to assume sizable proportions. Some food prices also are expected to develop a declining trend.

Except for these price recessions, which are chiefly the result of the overextended price increases in the recent past, prices are expected to hold relatively steady. Although demand continues restricted for many manufactured products, wage and price control provisions in the codes are likely to defer any general down swing of prices for the immediate future.

A pessimist is a former optimist who lost his money backing his optimism.

MUTUAL INSURANCE (Fire and Life)

Fire Insurance Questions Asked by Pennsylvania Insurance Dep't

1. What property is excluded from the coverage of a fire insurance policy unless specially mentioned? Answer: Bullion, manuscripts, mechanical drawings, dies or patterns.

2. What effect has a mortgage clause on fire coverage (1) in the event of loss? (2) if the company cancels the policy? Answer: (1) The loss is payable to the mortgagee regardless of any act or neglect of the owner or regardless of any foreclosure or any other change in title or increase of hazard of which the mortgagee has no knowledge. In such cases the company shall become legally subrogated to the rights of the mortgagee to the extent of such payment only. (2) The mortgagee is entitled to a ten-day notice of cancellation.

3. What requirements are made of the assured in the event of a loss? Answer: Notify the company immediately in writing. Protect the property from further damage. Separate the damaged and undamaged property. Make a complete inventory of the destroyed, damaged, and undamaged property, stating quantity and cost of each article and the amount claimed thereon. File proof of loss within sixty days.

4. What is a "nightwork-overtime permit?" When must it be used? Answer: Unless permission in writing (Night work-overtime permit) is added to the policy the company shall not be liable for loss occurring if the subject of insurance be a manufacturing establishment operating between the hours of 10 p.m. and 5 a.m.

5. Should the company be notified if a property is sold? Why? Answer: Yes, for unless permission in writing is granted by the company the policy is void if any other change than death of the insured takes place in the title or possession of the property insured or if the assured's interest be other than unconditional and sole ownership.

6. A \$30,000 property is insured for \$20,000 with the 80 per cent co-insurance clause. What is the company's liability if a \$12,000 loss occurs? Answer: 12,000 — 20,000 of \$12,000 or \$10,000.

7. What is an endorsement? How is it made effective? Answer: An agreement in writing attached to the policy changing the condition which is permissible under the standard policy condition. It is effected by a rider or form properly signed by an agent.

8. What is the difference, if any, in the authority given by an agent's license and a broker's license? Answer: An agent's license limits the agent's activity to the company appointing him, the company's certificate indicating the scope of his authority and the limitations thereof. A broker's license grants authority to negotiate contracts of insurance with any licensed company.

9. Who makes the rates for fire insurance? What obligations does the "Stamp System" put on the agent? An-

swer: The law provides that each stock company shall either file a schedule of rates with the Insurance Commissioner or be a member of a rating bureau. All daily reports of policies issued by companies belonging to a rating bureau must be submitted for its "stamped" approval, thereby eliminating discrimination in the application of the rate schedule and of the rules applying.

10. What is meant by Term Insurance? Can Term Insurance be applied to all classes of risks? Answer: Term Insurance is written for a period of time, usually one year, three years, five years or ten years, although the method of calculating the rates may differ. Where there is no saving in premium it is not customary.

11. (1) Define. (2) Illustrate Specific Insurance. Answer: Specific insurance provides for a definite amount on each subject of insurance, such as \$10,000 on building, \$15,000 on stock, \$5,000 on machinery, \$1,000 on patterns.

12. How is the cost of coverage of property insured under a binder determined (1) if policy is issued? (2) if binder terminates without insurance of policy? Answer: (1) No charge is made for the binder, the policy being dated back to the inception date of the binder. (2) An earned premium is charged on a short rate basis of the annual rate.

13. What penalties, if any, may be imposed on by persons receiving a rebate of commissions? On one giving the rebate Answer: A fine of not exceeding \$500 or imprisonment for not more than six months or both. The one giving the rebate is subject to the same penalty and revocation of agent's license.

14. If the assured and company disagree as to the amount of a loss, what is done? Answer: Each shall, on the written demand of either, select a competent and disinterested appraiser who shall select an umpire. The appraisers shall appraise the sound value and loss or damage in accordance with policy conditions. The award in writing of any two shall determine the amount of loss or damage.

How To Please the Burglar

While everyone is on a vacation, the burglar has his busiest season. L. A. Sawyer, burglary expert of the National Bureau of Casualty and Surety Underwriters, says there are certain signs that always gladden his heart.

He likes to see an accumulation of milk bottles and newspapers at doors, and always is pleased to note that mail boxes are full to running over with letters and circulars.

He approves of windows that have shades pulled down.

He becomes more confident when he sees the garage door open, and notes that the car is gone.

The burglar, continues Mr. Sawyer, is delighted to find doors fastened with fragile locks that give way to the slightest pressure. He has praise for the householder who depends upon simple catches for windows which are accessible from the ground, the roof, fire-escape or from broad copings along which he can climb. He does not like such things as thumb screw catches

which hold the window firm; he can not get at them with a jimmy.

Inside the house the burglar likes to find that the housewife has placed all her silver in a compartment in a sideboard. He likes to find furs in a moth bag with opera cloaks and special dinner gowns.

If there is one thing that adds zest to the search of the visitor it is the practice of some housewives in hiding jewelry and money under carpets, rugs, in carelessly hung clothing, or in mattresses, pillows or the davenport. It is a game to him and he knows all the plays. It does not take long for him to win.

What the burglar does not like, Mr. Sawyer concludes, is to find strong locks on doors, special protection on

windows, extra catches on dumbwaiters, and after entering, to discover that all the movable valuables have been stored elsewhere.

Vigilance Is the Price of Safety

The annual report of the President of the National Board of Fire Underwriters comments on the gratifying decrease in fire loss that was achieved last year. Much of the drop, the report points out, was the result of the extremely low level of property value, but even when that is considered the total destroyed was well under what past experience indicated the waste would be.

Every American citizen should do his part to continue the good work that eliminates fires. No form of waste is

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YOURSELF THE BEST OF
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more absolute—none is less necessary. Each year fire destroys factories that provide jobs and taxes and purchasing power—it destroys homes and farm buildings—and worst of all, it destroys, on the average, some ten thousand lives.

With the coming of summer, certain fire hazards automatically increase. Dry grass is among the worst, and many a carelessly dropped match or cigarette has started a disastrous fire. The great Berkeley fire of a few years ago began in a small dry field. Look over your property, both house and grounds, for this and other fire hazards. And don't think one inspection will suffice for the season—constant vigilance is the price of safety when it comes to fire.

There is no room for economic waste in good times and in bad times the crime of fire becomes the greater. Fire can be licked—but every person must aid if victory is to be won.

Lower Your Fire Bill

Every fire permanently removes material wealth from the economic ledger.

The effects of fire can never be undone.

These two axioms deserve remembering. A good many people think that insurance covers the loss caused by fire. No policy can do that. Insurance simply pays for a part of the direct loss, leaving unpaid the greatest loss of all—the indirect loss.

Indirect loss can be measured in employment—men thrown out of their jobs because the factory where they worked burned. It can be measured in taxes—whenever a fire removes property from the assessment rolls, the share of the cost of government it paid must be passed on to other property. It can be measured, over a period of time, in insurance based on the past fire experience of the community. It can be measured in a town's lack of progress—cases are on record where one great fire has literally brought a community's development to an end.

Fire prevention is a civic duty—and it rests on the shoulders of every property owner to do his part to discharge. You help pay for every fire—and every fire that is prevented actually means money in your pocket. Help make your town "fire-free."

How Much Should a Grocery Clerk Sell?

All too frequently too large a part of the expense of selling is absorbed by the inefficient clerk who sets at naught the profits derived from the greater selling efficiency of the more capable men.

The sales of individual clerks should, therefore, be watched very carefully to see that each one is earning his salary.

It has been found that clerk hire absorbs on the average about 10.9 per cent. of the grocer's total expenses. In order that a clerk's wages should not exceed the average, sales per week by each clerk should be as follows:

- A \$15 clerk must sell \$143.00 worth.
- A \$17 clerk must sell \$160.00 worth.
- A \$20 clerk must sell \$178.00 worth.
- A \$25 clerk must sell \$230.00 worth.

If clerks sell less than the specified amount each week, salaries are eating up too big a part of the total expense.

Twenty-five Towns in the Thumb Country

(Continued from page 3)

trict that the people here were prosperous and happy, but upon enquiry of home merchants it was stated trade was about the same as a year ago. According to the views of the home merchants, the people in this community divide their patronage 50-50 with them and the outside chain stores. As a result the home merchants find it difficult to live, let alone making a profit. It is strange how some home merchants, not afflicted with chain store competition, have little if any sympathy for merchants who do. A lone hardware merchant here said the chains were a great drawing magnet to bring people here to trade. He told of a chain store manager who gave a local boy a job clerking when the home merchants turned him down. This merchant had given little, if any study to the effect of removing the profits on trade from the city. He did not realize the greedy monopolies have no interest here but to exploit the community. This beautiful little city was not built with chain store profits. It was built by the profits on the trade given home merchants and other home business. Chain store profits do

not build cities, but go to fill the coffers of the owners in distant financial centers. Among the leading merchants here are J. L. Kauffman, C. E. Tennant, A. R. Meredith, G. N. Van Time and C. C. Carpenter, all having excellent stocks of food products.

Reese is a good trading center on M 81 in the West part of Tuscola county. Crops are above the average here this year and later when marketing begins, money should be quite plentiful. Among the leading merchants here is J. L. Colliton, who has a fine stock of groceries and cured meats. George Ferzog has a large general store and reports trade better. A. B. Kunz, a few miles out on RFD, has a neat store well stocked with selected foods.

Vassar is a picturesque little city on M 81, on the banks of Cass river. Here is located a large foundry and machine shop, making auto parts, when busy it gives employment to many men. The Detroit Creamery Co. also has a large plant here. Home merchants complain of slow trade since the first half of the year, when there was quite a pickup. Merchants here, as in many other towns, are trying to live on half or less of the trade that comes here. The chain corporations get the remainder

of it. I was told there was no local organization here of the home business men and women. There was never a time in the history of this city when such an organization is needed as now.

Mayville is a prosperous country village on M 24-38, in Tuscola county. It is the trading center of a prosperous farming section and crops are above the average here this year. Merchants here report trade better than last year, and when marketing sets in there should be considerable money in circulation. Thus far the greedy chain stores have kept away. This is fortunate for the home merchants. Few towns have as good stores as you will find here. Among them is Kenneth T. Andrierson, who has a neat store and his stock of choice foods is well arranged. Ernest Haas carries a large general stock of merchandise and has been serving this community many years. The Mayville Mercantile Co. has a large department store, using cash carriers. They have a big stock of as high grade goods as you can find in any city store. There is no excuse for anyone in this community going away from home to trade, and every merchant here is deserving of their patronage.

(Continued on page 22)



Fitzgerald

REPUBLICAN CANDIDATE FOR GOVERNOR

*First in
the hearts
of his
friends*

FRANK FITZGERALD is a candidate for governor because 430,000 citizens regarded him not only as an honest, able, efficient public servant . . . but because he is **"FIRST IN THE HEARTS OF HIS FRIENDS"** that he received the amazing vote of confidence last September.

These friends insure his election. But Frank Fitzgerald is not basing his candidacy upon friendship. It is based upon experience, ability and a desire to aid in solving Michigan's problems. He urges **AND WILL WORK FOR:**

- Elimination of the state property tax.
- Adequate aid for the public school system.
- Protection of Michigan's boys and girls by preventing the sale of intoxicating liquor to minors.
- Removal of prison-made goods from competition with the products of free labor.
- A non-partisan board of pardons and paroles.
- Unemployment insurance.
- Ninety-day maximum for legislative sessions.
- An adequate old-age pension system without the head tax.
- Repeal of the sales tax on food.

**VOTE
REPUBLICAN
NOVEMBER . . . 6**

REPUBLICAN STATE CENTRAL COMMITTEE

RETAILERS DIVIDED ON CODE

With employment and payroll gains as its chief fruits, the master retail code reached its first anniversary yesterday. Opinions on its operations are divided. The code has been neither a dismal failure nor a brilliant success in achieving the results expected of it. Many merchants wish to see it continued. Others are willing for it to die. Still others foresee the major features continued as a set of permanent regulations after the expiration of the NIRA in June, 1935.

Intimations from some quarters in Washington are that the code will come up for review. A committee of the National Retail Dry Goods Association has been appointed to consider and draft possible recommendations for changes, and questionnaires are being returned by member stores in a survey of their views. In one quarter in Washington, it was learned on good authority, the question has been raised as to whether a code for retailing is needed or desirable.

Irrespective of the divided views on the code itself, there exists no question but that the NRA has aided retail trade volume. For the nine months ended September the Federal Reserve report shows a gain in department store trade alone of 13 per cent. Other distributors, notably the chains, have had even larger gains. Indications are that costs of NRA operation are being absorbed and that many more retail firms will be in the black this year.

Paul H. Nystrom, vice chairman of the National Retail Code Authority and president of the National Limited Price Variety Stores Association, discussing the code outlook, said:

"Members of the retail trade may not agree that the retail code signed by the President a year ago, has brought many positive advantages, but it certainly cannot be maintained that it has had harmful or disturbing effects, either to the retail trade itself, to other industries, or to the public.

"Great numbers of retail employees have profited by the adoption of the labor provisions of the code. The fair trade practice provisions constitute a fair and practicable foundation upon which the retail business can be carried on soundly and with a minimum of interference. It may be difficult to forecast the outlook for the NRA and the multitudes of codes it has fostered. It seems probable, however, that retailers of the country will and should have their codes continued."

Channing E. Sweitzer, managing director of the National Retail Dry Goods Association, declared that "perhaps no code of fair competition approved by the NRA has received more loyal and widespread support than has the code for retailing. As was to be expected, this first year of operation has revealed the need for some changes and amendments in order that the code provisions may more nearly conform with practical operating problems."

While figures on employment and payroll gains under the code for the whole year, of course, are not available as yet, the figures previously collected by the National Retail Dry Goods Association show that employ-

ment on Jan. 15, 1934, was 12.3 per cent. higher than on Jan. 15, 1933. Payrolls showed an increase of approximately 20 per cent.

If the retail code is to be continued, the changes to be suggested to the National Retail Code Authority and to the NRA deal primarily with phases of store operation. While it has been suggested that labor will demand further reduction in store hours, all indications are any change of this nature would be fought by stores, whose representatives assert that shorter hours would greatly increase distribution costs, owing to the peculiar peak-nature of retailing as contrasted with industry.

On the fair trade practice provisions there is considerable difference of opinion as to whether the loss-limitation provision, preventing sales below 10 per cent. above the net invoice cost, has worked well. Many merchants believe it has increased the number of items selling at the minimum percentage.

The changes so far suggested with reference to store operations include permission for an extra working hour for employee training, co-ordination of employee working hours with the hours a store is open, provision for store employees who are restricted to a maximum work week to work overtime at one and one-third times their basic pay, elimination of discounts to special groups, such as clergymen; increased working hours for packing room employees during peak periods and the placing of all retail workrooms, now operating under other codes, under the retail code.

BANK CREDIT QUESTION

Late last spring a survey made by the National Association of Credit Men indicated some easing of bank credit. The canvass covered its economic council, which represents about 130 local credit associations throughout the country. Of these representatives about 67 per cent. professed to see a more liberal loan policy on the part of the banks over the past year, while 33 per cent could see no change.

In the last three months, a continuous rise in commercial loans gives better evidence that the banks are extending accommodations to customers. Just previously, there was apparently enough justification for special direct loans from the Federal Reserve Banks and the RFC. These were introduced to take care of those cases where working capital had been impaired though the enterprise otherwise was sound.

President Roosevelt in his message to the bankers during the week made it clear that he expects private business generally to be financed by the great credit resources which the present liquidity of banks makes possible. Co-operation of the Government and the banks to foster private enterprise was his theme. Other Federal officials have charged that the banks were holding up recovery through unnecessary, and possibly intentional, restrictions.

Actually, the banks have been eager to make sound loans, while at the same time they have not always been ready to put some applications into workable shape. Moreover, because bankers have objected to certain parts of the recov-

ery program, they have been very influential in discouraging business confidence. Now if their leaders are sincere in their promises of co-operation, the effect upon business sentiment should be very quickly apparent.

FOREIGN TRADE RETURNS

With the September foreign trade figures at hand, the three quarters of the year disclose a gain of 41 per cent. in exports and one of 20 per cent. in imports over the corresponding period of 1933. The favorable balance in that time has jumped to almost five times the credit in favor of this country on the merchandise account which was set up at the end of September last year.

The first effects of the reciprocal tariff treaty with Cuba were noted in the returns for last month. Exports to that country increased 10 per cent. due chiefly to release of sugar from bonded warehouses. The treaty became effective on Sept. 4.

Starting on Wednesday the National Foreign Trade Convention here probably will have its most important sessions because of the number of major questions that will be discussed. Besides reciprocal treaties, which are now entering the stage of liveliest agitation because of negotiations with European nations, there will come up the vexing question of exchange restrictions and, indeed, the prime issue of our international policies on trade and financing.

Our greatly increased trade balance does not seem to point to any approach to the real role of a creditor nation—unless we are to loan money which is not repaid in order to sell more goods in export. With foreign financing at a standstill and in disfavor for obvious reasons, the question arises how long we can hope to expand our foreign sales without taking a larger amount of imports. Obviously, the present trend cannot keep up indefinitely.

FIFTH ADVANCE FOR INDEX

A bid for co-operation from bankers at their convention last week by President Roosevelt was the most discussed development of the week. While his address was viewed as quite reassuring in many quarters, it was considered disappointing in others because budgetary and monetary matters were not settled definitely.

Of secondary importance was the announcement that production restrictions under the NRA would be lifted. This plan follows the recent decision to end price fixing except in the natural resource industries. Both projects have every economic argument in their favor but are sure to provoke opposition. Moreover, it is felt that code revision plans have little chance of success because of the return to Washington of several figures who were responsible for setting up many artificial and unworkable controls in the first place. These men are not likely to throw out their own handiwork.

The fifth consecutive increase is shown by the Times weekly business index. In the last figure, a rise in automobile production was the chief factor for the advance. Several producers accelerated their operations in order to

wind up manufacturing of 1934 models. The upturn in electric power production, however, indicated a spreading again in many other lines of industry.

DRY GOODS CONDITIONS

Some slackening in retail trade is reported and the blame is put upon weather conditions in this and other sections of the country. The call for dress accessories and home furnishings was well sustained. A new development in the retail business is a growing demand for better grades of merchandise.

With an extra business day this month, as compared with the corresponding period last year, it is estimated that department store sales here will run about 7 or 8 per cent ahead of a year ago even though last week's volume did not show much gain.

A survey of retail business for the first half of the month issued during the week by the National Retail Dry Goods Association indicated a rise of 8 per cent. over the same period last year. This survey covered seventy-five of the principal cities throughout the country and the greatest gains appeared in the South and Southwest and on the Pacific Coast.

Operations in the wholesale merchandise markets were at a somewhat slower rate. However, there is an earlier demand for holiday goods. Prices have been easier, as a rule, in the markets. In the apparel lines, manufacturers are working out new values for retail promotion rather than continuing older designs at "off" prices.

TO ACT ON INSURANCE

The precedent set by the Retail Dry Goods Association of New York during the week in approving the principle of unemployment insurance will have far-reaching effects in the field of distribution, according to retail authorities here. It was predicted yesterday that the example set will be followed by other retail groups throughout the country, on National and state lines.

It is expected that the committee to study this social question will be named some time this week by Michael Schaap, president of the organization. Behind the crystallization of opinion favorable to unemployment legislation, it was said, is the realization that such insurance will undoubtedly prove a notably stabilizing influence upon retail trade at a time when such stability is most needed.

Some people spend a large part of their lives beginning things and then dropping them. They squander their energy and waste their efforts in rushing from one thing to another, without ever accomplishing anything. They have the faculty for beginning things, but do not seem to have the inclination or the ability to finish them. They are the victims of spasmodic enthusiasm. A new plan is suggested or a new idea strikes them, and they are all vigor and enthusiasm when they first begin to put it in action, but very soon their interest cools, their ardor dies out, and the thing, whatever it is, is left unfinished. Such people give the impression of being suffocated by the rubbish about them. Are you one of these?

OUT AROUND

Things Seen and Heard on a Week End Trip

Warren A. Clough, who represents the Chicago office of the General Electric Co., was in the city last week for the purpose of interesting the receiver of the Grand Rapids Railway Co. in the adoption of trolley coaches to supplant the present street car system. The receiver is now operating fifty gasoline busses. Mr. Clough claims that trolley coaches can be operated at half the cost of gasoline vehicles. They are now made with trolley poles which permit the coaches to run eleven feet to the right or left of the center of the street, so that passengers can enter them from the sidewalk, instead of walking to the middle of the street. Wherever these coaches have been introduced they have resulted in a marked increase in business. Among the cities now using these coaches are the following: Indianapolis, Rockford, Ill., Duluth, Pawtucket, Dayton, Columbus, Memphis, New Orleans and Fitchburg, Mass.

During the fifty-eight years I have lived in Grand Rapids I have seen all kinds of men in the office of prosecuting attorney. Of late years—especially since the adoption of the eighteenth amendment—the average character of prosecutors has gradually improved, but I cannot now recall a man who has been more faithful in the performance of his duty than the present incumbent, Bartel J. Jonkman, who is a candidate for re-election. I hope to see him elected by a substantial majority because he has kept the faith reposed in him by the people and kept his office free from the taint of scandal with scrupulous care and exactitude.

The fifty-first anniversary edition of the Tradesman will be published Dec. 5—five weeks hence. From present indications it will be the most versatile and interesting edition we have ever put out on these anniversary occasions. An entirely new list of contributions will be presented, composed almost wholly of young people who have never been played up in our anniversary editions heretofore.

Every reader of the Tradesman knows I hold no brief for the chain stores, because I consider chain stores and trades unions twin infamies, which have brought us to the present deplorable condition from which every one except the cohorts of chain stores and trade unions have suffered during the past five years; but when I read in the papers that 428 A. & P. stores in Cleveland did not open their doors Monday morning because the trades unions declared a strike against them, effective Monday morning, I said "Good. That is a case of dog eating dog. I hope they both devour each other." Of course, I expect to see the trades unions win, because they have hired sluggers and hired murderers on their staffs. The Chicago daily papers assert that the union price for committing murder has declined in twenty years from \$500 to \$50; that no matter how prominent the victim may be the offi-

cial union murderers now receive only \$10 for sending him to Kingdom Come. Of course, the A. & P. will not resort to such tactics. They destroy men by the employment of vicious practices and questionable acts, but they do not resort to the torch of the incendiary or the dagger of the assassin.

Gerrit Van der Hooning, one of the directors of the National Association of Retail Grocers, has returned from Columbus, where he addressed the Ohio Retail Grocers Association on the subject of Loyalty to Your Association. He took as his text: What do I get for my money in belonging to an association? and presented advantages secured from local, state and National organizations which can be obtained in no other manner.

Just now Mr. Van der Hooning is very active in promoting the idea of establishing a representative of the National Association in Washington. He is being supported in this undertaking by H. C. Petersen, Secretary-Manager of the National organization, and Harry W. Walker, Secretary-Manager of the Independent Retail Grocers of Baltimore, Inc. Mr. Petersen recently wrote him as follows, under date of Oct. 25:

There has been considerable unrest and concern on the part of some of our associations and officers relative to the conditions in Washington at this time with particular reference to code, and suggestions have been made that the National Association of Retail Grocers should have a Washington representative on the job to keep his finger on the pulse of events.

Will you kindly give us your frank opinion on this, and also advise us whether or not you think it is necessary for us to have such a representative in Washington at this time?

We will much appreciate whatever opinion you care to express on this subject.

Mr. Walker wrote him as follows under the same date:

John told me of your letter regarding a Washington office. You and I must have arrived at the same conclusion at different starting points. I am enclosing a copy of an editorial which is appearing in the October number of Skirmisher. Being as close to Washington as we are, with cheap telephone connections, I hear a lot of things about code and the code authority and we are neglecting our plain duty when we do not have a man on the ground.

It is all right enough to have the administration office in Chicago, but the Secretary-Manager ought to be in Washington with his fingers on the pulse of the situation. How are things going in Chicago? Sandy dropped in on me the other day and he had not heard from Pete any more than I have. Of course, the Western trade journals have glowing accounts of the pilgrimage throughout the West (which I suppose has been a big advantage to the Association) but here is an example of the need of a man in Washington.

The A. & P. advertised sugar at a price, to my way of figuring, below code price. I brought them before the code authority and they told me they were not adding transportation and furthermore stated they had orders from New York not to add transportation. I immediately got in touch with the National code authority and had the proper instructions sent to them, with the result that we are now on a competitive basis with them. Whether

this correction was made only in Maryland or not I do not know, but a man in Washington would know and could have it done.

Another thing that is serious in Washington is that of "Labels." One National wholesale grocer is on one side and the other one on the contrary side but I have yet to hear a word from Pete relative to the matter. Little things are happening all the time over there which have big results and we know nothing about them until they are settled adversely to our interest.

I will be glad to hear from you any time you have time to write.

Mr. Janssen wrote him as follows under the same date:

I am glad to answer your enquiry of this date, but you understand, of course, that what I say is purely a personal expression and only my own personal opinion.

One of the major functions of a National trade association is to represent the interests of its members and its particular branch of the trade in such matters as are likely to issue from the Government at Washington. At such a time as this, when Government has taken to itself so many prerogatives, it is, of course, of prime importance that National trade associations keep not only fully informed, but that it impress Washington officials with the fact that the trade association is actually in direct contact, that it is in fact on the job as a helpful as well as a critical agency.

Many of the present active and prospective measures in which the NRA is or proposes to engage, are very much in the interest of the independent grocer, whom NARGUS is representing. It is likely that there may possibly be measures now, active or contemplated, which the independent retail grocer might feel should be corrected, improved or opposed. On the other hand, this Association and the members of this branch of the trade certainly desire to give immediate and most effective support to such present active or proposed measures which are clearly in their interest. There are many such and I personally feel that the National Association of Retail Grocers is not doing as much in this regard as it should be.

Certainly a capable, efficient Washington office might do a great deal to help marshal the members and the trade in giving support to such measures. In fact, the Government would welcome the closest kind of co-operation along that line and it would be a highly constructive service to the members and the trade, as well as a distinct credit to NARGUS to place itself in a position where it could promptly and effectively do three things:

1. Promptly and effectively safeguard and protect the interests of the members of its branch of the trade;

2. Promptly and intelligently inform the members of its branch of the trade on all matters affecting their interests;

3. Promptly and effectively marshal its membership in behalf of practical active compliance with and support of favorable measures and to register disapproval of such as are unfavorable or unsound or unfair to its legitimate interests. However, such a program would not necessarily demand the establishment of a Washington office.

I am personally committed to keep the trade association definitely in the picture. The interests of NARGUS as a trade association will receive an equal measure of my attention and concern and I shall not permit anything to be done which will in any way lessen its rightful position or minimize its share. Of that you may be certain.

The plans for setting up joint code administration by a consolidation of all Retail code authorities, inclusive of the general retail, drugs, hardware, jewelry, variety stores, etc., on trade

area lines, in disregard of state boundaries is, for the present, shelved. I opposed the plan for various good reasons, and am now working out a plan for the food and grocery trade. This plan preserves our present set-up, but makes some changes in names and functions of present code authorities. Also adds a field department under the National code authority. This, of course, will be passed upon by the National code authority. There is in this plan nothing that will conflict with the set-up of NARGUS in the respective states.

This matter of re-organization of code authority administration does not of itself warrant the presence of a Washington representative.

You have requested my frank opinion and this is it. I trust it is clear.

C. H. Janssen.

Mr. Petersen wrote him as follows under date of Oct. 26:

I was sorry that you did not get back to the office as you had hoped when you were here last week. I certainly appreciate this second letter in regard to the situation in Washington. You are demonstrating your alertness and proving that you are on the job for the Association.

Several matters have been under consideration these last few days which directly affect the conditions of codes in Washington. As these matters develop I shall write you further. Be assured of this—that I too am anxious that our interests in Washington be thoroughly safeguarded. However, at the present time, judging from conversations with Mr. Janssen, there need be no cause for alarm.

I am sure that Harry Walker, located as he is near Washington, would handle the work in a most satisfactory manner.

It has for some time been evident that President Roosevelt feels it necessary to readjust some of his projects and agencies, in order better to fit the public demand. The remaking of NRA is proceeding rapidly, though what its final form will be is not yet known. It is certain, however, that it will be a horse of another color, compared with the one that went galloping last year through American industry. It has been well understood, also, that the President is seeing the need of being more of an internationalist than he was when all the talk was of setting this country up as wholly self-sufficient, and falling in with the general drift toward an intense nationalism. All this merely shows that Mr. Roosevelt is a careful reader of the signs of the times. He should not be blamed for this. Nor should the country regret to see him feeling his way cautiously.

Fundamentally, it isn't politics which prompts the criticism of the New Deal, and it isn't selfishness. It is a belief from which many people cannot escape, namely, that money cannot be spent until it is earned; extravagance is no substitute for legitimate expenditures; bureaucracy is repugnant to democracy; and that a program which doesn't take into consideration the realities of the situation is a burden rather than a boon to the people.

Nobody finds fault with what Mr. Roosevelt's administration has done in the way of providing necessary relief. Fault is found with it because many of

(Continued on page 23)

FINANCIAL

Wholesome Change in Attitude of Administration

Business failed to present any outstanding development in the last week. The pattern of mixed reports still characterizes business. In general, it could be termed as slightly better. The sphere of political influence on the economic picture also was mixed in character but presented in its net effect a constructive influence. The President's speech before the American Bankers Association was definitely conciliatory in character and indicated greater willingness to co-operate and give business groups an opportunity to try to improve industrial conditions. Offsetting this development was the American Legion vote favoring immediate payment of bonus and the unfavorable income reports now being published. However, other developments indicated a trend toward less regimentation and experimentation. The Supreme Court of the District of Columbia ruled the Railway Pension Act unconstitutional. An appeal may not be made inasmuch as the law could be amended correcting the objections. Also, the Department of Justice ruled that only Congress could designate the penalties for failure to comply with the N.R.A. The net effect of these latter developments was to create a feeling that after all the hysterical period of over-riding rights and rules of action, which have been deemed fundamental in the past, is partially ended at least. The President's speech also indicated sanction of the profit system. Also some gleaned from the speech an indication that the administration wants dollar stabilization and to work toward a balanced budget.

The administration's so-called "swing to the right," temporarily at least, may not have an immediate effect on business. A strong seasonal advance in business has not occurred this fall. The period of the year when business is normally slow will soon be here. The election must be gotten out of the way and the expected tone of the new Congress estimated. The change in the administration's attitude has brought about improved status in some investors' minds, as indicated in the action of the bond market in recent weeks.

Jay H. Petter.

Business Recovery

Here, in America, the material means are at hand for the growth of true wealth. It is in the spirit of American institutions that wealth should come as the reward of hard labor of mind and hand.

That is what we call and accept as a profit system. Its real fulfillment comes in the general recognition of the rights of each factor of the community. It is not in the spirit of partisans, but partners, that America has progressed.

The time is ripe for an alliance of all forces intent upon the business of recovery.

In such an alliance will be found business and banking, agriculture and industry, and labor and capital. What an all-American team that is! The

possibilities of such a team kindle the imagination—they encourage our determination—they make easier the tasks of those in your government who are leading it.

The nation does not merely trust or hope that we will do our duty—the nation is justified in expecting that we will do our duty.

President Roosevelt.

Government and the Banks

If the Government and the banks continue in the role of antagonists, it will involve the gravest consequences to our country, perhaps even the destruction of many institutions and principles we have long held dear.

The poor, whom we have always with us, will not be much worse off. The rich will survive in comfort at least, as they always have, but the great stratum of our people between these two groups will be irretrievably ruined. If, on the other hand, we abandon our antagonisms for friendly, understanding, sympathetic co-operation. I believe we can make a great contribution toward the perpetuation of our cherished institutions, the encouragement of our fellow-citizens, and the gradual and sound rebuilding of the shattered economic and financial structure of our country.

Jackson E. Reynolds.

Law's Laggard Pace

The trial of Bruno Hauptmann has been postponed to Jan. 2 because, it is stated, under New Jersey law a case must be concluded in the same court term in which it is begun. November is too early, probably for the State and certainly for the defendant. December is a holiday month, and the feelings of the jury have been taken into account. But the maximum provision in itself is another example of the sense and vigor of "New Jersey law."

Our legal procedure as a rule is labyrinthine and elephantine. A recent book deals with Lord Reading's best-known cases as leader of the English bar, Attorney General and Lord Chief Justice. Again one is struck by the speed with which the British law moves. The Reading cases are of all kinds, commercial, criminal, divorce, libel. The average duration is something like four or five days. A very complicated or hard-fought lawsuit might run to twice that length. With us it has sometimes taken almost as many days to pick a jury.

The Needed Stimulus

The present upturn in retail trade is certainly an encouraging development. But the question remains whether it can overcome the retarding influences of fear of inflation or a heavy increase in taxation that has been engendered by extravagant public expenditures.

The prospect of a balanced budget and of a reasonable degree of monetary stability at this time would enormously reinforce the stimulating effect of retail trade where it is most needed, in the heavy industries. Without that prospect there will still be little incentive for such industries to expand their operations and absorb the unemployed,

instead of living from hand to mouth, as they are prudently doing in the face of the existing uncertainty.

America's Problems

As we face the world's future, made dark by the complex forces of narrow nationalism, crushing debt, vast unemployment, imperfect distribution and, above all, by the universal incertitude that flows from the submergence of old landmarks, we, too, must deal with problems that hold for us as much of menace in their economics as slavery held for our grandfathers in its dramatic emotionalism.

With all my heart I believe that the blood and background that transfused this nation in 1776 are still present and potent here and need only the liberating touch of leadership to be set free once more for the nation's welfare.

John Stewart Bryan.

Aviation and Prosperity

The psychological obstacle to commercial aviation on a large scale is real, but the same obstacle was faced by the railroads in their early days. At least one town in the Chicago area owes its lack of growth in the last four decades to the belief that plank roads were certain to outlast the new iron horse. Yet the iron horse triumphed. Perhaps aviation is even now about to function as the rapidly expanding new industry that will restore prosperity, as did, in former days, the canal, the railroad, the skyscraper and the automobile. Perhaps there are golden wings across the near future.

Proceedings of the Grand Rapids Bankruptcy Court

In the matter of Simon Kratzenstein and Jacob Kratzenstein, co-partners doing business as Fashion Leader, bankrupt No. 5891, first meeting of creditors was held Oct. 23, at which time the two partners of the bankrupt were present and represented by Warner, Norcross & Judd, attorneys. Fred G. Timmer, receiver, was present and creditors were represented by Hilding & Baker and Carroll, Kirwin & Holloway, attorneys. Jacob Kratzenstein and Simon Kratzenstein were each sworn and examined before a reporter. Claims were filed only. Fred G. Timmer, present operating receiver, was appointed trustee and his bond fixed at \$1,000. Meeting adjourned without date.

In the matter of Henry F. Dowstra, doing business as Fashion Center, bankrupt No. 5885, first meeting of creditors was held Oct. 22, at which time the bankrupt was present and represented by W. H. Yearnd, attorney. W. G. Gowin, custodian, was present and creditors were represented by Fred C. Wetmore, attorney. The bankrupt was sworn and examined before a reporter, claims were proved and allowed, and Fred G. Timmer, of Grand Rapids, was appointed trustee with bond of \$1,000. The meeting adjourned without date.

In the matter of Harry Sullivan, individually and as surviving partner of the co-partnership Worm & Sullivan, bankrupt No. 5886, first meeting of creditors was held Oct. 22, at which meeting the bankrupt appeared in person and was represented by Robert H. Burns, attorney. Certain creditors were present and Travis, Merrick, Johnson & McCobb, Boltwood & Boltwood, Hilding & Baker and Freeman W. Haskins, attorneys, were present on behalf of creditors. The bankrupt was sworn and examined before a reporter, Fred G. Timmer, Grand Rapids, was appointed trustee with bond of \$100, and the meeting adjourned without date.

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Threatening the Auto Industry Code

If the American federation of labor is serious in its intention to force a reopening of the automobile industry code for the purpose of establishing the 30-hour week in the industry, abolishing the merit clause and raising minimum wages, the code will not be renewed on Nov. 3, manufacturers indicate.

This would confront the administration with the problem of imposing a code over the opposition of the industry.

The motor industry is willing to abide by the code as it now stands, it is maintained. It will continue to support the NRA on

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this basis, chiefly for the psychological effect of its participation in the code system.

Since it has reaped no benefits from the code in the past and does not expect any benefits in the future, it will not renew the code if by that action it would subject itself to limitations likely to interfere with recovery prospects for next year.

Confidence as Recovery Stimulant

If lack of confidence was rightly diagnosed as the chief cause for the current low level of business activity, the ground seems to have been prepared for a substantial upturn in the near future.

Business sentiment has been greatly improved. Many business men believe that the President has finally become convinced that some of his New Deal measures were unsound. Others point out that the "swing to the right" would not have taken place if popular sentiment in many parts of the country, as reflected in reports to the President, had not made such a turn seem expedient.

Both lines of reasoning, it is said, lead to the conclusion that a greater degree of confidence in future Government policies is justified.

Cement Manufacturers Surrender

An instance of Government policy has been brought to light by Chairman Morgan, Tennessee Valley Authority, who admitted threatening to build a new cement plant if commercial producers did not meet his price requirements.

He said the authority was willing to pay for 6,000,000 barrels a price higher than it believed to be the probable cost of making the cement in the Tennessee Valley area and delivering it to dam sites in the West.

As a result, he said, the manufacturers, rather than have another plant built, bid prices which they held less than fair, especially at the low rate of production now prevailing—\$1,7384 at Norris Dam and \$1,8798 at Wheeler Dam.

Questioning a Questionnaire

The open letter of the largest, most representative group, the National American Wholesale Grocers' Association, makes it plain that opposition to the Government's theory is virtually unanimous on the part of the chief distributors of canned goods.

A telling point is made by Secretary M. L. Toulme in his comment on the questionnaire presented to the trade.

Surely the Administration must be willing to open the whole question by re-submitting, at least, another questionnaire which can elicit practical reasons pro and con on the Government grade proposal.

Adversity makes men and prosperity makes monsters.

MEN OF MARK

J. Neal Lamoreaux, State Senator Seventeenth District

Senator J. Neal Lamoreaux was born in his present home on his father's farm at Comstock Park, Kent county, May 3, 1889, of American parents, who came to Kent county as pioneers over one hundred years ago. They have always been active and successful farmers and business men, law abiding citizens and have taken an active part in the development of the community.

Mr. Lamoreaux grew up in the dairy business, which his father established fifty-one years ago. Later he acquired

knowledge of agriculture and of industry in general, together with his unselfish and just deliberations of governmental affairs, thought him to be the ideal candidate for the seventeenth district in the Michigan State Senate. Eloquent tribute was paid to the high esteem in which he is held in his district by the sizeable majority which carried him to victory.

Mr. Lamoreaux is firmly convinced that thrift in government can operate to lower costs and taxes even as it operates in private business to reduce overhead expenses, and he has been an ardent advocate of governmental economy. His record clearly shows that he is not controlled by any political

old, in the 10th grade; James Lester, 14 years old, in the 8th grade; Charles Edward, 12 years old, in the 7th grade. The family live on the farm in Comstock Park on which three generations have lived and thrived.

Collective Action By Industry

The combined pressure from the Administration and from organized labor is gradually forcing industry, even in lines with the strongest individualistic traditions, to organize better for collective action.

Trade associations inactive for years are currently being revived in some instances for the purpose of warding off Government or union domination. National organizations concerned with industrial relations and labor problems are overrun with requests for advice and assistance, both from their members and from weaker industrial groups.

If the Administration is sincere in its desire to have industry organize for collective action, it will soon see its wish realized in practice. Trade association executives, while welcoming this revived interest, are, nevertheless, advising caution lest strong collective industrial bodies meet with public suspicion and disfavor.

Sharp Rise in Collections

Reflecting very closely Government spending throughout the country, collections are rapidly recovering from the low level reached in the late summer months.

There are still many communities, particularly in the industrial East, which report collections below last year's level. Debts incurred in connection with the textile strike, for instance, are being liquidated very slowly.

The major part of the country, on the other hand, reports collection figures that are from 5 to 25 per cent. ahead of last year's comparative figures. The best collection record is shown in communities of tobacco growers, whose earnings have risen sharply due to the 100 per cent. rise in tobacco prices.

Three Things

Three things to govern—temper, tongue and conduct.

Three things to cultivate—courage, affection and gentleness.

Three things to commend—thrift, industry and promptness.

Three things to despise—cruelty, arrogance and ingratitude.

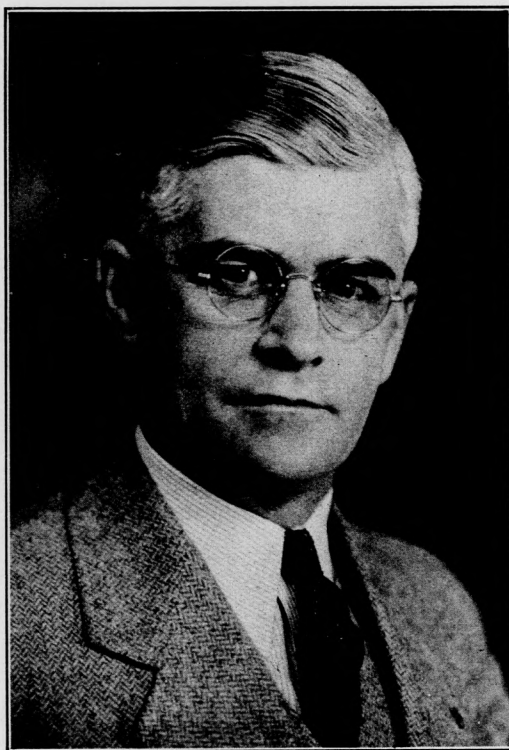
Three things to wish for—health, friends and contentment.

Three things to work for—security, independence and happiness.

Three things to admire—dignity, gracefulness and honesty.

Three things to give—aid to the needy, comfort to the sad and appreciation to the worthy.

It tells a good deal about a man's home life if he orders rice pudding and home-made cake at a lunch counter.



Hon. J. Neal Lamoreaux

the business and entered actively in the promotion of the dairy industry. The Lamoreaux farm at one time maintained one of the outstanding herds of Holstein cattle in Western Michigan and Mr. Lamoreaux was president of the Holstein Breeders' Association for two terms. He is now serving his sixth term as president of the Grand Rapids Milk Dealers Association and is secretary of the State Association of milk dealers. For over fifty years the Lamoreaux name has been synonymous with quality milk and cream and its business ethics have never been questioned.

Mr. Lamoreaux, while always having been active in community affairs, never held public office until two years ago when his friends, knowing his

machine or clique and can render fair and honest consideration on all matters than come before him. He is a candidate for re-election Nov. 6. One thing which greatly commends his candidacy is that during his first term of office he refused to respond to the party whip and voted with the opposition party whenever he thought his own party (Democratic) was plainly in the wrong.

He also refused to bend his neck to the governor whenever the latter undertook to precipitate legislation which Mr. Lamoreaux could not accept as beneficial to the people.

Mr. Lamoreaux was married Sept. 26, 1916, to Miss Georgia H. Dzanekski, of Grand Rapids. They have had three children—Imogene Elizabeth, 15 years

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.

Staging Down the Pacific Coast in Busses

The modern stage bids fair to revive the travelers' camaraderie, fellowship and temporary intimacy customary a few decades since on shipboard. We may get back a bit of the atmosphere reflected in Dickens' stories of stage coach travel. That will be all to the good in that it will serve to dispel somewhat the peculiar cloak of reserve the British throw around themselves as a racial instinct and which we Americans evince in lesser degree. Casual, "unsuspicious" acquaintance, if I may so express it, is a wonderful alleviator of travel tedium which lends greatly enhanced enjoyment to the experience.

There are no reserved seats on stages. If, then, one wishes to sit in any given portion of the bus, one must have tickets in hand and be sufficiently in time to be first in line, but the seats, once secured, are safe for so long as the original occupants need them. The unwritten law of bus travel protects that privilege perfectly.

Out of Seattle there are a sort of double-decker stage. There is a first lot of seats on a level with the driver. Then one ascends steps to the rear second level, which is above the baggage compartment; and this second level reaches some two feet above the forward roof and there is a slanting window above the roof which affords unobstructed view ahead. Thus front upper seats are extra choice. We got them by being on time.

Our Seattle apartment was only "a step" from the stage depot; but we got a taxi because of our impedimenta, and the cost was astonishingly high. The tax was 45c. In Portland we were taken three and four times the distance and 25c was the uniform demand for cartage of three, plus baggage piled up and carried in, with no "extras." Result, in Portland we used—and apparently everybody else used—taxis liberally and tips were willingly forthcoming.

Wide observation leads to my astonishment that taxi companies do not learn that "less will be more." San Francisco taxis stand in rows by the hour and I feel that this is because of virtually prohibitive charges. The loss must be considerable. Likewise in Buffalo and I imagine in Seattle. In Portland they are busy. In Louisville they once had a taxi war and carried people two miles for 25c—one person or a full load. Result, every taxi busy every minute, so the "war" was continued indefinitely because everybody made money. Maybe we'll get the Paris and New York idea after a time where fair charges breed liberal use and earnings seem good enough to keep plenty in the business.

Well, we had good seats out of Seattle and pleasant companionship—nice, homelike folks totally uncharacterized by the false fronts one encounters in parlor cars and first-class cabins. Those familiar with the way took pleasure in pointing out items of special interest to such as evidently were local tenderfeet.

From such elevation, freed from any care about driving, running on perfect roads, the varied outlook between Seattle and Portland affords unflagging interest. Running through Tacoma on as far as Olympia we see little of the Sound, except as we glimpse it from the elevation. But Olympia is at the foot of those waters. The capital, a new and beautiful building, faces a big lawn which runs down to the shore. This little city is a home town of around 12,000, characterized by the atmosphere of restful security we find in educational and administrative centers where funds come in from somewhere else, regardless of local conditions. The pretty homes, mostly modest enough, set in groves of greenery with flowers in prodigal abundance, were most alluring.

South of Olympia comes the lumbering region with town after town dependent on timber cutting. We run through fields of bright green or mature yellow, laid on cut-over land, with fir forests for background—great majestic trees which Nature takes centuries to rear felled with scant respect. From Virginia, the Carolinas, Georgia and Alabama, through Minnesota on to this absolutely last stand of virgin timber, there is sad evidence of our characteristic national wastefulness and carelessness of the future.

One prays that mounting costs, as wood grows scarcer, and the evolution of substitutes less expensive may serve to check our reckless pace in time to save for future generations enough of such forests at least to show what once stood everywhere and, incidentally, to furnish the basis of such intelligent foresting as enables little Norway, Sweden and scantily timbered Germany to harvest wood through the centuries from constantly replenished stocks.

Lumber towns like Longview are naturally on waterways. Here is the Columbia river, navigable for deep water freighters more than 147 miles to Portland and soon to be made navigable much farther. Our road runs for many miles virtually parallel to the great bend that river takes from Portland Northward and again Westward to the Pacific; and it is a pleasing panorama of blended nature and human activity.

All contributory rivers, brooks and creeks, however small, are pressed into service as the cheapest transportation. It seems a bit weird to see, through the screen of forest, an ocean freighter lying apparently on dry land.

Soon, through the haze, we "raise" Mount St. Helen's, delightedly indicated and named for us by a fellow traveler. This is the northernmost of the three almost perfect white cones which form part of the gorgeous setting of Portland. They range from just short of 10,000 to over 12,000 feet and

the extent of their snowy burdens may be hinted at by the figure for Mount Rainier—38,000 acres of perpetual snow and ice.

Here is likewise a hint of what water storage is laid up in those natural reservoirs, the snowy peaks of the range that surrounds the Sacramento Valley, those which lie back of San Francisco Bay and elsewhere along this Coast. Truly, this region of rainless summers and often nearly rainless winters would be uninhabitable were it not for these reserves of water. So long as the reserves are held and extended with wise foresight in keeping with increased population, we shall continue to have a land which, under irrigation, will produce in liberal abundance; but here, as in other directions, we Americans do not evince much care for the morrow and danger threatens even now that much of our land, presently productive, will soon become as Mesopotamia, a land of veritable desert where once was the Garden of Eden.

But here we are in Vancouver,—Washington—and a few miles farther takes us to the confluence of the Willamette after crossing the Columbia, and we are in the City of Portland, where, as indicated above, we are pleasantly surprised by the taxi boys. The first one approached told us our destination was so close we could walk it "in five minutes"; and on our indicating heavy baggage, he loaded us all up, deposited us and asked for "Two Bits." The hour was yet early enough for us to get settled, buy our supplies and prepare our own supper in a truly restful hotel apartment.

Paul Findlay.

Questions and Answers of Interest to Grocers

Question: 33 1/3 per cent. of the selling price is what per cent. of the cost?

Answer: 33 1/3 per cent. of the selling price is 50 per cent. on the cost of an article.

Question: What makes canned foods keep?

Answer: The food is sealed in airtight containers that prevent contamination from outside and is then heated to such a temperature for such a time as will destroy the bacteria in it that would otherwise cause spoilage.

Question: Is a dent in a can of food a sign of spoilage?

Answer: Unless deep enough to make the can leak, a dent does not indicate that the contents of the can are in bad condition.

Question: How many varieties of rice do we have in grocery stores?

Answer: There are three principal varieties of rice found in the grocery stores of this country. 1. The Head Rice, a slender grain; 2. The Japan Style, short and round; 3. The Blue Rose, half way between the other two. Brown rice is the natural rice grain before polishing. White rice is the rice after the actual covering has been polished away.

Question: What are the different classes of canned foods?

Answer: Vegetable grades as commonly used in the trade are designated as Fancy, Extra-Standard, and Stand-

ard. The corresponding fruit grades are Fancy, Choice, and Standard. Products not meeting the requirements of the Standard grade are classed as Substandard or Below Standard.

Question: What is the largest single item of expense in operating a grocery store?

Answer: "Salaries and wages" is the largest single item of expense in operating a grocery store. The salary and wage item, including the owner's salary, in the 100 selected food stores studied recently was as follows: service stores, 7.3 per cent. of sales; cash stores, 6.8 per cent. of sales; market stores, 9.8 per cent. of sales; and general stores, 8.3 per cent. of sales.

Question: Is there any difference between dried peaches and evaporated peaches?

Answer: There is no difference between dried and evaporated peaches. They are the dried fruit obtained by the evaporation of the greater portion of the water from halved and pitted ripe peaches. The finished product contains not more than 24 per cent. of moisture.

Question: What are the three methods of coffee making in use in this country?

Answer: The three methods of coffee making in use in this country are: boiling in the ordinary coffee pot; constant drenching with boiling water in the percolator method; steaming.

Question: Are more grocers selling fresh meats?

Answer: More grocers are adding fresh meat departments, so are the chain stores. Sixty per cent. have fresh meat departments.

Question: How much candy per capita is consumed annually in the United States?

Answer: 11.76 pounds of candy are consumed per capita annually in the United States. This amounts to forty-seven pounds per family.—Kentucky Grocer.

Grocers Face Lower Profits

Retailers of foodstuffs, who have experienced an unusual period of activity during the last three months as the result of the heavy stocking of canned goods and groceries by consumers, are beginning to face a situation whereby they will either have to raise prices on many items or be satisfied with lower profits than heretofore, it was said yesterday in the wholesale market. A large percentage of the stock disposed of during the buying rush, particularly canned goods, was merchandise purchased months ago when wholesale prices were lower. In replenishing their stocks recently, retailers have been forced to pay higher prices, but in most instances they have been reluctant to pass the extra costs along to the consumer.

Anything that you do at any time really to strengthen your power of concentrated attention is so much added to your moral capital, and anything you do at any time to break down your power of attention is so much further preparation for disaster.

Man's only natural right is the right to do his duty.

MEAT DEALER

Sausage Sales Show Noteworthy Gain

A noteworthy increase in favor has been accorded sausage by the American family during the first eight months of 1934, as compared with a similar period in 1933, it was revealed recently by W. H. Gausselin, chairman of the governing committee of the National Organization of Sausage Manufacturers, a division of the Institute of American Meat Packers.

"The distinctive feature of this gain," Mr. Gausselin said, "is that it has been apparent throughout the entire period, with production totals for the first eight months of the year appreciably higher than for a similar period last season.

"There may be several factors responsible for the increase," he continued. "This season has been marked by presentation of a distinctive number of new and improved sausage products, which in turn have been better displayed and better merchandised by retail dealers. Improved economic conditions likely have contributed to the improvement.

"The hot weather in evidence earlier in the summer also was a factor, for it is recognized in the industry that when the weather is warm, the home-manager serves greater quantities of sausage and prepared meats. Again, hot weather drives the motoring public to the out-of-doors, increasing the demand for prepared meats for picnic luncheons.

"Undoubtedly, the fact that sausage and luncheon meats are particularly economical, being 100 per cent. edible and highly nutritious, has contributed to the increase.

"Sausages prepared in this country to meet specific racial preferences," Mr. Gausselin added, "have proved a never ending source of amazement to the people of many European countries who have come to the United States. Varieties popular in Vienna, Stockholm, Rome, Athens and almost any locality one can mention may be purchased virtually anywhere in this country. And the flavor and quality of these American-made foreign sausages meet the most exacting requirements.

"The new sausage and prepared meat products have caused especially extensive comment all season. Extensive effort has been expended to improve products already popular and some of the new varieties have presented entirely new combinations of flavors and materials content. Similar improvement has been noted in baked and cooked hams, some manufacturers achieving a texture and tastiness unique in the annals of the industry."

Government Loans on Live Stock to Start November 1

Beginning November 1, 1934, farmers and stockmen in the primary drought areas may get feed loan allowances for this year's heifer calves, ewe lambs and female kids, in addition to the allowances being made for mature stock, according to a statement made by George Susens, of the emergency crop and feed loan section, of the Farm Credit Association.

Mr. Susens said that feed loan allowances will be made only on stock to be retained primarily for breeding purposes; and in no event will allowances be made to feed a larger number of young and mature stock in their respective classes than the number of mature breeding animals which were owned and possessed by the borrower on April 1, 1934, or on sheep owned within six months prior to that date.

The emergency feed loans which are being advanced in the primary drought areas are disbursed from the drought relief appropriation approved June 19, 1934, and made in monthly allowances. Applications are received by the local crop and feed loan committees operating in counties throughout the drought area. Begun early in July, to date more than 134,000 of such loans and supplementary advances have been made, for more than \$10,000,000. — Wallace's Farmer.

Exposition Building in Chicago Nears Completion

By alternating day and night shifts of workmen, the new home for the International Live Stock Exposition at Chicago is going forward to rapid completion. The 35th show will be held December 1 to 8. According to B. H. Heide, general manager, the new buildings, replacing those destroyed by fire a few months ago, have been planned for the utmost comfort and convenience of exhibitors and the most advantageous display of exhibits, and he cites the fact that since the entire Exposition will now be housed under one roof, a tour of the Show will be a more pleasant and comprehensive experience for the visitor.

Department of Agriculture Predicts Higher Hog Prices

"Hog prices during the marketing season this winter are expected to average substantially higher than prices last winter, in view of the prospective smaller slaughter supply, says the Bureau of Agricultural Economics in its current report on world hog and pork prospects.

"The pronounced advance in hog prices which occurred in August is attributed chiefly to the larger than usual seasonal reduction in hog slaughter, with prices at the end of the month the highest in more than three years. Some seasonal decline in prices from the relatively high levels in early September is expected during the next few months."—U. S. Department of Agriculture.

Grocery Buying Drops Slightly

With retailers becoming more cautious in their buying activities, purchasing has subsided slightly in the wholesale grocery and canned goods market, although prices generally continue firm. Manufacturers and distributors continue making deliveries in large quantities on future contracts and are having sufficient fill-in business to keep their average sales increases close to those of the retail stores. While reports from wholesalers and retail distributors indicate that volume so far this month is under that for September, sales figures exceed those for the corresponding period last year.



This new label means more business for you.



GOOD NEWS For Your CUSTOMERS GOOD NEWS FOR YOU!

THE new Fleischmann's XR Yeast is an amazing, newly discovered yeast strain, that is quicker acting and more effective than any other known yeast. It also contains the infection-preventing vitamin A which helps to prevent colds.

This new yeast quickly corrects constipation, relieves indigestion, clears up skin disorders, stops run-down condition, gives more pep, ends frequent headaches, prevents colds, eliminates heartburn, gas, stuffiness. It means better health for millions.

FOR you it means new sales opportunities. This new Fleischmann's XR Yeast is supported by the greatest health advertising campaign in American history. Magazines, newspapers, and radio are telling millions about it. A new and bigger-than-ever demand is being created. People will come to you for this new Fleischmann's XR Yeast. They will ask questions about it. Be prepared to answer them and sell them this new yeast. Push it. Get a worthwhile share of this new business.



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.

When Do We Cash in on Those Prospects?

Comes now a letter from a fellow implement dealer who asks me a pointed question: "For two years," he says, "you have been writing about the prospects for business. When will we begin to cash in on prospects? 'Hope deferred maketh the heart sick.'"

It does, indeed, and the pocketbook flat. If I knew just when we might all begin to reap the reward of the hard work we have been doing for the past few years, then I would promote myself to the ranks of the professional prophets. As it is, I can only keep on saying what I believe:

That honesty, hard work and enthusiasm for our jobs will bring us back, or nothing will help us.

That this country is definitely headed for better things for more of our people, even though not everybody may like the process of achieving that end.

That people who have come through the depression thus far are not going to quit now, when we are certainly nearer the light than we were a year or two years or six months ago.

That the implement business is the finest business in the world and that the prosperity of the whole industry waits only upon the recovery of the farmers' buying power.

My correspondent and I both live in regions that have been hard hit by the drought. It is hard to realize that somewhere behind the dust storms the rain has fallen on other dealers more fortunately located this year. Yet I know that in sections where good or fair crops were raised, particularly where the allotment contracts were signed, that business in all retail lines is better than at any time since the depression started and that the implement sales volume is good.

Let's be patient just a little longer. And, in the meantime, here's a question for all of us: Are implement dealers prepared to serve the business that comes to them?

A letter from another dealer and a conversation with still another indicates that in many quarters business men are waiting for business to push them instead of stirring up a small whirlwind of orders for themselves. The letter reads like a confession: "A man with \$1,000 to spend stood in my store the other day. I was so stunned that I could only tell him that I hadn't the machine he wanted. Yet when he had gone, I realized just what had happened. I could have had that business, even though I did not have what he wanted in stock. You see, I had been throwing the literature on that particular machine into the waste basket. I had forgotten that any of them had ever been sold in my territory and I was just taking it for granted that none of them would ever be needed again. If I had been caring enough to make sales, if I had been wide awake

to every possibility, I would have had the necessary information at hand. Even though I might not have sold him, I would have had the satisfaction of giving my competitors a run for the order. As it was, I was just a blank."

Unfortunately, not all of us are so frank with ourselves nor so keen at self-analysis. Most of us would have blamed the manufacturer for not bringing us the necessary information, or the customer for not giving us a month's notice that he was going to be in the market.

And here is the story of a shopping trip to a wholesale center in the middle west, as told to me by the shopper. He sells implements, but this time he was buying other stock.

At the first place he stopped, they had nothing in stock to show him, although they have spent a good bit of money advertising that they are jobbers for merchandise of this type. A man at the desk finally got up and rummaged through a pile of catalogs and found some pictures. But the buyer explained that he needed the goods at once, and that the pictures would be of no service to him.

He went on to the next place on his list. There the showroom was dirty, the windows showed evidence of last summer's flies and dust storms, the stock on display was old patterns that my friend recognized as last year's models. He waited for more than fifteen minutes and nobody came to ask him what he was doing there, although several clerks looked out and saw him.

Next he tried a place where nobody seemed to know or to care especially what they had for sale. The attitude of everybody said too plainly, "What's the use? We won't sell anything, anyhow." Finally they found one old man who said he believed they had what the customer wanted. But it was boxed up. Did the customer have to see it before he bought it?

He saw that he was really causing them a lot of bother, so he left them to worry about the state of their sales volume and went to a new place whose advertisement he had seen.

This was a small establishment but it was so clean that it smelled of soap. The stock was nicely selected and immaculately kept. Two clerks ran up and down stairs assembling the articles that they hoped would suit their customer's needs. And when he finally made his selections and paid them less than \$50, the manager bowed him to the door and made him feel that they needed him as badly as he needed such a place to buy stock for his store. He says of this store, "I'll go back there again. And that store won't be housed in a little hole in the wall for long."

Some implement dealers would be at a serious disadvantage if a fastidious shopper were to come into their places of business. While farm machines are not intended to be used in the living room, yet their appearance on the sample floor and the room in which they are displayed helps to sell them. And certainly the attitude of the people who sell them is of importance to the successful merchandising of farm equipment. The supreme indifference, the downright unobliging attitude of many

of the people who show merchandise is an inexcusable lack in salespeople. I can understand almost anything except not being interested in a man who comes into a store and asks to be sold something. Perhaps we are too used to going out and looking up our customers.

It has been so hard in the past few years to get anybody even mildly interested in new implements that one feels tempted to practice the gentle art of salesmanship on any farmer who will hold still long enough to be shown the machines on the floor. But most of us don't welcome an inquirer with the enthusiasm that he rates. If we did it is barely possible that we would be turning more prospects into sales.

Nor can any dealer pretend to be fully prepared to take care of his business until he has learned to make the most of all opportunities to pull business into the store, to keep people informed as to what he is prepared to sell them, and thus to keep them coming back and back again.

When will we cash in on our prospects? I am too canny to mention dates. But we will realize that happy time when the farmers' income justifies their patronizing us, and when we are prepared to take care of his needs when he comes bringing us business. Nothing yet has happened to make me stop believing that the new prosperity is coming from the bottom, built around the efforts of individual businesses, and not falling as the gentle rain from Heaven from a few overflowing sources of wealth.

Let us not expect to be overwhelmed with business all at once. Most of us, even in the drought areas, are having better sales columns than for several years past and business is being conducted on a basis that will mean some profit when the volume can be pushed a little higher.

Nothing has yet happened to make me think that the service that any dealer renders to his community can be of greater value to the community than the dealer's ideal of the service he wants to render to his customers. Nor have I changed my opinion that the business man's obligation is first to justify his existence by giving service and second to make his community pay him a profit for his service.

While we are waiting to cash in on our prospects it may be well for us to remember that dirt, ignorance, and laziness are more deadly enemies of the implement dealers than drought, a falling stock market, or European political intrigues.

Ellen Newman.

Overproduction

A farmer has written the following letter to the Department of Agriculture: About three weeks ago Jonas, the Don Juan of the pig lot, broke into the pen of Esmeralda, my prize brood sow. I am a little worried about this and hurry to write you for instructions.

Esmeralda has been about the place three or four years. She is a great family pig, and in the past her litters have run from 19 to 27. I signed up under the corn-hog program and I don't want to lose any of my rights under that contract.

As I said, if Esmeralda keeps up her pace, she just as like as not will have a family of around 20 or 25. The way I figured it out when I signed up with you Esmeralda was booked for a place on the birth control program this season.

Now, Esmeralda and Jonas, I am afraid have upset my calculations. What am I to do about this? Shall I kill Esmeralda right away?

And there is something else. On my Southeast 20, which I have plowed up last Fall I notice some corn already coming up.

I guess when the men hauled the corn from the field last Fall they must have spilled some kernels and they've started to grow. If they mature I will have more corn than the acreage I contracted for under the corn-hog program. Still, it seems a shame to pull up these plants that are trying to grow.

What if some inspector comes along and checks up and finds I'm raising more corn than I should, and sees the condition Esmeralda is in? Will I have to go to jail? And if so, will it be a Federal prison or some place close to home?

H. Swooley.

Almonds Withdrawn, Prices Up

The possibility of a serious shortage of almonds in the wholesale market later in the season is indicated by the announcement of the California Almond Growers Association that one of its most popular varieties has been withdrawn and another type nearly sold up. Spot almonds in the shell have been advanced $\frac{3}{4}$ c per pound, delivered, over the recent opening prices. Nut mixers are experiencing some difficulty in obtaining spot deliveries. This year's production of pecans will be lower than any for the last three years, according to a government report received here yesterday. Production from improved trees is estimated at 11,000,000 pounds and from wild and seedling trees at 27,000,000 pounds.

Liquor Rules Effective Jan. 1

Importers of liquor are considerably cheered by word from Washington that new labeling and bottling regulations applying to all liquors will not be put into effect until Jan. 1. The new rules limit to a specified number the sizes of bottles in which liquor may be sold and call for labels carrying information not contained in present labels. Originally scheduled to become effective Nov. 1, the new rules, importers said, would have completely disrupted the holiday liquor traffic so far as the sale of foreign goods was concerned.

Overall Prices Reduced

As a result of the recent decline in denim prices, quotations on standard overalls were generally reduced last week, the cuts on men's sizes amounting to almost 5 per cent. These were marked down $3\frac{1}{2}$ cents a dozen, bringing the price from \$8 to \$7.62 $\frac{1}{2}$, according to reports. The boys' sizes were lowered $12\frac{1}{2}$ cents a dozen, making the new price \$7.12 $\frac{1}{2}$. The reduction was based on the decline of $\frac{1}{4}$ to 1 cent in denim prices, following the low bids submitted in the competition for Government contracts.

DRY GOODS

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

Woes of Retailers Laid to Pessimism

Pessimism and lack of self-confidence and not New Deal legislation were held accountable for the woes of retail merchandisers, Kenneth Collins, assistant to the president of Gimbel Brothers, Inc., said at a luncheon of the Advertising Club of New York last week.

"Your friends and mine are not all pauperized," he declared. "This country has a greater relative degree of prosperity to-day than it had a year ago. Maybe the 5,000 purchase of 1929 should now be shrunk to a 3,000 purchase. But there should be no other change of emphasis.

"Now I claim that this failure to do business with faith and enthusiasm today in the offices of the sales promotion departments of our retail stores is only symptomatic of a Nation-wide attitude that is doing more to hurt our general business prosperity than any other single factor."

Mr. Collins cited the case of a friend, president of a corporation which both manufactures and operates a chain of retail stores. His friend, he said, at first was bitterly opposed to the social implications of the New Deal, seeing in it a trend toward a form of modified socialism.

Then, said Mr. Collins, the man studied carefully the condition of his business, and could find nothing wrong with it which he could conscientiously lay at the door of the Federal Government. He found that the economies he had ordered had brought about a cheapening of his product, and that in four years he had gained almost no new customers, while losing many old ones.

"In short, he found that the real fault of his business was his own," Mr. Collins continued. "He has changed his product, re-organized his credit and adjustment departments, and his business is forging ahead."

Disclaiming any wish to appear to be a champion of the New Deal, Mr. Collins urged that any criticism of it be made "in country clubs on Sundays and after hours on weekdays," and left out of business hours.

He insisted that a person convinced of some fundamental fault with the world cannot undertake a job enthusiastically, and made a suggestion as follows:

"This afternoon, when an advertising person waves an advertisement before you, say 'yes, it's a good advertisement. We'll run it.' When a buyer suggests buying a group of merchandise in which he has faith, try saying 'yes.' When a business decision must be made—whether it be in retailing or any other field, try saying 'yes.'"

"I am thoroughly convinced that you could impart a new enthusiasm to your business in a matter of days by this very simple device. You will make mis-

takes, of course. But you will make worse mistakes if you continue to say 'no' to everything. For then there is no chance of progress. And this way there is every chance of success."

Silverware Advance Held Up

Manufacturers of sterling and plated silver hollow ware were puzzled last week over the price action to take in view of the rapid rise in bullion prices. Although the trade agreed that price advances on finished goods must follow this rise, individual companies held back for fear competitors holding stocks of silver bought at lower prices would maintain present prices. In some quarters it was estimated that no general change in hollow ware quotations would occur before Christmas, since the majority of manufacturers have at least sixty days' supply of silver purchased at 45 cents or less an ounce. Price adjustments on individual items which are sold on close margins will be made first, it was said.

Rug Buying Improves Here

Regular merchandise is in fairly active demand in the wholesale floor covering market this week. Buyers, encouraged by favorable consumer response to current promotions, placed orders for rugs to retail up to \$75 for immediate delivery. Although considerably below normal for this season of the year, retail commitments were the largest for any single day in several weeks. Sales of hard-surface floor coverings also showed a rise, with cheaper lines of felt base and linoleum goods receiving the call. Manufacturers feel confident that demand will continue to rise until the end of the month.

Gift Orders Starting to Gain

Orders for gift merchandise are beginning to reach the primary market in greater volume as retailers begin shaping definite plans for the holiday period. The nature of the buying being done suggests that stores expect a larger unit sale than a year ago, indicating a better turn-over of medium-price merchandise. The trend is strongly toward useful gifts, however, with apparel, home items and personal accessories largely to the fore. Current orders for toys are growing as stores complete their early orders. The streamline influence will dominate in wheel goods and train sets.

Offer Low-Price Underwear

With standards no longer necessary on men's woven underwear, mills have brought out a number of low-price lines for Spring to satisfy the demands of large operators for cheap goods. Percale gym pants can be obtained as low as \$1.40 a dozen. It was reported here yesterday, while broadcloth numbers start from \$1.60 up. Considerable competition has developed on athletic shirts, with carded yarn numbers said to be available as low as \$1.20 a dozen and combed yarn styles at about \$1.50.

Blanket Prices Depressed

Nearing the end of one of their poorest seasons in some time, wool blanket manufacturers complain of the intensive price competition now going on

in the industry. Offerings of close-out lots by some manufacturers have depressed the price level, with the result that buyers are generally unwilling to pay more than \$1.15 a pound for goods which opened the season at around \$1.40. Buyers are also intent on picking up styles at around \$1 a pound, these usually being seconds. Part-wool styles have done much better than the all-wool numbers, the price differential being sharply in their favor.

Men's Wear Call Disappointing

Men's wear manufacturers express disappointment over the small volume of business appearing this week, particularly since they had heard optimistic reports of good retail sales last week. They admitted that retailers are known to be operating cautiously, but they feel that re-order and fill-in business this week should be much larger. Some small requests came through for clothing, while scattered orders for holiday furnishings developed. Fall shirt business is at a standstill and neckwear demand is quiet. Leather jackets alone continue to be very active.

Lamp Orders Cover Wider Range

Lamp buyers again are active in the wholesale market ordering merchandise for immediate delivery. The purchases covered a wider range than last week, with floor and table lamps and room fixtures included in the buying. Low-price lamps were favored. China, metal and pottery bases were wanted in the table models ordered. Retailers report that consumer buying is well ahead of last Fall's average. Further expansion in buying is due late this month and throughout November because of special sales planned by the stores.

Gold Effects Lead Jewelry

The most active demand for novelty jewelry in gold effects since 1929 is now developing in the trade. The demand centers almost exclusively on the gold types, the call for silver items being much smaller in comparison. Outstanding are clips and pins, bracelets and earrings, with the \$1 and \$1.95 re-

tail ranges leading from the volume standpoint. Interest centers chiefly in plain styles. Stores as yet have done little in the way of covering needs on holiday jewelry, but are ordering for two to three weeks' delivery.

Glassware Call Continues Gain

Demand for glass products continued to improve during the week. In the flat glass division, which has gone through many weeks without seeing any encouraging indications, a general rise in demand for window glass was noticed by practically all producers. Orders from the large buyers of glassware for home and table use were somewhat later than usual this year and have been accounting for a sizable volume since the beginning of the current month. Few purchasers are covering more than thirty days in their orders to the factories and the majority of those that have been going along on a more limited scale are returning to the market with new orders.

Vacuum Bottle Lines Active

Holiday demand for vacuum bottles and sets developed substantial proportions in the market last week as both jobbers and retailers re-ordered for early delivery. Boudoir sets consisting of a pint or quart size bottle, a tray and a glass, were in best demand and were wanted to sell at prices ranging from \$6.95 to \$15. A heavy call also was experienced on lunch kits for both workers and school children. The kits were ordered in volume to be featured in Christmas sales at prices ranging from \$1.50 to \$3.95.

It takes a good business man to provide good service. If he doesn't give good service he knows his customers will not come back, while the goods he has sold them will. He may not seem the least bit moral about it. It is quite possible that he would give poor service instead of good if he could work up a bigger trade that way. But he has been interested in the facts, and he found out that he can't.

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HOTEL DEPARTMENT

Hotel Is Place of Comfort For Man or Beast

Los Angeles, Oct. 27.—Fred De Tray, who conducted Hotel Clifton, Battle Creek, for C. G. Hammerstein, now with the Albert Pick organization, has been appointed manager of Hotel Lexington, Detroit, succeeding Mrs. Catherine Regan, who resigned recently to become business promotion manager of the Anhut chain in that city. Mr. De Tray's record is one of accomplishment. He was decidedly popular with the traveling public.

Henry M. Hollister, general manager of Hotel Bancroft, Saginaw, and a former president of the Michigan Hotel Association, gave his employees to the number of 125, a banquet on the occasion of the seventy-fifth anniversary of the career of that institution. Mr. Hollister acted as toastmaster, calling upon all officers and directors of the hotel company and introducing all department heads. Managers of the several other Saginaw hotels, gave complimentary sufficient help to carry on the banquet, giving to each Bancroft attache an opportunity to enjoy the affair to the utmost.

D. M. Krantz has taken over the Hotel Palmwood, Detroit, a 210 room institution, and has renamed it the Hotel Krantz. This hotel, formerly known as Hotel Lewis, was erected in 1925 by John J. Barlum, proprietor of Hotel Barlum, and conducted by him until 1932.

Stanley R. Brunette, manager of the Sherman Hotel, at Escanaba, has completed extensive remodeling of the house, including a spacious dining room, as well as two additional private dining rooms.

At the recent annual meeting of the Hotel Men's Mutual Benefit Association, held at New Orleans, Walter Gregory, former manager of the Palmer house, Chicago, was re-elected president, and that old wheel-horse, J. K. Blatchford, placed again in the harness as secretary-treasurer for, I should say, at least the fortieth consecutive term. Some important changes were made in the by-laws of the organization, such as making members of allied industries eligible for membership; increasing the age limit from 45 to 55 years; also providing for a two dollar membership fee and finally providing that policies may be issued in the sum of \$1,200, as well as \$600. In his annual report Secretary Blatchford gave a very interesting sketch of the history of the institution since its organization. There is also a handsome cash balance in their treasury.

Otis M. Harrison, who gave up the management of the Detroit-Leland to accept a similar position with Hotel Adolphus, Dallas, Texas, has arranged his schedule so that hereafter babies born to parents in the employ of his hotel, will receive a \$5 savings bank account as a birthday gift from the hotel management and an additional \$5 on each succeeding birthday as long as said parents are connected with the institution.

The disbursement of excessive sums in election expenses is a menace to good government, and due diligence in curbing unnecessary campaign costs is a matter of both civic duty and public concern. There are, however, legitimate avenues for expending money in presenting, or denying, the merits of men or measures. It is equally true that irresponsible charges that this or that candidate possesses a "slush fund" for the corruption of any portion of the electorate are quite on a par with

the actual existence and employment of such funds; for they are made, too, for the purpose of prejudicing and misleading the voter. Out here there is much talk of investigating committees and all that sort of stuff but these committees never get anywhere. Many of us have lived long enough to be familiar with the functioning powers of so-called investigating committees. They blossom forth like the morning-glory, but are dissipated with great rapidity. Whether these tactics arise from the personal prejudices of the committeemen, or a real spirit of reform, the fact still remains that thinking people understand that campaigns cannot be conducted without the expenditure of the coin of the realm.

One of the numerous state societies in Los Angeles, of which we have many, each representing a different commonwealth, comes out with an announcement to the effect that they will endeavor to find employment for such deserving ones as come from their particular home state. I think it is a great mistake to hold out such false hopes. At the last Michigan picnic one could hardly fail to notice that there were many hangers on, watching for the leavings of picnic dinners, who claimed to have come from the Wolverine state. All the same the individual who has a prospect of getting three "squares," or anything like it back home, had better postpone a pilgrimage to California until, at least, they have made provisions for a return ticket.

Again we have the canine discussion among hotel men. The recent passing of a law in Montana making it a misdemeanor on the part of hotel operators to harbor dogs in rooms in their hotels, making the eighteenth state to endorse such legislation, brings the proposition to the fore front with a vengeance. Discussing the question at a recent meeting held out here, California landlords take the position that less than one per cent. of travelers tote dogs with them, hence it is an outrage on the remaining 99 per cent. to be forced to come in contact with them. Naturally the hotel man should be in favor of such legislation for the reason that it relieves him from the embarrassment of refusing to harbor them. Kennels can easily be provided under the supervision of veterinary surgeons and guests, who think more of their pets than they do of the infantile human species, ought to be willing to pay something for this class of service.

The notion that campaign literature must go out under the seal of some union or other, still remains deep-seated with some campaign managers. It seems to me that it is about time they recognize the fact that over 95 per cent. of American manufacture is now carried on under "open shop" conditions, and that this proportion is increasing. California has just gone through a somewhat unsatisfactory struggle over organization conditions, but the unions gained nothing but "vacations without pay," for their followers. Campaign literature decorated with "union" emblems does not seem to constitute a drawing card.

Upton Sinclair, who is inflated with the idea that he is some pumpkin in politics, is trying to convey the notion that our President is a prevaricator. Better go a little slow, "Uppy." Bellamy Storer, whose reputation as a political factor was at least conceded in some quarters, tried this on the former President Roosevelt. He has never been heard from since, but the immortal Teddy's reputation never seemed to waver on account of it.

The other Sunday a friend of mine invited me to join him in Divine worship. Agreeing with him I suggested

that we look over the list of offerings by the different denominations, which we did. We thought maybe we could find where some preacher would talk in an inspirational way about the Golden Rule or the inheritance of the meek. It is quite likely that sermons in this spirit were spoken but we couldn't find out anything about them in the newspaper. Mostly the preachers seemed to be talking about politics and crime. Of course there isn't so much difference between the two, but it shocked one to think how readily the modern preacher can flit from the voting booth to the police court. For instance, we noticed that one orator would speak on "Where Religion and Politics Meet." We didn't have sense enough to go there or we might have learned something to our advantage, for the remainder of them were less academic. Here were some of them: "Can the President Succeed With the New Deal?" "Is Civilization Doomed?" "Shall We Replace the Red, White and Blue With the Yellow and Black?" "Does Sinclair's Record Encourage Hope?" and so down the line—a dozen sermons—all more or less political. We finally discovered something on another page, far removed from the church bulletins, reading thus: "How beautiful on the mountains are the feet of Him that bringeth good

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KALAMAZOO
Good Place To Tie To

tidings; that publisheth peace." So we hied away to the mountains.

The last word in legislation to make the highways safe for motorists has been written into the records of Los Angeles by the county board of supervisors. Snowballs, decree the county fathers, are not to be thrown across roads, either in the Mojave Desert or in the Big Pines District. Last winter a group of motorists startled the Valley inhabitants with a barricade of snow pellets which they brought down from the mountains, and as the state had not outlawed this form of winter sport, the county legislators have placed a ban upon it.

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

Recently someone asked me the question: "What is a hotel?" I naturally referred them to Webster's dictionary, which defines it as "a place of comfort for man or beast." Now somebody wants to know just what constitutes a restaurant. Recently, out here, permission was given outside parties to re-open a padlocked joint—to be operated as a genuine eating place. But the advertisements and literature concerning the place spoke only of beautiful dancers and lively music. A local judge dropped in and asked for an order of corned beef and cabbage, but there didn't seem to be much of anything but jazz and "spiritual" offerings. So he broke the news that the padlock would have to go back on the door once more. The idea of this particular judge was that a restaurant must have some food—maybe not all of the time, but some of the time. A bill of fair must include something more than the moaning of a saxophone or the manipulation of a corkscrew.

An economist of the Pan American Congress joins the alarmists by presenting figures to show that with population increasing at its present rate the world in 200 years will have more inhabitants than it can feed and lodge. He evidently is not familiar with the hotel situation throughout the country or he could satisfy himself without a doubt that for every child born there are at least two rooms provided for its comfort. The influx of humanity is the least of our worries. If we cannot solve the problem in any other way we can create a longer open season for Dillingers and their likes.

Frank S. Verbeck.

Special Plea For Our Present Liquor Laws

East Jordan, Oct. 26—Referring to E. B. Stebbins' article which appeared in your Tradesman of Oct. 24 in regard to liquor, I wish that you would allow me just a little space for this article.

In regard to prohibition, I wish to ask Mr. Stebbins if anyone ever forced him to drink liquor against his will? The state of Michigan does not force anyone to drink, but if you really want a drink of liquor it does not make it so that you must go to a bootlegger and get poison. The state makes it so that you are assured that you have a liquor

which you are sure is both commercial and chemically pure.

From the sale of this liquor the state has derived \$7,500,000 profit from those who wanted to drink it, instead of paying \$7,500,000 to keep liquor out of the state—which they did not do during prohibition days. How many thousands of men has liquor put back to work? The printed bottle manufacturers, railroads, truckers, distillers, storekeepers, clerks, and most everyone directly or indirectly have been benefited by its sale. I myself am a designated merchant. If it were not for the small profit on the sale of liquor, perhaps I would not be able to continue getting the Tradesman, therefore it helps me to secure the Tradesman and helps Mr. Stowe to sell it, helping us both. May I add that I do not consider it a good policy for Mr. Stebbins to go around yelling about the harm liquor does when, directly or indirectly, he is accepting some of the benefits from its sale? If he does not believe in liquor, no one forces him to use it. We cannot all like the same things, but why make a big noise about it? If I do not like a thing I do not go up and down the street or state and yell at the top of my voice that no one else shall have it because I do not like it. So far as liquor is concerned there is no more harm in a minor drinking it from a state store than there is at a bootlegger's, and when you come down to it I personally have seen children from 5 years on to 18 years drinking and smoking in a bootlegger's joint, not once, but many a time and many a place. Perhaps Mr. Stebbins has never been to a bootlegger, then he is not in a position to relate about the facts which have taken place there. I have. So far as the use of alcoholic drinks being on the increase, I would not say that. I would say that we see what is going on now while we did not see it during so-called prohibition days unless you went to a bootlegger, where you could see plenty. Do not blame the state for allowing the sale of liquor. It is the best thing that has ever happened to this state. It checks and controls the minor. I know personally where there were from ten to twenty bootleggers, there is now one state store. You cannot sit there and drink with a ten or fifteen year old girl while she blows circles of smoke in the air like you could at a bootlegger's.

In the old bootlegger days there were no closing hours. Now you must quit at 11 or 12 o'clock, for you cannot buy any more, and go home, instead of staying all night at a bootlegger's.

Again I state a correction. The liquor traffic is not an enemy of schools and churches, for it is just the reverse. The churches are jealous and think they should get all the money. A man can go into a church and lay down \$5 and what does he get for it? He walks into a state store and lays down \$5 and what does he get for it? At least something besides hot air. As much knocking as the churches do against liquor I have noticed, time and again, when they canvas for funds they visit first all the pool rooms and beer gardens for help. Still they knock.

Personally I feel and know the facts of the case are that the prohibition period we have just passed was the cause of our downfall. The revenue which the state and Government should have had was lost and an expenditure of equal amount paid to prohibition agents to enforce the law was lost and the bootlegger bought the agents many times. The employment of thousands of men and women was lost. Our self-respect and confidence in our laws was lost. The county, the state and the Nation were heavily in debt until we were at the point of rebellion. Kidnaping, murder and robbery were taught to our younger set who visited the bootlegger. Now when the state takes over the liquor business and makes a perfectly legitimate, respectable business, which is handled at

a profit to all, someone talks up and suggests it to go back to the bootlegger.

Personally I feel that if people would attend to their own affairs, instead of rooting around trying to find faults with someone else's business, they would have all that they could handle.

The liquor dealer does not go around harping about the graft the churches have got, where you drop a dollar in the collection box and only get a line of hot air for it.

Personally, I do not like to have my business knocked by anyone when they do not have a better argument than what was put up in last issue in regard to liquor.

All I can say is, if you don't like a thing leave it alone and it will leave you alone.

Referring to the use of alcoholic drinks and character, I was reared in a home where alcoholic drinks were always in the house, and as to character I believe that it is as good as many people who do not use or have it in the home. At least I can keep my nose out of other people's business and I do not bite the hand that is feeding me.

R. K. Gunther.

Plan Huge Vertical Union

Revelation by Francis J. Gorman of plans to unite all needle trade and textile workers into a separate department of the American federation of labor furnishes an explanation for the predominant position which Sidney Hillman is currently occupying with the administration.

If the plan, which calls for virtually one vertical union in the various branches of the textile trades, can be realized, the membership of about 3,000,000 workers would make it the strongest group in the A. F. of L. Some progress along this line has been made, it is said, although some of the major unions concerned still retain a great deal of their traditional hostility toward each other.

These efforts also explain to some extent why the Northern

and Southern textile manufacturers finally united in adopting a common platform for their dealings with labor. Confronted with the possibility that the strongest labor union in the country would be their opponent, they felt that only an equally strong industrial front could preserve managerial prerogatives.

Speeding Up Production

President William Green's suggestion 30 per cent. in the production that industry speed up coming months, to absorb a larger share of the unemployed, revives an idea which has been entertained for some time past by some NRA economists.

If industry were to fall in with the plan, it would duplicate to a large extent the short-lived industrial booms of last spring and summer of 1933. Both were based chiefly on advance stocking up throughout industry and trade. Since prices then rose faster than purchasing power, however, both spurts were followed by periods of restricted activity and inventory liquidation.

Observers doubt therefore that a deliberate speeding up of production, if it could be organized, would have any more desirable after effects than the two preceding "boomlets." Some statisticians believe that real recovery must await a severe downward adjustment of many prices.

Perhaps the most valuable result of all education is the ability to make yourself do the thing you have to do when it ought to be done, whether you like it or not; it is the first lesson which ought to be learnt, and, however early a man's training begins, it is probably the last lesson he learns thoroughly.

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Surely 86,000 Merchants Should Be Heard

Wyandotte, Oct. 29—After returning from several State meetings of various drug organizations, can say that the druggists of Michigan are taking a more active interest in their organizations than ever before. They are thinking about the problems they have to solve in a very serious manner and are doing everything within their power to correct them.

I am very glad to see the State Association members take this attitude and the attitude that it is not a one man's job, but a job for everyone in the Association.

We had a very fine meeting in St. Joseph and Benton Harbor. The druggists of that section talked very frankly on their problems and assured the officers of the State Association that they were in sympathy with the twenty point program and will do everything to aid in putting it across. I believe the druggists of the state realize that the various codes are doing very little toward price stabilization except prevent the sale of "loss leader" merchandise, but so far as a labor clause being passed by the NRA, it is very doubtful whether it will be pushed through. The only way to correct this condition is in the hands of our officers in Lansing. We see many cars with the slogan, "Bring the New Deal to Michigan," with which I am in hearty accord.

But the New Deal will have to be in the hands of the new officeholders in Lansing to give the independent merchants of Michigan relief on their present day problems, so it is up to the independent merchants of Michigan to elect men to the Senate and House of Representatives who are willing to support a program for the Michigan tax-paying merchants. If this is done, I am sure the Michigan Legislature will accomplish things which can be used as a model for other states to copy.

Eighty-six thousand merchants should have something to say in Lansing and I believe with the thinking attitude they have as-

sumed, they will certainly have something to say in the coming session of the Legislature.

Clare F. Allan,
Sec'y M. S. P. A.

Bank President Exceeded His Authority

While the president or other acting executive of a bank has wide powers in conducting the bank's business, there are certain limits beyond which such an officers may not go. And one of the most outstanding limitations of this kind has to do with the power of a bank officer to agree to the non-enforcement of obligations due the bank.

Here we find, with few exceptions, that a bank officer has no right or authority, by virtue of his office, to bind his bank by a promise not to enforce commercial paper made payable to the bank. And this is the rule even though such a promise was the inducing cause of the execution of the paper by some third party. The application of this rule is illustrated in a striking manner in the following case.

In this case a bank had made certain loans to a corporation, and a bank examiner ordered the loans reduced on the grounds that they were excessive and contrary to law. The corporation was in no position to pay off any of the notes, so the president of the bank called in a business man, who was also a director in the corporation, and asked him to give the bank his personal note in the sum of \$2,500 which would be used to reduce the corporation's indebtedness on the bank's books.

The business man objected, since he was not personally liable for the corporation's debt, but the bank president assured him that the note would not be enforced against him, but would be taken up by the bank without cost to him. Further, the bank president gave the business man a written promise to this effect, and the latter then signed the note payable to the bank.

The note was then placed among the bank's assets, and the corporation's debt was reduced by that much which made the loan to it come within the law. Following this, it appears, the bank president who made the promise severed his relations with the bank, and when the note matured the bank sued to enforce it against the business man.

The latter defended the action on the ground of his agreement with the bank president that the note should not be enforced, and produced the written promise of the erstwhile bank president to that effect. This promise was not denied, though it was shown to have been known only to the business man and the president.

On this state of facts, the bank contended that the latter had no authority or power to so bind the bank. The trial court agreed with this position and rendered judgment against the business man for the amount of the note, namely, \$2,500.

From this judgment the business man appealed, which squarely raised the question of the validity of the promise of the bank president to bind the bank by such a promise. In passing upon this question and in affirming

the judgment against the business man the court, among other things, said:

"In this case the note that its maker (business man) claims is fictitious and given only for appearances was owned and possessed by the bank when the suit was brought, executed upon a valuable consideration, counted among its genuine assets, necessarily incorporated in sworn reports to the state bank commissioner and so intended to be, and in publishing the sworn statement required by law to be made in the public press, it had to be proclaimed as genuine.

"It is the duty of the officers of the bank to conduct its affairs honestly, and neither the creditors nor honest stockholders of the bank, the latter with their double statutory liability, should be mulcted by a secret illegal agreement by a bank officer.

"If such agreement be considered from the standpoint of an act of the official intending to so represent the bank, it is beyond the scope of his authority. If it be regarded in the

light of an attempted corporate act of the bank itself, it is ultra vires, and a bold assault upon our banking law, as well as an attempt to thrust aside both the letter and spirit of its provisions."

So ended the case, with the business man being held liable upon his personal note, which he executed in reliance upon the written promise of the bank president that it would not be enforced against him. The holding is in accord with the weight of authority, and may well be had in mind by business men when requested to sign a note, merely as a "matter of form," in situations of this kind.

Leslie Childs.

Love is a wonderful thing, yet there are people who would rather marry for money.

Complete modern Drug Store fixtures for sale at a great sacrifice, consisting of plate glass sliding door wall case, show cases, cash registers, counters, back bar soda fountain and utensils, etc.

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CANDIES FOR CHRISTMAS

HARD CANDIES

Leader Mixed
Christmas Mixed
Cut Rock
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CHOCOLATES, CREAMS AND SPECIALTIES

Paris Creams
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Order From Your Jobber

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

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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		
Acetic, No. 8, lb.	06 @	10	Arnica, lb.	50 @	55
Boric, Powd., or Xtal., lb.	07 1/2 @	20	Chamomile		
Carbolic, Xtal., lb.	36 @	43	German, lb.	60 @	70
Cholic, lb.	33 @	45	Roman, lb.	@ 1 40	
Muriatic, Com'l., lb.	03 1/2 @	10	Saffron		
Nitric, lb.	10 @	15	American, lb.	50 @	55
Oxalic, lb.	15 @	25	Spanish, ozs.	@ 1 35	
Sulphuric, lb.	03 1/2 @	10			
Tartaric, lb.	33 @	40			
ALCOHOL			FORMALDEHYDE, BULK		
Denatured, No. 5, gal.	39 @	50	Pound	09 @	20
V. ood, gal.	50 @	60			
ALUM-POTASH, USP			FULLER'S EARTH		
Lump, lb.	04 @	13	Powder, lb.	05 @	10
Powd. or Gra., lb.	04 1/2 @	13			
AMMONIA			GELATIN		
Concentrated, lb.	06 @	13	Pound	55 @	65
4-F, lb.	05 1/2 @	13			
3-F, lb.	05 1/2 @	13	GLUE		
Carbonate, lb.	20 @	25	Brok., Bro., lb.	20 @	30
Muriate, Lp., lb.	13 @	30	Gro'd, Dark, lb.	16 @	25
Muriate, Gra., lb.	07 1/2 @	18	Whi. Flake, lb.	27 1/2 @	35
Muriate, Po., lb.	22 @	35	White G'd., lb.	25 @	35
			White AXX light, lb.	27 @	40
			Ribbon	42 1/2 @	50
ARSENIC			GLYCERINE		
Pound	07 @	20	Pound	17 1/2 @	45
BALSAMS			GUM		
Copaiba, lb.	60 @	1 40	Aloes, Barbadoes,		
Pir, Cana., lb.	2 00 @	2 40	so called, lb. gourd.	35 @	60
Pir, Oreg., lb.	50 @	1 00	Powd., lb.	35 @	45
Peru, lb.	3 75 @	4 25	Aloes, Socotrine, lb.	@ 75	
Tolu, lb.	1 50 @	1 80	Powd., lb.	@ 80	
BARKS			Arabic, first, lb.	@ 40	
Cassia			Arabic, sec., lb.	@ 30	
Ordinary, lb.	@ 30		Arabic, sorts, lb.	15 @	25
Ordinary, Po., lb.	25 @	35	Arabic, P'd, lb.	25 @	35
Saigon, lb.	@ 40		Asafoetida, lb.	47 @	50
Saigon, Po., lb.	50 @	60	Asafoetida, Po., lb.	75 @	82
Elm, lb.	40 @	50	Guaiac, lb.	@ 60	
Elm, Powd., lb.	38 @	45	Guaiac, powd.	@ 1 00	
Elm, G'd, lb.	38 @	45	Kino, lb.	@ 1 00	
Sassafras (P'd lb. 50)	@ 45		Kino, powd., lb.	@ 1 25	
Sassafras, cut, lb.	20 @	30	Myrrh, lb.	@ 60	
Scitree, Po., lb.	35 @	40	Myrrh, Pow., lb.	@ 75	
BERRIES			Shellac, Orange, lb.	35 @	45
Cubeb, lb.	@ 65		Ground, lb.	35 @	45
Cubeb, Po., lb.	@ 75		Shallac, white (bone dr'd) lb.	45 @	55
Juniper, lb.	10 @	20	Tragacanth		
BLUE VITRIOL			No. 1, bbls.	1 50 @	1 75
Pound	06 @	15	No. 2, lbs.	1 35 @	1 50
BORAX			Pow., lb.	1 25 @	1 50
P'd or Xtal, lb.	06 @	13	HONEY		
BRIMSTONE			Pound	25 @	40
Pound	04 @	10	HOPS		
CAMPHOR			1/4 Loose, Pressed, lb.	@ 75	
Pound	70 @	90	HYDROGEN PEROXIDE		
CANTHARIDES			Pound, gross	27 00 @	29 00
Russian, Powd.	@ 4 50		1/2 lb., gross	17 00 @	18 00
Chinese, Powd.	@ 2 00		1/4 lb., gross	11 00 @	11 50
CHALK			INDIGO		
Crayons			Madras, lb.	2 00 @	2 25
White, dozen	@ 3 60		INSECT POWDER		
Dustless, dozen	@ 6 00		Pure, lb.	31 @	41
French Powder, Com'l., lb.	03 1/2 @	10	LEAD ACETATE		
Preprecipitated, lb.	12 @	15	Xtal, lb.	17 @	25
Prepared, lb.	14 @	16	Powd. and Gran.	25 @	35
White, lump, lb.	03 @	10	LICORICE		
CAPSICUM			Extracts, sticks, per box.	1 50 @	2 00
Pods, lb.	60 @	70	Lozenges, lb.	40 @	50
Powder, lb.	62 @	75	Wafers, (24s) box	@ 1 50	
CLOVES			LEAVES		
Whole, lb.	30 @	40	Buchu, lb., short	@ 60	
Powdered, lb.	35 @	45	Buchu, lb., long	@ 70	
COCAINE			Buchu, P'd, lb.	25 @	30
Ounce	14 75 @	15 40	Sage, bulk, lb.	@ 40	
COPPERAS			Sage, loose pressed, 1/4, lb.	@ 40	
Xtal, lb.	03 1/2 @	10	Sage, ounces	@ 85	
Powdered, lb.	04 @	15	Sage, P'd and Grd.	@ 35	
CREAM TARTAR			Senna		
Pound	25 @	38	Alexandria, lb.	35 @	40
CUTTLEBONE			Tinneyella, lb.	25 @	40
Pound	40 @	50	Powd., lb.	25 @	35
DEXTRINE			Uva Ursi, lb.	@ 31	
Yellow Corn, lb.	06 1/2 @	15	Uva Ursi, P'd, lb.	@ 45	
White Corn, lb.	07 @	15	LIME		
EXTRACT			Chloride, med., dz.	@ 85	
Witch Hazel, Yellow Lab., gal.	1 10 @	1 70	Chloride, large, dz.	@ 1 45	
Licorice, P'd, lb.	50 @	60	LYCOPodium		
			Pound	45 @	60
			MAGNESIA		
			Carb., 1/4, lb.	@ 30	
			Carb., 1/8, lb.	@ 32	
			Carb., Powd., lb.	15 @	25
			Oxide, Hea., lb.	@ 70	
			Oxide, light, lb.	@ 75	
			MENTHOL		
			Pound	4 54 @	4 88
			MERCURY		
			Pound	1 50 @	1 75

MORPHINE			POTASSIUM		
Ounces		@ 13 65	Acetate, lb.	60	@ 96
½ s		@ 14 40	Bicarbonate, lb.	30	@ 25
MUSTARD			Bichromate, lb.	15	@ 25
Bulk, Powd.			Bromide, lb.	59	@ 72
Select, lb.	45	@ 50	Carbonate, lb.	40	@ 68
No. 1, lb.	17	@ 25	Chlorate		
NAPHTHALINE			Xtal, lb.	20	@ 29
Balls, lb.	08½ @	15	Powd., lb.	19	@ 27
Flake, lb.	08½ @	15	Gran., lb.	32	@ 40
NUTMEG			Iodide, lb.	2 30	@ 2 60
Pound		@ 40	Permanganate, lb.	25	@ 40
Powdered, lb.		@ 50	Prussiate		
NUX VOMICA			Red, lb.	80	@ 90
Pound		@ 25	Yellow, lb.	50	@ 60
Powdered, lb.	15	@ 25	QUASSIA CHIPS		
OIL ESSENTIAL			Pound	25	@ 30
Almond			Powd., lb.	35	@ 40
Bit., true, ozs.		@ 50	QUININE		
Bit., art., ozs.		@ 30	5 oz. cans, ozs.		@ 77
Sweet, true, lb.	1 40	@ 2 00	ROSIN		
Sweet, art., lbs.	75	@ 1 20	Pound	04	@ 15
Amber, crude, lb.	71	@ 1 40	ROOT		
Amber, rect., lb.	1 30	@ 2 00	Aconite, Powd., lb.		@ 90
Anise, lb.	1 00	@ 1 60	Alkanet, lb.	35	@ 40
Bay, lb.	4 00	@ 4 25	Alkanet, Powd., lb.		@ 50
Bergamot, lb.	2 75	@ 3 20	Belladonna, Powd., lb.		@ 75
Cajeput, lb.	1 50	@ 2 00	Blood, Powd., lb.	35	@ 45
Caraway S'd, lb.	3 50	@ 4 00	Burdock, Powd., lb.		@ 60
Cassia, USP, lb.	2 10	@ 2 60	Calamus, Bleached, Split and		
Cedar Leaf, lb.	1 70	@ 2 20	eeled, lb.		@ 65
Cedar Leaf, Coml., lb.	1 00	@ 1 25	Calamus, Ordinary, lb.		@ 25
Citronella, lb.	1 00	@ 1 40	Calamus, Powd., lb.		@ 50
Cloves, lb.	1 75	@ 2 25	Elecampane, lb.	25	@ 30
Croton, lbs.	4 00	@ 4 60	Gentian, Powd., lb.	17½	@ 30
Cubeb, lb.	4 25	@ 4 80	Ginger, African, Powd., lb.	15	@ 25
Erigeron, lb.	2 70	@ 3 35	Ginger, Jamaica, Lined, lb.	38	@ 55
Eucalytus, lb.	35	@ 1 20	Ginger, Jamaica, Powd., lb.	30	@ 40
Fennel	2 25	@ 2 60	Goldenseal, Powd., lb.	1 75	@ 2 00
Hemlock, Pu., lb.	1 70	@ 2 20	Hellebore, White, Powd., lb.	20	@ 30
Hemlock Com., lb.	1 00	@ 1 25	Indian Turnip, Powd., lb.		@ 50
Juniper Ber., lb.	3 00	@ 3 20	Ipecac, Powd., lb.	3 00	@ 3 60
Juniper W'd, lb.	1 50	@ 1 75	Licorice, lb.	30	@ 35
Lav. Flow., lb.	4 50	@ 5 00	Licorice, Powd., lb.	15	@ 25
Lav. Gard, lb.	1 25	@ 1 50	Mandrake, Powd., lb.		@ 40
Lemon, lb.	2 00	@ 2 40	Marshmallow, Cut, lb.		@ 50
Mustard, true, ozs.		@ 1 25	Marshmallow, Powd., lb.		@ 60
Mustard, art., ozs.		@ 30	Orris, lb.		@ 35
Orange, Sw., lb.	3 00	@ 3 25	Orris, Powd., lb.	40	@ 45
Origanum, art., lb.	1 00	@ 1 20	Orris, Fingers, lb.		@ 1 75
Pennyroyal, lb.	2 75	@ 3 20	Pink, Powd., lb.	1 50	@ 2 25
Peppermint, lb.	5 50	@ 6 00	Poke, Powd., lb.		@ 30
Rose, dr.		@ 2 50	Rhubarb, lb.		@ 80
Rose, German, ozs.		@ 1 90	Rhubarb, Powd., lb.		@ 80
Rosemary Flowers, lb.	1 00	@ 1 50	Sarsaparilla (Honduras, cut)	1 30	@ 1 40
Sandalwood			Sarsaparilla, Med., Cut, lb.		@ 50
E. I., lb.	8 00	@ 8 60	Squills, Powd., lb.	42	@ 80
W. I., lb.	4 50	@ 4 75	Turmeric, Powd., lb.	15	@ 25
Sassafras			Valerian, Powd., lb.		@ 50
True, lb.	1 90	@ 2 40	SAL		
Syn., lb.	85	@ 1 40	Epsom, lb.	03½ @	10
Spearmint, lb.	2 50	@ 3 00	Glauber's		
Tansy, lb.	3 50	@ 4 00	Lump, lb.	03 @	10
Thyme, Red, lb.	1 75	@ 2 40	Gran., lb.	03½ @	10
Thyme, Whi., lb.	2 00	@ 2 60	Nitre		
Wintergreen			Xtal. or Powd.	10 @	20
Leaf, true, lb.	5 60	@ 6 00	Gran., lb.	09 @	20
Birch, lb.	4 00	@ 4 60	Rochelle, lb.	17	@ 30
Syn.	75	@ 1 20	Soda, lb.	02½ @	08
Wormseed, lb.	3 50	@ 4 00	SEED		
Wormwood, lb.	5 50	@ 6 00	Anise, lb.	40	@ 45
OILS HEAVY			Canary, Recleaned, lb.	10	@ 15
Castor, gal.	1 45	@ 1 60	Cardamon, Bleached, lb.		@ 2 00
Cocanut, lb.	22½	@ 35	Caraway, Dutch, lb.	25	@ 30
Cod Liver, Norwegian, gal.	1 20	@ 1 50	Celery, lb.		@ 1 10
Cot. Seed, gal.	85	@ 1 00	Colchicum, Powd., lb.	15	@ 20
Lard, ex., gal.	1 55	@ 1 65	Coriander, lb.	30	@ 40
Lard, No. 1, gal.	1 25	@ 1 40	Fennel, lb.		@ 40
Linsced, raw, gal.	74	@ 89	Flax, Whole, lb.	07½ @	15
Linsced, boil., gal.	77	@ 92	Flax, Ground, lb.	07½ @	15
Neatsfoot, extra, gal.	80	@ 1 00	Hemp, Recleaned, lb.	08	@ 15
Olive			Lobelia, Powd., lb.		@ 85
Malaga, gal.	2 00	@ 2 50	Mustard, Black, lb.	17½ @	25
Pure, gal.	3 00	@ 5 00	Mustard, White, lb.	15	@ 25
Sperm, gal.	1 25	@ 1 50	Poppy, Blue, lb.	20	@ 25
Tanner, gal.	75	@ 90	Quince, lb.	1 00	@ 1 25
Tar, gal.	50	@ 65	Rape, lb.	10	@ 15
Whale, gal.		@ 2 00	Sabadilla, Powd., lb.	58	@ 75
OPIUM			Sunflower, lb.	11	@ 20
Gum, ozs., \$1.40; lb.			Worm, Levant, lb.		@ 4 50
Powder, ozs., \$1.40; lb.			Worm, Levant, Powd.		@ 4 75
Gran., ozs., \$1.40; lb.			SOAP		
PARAFFINE			Castile, Conti, White		
Pound	06½ @	15	Box		@ 15 75
PEPPER			Bar		@ 1 60
Black, grd., lb.	25	@ 35	Powd.	50	@ 65
Red, grd., lb.	45	@ 55	SODA		
White, grd., lb.	40	@ 45	Ash	03	@ 10
PITCH BURGUNDY			Bicarbonate, lb.	03½ @	10
Pound	20	@ 25	Caustic, Co'l., lb.	08	@ 15
PETROLATUM			Hyposulphite, lb.	05	@ 10
Amber, Plain, lb.	12	@ 17	Phosphate, lb.	23	@ 28
Amber, Carb., lb.	14	@ 19	Sulphite		
Cream Whi., lb.	17	@ 22	Xtal, lb.	15	@ 25
Lily White, lb.	20	@ 25	Dry, Powd., lb.	12½ @	20
Snow White, lb.	22	@ 27	Silicate, Sol., gal.	40	@ 50
PLASTER PARIS DENTAL			SULPHUR		
Barrels		@ 5 75	Light, lb.	04½ @	10
Less, lb.	03½ @	08	SYRUP		
POTASSA			Rock Candy, Gals.	70	@ 85
Caustic, st'ks, lb.	55	@ 88	TAR		
Liquor, lb.		@ 40	½ Pints, dozen		@ 1 00
POTASSA			Pints, dozen		@ 1 60
Caustic, st'ks, lb.	55	@ 88	Quarts, dozen		@ 2 75
Liquor, lb.		@ 40	TURPENTINE		
POTASSA			Gallons	63	@ 70
Caustic, st'ks, lb.	55	@ 88	TURPENTINE		
Liquor, lb.		@ 40	Gallons	63	@ 70

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 not a price taker, but a price teller; 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.

BOTTLE CAPS		Superior, No. 2½	2 30	Honey Dew, No. 2½	2 40
		Supreme, No. 2½	3 10	Honey Dew, No. 2	1 90
		Supreme, No. 2	2 25	Quaker, No. 2½	2 35
Single Lacquer, 24 gross		Quaker, No. 2	2 10	Quaker, No. 2	1 80
case per case	4 10	Quaker, No. 2½	2 85	Quaker, No. 1	1 10

No. 10	-----	\$.25	Kraft, Brick,	$\frac{1}{2}$	lb.	1	70	Citron		
No. 2	-----	.90	Kraft, Limbur.,	$\frac{1}{2}$	lb.	1	70	10 lb. box	-----	25

CURRENTS		JUNKET GOODS		FRESH MEATS		HERRING		SOAP		TEA	
Packages, 11 oz.	13	Junket Powder	1 20	Beef		Holland Herring		Am. Family, 100 box	5 05	Japan	
		Junket Tablets	1 35	Top Steers & Heif.	14	Mixed, kegs	90	P. B. 600	2 30	Medium	19
Dates				Good Steers & Heif.	12½	Milkers, kegs	1 00	Fels Naphtha, 100 box	4 65	Choice	22@30
Quaker, 12s, pitted	1 40	MARGARINE		Med. Steers & Heif.	10½			Flake White, 10 box	3 00	Fancy	30@36
Quaker, 12s, regular	1 10	Wilson & Co.'s Brands		Com. Steers & Heif.	09	Lake Herring		Ivory, 100 6s	4 95	No. 1 Nibbs	32
Quaker, 12s, 1½ lb.	2 30	Oleo				½ bbl., 100 lbs.		Fairy, 100 box	3 25		
Quaker, 12s, 1 lb.	1 45	Nut	11	Veal				Palm Olive, 144 box	6 20	Gunpowder	
		Certified Animal Fat		Top	11½			Lava, 50 box	2 55	Choice	34
Figs		Oleo	13	Good	10½	Mackerel		Camay, 72 box	2 05	Ceylon	
Calif., 24-8 oz. case	1 80	MATCHES		Medium	9½	Tubs, 60 Count, fy. fat	6 00	P & C Nap Soap, 100@30		Pekoe, medium	63
		Diamond, No. 5, 144	6 25			Pails, 10 lb. Fancy fat	1 50	Sweetheart, 100 box	5 70	English Breakfast	
Peaches		Searchlight, 144 box	6 25	Lamb				Grandpa Tar, 50 sm.	2 10	Congou, medium	28
Evap. Choice	14½	Swan, 144	6 25	Spring Lamb	13	White Fish		Williams Barber Bar, 9s	50	Congou, choice	35@36
Eva. Fancy	16½	Diamond, No. 0	5 00	Good	10	Med. Fancy, 100 lb.	13 00	Williams Mug, per doz.	48	Congou, fancy	42@43
				Medium	10	Milkers, bbls.	18 50	Lux Toilet, 50	3 05		
Peel		Safety Matches		Poor	08	K K K K Norway	19 50			Oolong	
Lemon, Dromdary,		Red Top, 5 gross case	5 25	Mutton		8 lb. pails	1 40	SPICES		Medium	30
4 oz., doz.	1 10	Signal Light, 5 gro. cs.	5 25	Good	05½	Cut Lunch	1 50	Whole Spices		Choice	45
Orange, Dromdary,		Standard, 5 gro. cs.	4 00	Medium	05	Boned, 10 lb. boxes	16	Allspice Jamaica	@24	Fancy	50
4 oz., dozen	1 10			Poor				Cloves, Zanzibar	@36		
Citron, Dromdary,						SHOE BLACKENING		Cassia, Canton	@24		
4 oz., dozen	1 10	MUELLER'S PRODUCTS				2 in 1, Paste, doz.	1 30	Cassia, 5c pkgs., doz.	@40	TWINE	
		Macaroni, 9 oz.	2 10	Pork		E. Z. Combination, dz.	1 30	Ginger, Africa	@19	Cotton, 3 ply cone	40
Raisins		Spaghetti, 9 oz.	2 10	Loins	13	Dri-Foot, doz.	2 00	Mixed, No. 1	@30	Cotton, 3 ply balls	40
Seeded, bulk	7½	Elbow Macaroni, 9 oz.	2 10	Shoulders	10½	Bixbys, doz.	1 30	Mixed, 10c pkgs., doz.	@65		
Thompson's S'less blk.	7½	Egg Noodles, 6 oz.	2 10	Spareribs	10	Shinola, doz.	90	Butnugs, 70@90	@50		
Quaker s'less blk.		Egg Vermicelli, 6 oz.	2 10	Speck Bones	08			Butnugs, 105-110	@45		
15 oz. case	7½	Egg Alphabets, 6 oz.	2 10	Trimnings	11			Pepper, Black	@23		
Quaker Seeded, 15 oz.	8	Cooked Spaghetti, 24c,	2 20			STOVE POLISH					
		17 oz.		PROVISIONS		Blackene, per doz.	1 30	Pure Ground in Bulk		VINEGAR	
California Prunes				Barreled Pork		Black Silk Liquid, doz.	1 30	Allspice, Jamaica	@13	F. O. B. Grand Rapids	
90@100, 25 lb. boxes	@6½	NUTS		Clear Back	24 00@26 00	Black Silk Paste, doz.	1 30	Cloves, Zanzibar	@28	Cider, 40 grain	18½
80@ 90, 25 lb. boxes	@07	Whole		Short Cut, Clear	24 00	Enameline Paste, doz.	1 30	Cassia, Canton	@24	White Wine, 40 grain	19½
70@ 80, 25 lb. boxes	@07½	Almonds, Peerless	15½			Enameline Liquid, doz.	1 30	Ginger, Corkin	@17	White Wine, 80 grain	24½
60@ 70, 25 lb. boxes	@08	Brazil, large	13½			E. Z. Liquid, per doz.	1 30	Mustard	@21		
50@ 60, 25 lb. boxes	@08½	Fancy Mixed	16			Radium, per doz.	1 30	Mace Penang	@09	WICKING	
40@ 50, 25 lb. boxes	@09½	Filberts, Naples	16			Rising Sun, per doz.	1 30	Pepper, Black	@22	No. 9, per gross	80
30@ 40, 25 lb. boxes	@11	Peanuts, vir.	Roasted 11½			554 Stove Enamel, dz.		Pepper, White	@25	No. 1, per gross	1 25
20@ 30, 25 lb. boxes	@12½	Pecans, 3, star	25			Vulcanol, No. 10, doz.	1 30	Pepper, Cayenne	@28	No. 2, per gross	1 50
18@ 24, 25 lb. boxes	@14	Pecans, Jumbo	40	Dry Salt Meats		Stovoll, per doz.	3 60	Paprika, Spanish	@36	No. 3, per gross	2 30
		Pecans, Mammoth	50	D S Belles	20-25 17					Peelless Rolls, per doz.	90
Hominy		Walnuts, Cal.	17½ to 22			SALT		Seasoning		Rochester, No. 2, doz.	50
Pearl, 100 lb. sacks	3 50	Shelled		Lard		Quaker, 24, 2 lb.	95	Chili Powder, 1½ oz.	62	Rayo, per doz.	75
		Almonds	29	Pure in tins	11½	Quaker, 36-1½	1 20	Celery Salt, 1½ oz.	80		
Bulk Goods		Peanuts, Spanish, 125	lb. bags	90 lb. tubs	advance ¼	Quaker, iodized, 24-2	1 35	Sage, 2 oz.	80	WOODENWARE	
Elb. Macaroni, 20 lb. bx.	1 38	Walnut, California	65	50 lb. tubs	advance ¼	Med. No. 1, bbls.	2 90	Union Salt	1 35	Baskets	
Egg Noodle, 10 lb. box	1 25			30 lb. pails	advance ¾	Farmer Spec., 70 lb.	1 00	Garlic	1 35	wood handles	2 00
Pearl Barley		Salted Peanuts		10 lb. pails	advance ¾	Packers Meat, 50 lb.	65	Ponety, 3¼ oz.	3 25	Market, drop handle	90
Chester	5 80	12-1 lb. Cellophane case	1 50	5 lb. pails	advance 1	Crushed Rock for ice		Kitchen Bouquet	4 55	Market, extra handle	85
		Shelled		3 lb. pails	advance 1	cream, 100 lb. each	85	Laurel Leaves	26	Peelless, large	95
Lentils		Almonds	29	Compound, tins	10½	Butter Salt, 280 lb. bbl.	4 00	Marjoram, 1 oz.	90	Market, extra	85
Chili	8	Peanuts, Spanish, 125	lb. bags	Compound, tubs	10½	Block, 50 lb.	40	Savory, 1 oz.	65	Splint, large	60
Tapoca		Filberts	32			Baker Salt, 280 lb. bbl.	30	Thyme, 1 oz.	90	Splint, medium	60
Pearl, 100 lb. sacks	7½	Pecans, salted	55	Sausages		6, 10 lb. per bale	93	Tumeric, 1½ oz.	55	Splint, small	7 50
Minute, 8 oz., 3 doz.	4 05	Walnut, California	65	Bologna	12	20, 3 lb. per bale	1 00			Churns	
Dromedary Instant	3 50			Liver	16	25 lb. bogs, table	45	STARCH		Barrel, 5 gal. each	2 40
Jiffy Punch		MINCE MEAT		Frankfort	14			Corn		Barrel, 10 gal. each	2 55
Assorted flavors.	2 25	None Such, 4 doz.	6 20	Pork	16	NORTONS		Powd., bags, per 100	3 95	3 to 6 gal. per gal.	16
		Quaker, 1 doz. case	95	Tongue, Jellied	2 35	AMERICAN MEDICAL ASSN.		Argo, 24, 1 lb. pkgs.	3 55		
EVAPORATED MILK		Yo Ho, Kegs, wet, lb.	16½	Headcheese	16	IODIZED		Cream, 24-1	2 20	Pails	
Quaker, Tall, 1½ oz.	2 85			Smoked Meats		IT POURS				10 qt. Galvanized	2 60
Quaker, Baby, 4 doz.	1 43	OLIVES—Plain		Hams, Cert., 14-16 lb.	19			Gloss		10 qt. Galvanized	2 85
Quaker, Gallon, ½ dz.	2 85	Quaker, 24 3¼ oz. cs.	1 87	Hams, Cert., Skinned	@19	Free Run'g, 32, 26 oz.	2 40	Argo, 24, 1 lb. pkgs.	1 55	14 qt. Galvanized	3 10
Carnation, Tall, 4 doz.	2 95	Quaker, 24 7½ oz. cs.	3 55	Ham, dried beef	@22	Five case lots	2 30	Argo, 12, 3 lb. pkgs.	2 25	12 qt. Flaring Gal. Jr.	5 00
Carnation, Baby, 4 dz.	1 45	Quaker, 12, 12 oz. cs.	2 40	Knuckles	@24	Iodized, 32, 26 oz.	2 40	Argo, 8, 5 lb. pkgs.	2 46	10 qt. Tin Dairy	4 00
Oatman's D'dee, Tall	2 95	High Life, 12 22 oz. cs.	3 45	California Hams	@14	Five case lots	2 30	Silver Gloss, 48, 1s.	11¼		
Oatman's D'dee, Baby	1 48	1 gal. glass, each	1 55	Picnic Boiled Hams	@18			Elastic, 16 pkgs.	1 38	Traps	
Pet, Baby, 4 dozen	1 45	OLIVES—Stuffed		Boiled Hames	@34	Fifteen 4s	1 00	Tiger, 50 lbs.	2 82	Mouse, wood, 4 holes	60
Borden's, Tall, 4 doz.	2 95	Quaker, 24 3¼ oz. cs.	1 87	Mince Hams	@13	Twenty 3s	1 05			Mouse, wood, 6 holes	70
Borden's, Baby, 4 doz.	1 45	Quaker, 24 7½ oz. cs.	3 55	Bacon 4/6 Cert.	@27	Six 10s	93	SYRUP		Mouse, tin, 5 holes	65
		Quaker, 24 10 oz. cs.	5 95			Iodine, 24, 2s.	1 35	Corn		Rat, wood	1 00
FRUIT CANS		Quaker, 12 32 oz. cs.	7 88	Beef		Plain, 36, 1½	1 20	Blue Karo, No. 1½	2 41	Rat, spring	1 00
Ball Mason		1 Gallon glass, each	2 10	Boneless, rump	@24 00	Log Cabin Plain, 24, 2s	1 35	Blue Karo, No. 5, 1 dz.	3 87	Mouse, spring	20
F. O. B. Grand Rapids				Liver				Blue Karo, No. 10	3 21	Tubs	
One pint	7 75	PARIS GREEN		Beef		Colonial		Red Karo, No. 1½	2 63	Large Galvanized	8 75
One quart	9 00	½s	34	Calif	35	Iodine, 24, 2s.	1 35	Red Karo, No. 5, 1 dz.	3 66	Medium Galvanized	7 75
Half gallon	12 00	1s	22	Pork	08	Plain, 36, 1½	1 20	Red Karo, No. 10	3 53	Small Galvanized	6 75
Mason Can Tops, gro.	2 55	2s and 5s	30	RICE				Imit. Maple Flavor		Washboards	
FRUIT CAN RUBBERS				Fancy Blue Rose	5 00	BORAX		Orange, No. 1½, 2 dz.	2 87	Banner, Globe	5 50
Quaker Red Lip, 2 gro.		PICKLES		Fancy Head	6 10	Twenty Mule Team		Orange, No. 3, 20 cans	4 34	Brass, single	6 25
carton	85	Sweet Small				24, 1 lb. packages	3 35	Maple and Cane		Glass, single	6 00
GELATINE		L and C, 7 oz., doz.	92½	RUSKS		36, ¼ lb. packages	4 00	Kanuck, per gal.	1 25	Double Peerless	8 50
Jell-o, 3 doz.	2 10	Paw Paw, quarts, doz.	2 50	Postma Biscuit Co.				Kanuck, 5 gal. can	5 30	Single Peerless	8 50
Minute, 3 doz.	4 05			18 rolls, per case	2 10	WASHING POWDERS		Kanuck, 24/12 Glass	4 00	Northern Queen	5 50
Knox's, 1 dozen	2 25	Dill Pickles		12 cartons, per case	2 35	Bon Ami Pd., 18s, box	1 90	Kanuck, 12/26 Glass	4 15	Universal	7 25
Jelsert, 3 doz.	1 40	Gal., 40 to Tin, doz.	8 20	12 cartons, per case	1 57	Bon Ami Cake, 18s.	1 65			Wood Bowls	
		32 oz. Glass Thrown	1 50			Brillo	85	Grape Juice		13 in. Butter	5 00
HONEY						Big 4 Soap Chlps 8/5	2 30	Welch, 12 quart case	3 90	15 in. Butter	5 00
Lake Shore 1 lb. doz.	1 90	PIPES				Chipol, large	3 30	Welch, 12 pint case	2 00	17 in. Butter	18 00
		Sweet Small		SALERATUS		Climax, 4 doz.	3 30			19 in. Butter	25 00
JELLY AND PRESERVES		L and C, 7 oz., doz.	92½	Arm and Hammer 24s.	1 50	Grandma, 100, 5c	3 50	COOKING OIL			
Pure, 30 lb. pails	2 60	Paw Paw, quarts, doz.	2 50			Grandma, 24 large	3 50	Mazola		WRAPPING PAPER	
Imitation, 30 lb. pails	1 85			SAL SODA		Snowboy, 12 large	1 80	Pints, 2 doz., case	4 70	Butchers D F	05½
Pure Pres., 16 oz., dz.	2 50	PLAYING CARDS		Granulated, 60 lbs. cs.	1 35	Gold Dust, 12 la	1 80	Quarts, 1 doz.	4 10	Kraft	05½
12 oz. Apple Jelly, dz.	95	Blue Ribbon, per doz.	4 50	Granulated, 18-2¼ lb.	1 10	La France Lard 4 dz.	3 65	Half Gallons, 1 doz.	6 00	Kraft Stripe	09½
13 oz. Mint Jelly, dz.	1 60	Bicycle, per doz.	4 70			Lux Flakes, 50 small	4 80				
7 oz. Cranberry Jelly, dz	90	Caravan, per doz.	2 25			Lux Flakes, 20 large	4 55	Maple and Cane		YEAST CAKE	
						Old Dutch Clean, 4 dz.	3 40	Kanuck, per gal.	1 25	Magic, 3 doz.	2 70
JELLY GLASSES		POP CORN				Octagon, 36s	3 90	Kanuck, 5 gal. can	5 30	Sunlight, 3 doz.	2 70
4 Pige Tail per doz.	85	Sure Pop, 25 lb. bags	2 25	COD FISH		Rinsu, 24s	4 80	Kanuck, 24/12 Glass	4 00	Sunlight, 1½ doz.	1 35
		Yellow, 25 lb. bags	2 50	Bob White, 1 lb. pure	25	Rinsu, 40s	2 95			Yeast Foam, 3 doz.	2 70
						Spotless Cleanser, 48,	20 oz.	Maple and Cane		Yeast Foam, 1½ doz.	1 35
						Sani Flush, 4 doz.	2 25	Kanuck, per gal.	1 25		
						Sapolio, 3 doz.	3 15	A-1, large	4 75		
						Super Suds, 48	3 90	A-1, small	2 85	YEAST—COMPRESSED	
						Sunbrite, 50s.	2 10	Caper, 2 oz	3 30	Fleischmann, per doz.	30
						Wyandott. Cleaner, 24s	1 60			Red Star, per doz.	30

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, Mt. Pleasant.

Vice-President—K. Masters, Alpena.

Vice-President—Max Harriman, Lansing.

Vice-President—Fred Venting, 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.

A Warning Against Super-Fitting

The shoe fitter who claims to be able to cure practically all the ills of the human flesh through the fitting of feet had better begin to moderate his voice. Fair warning is sounded by F. J. Keeley, Inspector of the New York State Board of Medical Examiners. Mr. Keeley talked to the Capitol District (Albany, N. Y.) Shoe dealers Association and advised shoe men to restrain and restrict the diagnosis of foot ailments which come dangerously close to usurpation of the physician's lawful field.

The friendly advice from Mr. Keeley is that shoe fitters and shoe merchants are treading on dangerous ground when they make claims to effect cures, for there is ever the possibility of litigation, and heavy damages might be successfully prosecuted against the clerk in the store.

In rebuttal, T. Arthur Cohen, of the association, said: "There is no doubt but that some of us overstep our province in this regard. We must realize that though we may have studied human anatomy and are fully competent to fit shoes, arches and pads to correct the posture difficulties of our customers, we have no legal right to prescribe for bodily ailments."

Following closely on this warning, the medical authorities in Louisiana are aroused by the claim some shoe salesmen make that would indicate that they are all-around medical advisers for any and all customers. Violation of the Medical Practice Act of Louisiana is claimed. Extracts from the law:

"The term practice of medicine is hereby defined to mean holding oneself to the public as being engaged in the business of diagnosing, treating, curing, or relieving any bodily disease, condition, infirmity, deformity, ailment, or injury in any human being other than himself by the use of any agency or means or who shall examine any such person, whether such force, or other agency or means is to be applied or used by the patient or by another person, or be for compensation of any kind or be gratuitous."

Boot and Shoe Recorder thinks the time has come for the application of common sense to the service of shoe fitting. Within the last few months there has been entirely too much glorification of the shoe fitter as a professional expert in the healing arts. He is not qualified nor competent to go the full distance, for it is obvious that only in rare cases has he a medical and anatomical background of study. What is more to the point, shoes are not, in

their ready-made form, medically or physically correctives of the sick body.

There has been much overstepping of that middle ground between the service of the shoe fitter in the betterment of posture and the work of a registered M.D. in medical and orthopedic diagnosis. What the shoe man has got to guard against is the advice he gives the customer for troubles above the ankle.

Fundamentally, the shoe merchant is in business of fitting ready-made shoes to variable feet and he is paid for that service and no other. When he poses as a doctor, or permits his salespeople to do so, he is going beyond the logical boundaries of service that can be rendered by the store. Too often he diagnoses midway between the size of the shoe on the shelf and the gullibility of the public.

There is a tremendous lot of good that the shoe man can do in the public interest but he cannot render the complete service of medical and orthopedic prescription in serious cases of bodily ill-health. What is more, he is not paid for curing most of the ills of the human body above the ankles through the sale of a commodity at the low price of footwear.

Still another investigation is going to be made. This time it is by the New York State Board of Regents, to examine diplomas and certificates issued under the guise of quasi-professional service. The state considers the diploma as being a token of qualification after proper education and the point at issue is—the diploma being used as an indication that the shoe fitter qualify in medical and orthopedic diagnosis? If the public gets the idea that the diplomas authorize the clerk to render medical advice, then there is a possibility of legal action by the state.

All in all, the interest to-day in shoe fitting warrants some sort of a conference of men in the industry to set some medical boundaries beyond which the service of the shoe fitter shall not go. Selling shoes is a commercial venture and it is well to know the line of safety in service.—Boot and Shoe Recorder.

Shoe Output to Pass 1933 Mark

Shoe production this year probably will exceed that of 1933, and therefore be the second highest on record. For the first eight months of this year actual output amounted to 251,000,000 pairs, as against 244,000,000 pairs in the corresponding period of last year. It was estimated that production for the final four months of this year should come to about 102,000,000 pairs, which would bring the year's total to 353,000,000, as against 350,382,000 pairs last year. The high point was reached in 1929, when 361,402,000 pairs were turned out.

Spring Shoes Due Nov. 19

Members of the Shoe Fashion Guild of America, Inc., will officially open their Spring lines during the week of Nov. 19, it was announced last week by the organization. This will be the second time that a definite date has been set for the showing of new ranges, as Fall goods were offered simultaneously by members on May 14

of this year. The coordinated showing of new styles is expected to bring a large number of buyers into the market and facilitate their purchasing.

Twenty-five Towns in the Thumb Country

(Continued from page 7)

Silverwood is another good trading point on M 38. The merchants here report trade better and it will improve as marketing advances. Recently H. Booth sold out his general stock of merchandise to L. Everly, who came here from Detroit. Another new merchant is Fred L. Woodin, coming here from Pontiac. Both of these merchants have excellent stocks and will no doubt, build up a good trade. L. P. Temple is postmaster. He also conducts a general store and carries a large stock. Merchants in the smaller towns are less menaced with chain stores, and as home merchants keep their profits in the home community, it makes times better than in larger towns where monopolies drain the community of its cash.

Marlette is a neat country village in the center of a large area of good farms. The wide paved main streets, its substantial business blocks, its fine school, churches and residences, all speak of prosperous days, also of a high class citizenship. It is located on M 38-53, in Sanilac county. Owing to its local prosperity it attracted two of the big National chain store corporations here and ever since they came money has gradually grown scarce and the home merchants have

found it more difficult to live. Among the leading stores here is that of R. J. Lichtenfeld, who has a fine stock of high grade food products. His store is neat and orderly and he provides the best in service and reports trade gradually improving. C. E. Doyle & Co. have a large stock of general merchandise and give the best of service to the community. It is merchants such as these who are the bone and sinew of country towns. They are interested in the growth of the town and the prosperity of all its people. When they make a dollar of profit it stays in town and helps others. Chain store monopolies don't do this. They send away, never to return, every dollar they can get. This is what destroyed the market for property of all kinds. Marlette needs an active organization of home business men and women, to fight the destruction brought by greedy chain stores. Its civic leaders, the press and pulpits should be active and loyal to the home town.

North Branch is a good country town in Lapeer county on M 90. It is the center of a large section of good farming lands and crops this year are above the average. The merchants here donated space in their stores and the 4-H clubs and the agricultural department of the high school placed a most excellent display of farm products, exhibits of manual training and domestic displays by the pupils here and those of the country schools. The skill displayed in sewing, drawing and handicraft is a credit to both the pupils and instructors. Among the leading

depression proof



OUR FINANCIAL CONDITION

IS EVEN STRONGER THAN

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MICHIGAN SHOE DEALERS

MUTUAL FIRE INSURANCE COMPANY

LANSING MUTUAL BUILDING

GRAND RAPIDS . . .

DETROIT . . .

firms here is the North Branch Mercantile Co., which has a large stock of general merchandise. C. J. Erb has a fine food store and trade was reported better than a year ago. Some of the people here are making it profitable for one of the big National chain stores, which shows its appreciation by sending away from here every dollar of the profits on the trade they give it.

Brown City is an excellent shipping point and the elevators are busy receiving the large crops grown this season. Among the leading merchants here is H. E. Windsor, who has a large general store of high grade merchandise. Schoenhals Bros. conduct a large department store and report trade coming better. C. W. Burger & Son have a fine stock of foods displayed under the Red and White method. This town was too good a trading point for the greedy chains to miss, so they opened a branch here to help relieve the community of needed profits on trade. It is strange that people will hand their hard earned money over to these Wall street robbers and forget all about the welfare of their own home town.

Melvin is a small trading point on M 90. Here is located an old-time merchant, John Stanley. Years have not dealt as kindly with him as some others, as he must use two crutches to get about, and an audiphone to help hear. This does not deter him in the least from enjoying life, and he takes much interest in the affairs of the Nation and business recovery. He has taken the Tradesman many years and says he could not get along very well without it.

E. B. Stebbins.

OUT AROUND

(Continued from page 9)

the huge expenditures have had very little to do with relief. The present deficit of more than \$4,000,000,000 cannot by any stretch of the imagination be attributed solely to the pouring out of Federal money for the starving and the needy. Instead of numerous boards and commissions having been abolished in the interest of economical government, more than 100,000 employees have been added to the Federal payroll. Never before have so many "excesses" been permitted to grow upon our ordained system of government.

The election next week will be one of the most momentous in our recent history. On its outcome will depend pretty much the course which we shall follow during the next two years. Every citizen of the United States will be affected by the results of the election in one way or another. There ought to be a more general interest in public affairs this year than the country has known in modern times. The primaries in some states may indicate that this is in fact the case. But the deadlines of some campaign oratory has a tendency to obscure the real merit of other speeches, and this year may witness the same public lethargy that has marked other election years. At any rate, the elections will tell.

The poorhouse is one of the greatest blots in the history of our country. It

is utterly wrong that such an institution should exist. I don't mean to say that it has not had an important place in the care of old people in the past. But, as I view it, the time has come when the fear of poverty in old age shall disappear. There are more than 10,000,000 persons in the United States over the age of 60 years. If we could find a way to permit these men and women, now without means or earning capacity, to remain in their homes, it would mean a much lower cost to society and preserve the self-respect of a group we should love and seek to aid.

E. A. Stowe.

U. C. T. Happenings Detroit Council No. 9

Our officers, Past Senior Counselors and members of the Executive Committee enjoyed a harvest basket picnic recently at Evernest, the summer home of our Junior Counselor and Mrs. Allard. Evernest is located on the Canadian shores of Lake Erie. Despite the fact that it rained in Detroit there was no rain at Evernest. In fact, the sun shone. It is said our Past Senior Counselor, Al Guimond, ordered good weather. That's real teamwork, Al, and we surely appreciate it. Of course, we had to have sunshine because this was the birthday of our efficient Secretary, Allen B. Shields. Perhaps he wishes he didn't show up, but we hope Allen doesn't feel sore because on this occasion he was remembered so well.

The Drouillards were the first to arrive. And guess how they beat the rest. Mr. Drouillard is a salesman for the H. B. Clifford Roofing Co. Naturally he has to get upon roofs from time to time. Some means of safety was necessary, as well as means of getting up and down quickly. So by using the wings of a chicken he devised a most proper gadget. Now he found a new use for his contrivance, and while his automobile hasn't a streamline body, he beat them all there. The next we will hear is "Patents Pending."

When our Senior Counselor, Floyd Burch, arrived he forgot all about Trico fuses and electric oilers he sells for oiling electric motors. At once he turned barber and picked up the sythe. The chairman of our executive committee, Harry E. Annett, got the closest shave he ever had in his life, and Mrs. Ted Ecclestone's beautiful dark brown locks are a lot shorter.

Soon we sat down to a great long table. Our good chaplain, Oscar, gave the blessing. And such eats! While the fire crackled and snapped we ate and ate and ate. Mrs. Buck's beans were tackled just as though we all came from Boston. Mrs. Allard's chicken made us think of the good old South. Mrs. Ecclestone's home made sauer kraut and wieners made our appetites expand. And thus we were prepared for Mrs. Shield's most delicious black chocolate cake and those extra long bananas brought by Mrs. Annett, along with other goodies. These bananas were so long it is said they were purchased by the yard. We have heard the story about meat being bought by the yard, but, well, here is a new merchandising method.

Miss Jeanette Shields was the flower girl for the occasion. She wore a new

dress of finely combined hues and colors. It was a true piece of decorative art.

And while we ate, over the radio came the soft tones of Beethoven's Symphony in F. We ate so much that it was a task to pitch quoits, and much more to play baseball. And none of the boys dared take such a long beach hike as Floyd Burch and Stanley Ecclestone did a few weeks ago when they made arrangements for the picnic.

The ladies were playing bridge when Mrs. Drouillard decided she wanted some fresh pedigreed eggs to take home with her. To the nearby farm house went Mr. Drouillard. He reported that he saw a four horned cow. It was now getting dark and Harry Annett decided to investigate. He came back saying that he couldn't find the cow, but had seen four black cats. But as Harry was feeling pretty fine we think it was four little old crows.

About 10 o'clock in the evening, after a fine supper, this affair started to be something of history. The soft moonlight and the warm gentle breezes from Lake Erie made them all feel young again. As they all departed some one sang, "When the moon rose in its glory, I told my sweetest story." Wigstaff.

Increased Sales Alarm Chains

Sales volume of grocery distributors, wholesale grocer to the independent retail grocer, continues on the increase, while tonnage and dollar sales of the corporate chains show further recessions, reports from food and grocery manufacturing circles indicate. What has hitherto been regarded as a temporary swing in food tonnage, due largely to code regulations, now appears to be a definite trend in food distribution.

Until comparatively recently chain store interests have been inclined to minimize the importance of the changing sales trend in the food industry and have attributed this reversal to higher operating costs of chains through code compliance and a temporary advantage held by wholesale and retail grocers who had brought supplies speculatively prior to the general price increases earlier in the year.

The forthcoming master code for the regulation of the food and grocery products manufacturing industry is expected to further strengthen the competitive position of the independent grocer.

This code will bring out into the open all sales prices and terms, with the probable result that the admitted cost margin which major chains have enjoyed over independent grocery merchants in recent years, will be eliminated.

In addition, the master code promises to eliminate the payment of brokerage to trade buyers, which provision, if adequately enforced, will still further tend to place the independent retailers on a parity with the chain in the matter of delivered cost of principal food products.

The fine thing about your job is that it offers a new adventure every day—if you look at it that way.

Ambrosia Company Repacks Its Chocolate Line

The Ambrosia Chocolate Co., of Milwaukee, is featuring a new baking chocolate package bearing illustrations in six colors of various cakes and pies, an interesting recipe, and the seal of approval of the Good Housekeeping Institute.

A new series of modernistic labels are likewise being used on the company's cocoa line. Five recipes prepared with the idea of interesting the housewife in new uses for the product, also appear on the labels.

A special counter display basket that has produced a large increase in sales is also being used in the merchandising of the Ambrosia baking chocolate, which has achieved national distribution in less than three years.

Henry ford Feeds His Guests Soy Bean Dinner

A group of writers, economists, and agriculturists were beamed one night recently by no less a person than Henry ford. The affair took place at the ford Exposition Building, at the Century of Progress in Chicago.

And while the above may have sinister connotation, it wasn't really as bad as it sounds, for the beaming consisted of merely serving a dinner of six courses, in which each course was soy beans.

The menu consisted of: tomato juice seasoned with soy bean sauce, salted soy beans, puree of soy bean with soy bean flour wafers, soy bean croquettes with tomato sauce, pineapple salad with soy bean cheese and dressing, soy bean bread buttered with soy bean relish, fresh apple pie with soy bean crust, soy bean cakes and cookies, and a choice of soy bean coffee or soy bean milk.

Self-aid is now being stressed in relief work. That type of work will make for rehabilitation and self respect.

Many high-ups are low in spirit.

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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.

Refrigeration 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. 658

For Sale—Grocery business, high-class trade. Fresh stock, modern fixtures, good location. Town about 15,000, center of rich farming district. Would reduce stock to satisfy buyer. Reason for selling, other interests. For full particulars write Box 184, Cass City, Mich. 659

Chamber of Commerce Secretary—With successful collection record, wants connection as collection manager. Address Collection Manager, 111 East Harris street, Cadillac, Mich. 691

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

Sturgis, Oct. 16—Could you give me some information on the Natural Eyesight Institute, Inc., formerly of Santa Monica, Calif., but now located in Los Angeles, Calif.? Do you know anything about their reliability and integrity of their merchandise, and were they ordered by the Interstate Commerce Commission to desist from advertising certain claims for their products?

The reason I am writing you is because I noticed in your Tradesman a column relative to such matters and I thought your files may contain some rulings on the within mentioned company as to their advertising claims, which is done primarily through the United States mails. C. Zuber.

In response to your request for information regarding the subject, please be advised that the Federal Trade Commission has issued a cease and desist order against the subject institute. For your information we are quoting below the content of this order:

"Respondent has been ordered to cease representing that as a result of the purchase and use of its 'system' it will no longer be necessary for a customer to wear glasses. Other representations to be discontinued relate to alleged removal of the cause of nearsightedness and other defects by use of the 'system' and to the allegation that certain instrument sold to customers is a therapeutic device of greater worth than a mechanical means for massage of the eyes or that use of the instrument can correct or remove defects.

"The respondent has also been directed to stop representing that it is an 'institute.'

"The Commission issued its order with the qualification that, inasmuch as the question whether relief from farsightedness, nearsightedness, astigmatism, cross-eyed conditions, or defects of vision due to advancing age, is obtainable in certain instances through the purchase and use of the respondent's 'system', is a matter of opinion, nothing in the Commission's order shall prevent the respondent from representing that in certain instances relief has been obtained from such defects through use of its 'system.' The Commission's order is intended to prohibit the institute from representing that through the purchase and use of its 'system' or through its instrument 'The Natural Eye Normalizer,' sufferers from defects of vision can in general overcome the defects named or be relieved of wearing glasses.

"Order dated June 9, 1933; released July 1, 1933."

I trust this information will be helpful to Mr. Zuber.

Charging unfair competition in the sale of maps, atlases and books, the Federal Trade Commission has issued a formal complaint against the Geographical Publishing Co., of Chicago.

According to the complaint, representations made by the respondent have a tendency to deceive the public into believing that it is an agent for the National Geographical Society, of Washington, publisher of the National Geographic Magazine, or that the latter society has prepared or sponsored

the atlases sold by the Chicago concern or has authorized the respondent to solicit subscriptions to National Geographic Society publications, when these are not the facts.

There is no connection between the National Geographic Society and the Geographical Publishing Company, according to the complaint.

Mixer Medicine Co., Hastings, Mich., and others, engaged in the manufacture of proprietary medicines, directed to discontinue representing through the medium of labels, endorsements, and newspapers or radio advertising that cancer can be correctly diagnosed by answers submitted in response to a questionnaire, that Charles W. Mixer is a physician or surgeon, and that the products manufactured by respondent, or any other compound of similar ingredients, have a certain therapeutic value in the treatment of cancer or scrofula.

United States Envelope Co., Springfield, Mass., engaged in the manufacture and importation of book-print and writing paper, directed to discontinue the use of the words "Japan," "Milano," "Oxford," and any other word that may imply foreign origin except in immediate conjunction with the phrase "Made in U. S. A.", in legible letters, to designate paper made in the United States.

Brilliant Brothers Co., Boston, engaged in the sale of shoes, directed to discontinue the use of the word "Doctor" or an abbreviation thereof as a trade name for a brand for shoes that possess no orthopedic features.

Bayer Company, Inc., New York City, engaged in the compounding of "Aspirin," directed to discontinue representing, except in certain foreign countries where such has been held to be the fact, that "Aspirin" is the trade mark of Bayer manufacture of "Monoceticacidester of Salicylicacid," to discontinue representing that aspirin not manufactured by respondent is spurious, and to discontinue misrepresenting its therapeutic value and the safety with which it may be used.

Aqua Seal Corporation, New York City, and other, owner and/or user of a waterproofing process called "Aqua-Sec," directed to discontinue representing that velvet fabrics treated with the "aqua-sec" process are thereby made permanently waterproof and waterspot proof, regardless of any subsequent dry-cleaning of the fabric or garment made therefrom.

Letters are coming from readers wanting to know about the Christmas tree law passed by the 1933 state legislature. The law provides that persons cutting, removing or transporting within this state for decorative purposes or for sale Christmas trees, evergreen boughs, or other wild trees, shrubs or vines, must obtain the written consent of the owner of the land from which the plants or plant parts are taken. This written consent shall contain the legal description of the land as well as the name of the legal owner thereof, and failure to exhibit such written consent to enforcement officers shall be evidence that no such consent was obtained. Violators are liable to a fine

of from \$25 to \$500, a county jail sentence of not more than three months, or both fine and imprisonment.

When asked if it applied to the man retailing trees grown on his own property, Attorney Martin V. Cook, of the state department of agriculture ruled "that the law does not distinguish between the owner of the land and those who are not the owners of land from which the Christmas trees, etc., are cut and removed, and an examination of the language of the act clearly convinces me that the law covers the owner of the land as well as any other person, and requires that owner prepare for himself a consent in writing which shall not only show who the owner is but will also describe the lands from which the trees, etc., were cut."

Items From the Cloverland of Michigan

Sault Ste. Marie, Oct. 28—Our new radio broadcasting station, located in the Canadian Sault, is coming along nicely. It is somewhat of a novelty yet, but fills the air with music all day long. All of the weaker and small sets are getting their money's worth and it is almost impossible to walk along the streets without hearing the programs. Charles Field, the well known cigar merchant on Ashmun street, was broadcasting this afternoon, handing bouquets to his many friends and dedicating some of the choicest musical selections to his pretty daughter. Charles has a pleasing and strong voice and one would think that he had been selected as a certified announcer. The Sault has plenty of good local talent and many of our merchants are getting good results on the advertising.

George Graves, who left the Sault several years ago, to enter the restaurant business in Rochester, Mich., has returned to the Sault and has re-opened the Log Cabin inn at the Hessel corners, which has been closed during the time Mr. Graves was away. The old Sault looks pretty good to him after all. George says that he has come back to stay. The hunting season is now on and business in that neck of the woods is always at its best.

The I.W.W.'s now are the motorists who want "Information, Wind and Water."

The Sea Gull inn, at Brimley, near the Waika River bridge, will continue open during the winter. Mrs. Elman, proprietor, has recovered from a six weeks' illness and is again supervising the cooking.

Repairs and remodeling at the Ojibway filling station on Portage avenue, West, are progressing nicely by Lester J. Wunrow, the new proprietor. The station will specialize on radiator work, chain repair, fender bumping and a steam system of car washing and polishing. The garage will be heated by steam. When completed, Less will have one of the most complete establishments of its kind on Portage avenue.

Great sport to dictate letters. One does not even have to know how to spell.

The Mackinaw Island State Bank is refusing all its deposits and closing out its trust accounts in preparation for receivership, according to Mae Kirby, cashier. Receivership is expected to take place this week, following a meeting of banking officials at Lansing. Col. Roger M. Andrews, president of the Mackinaw Island State Park Commission, who was formerly conservator of the institution, was on his way to Green Bay on business, Monday. The Mackinaw Island Bank closed with other banks in Michigan in April, 1933. Following the closing

a payoff of 25 per cent. was made to its depositors.

The Lock City service station, on Osborn boulevard, is now operating as the Lock City Motor Co. The station was taken over last week by Ernest Bumpsted, Harry Richmond and William Armstrong. A program of redecorating and remodeling will be started immediately and should be completed by spring to afford a new showroom and a change in the front of the building.

Habitat conditions for fish were improved in approximately 107 miles of streams in the Upper Peninsula during the past summer by CCC enrollees under Michigan emergency conservation work administration, according to a report of George A. Young in charge. The work was done by young men from ten different camps on fifteen streams and consists of the installation of wing dams, current deflectors and fish covers. The purpose of the projects is to provide more homes for the fish and ultimately to improve the fishability of the respective streams. Improvements were completed on four of the streams and are from eighty to ninety per cent. complete on the remainder. A total of 9,841 man-days of work was expended in making the improvements.

It is a sign that you have achieved a position in the community when people you haven't heard of for ten years look you up and try to borrow money.

William G. Tapert.

Corporations Wound Up

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

Detroit Paint & Glass Co., Detroit.
Dunlop Tire & Rubber Co., Detroit.
American Mining Co., Negaunee.
Brainerd-Lewis Co., Vassar.
C. and C. Cleaners and Dyers, Inc., Detroit.
C. G. Spring and Bumper Co., Detroit.

Henry Devlin Co., Flint.
General-Brower Tire Co., Pontiac.
Goody Stores, Inc., Detroit.
Trustee Investment Corp., Coldwater.

Washington Creamery, Detrit.
Galvin Land Co., Detroit.
Pentex Oil Co., Detroit.
Plywood, Incorporated, Detroit.
Shoup Gas & Oil Co., Muskegon.
B. A. C. Dairy Co., Detroit.
Kalamazoo Loose Leaf Binder Co., Kalamazoo.

Grand Rapids Retailers Elect

All officers of the Kent County Retail Shoe Dealers' Association were re-elected in the annual election of officials.

B. C. Olsee, Michigan Bootery, was re-named president. He is also a vice-president of the Michigan Shoe Dealers' Association. John Postema was elected vice-president; Ben Kuipers, secretary, and Jacob Duyser, treasurer.

The election was held in accordance with the organization's constitution, adopted two months ago.

Olsee heads a committee making plans for the convention banquet of the Michigan Shoe Dealers' Association, who meet in Grand Rapids, Jan. 21-22. On the banquet committee are Postema and Jack Weiner, in addition.

Correct living adds to the probability of success; no man can work well or think well with his life line filled with clinkers.

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AND SOLD
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BUILD . . .

THE President of the United States tells us that the way back to prosperity is through stimulating the building trades and enhancing the value of real estate.

The NATIONAL BANK OF GRAND RAPIDS, in addition to co-operating with the Federal Housing Administration in its program for the modernization of existing buildings, has a plan which contemplates the partial financing of new moderate priced homes in this city.

We believe that building costs are at a low figure and that building can be done very advantageously at this time.

Our loans will be based on first mortgages on property and we shall be glad to explain the details to you at your request.

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The National Bank
OF
Grand Rapids
