

ANNABEL LEE

It was many and many a year ago
In a kingdom by the sea,
That a maiden there lived whom you may know
By the name of Annabel Lee;
And this maiden she lived with no other thought
Than to love and be loved by me.

I was a child and she was a child,
In this kingdom by the sea;
But we loved with a love that was more than love,
I and my Annabel Lee —
With a love that the winged seraphs of heaven
Coveted her and me.

And this was the reason that, long ago,
In this kingdom by the sea,
A wind blew out of a cloud, chilling
My beautiful Annabel Lee;
So that her high-born kinsmen came
And bore her away from me,
To shut her up in a sepulchre
In this kingdom by the sea.

The angels, not half so happy in heaven,
Went envying her and me,
Yes, that was the reason (as all men know
In this kingdom by the sea)
That the wind came out of the cloud by night,
Chilling and killing my Annabel Lee.

But our love it was stronger by far than the love
Of those who were older than we,
Of many far wiser than we;
And neither the angels in heaven above,
Nor the demons down under the sea,
Can ever dissever my soul from the soul
Of the beautiful Annabel Lee.

For the moon never beams without bringing me dreams
Of the beautiful Annabel Lee;
And the stars never rise, but I feel the bright eyes
Of the beautiful Annabel Lee;
And so all the night-tide, I lie down by the side
Of my darling, my darling my life and my bride,
In the sepulchre there by the sea,
In her tomb by the sounding sea.

Edgar Allen Poe.

"here's what we'd do"

TO MAKE A BIGGER PROFIT IN NOVEMBER



R. H. Bennett



C. L. Campbell



C. H. Gager



C. G. Mortimer

An interview with 4 General Foods sales-advertising executives

"SUPPOSE you were a retail grocer," we said to these four foods merchandisers, "what storewide sales idea would you pick for sweetest profits during November?"

In each case the answer was the same—"I'd stage a *Cake-Baking Week*."

And each of them gave the same reason—(1) a *Cake-Baking Week* is the timeliest of all November features. Return of cooler weather always brings a revival in home baking... (2) a well-

staged *Cake-Baking Week* increases sales not only on one or two grocery items, but on the more-than-100 cake ingredients carried in most stores... (3) because featuring cake baking encourages women to buy everything they need right on the spot, instead of shopping around.

These executives were definite on how to capitalize on a *Cake-Baking Week*. The window and interior displays illustrated are the ones prescribed. They said they'd use *plenty* of display



"Our interior table display would team up with the window... feature the same popular ingredients... give us a double whack at the customer's cake dollars."



"We'd put in a window trim including every item for baking," we were told. "And for our central feature we'd select the best known—most frequently used cake ingredients... Swans Down Cake Flour, Calumet Baking Powder, eggs, shortening, Baker's Coconut, flavoring extracts, Baker's Chocolate..."

"Ask the General Foods Salesman"

This is one in a series of advertisements in which General Foods points out some timely sales opportunity and tells how grocers can make it pay

material—the most attractive they could lay their hands on. They'd advertise—use handbills and newspaper ads... as much as they could afford

"And remember this," they said, "the General Foods salesman can really help put over a *Cake-Baking Week*. He can supply cake ingredient display material. He has plenty of sound, effective selling ideas. He'll help put in displays and prepare advertising."

MICHIGAN TRADESMAN

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 7, 1934

Number 2668

MICHIGAN TRADESMAN

E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

Printed by the Tradesman Company, Under
NRA Conditions

THE OLD, OLD STORY

Chains Absorb Half the Business in the Thumb

Yale is a fine country town of 1,400, located on M 19, in the North part of St. Clair county. There is a large woolen mill here which gives work to 300 people, producing fabric for upholstering autos. Some years ago it produced high grade woollens for clothing. A branch plant of W. R. Roach & Co. gives employment to many through the canning season. Merchants here report trade a little better than last year, but not yet to where a reasonable profit can be realized. All are agreed that outside chain stores located here send away so much of the profit on trade it affects every home merchant. Like most other towns, it needs a live organization of the home business folks, including doctors, lawyers, dentists, ministers, school teachers and other leading citizens. If a town is good enough to live in and to call home, it is good enough to fight for, that it may have a return of better times. Other towns in Michigan have been saved from chain store robbers, through the co-operation of its people. It can be done here. Among the leading merchants are Taylor & Beadle, Donald T. Minnie, both of whom have high grade food stores equal to the best. H. A. Williams carries a large stock of dry goods, shoes and furnishings. With local manufacturing and a large territory of good farms around it, prosperity of former days can be largely restored here if the home people will awaken to their opportunities.

Emmett is a fine country village in the central part of St. Clair county on M 21. It has several stores and a good elevator, which provides a market for the farmers. An outstanding feature of the village is the large Catholic church and its parochial school, both

of which would be a credit to any city. Among the merchants here is J. Downs, who carries a general stock of merchandise, and who has long been a constant reader of the Tradesman. F. Brogan Sons hand out the mail at the postoffice in a large general store. Both of these good merchants are students of economic conditions and they agree that when the people get their eyes open to what monopoly is doing to continue close time, they will desert the greedy chain stores and do their trading at home, so as to keep more money in the community.

Port Huron is a splendid industrial city of 35,000, located at the Southern point of Lake Huron, on the St. Clair river. Here are located factories making agricultural machinery, auto parts, chemicals, oils, cement, paper, textiles, stone and clay products, railway cars, tools, etc. This city was first settled in 1857 and the population nearly doubled from 1910 to 1934. Being located upon the proposed great inland waterway, it is, no doubt, destined for greater growth and expansion when general business conditions return to normal. Like other progressive cities, the giant chain store monopolies found a great opening, so all have established branch stores here. Seeing the people crowding into the stores of the outside chain corporation, two local firms here have opened gradually a considerable number of stores, and one of them has also a large store truck loaded with food products, which makes a circuit of the suburban districts in a house to house canvass. This further aggravates the position of the established merchants in residential districts. Merchants here report trade about the same as a year ago, taking into consideration the advance in market prices. Enquiry among general lines of business shows an estimate of 50 to 75 per cent. of the trade here goes to the chain stores, the outside chains getting most of it. What this city needs is an organization of its citizens to protect the home interests against the inroads of the big chain corporations. These outside pirates get a big part of the trade coming here, and every dollar of profit on this trade is taken away and sent outside the state. It is this constant drainage that has weakened this state so it is difficult to pay the cost of Government and maintain our public schools. The time is not distant when the people of towns and cities will awaken and see the loss that comes in patronizing these giant monopolies and helping them to pile up further billions of dollars. Home people have it in their power to drive them out by going to the home merchant for their needs. If Port Huron citizens will do this, they can soon restore normal business conditions.

Lapeer is a good city and is the county seat of Lapeer county. The quaint colonial courthouse, located in the business district, shows the city was founded early in the history of the state. There is a wood-products plant here, which supplies many with employment when times are normal. It is now operating on short schedule. Owing to the scarcity of cash here, the merchants issued bills or script, in various denominations. The plan was to redeem the script with stamps, which each merchant was supplied by the secretary of the Chamber of Commerce, upon payment for stamps with cash. Each merchant accepting the script was supposed to attach a stamp, before passing it on to another. As the script filled a need and circulated freely, many neglected placing on the stamps, so now the matter of redemption is in question, as many merchants carry considerable script as currency. It is the opinion of some merchants that in the windup of the use of this medium of exchange, some will be left "holding the bag." It is a shame that the U. S. Government ever let the control of money get into the hands of the "money changers," who always profit by making money scarce. It is high time the Government took over the money system and operated it as the Constitution says it should. If this was done, business would not need to resort to a system, of its own, as the early indians did when they used clam shell or wampum for cash. I was told the local Chamber of Commerce is officered by chain store managers, and those whom they represent have no interest in the city but what they can get out of it. What is needed here is a re-organization of this body, making it 100 per cent. loyal to the home city. Outside chain corporations take away the profit on trade and this is why local merchants fare poorly, as well as all other citizens. Lapeer citizens should buy at home from its own merchants. This would keep the profits on trade here and times would return to normal.

Owosso is a splendid city built by its industrial and farming interests. Like other cities, it has seen better days, but the prolonged business depression and the invasion of monopolies into its retail trade have retarded its growth, as elsewhere. Its furniture factories are operating part time, also other factories. Trade is reported about the same as a year ago. A trade survey among the merchants shows that 50 per cent. of the trade centering here goes to the outside chain stores. This leaves only one-half of the local trade going to home merchants. As long as this condition continues, there probably will not be another new business block built: for wherever the greedy chain corporations go, you will find

many empty stores. Chain store monopolies do not build up cities, but they do impoverish them. The property owner who leases his store building to an outside chain store is helping to destroy the value of any other property he may have. It is this constant sapping of profits on trade that has destroyed the market for all kinds of city, town and farm property. This beautiful city is worth fighting for and a strong organization of home business interests could do much to regain the fifty per cent. of trade profits now going to the big financial centers, never to return. Neither the Democrat nor the Republican party can bring a return of good times unless they take the side of the people and enforce the anti-trust laws. However, the people of a community have it in their power to drive out these invaders by refusing to buy from them.

St. Johns, the county seat of Clinton county, is a busy trading center. At one time there were large factories here that gave employment to many people. This city was noted for its wealth and the prosperity of its merchants and citizens. Some of the business firms here were founded many decades ago. One prominent merchant said his grandfather founded the business, in which he is now engaged, ninety years ago. He stated this business was prosperous until in recent years, when changed conditions have made the business unprofitable, so it has been operated at a loss for some time. He said he had considered closing up: but the matter of family pride in the business, and the fact he did not wish to throw old-time employes out of a livelihood, had prompted the continuance of the business. He agreed, as other merchants of the city, that the drain of profits taken from the city by the outside chain corporations had removed the possibilities of home merchants making a profit in trade. What is true here is true in many other cities, where the giant monopolies are bringing impoverishment. This city needs a campaign for community loyalty. Such an educational movement would show the people that the profit on trade is the vital life blood of home prosperity. It is a fundamental principle of economic law that every community needs the profits on its own trade if it is to remain in a healthful business condition. E. B. Stebbins.

These experts who declare that American life is moving in cycles are just adopting a more comforting way of saying we are running around in circles.

True religion is the life we live, not the creed we profess, and some day will be recognized by quality and quantity, and not by brand.



Lines of Interest to Grand Rapids Council

We will conclude our trip through Greenfield Village in this issue. However descriptive we may be there will still remain much to be told to cover the significance of the project to the public.

Most of the buildings we will mention are historical structures from our own state and from Eastern points. It is natural to suppose that most of our national history originated in the East where first the Pilgrims set foot on American soil.

We will first visit the Waterford country store. This frame structure was erected in 1854 and was the principle store in Waterford, Michigan, till its removal to the historical village. Its interior presents the original counters, old equipment and stock of stores of that period. In browsing around one will find the old cracker, sugar and flour barrels, notions, hardware, tobacco, pipes and confectionery of the early days. Hanging from the joists are oxen yokes, sap buckets, lanterns, etc. Some of the hardware would stump our crack hardware salesmen for a name. The derbies, bonnets, hoops, red flannel and woolen mittens are in evidence. In fact all that is missing is the spit and whittle club that used to gather around the dutch-bellied stove in the rear.

We will now step into the Greenfield Village Post Office. This small building was erected in 1803 at Phoenix, Connecticut, and served many years as its post office. Post cards may be secured here and mailed with the Greenfield Village post mark. An old fashioned pharmacy occupies one end of the building. One may observe the apothecary apparatus and the hand-wrought nails, the hand made shutters and laths used in the construction of the building. The Village blacksmith shop is a stone building such as housed the pioneer smithy. Tools of the period are in their place and in one corner is a rack such as was used in holding oxen while being shod. Such type shoes may be seen lying near the rack.

Years ago one was required to pay toll for the use of the highways. At certain intervals one would find a house by the roadside and from this house a set of gates were controlled to block the highway until the proper amount of toll had been collected. Such a house has been brought from East Haverhill, Mass. It was erected in 1828. It contains a shoe shop which the owner operated during his spare time. On the side of the building is posted the list of tolls.

The Currier shoe shop dates back fifty years and was brought from Newton, New Hampshire. It is in this shop that Mr. Ford has his shoes made. The operator also makes and repairs shoes for the residents of the village.

Hard by these historical buildings

stands an old time cooper shop. It was erected in Kingston, New Hampshire in 1785 and contains all the old type tools that were used in the manufacture of barrels in that century. We could not have an old fashioned village without having some place to take tin types of those who wished to perpetuate their identity. We are now in such a place. It is equipped with primitive photographic equipment among which is a genuine daguerreotype camera. We may have our tin types made for a small fee.

The first power silk mill in the United States was erected in 1810 at Hank's Hill, Mansfield, Connecticut. It has found a setting in the Village among its many historical neighbors. One may observe the production of silk thread from a cocoon. A carding mill which was erected about a century ago near Plymouth, Michigan, contains such equipment as was used to card wool brought in by farmers from far and near. You may see how the equipment was used to weave cloth. It is necessary to have meal and flour so an old stone mill stands ready to serve us. It was erected near Monroe, Michigan in 1832. The old stone burrs and much of the original equipment are intact. Two old type saw mills have been erected in the Village to keep before the visitors the fact that Michigan was at one time the queen of lumber producing states.

In our quest for things historical we must not overlook the little stone building in which Henry fashioned and assembled his first automobile. It contains many of the original tools with which the inventor worked.

As a part to the various memorials to Mr. Edison is the Smith Creek depot which was erected in 1858 not far from Port Huron. It was at this depot that Mr. Edison was set off a train by an irate conductor after Edison had set fire to the contents of the baggage car. He was experimenting with chemicals when an accident happened and started the fire. Edison was fifteen years of age and was a news butcher on the Grand Trunk when the incident happened.

We will now visit some of the old homesteads that stand as stately as when in their youth. The Gardner home of a century ago was secured from the Scotch Settlement where the Village school came from. It is of frame construction. A typical old log house of the story and a half type stands as a monument to the pioneer days of Michigan. It is built of square hewed logs. It is furnished as in the early days, and at the rear is an outdoor oven and an upright hollow log used for smoking meat.

A structure known as Secretary House was constructed in 1751 on Meeting House Hill, Exeter, New Hampshire. In 1786 it became the residence of Joseph Pearson, the first Secretary of State for New Hampshire, hence its name.

We will now note a Swiss jeweler's chalet. This home is of the type the watchmakers in the Jura Mountains of Switzerland used and is the combined dwelling-shop. Our interest is next

centered in the Cotswold Cottage group. These buildings were brought by boat and train to the Village and reconstructed as they were found in the Cotswold Hills of England. They are about 250 years old. They are furnished throughout with furniture of the 16th century. Leather pitchers, or jugs, very rare wooden trenchers, a Bible chest and several valuable books of that period are included. The construction is of lime stone slabs, the walls being about two feet thick. The roof is constructed of stone slabs supported by heavy oak timbers. Huge fire places furnish the means for heat and cooking.

We will now visit the last of the buildings on our trip and here inspect jewelry of the early centuries, exquisite examples of the watch and clock makers art, and furniture that is truly artistic for a shop. The building stood as a landmark for years on Cheapside, London, England. A facade above the first story and directly above the entrance contains the giant effigies of Gog, Magog, Father Time and an angel. Co-ordinating with the clock in the tower, these figures strike upon bells and chimes when the clock reaches the hour, the half and the quarters. The clock has chimed the time for us to leave the Village. We step into a bus which takes us by an old fashioned livery barn and to the entrance lodge where we started our journey. We have lived in the past and acted our parts in a realistic play and are now ready to emerge once again into the busy industrial world. Nearby is the Dearborn airport where giant planes roar as they take off for distant ports and in the distance we see one of them winging its way homeward loaded with express, mail and passengers. Before us is busy Oakland Boulevard where a constant stream of modern vehicles rush madly to and fro apparently unconscious of and ignoring the historical Village where the clocks of time are turned back to the past centuries. We are used to the constant changes so we step into the whirling traffic and are borne out upon the stream of present day industrialism and social activities with only a memory of the sleepy and unique village which in time will attract people from all over the world.

"Say, waiter, this coffee is nothing but mud."

"Yes, certainly it is. It was ground this morning."

Grand Rapids council held its meeting Saturday evening, November 3. Inclement weather seemed to have dampened the ardor of many but what the meeting lacked in quantity it made up in quality. All the officers were present except Conductor Frank Holman. A valid excuse was tendered for his first absence of the year.

Many important issues were discussed and committee reports were quite interesting. A. J. Feldhaus gave a report on the activities of the Legislative Committee and convinced the members that the committee had an able chairman and that he was functioning in the highest degree. Among the communications read was a letter from the Grand Counselor stressing upon the

fact that every council should put on the ritualistic work in an impressive manner if a good attendance was expected.

Due to Thanksgiving coming so close to the December meeting it was voted to hold the December meeting on the fifteenth or third Saturday instead of the first. The Ladies Auxiliary will serve a supper at six o'clock on this meeting date and expect to turn over the proceeds to the Widows and Orphan Fund. It is planned to make this supper into a Xmas party as it will be only ten days until the visit of St. Nick. Past Counselors will have charge of the meeting that evening. Those who will take charge of the various offices at this time are as follows: L. V. Pilkington, Senior Counselor; R. E. Groom, Junior Counselor; L. L. Lozier, Past Senior Counselor; H. R. Bradfield, Secretary-Treasurer; H. Fred DeGraff, Conductor; R. W. Bentley, Page; B. C. Saxton, Sentinel, and Gilbert H. Moore, Chaplin.

Following the close of the meeting, the Ladies Auxiliary served a luncheon of sandwiches, doughnuts and coffee.

Young Man: "Will you marry me?"

Heiress: "No, I'm afraid not."

Young Man: "Oh, come on, be a support."

The Ladies Auxiliary held their November meeting in the parlors of the Moose Temple Saturday evening, Nov. 3. During the business meeting Mrs. T. F. Westfeldt was elected to fill the unexpired term of President to succeed Mrs. Paul Schmidt who has gone to Carrollton, Mo., to spend the winter. The office of Secretary which was held by Mrs. Westfeldt was declared vacant and Mrs. A. J. Feldhaus was elected to that office. Following the meeting the ladies played bridge until the men had closed their meeting. Mrs. R. E. Groom captured first prize at bridge. Their next meeting will be held Dec. 15.

Charlie Ghysels has nailed another feather to his crown by going out and capturing first prize in a mid-season contest conducted by his house. Prizes were offered by the Salada Tea Co. to the salesmen who would get the most advertising tie-ups with the dealers during a given time. This prize winning stunt is not an uncommon occurrence with Charlie, as he has turned the trick on several different occasions. Some day he may find himself given a handicap so that someone else may get a look-in.

H. F. DeGraff reports that great preparations are going forward for the January furniture show. Several new lines will be shown locally which have always shown in Chicago. A casual check-up shows that several lines in the past have abandoned that market and have located here because of the quality furniture shown. Grand Rapids has always been known as a quality market and lines which are known as quality lines are gradually centering where quality is the known factor.

Counselor George V. McConnell reached another mile stone in life's journey last week. Although he may be considered as toting around a ripe old age, he is still on the sunny side

of physical condition. We are not alone in our conjecture that "One Round Hogan" might have a tough time in handling George in a rough and tumble. We extend our congratulations and wish him many happy returns of the day.

Joe C. Reynolds, who retired several years ago from business, has again entered the commercial field. He has purchased his old hardware stand in Concord which has been conducted by J. Kenyon & Son. Mr. Reynolds is having the place overhauled and new fixtures added. He has faith in his community and is determined to show the skeptics there is success wherever hard work and good judgment mingle in any venture. We extend our best wishes for the success of Mr. Reynolds in his late venture.

Among well known and progressive firms who prosper in the smaller centers is the firm of Latty & Sharkey of Bellevue. This firm has prospered during the past several years despite the calamity howl of depression. Twenty-five years ago Frank Latty opened a small garage in Bellevue and from this small beginning has developed a business that is comparable to any of its kind in Southern Michigan. The business is housed in a modern building of large dimensions and a complete service for the automobile owner has been installed. A few years ago Mr. Latty took in a Mr. Sharkey as partner and they have been a successful business team. In the face of all the howls one hears about hard times these enterprising merchants have had faith in the future and are to-day operating a hardware store in St. Louis, near Alma, and a general store in Assyria which is ten miles from Bellevue. Their business acumen and their indomitable faith in their future has led them onward to face odds that have been defeated by success. If more men of this type were in business to-day we would have less to howl about and certainly the community in which they lived would be better for having them.

Word has been received that John S. Emery, a charter member and a Past Counselor of Grand Rapids Council, died at his home in Seattle, Washington, Oct. 7. Mr. Emory moved West several years ago. He leaves a widow to mourn his loss.

Grand Counselor Allen F. Rockwell visited Auto City Council in Lansing Saturday evening. A Bohemian supper was served after which the council went into session and the ladies played bridge. Grand Counselor Rockwell is quite pleased with the prospects at Auto City Council and predicts that the Council will have to be reckoned with when they get their degree team organized. There is some very promising material in the official line up and their enthusiasm is bound to bring desirable results. Grand Rapids council extends best wishes to Auto City Council for the fulfillment of our Grand Counselor's prediction. Mrs. Rockwell accompanied her husband to Lansing.

Frank Garland has accepted a position with the Woodhouse Co. and will call on city trade for them.

Harold O. Blazer, of 315 Griggs street, is recovering from an injury to his left leg. He was splitting some green wood and a piece of steel from a hatchet pierced the flesh of his leg. We all know that Harold is equally as truthful as Washington was, yet we doubt his ability to handle a hatchet as efficiently as the Father of our country.

William K. Wilson who was injured some time ago has recovered and has received his claim for lost time.

Traverse Daniel, of 817 Merritt street, suffered a painful accident to his right hand from a severe glass cut. It required several stitches to close the wound. He will be incapacitated for several days.

Byron S. Davenport, of 811 Fairmount, one of the veteran grocery salesmen of the city, is confined to his home on account of illness. Council members wish him a speedy recovery.

Jim Vander Veen, who has been confined to his home at 61 Griggs street, is improving and will soon be out and around again.

Henry Herrenden, a former member, is confined to his home as a result of a stroke. He can receive visitors and will be glad to see any of his old friends who may wish to call.

Word has been received that Franklin Pierce is in poor health at his home in Hollywood, Calif. Mr. Pierce was a Past Counselor of our local Council and was a veteran employee of the Standard Oil Company when he retired several years ago. Our best wishes go out to Mr. Pierce for a speedy recovery.

Drive safely. Don't have any regrets due to careless driving.

Notniklip.

Relaxing the Curb on Production

While little is known thus far regarding the reform legislation which the administration will propose to the new Congress, indications are that there will be no new curbs on production, but rather a relaxation of existing restrictions.

The administration has realized that a larger volume of production is necessary for recovery. In this view, it will be supported not only by business men generally, but also by organized labor and many spokesmen for the farmers.

The removal of production curtailment measures in industry and agriculture will be a slow process, likely to involve much log-rolling between groups having vested interests in various existing curtailment schemes. The general recognition that more goods must be produced if recovery is to be attained, nevertheless, improves the prospects for a gradual reversal of the restrictive policies thus far adopted by the administration.

Plant Modernization Prospects

The decline in industrial net profits registered in the third quarter need not, necessarily deter plant modernization activities, where concerns have either the funds or the credit to finance such

projects, industrial engineers contend.

On the contrary, if sales volume is sustained, smaller net profits will stimulate redesigning of manufacturing and distributive facilities along modern lines, it is claimed. Modern machinery and modern straight line production methods will, in many instances, help to turn a large but now unprofitable volume of business into a profitable one, it is said.

The chief obstacle to plant modernization, in addition to financial difficulties, is a volume of business too small or too uncertain to warrant the investment of new capital. If the volume is sufficient and not subject to excessive

fluctuations, modernization will in most instances, prove an effective method to raise profit margins, engineers believe.

Federal Orders Help Textiles

Many mills in the textile industry would be operating at a much lower volume if it were not for the Government orders that have been placed in the last few months. In the cotton field, producers of denims, sheetings and other goods are busy on large contracts, while several woolen mills are starting on government requirements. Even burlaps have begun to benefit from government activity, inasmuch as Federal orders for potato bags have developed in large quantity.

Putnam's

CANDIES FOR CHRISTMAS

HARD CANDIES

Leader Mixed
Christmas Mixed
Cut Rock
Marigold 100% Plastic Filled
Primrose 50% Plastic Filled

CHOCOLATES, CREAMS AND SPECIALTIES

Paris Creams
Small Crystal Creams
Fancy Mixed
Champion Choc. Drops
Wintergreen Berries

Order From Your Jobber

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

Today's BIG NEWS



FLEISCHMANN'S XR YEAST

Quicker-acting . . . more vigorous . . . more effective . . . more healthful. Contains newly discovered yeast "strain" or variety and supplies vitamins A, B, D and G.

Quickly corrects constipation and those mal-conditions that may come from this ailment, such as indigestion, frequent headaches and rundown condition.

The greatest health advertising campaign in American history is now featuring the new Fleischmann's XR Yeast from coast to coast in newspapers, magazines and by radio.

A great demand is being created. Get in line. Try Fleischmann's XR Yeast. Recommend it. Push it. It's an item that builds up sales volume.



A Product of
STANDARD BRANDS INCORPORATED

MOVEMENTS OF MERCHANTS.

Howard City—J. H. Perilot has closed Hotel Golden and is now located in Chicago.

Kalamazoo—The Sunset Dairy Co. has engaged in business at 723 North Burdick street.

Detroit—The Westinghouse Electric Supply Co., has changed its name to Wemco, Inc.

Bay City—Reuben Adelman has been named credit manager for the Bay City Milling Co.

Ironwood—The Northern Logging Co. has increased its capital stock from \$1,350,000 to \$1,459,500.

Plainwell—Paul Murray has erected an addition to his meat packing plant just South of Plainwell.

Detroit—Elias Epps & Co., Inc., 6527 Gratiot avenue, has changed its name to Epps-Peabody & Co.

Petoskey—The Petoskey House-furnishing Co. is liquidating its \$45,000 stock by sale at public auction.

Jackson—The Melling Oil & Gas Co., 320 Rogers Bldg., has increased its capital stock from \$2,500 to \$50,000.

Fife Lake—James Pepper succeeds William O. Garrett in the grocery, restaurant and filling station business.

Detroit—A. B. Siegfried as been appointed district sales manager of the Premier Pabst Sales Corporation, Detroit.

Midland—Jack Lehr, proprietor of the Main street market, purchased the People's cash market from Rose & Vail.

Mackinaw City—Jay Moore has engaged in the meat business in the building formerly occupied by the Peppler store.

Detroit—Henry F. Rowse & Sons, Inc., jobber of building materials, has decreased its capital stock from \$50,000 to \$5,000.

Grand Rapids—H. T. Pell has opened a Red and White store at 1151 Giddings avenue. Lee & Cady furnished the stock.

Detroit—The Commercial Mining Co., 7201 West Fort street, has decreased its capital stock from \$750,000 to \$350,000.

Kalamazoo—The Celery City Lumber Co., 711 Ransom street, has decreased its capital stock from \$60,000 to \$30,000.

St. Clair—The Diamond Crystal Salt Co., has completed plans for construction of two additional factory units at its local plant.

Flint—The Dailey Brewing Co., 1521 St. John street, has changed its capitalization from \$490,000 to 490,000 shares no par value.

Kalamazoo—Clint Castor has opened an orange, lemon and grapefruit store next door to the Home Savings bank, West Michigan avenue.

Detroit—The Van Dyke-Grinnell Public Market, Inc., cor. Van Dyke and Grinnell streets, has increased its capital stock from \$4,000 to \$20,000.

Fountain—Lloyd Stewart has removed his grocery stock from the Loken building to the remodeled and newly redecored Fabbiano building.

Detroit—Steiner Markets, Inc., 1005 Farmer avenue, dealer in meats, groceries, etc., has been incorporated with

a capital stock of \$20,000, all paid in. Detroit—The Detroit Lead Pipe Works, Inc., 14471 Livernois avenue, has increased its capital stock from 500 shares no par value to 1,000 shares at \$10 each.

Detroit—Marshall Lemke, Inc., dealer in candies and coin controlled vending machines, 2947 Woodward avenue, has been capitalized at \$5,000, all paid in.

Lansing—Jake Weinzierl, proprietor of Jake's market on North Washington avenue, has added a complete line of groceries and canned goods to his meat department.

Detroit—The McBrearty & Barnes Co., 1526 Third street, plumbing, has been incorporated with a capital stock of 4 shares at \$500 a share, \$1,000 being paid in.

Quincy—Deo Day, of Hillsdale, has leased the Houghton building and is remodeling it preparatory to opening a modern bakery as soon as the work is completed.

Detroit—The Grand Beverage Distributors, Inc., 140 12th street, distributors of beverages, has been incorporated with a capital stock of \$5,000, \$1,000 paid in.

Harbor Springs—Guy Cotanche has engaged in business on State street under the style of the Sanitary Cream Station. It is a sub-station of the Northern Creamery Co.

Detroit—Mac's Cut Rate Drug Co., Madison Theatre Bldg., has been incorporated to conduct a retail drug business with a capital stock off \$50,000, \$1,000 being paid in.

Montague—The Farmers State bank of Montague, closed since the banking holiday of February, 1933, reopened for unrestricted business Nov. 3. It has a capitalization of \$25,000.

Detroit—The Mid-Western Distillery Products, Inc., 829 Fox Theatre Bldg., organized to manufacture and sell liquors and wines, has been capitalized for \$20,000, all paid in.

Detroit—J. M. Obero, Inc., 1203 Stanley avenue, has been incorporated to deal in and service refrigerating machines with a capital stock of 1,000 shares at \$5 a share, \$5,000 being paid in.

Calumet—Joseph Savini and John Kingstrom, proprietors of the City market, have dissolved their partnership. Mr. Kingstrom will continue the business, having purchased the interest of Mr. Savini.

Shepherd—Howard Munson, who was in charge of the meat department of Kroger Store, at Alma, has resigned his position and purchased a meat market here. Carl Bartz, of Owosso, has taken Mr. Munson's place at the Kroger Store.

Traverse City—M. Ostering & Sons, wholesale produce dealers, have established their headquarters and main warehouse here. The headquarters were formerly located at Grandville, and the company will maintain that location as a branch.

Kalamazoo—The Armintrout Markets has opened its enlarged store at 534-538 Portage street. The store has been occupied by Armintrout's for 14 years, 2,000 additional feet of floor

space has been added and also diversified lines of merchandise.

Detroit—The Mergraf Oil Refineries, Inc., 3757 Bellevue avenue, lubricants, greases, chemicals, etc., has been incorporated with a capital stock of 50,000 shares of A stock at \$1 a share and 200,000 shares of B at \$1 a share, of which \$96,000 has been paid in.

Coldwater—The Coldwater Co-operative Co. has completed the building of its modern grain elevator at a cost of \$15,000. It has nine grain bins with a capacity of 16,000 bushels with towers 40 feet high. The elevator replaces the one destroyed by fire last April.

Lansing—The Country Store, 2700 East Michigan avenue, dealer in groceries, meats, farm produce, eggs, hides and wood, maintains a free evening delivery service to both Lansing and East Lansing on all orders amounting to more than \$1 and coming in before 7 p. m.

Menominee — Extensive improvements have been made in the Falk hotel, formerly the Nerbun, 2314 Broadway. A modern brick veneer front has been installed and the tavern and tap rooms enlarged. The entire interior of the house has been redecorated, new booths, tables, chairs and fixtures added.

Yale—Construction has started on a one-story steel and brick addition to the Yale Woolen Mills, a fifty-three-year-old concern. The building will be 120 feet wide and 205 feet long and will house 20 new looms. The capacity of the plant is 4,000 yards of cloth a day and most of the output is contracted for by Detroit automobile builders.

Pontiac—Hocking & Gillies Shoe Stores, operated by Richard Hocking and John Gillies, with head-quarters in Detroit, have just opened their fourth store. This is a leased department in the Bob and Betty Shoppe, 37 North Saginaw street, carrying nothing but juvenile shoes. The entire store, 25 by 160 feet, carries nothing but juvenile apparel, making it one of the unique stores in the state.

Muskegon Heights—The Liquidating Sales Co., which conducts a store on West Webster avenue, near Pine street and another on Terrace street near Webster avenue, has opened a third store on Peck street, at Hackley Place, where three store rooms have been combined into a single store by connecting archways. A complete stock of clothing for men and women, paints, varnishes, linoleums and other lines have been installed.

Kalamazoo—Frank Hanes is making many improvements in his general store building. The gasoline pumps have been moved directly in front of the store and a roof built over them, making a modern drive-in station. A large addition has been built on the North of the store which is used as an electrical auto repairing and battery service station. Mr. Hanes also opened a store in the Sander building, where he carries a stock of auto parts, used furniture, etc.

Muskegon—Mrs. Leon Loeb, wife of the prominent Muskegon business man who disappeared a week ago yesterday,

will leave Muskegon soon for Tulsa, Okla., the home of her brother, Max Kahn, who came to Muskegon last Thursday to be with his sister. Dr. Isidor Loeb, brother of the missing man and a professor in St. Louis university, St. Louis, Mo., left Saturday night after making a brief statement declaring no information regarding his brother had been obtained since his mysterious disappearance. He was last seen, in the smoking compartment of a pullman car destined for Chicago where he was to have met his wife and daughter at a hotel Sunday morning, Oct. 28. Dr. Loeb has since directed a private search for his brother making no official report to public officials.

Manufacturing Matters

Detroit—The Birdseye Corporation, 2440 John R. street, has been incorporated to manufacture and sell device for producing gaseous fuel, with a capital stock of \$10,000, all paid in.

Jackson—The entire equipment of the former Willeray Candy Co., here, has been purchased by the Westerfield Candy Manufacturing Co., which has moved its main plant here from Detroit.

Detroit—Protection Products Manufacturing Co., 503 New Center Bldg., has been organized to manufacture and deal in waterproofing and other preservatives, with a capital stock of \$20,000, all paid in.

Detroit—The Industrial Sand & Material Co., 512 Dime Bank Bldg., manufacturer and dealer in timber and timber products, has been incorporated with a capital stock of \$25,000, \$10,000 of which has been paid in.

Lansing—The George Weston Biscuit Co., 1400 Capital Tower Bldg., has been incorporated to manufacture baked goods, own and conduct plants, with a capital stock of 10,000 shares at \$25 a share, \$1,000 being paid in.

Detroit—The Unitor Corporation, 501 Owen Bldg., manufacturer and dealer in goods and wares, etc., has been incorporated with a capital stock of 1,500,000 shares no par value and \$1,500,000 common, of which \$197,500 has been paid in.

Canned Foods Grading Situation

A lull in the canned food labeling situation is reported. Administrator Riley is awaiting further reports from his advisers in the wholesale field before continuing with his efforts to clamp a set of unworkable label regulations on the industry.

Meanwhile, the major part of the field, canner, wholesaler, retailer, is assembling more evidence against the A, B, C grading scheme.

If the consumers are truly informed they will surely give their support this time to the champions of descriptive labels or some similar system of consumer protection.

Fence Around the World

The paint consumed annually in the United States would cover a fence that was 500 feet high and long enough to encircle the globe.

Be your own severest boss.

Essential Features of the Grocery Staples

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

Tea—The week has been marked by a substantial decline in Java teas in primary markets, due to exchange conditions. China teas, particularly Shangkais, Pingsueys and Congous are also lower. Ceylons and Indias on the contrary have shown firmness in primary markets. In this country prices show no particular change. Demand is quiet. Consumptive demand for tea is ordinary.

Coffee—The market for future Rio and Santos coffee, green and in a large way, began the week with a little exhibition of strength, but later this was entirely lost and prices took a slump. Actual Rio and Santos have been dull and weak. The only people coming into the market for actual Rio and Santos, green and in a large way, are those who need it. Mild grades are perhaps a shade lower for the week. The jobbing market for roasted coffee so far shows no general change, but it will if the weakness in green continues. Consumptive demand for coffee is good.

Canned Fruit—Fruits show no particular change for the week. Florida grapefruit is unchanged since the last report. California fruits unchanged and quiet.

Canned Vegetables—The pack of sweet corn in this country for the 1934 season is put at 11,267,897 of No. 2s standard cases or 11,119,140 actual cases. This is the third short pack in succession, that of last year being 10,192,730 cases and in 1932, the smallest pack in post war years was placed at 9,357,642 cases. These three lean years followed the record pack of 19,414,667 cases put up in 1931. The statistics on the corn pack this year are interesting further because of the quarterly statistics announced late last week. These statistics showed that distributors were holding 29 per cent. less corn on Oct. 1 this year than on Oct. 1 last year. On Oct. 1 this year their holdings were 944,545 cases, as against 1,322,753 cases on October 1, 1933. Moreover, stocks of canned corn in packer's hands on Oct. 1, this year, were 28 per cent. lighter than on Oct. 1, 1933, which was another small pack year. On Oct. 1, this year, packers were holding 4,855,456 cases, as against 6,737,598 cases on Oct. 1, 1933. These facts seem to indicate the reason why corn is so strongly held. Distributors are covered less on corn than on any other item among the major vegetables. In fact, their inventories on peas and tomatoes are above those of a year ago, while their corn supplies are off almost one third of what they were a year ago. So it looks as though corn would be the first to show activity after the present dull season passes. Canned sauerkraut continues to be in pretty unsettled shape. New York State packers have been running into some stiff price competition from other points and State kraut has declined to 80c, factory, for fancy No. 2½s. Even at this low price, it is much higher than some of the prices heard in the trade.

Canned Fish—Canned salmon continues quiet for shipment. The Alaska

grades of salmon have been something of a disappointment here, but would be quiet at this season of the year in any event. The trouble with salmon seems to be the bad trade psychology which the record pack of the past season developed.

Dried Fruits—The dried fruit market showed some few changes in fruits last week, but not many. One large seller is quoting 1933 Santa Claras, 50s at 6¼c and 90s-100s at 4¼c. Dalmatian cherries are off somewhat to 10¾c and the lower grades of dried peaches are fractionally higher. The shortage in imported figs is shown by sell outs in Smyrna six-crown layers and nine-crown Umbrella layers. The latest list to reach the trade also shows a large seller cleaned up on pitted Hallowee dates and no Calimyrna cartons are quoted. Carton Adriatics are held at \$1.55 by jobbers and bulk fancy white Adriatics at 10c a pound, unchanged. Fancy black Mission figs are quoted at 10¾c and extra fancy at 12¾c. Hallowee dates are listed at 5¾c in seventy-pound boxes and 3c in halves. Unpitted Sairs, for which there was less than the expected demand this season so far, are quoted at 4¾c and pitted Sairs are unchanged at 7½c. There is little or no change in other items. Apricots are being well maintained here at present levels, and prices on the Coast have shown only a slightest easiness in the top grades. First hands are holding all the available supply for shipment, growers being cleaned up. Packers feel that when the expected buying of apricots develops in January their present holding will prove justified. Raisins are generally unchanged and prunes a little firmer in California.

Beans and Peas—The market for dried beans is still dull and weak, very unsatisfactory from the seller's standpoint. The same can be said of dried peas.

Cheese—Sellers are planning a special drive to move imported Roquefort cheese, and the price has been slashed 7c a pound in the last week. Imported Swiss cheese also is lower by 1c, with efforts being made to stimulate sales. In the meantime domestic cheeses are firm, with Muenster advancing. American cheese has reacted favorably to the recent purchase of 5,000,000 pounds by the Government and bids are out for a similar amount.

Nuts—The nut market was quite active last week, and supplies of some of the nuts in the shell are getting in small volume, such as almonds and walnuts. There is also a definite shortage of imported and domestic filberts in the hull. Brazils are practically out of the way entirely. Demand is being sustained and exceeding earlier expectations, as buyers have apparently underestimated their needs. Some have blamed banks to some extent because of their inability to get credit to make larger commitments. Whatever the cause, the demand from packers keeps up on a rising price market. Shelled nuts have been fairly active, with walnuts and almonds from California going out very well to the trade. Pecans are less active. Shelled Brazils have moved fairly well so far. Imported shelled nuts show little change from a week ago.

Olive Oil—The market showed increased strength abroad in the closing days of last week, and Italian shippers announced their inability to sell oil for immediate shipment, stipulating December as the earliest shipment time. Prices were strong and counter bids were being rejected. The amount of oil available for export before new crop is believed to be small. Business here has been fairly brisk and prices well maintained.

Rice—The market was routine here last week. Business was being done in a small lot way, and there was no indication of buyers coming in the market for deferred requirements. The situation in the South is unchanged. Marketwise, matter are pretty much the same, and the recent changes in the prices of rough rice and the lowering of the conversion charge have not had time yet to reflect themselves in distributing centers. Increased importations among millers, who are unable to meet this sort of competition in the cheaper grades of rice because of the higher production costs here, all of them definitely fixed by the Government.

Salt Fish—Nothing has happened in mackerel or other salt fish since the last report. New American fat mackerel is running good as to quality and prices are rather favorable. Demand is active. There will be no Irish fat mackerel for this country as the pack was a failure. Norway mackerel are now in evidence in this country to some extent.

Syrup and Molasses—Sugar syrup continues in good demand. Stocks closely held and prices firm. Compound syrup quiet with stocks rather heavy in holders' hands. Prices unchanged. Finer grades of molasses are selling moderately at unchanged prices.

Review of the Produce Market

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

Artichokes—\$1 per doz.

Avocados—\$2.75 per case from Calif.

Bananas—6c per lb.

Brussels' Sprouts—20c per qt.

Butter—Creamery, 29¼c for cartons, and 29c for tubs.

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

Carrots—20c per doz. bunches or 50c 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..... 4.65
Dark Cranberry..... 3.65
Eggs — Jobbers pay 20c per lb. for all clean receipts. They sell as follows:
Large white, extra fancy.....37c
Standard fancy select, cartons.....32c

Medium31c
Candled, large pullets.....30c
Checks28c
Storage eggs are being offered as follows:
XX April26c
X April24c
Checks22c
Grape Fruit—Florida, \$3 for all sizes.
Grapes—Tokays, \$2 per box.
Green Beans—Louisiana, \$2.50 per hamper.
Green Onions—Chalots, 50c per doz.
Green Peas—\$4.50 per hamper for California and Washington.
Green Peppers—40c per doz. for La. and Calif.
Honey Dew Melons—\$2.50 per case.
Lemons—The price is as follows:
360 Sunkist.....\$7.00
300 Sunkist..... 7.50
360 Red Ball..... 5.00
300 Red Ball..... 5.00
Lettuce — In good demand on the following basis:
California, 4s and 5s, crate.....\$3.25
Leaf, out-door04
Limes—25c per dozen.
Onions—Home grown, 85c for yellow and \$1 for white.
Oranges—Fancy Sunkist California Navels are now sold as follows:
126\$6.00
176 6.00
200 6.00
216 6.00
252 6.00
288 6.00
324 5.75
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—Kieffers, 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—Hot house, 25c per doz. bunches.
Spinach—40c per bushel for home grown.
Squash — 50c per bu. for Red or Green Hubbard.
Sweet Potatoes—Virginias, \$2.75 per bbl.
Tomatoes—Hot house, 90c 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.

We must put all our efforts to go back to Jesus, whose philosophy was not to worry about the world to come—that will take care of itself—but to beautify and improve the present world.

MUTUAL INSURANCE

(Fire and Life)

Some Hazards of the Home

If you and I should some day decide to become firemen, and join a fire company in any city, I would be willing to make a bet that the first time the fire company responded to a fire it would be in a home. Of course, don't be too technical in holding me to this wager if the fire company is located in a strictly factory or business district, but taking the average location of a fire company in any community, I will still lay you the bet that sixty out of one hundred calls will be for fires in a home, and by a home I mean an individual residence, a duplex, a terrace or an apartment, but strictly a private residence of a family.

I have repeated this claim of mine twice so far, and I will still stick to my story because records over years of experience prove that better than sixty per cent of all fires are in homes. Isn't that rather a strange thing when probably the average person considers the home the safest place there is, and yet it is the most dangerous from the fire standpoint? And stranger still that you can go into ninety per cent. of the homes of the country and find little or no first aid fire protection facilities. There probably is not even a small hand fire extinguisher to be found, and yet we leave our wives and children home alone with probably little or no knowledge about fires, or no training in what to do if fire should occur. I would wager that few heads of families have ever given much thought to the most rudimentary practices and teachings of fire prevention in their own homes.

Why is it that over sixty per cent. of all fires occur in the private home? The home has a heating system which requires pipes and chimneys, and hot air flues that extend throughout hidden portions of the structures. The home has electricity and uses many electrical contrivances and appliances other than just for lighting purposes. The home uses gas for cooking and hot water heating, and the home is a place where one stores "what nots" in many places.

We add another light to a circuit by merely buying a two-way plug. We use a washing machine, a curling iron or a pressing iron and plug it into a circuit that is already carrying its capacity. We store papers and old furniture in attics, cellars, and closets. We are so prone to forget that the heating system must be inspected, cleaned and repaired occasionally, and we rarely conceive that in our own home accidents could occur during the process of cooking.

By all means, for your own sake, don't attempt to do any home dry cleaning, disinfecting, or handle explosive and flammable liquids of any sort around the house. I could write pages about the horrible injuries and the many deaths that occur from just these causes, but take my word for it, it is not alone dangerous, but the acci-

dents that occur from flammable liquids in the home are 80 per cent. fatal, and practically no one escapes without severe injury. Cases are on record where flammable liquids have been used for dry cleaning and insecticide purposes where ventilation was allowed to take place for as much as twenty-four hours, and still fatal explosions occurred. Paxton Mendelssohn.

Rural Electrification Requires Electrical Safety

In reporting on statements made by two important rural electrificationists, namely, George Kable, Director of National Rural Electric Project in Maryland and Gail M. Redfield, of the Department of Home Economics at Purdue University Agricultural Experiment Station, Fred Shepard, Editor of Electricity on the Farm, states as follows:

"For the sake of trouble-free service from your electric appliances, it is well to give a thought now and then to the cords that carry the current.

"I do not mean their selection, though that is important, too. But nowadays any uncertainty about quality is done away with. You know you are getting dependable cords if they carry the little circlet with the printed message 'Underwriters' Laboratories Inspected Cord.' I am thinking rather about the care of this cord, or perhaps more particularly, of the older cords that have been in use some time. A year or so ago George Kable, Director of the National Rural Electric Project in Maryland, in a report on the care of farm equipment included a paragraph on Plugs and Cords which read:

"Electricity causes relatively few fires and accidents. Of the few which are caused by electricity, the majority are due to the improper use of extension cords, the use of poor extension cords, or to makeshift appliance, or extension cord when in the bath tub or standing in water. Avoid frayed cords and plug connections. Cut off the frayed end and make a new connection; and be sure the strands are twisted and all securely held under the binding screws. When extension cords wear, or sharp strands of wire stick through them, they are dangerous and should be discarded.

"Last year in a circular dealing with the same subject Gail M. Redfield of the Department of Home Economics at Purdue University Agricultural Experiment Station carried the matter still further with these recommendations:

1. In handling an appliance cord, always grasp it by the plug and not by the cord itself. Routh handling is hard on the fine wires inside the cord, and will eventually cause them to break, and allow them to cut through the protective covering in which they are wrapped to keep them from touching each other.

2. Do not allow one of the wires to break or the insulation to become damaged permitting the two wires to come together or current will no longer travel through the cord to the appliance.

3. The appliance cord should not be twisted or bent. Store it where it will be reasonably straight or at least where it will not be bent sharply.

GET BOTH SIDES OF THE STORY

Too often you get a one-sided argument in favor of one type of insurance carrier. Wouldn't it be better to get both sides of the story and weigh the evidence? The Finnish Mutual Fire Insurance Co., invite a frank discussion of FACTS at any time. Hear both sides of the story then make a personal decision.

Finnish Mutual Fire Insurance Co.

44 years of

Specializing low cost of insurance
of giving service, of pleasant relationship
of saving money to policyholders

Losses paid to policyholders, \$585,049.13
Dividends paid to policyholders, \$825,313.00
Michigan Standard Policy Michigan Standard Rates
No membership fee charged

JOIN US . . .

FINNISH MUTUAL FIRE INSURANCE CO.

444 PINE STREET

CALUMET, MICHIGAN

INSURANCE AT COST (A Non-profit Organization)

It means a saving to you of
25% to 37½%

Below the published board rate

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

**MICHIGAN BANKERS & MERCHANTS
MUTUAL FIRE INS. COMPANY**

FREMONT, MICHIGAN
Inquiries Solicited

DON'T TAKE A CHANCE

A JUDGEMENT AGAINST YOU
FOR PERSONAL INJURY OR
DEATH MAY MEAN BANKRUPTCY
FOR YOU. WHY NOT GIVE
YOURSELF THE BEST OF
PROTECTION WITH OUR . . .

PUBLIC LIABILITY INSURANCE

PRESENT
PREMIUM
SAVINGS
20% . . .

MILL MUTUALS AGENCY

MUTUAL BUILDING
LANSING MICHIGAN
DETROIT SAGINAW
GRAND RAPIDS . . .

4. Watch the cord for signs of wear and make repairs before the cord becomes useless.

5. If the cord is provided with a switch, make all cord connections first, then turn current on by means of the switch.

Dangerous Time for the Arsonist

The winter issue of "Safeguarding America Against Fire" contrasts American sentences for the crime of arson with those imposed in Europe, citing as examples of European severity the beheading of Van der Lubbe for the Reichstag fire and the hanging of the tramp in Austria for spitefully firing a farm. Now, however, the people of our own country may begin to feel more secure against firebugs if such convictions as are handed down in Scranton, Pa., the other day, continue to be obtained. Arrested for setting fire to a dwelling in which a little girl was burned to death, the defendant was brought to trial and speedily convicted on the charge of murder by arson and sentenced to death.

One man found guilty in Cleveland of starting a fire which caused the death of thirteen people is serving a life sentence, and another remains to be tried. In a case in Chicago, the fire burned two young children to death and seriously injured the mother. The assured confessed, and he and an accomplice received forty-year sentences, and a third was given thirty years.

An arson hotel fire in St. Louis took seven lives and resulted in sentences of seventy years for one criminal, life imprisonment for another and hanging for a third.

Public opinion, the strongest weapon, is arousing itself to combat the arson evil; prosecutors and authorities are co-operating, and loopholes in laws are being plugged up.

Times are getting more dangerous every day for the arsonist.

National Cheese Week, November 11 to 17

Under the slogan, "serve cheese and serve the nation," the National Cheese Institute is again sponsoring a National cheese week. Last year National cheese week was an unprecedented success. As a direct result of the drive in which thousands of retailers co-operated, 30,000,000 pounds more than the normal American cheese quota were consumed in three months time. Cheese week produced lasting results in which all grocers shared.

There are twenty-seven dairy states in which millions of farmers are largely dependent upon the income from their "year around crop"—milk. Cheese plays a significant part in the marketing of the milk crop. It is, therefore, of vital importance that the present cheese surplus be marketed quickly.

Michigan is an important dairy state and is of considerable importance as a cheese producing state. In 1933, Michigan ranked sixth among all states of the Union in the production of American cheese with a production of approximately 10,000,000 pounds. Approximately ten pounds of milk are required to make one pound of cheese, so it can be seen that a considerable quantity of the milk produced in Mich-

igan is used in the manufacture of cheese and that thousands of farmers in the state will be directly benefited by increased consumption of cheese.

Already a vast publicity program is under way. The Institute is offering retailers a wide variety of merchandising helps. Individual members of the Institute have pledged their coast-to-coast radio facilities for cheese week promotion. Already five major coast-to-coast network programs are "lined up" with the prospect of others by the time that cheese week actually makes it debut. On Nov. 8 and 15, the Kraft music hall radio program will be given to the promotion of cheese week and Borden, Armour and Swift will each give over one of their programs to the promotion of cheese week.

Cheese week will be officially inaugurated at the National Capitol when Wisconsin's dairy queen presents some of that state's finest cheese at the White House. The ceremony will take place the latter part of the present week and the story will be sent to every newspaper in the country. In addition to that, a regular barrage of publicity will reach the people of the nation through news items, feature articles, photographs, recipes, etc. Cheese week has been endorsed by governors, mayors and other civic leaders and the heads of state departments of agriculture, state health departments, and others. With such widespread publicity and endorsements, consumers will be made "cheese minded" so that retailers who "tie-in" by means of special displays, special advertisements, etc., will greatly increase their sales of cheese. All of the publicity, all of the stunts, all of the radio advertising, and many other cheese week activities are planned with the specific purpose of getting the American public to go to their own grocery stores and buy at least an extra pound of cheese. Cheese week, therefore, offers grocers and distributors unrivaled sales opportunities.

Benj. F. Gordon.

A Practical Demonstration

A heartening instance of the growth of the co-operative spirit within the grocery field had a practical demonstration in Norfolk, Va., this week.

Retailers, incensed at the small profit margin allowed them in price schedules established by the State Milk Milk Commission, planned a boycott of all dairies represented by members on the Norfolk Milk Control Board.

Such a boycott, admittedly, would have proved somewhat less than 100 per cent. effective if the chains continued to handle this milk.

The D. Pender Grocery Co., operating the D. P. Stores chain, constituting a good part of Norfolk's chain store volume, agreed to join the independent retail grocers.

At last reports this solidarity on the part of the grocery trade had the milk control authorities under control, as firemen put it.

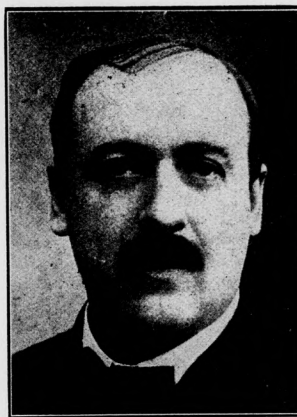
The fellow with a pleasing address is the one who can deliver it in about five minutes.

FIFTY-SIX YEARS A GROCER

Death of D. L. Davis, of Ypsilanti

While conversing Thursday evening with members of his family at the J. E. McAllister home, D. L. Davis suddenly and peacefully passed away at 8 o'clock. Although he had been in ill health for several years and subject to heart attacks, such as assailed him last evening, Mr. Davis had remained active, frequently visiting relatives and friends, and had attended prayer-meeting Wednesday evening. His retirement in January, 1933, closed a business career of fifty-six years. He was only 16 years when he went into the grocery business with his father in the Gilbert block at the depot in a store which was burned and then rebuilt. Later the business was moved to the south side of E. Cross street.

Don Louis Davis was born Sept. 18, 1859, the son of Dr. Parmenio and Carlita Showerman Davis. Just prior



D. L. Davis

to his birth, Dr. Davis had built the house which is now the home of the J. H. Hopkins family, the second house to be erected on the plot of land reaching from E. Michigan to the point where Grove and Prospect streets join at the south, and through Center street to E. Michigan avenue and west to Grove; this had been acquired by Dr. Davis, Norman Towner and William Millard and was known as the Davis addition.

Fifty-two years ago, Nov. 2, Mr. Davis married Ida May Sweet at the home of her uncle, Dr. Henry Van Huyl, this city. Her parents, Mr. and Mrs. William T. Sweet, had died while she was only a little child. Their first home was the red brick Davis house standing on the site now occupied by the Beyer hospital. Their last home home was built by a contemporary of Dr. Davis, Dr. Towne, on the corner of S. Washington and Ferris streets. Mrs. Davis passed away June 16, 1925.

Mr. Davis is survived by two daughters, Mrs. Richard Weir (Winifred), and Mrs. J. E. MacAllister (Maude) and one son, Frank, all of whom reside in Ypsilanti. There are seven grandchildren: Mary Elizabeth, Urbana, Ill, the daughter of Mary Davis Fletcher (Mrs. Harris Fletcher), who died Oct. 23, 1918; Don Andrew and

James Richard Weir; Janet Catherine and Mary Winifred MacAllister; and Frank's two sons, Robert Louis and Edward Warner Davis. He is also survived by the children of his sister, Mrs. J. N. Wallace, who are Mrs. J. H. Hopkins and N. P. Wallace, this city, and W. J. and L. S. Wallace, Grand Rapids. Frank Showerman, this city, and Fred Showerman, New York, and his cousins.

It was 100 years ago last May that Mr. Davis' grandparents, Mr. and Mrs. Timothy Showerman, came to Ypsilanti.

Mr. Davis found joy and consolation in his Christian faith and since an early age had belonged to the Methodist church, serving for a long period actively on the official board and toward the end as an honorary member. He was a Mason, the treasurer of the Macabees many years and once a Kiwanian. He also belonged to the Knights of Pythias. His public spirit and integrity brought him many public offices. From Sept., 1893, to Sept., 1902, he was a member of the board of education; Woodruff school was built during this period. He was mayor from 1898 to 1899 and served on the board of public works from 1914 to 1920; during this time the gas plant was purchased by the city.

Of a gentle and equable nature, steadfast and generous, devoted to his family and loyal in his friendships, Mr. Davis endeared himself to a large circle.—Ypsilanti Daily Press.

Gasoline Pool Purchases

Resumption of pool purchases of distress gasoline by the major oil companies is likely to terminate for the time being the gasoline price wars that have been raging in most of the important distributing areas.

Indications are that purchases in support of the gasoline price structure will be continued, as long as the newly instituted production control in the east Texas "hot oil" section remains effective.

Should this control break down again, and should it develop that the new pool purchases merely serve to provide a profitable market for "hot oil" refiners, as they did in the past prospects are that the new purchase program will be discontinued without delay.

Self-Policing of Codes

Industry in many lines is making rapid progress in taking over code enforcement duties heretofore assigned to NRA compliance officers. This applies particularly to trade practice provisions.

The enforcement agencies under the new system of industrial self-policing are the trade practice complaints committees which are currently being formed with most code authorities.

While they usually have no enforcement powers, it has been found that their intimate knowledge of industrial practices enables them to bring about voluntary code compliance in many of the better organized trades.

STIMULATE NEW MODELS

Design protection will bring back profits to retail dress departments which have been operating in the red for a long time, and, instead of trying "to sell pups at premium prices," stores will be able to offer a wider assortment of styles and stimulate design creation in the dress industry.

This is the reasoned view of retail executives who are closest to the anti-piracy campaign carried on over a period of years and which approached a climax last week in the approval by the Dress Code Authority of the revised design piracy amendment of the Dress Code. The amendment comes up for hearing in Washington a week from Thursday.

It will be opposed by the Popular Price Dress Manufacturers Group, which has maintained that "true style creation does not exist to-day." The National Retail Dry Goods Association is expected to make a statement of its views this week. The coat and suit industry is watching the developments in the dress trade, as under its code it also must submit a plan for design protection.

Holding that objections raised in some retail quarters were based on incomplete understanding of the problem, several retail executives emphasized the following features of their views on the move to combat piracy:

The issue of piracy versus design protection is not one so much of industry regulation as it is a straight matter of equity. Complaints against protection were compared to the cry which liquor bootleggers might have made about the effect upon their business of the ending of prohibition.

These retail executives believe the method of registration worked out by the Dress Code Authority is practicable and should be tested out. Objections raised and complications foreseen by some retailers were held more imaginary than real. Neither basic trends, nor imports or details of imports will be subject to registry. The revised basis of a piracy charge now is "an exact copy or insignificant changes in detail." The view was expressed that it will not be difficult for an arbitration committee to determine, upon the submission of proof as to work upon the style, to decide who is entitled to a design.

It was further held that on the basis of the experience of the Fashion Originators Guild, the number of conflicting claims as to who created a registered design will be few. Out of some 20,000 designs registered with the guild since August, 1933, the number of conflicts in claims between members of the guild as to the creation of a design "could be counted on the fingers of both hands," it was said at the offices of the guild.

It was emphasized that design creation and protection are as practical and beneficial for the cheaper manufacturer as for the better grade maker. The fact that the industry has grown without respect for the property rights involved in design creation, and that those who want such a situation continued are the largest volume producers in the market, does not constitute evi-

dence to the contrary, it was held. Henry Ford, in an entirely different line, was cited as a volume producer who finds no need to purloin designs of others in the automobile industry in order to continue as a volume producer.

These retail executives added that design protection by increasing the number of original designs will create a far wider market and consumer demand through the greater selection of styles available. A very real danger confronts the dress industry to-day, it was asserted, in that some women are becoming disgusted with the similarity and rapid copying of styles into cheaper garments. They are said to be turning to English type ensembles for street and sportswear, in which they can get away from the dilemma of "meeting themselves walking down the street." It is conceivable, it was pointed out, that this consumer attitude may spread and constitute a serious threat to the future of the industry.

By making designs profitable to their creators, the style-creating function in the industry will be preserved, an issue in which retailers themselves have a vital stake, it was stated. The salability of a better grade garment to-day depend more upon style than any other single factor. A dozen dresses may be made of identical materials and reflect identical workmanship, yet three out of the dozen will sell best because of their style appeal, the others being mediocre as far as consumer response is concerned.

Retail and manufacturing profits will be aided through the elimination of the retailers and reduction of heavy markdowns taken. In department stores to-day markdowns range from 10 per cent. on inexpensive dresses to about 18 per cent. on better garments, the average for all types of stores being placed at 12 to 13 per cent. Operating losses in dress departments have been quite general, the latest report of one group of stores, for example, showing a loss of 10 per cent. on better dresses selling from \$16.95 retail, and 1 per cent. on inexpensive dresses.

What is happening to-day, executives said, is that the prevalence of copying tends to destroy faith in better dresses, with the tendency to drive trade into the lower price lines or, as has been suggested, into other types of apparel. The bad styles are not being pirated, it was pointed out, only the good ones being selected for this treatment.

THE CURRENCY QUESTION

At the bottom of the international trade problem is undoubtedly the instability of national currencies. The National Foreign Trade Council at its concluding sessions last week indicated, therefore, that depreciation of our currency cannot permanently assist exports and retard imports. It was further pointed out that stabilization is possible only after budgets have been balanced, since confidence in currency is impossible as long as national expenditures exceed national incomes.

Some of the proposals offered by this convention can scarcely be put into action at once under present circumstances, since they would require negotiations with other countries which may or may not be sympathetic with

the ends desired. The currency situation is one where each nation is striving to obtain the utmost advantage in foreign trade and it may take longer to have the errors of manipulation adequately demonstrated.

On the other hand, the growing sentiment in business, along with the expressions which came from this gathering of foreign trade interests, strongly bulwark the principle of stabilization as the best means of aiding domestic and international recovery. It may be that abandonment of gold by the countries now on that standard is looked for in the near future. In that event it is probably deemed wise to avoid a premature stabilization which would afterward have to be revised.

Somewhat the same uncertainties attach to budget-making under prevailing conditions. Nevertheless, more definite assurances of an orthodox handling of currency and budget are earnestly desired.

HIGHER PRICES WANTED

Another statement from President Roosevelt during the past week that higher prices are necessary for recovery coincided with a declaration that a Federal pay cut of 5 per cent. would be restored. Speculative commodities showed more buoyancy, but it could not be said that finished goods reflected much change from their recent tendency to ease.

The long-term outlook, of course, is for higher quotations because of monetary manipulation and the huge credit resources which are available once trade and industrial operations are extended. For the time being, however, most distributors and producers would be satisfied to obtain a larger sales volume at the present or even somewhat lower value levels.

Retail prices to-day in the merchandise lines are about even on the average with those of a year ago. These were fairly well over the depression low, since quotations were marked up quite freely soon after the pre-code boom of the Summer of 1933 got under way. Food prices are higher for obvious reasons. In the industrial markets purchasing agents are wary of code-restricted prices but are covering ahead upon materials where free economic influences indicate rising levels.

The dilemma apparently faced by the administration is to get rid of artificial controls upon prices and output, while at the same time discouraging the intensive competition of the mid-depression period. Adequate labor regulation seems to be the answer.

DRY GOODS CONDITIONS

Toward the close of last week there was an appreciable upturn in retail trade in this area. Other sections of the country also reported good results, which were traced largely to the advent of colder weather. Heavier apparel was again a leader in sales and main-floor accessories were quite active. Furniture buying was improving further. Holiday shopping was reported.

Trade views of October sales were not changed much and an increase of about 7 per cent. is expected to be shown. Chain store gains were prob-

ably on a par with those in September, except in the food lines, where volume seems to have fallen off somewhat.

The outlook for the remainder of the year in retail trade, when sales run their largest, is for a gain of about 10 per cent. This estimate is based upon the present improvement in general business conditions in contrast with the slackening that was under way a year ago. For the country as a whole the major part of this increase, however, would be traced to government relief expenditures.

In the wholesale merchandise markets there was more activity during the week. Prices still ruled rather easy. Reduced retail inventories and the fair gains being made by trade suggest that merchandise shortages may crop up later in the season and particularly in holiday lines.

TOY SHORTAGE POSSIBLE

While a large volume of additional orders have been placed for toys during the last few weeks by department stores, indications are that production during the period remaining before Christmas will not be able to meet the demand, reports in the trade indicated yesterday. If the consumer demand for playthings approaches expectations, a shortage will develop on best-selling items which it will be impossible to fill from manufacturers' stocks.

If this situation develops as anticipated, prediction was made that retailers would have to resort to a good deal of substitution of other items in the same field for best-sellers found to be in scant supply. Both retailers and manufacturers are confident of the outlook, the tendency being to increase the percentage of gain from 10 to possibly 15 per cent. over a year ago. Stores in the Western areas are expected to show much heavier gains over a year ago.

RUG SALES PUZZLE TRADE

The wide disparity existing this season between the demand for furniture and for floor coverings left manufacturers in those two industries puzzled last week. No apparent explanation, producers said, exists for the fact that furniture producers are enjoying one of the most active seasons in five years while rug producers have experienced one of the duller periods in an equal length of time. Usually the trend in sales for both industries is identical.

Explanations offered by buyers who visited the wholesale markets last week were that furniture makers adjusted prices to meet consumer demand when they found that buying had slowed down early in the season. Rug mills, they added, had not changed quotations at all. Floor coverings producers answered this criticism by pointing to the fact that production costs in the industry rose 12 per cent. higher than selling prices since the recovery program got underway.

The human mind is not an automatic device. It will not "take care of itself." Will-power, originality, decision, resourcefulness, initiative, imagination, courage—these things are not gifts, but results. Every one of these qualities can be developed by effort, just as muscles can be developed by exercise.

OUT AROUND

Things Seen and Heard on a Week End Trip

An occasional contributor to the Tradesman writes me as follows:

"I was tickled stiff to have you print the story I sent you. It had been written since April, but not published because up to now men have seemed to fear to say anything but 'Yes' to any suggestion out of Washington, however hair-brained. My first impulse, on reading those Johnson paragraphs of pure folly, was to feel they were the 'laffinist' things I'd ever seen. That you have run the stuff as written shows once more your broadminded outlook. You are 'agin' the chain store, yet you give every side its say so. You provide an open forum for the frank exchange of views. I feel that the chain of yesterday—that is, up to say five years ago—was simply another form of the department store of 1885 to 1900 and the mail order houses at that same time in certain localities. The chain of to-day is as legitimate—as such—as any other business. There are unfair men in chain business, as there are in all other businesses. There have been errors in all directions within the chains; errors inevitable in any merchandising pioneering, as in all other similar ventures. But chain men average as good in the human nature way as the rest of us. Mistakes are now being corrected therein. Sounder merchandising methods are entering all along the various lines. Evolution, change, improvement, a step forward, half a step back—these are our constants in life everywhere. Specifically, I feel that the present agitation against the chain will result in one of two ways: Either it will eventuate in heavier burdens being placed on all business or the result will be another form of competition with which the misfits will have to cope at greater disadvantage than the familiar forms, simply because different and new. And I specify the misfits because they are the only ones whom competition affects beyond their own strength—the men whom no plan can save in any event and who would be and always are an incubus on distribution. Fact is, the entire New Deal in the NRA division is reflected in Johnsons' egregious error. The effect, insofar as there is an effect, is to retain in business those whom economics would shed—and will, and even must, shed in any event. There is no substitute for brains and ability in the battle of life, nor need there be any."

My correspondent is very generous in referring to my fairness to the chain, as though there could be such a thing as fairness in dealing with unfairness. I was born the same year the A. & P. started in a small way, but the A. & P. did not mean much at the beginning. When I started the Tradesman there was only one A. & P. store in Grand Rapids. It was a dark and dingy place on upper Monroe avenue, managed by a middle-aged man who had very little ambition to keep the cobwebs out of his front windows and who joined the

Retail Grocers Association. His trade was mostly obtained by maintaining peddling wagons in the city which handled tea and coffee from door to door and gave out tickets which called for teacups and saucers from the store when a sufficient number of tickets had been accumulated. The only concern the store gave the regular merchants was the low price which it made on sugar, which had to be carried home by the purchasers in his arms or vehicle. I think it must have been the sugar refiners who first suggested an enlargement of the lines handled by the A. & P. by giving it a cut price on sugar. That was the time when the chain store could have been nipped in the bud if the grocery jobber had done his duty to himself and his retail customers, but he sat back in imagined security and permitted the chain store to undermine his business and that of his retail customers. If the jobber of that day had possessed any vision—which, unfortunately, he did not—he could have said to every food manufacturer who was crazy to sell his products to the chains at a less price than he obtained from the jobber: "Halt! I will buy no goods of any manufacturer who makes the chain store a preferred customer over the jobber!" If he had done this, he could have placed an effectual embargo on the growth of the chain store and saved for himself the 50 per cent. of mercantile transactions which now go through the chains.

Likewise if the retail grocers had formed compact organizations among themselves and refused to handle any goods which were going through the chains at a cut price they could have nipped in the bud the menace which confronted them. It does no good to cry over spilled milk, but it is not too late to place the chains on good behavior if the so-called independent grocers would do their duty by themselves, their families and their clerks. Unless they get busy soon in this matter it will be entirely too late for them to maintain their standing in the trade, because the chains will be so completely entrenched behind the price favoritism bestowed upon them by food manufacturers that they cannot be dislodged.

I take no stock in the statement that the growth of the chains is due to "economic pressure" and the "willingness to serve" which those who undertake the defense of the chain store system prate about so frequently. The condition, as I now see it, is due solely to the activity of the chain store managers and the inactivity of the so-called independents who steadily refuse to avail themselves of the weapons they have at their command to put the chains in the background. I do not deem it wise to exploit these weapons in the Tradesman, but I will discuss the matter with any independent merchant who calls on me at any time.

The temporary truce between the A. & P. and the trade unions is by no means a victory for the chain store gang. It will work altogether to the

advantage of the trades unions. Perhaps ten per cent. of the clerks working for the A. & P. now belong to the union. In six months time the union will see to it that the ratio is increased to ninety per cent., which will make it much more difficult to settle any controversy than would be the case at present. Chain stores cannot pay union wages and face the sojering tactics of the union and make a dollar—and a chain store which does not make money is soon closed. Profit is the only criterion the chain store has to go by in deciding on the continuance or discontinuance of the business.

I take no stock in the statement of J. Gordon Hayes in his new book on the "Conquest of the North Pole," to the effect that Admiral Robert E. Peary did not get within fifty miles of the North Pole. On his return from the Arctic regions, Peary's claims and proofs were checked up by the most expert authorities on the subject and completely authenticated. I think any man who brings up a matter of this kind several years after the death of the principal is unworthy of consideration. I never could see any use in kicking a dead mule.

It so happened that I believed for some months that Peary was an imposter and that Dr. Cook was the real discoverer of the Pole, and for several months I carried on a sharp controversy in the Tradesman with George Kennon, who did more to disclose the true condition of things in Siberia than any man who ever lived. Mr. Kennon finally convinced me that I was wrong and on Dec. 22, 1909, I published the following retraction of my position under the heading of "The Imposter of the Age":

So Dr. Cook is an imposter after all. He may have seen the North Pole in imagination and, perhaps, the most charitable view of the unfortunate situation is to dismiss it with the thought that, perhaps, he may have become insane through privation and hunger and cold and imagined things that did not really exist. Many people who have good homes and comfortable surroundings have done the same. Dr. Cook's closest friends insist that he is not in his right mind and has not been since he returned to America.

The feature that appealed to the people and endeared Cook to them was his broad and generous spirit. He might have said nasty things about Peary and undertaken to discredit him, as other frauds and fakirs have done in the past, but, instead of adding insult to injury and treachery to deceit, his innate courtesy led him to adopt the other course and the people believed in him because they thought they saw in him evidence of real greatness.

Mr. Peary is welcome to the honor that will come to him as the discoverer of the Pole. He is, no doubt, the first white man who ever set foot on the apex of the world, but in making the long and wearisome journey and since his return to America he has shown by his waspish disposition and unbridled tongue that he is not capable of taking rank as a true gentleman. His treatment of the natives, his sending the only remaining white man in his party back just before the goal of a lifetime was reached and the nasty things he has said about Cook and those who believed in him stamp him as a man who will never take a place among the great ones of the earth;

because, after all, a man's personality means more than his actual achievement and the spirit in which he does his work means more than the actual work itself.

The moral to be drawn from the Cook episode is that the person who imagines things—and the world is full of such persons—can not masquerade long in the fierce light of criticism and enquiry which is current to-day. Unjust suspicion and unfounded aspersions may go unchallenged for a time, but in the end truth triumphs and the right prevails. The world is full of pretenders and frauds and cheats and backbiters and slanderers, but the man who ignores them all and pursues his daily duties, indifferent to his surroundings and oblivious to the storm of gossip and slander which is rampant in the minds of his enemies, ultimately emerges from the ordeal stronger than ever before.

I am certainly exceedingly sorry that Mr. Kennon is not alive to plead the cause of Mr. Peary. I hardly think the Hayes condemnation of Peary will receive much credence in the minds of scientific men who have made a study of Arctic conditions from actual contact with that interesting but exceedingly dismal portion of the earth's surface.

On the death of Mr. Kennon all the correspondence which passed between him and myself was published verbatim in the Outlook, under the direction of Ernest Hamlin Abbott, who was then editor-in-chief of that publication. In referring to the subject after it was published, Editor Abbott wrote me as follows:

It seems to me that this correspondence reflects great credit upon yourself as well as upon Mr. Kennon. Your ability to pay tribute to an opponent under these circumstances is one which anybody likely to be engaged in controversy might well envy. The appreciative words which Mr. Kennon wrote concerning you in his letter of Jan. 7, 1910, constitute a decoration of which anyone might be proud to be the recipient.

We shall publish this correspondence with a brief introduction explaining the circumstances, and giving some account of Mr. Kennon's achievements and of his relation to the Outlook.

Port Huron, Nov. 1—I am undecided just how to start this letter to you, because in the first place I want to criticize you for not telling your old subscribers that Mr. Stebbins would not only visit our city, but that he was capable of delivering the talk he gave to a small group of merchants which we were able to get out on short notice. After that, I wish to congratulate you on having Mr. Stebbins on your staff and think if you would announce to the cities where he would be on certain dates the merchants would get their whole population out to hear him. They would be greatly benefited. Mr. Stebbins called on me Tuesday forenoon. Knowing him only by his writings, which appear in the Tradesman, I asked him to come up to a meeting which a group of merchants was holding. I am not a member of this group, but called their chairman and told him of the visitor. He very kindly extended an invitation to all merchants to attend. Everyone was glad he came. I regret that there is no plan or program set up that would enable retail merchants to follow up the ideas embodied in Mr. Stebbins' talk. But we are going to try expanding on the ideas he brought out and if we can work them out successfully want to invite him at some future date.

(Continued on page 23)

FINANCIAL

Claims Interest Has Been Curse of People

One of the greatest movements ever inaugurated for the emancipation of suffering humanity is that conceived by Alfred W. Lawson, Commander of the Direct Credit Society, with headquarters in Detroit. No man was ever better fitted, both by education and experience, to formulate a plan to take the place of our present national monetary system. This society was founded three years ago and has grown rapidly. It has active branches in every state. Over one-half of the citizens of Detroit are members, including thousands of citizens about the state. Included in the membership are many educators, ministers, business men and women and other leading citizens.

The Direct Credit Plan is fully outlined in a booklet, entitled Direct Credits. It gives a complete explanation of this new monetary system, which includes Government ownership of banks, the abolition of interest on money and loans of direct credit currency to the people. Alfred W. Lawson says interest on money has been the curse of the people since money came first into use. To-day there is not enough money in this Nation to pay the interest on its outstanding indebtedness for a single year. Interest on money is the shackle that enslaves the people to the international bankers, which now control industry and are taking over control of the necessities of the people.

This is the society that held a mass meeting of 17,000 people a year ago after presenting a great pageant of decorated floats, with thousands marching in it to the music of many brass bands. A few months ago a meeting of 1,700 officers of the society was addressed by their leader in the Cooley high school auditorium of Detroit. As Wall street interests do not like what this society is doing, it has influenced the press to give the society no publicity, therefore many have never heard of this vital movement to liberate the oppressed of the Nation. The society is non-partisan and has only one object in view and that is one favored by nearly everyone, except the money-changers. There is no membership fee and the work is supported by volunteer services and contributions. When the membership reaches sixty per cent. of the voters of the Nation, Congress will pass the necessary legislation to put the new monetary plan into use. The powers which are fighting this society, by suppressing publicity of its growth and object, are the same that invade towns and cities with their chain store branches, then impoverish them by taking away the profits on trade.

E. B. Stebbins.

Michigan Merchants Council Requests Rate Reduction

Detroit, Oct. 31—At a meeting of the Michigan Merchants Council, held in Detroit to-day, the Board of Directors went on record as approving the action of the Michigan Public Utilities Commission in investigating the rates of public utilities companies with a view to the reduction of charges to customers of these companies. These rates have not followed the downward course of commodity prices and now

stand at the high levels of the pre-depression era. Their reduction would release large amounts that customers would be able to spend with their local merchants.

This letter is written to call attention to the fact that in order that the Utilities Commission program be carried out, we should have an administration at Lansing favorable to rate reductions. We urgently request that you use every power at your command to get all candidates for state offices to declare themselves on this issue. This should be done especially with regard to candidates for Governor, Attorney General, and your members of the House of Representatives and State Senate.

We would suggest that you personally contact or write candidates wherever possible. It would also be well to use your influence as an advertiser in local newspapers to see that these publications present fair reports with regard to the campaign for utility rate reductions.

The committee feels that this matter is of great importance, not only at present but that it should be carried through and not forgotten during the 1935 session of the Legislature. We hope you will take immediate action along the line suggested herein.

D. R. Squier,

Sec'y Michigan Merchants Council.

At a meeting of the Merchants Council held in the city of Detroit, October 31, 1934, the following resolutions were adopted:

Resolved—That it is the sense of this organization that the policy of the present Michigan Public Utilities Commission in investigating the rates and practices of the public utilities companies be approved, since the rates of these companies have not followed the downward trend of other prices and since exorbitant utilities charges reduce the amount of money available in their community for consumer's expenditure in the stores of local merchants; therefore be it further

Resolved—That the Michigan Merchants Council go on record in favor of continuing the policy of utility rate regulation adopted by the present Michigan Public Utilities Commission and do everything in its power to see that the investigations and rate reduction cases undertaken by the Commission are not hampered but carried to a conclusion; and be it further

Resolved—That the attached letter be sent to the members of the Merchants Council at once.

Resolved—That a copy of this Resolution be sent immediately to the candidates for Governor, and for Attorney General on the Republican and the Democratic tickets, and that copies of this resolution be sent to the leading newspapers in the larger cities of Michigan.

Michigan Merchants Council,

N. D. Jordan, President,
D. R. Squier, Secretary.

Decide to Fight Sales Tax

More than sixty per cent of the merchants attending a conference in Chicago on Oct. 18, representing 20,000 retailers of the state, voted in favor of unequivocal opposition to the re-enactment of the Illinois occupational tax law. As a result of the vote the entire group pledged themselves to work against its re-enactment by the special session which convenes this month.

The delegates were presented with three alternatives: First, whether they favored a sales tax if it could be applied directly; second, whether they favored re-enactment if complete unification in handling the tax as an open item could be assured, and, third, whether they favored direct opposition.

A majority of the protests came from the smaller merchants with sales averaging under twenty-five cents and who are unable, even in the method of adding the tax as a cost item, to collect anywhere near enough to cover the 2 per cent a month paid the state on their gross sales. The larger stores were in favor of re-enactment if it was made mandatory that the tax be passed on to the consumer. Both large and small merchants agreed that the tax could not be absorbed in a mark-up and that continuation on this basis would be suicidal.

Fifty-seven retail organizations, including those of the meat trade, had their ballots counted separately, the ballot showing 41 of the 57 as opposed to re-enactment.

A fair percentage of the merchants admitted the state's need of the revenue and suggested that if the legislature continue the tax it be made mandatory that it be passed on to consumers.

At the suggestion of J. M. Braude, associate director of the state finance department, the chairman, Joseph Spiess of the State Chamber of Commerce, appointed a committee to confer with the governor, attorney general and finance department in an effort to arrive at some legitimate means of making it mandatory to add the tax on each sale. If this is not successful the larger merchants agreed to join in opposing re-enactment.

All merchants are requested to contact their senator and representatives and show them that the present method deprives the state of a large amount of money which might be collected if all merchants were required to add the tax openly, permitting collections on small sales; and that the consumers actually pay more under a hidden markup, oftentimes through no fault of the merchant.

What is a Bona Fide Clearance Sale?

The National Code Authority has issued the following explanation of "Bona Fide Clearance Sale" in the Retail Food and Grocery Code:

The term "bona fide clearance sale" as used in Section 2 (a) Article VIII of the Retail Food and Grocery Code shall mean:—

The offering for sale of merchandise at less than the minimum price otherwise permitted by the applicable provisions of this code, only in order to prevent loss in merchandise or of invested capital through promptly moving into consumption merchandise which is

- (a) of an extremely perishable character; or
- (b) Which is being finally discontinued without replenishment by the establishment; or
- (c) deteriorated as to quality, or defaced as to package, marked and sold as such; or
- (d) overage of strictly holiday period seasonal goods following holiday

period for which same was purchased; and

Providing such merchandise is part of the regular stock purchased for sale in the regular and ordinary course of business and/or shall have been offered for sale in the regular course of business in the establishment in/or for which the same is held and by which the same is offered in Clearance Sale," and

Providing further, that concurrently with the announcement of such "Bona Fide Clearance Sale" the retailer shall report to the Local Code Authority of his area full details concerning such sale including, but without limitation, date of purchase of all stock offered in such sale, amount of stock being offered in such sale, sale price or prices and such other information as the National Food and Grocery Distributors' Code Authority may from time to time determine.

Alkali Plant Near Completion

The new \$7,000,000 plant being erected at Lake Charles, La., for the Mathieson Alkali Works will begin operations early next month, officials of the company announce. Construction has run considerably ahead of schedule and made the early opening possible. The new plant is expected to supply soda ash, caustic soda and related heavy chemical products to a wide area of the South and Southwest. The Mathieson company now operates plants at Saltville, Va., and at Niagara Falls.

Tough going strengthens.

All Issues

CONSUMERS POWER

PREFERRED

BOUGHT SOLD

QUOTED


Your Inquiries Solicited

ROGER VERSEPUT & CO.

Investment Bankers—Brokers

813-816 MICHIGAN TRUST BLDG.

GRAND RAPIDS Phone 8-1217

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

OLD KENT
BANK

2 Downtown Offices
12 Community Offices

J. H. PETTER & CO.

INVESTMENT BANKERS

GRAND RAPIDS

Phone 9-4417

MUSKEGON

Phone 2-3496



News From Detroit Council, No. 9

The United Commercial Travelers and their friends met at the Hotel Tuller in Detroit on Wednesday, Oct. 17, concerning a movement of National and epoch-making importance. James G. Daly, editor of the Sample Case, official publication of the United Commercial Travelers of America, was introduced by Judge Monahan as the principal speaker. The slogan of this movement is, "Buy Merchandise and Give Men Work." We will never come out of this depression by giving things away. The only lasting remedy is through merchandising, which means increased production, increased transportation, increased sales and sales force, and increased record keeping. This would result in a quiet return of men and women to their favorite trade or profession and bring about the normal spending of money. Thus the speeding up of the industrial wheel would be accomplished.

A. H. Wilford, National Director of this movement, has framed a very satisfactory resolution to be signed by those who participate.

Whereas—The Nation has suffered an unparalleled depression, and

Whereas—It is now becoming generally recognized that a restoration of the confidence of our people is the quickest method of recovery, and

Whereas—Buying of all commodities on the part of our tremendous population sets the wheels of industry in motion, brings new goods to the retail merchants' shelves, pays doctor bills, and puts idle men back to work; therefore be it

Resolved—That the non-political National movement known as "America's Industrial Parade" receive the heartiest support of this group.

Name of organization.

President,
Secretary.

So pronounced has been the National accord to this movement that already the governors of Maine, Florida, Arizona, New York, Indiana, Idaho, Pennsylvania, Maryland and Colorado have appointed a general publicity and contact man for each state. Daily requests are coming into the National headquarters at the Tuller Hotel for speakers to service clubs, women's organizations, National and state conventions, thus showing the interest of National manufacturers, wholesalers, retailers, etc. Manufacturers and wholesalers are reporting to headquarters their specific plans for working into this campaign the most possible personal benefits.

A. H. Wilford spoke to the Civilian Club at their luncheon in the Book-

Cadillac Hotel and to the Wholesale Paper Dealers convention in Lansing. A. G. Guimond, State Director of Teamwork for the United Commercial Travelers, spoke before the Detroit Lions club at their luncheon.

On Friday evening, November 9, will be another major event. A directors' dinner will be held at the Detroit-Leland Hotel. To this are invited the directors of leading National manufacturers and wholesalers, together with the directors of service clubs, women's organizations, officers of Detroit Council, No. 9, and the officers of the Grand Michigan Council. This dinner promises to be a most interesting and worth while affair. Men of prominence and National importance will be among the speakers.

The first two weeks in February is the time set when every manufacturer, every wholesaler, every retailer in all lines from coast to coast and both North and South will actively participate in this great National event.

We have among our members a young war horse of merchandising—just 77 years young—who welcomes this movement and is heartily behind it. He has the two-step of youth, the light in his eye of happiness, and a smile that welcomes you to his friendship. John Turner is a manufacturer's agent well known through Michigan, Ohio and Indiana.

Among the young members who have been figures in this order almost since it was founded is a tall six foot gallant gentleman. He hasn't told us his age, and we are not good at guessing. He represents the Home Embroidery Co., 1116 Webster street, Oakland, Calif., imported Philippine infant's wear and ladies' nightgowns. These garments are all extra fine quality and hand made. F. G. Hutchinson, that's his name. "Hutch" is very popular among the ladies of our auxiliary and feels certain that this Buy Merchandise and Give Men Work Movement is bound to increase his popularity everywhere he goes.

Our Council simply couldn't get along without a food distributor. And so we are always very glad to see Michael Caffery and his charming wife. "Mike" is putting his shoulder to the wheel and telling his friends and customers about this impulse to business.

More heating and more plumbing, better plumbing and better heating. So Frederick E. Hawe spreads the story.

Over in Ypsilanti there is one attentive radio listener. Do you believe in the significance or mystery of numbers? Whether John Ecclestone does or not, apparently he knows how to handle them. The ninth drawing at the October meeting of Detroit Council, No. 9, made him the proud owner of a fine new radio. He is the son of Mr. and Mrs. S. P. Ecclestone and in his junior year at Ypsilanti Normal College. Naturally he will do quite a bit of listening in to all future events. The lucky ticket he drew was numbered 137. And we wonder about the expression on his face when the fair co-ed friend at 137 Ferdon road, Ann Arbor, sings over the radio. Congratulations anyway, John, you worked hard and did your bit in our Council's membership and attendance campaign.

On East Jefferson avenue in the nine thousand block something has happened. One of our members, Tommy Griffin, has a rather sore right hand. And it is not from an accident either. So many congratulations and so profusely put caused it all. Tommy is married and the last eligible bachelor is gone. And now among the great helpers in this movement ranks the Mr. and Mrs. Thos. P. Griffin.

While to a few November 9 is an important date, to everybody, members or not, November 19 should be very important. On this evening in the English Room of the Detroit-Leland Hotel will be our Thanksgiving keno party. Bring your friends and take home a turkey or fowl for Thanksgiving. Wigstaff.

Trade Continues To Gain Slowly

Business continued last week to pursue its course of slow recovery from the low levels of September and was close to normal for retail and wholesale lines in virtually all sections of the country. Movements of producers' goods, however, remained dull, although somewhat better than a month or two ago.

As a result of the slow improvement, manufacturing advanced further in activity in most lines, but the gains since September have been less than seasonal and the heavy industries reflect the absence of large backlogs and heavy orders.

Continued expenditures of public funds throughout the country are having an important effect on general consumption, but the tendency to avoid instalment buying and borrowing for immediate needs is consistently retarding the return of prosperity. Despite the new thrift, the Federal Housing Administration is showing accelerated results in many areas as the idea gradually takes hold, but has yet to become an important vehicle of revival in the building trades.

The effect of political activities on business was showing signs of waning as last week drew to a close, and business men generally look for substantially better conditions between now and the end of the year upon conclusion of the campaign, the results of which have been fairly well discounted.

Push business—or perish.

Higher Cost of Living Predicted

President Roosevelt made it plain that the Government planned to go ahead with its public works program as an additional stimulus to industry and employment. He would not venture an estimate of the amount of money that would be asked of Congress to carry on this work. Repeatedly the President has said that he thought higher prices were essential to recovery. At his Wednesday press conference he expressed his belief that higher prices were on the way, in explaining why he would recommend to Congress that the 5 per cent. pay cut of Federal employes be ended on July 1 next. With the cost of living higher, he thought Government workers should have higher pay. He did not think, however, that living costs would be high enough by January 1 to justify an increase. The Department of Agriculture during the week predicted that meat prices would rise after the first of the year.

Labor's Attack on the Chains

By singling out large chain organizations for its latest unionization drive, organized labor may inflict permanent damage upon a questionable feature of our distribution system.

Advocate of special anti-chain store taxes, it is feared, may exploit the adverse publicity thus heaped upon the chains to further their own ends in the coming sessions of many state legislatures. Chain store organizations in some instances are already hard put to meet the higher pay roll requirements imposed by NRA. Additional concessions to labor combined with higher tax burdens may seriously endanger their competitive position.

An injury to one part of the distributive system rarely remains localized in its effect, but inflicts damage upon the trade as a whole. A material curtailment of employment possibilities may therefore, well be the result of labor's attack upon the chains, it is held.

If a man thinks he is going to be sick, he frequently is, and if a town thinks it is falling behind, frequently it is.



DAVENPORT-McLACHLAN INSTITUTE

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

CASH for all kinds of MERCHANDISE stocks.

Give size of stock and kind of merchandise in first letter.

FRED J. BOSMA, Grand Rapids, Michigan

RURAL ROUTE No. 6

TELEPHONE 3-1987

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

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.

They Have Lived Since Time Was Young

Redwoods, their size, the venerable age and other features are talked and written about so much, they are so dramatized in song and story that a first meeting with them is apt to be disappointing. The expression is inadequate—sadly out of focus as I well know, but I find none better than to say they are oversold.

Yet, as I halt along, striving to convey a fairly accurate impression of what I feel about those tremendous trees, another aspect crowds forward: That they are so perfectly proportioned, so absolutely symmetrical, that one must get close to them and experience some extended intimacy before one achieves even the beginnings of grasp and understanding. And yet once again: redwoods are things of such exquisite beauty that any lifetime were too short to exhaust their capacity to afford increasing joy to the beholder, to any one privileged to live near them.

What majesty there is here! What ineffable atmosphere of performance! The majesty of bigness, of being the largest growths on earth, first comes home to us; then realization that we stand in the presence of truly the oldest living things in our world; and as our thoughts follow their lives back through the ages, it is not inaccurate to say that here we get as real a grasp on Eternity as any of us ever can have.

Let us go over and see that tree across the road. It is a big tree, of course, but not after all so extremely big; and there is on one side of it a "little" hollow, apparently where its heart was eaten out at the base, as so often appears in ordinary trees, and the aperture rises to a peak. So we cross the road and as we get nearer, the aperture becomes more impressive. We notice it is fire scarred. Then we enter, not only standing upright, but seeing that the peak it all of ten feet above the ground. Yes, we could set a cot within that hollow, and get far enough back from the opening to be sheltered from rain, even if somewhat wind-driven. Nor is that all. By actual measurement, which we are now moved to take, we find this hollow to be a chamber more than eight feet from wall to wall; and the walls are more than 18 inches thick. So here we have a trunk, at a point six feet above the ground, that is eleven feet in diameter.

We begin to realize that we are in the midst of quite sizable trees, the more so that this is not one of the larger ones. So we inspect others, and find them to be twelve and fifteen feet wide across the lower trunks. Now our bus is ready to start on again. We run through miles and miles of those towering trees which, with closer acquaintance, become more impressive.

We are a bit readier to grasp the simple facts when our driver stops to let us alight and inspect a log big enough to house a room 20 feet long by 12 feet in the clear; and later we are prepared to digest a trunk into which has been built a beer parlor, with bar, chairs and tables, with several windows, and to find that room is nearly thirty feet long across the diameter of the living trunk!

Our present destination is Lane's Redwood Flat, which is a fairly level space of several acres on the banks of the Eel river. Our portion is "owned" by Hilson & Howard, who have developed a cottage and tent camping ground therein. One reflects on that statement of "ownership"—I always do in presence of trees of any kind whose years foot to 400, 500 or such a matter; the elms of Norwalk, Connecticut, the live oaks of the Sacramento valley and similar growths.

But here as we walk about we find trunks lying prone whose length is 260 feet, which evidently were longer originally; and logs of twelve to fifteen feet in diameter become commonplace. So the youngest of these giants had stood right there as sturdy growths when the Conqueror took England. Such as had behind them a life span of 500 to 700 years when Columbus landed are plentiful. A few there are about us which were saplings when the Man of Galilee called about Him his twelve disciples.

Many of these tremendously impressive trees had lived through ten times man's traditionally allotted span when Isabella pawned her jewels; yet here is one man, unlikely to live more than 60 years, who regards himself as the "owner" of this grove! Is it not a whimsical thought? With what calm serenity would those trees listen to such an idea if it could be conveyed to them! And it must be realized that we were not among the really ancient specimens of redwoods. The Semper Virens back of Yosemite are the true ancients.

Stand among those oldest ones and we have to think back to the days of Joseph and his Brethren; to the Seven Lean Years and the Seven Fat Years; to the haughty kings who ground the lives out of tens of thousands of serfs to build imperishable monuments—which, in mockery of human aims to nullify "unto dust thou shalt return," gave up their contents some centuries later and their "sacred" remains now rest in museums for the lowliest of earth to gaze upon at will.

In presence of such size and venerable age it is not difficult to understand something of what moved primitive peoples to repair to sacred groves for worship. There, emphatically, facing such vast dignity of stature and proud aloofness of silence, one can get closer to the source of life. If anywhere one may feel free to invite his soul, this is the place.

Nor is aloofness impressed upon those who approach in a spirit of true humility. For them everywhere all Nature has a voice of gladness. Verily, there She glides into their darker musing with a mild and healing sym-

(Continued on page 23)

"Retail Food Prices Highest in 3 Years"

(Reprinted from recent newspaper item)

THAT'S not NEWS to grocers . . . nor is it news to the average housewife who has watched with alarm the increase in food prices.

But women are smart . . . they s-t-r-e-t-c-h their food dollars by changing their purchases . . . changing their menus to include less expensive foods.

Mueller's Macaroni, Spaghetti and Egg Noodles are still at the same price—and are mighty important foods to the housewife these days. Because with Mueller's women make their meats go further and they appetizingly prepare every last ounce of left-over meats, vegetables, fish and cheese.

Display Mueller's on your counter—in your window . . . suggest the economy of Mueller's to your customers. You need not, of course, mention the quality, the purity, the tender freshness of Mueller's . . . all women know Mueller's are the very choicest macaroni products made . . . so you have no sales resistance . . . but you do have a generous profit and quick turnover of this famous line of products.



C. F. MUELLER COMPANY

Jersey City New Jersey

A "Talked-about" STORE - Yours can be one.



The "Monarch Way of Food Display" lifts any store out of the crowd. Only independent merchants are offered the "Monarch Way" plan.

SHOW IT IN GLASS SELL IT IN TIN

Foods that are seen sell better. They tempt the appetite. They reveal their own goodness. This service was originated by Monarch for independent grocers and is offered exclusively to them. Display brackets are loaned. Plans are free.

Modernize your store this Monarch Way at small expense.

Address Dept. F-11.

REID, MURDOCH & CO.

Drawer RM

Chicago, Ill.

"Quality for 81 Years"



MEAT DEALER

Easing Problem of School Lunches

It is a simple matter to pack a nice school lunch occasionally, but when it comes to packing one every day for eight, nine, or ten months of the year, it becomes quite a problem. The ideal lunches are those which are perfectly balanced from the standpoint of nutrition, are easily packed, and yet different enough from day to day so that there is no monotony—here is where planning ahead helps.

The easiest way to handle the school lunch problem is to plan for them in advance, just as for any other meal. Have fruits, crackers and cookies, sandwich spreads, and jellies on hand for the lunch boxes. On the day before choose a larger cut of meat than is needed for one meal and use what is left for sandwiches. Cold meats, such as roast beef, pork, lamb and veal, baked ham, corned beef, boiled tongue, and meat loaf are all excellent for sandwiches when sliced thin. Further variety may be gained in sandwiches by using different kinds of bread and cutting it in different shapes.

Cold, cooked meats may be ground and used to good advantage for sandwich fillings. Here is a recipe for one suggested by Inez S. Wilson, home economist.

- 1 cup ground baked ham
- 1 cup celery, chopped very fine
- 1 hard-cooked egg, chopped
- 1 tablespoon cream
- 1 teaspoon tomato ketchup
- Few drops Worcestershire sauce

Combine ham, celery, and egg, season with ketchup and Worcestershire sauce and moisten with cream. This is especially good with rye bread.

A very satisfying, as well as an easily prepared luncheon for the child who comes home to lunch is a nourishing hot soup and a meat sandwich. I like to serve them together. A creamed vegetable soup, such as potato and carrot soup or a corn chowder, is relished by children, and this is a luncheon menu that the adults will enjoy, too.

Lack of Meat Cause of Stammering

"Results of recent studies indicating that a diet lacking in meat is a cause of stammering in a great many cases, add another strong link to the chain of evidence which has established the value of this food in juvenile menus," asserted Miss Anna E. Boller, director of the nutrition department of the National Live Stock and Meat Board, in a statement made recently.

"These investigations were carried on by Dr. Knight Dunlap, of Johns Hopkins University," Miss Boller pointed out. "Cases of stammering children and adults were studied in many parts of the United States. Their childhood histories were carefully traced and revealed that the stammerers had been almost invariably fed on a diet deficient in meat. Meat is now being prescribed for the stammering condition in boys and girls as well as for its value in supplying the elements necessary for proper nutrition."

As another illustration of the important part that meat plays in the child's diet, Miss Boller cited the re-

sults of diet studies conducted under her supervision among school children. Fifty-five children were selected at random. Eighty-four per cent. of these were found to be anemic—a very positive sign of malnutrition. The children were divided into two equal groups. Both groups were served hot lunches of equal caloric value daily. The lunches of one group included meat, while the lunches of the other group contained no meat. Carried on for several months the study revealed striking results, it was said. In the case of the children receiving meat, the degree of anemia was markedly reduced, while an actual increase of anemia occurred in the group not receiving meat.

"The potency of meat in the child's diet is seen when we consider the food essentials necessary for normal growth," said Miss Boller. "The child needs liberal amounts of protein for building tissues, iron for building blood, phosphorus for the teeth and bones, and vitamins for protection

against deficiency diseases. Meat supplies protein of the highest quality. Meats, especially liver, are a rich source of iron. Meat leads other common foods in phosphorus, and is one of the best sources of vitamins B and G.

"The widespread prevalence of malnutrition among children emphasizes the need for corrective diets. Bacon is now being recommended for babies as early as seven or eight months of age. As soon as a child can chew food, small pieces of tender meat may be served once a day. Dr. Dunlap and other authorities advise that from the age of two years, children should have meat twice daily.

"Children like meat dishes. Parents find that other foods are eaten with greater relish when served with meat. This is another strong point in favor of building their menus around this important food."

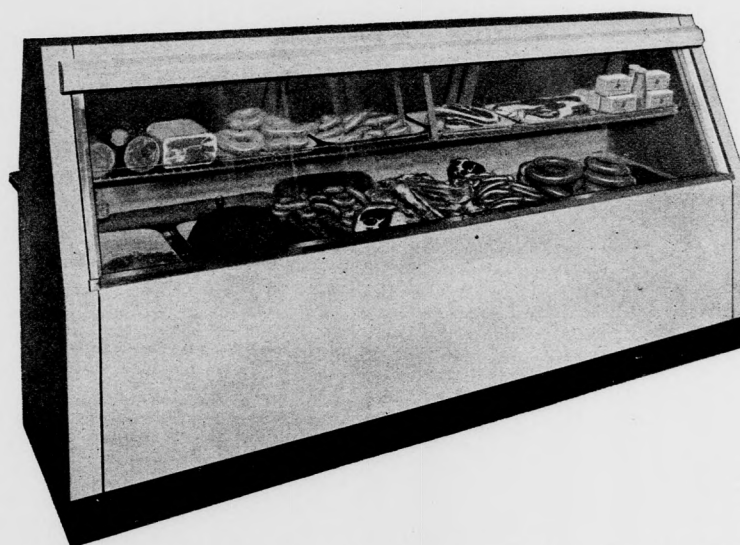
Avoid Sharing Tariff Benefits

Diplomats in their desire to give and to receive exclusive trade benefits in the negotiation of

reciprocal trade agreements with the United States are searching about for some device or formula whereby such benefits may not have to be shared universally under the most-favored-nation clause of international treaties.

They do not want to resort to quotas and they feel that creation of subclassifications of industries designed to give exclusive benefits to given countries may result in retaliation by others that may feel aggrieved.

Some Yankee traders feel that the most-favored-nation clause conflict can be avoided by resort to skilful means in the drawing up of the pacts, and are inclined to discount the apprehension felt by some interests that innocuous benefits given in the case of one country might take on alarming proportions because of being shared with a third nation wherein production of the commodities traded in is of major importance.



**MR.
GROCER:**

**Do You
as a
Merchant
Want
to
Increase
Your Volume?**

This double duty display and storage case will make money for you. The most economical case on the market today. **DOUBLE DUTY**—and the best possible display—**OVERHEAD REFRIGERATION**—No spoilage, Positive temperatures maintained.

Other features include—**BAKED DULUX EXTERIOR, ELECTRIC LIGHTS, HEAVY RUBBER DOORS AND FRAMES, THREE INCHES CORKBOARD INSULATION.**

SIX AND EIGHT FEET LENGTHS

THE LOW PRICE WILL AMAZE YOU

Every Merchant can afford this case as it is priced within reach of all.

It will pay you to write or call for further information today.

Boot and Company

115 W. FULTON ST.

GRAND RAPIDS, MICH.

HARDWARE

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

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

Suggestions For the Hardware Dealer in November

Early November is none too early for the hardware dealer to consider his Christmas plans.

The sooner his Christmas lines are ordered, the better the chance of getting the most attractive lines on the market. In Christmas demand, novelty is helpful. Most people are eagerly looking for a change from the time-honored routine of gifts. The customer, attracted by the novelty, may on after thought decide to buy some article more conventional. Yet the novelty will have served its purpose of attracting business to your store.

Now, a novelty is often started on the market in tentative fashion, with a limited output for a try-out; so that the dealer who wants to stock attractive new lines should order early, when he can get a comprehensive selection.

Having attended to his Christmas stock, buying on the basis not of price alone but of saleability, the dealer can attend to other advance preparations for his holiday trade.

A first essential in preparing for the Christmas trade is to educate your public to the desirability of shopping early. As every dealer knows, the tendency is to postpone Christmas shopping till the last moment. The result is that such customers get poor service in crowded stores after the stock is pretty well picked over. A longer period of buying and selling activity is more satisfactory to both merchant and customer.

The first essential in inducing early buying is to start selling early. Immediately following the Thanksgiving holiday, display your Christmas lines and introduce Christmas colors into the window and interior decorations. Don't expect an immediate response. It takes a week, perhaps more, of advertising and display to get the public convinced that Christmas is really coming.

Thus, to start the Christmas buying early in December, the selling—that is, the advertising and display—should begin the last week in November. Work the Christmas colors and accessories into your displays, introduce Santa Claus into your advertisements, and talk about your Christmas gift lines right after Thanksgiving.

Meanwhile, a lot of preparatory work can be done before Thanksgiving. Advertising can be drafted and displays planned. If you plan to use a live Santa Claus, or a Santa Claus stunt of some kind, make the arrangements well in advance. Possibly you'll need extra salespeople for the Christmas holidays: scout for them now, and give them a little preliminary training if you can, perhaps on busy Saturdays. Also, plan any necessary rearrangement of store and stock in advance.

Before Christmas comes Thanksgiving; and early November displays can be related to the Thanksgiving holiday.

Play up the turkey and the pumpkin pie. They give you an excuse for featuring your latest range and a good line of cooking utensils. Harvest material, a shock of corn, big potatoes and root vegetables, will be colorful display accessories and will accentuate the Thanksgiving note.

In addition to ranges and cooking equipment, you can play up lines that fit in with the "Prepare for the holidays" idea. Thus a new heater, for winter comfort; storm doors and windows, weather stripping, and similar lines; interior paint specialties to brighten the home for the holidays and the holiday visitors. Such lines can be featured in connection with Thanksgiving, and featuring these lines enables you to put across the holiday idea some weeks before it is time to start your actual Christmas advertising. Thus your pre-Thanksgiving displays and advertising form a stepping stone to your Christmas campaign.

It is not too late for a good showing of builders hardware, lock sets, tools, etc. Such lines lend themselves to attractive display. The fall is a good season, too, to push the sale of roofing. People are naturally inclined to at least patch the leaks before the wet weather sets in. A canvass of contractors, builders, and home owners early in November should result in securing some business.

In the fall months the dealer should give particular attention to his farm customers, who will have time for repairs that have been neglected or postponed in the harvest season. Now the farmer can make repairs to house or barn, mend fences or do some building or implement painting. Woodcutting is also in order. For these jobs the farmer will require lines—such as hammers, nails, screws, saws, wire, etc.—which your store may as well furnish.

Implement paint is a good line to push. In the fall and winter the farmer has time for painting; and once he is educated to the importance of protecting his implements, he will form the habit of attending to this work every year.

One dealer makes it a practice to secure early information of all prospective farm sales. He gets in touch with those interested, and suggests giving the implements a touch of fresh paint before the auction, pointing out that the better prices secured will pay for the paint many times over. Quite a few orders have been secured in this way.

In going after the builders' hardware trade, outside canvassing is a great help. You can't get the business by sitting in your store and waiting for it to come, even if you help out by aggressive newspaper advertising and window display. Your competitors, some of them, do outside canvassing; and the average builder is apt to do business with the man who comes after his trade.

It is a good stunt to delegate some one member of your sales staff for this outside work. If you can't spare an experienced man, pick a bright young clerk. Have him study the subject, study the goods, learn something about styles of architecture and furnishings

and the builders' hardware that fits into any given decorative scheme. In short, develop him into a specialist. Have this man call regularly on architects, contractors, builders and property owners. A wide awake man going after this business can get a chance to figure on practically every contract, to submit suggestions and estimates. You won't get all the business by any means; but what you do get will be worth while, and a great deal more than you'll get if you make no effort.

Victor Lauriston.

Michigan Federation To Meet November 22

Lansing, Nov. 3.—The Board of Directors of the Michigan Federation of Retail Merchants met Wednesday, Oct. 31. The principal points covered by the meeting were as follows:

1. Definite arrangements made for a state-wide meeting of members of associations affiliated in the Federation with state governmental officials and legislators. Invitations will be extended to the Governor-elect, other state and perhaps some congressional candidates, also all state senators and representatives. The speakers will be invited to speak on matters of public interest. The idea of the meeting is primarily to facilitate closer acquaintance of the legislators with retail interests of the state.

This meeting is called for Thursday, Nov. 22, beginning with dinner at 6:30. I take this opportunity, on behalf of the Federation, of inviting you to be with us, as our guest, that evening.

2. The Sales Tax Committee, composed of the following members, Lee Bierce, chairman, S. E. Larsen, Joseph Grant, Herman Hansen, James Maher, made its report suggesting such changes in the sales tax law. The committee was requested to confer with the State board of tax administration and other public officials concerning the suggested changes.

President Hager reported on conferences with the emergency welfare relief in the effort, made by the Federation, to induce the emergency welfare relief to route purchases through retail channels.

The following committee was appointed to continue discussion of this matter with the emergency welfare relief: Mr. Alton J. Hager, chairman, H. W. Bervig, Joseph C. Grant, Lee Bierce.

The Federation went on record as opposed to the proposal to raise freight rates, which proposal is now before the Interstate Commerce Commission. The following committee was appointed to draft a resolution to that effect: Hunter M. Gaines, chairman, Herman Hansen, Clare F. Allen.

The Board of Directors decided to incorporate the Federation.

Harold W. Bervig, Sec'y.

Proceedings of the Grand Rapids Bankruptcy Court

In the matter of Charles Selin, bankrupt No. 5915. The first meeting of creditors has been called for Nov. 12.

In the matter of John H. Vander Ven, bankrupt No. 5922. The first meeting of creditors has been called for Nov. 12.

In the matter of Peter Camp, bankrupt No. 5920. The first meeting of creditors has been called for Nov. 12.

Oct. 9. On this day the reference, and adjudication in the matter of Minnie Oetman, debtor No. 5825 in bankruptcy under section 75 of the bankruptcy act as amended on March 3, 1933, and June 28, 1934, were received. The schedules have been ordered filed. Upon receipt of same, the assets and liabilities will be made known.

Oct. 24. On this day the reference, and adjudication in the matter of Cesare and Emma Federrichi, debtors No. 5832 in bankruptcy under section 75 of the bankruptcy act as amended on March 3, 1933, and June 28, 1934, were received. The schedules have been ordered filed. Upon receipt of same, the assets and liabilities will be made known.

Oct. 18. On this day the reference, and adjudication in the matter of Arthur Ha-

bel, debtor No. 5840 in bankruptcy under section 75 of the bankruptcy act as amended on March 3, 1933, and June 28, 1934, were received. The schedules have been ordered filed. Upon receipt of same, the assets and liabilities will be made known.

In the matter of Anthony E. Vander Hull and Herma Helmers, co-partners doing business as Hull Construction Co., bankrupt No. 5642, final meeting of creditors was held under date of Oct. 5. Arthur N. Branson was present for Fred G. Timmer, trustee. There were no other appearances. Trustee's final report and account was approved and allowed. Order was made for the payment of expenses of administration and for the payment of preferred claims as far as funds on hand will permit. No objection to discharge. Final meeting adjourned without date. Files will be returned to U. S. District Court Clerk.

Oct. 31. On this day the schedules, reference, and adjudication in the matter of Charles Groenink, bankrupt No. 5936, were received. The bankrupt is a trucker of Muskegon. The schedules show total assets of \$2,326 (of which \$320 is claimed exempt), and total liabilities of \$1,031.16, listing the following creditors: Peter L. Bush, Muskegon, \$100.00; Karel Hardware, Muskegon, 47.00; Mr. J. Kemmink, Shelby, 200.00; Postema Bros., New Era, 38.26; J. Vanderveen, New Era, 125.00; John Vandervall, New Era, 148.50; Swanson and Westing, New Era, 85.00; Muskegon Heights Furniture Co., 12.40; State Bank of Montague, 275.00.

In the matter of Burt K. Craffie, Cr., bankrupt No. 5574, final meeting of creditors was held under date of Oct. 5. Arthur N. Branson was present for Fred G. Timmer, trustee. James N. Clark, attorney, was present for bankrupt. No other appearances. Trustee's final report and account was approved and allowed. Order was made for the payment of administration expenses. No dividend. No objection to discharge. Final meeting adjourned without date. Files will be returned to U. S. District Court.

In the matter of Westend Furniture Co., bankrupt No. 5598, final meeting of creditors was held under date of Oct. 5. M. N. Kennedy, trustee, was present in person. Fred G. Stanley, attorney for trustee, was present. Bankrupt present by Earl Clark, its president. Trustee's final report and account was approved and allowed. Certain attorneys' bills approved and allowed. Accounts, bills and notes receivable were offered for sale and no bids having been received, were abandoned as worthless and burdensome. An order was made for the payment of expenses of administration, preferred claims and a first and final dividend to creditors of 5 per cent. No objection to discharge. Final meeting adjourned without date. Files will be returned to U. S. District Court.

In the matter of Williams Concrete Equipment Co., bankrupt No. 5206, adjourned final meeting of creditors was held Oct. 25, in conjunction with the sale of assets. Fred G. Timmer, trustee, was present. The bankrupt was represented by Travis, Merrick, Johnson & McCobb, attorneys. Certain creditors were present in person and by French Holbrook, attorney. Claims were proved and allowed. The trustee's final report and account, together with supplemental reports, were approved and allowed. An order was made for the payment of expenses of administration, preferred claims and a first and final dividend to general creditors of 7.6 per cent. No objection to bankrupt's discharge. The meeting adjourned without date and the files will be returned to the U. S. District Court.

Nov. 3. On this day the reference, and adjudication in the matter of Fred Scadin, debtor No. 5887 in bankruptcy under section 75 of the bankruptcy act as amended on March 3, 1933, and June 28, 1934, were received. The schedules have been ordered filed. Upon receipt of same, the assets and liabilities will be made known.

Chinaware Buying Up Sharply

Fall buying got into full swing in the wholesale chinaware market this week as stores ordered goods for Thanksgiving promotions. Manufacturers were surprised both by the size of the purchases made and the strong preference shown for dinner sets in medium price ranges. Average orders placed so far this month, producers said, are running 15 to 30 per cent. ahead of last Fall's average in quantity and slightly more in dollar value. Retailers report that consumer interest in dinner sets rose sharply late last month and has increased steadily since that time.

DRY GOODS

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

Consumer Buying is Increasing

The brightest spot in the business picture these days is the revival of consumer buying on a broad front. Dun & Bradstreet says: "The unexpected increase in retail sales, which started in mid-West, has been gaining momentum without interruption, carrying the total for the current week (ended September 15th) 10 per cent. to 15 per cent. above that of a year ago for the country as a whole."

Heavy rains are responsible for changing the complexion of retail business in mid-west and southwest drought areas. These rains have come in time to insure adequate fall forage and are soaking into the subsoil, thus making farmers more optimistic about next year's prospects and more ready to spend money. The Chicago Bureau of the Wall Street Journal declares that "so long as AAA exists—and if the farmers in the mid-West have their way it will become a permanent fixture—the chances of selling farm equipment, automobiles, mail order merchandise, etc., in the rural sections of the Great Plains are better than they have been in some time."

This change in sentiment is already substantiated by the fact that in some sections of the Middle West, dollar volume of retail sales for the week ended September 15th was as much as 45 per cent. higher than in the same week last year. In the South, retailers reported volume 25 per cent. to 30 per cent. ahead of last year. The largest increases were shown in wearing apparel, dry goods, groceries, home furnishings, hardware, paints and plumbing.

Enthusiasm in Advertising Need Not Be Bombastic

It depends entirely on a store's class of trade what type of language it should use in advertising.

So-called "bargain" stores use enthusiastic, sometimes bombastic, language full of big claims. A certain portion of the public will like and respond to it.

The store catering to high-class, quality trade can use enthusiasm—but it must be couched in dignified and refined language.

A merchant with a very likable personality can often use highly personalized copy—thereby he makes friends. However, another merchant without the same personality would make a very serious mistake to sprinkle his copy with the first person pronoun.

Advertising language should be adapted to the class of people the advertiser seeks to reach.

"We Sell For Less" Advertising Slogan

The following is an excerpt from a letter in answer to a communication asking that the use of the slogan "We Sell for Less" be declared a code violation.

Article IX, Section 1 (c) regulatory of comparative advertising claims only prohibits advertising which inaccurately lays claim to a policy or continuing practice of generally underselling competitors.

In order to decide that any store using a "sells for less" slogan is in violation, it would be necessary to prove that in actual sales that store did not actually generally sell for less than the majority of competitors, a condition which might involve great difficulty.

Federal Trade and Better Business Bureaus have tried unsuccessfully for years to outlaw the use of such slogans.

October Rug Output Gained

An active call for limited quantities of axminster and low-price wilton rugs for immediate shipment has developed in the floor coverings market. Stores placed commitments for goods needed to build up stock for the remainder of this month, when Fall consumer demand is expected to reach its peak. Rug and carpet manufacturers say that production last month ran ahead of October last year despite the slow condition of the general market. The favorable showing, they admitted, was made possible only because rug demand took a sharp drop in October a year ago.

Cautious on Men's Holiday Items

Although optimistic about the outlook for Christmas business, men's wear stores are purchasing holiday items cautiously, manufacturers report. Usable gifts are again stressed strongly, although the demand from the higher-price stores for luxury items has improved slightly over last year. Retailers are particularly interested in gifts in the \$1 range and some complaints have been heard that the variety of such merchandise is not large. The usual run of neckwear, shirts, robes, pajamas, hosiery, etc., comprises the bulk of the business.

Knit Goods Colors Chosen

The official Spring and Summer color card for the knitted outerwear industry, prepared in conjunction with the Textile Color Card Association of America, will present twenty-six shades and two supplementary tints carried over from the Fall card, the National Knitted Outerwear Association announced. Blues, browns and greens will be important in the new card. With increasing favor for pastels, eight pastel tints have been included. In addition, six sports colors aimed to both blend and contrast effectively with white are offered. Completing the exhibit are twelve very practical shades.

Shade Spring Underwear Prices

Because of excessively keen competition, a further softening of prices on men's lightweight underwear for Spring developed this week. Low-end goods were affected mainly, with mills being able to cut prices by reducing weights or cheapening quality. Jobbers are beginning to show interest in Spring goods and apparently want them at prices that will compete with the chains. Whereas at the beginning of the season main emphasis was ex-

pected to be placed on the 25-cent shirts and shorts, buyers are now clamoring for goods to retail as low as 15 cents.

He misses who has no mission.

Safety Glass Popular

The use of safety glass is spreading to the building trades to reduce the hazards of flying glass in residences and buildings.

MICHIGAN BELL TELEPHONE CO.



"THAT WAS ANNE CALLING FROM CHICAGO . . .

she'll be here tonight"

As easily as a hail from the neighbor next door, one may receive a telephone call from the next block, from across the continent, from a ship at sea, from foreign shores. Such ease of communication is the result of constant research by the Bell Telephone Laboratories . . . of the precise manufacturing skill of the Western Electric Company . . . of increased speed and accuracy of operation. Telephone service is a social and business asset. It enables you to keep in close touch with family and friends. In emergencies, it is priceless protection.

Telephone service may be had for only a few cents a day. For complete information, write or visit the Telephone Business Office.



One of the 72 Selected Companies

of the FEDERATION of MUTUAL FIRE INSURANCE CO'S

The GRAND RAPIDS Merchants Mutual Fire Insurance Co.

Affiliated with the Michigan Retail Dry Goods Association

320 Houseman Bldg.

Phone 95221

GRAND RAPIDS, MICHIGAN

HOTEL DEPARTMENT

Great West Building Up Monument To Friendship

Los Angeles, Nov. 3.—The U. S. Treasury Department, some time ago, issued an order to the effect that all liquor bottles from which the fluid had been abstracted must immediately be broken, or there were dire penalties in store for overlooking this regulation. The order was reasonable in that it was designed to protect the consumers of liquors as well as to protect the retailer and insure payment of government taxes on alcoholic beverages. However, it seems that a great many hotel operators as well as food purveyors looked upon it as a joke, operators of automobiles looked upon it askance, and the long and short of it has proven that the order was far from effective. Out here there have been a few arrests and it has been taken as a joke by dispensers of justice. The Hotel World-Review has offered a suggestion which might be accepted to advantage by the authorities, and that is to prepare bottles each with a 25-cent piece embedded in the glass so that it is necessary to break the bottle in order to release the coin, in which instance Young America would certainly keep a watchout on the garbage cans to assure themselves that none of the quarters were unaccounted for.

F. Van Houten, recently of the Parkshore apartment in Chicago, has joined manager James McFate, of Hotel Wolverine, Detroit, as assistant manager. It will be remembered that our old friend, E. S. Richardson, conducted this property until recently.

Martin Johnson, who closed a deal recently for the purchase of the Wigwam Hotel, at Edgewater, near Paw Paw, one of Paw Paw lake's finest resort properties, has taken possession of same and has already let the contract for the installation of a heating plant in the annex and also the construction of a full basement under same. Other extensive improvements are contemplated for next season.

Adele B. Frey, supervising housekeeper of DeWitt-Operated hotels, recently addressed the Detroit Chapter of the National Executive Housekeepers Association, in which she gave them much timely advice. "Bring your chapter to the front by harmony, constructive programs and educational lectures and let the outside world know of your existence. We are recognized irrespective of our position, only for what we make of ourselves."

James J. Jennings, assistant manager of the Morton Hotel, Grand Rapids, and new president of West Michigan Chapter of Hotel Greeters, was given special mention in a recent issue of the Hotel World-Review, accompanied by an appropriate illustration. I know this young man very well, and he deserves all the good things said about him.

Hugh Gray, secretary-manager of the Michigan Tourist and Resort Association, comes forward with the statement that the resort business in the Wolverine State was 60 per cent. better during this last summer than it was in 1933, and was equal to the peak years of travel in this section. However, while resort operators reported being obliged in numerous instances during the summer to turn travelers away, they also claimed that the guests did not spend money as freely as they used to in the prosperous years.

At a recent reunion of Hotel Greeters, in Detroit, given in honor of the presence of International President W. A. Stead, of Hamilton, Ontario, Pres-

ton D. Norton, of Hotel Norton, acted as toastmaster. Mr. Stead announced that the Greeter organization, which is growing rapidly in all parts of the United States as well as the British Possessions, is making a special campaign to interest hotel operators in furthering their work by placing members of their organization behind their desks and advertising the fact to their patrons. Out here in California the Greeters may be said to have "arrived" and are popular with the traveling public.

Solomon Cutshaw has purchased Hotel Quincy, at Quincy, from C. C. Mohr. The new proprietor plans to remodel the hotel at once, adding a coffee shop and other improvements.

Some of the best stories told about California are really jestful ones and play upon California's loyalty, but eventually they react and affirm the frequently made statement that "every knock is a boost." Now, during my eight year's residence in the Golden State, I have had a lot to say about my environments. I have not hesitated to criticize when I felt I was warranted in doing so, but I have tried to be fair, and anyhow the good things I have had to say about the commonwealth have more than three-fold offset the aforementioned criticisms. And I hope in the future to feel that I have been justified in broadcasting these praises. This particular chapter is a general, and, I believe, fitting application of the results of much careful study. It is prepared conscientiously and without prejudice. Californians, otherwise known as "native sons," are always profoundly confident that all visitors to the Golden State will ultimately capitulate to the magic of her charms, and why should it not be so, when he finally realizes that the old-time adage of "many a true word is spoken in jest," is sufficiently exemplified in this instance. But apropos of all this, one is reminded of that most remarkable of facts in conjunction with the loyalty of Californians, that the state is, to a great degree populated with "adopted" sons and daughters. The native-born rarely shows greater devotion or more staunch loyalty than does the adopted one. Coming into California from any country or city in the world, one is somewhat amazed to find that he immediately encounters fellow countrymen or fellow townsmen, no matter where he may hail from. Somehow, too, fellowship is more quickly established than in Eastern environment. The Great West has endowed her people with a spirit of kinship that is building up a monument to Friendship. One might easily imagine those early explorers or Spanish colonists who first set foot in California soil nearly four centuries ago, or those devout Franciscans who following them in later years and founding religious structures up and down the coast, found here a promise of friendliness to the world at large. So one can understand where the aver-

age Californian acquired his notions of what constitutes hospitality. At different periods in the history of California different sections have attracted the enterprising eyes of the world and emanating from each fresh endeavor, whether it may have been the famous gold rush, irrigation projects, sunshine and roses, or what you will, the results have been continuously progressive until there is to-day builded on the far vision, sacrifices and efforts of valiant pioneers and adventurous predecessors, a great state, a place rich in present realization and in illimitable future promise. All the traditional romance of California, the vivid "razzing," if you might call it such, the local viewpoint prognostications, these and a thousand and one other things, have actually seemed to work together for the glory of the state. But, be that as it may, the Californian contends that it is not due to things that have been

Hotel and Restaurant Equipment
Glassware, China, Silverware

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

THE ROWE
GRAND RAPIDS

*The Most Popular Hotel
in Western Michigan*

**300 ROOMS — SHOWERS
SERVIDOR**

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

The
MORTON

announces

**400 ROOMS WITH
PRIVATE BATH**

\$1.50 up

**Dining Room
Grille Room
Cafeteria**

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

**GRAND RAPIDS'
FRIENDLY HOTEL**
Philip A. Jordan, Manager

**Store, Office and Restaurant
Equipment
G.R. STORE FIXTURE CO.**
7 Ionia Ave., N.W. Phone 8-6027

Warm Friend Tavern
Holland, Mich.

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

JAMES HOEKSEMA, Manager

An Entire City Block of Hospitality



Have You Seen Our New

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

Pantlind
GRAND RAPIDS
750 ROOMS \$2 UP

CODY HOTEL
GRAND RAPIDS

RATES—\$1 up without bath.
\$2.00 up with bath.
CAFETERIA IN CONNECTION

ALL GOOD ROADS LEAD TO
IONIA AND

THE REED INN

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

Park Place Hotel
Traverse City

Rates Reasonable—Service Superb
Location Admirable
GEO. ANDERSON, Mgr.
ALBERT J. ROKOS, Ass't Mgr.

New Hotel Elliott
STURGIS, MICH.

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

Occidental Hotel

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

Columbia Hotel
KALAMAZOO

Good Place To Tie To

or things that are to be, but due to the inherent and irresistible lure of the land itself that she has become great. Each year finds increasing numbers of people traveling to California. They come from every corner of our own and from every other country in the world. Come as they may—a happy, expectant party, whole families in their own motor cars, or alone, in pairs, or in great groups, by rail, by steamship, by busses, and not infrequently by airship—visitors are sure to find awaiting them a cordial welcome—a hospitality as sincere as it is general. Every citizen seems to feel a proprietary pride in the abounding beauties of the great commonwealth and, as I have said before, it is just as often the newcomer as the native son who paints the picture in the most glowing colors. Stranger meeting stranger on the city streets and in the numerous parks and play spots, finds always that any request for information or for aid is addressed to a "cheerful giver" as well as a truthful one. Kindly courtesy is the dominant trait of the individuals as well as of the various organizations that serve the visiting hosts. And visitors accept California readily. Primarily the reasonableness of the cost of living appeals to visitors. Even if this is an initial consideration, attractiveness and the many facilities for viewing the wondrous scenery, at a limited outlay, supplies a further appeal, for the visitor most assuredly "gets a run for his money." Even the real estate "shark," which one hears so much about, is a regular fellow. He will try his darndest to sell you a bit of real estate, but if he cannot, will smother his disappointment and be your friend. Some of my warmest acquaintances out here are among the class who called me up incessantly at all hours of the day and night to go out and view their offerings. Failing in this they have been untiring in their efforts to enhance my pleasures here and to assure themselves that I, also, might become a booster. And California is made up of boosters. That is one of the reasons for her phenomenal growth and prosperity.

The Interstate Commerce Commission has given it out cold that they will absolutely pay no attention to resolutions and communications sent them by chambers of commerce throughout the country. In fact all such communications are stopped by the office boy and consigned to the waste basket. Evidently the I. C. C. doesn't give a rap for the dear public, whose ideas are boiled down through the medium of the local chamber of commerce. What they want is the ideas of the railroads as to what they want, so they can give it to them. It is a matter of record that they have had a lot of beneficial offerings heaped upon them which they—the railroads—felt would not make them popular with the public, and were inclined to soft pedal. Some day the dear public will reach the saturation point and destroy that which they created under the innocent notion that such an organization was necessary to the public weal, instead of a travesty on fairness and equity, and a haven for "lame ducks."

The food that Americans waste each year has served as a basis for many striking expressions. All of this comes, however, in a definite application when it is realized in too many cases it is not he who eats but he who serves stands the losses for same.

One of the little things not always appreciated by the promoter and inexperienced hotel builder is that the profitable life of the hotel is comparatively short, and that unless suitable provision is made for depreciation the owner will find himself, long before he is ready for it, with an obsolete plant on his hands. Then, when the inevitable new hotel is built, the old one is ready for the

scrap heap, and cannot be continued at a profit. And I might add that this also applies to all types of rentable realty.

There are strikes and disputes every day all over the nation. Wherever you locate a walking delegate there is always a good prospect for a row. Most of the demands are for higher wages, shorter hours, or sumpin', but in most of them there is no warrant beyond a desire to show authority. If they could bring trouble into every family in their particular bailiwick they would be supremely happy. They never care a hoot whether there is any justice in their demand or not. And yet less than 10 per cent. of labor is unionized.

Frank S. Verbeck.

Items From the Cloverland of Michigan

Sault Ste. Marie, Nov. 5—Rev. Albert E. Ewert, chaplain of Jackson Prison, came all the way to the Sault to tell us that recovery is here. He was one of the principal speakers at a Democratic meeting held at the Sault Beverage Co. hall, Friday. He also told of the good things that would take place if the democratic candidates are elected. As we are not talking politics in this column we are willing to accept prosperity, even if we don't all vote the democratic ticket.

Six Sault Ontario hotels have lost their beer licenses. This action is the result of complaints sent in by various Sault organizations and churches protesting the number of licensed hotels, as they are entitled to only one beer parlor to every 2,923 of the Sault's population of 25,386.

The Parish lunch opened for business last week at 427 Ridge street. They will specialize on barbecued chicken and ribs. They have installed private dining rooms and will be open day and night. Being in the busy district they should make a success of their new venture.

The Lincoln cafe on West Portage avenue has closed for the season and the proprietor has returned to Florida, where he operates a similar business during the winter. The sign left on the door reads, "Closed for repairs."

The salvation army drive now taking place is not making the goal as fast as in other years. They suggest that the people give until it hurts. The man who is on the giving end of the fund ought to congratulate himself that he isn't on the receiving end.

The formal opening of the Fireside Inn, twenty miles South of the Sault on US 2, took place last week. Carl Vaher, of Kinross, and Miss Elizabeth Johnson, of the Sault, are the proprietors. Dinners and light lunches are available at the Inn. The owners announce that they will cater to private parties as a specialty. Beer will be served. Mr. Vaher is well known here, having been in partnership with Mr. Somes in the contracting business for a number of years.

The economist says that "the only trouble with the processing tax is that somebody has to pay it." Same as every other tax scheme.

Miss Olive Deichelbor, who has been conducting a grocery on Bingham avenue for the past two years, has sold the stock to Mrs. Arthur DeMolen, who is a sister to Miss Olive Deichelbor, and the business will continue as it has been conducted, with Miss Deichelbor in charge for the present.

Robert S. Moore has resigned from the firm of Henderson & Moore, beer warehouse for the Michigan Liquor Control Commission. Mr. Henderson will continue alone in the warehouse business.

Michigan's newest trout rearing station, located at Cook's Run, near Crystal Falls, Iron county, is now nearing completion. The caretaker's building is of log construction and of appropriate

design. The entire layout is in a picturesque forest setting. Cook's Run station reared its first quota of fingerling trout this year.

The Blue Goose market has installed a meat market in the Main fruit store at the corner of Ashmun street and Portage avenue. All new fixtures including an up-to-date electric counter display and the latest model of an electric refrigerator.

M. O. Weaver, formerly with the Soo Co-Operative Mercantile Association, is now in charge of the meat department. On Saturday, the opening day, a demonstration of Farmer Peet's quality meats and sausages with free hot dogs will be in evidence. This store is located in the heart of the business district and carries a complete stock of fruits, vegetables and groceries, as well as meats, and is enjoying a good patronage.

As a matter of fact, nothing makes a man feel better than to realize that he is helping the other fellow.

William G. Tapert.

Ma's Meeting of Federation of Retail Merchants

The members of the Executive Board of the Michigan Federation of Retail Merchants met in Lansing Wednesday, Oct. 31, and spent the entire day in discussing and deciding on certain matters of policy. Considering the importance of the somewhat lengthy discussions and official action taken, we will postpone a report of this meeting until later except to mention plans for future meetings.

A summary of the number of members of the associations represented in the Federation was made and it was decided that, as soon as possible after election, it would be desirable to hold a round-up meeting of the members of all organizations.

It was decided that such a meeting would be held in Lansing at the Hotel Olds on Thursday, Nov. 22.

This meeting will consist of a board meeting and committee meetings during the afternoon, notices of which will be sent by the secretary, and a mass meeting and big dinner for the evening, the same to be held in the ball room of the Hotel Olds. Price \$1.

Invitations and complimentary tickets will be sent to state officers and legislators-elect, through the medium of our bulletins and other correspondence. The officers of the various associations estimated that an attendance of at least 700 persons could be secured. The ball room of the Hotel will accommodate about that many and it was apportioned among the secretaries present that each should become—so far as possible—responsible for the presence at this meeting of a certain number of members from his respective organization.

We took the responsibility of assuming that fifty members of the Dry Goods Association would attend and that our Association could also be responsible for ten complimentary tickets to the invited guests.

You will hear about this meeting again in a later communication and we want you to make plans now to come to Lansing. We probably will have on our program the Governor and Lieutenant-Governor-elect and one or two members of Congress and two or three members of the Legislature. This is going to be a red-letter event

and you should begin now to arrange your schedule so that you can be present on this occasion.

It is not intended that persons who have been elected to office shall be quizzed as to how they stand on certain important problems. The meeting is called that the members of the Federation can get acquainted with each other and incidentally get acquainted with those who have been elected to administer our state government.

The group meeting at Pontiac was a hum-dinger, due to a large degree to the intelligent and diligent efforts of our local committee, Harry Grossman, manager of the Chase Mercantile Co. With our insurance field representative Harold W. Buck, I traveled among our members in the Pontiac area and we are gratified to report that many of them responded by attending the meeting.

Dinners were ordered for forty-five and before we were through fifty-eight persons were served. All regretted that our President, Mr. Grant, was unable to be present on account of business reasons, but Tom Pitkethly preside as chairman with his usual happy and efficient manner.

J. E. Cummins, of Detroit, conferee of the State Board of Tax Administration, appeared in Mr. Mogan's place and Clare R. Allan of Wyandotte, Secretary of the State Pharmaceutical Association and chairman of the Fair Trade Committee of the Michigan Federation of Retail Merchants, explained the plans and purposes of the Federation. Professor Gault was also present and gave, as usual, a very instructive address.

Members were there from Mt. Clemens, Port Huron, Ann Arbor, Flint and other nearby places. The Waite and Chase stores were each represented by six or seven store executives. We are indebted to the manager of the Hotel Heldenbrand for excellent catering service. Jason E. Hammond.

Mgr. Mich. Retail Dry Goods Assn.

Denims Wait on Federal Orders

The denim market is expected to continue in a weak condition until the Government opens bids in about two weeks on the huge yardages called for. The present market is 14 cents for the 2.20-yard construction, although one important house is asking 14½ cents, and very little demand is developing at the present time. The bidding for the government orders will undoubtedly give direction to the market, one way or the other. If bids are as low or any lower than those submitted some weeks ago, further weakening is seen. Agents are confident, however, that the minimum levels will be somewhat higher than the previous ones.

Six New Readers of the Tradesman

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

Howard Sherman, Grand Rapids
Schmude Bros., Port Huron
Geo. B. Nienhuis, Beaver Dam
Samuel Igram, Flint
A. E. Osmer Co., Owosso
Cook & Smith, St. Johns

Achievement never flirts with quitters.

DRUGS

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

Michigan State Pharmaceutical Association.

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

Hitch Hikers vs. Fighting Members

Put yourself in your right class and figure for yourself the results you want. Most state associations have many eligible members who will not join their trade group, but are always ready to "Take a Free Ride" with what has been accomplished. Without an association operating in your various lines of business we would be in a worse condition than we are today. To-day more than ever before is a day of organization and the only person that can organize your business is yourself. Merchants of Michigan do not need an expensive lobby in Lansing, but they do need your 100 per cent. support, which is more valuable than any lobby. The men you send to Lansing are your representatives and they will give you what you want if you fight for your rights through your association and individual efforts. The Michigan Federation of Retail Merchants are organized to fight for you and your interests. Will you help them by sending your state association dues at once and then take an active interest in that association? It is your fight and you are the one who will be benefited by the results. It is not the size of the dog in the fight, but the size of the fight in the dog which counts to-day.

Clare F. Allan.

Some Recent Changes in Dispensing

It has been frequently asserted without contradiction that the art of prescribing is not cultivated now as it was in former days.

This is due to the fact that few physicians of late year prescribe for their patients the complicated compounds that were favored by an older generation of doctors. The newer remedies, mostly of synthetic chemical origin, are combined with greater scientific precision and a more positive knowledge is available of their effort on the human system than was true of the shot-gun prescriptions of an earlier period.

Pharmacists are not so frequently called upon to exercise the knowledge

acquired by them in the pharmacy schools, many of the remedies in vogue today being prepared in wholesale fashion by firms of manufacturing chemists or pharmacists. The modern pharmacist has consequently very often to measure out specified quantities of a particular make of drug, either of synthetic chemical origin or produced according to a patented or private process. An older generation of pharmacists had to be well versed in the manipulation of pill rolling and of plaster manufacture, as well as with an extensive list of extracts, tinctures and elixirs that are now bought ready made.

There are pharmacists in every community who bear an excellent reputation among both medical men and the public for accuracy in dispensing and general trustworthiness of character, and we need not labor the point that pharmacists of this class should be encouraged and supported in every way possible.

Signs are not wanting, to show that the profession is becoming weary of the vulgar implications attached to their places of business through the cultivation of luncheon displays and the general sale of food and drink.

Notwithstanding what has been said, it is pleasing to observe that it is regarded as a mark of distinction among pharmacists to have their places of business recognized for the high quality of prescription dispensing which is carried on, and for the care which they take to provide drugs of the utmost purity and in strict compliance with official standards.

Claims for Medical Powers Must be Qualified

Aspirin is aspirin, no matter who makes it. That is Uncle Sam's decision, settling a free-for-all that has brought many a headache to makers of pain-relieving pills.

The whole aspirin atmosphere is cleared by the Federal Trade Commission.

In some countries aspirin is a trade-marked name which only the Bayer company can use. In the United States any one can use the name on pills containing aspirin, and the Bayer company may not claim that its pills are the only genuine, that others are counterfeit or spurious.

Still more, the FTC has clipped the wings of statements about what aspirin does and will not do. Unless it uses qualifying statements, the Bayer company must stop claiming that "no harmful effects follow its use," or "it does not depress the heart," or "it does not upset the stomach."

The same brakes are applied to the company's claim that its aspirin is a quick relief for bad headache, neuralgia, neuritis or other severe pain, and may be taken by nervous patients "in whom aspirin not only relieves suffering, but acts as a sedative and induces rest at night." The Commission demands that all these statements be tamed down.

Of course, the Commission doesn't mind if proper therapeutic claims are made for aspirin if those making the claims base them on reputable medical

opinion or pharmaceutical knowledge.

Action against the Bayer company was brought in mid-June by the Commission. The company did not contest the proceeding and consented to issuance of the order.

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.

ABE DEMBINSKY, Liquidator
 171 Ottawa Ave., N. W.
 Grand Rapids Michigan



SERVING
 MICHIGAN
 NEARLY A
 CENTURY—
 1844 TO 1934.

VARIETY AND GIFT GOODS CUTLERY AND HOUSEWARES OPEN STOCK DINNERWARE FAMOUS LAUGHLIN CHINA

No matter what you may need, we have it. Orders filled with speed, accuracy and satisfaction. PRICES THAT PLEASE!

| | | |
|------------|----------------|----------------|
| DOLLS | PARTY FAVORS | SILVERWARE |
| GAMES | STATIONERY | CHROMIUM WARE |
| BOOKS | GREETING CARDS | ELECTRIC GOODS |
| WAGONS | TOILET SETS | TOASTERS |
| VELOCIPEDS | BRUSH & COMB | WAFFLES |
| BICYCLES | BOUDOIR SETS | LAMPS |
| SLEDS | MANICURE SETS | BULBS |
| ORNAMENTS | CLOCKS | TREE LIGHTS |
| TRAINS | WATCHES | REFRIGERATORS |
| DOLL CABS | SALE GOODS | COFFEE SETS |

COMPLETE DISPLAY in our SPACIOUS SHOWROOMS
 COME TO GRAND RAPIDS
H. LEONARD & SONS

Cor. FULTON and COMMERCE Sts.—Park your Car in our Yard.

Holiday Goods

Our line now on display.

The best we have ever shown.

We invite you to look it over.

Prices Are Right.

Hazeltine & Perkins Drug Co.
 Grand Rapids Michigan

WHOLESALE DRUG PRICE CURRENT

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

| ACID | | | FLOWER | | |
|----------------------------|----------|-------|--------------------------------|----------|-------|
| 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 |
| Citric, 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 |
| Wood, gal. | 50 @ | 60 | | | |
| ALUM-POTASH, USP | | | FULLER'S EARTH | | |
| Lump, lb. | 04 @ | 13 | Powder, lb. | 05 @ | 10 |
| Powd. or Gran., lb. | 04 1/2 @ | 13 | | | |
| AMMONIA | | | GELATIN | | |
| Concentrated, lb. | 06 @ | 18 | Pound | 55 @ | 65 |
| 4-F, lb. | 05 1/2 @ | 13 | | | |
| 3-F, lb. | 05 1/2 @ | 13 | GLUE | | |
| Carbonate, lb. | 20 @ | 40 | Brok., Bro., lb. | 20 @ | 30 |
| Muriate, Lp., lb. | 18 @ | 30 | Gro'd, Dark, lb. | 16 @ | 25 |
| Muriate, Po., lb. | 22 @ | 35 | Whi. Flake, lb. | 27 1/2 @ | 35 |
| | | | White G'd., lb. | 25 @ | 35 |
| | | | White AXX light, lb. | 20 @ | 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, | | |
| Fir, Cana., lb. | 2 00 @ | 2 40 | so called, lb. gourds | 35 @ | 60 |
| Fir, Oreg., lb. | 50 @ | 1 00 | Powd., lb. | 35 @ | 45 |
| Ferru, lb. | 1 00 @ | 1 60 | Aloes, Socotrine, lb. | 75 @ | 80 |
| Tolu, lb. | 1 50 @ | 1 80 | Powd., lb. | 80 @ | 80 |
| | | | Arabic, first, lb. | 40 @ | 40 |
| | | | Arabic, sec., lb. | 30 @ | 30 |
| | | | Arabic, sorts, lb. | 15 @ | 25 |
| | | | Arabic, Gran., lb. | 25 @ | 35 |
| | | | Arabic, P'd, lb. | 25 @ | 35 |
| | | | Asafoetida, lb. | 47 @ | 50 |
| | | | Asafoetida, Po., lb. | 75 @ | 82 |
| | | | Guaiac, lb. | 60 @ | 60 |
| | | | Guaiac, powd. | 65 @ | 65 |
| | | | Kino, lb. | 1 00 @ | 1 00 |
| | | | Kino, powd., lb. | 1 25 @ | 1 25 |
| | | | Myrrh, lb. | 60 @ | 60 |
| | | | Myrrh, Pow., lb. | 75 @ | 75 |
| | | | Shellac, Orange, lb. | 35 @ | 45 |
| | | | Ground, lb. | 35 @ | 45 |
| | | | Shellac, white (bone dr'd) lb. | 45 @ | 55 |
| | | | Tragacanth | | |
| | | | No. 1, bbls. | 1 50 @ | 1 75 |
| | | | No. 2, lbs. | 1 35 @ | 1 50 |
| | | | Pow., lb. | 1 25 @ | 1 50 |
| BERRIES | | | HONEY | | |
| Cubeb, lb. | 0 @ | 65 | Pound | 25 @ | 40 |
| Cubeb, Po., lb. | 0 @ | 75 | | | |
| Juniper, lb. | 10 @ | 20 | | | |
| BLUE VITRIOL | | | HOPS | | |
| Pound | 06 @ | 15 | 1/2 Loose, Pressed, lb. | @ | 75 |
| BORAX | | | HYDROGEN PEROXIDE | | |
| P'd or Xtal, lb. | 06 @ | 13 | Pound, gross | 27 00 @ | 29 00 |
| | | | 1/2 lb., gross | 17 00 @ | 18 00 |
| | | | 1/4 lb., gross | 11 00 @ | 11 50 |
| BRIMSTONE | | | INDIGO | | |
| Pound | 04 @ | 10 | Madras, lb. | 2 00 @ | 2 25 |
| CAMPHOR | | | INSECT POWDER | | |
| Pound | 70 @ | 90 | Pure, lb. | 31 @ | 41 |
| CANTHARIDES | | | LEAD ACETATE | | |
| Russian, Powd. | @ | 4 50 | Xtal, lb. | 17 @ | 25 |
| Chinese, Powd. | @ | 2 00 | Powd. and Gran. | 25 @ | 35 |
| CHALK | | | LICORICE | | |
| Crayons | | | Extracts, sticks, per box. | 1 50 @ | 2 00 |
| White, dozen | @ | 3 60 | Lozenges, lb. | 40 @ | 50 |
| Dustless, dozen | @ | 6 00 | Wafers, (24s) box | @ | 1 50 |
| French Powder, Coml., lb. | 03 1/2 @ | 10 | | | |
| Precipitated, lb. | 12 @ | 15 | LEAVES | | |
| Prepared, lb. | 14 @ | 16 | Buchu, lb., short | @ | 60 |
| White, lump, lb. | 03 @ | 10 | Buchu, lb., long | @ | 70 |
| | | | Buchu, P'd, lb. | 25 @ | 30 |
| | | | Sage, bulk, lb. | @ | 40 |
| | | | Sage, loose pressed, 1/2s, lb. | @ | 85 |
| | | | Sage, P'd and Grd. | @ | 35 |
| | | | Senna | | |
| | | | Alexandria, lb. | 35 @ | 40 |
| | | | Tinneveilla, lb. | 25 @ | 40 |
| | | | Powd., lb. | 25 @ | 35 |
| | | | Uva Ursi, lb. | @ | 35 |
| | | | Uva Ursi, P'd, lb. | @ | 45 |
| COCAINE | | | LIME | | |
| Ounce | 14 75 @ | 15 40 | Chloride, med., dz. | @ | 85 |
| | | | Chloride, large, dz. | @ | 1 45 |
| COPPERAS | | | LYCOPodium | | |
| Xtal, lb. | 03 1/2 @ | 10 | Pound | 45 @ | 60 |
| Powdered, lb. | 04 @ | 15 | | | |
| CREAM TARTAR | | | MAGNESIA | | |
| Pound | 25 @ | 38 | Carb., 1/2s, lb. | @ | 30 |
| | | | Carb., 1/4s, lb. | @ | 32 |
| | | | Carb., Powd., lb. | 15 @ | 25 |
| | | | Oxide, Hea., lb. | @ | 70 |
| | | | Oxide, light, lb. | @ | 75 |
| CUTTLEBONE | | | MENTHOL | | |
| Pound | 40 @ | 50 | Pound | 4 54 @ | 4 88 |
| DEXTRINE | | | MERCURY | | |
| Yellow Corn, lb. | 06 1/2 @ | 15 | Pound | 1 50 @ | 1 75 |
| White Corn, lb. | 07 @ | 15 | | | |
| EXTRACT | | | | | |
| Witch Hazel, Yellow Lab. | 1 10 @ | 1 70 | | | |
| Licorice, P'd, lb. | 50 @ | 60 | | | |

| MORPHINE | | | POTASSIUM | | |
|----------------------------|----------|--------|-----------------------------------|----------|-------|
| Ounces | | @13 65 | Acetate, lb. | 60 @ | 95 |
| 1/2s | | @14 40 | Bicarbonate, lb. | 30 @ | 35 |
| MUSTARD | | | Bichromate, lb. | 15 @ | 25 |
| Bulk, Powd. | | | Bromide, lb. | 59 @ | 12 |
| Select, lb. | 45 @ | 50 | Carbonate, lb. | 40 @ | 68 |
| No. 1, lb. | 17 @ | 25 | Chlorate | | |
| NAPHTHALINE | | | Xtal., lb. | 20 @ | 29 |
| Balls, lb. | 08 1/2 @ | 15 | Powd., lb. | 19 @ | 27 |
| Flake, lb. | 08 1/2 @ | 15 | Gran., lb. | 32 @ | 40 |
| NUTMEG | | | Iodide, lb. | 2 30 @ | 2 60 |
| Pound | @ | 40 | Pernanganate, lb. | 25 @ | 40 |
| Powdered, lb. | @ | 50 | Pruisate | | |
| NUX VOMICA | | | Red, lb. | 80 @ | 90 |
| Pound | @ | 25 | Yellow, lb. | 50 @ | 60 |
| Powdered, lb. | 15 @ | 25 | | | |
| OIL ESSENTIAL | | | QUASSIA CHIPS | | |
| Almond | | | Pound | 25 @ | 30 |
| Bit., true, ozs. | @ | 50 | Powd., lb. | 35 @ | 40 |
| Bit., art., ozs. | @ | 30 | | | |
| Sweet, true, lb. | 1 40 @ | 2 00 | QUININE | | |
| Sweet, art., lbs. | 75 @ | 1 20 | 5 oz. cans, ozs. | @ | 77 |
| Amber, crude, lb. | 71 @ | 1 40 | | | |
| Anise, lb. | 1 30 @ | 2 00 | ROSIN | | |
| Amber, rect., lb. | 1 00 @ | 1 60 | Pound | 04 @ | 15 |
| Bay, lb. | 4 00 @ | 4 25 | ROOT | | |
| Bergamot, lb. | 2 75 @ | 3 20 | Aconite, Powd., lb. | @ | 90 |
| Cajeput, lb. | 1 50 @ | 2 00 | Alkanet, lb. | 35 @ | 40 |
| Caraway S'd, lb. | 3 50 @ | 4 00 | Alkanet, Powd., lb. | @ | 50 |
| Cassia, USP, lb. | 2 10 @ | 2 60 | Belladonna, Powd., lb. | 35 @ | 45 |
| Cedar Leaf, lb. | 1 70 @ | 2 20 | Isod, Powd., lb. | @ | 60 |
| Cedar Leaf, Coml., lb. | 1 00 @ | 1 25 | Burdock, Powd., lb. | @ | 60 |
| Citronella, lb. | 1 00 @ | 1 40 | Calamus, Bleached, Split and | | |
| Cloves, lb. | 1 75 @ | 2 25 | Peeled, lb. | @ | 65 |
| Croton, lbs. | 4 00 @ | 4 60 | Calamus, Ordinary, lb. | @ | 50 |
| Cubeb, lb. | 4 25 @ | 4 80 | Calamus, Powd., lb. | 25 @ | 30 |
| Erigeron, lb. | 2 70 @ | 3 35 | Elecampene, lb. | 17 1/2 @ | 30 |
| Eucalytus, lb. | 2 35 @ | 2 60 | Gentian, Powd., lb. | 25 @ | 35 |
| Fennel | 1 70 @ | 2 20 | Ginger, African, Powd., lb. | 15 @ | 25 |
| Hemlock, Pu., lb. | 1 00 @ | 1 25 | Ginger, Jamaica, Lined, lb. | 38 @ | 55 |
| Hemlock Com., lb. | 1 00 @ | 1 25 | Ginger, Jamaica, Powd., lb. | 30 @ | 40 |
| Juniper Ber., lb. | 3 00 @ | 3 30 | Goldenseal, Powd., lb. | 1 75 @ | 2 00 |
| Juniper W'd, lb. | 1 50 @ | 1 75 | Hellebore, White, Powd., lb. | 20 @ | 30 |
| Lav. Flow., lb. | 4 50 @ | 5 00 | Indian Turnip, Powd., lb. | 3 00 @ | 3 60 |
| Lav. Gard., lb. | 1 25 @ | 1 50 | Ipecac, Powd., lb. | 30 @ | 35 |
| Lemon, lb. | 2 00 @ | 2 40 | Licorice, lb. | 30 @ | 35 |
| Mustard, true, ozs. | @ | 1 25 | Licorice, Powd., lb. | 15 @ | 25 |
| Mustard, art., ozs. | @ | 30 | Mandrake, Powd., lb. | @ | 40 |
| Orange, Sw., lb. | 3 00 @ | 3 25 | Marshmallow, Cut, lb. | @ | 50 |
| Organum, art., lb. | 1 00 @ | 1 20 | Marshmallow, Powd., lb. | @ | 60 |
| Pennyroyal, lb. | 2 75 @ | 3 20 | Orris, lb. | @ | 35 |
| Peppermint, lb. | 5 50 @ | 6 00 | Orris, Powd., lb. | 40 @ | 1 75 |
| Rose, dr. | @ | 1 00 | Orris, Fingers, lb. | 1 50 @ | 2 25 |
| Rose, Geran., ozs. | @ | 1 90 | Pink, Powd., lb. | @ | 30 |
| Rosemary Flowers, lb. | 1 00 @ | 1 50 | Poke, Powd., lb. | @ | 30 |
| Sandalwood | | | Rhubarb, lb. | @ | 80 |
| E. I., lb. | 8 00 @ | 8 60 | Rhubarb, Powd., lb. | @ | 60 |
| W. I., lb. | 4 50 @ | 4 75 | Sarsaparilla (Honduras, cut) 1 30 | @ | 1 40 |
| Sassafras | | | Sarsaparilla, Med., Cut, lb. | 42 @ | 50 |
| True, lb. | 1 90 @ | 2 40 | Squills, Powd., lb. | 15 @ | 25 |
| Syn., lb. | 85 @ | 1 40 | Valerian, Powd., lb. | @ | 50 |
| Spearmint, lb. | 2 50 @ | 3 00 | | | |
| Tansy, lb. | 3 50 @ | 4 00 | SAL | | |
| Thyme, Red, lb. | 1 75 @ | 2 40 | Epsom, lb. | 03 1/2 @ | 10 |
| Thyme, Whi., lb. | 2 00 @ | 2 60 | Glaubers | | |
| Wintergreen | | | Lump, lb. | 03 @ | 10 |
| Leaf, true, lb. | 5 60 @ | 6 00 | Gran., lb. | 03 1/2 @ | 10 |
| Birch, lb. | 4 00 @ | 4 60 | Nitre | | |
| Syn. | 75 @ | 1 20 | Xtal. or Powd. | 10 @ | 20 |
| Wormseed, lb. | 3 50 @ | 4 00 | Gran., lb. | 09 @ | 20 |
| Wormwood, lb. | 5 50 @ | 6 00 | Rochelle, lb. | 17 @ | 30 |
| OILS HEAVY | | | Soda, lb. | 02 1/2 @ | 08 |
| Castor, gal. | 1 45 @ | 1 60 | SEED | | |
| Cocanut, lb. | 22 1/2 @ | 35 | Anise, lb. | 40 @ | 45 |
| Cod Liver, Norwegian, gal. | 1 20 @ | 1 50 | Canary, Recleaned, lb. | 10 @ | 15 |
| Cot. Seed, gal. | 85 @ | 1 00 | Cardamon, Bleached, lb. | 25 @ | 30 |
| Lard, ex., gal. | 1 55 @ | 1 65 | Caraway, Dutch, lb. | 25 @ | 30 |
| Lard, No. 1, gal. | 1 25 @ | 1 40 | Celery, lb. | @ | 1 10 |
| Linsed, raw, gal. | 73 @ | 88 | Colchicum, Powd., lb. | 15 @ | 25 |
| Linsed, boil., gal. | 76 @ | 91 | Coriander, lb. | 15 @ | 25 |
| Neatsfoot, extra, gal. | 80 @ | 1 00 | Fennel, lb. | 30 @ | 40 |
| Olive | | | Flax, Whole, lb. | 07 1/2 @ | 15 |
| Malaga, gal. | 2 00 @ | 2 50 | Flax, Ground, lb. | 07 1/2 @ | 15 |
| Pure, gal. | 3 00 @ | 3 50 | Hemp, Recleaned, lb. | 08 @ | 15 |
| Sperm, gal. | 1 25 @ | 1 50 | Lobelia, Powd., lb. | @ | 85 |
| Tanner, gal. | 75 @ | 90 | Mustard, Black, lb. | 17 1/2 @ | 25 |
| Tar, gal. | 50 @ | 65 | Mustard, White, lb. | 15 @ | 25 |
| Whale, gal. | @ | 2 00 | Poppy, Blue, lb. | 20 @ | 25 |
| OPIUM | | | Quince, lb. | 1 00 @ | 1 25 |
| Gum, ozs., \$1.40, oz. | 1 25 | | Rape, lb. | 10 @ | 15 |
| Powder, ozs., \$1.30, oz. | 1 20 | | Sabadilla, Powd., lb. | 58 @ | 75 |
| rgan., ozs., \$1.40, oz. | 1 30 | | Sunflower, lb. | 11 @ | 20 |
| PARAFFINE | | | Worm, Levant, lb. | @ | 4 50 |
| Pound | 06 1/2 @ | 15 | Worm, Levant, Powd. | @ | 4 75 |
| PEPPER | | | SOAP | | |
| Black, grd., lb. | 25 @ | 35 | Castile, Conti, White | | |
| Red, grd., lb. | 45 @ | 55 | Box | @ | 15 75 |
| White, grd., lb. | 40 @ | 45 | Bar | @ | 1 60 |
| PITCH BURGUNDY | | | Powd. | 50 @ | 65 |
| Pound | 20 @ | 25 | SODA | | |
| PETROLATUM | | | Ash | 03 @ | 10 |
| Amber, Plain, lb. | 12 @ | 17 | Bicarbonate, lb. | 03 1/2 @ | 10 |
| Amber, Carb., lb. | 14 @ | 19 | Caustic, Co'l., lb. | 08 @ | 15 |
| Cream Whi., lb. | 17 @ | 22 | Hyposulphite, lb. | 05 @ | 10 |
| Lily White, lb. | 20 @ | 25 | Phosphate, lb. | 23 @ | 28 |
| Snow White, lb. | 22 @ | 27 | Sulphite | | |
| PLASTER PARIS DENTAL | | | Xtal., lb. | 15 @ | 25 |
| Barrels | @ | 5 75 | Dry, Powd., lb. | 12 1/2 @ | 20 |
| Less, lb. | 03 1/2 @ | 08 | Silicate, Sol., gal. | 40 @ | 60 |
| POTASSA | | | SULPHUR | | |
| Caustic, st'ks, lb. | 55 @ | 88 | Light, lb. | 04 1/2 @ | 10 |
| Liquor, lb. | @ | 40 | SYRUP | | |
| POTASSA | | | Rock Candy, Gals. | 70 @ | 85 |
| Caustic, st'ks, lb. | 55 @ | 88 | TAR | | |
| Liquor, lb. | @ | 40 | 1/2 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 @ | 78 |
| Caustic, st'ks, lb. | 55 @ | 88 | | | |
| Liquor, lb. | @ | 40 | | | |

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

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

| ADVANCED | | DECLINED | |
|---------------------|--|----------------|--|
| Sauerkraut—5c | | Lemon Peel—20c | |
| Red Top Matches—40c | | Citron—20c | |

| AMMONIA | | BREAKFAST FOODS | |
|-------------------------|------|--------------------------------|------|
| Little Bo Peep, med.... | 1 35 | Kellogg's Brands | |
| Little Bo Peep, lge.... | 2 25 | Corn Flakes, No. 136..... | 2 65 |
| Quaker, 32 oz..... | 2 10 | Corn Flakes, No. 124..... | 2 65 |
| | | Pep, No. 224..... | 2 20 |
| | | Pep No. 250..... | 1 05 |
| | | Krumbles, No. 412..... | 1 55 |
| | | Bran Flakes, No. 624..... | 1 90 |
| | | Bran Flakes, No. 650..... | 1 00 |
| | | Rice Krispies, 6 oz..... | 2 40 |
| | | Rice Krispies, 1 oz..... | 1 10 |
| | | All Bran, 16 oz..... | 2 30 |
| | | All Bran, 10 oz..... | 2 75 |
| | | All Bran, 4 oz..... | 1 10 |
| | | Whole Wheat Fla., 24s..... | 2 40 |
| | | Whole Wheat Bjs., 24s..... | 2 31 |
| | | Wheat Krispies, 24s..... | 2 40 |
| | | Post Brands | |
| | | Grapenut Flakes, 24s..... | 2 10 |
| | | Grape-Nuts, 24s..... | 3 90 |
| | | Grape-Nuts, 50s..... | 1 50 |
| | | Instant Postum, No. 8..... | 5 46 |
| | | Instant Postum, No. 10..... | 4 70 |
| | | Postum Cereal, No. 0..... | 2 38 |
| | | Post Toasties, 36s..... | 2 65 |
| | | Post Toasties, 24s..... | 2 65 |
| | | Post Bran, PBF 24..... | 3 15 |
| | | Post Bran, PBF 36..... | 3 15 |
| | | Amsterdam Brands | |
| | | Gold Bond Par., No. 5 1/2..... | 7 50 |
| | | Prize, Parlor, No. 6..... | 8 00 |
| | | White Swan Par., No. 6..... | 8 50 |

| BAKING POWDERS | | Blackberries | |
|-------------------------|-------|---------------------|------|
| Royal, 2 oz., doz..... | 80 | Premio, No. 10..... | 6 00 |
| Royal, 6 oz., doz..... | 2 00 | Quaker No. 2..... | 1 60 |
| Royal, 12 oz., doz..... | 3 85 | | |
| Royal, 5 lbs., doz..... | 20 00 | Blue Berries | |
| | | Eagle, No. 10..... | 8 50 |

| APPLE BUTTER | | Cherries | |
|--------------------|------|---------------------------|------|
| Quaker, 12-28 oz., | | Hart, No. 10..... | 5 70 |
| Doz..... | 1 55 | Hart, No. 2 in syrup..... | 2 95 |
| | | Hart Special, 2..... | 1 20 |

| BROOMS | | Cherries—Royal Ann | |
|----------------------|------|---------------------------|------|
| Quaker, 5 sewed..... | 7 25 | Supreme, No. 2 1/2..... | 3 20 |
| Warehouse..... | 7 75 | Supreme, No. 2..... | 2 25 |
| Winner, 5 sewed..... | 5 75 | Gibraltar, No. 10..... | 9 25 |
| | | Gibraltar, No. 2 1/2..... | 2 75 |

| BRUSHES | | Figs | |
|-------------------------------|------|----------------------------|-------|
| 10 oz., 4 doz. in case..... | 3 40 | Beckwith Breakfast, | |
| 15 oz., 4 doz. in case..... | 5 00 | No. 10..... | 12 00 |
| 25 oz., 4 doz. in case..... | 8 40 | Carpenter Preserved, | |
| 50 oz., 2 doz. in case..... | 6 50 | 5 oz. glass..... | 1 35 |
| 5 lb., 1 doz. in case..... | 6 00 | Supreme Kodota, No. 1..... | 1 80 |
| 10 lb., 1/2 doz. in case..... | 5 75 | | |

| BLEACHER CLEANSER | | Fruit Salad | |
|------------------------------|------|-------------------------|-------|
| Lizzie, 16 oz., 12s..... | 2 15 | Supreme, No. 10..... | 12 00 |
| Lince Wash, 32 oz., 12s 2 00 | | Quaker, No. 10..... | 11 50 |
| | | Supreme, No. 2 1/2..... | 3 45 |
| | | Supreme, No. 2..... | 2 60 |
| | | Supreme, No. 1..... | 1 90 |
| | | Quaker, No. 2 1/2..... | 3 15 |

| BLUING | | Goosberries | |
|--------------------------------|--|-----------------------|------|
| Am. Ball, 36-1 oz., cart. 1 00 | | Michigan, No. 10..... | 5 35 |
| Boy Blue, 18s, per cs. 1 35 | | | |

| BOTTLE CAPS | | Grape Fruit | |
|--------------------------|------|--------------------------|------|
| Single Lacquer, 24 gross | | Florida Gold, No. 5..... | 5 00 |
| case, per case..... | 4 10 | Florida Gold, No. 2..... | 1 45 |
| | | Quaker, 8 oz..... | 90 |
| | | Quaker, 2 1/2..... | 1 45 |

| BURNERS | | Grape Fruit Juice | |
|-----------------------|------|--------------------------|------|
| Queen Ann, No. 1..... | 1 15 | Florida Gold, No. 1..... | 90 |
| Queen Ann, No. 2..... | 1 25 | Quaker, No. 1..... | 90 |
| White Flame, No. 1 | | Quaker, No. 5..... | 4 50 |
| and 2, doz..... | 2 25 | | |

| CANNED FRUITS | | Loganberries | |
|-------------------------|------|---------------------|------|
| Imperial, No. 10..... | 5 00 | Premio, No. 10..... | 6 75 |
| Sweet Peas, No. 10..... | 4 75 | | |

| CANDLES | | Peaches | |
|-----------------------------|--------|-----------------------------|------|
| Electric Light, 40 lbs..... | 12 1 | Forest, solid pack, | |
| Paraffine, 6s..... | 14 1/4 | No. 10..... | 7 30 |
| Paraffine, 12s..... | 14 1/4 | Nile, sliced, No. 10..... | 6 50 |
| Wicking..... | 40 | Premio, halves, No. 10..... | 6 50 |
| Tudor, 6s, per box..... | 30 | Quaker, sliced or | |
| | | halves, No. 10..... | 8 20 |
| | | Gibraltar, No. 2 1/2..... | 2 00 |
| | | Supreme, sliced No. | |
| | | 2 1/2..... | 2 15 |
| | | Supreme, halves, | |
| | | No. 2 1/2..... | 2 25 |
| | | Quaker, sliced or | |
| | | halves, No. 2 1/2..... | 2 10 |
| | | Quaker sliced or | |
| | | halves, No. 2..... | 1 70 |

| APPLE SAUCE | | Pears | |
|-------------------|------|-----------------------|------|
| Hart, No. 10..... | 1 20 | Quaker, No. 10..... | 8 59 |
| Hart, No. 10..... | 5 10 | Quaker, Bartlett, No. | |
| | | 2 1/2..... | 2 65 |
| | | Quaker, Bartlett, No. | |
| | | 2..... | 1 95 |

| APRICOTS | | Pineapple Juice | |
|---------------------------|------|---------------------------|------|
| Forest, No. 10..... | 9 00 | Doles, Diamond Head, | |
| Quaker, No. 10..... | 9 75 | No. 2..... | 1 45 |
| Gibraltar, No. 10..... | 9 25 | Doles, Honey Dew, | |
| Gibraltar, No. 2 1/2..... | 2 40 | No. 10..... | 6 75 |
| Superior, No. 2 1/2..... | 2 80 | | |
| Supreme, No. 2 1/2..... | 3 10 | Pineapple, Crushed | |
| Supreme, No. 2..... | 2 25 | Imperial, No. 10..... | 7 50 |
| Quaker, No. 2..... | 2 10 | Honey Dew, No. 2 1/2..... | 2 40 |
| Quaker, No. 2 1/2..... | 2 85 | Honey Dew, No. 2..... | 1 90 |
| | | Quaker, No. 2 1/2..... | 2 35 |
| | | Quaker, No. 2..... | 1 80 |
| | | Quaker, No. 1..... | 1 10 |

| PINEAPPLE, SLICED | | String Beans | |
|-----------------------------|------|----------------------------|------|
| Honey Dew, sliced, | | Choice, Whole, No. 2..... | 1 70 |
| No. 10..... | 9 00 | Cut, No. 10..... | 7 25 |
| Honey Dew, tid bits, | | Cut, No. 2..... | 1 35 |
| No. 10..... | 9 00 | Marcellus Cut, No. 10..... | 6 90 |
| Honey Dew, No. 2 1/2..... | 2 45 | Quaker Cut No. 2..... | 1 20 |
| Honey Dew, No. 2..... | 2 00 | | |
| Honey Dew, No. 1..... | 1 10 | Wax Beans | |
| Ukelele Broken, No. 10..... | 7 90 | Choice, Whole, No. 2..... | 1 70 |
| Ukelele Broken, 2 1/2..... | 2 25 | Cut, No. 10..... | 7 25 |
| Ukelele Broken, No. 2..... | 1 85 | Cut, No. 2..... | 1 35 |
| Quaker, Tid Bits, No. | | Marcellus Cut, No. 10..... | 5 50 |
| 10..... | 8 25 | Quaker Cut No. 2..... | 1 20 |
| Quaker, No. 10..... | 8 25 | | |
| Quaker, No. 2 1/2..... | 2 35 | Beets | |
| Quaker, No. 2..... | 1 90 | Extra Small, No. 2..... | 1 75 |
| Quaker, No. 1..... | 1 05 | Hart Cut, No. 10..... | 4 50 |
| | | Hart Cut, No. 2..... | 95 |
| | | Hart Diced, No. 2..... | 90 |
| | | Quaker Cut No. 2 1/2..... | 1 20 |

| PLUMS | | Carrots | |
|---------------------------|------|---------------------------|-------|
| Ulikit, No. 10, 30% syrup | 6 50 | Diced, No. 2..... | 95 |
| Supreme Egg, No. 2 1/2 | 2 30 | Diced, No. 10..... | 4 20 |
| Supreme Egg, No. 2..... | 1 70 | | |
| Primo, No. 2, 40% syrup | 1 00 | Corn | |
| | | Golden Ban., No. 2..... | 1 45 |
| | | Golden Ban., No. 10..... | 10 00 |
| | | Country Gen., No. 2..... | 1 20 |
| | | Marcellus, No. 2..... | 1 20 |
| | | Fancy Crosby, No. 2..... | 1 40 |
| | | Fancy Crosby, No. 10..... | 6 75 |
| | | Whole Grain, 6 Ban. | |
| | | tam No. 2..... | 1 45 |

| PREPARED PRUNES | | RASPBERRIES, BLACK | |
|-------------------------|------|-----------------------|------|
| Supreme, No. 2 1/2..... | 2 35 | Imperial, No. 10..... | 7 00 |
| Supreme, No. 2 1/2..... | 2 00 | Premio, No. 10..... | 8 50 |
| | | Hart, 8-ounce..... | 80 |
| | | RASPBERRIES, RED | |
| | | Premio, No. 10..... | 8 75 |
| | | Daggett, No. 2..... | 2 20 |

| STRAWBERRIES | | CANNED FISH | |
|----------------------------|------|---------------------------------|------|
| Hunt, Superior, No. 2..... | 2 35 | Clam Ch'der, 10 1/2 oz..... | 1 35 |
| | | Clam Chowder, No. 2..... | 2 75 |
| | | Clams, Steamed, No. 1..... | 2 75 |
| | | Clams, Minced, No. 1..... | 2 40 |
| | | Finnan Haddie, 10 oz..... | 3 30 |
| | | Clam Bouillon, 7 oz..... | 2 50 |
| | | Chicken Haddie, No. 1..... | 2 75 |
| | | Fish Flakes, small..... | 1 35 |
| | | Cod Fish Cake, 10 oz..... | 1 55 |
| | | Corn Oysters, 5 oz..... | 1 35 |
| | | Lobster, No. 1..... | 2 25 |
| | | Shrimp, 1, wet..... | 1 45 |
| | | Sard's, 1/4 Oil, k'less..... | 3 75 |
| | | Sardines, 1/4 Oil, k'less..... | 3 35 |
| | | Salmon, Red Alaska..... | 2 20 |
| | | Salmon, Med. Alaska..... | 1 75 |
| | | Salmon, Pink, Alaska..... | 1 35 |
| | | Sardines, Im. 1/4, ea. 6@18 1/4 | 1 00 |
| | | Sardines, Cal..... | 1 00 |
| | | Tuna, 1/2 Van Camps..... | 1 75 |
| | | doz..... | 1 75 |
| | | Tuna, 1/4s, Van Camps..... | 1 15 |
| | | doz..... | 1 15 |
| | | Tuna, 1s, Van Camps..... | 3 45 |
| | | doz..... | 3 45 |
| | | Tuna, 1/4s, Chicken Sea..... | 1 70 |
| | | doz..... | 1 70 |
| | | Tuna, 1/2 Bonita..... | 1 25 |

| CANNED MEAT | | PUMPKIN | |
|---------------------------------|------|-----------------------------|----------|
| Bacon, med, Beechnut..... | 2 50 | No. 10..... | 4 75 |
| Bacon, lge, Beechnut..... | 3 75 | No. 2 1/2..... | 1 20 |
| Beef, lge, Beechnut..... | 3 25 | No. 2..... | 92 1/2 |
| Beef, med, Beechnut..... | 1 95 | | |
| Beef, No. 1, Corned..... | 1 80 | SAUERKRAUT | |
| Beef, No. 1, Roast..... | 1 95 | No. 10..... | 5 25 |
| Beef, 2 1/2 oz., Qua., Sli..... | 1 30 | No. 2 1/2 Quaker..... | 1 15 |
| Corn Beef Hash, doz..... | 1 35 | No. 2 Quaker..... | 95 |
| Beefsteak & Onions..... | 2 70 | | |
| Chili Con Car., 1s..... | 1 05 | SOINACH | |
| Deviled Ham, 1/4s..... | 1 35 | Supreme No. 2 1/2..... | 1 75 |
| Deviled Ham, 1/4s..... | 2 30 | Supreme No. 2..... | 1 37 1/2 |
| Potted Meat, 1/4 Libby..... | 43 | Maryland Chief No. 2..... | 1 10 |
| Potted Meat, 1/4 Libby..... | 75 | | |
| Potted Meat, 1/4 Qua..... | 65 | CONDENSED MILK | |
| Potted Ham, Gen. 1/4..... | 1 35 | Eagle, 2 oz., per case..... | 4 60 |
| Vienna Saus. No. 1/4..... | 90 | | |

| BACON, MED, BEECHNUT | | CHILI SAUCE | |
|----------------------|------|---------------------|------|
| Campbells 48s..... | 2 35 | Sniders, 8 oz..... | 1 65 |
| | | Sniders, 14 oz..... | 2 25 |

| CANNED VEGETABLES | | OYSTER COCKTAIL | |
|-------------------|--|---------------------|------|
| Hart Brand | | Sniders, 11 oz..... | 2 00 |

| ASPARAGUS | | CHEESE | |
|---------------------|------|-----------------------------|--------|
| Natural, No. 2..... | 3 00 | Roquefort..... | 70 |
| | | Wisconsin Daisy..... | 15 |
| | | Wisconsin Twin..... | 14 1/2 |
| | | New York June, 1933..... | 22 |
| | | Sap Sago..... | 52 |
| | | Brick..... | 16 |
| | | Michigan Flats..... | 13 1/2 |
| | | Michigan Daisies..... | 14 |
| | | Wisconsin Longhorn..... | 15 |
| | | Imported Leyden..... | 27 |
| | | 1 lb. Limberger..... | 56 |
| | | Imported Swiss..... | 23 |
| | | Kraft, Pimento Loaf..... | 23 |
| | | Kraft, American Loaf..... | 21 |
| | | Kraft, Brick Loaf..... | 21 |
| | | Kraft, Swiss Loaf..... | 22 |
| | | Kraft, Old End, Loaf..... | 21 |
| | | Kraft, Pimento 1/2 lb..... | 1 70 |
| | | Kraft, American 1/2 lb..... | 1 70 |
| | | Kraft, Brick, 1/2 lb..... | 1 70 |
| | | Kraft, Limbur., 1/2 lb..... | 1 70 |

| BAKED BEANS | | RED KIDNEY BEANS | |
|--------------------------|------|------------------|------|
| 1 lb. Sacc, 36s, cs..... | 1 75 | No. 10..... | 4 25 |
| No. 2 1/2 Size, doz..... | 1 10 | No. 2..... | 90 |
| No. 10 Sauce..... | 4 00 | | |

| LIMA BEANS | | CREAM OF TARTAR | |
|----------------------------|------|------------------|--------|
| Little Quaker, No. 10..... | 7 90 | 1 lb. boxes..... | 35 |
| Baby, No. 2..... | 1 60 | | |
| Marcellus, No. 2..... | 1 25 | DRIED FRUITS | |
| Reber Soaked..... | 95 | Apricots..... | 22 |
| Marcellus, No. 10..... | 6 00 | Standard..... | 20 1/2 |
| | | Citron..... | 25 |

| ADAMS BLACK JACK | | CIGARS | |
|--------------------------|----|-------------------------|-------|
| Adams Dentyne..... | 65 | Hemt, Champions..... | 33 50 |
| Beaman's Pepsin..... | 65 | Webster Plaza..... | 75 00 |
| Beechnut Peppermint..... | 65 | Webster Golden Wed..... | 75 00 |
| Doublemint..... | 65 | Websterettes..... | 37 50 |

| Currants | |
|------------------------|------|
| Packages, 11 oz. | 13 |
| Dates | |
| Quaker, 12s, pitted | 1 40 |
| Quaker, 12s, regular | 1 10 |
| Quaker, 12s, 1 1/2 lb. | 2 30 |
| Quaker, 12s, 1 lb. | 1 45 |

| Figs | |
|-----------------------|------|
| Calif., 24-8 oz. case | 1 80 |

| Peaches | |
|--------------|--------|
| Evap. Choice | 14 1/2 |
| Eva. Fancy | 16 1/2 |

| Peel | |
|------------------|----|
| Lemon, Torelli, | |
| 4 oz., doz. | 90 |
| Orange, Torelli, | |
| 4 oz., doz. | 90 |
| Citron, Torelli, | |
| 4 oz., dozen | 90 |

| Raisins | |
|-------------------------|-------|
| Seeded, bulk | 7 1/2 |
| Thompson's S'dless blk. | 7 1/2 |
| Quaker s'dless blk. | 7 1/2 |
| 15 oz. | 7 1/2 |
| Quaker Seeded, 15 oz. | 8 |

| California Prunes | |
|----------------------|---------|
| 90@100, 25 lb. boxes | @6 1/2 |
| 80@ 90, 25 lb. boxes | @7 |
| 70@ 80, 25 lb. boxes | @7 1/2 |
| 60@ 70, 25 lb. boxes | @8 |
| 50@ 60, 25 lb. boxes | @8 1/2 |
| 40@ 50, 25 lb. boxes | @9 1/2 |
| 30@ 40, 25 lb. boxes | @11 |
| 20@ 30, 25 lb. boxes | @12 1/2 |
| 18@ 20, 25 lb. boxes | @14 |

| Hominy | |
|----------------------|------|
| Pearl, 100 lb. sacks | 3 50 |

| Bulk Goods | |
|---------------------------|------|
| Elb. Macaroni, 20 lb. bx. | 1 38 |
| Egg Noodle, 10 lb. box | 1 25 |

| Pearl Barley | |
|--------------|------|
| Chester | 5 80 |

| Lentils | |
|---------|---|
| Chili | 8 |

| Tapioca | |
|-----------------------|-------|
| Pearl, 100 lb. sacks | 7 1/2 |
| Minute, 8 oz., 3 doz. | 4 05 |
| Dromedary Instant | 3 50 |

| Jiffy Punch | |
|-------------------|------|
| 3 doz. Carton | 1 25 |
| Assorted flavors. | |

| EVAPORATED MILK | |
|----------------------------|------|
| Quaker, Tall, 10 1/2 oz. | 2 85 |
| Quaker, Baby, 4 doz. | 1 43 |
| Quaker, Gallon, 1/2 doz. | 2 85 |
| Carnation, Tall, 4 doz. | 2 95 |
| Carnation, Baby, 4 doz. | 1 45 |
| Oatman's D'soe, Baby 1 1/2 | 1 48 |
| Pet, Tall | 2 95 |
| Pet, Baby, 4 dozen | 1 45 |
| Borden's, Tall, 4 doz. | 2 95 |
| Borden's, Baby, 4 doz. | 1 45 |

| FRUIT CANS | |
|-----------------------|-------|
| Ball Mason | |
| F. O. B. Grand Rapids | |
| One pint | 7 75 |
| One quart | 9 00 |
| Half gallon | 12 00 |
| Mason Can Tops, gro. | 2 55 |

| FRUIT CAN RUBBERS | |
|------------------------|----|
| Quaker Red Lip, 2 gro. | |
| carton | 85 |

| GELATINE | |
|-----------------|------|
| Jell-o, 3 doz. | 2 10 |
| Minute, 3 doz. | 4 05 |
| Knox's, 1 dozen | 2 25 |
| Jelsert, 3 doz. | 1 40 |

| HONEY | |
|-----------------------|------|
| Lake Shore 1 lb. doz. | 1 90 |

| JELLY AND PRESERVES | |
|----------------------------|------|
| Pure, 30 lb. pails | 2 60 |
| Imitation, 30 lb. pails | 1 85 |
| Pure Pres., 16 oz., dz. | 2 00 |
| 12 oz. Apple Jelly, dz. | 95 |
| 13 oz. Mint Jelly, dz. | 1 60 |
| 7 oz. Cranberry Jelly, dz. | 90 |

| JELLY GLASSES | |
|-------------------------|----|
| 1/2 Pint Tall, per doz. | 25 |

| JUNKET GOODS | |
|----------------|------|
| Junket Powder | 1 30 |
| Junket Tablets | 1 35 |

| MARGARINE | |
|-----------------------|--|
| Wilson & Co.'s Brands | |
| Oleo | |

| | |
|----------------------|----|
| Nut | 11 |
| Certified Animal Fat | |
| Oleo | 13 |

| MATCHES | |
|----------------------|------|
| Diamond, No. 5, 144 | 6 25 |
| Searchlight, 144 box | 6 25 |
| Swan, 144 | 5 65 |
| Diamond, No. 9 | 5 00 |

| Safety Matches | |
|-----------------------|------|
| Red Top, 5 gross case | 4 80 |
| Congress, 5 gro. cs. | 5 25 |
| Standard, 5 gro. cs. | 4 00 |

| MUELLER'S PRODUCTS | |
|------------------------|------|
| Macaroni, 9 oz. | 2 10 |
| Spaghetti, 9 oz. | 2 10 |
| Elbow Macaroni, 9 oz. | 2 10 |
| Egg Noodles, 6 oz. | 2 10 |
| Egg Vermicelli, 6 oz. | 2 10 |
| Egg Alphabets, 6 oz. | 2 10 |
| Cooked Spaghetti, 24c. | |
| 17 oz. | 2 20 |

| NUTS | |
|-----------------------|--------------|
| Whole | |
| Almonds, Peerless | 15 1/4 |
| Brazil, large | 13 1/2 |
| Fancy Mixed | 16 |
| Filberts, Naples | 16 |
| Peanuts, vir. Roasted | 11 1/2 |
| Pecans, 3, star | 25 |
| Pecans, Jumbo | 40 |
| Pecans, Mammoth | 50 |
| Walnuts, Cal. | 17 1/2 to 22 |

| Salted Peanuts | |
|--------------------------|------|
| Fancy, No. | 12 |
| 12-1 lb. Cellophane case | 1 50 |

| Shelled | |
|--------------------------------|-------|
| Almonds | 39 |
| Peanuts, Spanish, 125 lb. bags | 7 1/2 |
| Pecans, salted | 55 |
| Walnut, California | 55 |

| MINCE MEAT | |
|-----------------------|--------|
| None Such, 4 doz. | 6 20 |
| Quaker, 1 doz. case | 95 |
| Yo Ho, Kegs, wet, lb. | 16 1/2 |

| OLIVES—Plain | |
|---------------------------|------|
| Quaker, 24 3/4 oz. cs. | 1 87 |
| Quaker, 24 1/2 oz. cs. | 3 55 |
| Quaker, 12, 12 oz. | 2 40 |
| High Life, 12 1/2 oz. cs. | 3 45 |
| 1 gal. glass, each | 1 55 |
| OLIVES—Stuffed | |
| Quaker, 24 3/4 oz. cs. | 1 87 |
| Quaker, 24 1/2 oz. cs. | 2 75 |
| Quaker, 24 5 oz. cs. | 3 55 |
| Quaker, 24 7 1/2 oz. cs. | 4 55 |
| Quaker, 24 10 oz. cs. | 5 95 |
| Quaker, 12 32 oz. cs. | 7 88 |
| 1 Gallon glass, each | 2 10 |

| PARIS GREEN | |
|-------------|----|
| 1/2s | 34 |
| 1s | 32 |
| 2s and 5s | 30 |

| PICKLES | |
|-----------------------|--------|
| Sweet Small | |
| L and C, 7 oz., doz. | 92 1/2 |
| Paw Paw, quarts, doz. | 2 80 |

| Dill Pickles | |
|----------------------|------|
| Gal. 40 to Tin, doz. | 8 20 |
| 32 oz. Glass Thrown | 1 50 |

| PIPES | |
|------------------------------|--|
| Cob, 3 doz. in bx. 1 00@1 20 | |

| PLAYING CARDS | |
|-----------------------|------|
| Blue Ribbon, per doz. | 4 50 |
| Bicycle, per doz. | 4 70 |
| Caravan, per doz. | 2 25 |

| POP CORN | |
|-----------------------|------|
| Sure Pop, 25 lb. bags | 2 25 |
| Yellow, 25 lb. bags | |

| FRESH MEATS | |
|---------------------|--------|
| Beef | |
| Top Steers & Heif. | 14 |
| Good Steers & Heif. | 12 1/2 |
| Med. Steers & Heif. | 10 1/2 |
| Com. Steers & Heif. | 9 |
| Veal | |
| Top | 11 1/2 |
| Good | 10 1/2 |
| Medium | 9 1/2 |

| Lamb | |
|-------------|----|
| Spring Lamb | 13 |
| Good | 12 |
| Medium | 10 |
| Poor | 8 |

| Mutton | |
|--------|--------|
| Good | 05 1/2 |
| Medium | 05 |
| Poor | |

| Pork | |
|------------|--------|
| Loins | 13 |
| Butts | 13 |
| Shoulders | 10 1/2 |
| Spareribs | 10 |
| Neck Bones | 03 |
| Trimnings | 11 |

| PROVISIONS | |
|------------------|-------------|
| Barbeled Pork | |
| Clear Back | 24 00@26 00 |
| Short Cut, Clear | 24 00 |

| Dry Salt Meats | |
|-------------------|-------------|
| D S Belles | 20-25 17 |
| Lard | |
| Pure in tierces | 11 1/2 |
| 50 lb. tubs | advance 1/4 |
| 20 lb. pails | advance 1/4 |
| 10 lb. pails | advance 1/4 |
| 5 lb. pails | advance 1/4 |
| 3 lb. pails | advance 1/4 |
| Compound, tierces | 10 1/2 |
| Compound, tubs | 10 1/2 |

| Sausages | |
|-----------------|----|
| Bologna | 12 |
| Liver | 16 |
| Frankfort | 14 |
| Pork | 16 |
| Tongue, Jellied | 35 |
| Headcheese | 15 |

| Smoked Meats | |
|------------------------|-----|
| Hams, Cert., 14-16 lb. | 19 |
| Hams, Cert., Skinned | @19 |
| Ham, dried beef | @22 |
| Knuckles | @22 |
| California Hams | @14 |
| Picnic Boiled Hams | @18 |
| Boiled Hams | @24 |
| Minced Hams | @13 |
| Bacon 4/6 Cert. | @27 |

| Beef | |
|----------------|--------|
| Boneless, rump | @24 00 |
| Liver | |
| Beef | 9 |
| Calf | 35 |
| Pork | 08 |

| RICE | |
|-----------------|------|
| Fancy Blue Rose | 5 00 |
| Fancy Head | 6 10 |

| RUSKS | |
|----------------------|------|
| Postma Biscuit, Co. | |
| 18 rolls, per case | 2 10 |
| 12 rolls, per case | 1 39 |
| 18 cartons, per case | 2 35 |
| 12 cartons, per case | 1 57 |

| SALERATUS | |
|---------------------|------|
| Arm and Hammer 24s. | 1 50 |

| SAL SODA | |
|-----------------------------------|------|
| Granulated, 60 lbs. cs. | 1 35 |
| Granulated, 18-2 1/2 lb. packages | 1 10 |

| COD FISH | |
|-----------------------|----|
| Bob White, 1 lb. pure | 25 |

| HERRING | |
|--------------------|------|
| Holland Herring | |
| Mixed, kegs | 90 |
| Milkers, kegs | 1 00 |
| Lake Herring | |
| 1/2 bbl., 100 lbs. | |

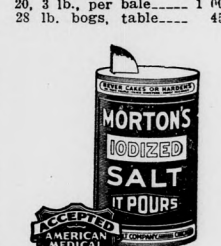
| Mackerel | |
|-------------------------|------|
| Tubs, 60 Count, fy. fat | 6 00 |
| Pails, 10 lb. Fancy fat | 1 50 |

| White Fish | |
|---------------------|-------|
| Med. Fancy, 100 lb. | 13 00 |
| Milkers, bbls. | 18 50 |
| K K K Norway | 19 50 |
| 8 lb. pails | 1 40 |
| Cut Lunch | 1 50 |
| Boned, 10 lb. boxes | 16 |

| SHOE BLACKENING | |
|------------------------|------|
| 2 in 1, Paste, doz. | 1 30 |
| E. Z. Combination, dz. | 1 30 |
| Dri-Foot, doz. | 2 00 |
| Bixbys, doz. | 1 30 |
| Shinola, doz. | 90 |

| STOVE POLISH | |
|-------------------------|------|
| Blackne, per doz. | 1 30 |
| Black Silk Liquid, doz. | 1 30 |
| Black Silk Paste, doz. | 1 25 |
| Enameline Paste, doz. | 1 30 |
| Enameline Liquid, doz. | 1 30 |
| E. Z. Liquid, per doz. | 1 30 |
| Radium, per doz. | 1 30 |
| Rising Sun, per doz. | 1 30 |
| 654 Stove Enamel, doz. | 2 80 |
| Vulcanol, No. 10, doz. | 1 30 |
| Stovall, per doz. | 3 00 |

| F. O. B. SALT | |
|---|------|
| Quaker, 24, 2 lb. | 95 |
| Quaker, 36-1 1/2 | 1 20 |
| Quaker, Iodized, 24-2 | 1 35 |
| Med. No. 1, bbls. | 2 90 |
| Med. No. 1, 100 lb. bk. | 1 00 |
| Farmer Spec., 10 lb. | 1 00 |
| Packers Meat, 50 lb. | 65 |
| Crushed Rock for ice cream, 160 lb., each | 85 |
| Butter Salt, 280 lb. bbl. | 4 00 |
| Block, 50 lb. | 40 |
| Baker Salt, 280 lb. bbl. | 3 80 |
| 6, 10 lb., per bale | 93 |
| 20, 3 lb., per bale | 1 00 |
| 28 lb. bags, table | 45 |



| | |
|------------------------|------|
| Free Run's, 32, 26 oz. | 2 40 |
| Five case lots | 2 30 |
| Iodized, 32, 26 oz. | 2 40 |
| Five case lots | 2 30 |

| Colonial | |
|-------------------------|------|
| Fifteen 4s | 1 00 |
| Twenty 3s | 1 05 |
| Six 10s | 93 |
| Iodine, 24, 2s. | 1 35 |
| Iodine, 36, 1 1/2 | 1 20 |
| Plain, 36, 1 1/2 | 1 20 |
| Log Cabin Plain, 24, 2s | 1 35 |

| BORAX | |
|----------------------|------|
| Twenty Mule Team | |
| 24, 1 lb. packages | 3 35 |
| 48, 10 oz. packages | 4 40 |
| 96, 1/2 lb. packages | 4 00 |

| WASHING POWDERS | |
|------------------------|------------|
| Bon Ami Cake, 18s, box | 1 90 |
| Bon Ami Cake, 18s | 1 65 |
| Brillo | 85 |
| Big 4 Soap Chips 8/2 | 2 30 |
| Chipso, large | 3 80 |
| Citraline, 4 doz. | 3 60 |
| Grandma, 100, 5c. | 3 50 |
| Grandma, 24 large | 3 50 |
| Snowboy, 12 large | 1 80 |
| Gold Dust, 12 lai | 1 80 |
| La France Lau | 4 dz. 3 65 |
| Lux Flakes, 50 small | 4 30 |
| Lux Flakes, 20 large | 4 55 |
| Old Dutch Clean, 4 dz. | 3 40 |
| Octagon, 96s | 3 90 |
| Rinso, 24s | 4 80 |
| Rinso, 40s | 2 95 |
| Spotless Cleanser, 48s | 2 85 |
| 20 oz. | 3 85 |
| Sani Flush, 1 doz. | 2 25 |
| Sapallo, 3 doz. | 3 15 |
| Super Suds, 48 | 3 90 |
| Sunbrite, 50s | 2 10 |
| Wyandot. Cleaner, 24s | 1 60 |

| TABLE SAUCES | |
|---------------------|------|
| Lee & Perrin, large | 5 75 |
| Lee & Perrin, small | 3 35 |
| Pepper | 1 60 |
| Royal Mint | 2 40 |
| Tobasco, small | 3 75 |
| Sho You, 9 oz. doz. | 2 60 |
| A-1, large | 4 75 |
| A-1, small | 2 85 |
| Caper, 2 oz. | 3 30 |

| SOAP | |
|---------------------|------|
| Am. Family, 100 box | 5 05 |
| F. B. 60c. | 2 30 |
| Fels Napha, 100 box | 4 65 |
| Flake White, 10 box | 3 00 |
| Ivory, 100 6s | 4 95 |
| Fairy, 100 box | 3 25 |
| Palm Olive, 144 box | 6 20 |

SHOE MARKET

Michigan Retail Shoe Dealers Association.
President—Clyde Taylor, Detroit.
First Vice-President—M. A. Mittleman, Detroit.
Vice-President—Arthur Allen, Grand Rapids.
Vice-President—Edward Dittman, 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.

Are You For Scarcity or Plenty?

No small problem is facing the retail merchant of America, in the possibility of legislation by the incoming Congress on the theory of the 30-hour week. The idea, fundamentally, is to make 30 hours the maximum work period the country over. As the plan now stands, unemployment would be legislated out of existence by the compulsory 30-hour week. Undoubtedly, Congress is to be informed by business men the country over, that the NRA has broken down and that something or "nothing" must be set up to take its place. Whether the panacea is to be put into effect when the present codes expire next June, or is to be superimposed on all business as soon as it is legislatively possible, remains to be seen.

We need to send out no questionnaire or make no exploratory research to establish the fact that the shoe merchant is violently opposed to any 30-hour set-up as it applies to his own business. He is likewise opposed to it in the industrial field because of its effect in forcing higher prices. Basically, legislation of this character rests on a school of economics that believes that scarcity makes for higher prices and prosperity.

The Brain Trust developed such radical ideas as restricted output, crop destruction, bonuses for not raising hogs and many other schemes to develop an age of scarcity. The reason shorter hours were put into the codes was along that line of economic thinking.

Much of the wealth of this country was built up in the period when economics of scarcity made a market for the maker, so basically, the idea was to rebuild a seller's market. The prosperity machinery of the old days was to be again made possible by laws and regulations that would manufacture scarcities, thereby increasing prices. The hope was that people would buy on a rising market.

Now we shall have to decide, without undue delay, whether we are to hold to this theory of developing scarcities, no matter what the consequences, or whether we are to change our thinking in the hopes of increasing the possibilities of purchasing power through a philosophy of plenty. If the toiling millions can be convinced that greater happiness can be found by the possession of more and more things, then the desires and hungers for comfort, convenience, sports and recreation will create a new method of thinking.

The production of an abundance carries with it the idea of greater purchasing power. In an age of scarcity the poor may have to endure their lot, but in an age of potential plenty, the betterment of living standards may be as important an accelerator of business as any artificial method of increasing the price of things by the theory of scarcity. But for the public to have plenty, it must either get higher wages or must pay less for what it consumes. Things, not dollars, are what people consume.

Our capacity to produce has not kept pace with our capacity to consume. We have learned to make things faster than we have learned to use them. It is all summed up in what Glenn Frank, president of Wisconsin University, has to say:

"To me, the most disturbing fact of the time is the number of Americans, in high position and low, who are falling victim to a defeatist mood, apparently assuming that progress has come to a dead end, that science and technology have been too efficient in producing a limitless output at low prices, and that the thing to do is to plan a lesser output at higher prices.

"To restrict production and to raise prices as a general policy, is, to me, not liberalism but reaction, not statesmanship but surrender, not creative advance but cowardly retreat. That way lies the sabotage of superior management that knows how to bring both the cost of production and the price of products down. That way lies a permanent and perilous lowering of living standards for the swarming millions. It was not for this that the pioneers built their blood and sacrifice into the foundations of this republic. More goods at lower prices, not fewer goods at higher prices, is the logical goal of an age of science, technology and power production.

"To me, it is incredible that, in a world of tragically unfulfilled human need, we should now set out upon the Quixotic attempt to increase welfare by destroying wealth or declining to create it."—Boot and Shoe Recorder.

Working Out Code Improvements

State compliance officials of the NRA are currently gathering information which, it is expected, will be of great help to the National Industrial Recovery Board in its task of making existing codes more practical.

This information will be based on the practical enforcement experience in many local offices. It is expected to reveal the troublesome features in many codes and to suggest methods of improving them. In some sections, the code authorities are co-operating with the State directors in this work.

While the NIRA may have to delay decisions on important policy matters until the Administration's plans for new recovery legislation have been agreed upon, it is felt that the practical work on improvements in individual codes can be considerably speeded up in the meanwhile. Removal of features that have proved troublesome will undoubtedly help to

strengthen the case of NRA with many business men, it is felt.

Roosevelt "Occupies" Cabinet Posts

Observers are interested in newspaper discussions of the part that Donald Richberg, erstwhile general counsel of NRA, is to play in the so-called super-Cabinet set-up.

The comment in informed circles is that it hardly would be that the President would lift Richberg to such heights of power that would superimpose him upon the Cabinet. He is the liaison officer between the President and the big and little Cabinet—the regular department heads and chiefs of independent offices and emergency organizations.

The truth of the matter is, those observers are inclined to believe that, after all, Mr. Roosevelt is his own Secretary of State and of Treasury and Budget Director. He takes in, perhaps through Mr. Richberg or others of his advisors, all that is pertinent on a given subject and then determines his own policies.

Building Activity Improving

While construction contract awards fluctuate sharply from week to week, the general trend has been decidedly upward for some time past.

Another indication of the improvement in this field that is currently taking place is the fact that awards for the week ended Nov. 1 reached the second highest total for the year, according to Engineering News-Record.

While the total of \$39,922,000 includes contracts of \$14,125,000 for the Colorado River Aqueduct, the increase is not merely a reflection of this one large award. All classifications of work, except bridges and highways, showed increases for the week. Private construction also was reported with the relatively high amount of \$5,815,000.

To Make New Debt Offer

Return to Washington of Soviet Ambassador Troyanovsky is expected to signalize resumption of

debt-and-credit negotiations with the State Department.

Ambassador Troyanovsky felt impelled to go to Moscow to acquaint his Government with the exact viewpoint of the Washington Government, a duty which hardly could be accomplished by cable.

It is expected that he will have a more concrete plan to offer, his earlier proposals, it is said, being very intangible and quite contrary to the presentation that the State Department expects.

The department, it is added, has never rejected any proposals of Ambassador Troyanovsky, the situation being simply that he did not make a definite offer on which settlement of the debt problem could be predicated.

Casual Truckers Not Under Federal Regulation

The rule of reason will have to govern the regulation of trucks if undertaken by the Federal Government so that the casual use of a motor vehicle for trucking purposes will be exempt.

President Roosevelt sees no justification for regulation more comprehensive than application to regularly organized truckers with respect to which the problem would be simple.

The term "common carrier" will have to be defined and in its promulgation, it is indicated, trucks other than those that are exclusively used for commercial trucking purposes will be left unrestricted. The truckers, however, are inclined to look upon the "casuals" as "chiselers" who pick up an occasional load and perhaps cart it for what they can get.

Gains Continue in Glass Trade

Sustained demand from retail outlets has accounted for a steady volume of orders for home glass-ware and indications point to possible increases in production during the present month in order to maintain supply in satisfactory balance. Buying for immediate use in the window glass field continues to show a gain over the early part of October. A betterment in demand for safety window glass, due to a slight pick-up in work on new automobile models, has also been noticed recently.



OUNDNESS TABILITY

are symbolized by

MUTUAL INSURANCE

THE MICHIGAN SHOE DEALERS
MUTUAL FIRE INSURANCE COMPANY
MUTUAL BUILDING LANSING MICHIGAN

OUT AROUND

(Continued from page 9)

ture date to speak to a more representative gathering. If we are successful, you will, with Mr. Stebbins, be responsible for the Saint Clair County Civic League, which I hope can be the first of the Michigan State League. Best wishes to you and many thanks to Mr. Stebbins.

Harry Schuberth.

The population of Grand Rapids for the eighty-five years from 1845 to 1930 was as follows:

| | |
|------|---------|
| 1845 | 1,510 |
| 1850 | 2,686 |
| 1854 | 4,276 |
| 1860 | 8,085 |
| 1864 | 9,770 |
| 1870 | 16,507 |
| 1874 | 25,923 |
| 1880 | 32,016 |
| 1884 | 41,898 |
| 1890 | 64,117 |
| 1900 | 87,565 |
| 1910 | 125,571 |
| 1915 | 125,509 |
| 1920 | 137,634 |
| 1930 | 168,592 |

Our readers will notice that our population nearly doubled between 1845 and 1850; that it more than doubled between 1850 and 1860; that it doubled between 1860 and 1870, ditto between 1870 and 1880; ditto between 1880 and 1890.

A Leroy McCartney, who has covered Southern Michigan eight years for the Ralston Purina Co., St. Louis, with headquarters at Coldwater, has been transferred to Grand Rapids, where he will have charge of the second branch factory his company has established in Michigan for the manufacture of chicken feed and other stock foods adaptable to animals. The other factory was established one year ago. It is located at Dundee. The Grand Rapids factory is located in the South end of the old G. R. & I. freight depot. It comprises 10,000 square feet. Machinery is being installed and it is expected that operations will be started before the end of the present week. The motive power will be electricity. Mr. McCartney has leased the residence at 40 South Benjamin avenue.

Wm. K. Boot, president of Boot & Co., is expecting this week a visit from his sister and her husband, M. Van Westrienen, of Curaçau, an island owned by the Netherlands, North of Venezuela, South America. Mr. Van Westrienen is supervising engineer of the Royal Dutch Shell Oil Co., which has the largest oil refinery in the world on the island above named. The visitors expect to remain in Grand Rapids about two weeks. They are on their way home from Holland, where they have two children in school.

E. A. Stowe.

Lower Rate On Home Mortgages

Labor trouble developed in A. & P. stores in Milwaukee and Boston, and in the stores of the Butler grocery company which operates 665 stores in New York, but the Cleveland situation was taken more seriously by Government, because it threatened to throw more than 2,000 persons permanently out of work.

With some 10,000,000 persons unemployed in the country and 17,000,000 persons on the Government's relief rolls, the President and his advisors continued during the week to search for means to increase employment by reviving industry. The housing program was the center of attention, as it has been for some time. The President received encouraging reports from Housing Administrator Moffet on loans being made throughout the country for building new homes and repairing old ones. The Administration believes that if the public can be educated to the value of this program all industry will be benefited and employment increased.

The President believes people must be given every encouragement to build homes and repair the homes they have now. He thinks mortgage interest rates should be as low as possible to encourage borrowing, and therefore on Friday he set 5 per cent. as a rate on which the Government would insure mortgages under the Housing Act. Refinanced mortgages will be insured at 5½ per cent. The Government itself will not lend money under this plan. Borrowers must obtain money from private lending agencies which qualify under the law. Lenders cannot charge a high interest rate on loans and have the Government insure the loans.

Business Stability Indicated

Indications are that there will be no further substantial decline in the general level of business activity in the immediate future, and possibly for the balance of the year.

Further seasonal recessions in some lines are expected, of course. Prospects are, however, that they may be smaller than usual, and will be offset by expansion elsewhere.

Several factors support this view. Steel operations are rising gradually, as a result of broadening general demand. The motor industry will increase its activity sharply toward the end of November, as new model production begins. The rise in electric power consumption indicates that general industrial activity in less important lines is expanding moderately.

Government spending reflected in more active retail sales has been a factor in bringing about this condition. It is hoped, however, that the momentum gained in the past few weeks will be sufficient to carry the improvement further, particularly since the month of December is always a period of special activity in consumer goods lines.

Airplane Loans Not Favored

The Reconstruction Finance Corporation does not look with favor upon proposals that it lend money to air operating lines or corporations engaged in certain types of marine work, such as dredging, it is learned.

There have been some feelers thrown out by prospective bor-

rowers in these categories in the past, and while the corporation has refrained from announcing a definite policy, nevertheless it apparently is prepared to rule that mortgages on airports and equipment, dredges and similar property do not come with the full purview of the law requiring full and adequate security. The operations are too hazardous.

Henry Ford's Plan for 1935

Wall Street's reaction to Mr. Ford's statement that he proposes to produce more than 1,000,000 vehicles in 1935 was that it wished him the best of luck. Other automobile manufacturers will be surprised if he reaches that goal, but they do not overlook the fact that this year's anticipated production of about 600,000 units probably has been stretched to actual sales of more than 700,000, Canada included. What interests manufacturers outside the automobile industry is that the Ford company apparently is cutting its pattern with the idea of stocking up with supplies for at least a preliminary push toward 1,000,000 cars. The public's response to his models will tell the final story.

Kitchen Crockery Sells Freely

Re-order volume in the wholesale markets this week proved a surprise to manufacturers and selling agents of kitchen crockery and low-price decorative pottery. Syndicate stores and independent retailers purchased a wide variety of items to retail at 25 to 50 cents. The heavy demand at this time is due to the fact that many stores will extend seasonal housewares sales up to Thanksgiving week. So far buyers have shown little interest in domestic made crockery for Spring but they have placed substantial orders on next season's requirements with Japanese manufacturers. The purchase of domestic ware will be deferred until after the holidays.

Silver Versus Gold

The reported intention of the Treasury to match its silver purchases abroad against our favorable trade balances so as to prevent a drain of gold to this country from foreign countries appears to have met a check. In response to the fall in the gold-bloc exchanges, engagements have been made for the transfer of gold from Paris to New York. Possibly the failure of silver purchases to prevent gold imports has been due to the action of the Chinese in choking off the movement of their silver to London, thereby diminishing the supply available there for purchase.

More Mackerel to Eat

How much mackerel does the American public eat a year? The Atlantic Mackerel Fishing Industry believes that 2,200,000 pounds of that fish is not sufficient to meet the demands of consumers. Consequently the National Industrial Recovery Board, upon request of the executive committee of the industry, has rescinded a previous order that restricted production to that figure.

Excesses to-day exact to-morrow.

They Have Lived Since Time Was Young

(Continued from page 12)

pathy that steals away their sharpness ere they are aware." There, we realize intimately that, like her Sister Wisdom, "her ways are ways of pleasantness and all her paths are peace." One may have forgotten how to pray. Here his unconscious impulse is to fall on his face and worship.

That "only God can make a tree" we are apt to sense in the presence of a fir 400 years old. Surely, then, facing these giants, one must achieve fuller realization. But the sinister tragedy is that, while God required fifteen, twenty, thirty and even forty centuries to make such trees as these, the puny termite, man, can fell them in a few hours each; and turn them into fence boards and grape stakes!

Add the futility of it all: That the vast forests of redwoods—thousands of square miles thereof—which fringed our Pacific Coast only a few years back might have yielded of their abundant harvests so long as men might need the product thereof, had they been sanely forested. Now but a few acres, comparatively speaking, remain. The rest has been turned into useless surplus dollars and more useless seaside cottages for our truly idle rich to mope within.

O, verily, the power to ax is the power to destroy; and no people ever have manifested this more than we Americans.

But we were fortunate beyond our deservitude in that the late Franklin K. Lane inaugurated the Save the Redwoods League, a body of volunteer contributors to a fund whereby many fine stands of these great trees have been acquired, and are being acquired now, which then are made the property of the public for all future time: an activity in which it should be the pride and joy of each of us to join with contribution of his mite.

Paul Findlay.

Things are improving—people are taking their bills out of the envelopes.

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

BUSINESS WANTS DEPARTMENT

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

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

For Rent or for Sale—Practically new store building 40 x 60, brick, in Springport, Eaton county. Full basement, elevator. Equipped with counters and shelving. \$25 per month. Near Eaton Rapids, Albion, Jackson. A splendid opportunity to operate general store or dry goods business. For particulars, write The Michigan Trust Co., Grand Rapids, Mich. 692

DETROIT DOINGS

Late Business News From Michigan's Metropolis

A new cash and carry warehouse for its grocery trade is now being built by Lee & Cady, wholesalers, at 2859 Humboldt avenue, just North of Michigan avenue. The one-story fire-proof building will have a floor space of 5,000 square feet. The main feature is to be a canopy over the entire front of the structure, under which grocery trucks may be loaded with full protection against adverse weather. Completion of the warehouse, of which H. H. Micon, Detroit contractor, is the designer, is expected by the middle of this month.

A sunken soda fountain and a glass enclosed prescription department are the features of the Cunningham Drug Stores' sixty-first branch store opened at 10765 Grand River avenue. In this type of fountain, the work space behind the counter is approximately two feet lower than the floor of the store to enable the installation of fountain seats at the usual height of table chairs.

A new layout of floor arrangement has been put in by Frank Wood, manager of the exclusive women's shoe department on Fyfe's third floor. A pair of cases, about 12 and 15 ft. long, one with a curved end, have been placed in a diagonal opposite the elevator. They are currently devoted to evening slippers, in silver. Back of this wedge layout is a double row of seats for customers, occupying one nook of the large floor space. The new arrangement is unusually effective for display, securing attention from the elevator, and from all positions on the floor, except directly back of the counters.

Plans are being made for the centralization in Detroit of several industrial concerns owned and controlled by the newly organized D. E. Winslow Co., Inc., according to an announcement by Dallas E. Winslow, president of the firm. The new company is a reorganization of the Winslow, Baker, Meyering Co. The first concerns to be moved to Detroit are the Copeland Refrigerator Co., of Mt. Clemens, and the Trupar Mfg. Co., of Dayton. They will be housed in the old Dietrich Body Mfg. Co. plant at 1331 Holden avenue. About 500 men will be employed at the plant, Winslow said. Employees in Mt. Clemens and Dayton will be given an opportunity of coming to Detroit, he added.

Both the Copeland and Trupar companies manufacture domestic and commercial refrigerators and air conditioning units.

A druggist's wife, resisting the advances of a robber who came into her husband's drug store at 4307 W. Warren Ave. shortly before 6 p. m. Saturday, was knocked unconscious when the intruder struck her on the head with a bottle. Mrs. Yedda Leston, who was alone in the store when the bandit entered, was found lying on the floor a half-hour later by her husband, Aaron. She was revived and treated by a physician, who said her condition was not serious. The intruder ordered a package of cigarets, then grabbed Mrs.

Leston's hand and attempted to drag her toward the door. "Come on with me," he said. Mrs. Leston seized a large bottle. The man wrested it from her and struck her. The Lestons reported that \$15 had been taken from the cash register. The reside at 3765 Thirty-first street.

Services for Hal M. Gibbs, of 2485 Pingree avenue were held Saturday. Burial was in the family lot in Brooks Cemetery, Birmingham. Mr. Gibbs, who died in Providence Hospital Wednesday, for many years was widely known among druggists of the state. Born in Big Beaver seventy-one years ago, he spent his youth there. Entering the retail drug business he operated stores in Howard City, Coral, Three Rivers and Portland for several years, retiring in 1927. Since then he had made his home in Detroit in the summer and in Florida in the winter. His first wife, Mary O'Keefe Gibbs, died in 1925. Surviving are his second wife, Hazel Mamer Gibbs, whom he married in 1928, and a brother, Willis R. Gibbs.

Edson, Moore & Co., in announcing the expansion of their women's, Misses' and children's ready-to-wear departments, have indicated their ability to keep pace with the shifting and veering of the merchandising winds, and as a result their business is apparently heading directly ahead toward the re-establishment of better and healthier conditions which are in the offing. The newly enlarged apparel section, in which lines of fundation garments, lingerie and dresses are carried, now occupies more than 5,000 square feet of floor space. R. L. Medaugh is in charge, and largely through his efforts can the present development of the ready-to-wear department be attributed. He has been with Edson, Moore & Co. for seven years, and before his present affiliation was associated with the old Detroit firm of Burnham, Stoepel & Co.

Grocers Plan for 1,000 at Banquet

Final arrangements were made by members of the Grocers and Meat Dealers Association of Kalamazoo County for the first, and the largest banquet of the sort ever held in Kalamazoo, Nov. 8, when grocers, meat dealers, and food handlers will gather at the Masonic temple. In addition to all those in Kalamazoo county, the local organization will be host to dealers of Battle Creek and intermediate points.

It is estimated, according to Marinus Ruster, president of the local group and head of the arrangements committees, that there will be 1,000 men and women at the tables when the toastmaster opens the program.

E. R. Schafer, known to his friends as "Jack," will be in charge of festivities as toastmaster. As principal speaker the food dealers have obtained the services of Nathan Smith, Toledo, whose subject has not been announced.

An orchestra will play during the dinner hour, and a unique bit of entertainment will precede the speaker, Rustig promises. Community singing will be a part of the program, with

Holdridge Whipple in charge of this feature.

Admission will be by ticket only, and these will be given out following the regular meeting of the local organization Monday evening at the Peter Pan Baking Company's offices in Portage street. The needs of local men will be made known then, and the tickets distributed Tuesday—Kalamazoo Gazette.

NRA Approves Uniform Retail Food Hours

Agreements for uniform operating hours for retail food and grocery stores at Dubuque, Iowa; Fayetteville, Ark. and Orange, N. J., have been brought to the attention of the Code Administration. The results at Dubuque, Fayetteville and Orange, and at Boise, Idaho, where another agreement has been approved, will be studied for guidance of the retail food and grocery trade in the rest of the country. The approved hours per week are: Dubuque, 67; Fayetteville, 69; Orange, 69. Under the retail food and grocery trade code 75 per cent. of the stores in any trade area may establish operating hours. Their agreement binds all stores in that area on approval of the Administration. Such agreements regulate only the total number of store hours per week and do not specify particular days of the week or hours of the day. Each store may select its own opening and closing time, but the total time per week must agree with the total in the approved agreement. The hours of store operation each day must be continuous. Agreements may not set the hours under 63 per week, unless hours of operation were less than that figure before June 1, 1933.

Requests for approval of similar agreements have been received from many trade areas throughout the country.

Retail Wagon Distributor Subject To Code

FACTS. It appears that a tea company distributes food and grocery products through warehouses located at various points and out of which warehouse salesmen call for the purpose of making sales and delivering direct to the consumer. It further appears that said salesmen are paid on a commission basis or a guaranteed minimum plus commission.

QUESTION. Is the applicant, a food and grocery retailer, bound by the provisions of the Code of Fair Competition for the Retail Food and Grocery Trade, and are such employees outside salesmen under said code?

INTERPRETATION. It is held that the applicant is a food and grocery retailer under the provisions of the Code of Fair Competition for the Retail Food and Grocery Trade, and that the salesmen who sell and deliver direct to the consumer are outside salesmen, as defined in Section 9 of Article 11 of said code, provided that said salesmen are engaged not less than 60 per cent. of their working hours away from the central distributing warehouse or any branch thereof by which they are employed.

Freedom from bad habits beats any other kind of freedom.

Russian Debt Settlement

There has been a distinct increase in confidence, in quarters identified with American-Russian trade here, that a settlement of the delicate debt question will be reached by the turn of the year.

Reports published here that the settlement plan would include a Russian bond issue to finance payments to American creditors are discounted, however. Such procedure would cause difficulties to the Russians, under the clauses of several trade agreements with other European countries guaranteeing equal treatment on debt settlements.

It is expected, on the other hand, that the Export-Import Bank will extend credits beyond the five-year limit thus far insisted upon to facilitate payments on the reputed debts. Russian purchasing agents have frequently indicated that ten-year credits should be considered a minimum time allowance in connection with orders for heavy industrial equipment.

Activity in Cottons Off

Little hope for any broad expansion in the demand for cotton textiles exists until the turn of the year, according to comment in the primary market here yesterday. The decline in gray cloth prices caused by a sharp contraction of demand, has affected finished goods quotations and most fabrics are now on a trading basis.

A large volume of Spring business remains to be placed, and while some orders will develop in December the bulk of the commitments will not be made until after the first of the year. The situation is not true of all fabrics, colored yarn and certain novelty goods being the exception. But in cloths, which are more or less staple and have no unusual style appeal, competition is strictly on a price basis.

Groceries in Drug Stores

Stevens Point, Wis., Nov. 6—We write to call your attention to the fact that there is a law on Wisconsin statutes forbidding the wholesale and retail grocers to handle poisonous drugs, commonly used, such as Aspirin, Peroxide, etc., which heretofore have been in all grocery stores throughout the United States. Wisconsin, having this law, forbids the sale of these poisonous commodities in stores and by wholesale grocers unless they are handled in the retail and wholesale places of business by a registered pharmacist. This perhaps is as it should be, but we do not feel that the set-up is fair to the grocery trade, if the retail drug stores are going to be allowed to sell food items as they are now doing in many places. The Copps Co.

Resold Sugar Subject To Wholesale Markup

Washington, D.C., Nov. 6—Sugar purchased direct from refineries, pulverized and resold at wholesale is subject to the 2 per cent. markup of the wholesale grocery code, as well as other provisions of that code, according to a ruling made by Division Administrator Armin W. Riley.

The interpretation was given upon request of the National Code Authority. It applies as well to granulated sugar bought at refineries and sold at wholesale without going through pulverization or other processing.

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

**7 GOOD REASONS WHY
YOU SHOULD STOCK**

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

*The brand
you know*



A complete line of canned vegetables and fruits.

Rademaker-Dooge Grocer Co.

Distributors for

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

Phone 8-1431

Grand Rapids, Michigan

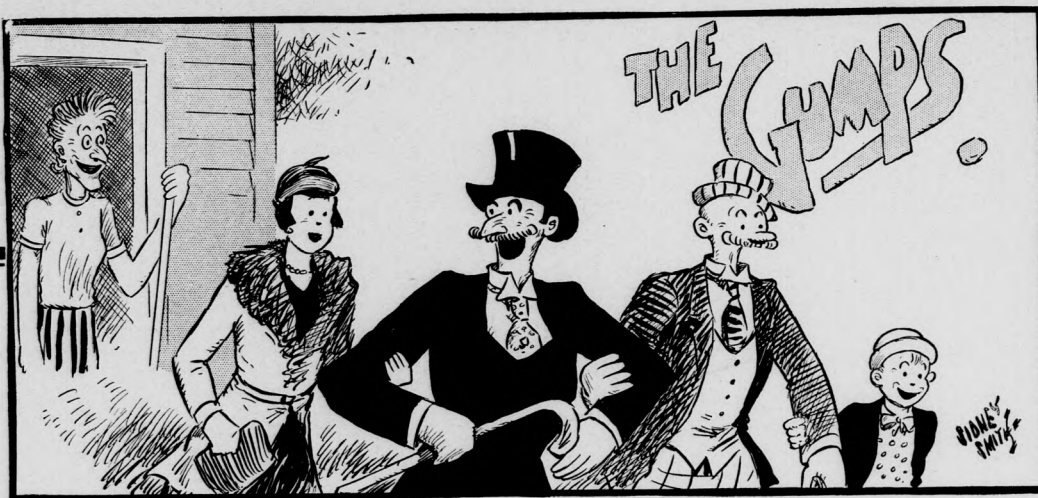
Home Baker Flour

A High Grade Kansas Hard Wheat Flour

High Quality - Priced Low

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

LEE & CADY



The most beloved family in America
comes to life on your radio!

THE GUMPS

TUNE IN

MONDAY • TUESDAY • WEDNESDAY • THURSDAY • FRIDAY

Columbia Broadcasting Company

New York.....WABC..12.15 p.m.
Philadelphia..WCAU..12.15 p.m.
Boston.....WNAC...12.15 p.m.
Providence....WEAN..12.15 p.m.
Hartford.....WDRC..12.15 p.m.
Baltimore.....WCAO..12.15 p.m.
Albany.....WOKO..12.15 p.m.
Buffalo.....WGR.....12.15 p.m.

Rochester.....WHEC..12.15 p.m.
Columbus.....WBNS...12.15 p.m.
Pittsburgh.....WJAS...12.15 p.m.
Cleveland.....WHK....12.15 p.m.
Detroit.....CKLW ..12.15 p.m.
Chicago.....WBBM..11.15 a.m.
St. Louis.....KMOX..11.15 a.m.
Kansas City....KMBC...11.15 a.m.

Minneapolis
& St. Paul..WCCO ..11.15 a.m.
Louisville.....WHAS...11.15 a.m.
Lincoln.....KFAB...11.15 a.m.

Presented by the Makers of →



CORN PRODUCTS REFINING CO., 17 Battery Place, N. Y. CITY