

## THE GREATER THING

However humble the place I may hold,  
Or lowly the trails I have trod,  
There's a child who bases his faith on me;  
There's a dog who thinks I am God.

Lord keep me worthy—Lord keep me clean,  
And fearless and unbeguiled,  
Lest I lose caste in the sight of a dog  
And the wide, clear eyes of a child.

Lest there shall come in the years to be  
The blight of a withering grief,  
And a little dog mourn for a fallen god  
And a child for his lost belief.

BISCUITS  
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AND SOLD  
WITH PRIDE

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## LEE & CADY

# MICHIGAN TRADESMAN

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 14, 1934

Number 2669

## MICHIGAN TRADESMAN

E. A. Stowe, Editor

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DEVOTED TO the best interests of business men.

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JAMES M. GOLDING

Detroit Representative  
507 Kerr Bldg.

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### Detailed Survey Shows Deplorable Conditions

There are two kinds of people, the honest and the dishonest kind. A large majority of the people are honest, and a small minority are dishonest. Among both kinds you will find the poor and the rich. Society is made up of all classes and includes the producers of wealth and the non-producers. Since history began, the non-producers have preyed upon the producers, until they now control most of the wealth of this nation. As wealth has piled up in control of the few, unemployment and distress has increased.

When our forefathers cut loose from the aristocracy of the old world and came to the new in search of liberty and justice greedy wealth arrived here soon after. It claimed dominion over the new land and set up a system of taxation and tribute to foreign kings. The spirit of liberty, justice and opportunity arose and defeated the aims of the money changers and a new nation was born and dedicated to freedom from financial tyranny. Under the new constitution the oppressed of other nations were made welcome here and the new nation grew rapidly in population and wealth.

Not to be defeated, the international bankers again opened offices in the new world and set about to regain their lost power over the people who had rebelled against them. Large reservoirs of money were made available and, owing to its scarcity, loans were negotiated and the new country was rapidly developed. Not content with the income from its loans, greedy wealth had its emissaries elected to congress and legislatures. So stealthily did it move that gradually it secured control of the money-making powers of the Government. Secretly it succeeded in demonitizing silver, thus placing the Nation upon the single gold standard, which made it easier to expand its

plans for the subjugation of the people. When this historic crime was discovered, so completely were the tracks of the villain covered that no prosecution followed. For several decades both of the leading political parties declared for the restoration of silver as primary money, but greedy wealth was able to so control congress and presidents that the wishes of the people to again establish bimetalism was never accomplished.

Encouraged by its continued success, greedy wealth became more bold. Through loans to railroads, public utilities, industries and municipalities, statistics show that five per cent. of the population own and control over ninety-five per cent. of the National wealth. Among these is the international banking firm of J. P. Morgan & Company, which owns and controls over sixty billion dollars of the entire National wealth of \$400,000,000,000. Having taken over control of public service corporations, industries and banking, greedy wealth has followed the example of the oil monopoly and entered into the wholesale and retail field. This gigantic octopus has opened branch stores, selling foods, clothing, drugs, hardware and every other necessity of the people. It has invaded country towns as well as cities where, through low priced bait, it has driven thousands of home merchants to destruction, and those remaining find it difficult to make a living profit. They are following the same tactics used by the Standard Oil Co., which completely destroyed the small oil merchants and set up the greatest private monopoly the world has ever known. This king of greed is into the food lines and many others, denying the small dealers and merchants a chance to make a living profit. The paramount problem of the people is whether they are to control their own Government or to be controlled by the greedy international bankers. According to the great daily newspapers and magazines, there is no such problem. Few publishers dare to express their convictions for fear of losing their livelihood. Most of them would like to tell the people they are being robbed by monopolies, as they gather in billions of interest and profits on trade. They dare not tell how monopolies drive down the markets for farm products and labor, and how it impoverishes communities by opening retail stores and then taking away the profit on trade. They dare not speak in the interests of home merchants, who keep the profit on trade at home and thus helped to build towns and cities. They dare not preach the gospel of community loyalty and show the people how home merchants are impoverished by monopolies, which come to take away and never to build up the community.

A detailed survey now being conducted in this state for the Michigan Tradesman shows a deplorable condition. Towns and cities once prosperous and its people happy have many vacant stores and the market for property is largely destroyed. Merchants once prosperous are now operating without profit and less help. Many have failed and have no way of making a living. Unwise owners of store buildings have leased to the big National chain corporations at a rental above what the local merchant can pay. The few extra dollars of rent money may look like a gain to the store owner, but if he will investigate he will find it is a loss, especially if he has other property in the community. Chain store corporations do not come to help build up a town or city. They come for but one purpose—to take away the profit on trade. The above survey shows that chain store corporations in some cities of this state take away 65 per cent. of the profit on trade, leaving the home merchants but 35 per cent. on which to live and pay for the support of local schools, churches, civic societies and the bulk of taxation. In most towns and cities the greedy monopolies take away 50 per cent. of the profits on the trade that comes to them. This leaves home business crippled. What chance is there for a return of prosperity to these towns and cities which are being looted by monopolies? If the press and pulpits of this Nation could be awakened and the people could be informed of the facts they should know, they would soon free their home community of these greedy pirates, which would restore normal business conditions.

E. B. Stebbins.

### Administration Fetish for Recovery

The administration is impressed with the belief that if interest rates can be forced down to the pre-boom level or lower, one of the bars to economic recovery will be hurdled, and so Government exactions are being held "below the market."

Analysts point out that it takes more than merely cheap credits to start off a boom—there must be reasonable assurance of consuming outlets for merchandise or profitable use for capital goods and structures. Government lending agencies have faced these facts, but still the demand for cheaper credit continues.

It is argued by the more practical that the economists who have been expounding their beliefs to limited groups without advancing their ideas very far beyond the confines of class and lecture rooms, now find themselves with

the whole country and its population upon which to experiment with their theories. This accounts for some of the weird ideas that have been and will be tried out. Conservatives have come to accept it as a fact that, like a prairie fire, these theories must run their course before a sound foundation for real recovery can be laid.

### Revising the NRA

While administration proposals regarding legislative amendments to the recovery act are as yet in the formative stage, indications are that there will be fewer changes than has been generally anticipated.

The tendency seems to be to ask for separate legislation on major controversial issues, such as labor problems and regulation of natural resource industries. On the other hand, the working out of future code policies for industry in general, particularly in relation to the Anti-Trust laws and the Federal Trade Commission, may again be left to administrative practice.

This would encourage many industries to consolidate the progress toward practical co-operation already made. Self-policing of trade practices and self-determination of group policies would also be strengthened. The fundamental uncertainty as to what constitutes reasonable restraint of trade would be prolonged, however, until existing discrepancies between NRA and Federal Trade Commission practices are finally straightened out.

### Registration Form to be Submitted

A middle ground between two schools of thought in the Securities and Exchange Commission as to the extent to which issues shall report upon projected flotations is likely to be reached.

Chairman Kennedy wants the commission's forms to be simple and concise and examinations as nominal as possible, consistent with the need for protecting the public interest. There are others in authority who want a maximum of data and as searching examinations as possible.

The present form of registration is too complicated, and while it is probable that applicants often send in to the commission far more data and supporting evidence than necessary, it is said to be true that the commission is demanding more than would fulfill the requirements of the law.

Excesses to-day exact to-morrow.





### Lines of Interest to Grand Rapids Council

We have been wondering whether or not the conditions of the past few years have sapped a certain amount of energy and ambition from those who are in the commercial world. Things have been far from pleasant. The old bank roll has disappeared and one has kept fairly busy getting sufficient supplies for the pantry but such things are some of the many reasons why we should be more alert to opportunities. A great amount of dependence is being put upon the possibility of returning to conditions as existing in 1929. This expectancy is causing a great many people to try to coast through until that Utopia appears. There never will be another 1929. That era is gone; the conditions we must face in the future are the conditions that are in the making now. Prosperity to come will be caused from the co-ordinated efforts of ambition and good judgment as practiced to-day. The successful business man of to-morrow is the busy man of to-day. The service he renders his prospects to-day will bring in cash from customers to-morrow.

It is not unusual now to walk into a business place and find that your presence hasn't disturbed the "comatic" (a coined word) condition of those responsible for its success or failure. It isn't unusual to be overlooked as a possible purchaser. Surely no one is walking into the place to spend any money. Must be you are just a casual "dropper in" to remark on conditions. Instead of collaring every person that sticks his nose inside the door and finding out why he is there, it is taken for granted that the visitor will yell loudly for what he wants. Stick your head inside a chain store and see how long it takes them to get on your trail. They are out after the nickles that the independent is overlooking.

Another fault so common among tradesmen is that they do not attempt to get information as to the needs of a customer. I believe if I was waiting on a customer for a hammer I would find out whether it was for cracking nuts, building houses or to throw at cats. Knowing what use might be made of the tool I would try to place the proper kind and price before the prospect. A small amount of extra time spent with a customer to give him preferred service will bring that person back with greater respect for your judgment than when he first met you.

I was in a hardware store not long ago and witnessed a fine piece of salesmanship. A customer came in to buy a screw driver. A young fellow, unaffected by the depression, was behind the counter and confronted the prospect in a jiffy. Upon finding out the prospect's needs, he selected a good assortment and placed them upon the showcase before the customer and then started talking the quality of this one, the size of that one and the service of another. He picked up one and made

this sales talk. "Mr. Blank here is a tool that is a great favorite with the householder who does all manner of odd jobs around the house. It is a screw driver that holds the screw to the blade regardless of the angle at which the tool is held. In fact it takes the place of another hand when working in a difficult place. It costs more but makes up the difference in the service it will give you." The prospect caught the point and bought it because service had been effectively suggested for which he was willing to pay.

Such service is applicable to any business and brings dividends that are necessary to a successful business.

If we will forget about the water that has flowed over the dam and make an effort to utilize that which is yet above it we will no doubt grind more grain than if we sit on the bank and speculate on the amount of grist that has been ground.

Women become nags because their husbands behave so like mules.

It seems that a touch of Hallowe'en was felt in the past election. The two events came close together and the fairies, ghosts and goblins that stayed out late scurried aplenty through the rank and file of politicians. Fairies touched here and a goblin touched there and when daybreak chased the shades of night away some casualties were discovered. Nothing was seriously hurt except the feelings of the candidates and time will heal those wounds. The cure may be slower than the remedy of political success but the results may be less painful to the populace. Some good men went down by the vote route and some were raised to desirable positions, so we will have to abide by the average. On January first a great exodus will start and the principals will be those who have been ousted by the turn of the political wheel. Well, our wives clean house every spring so we guess it is just a normal thing in household affairs.

She was a good cook as cook goes, and as cooks go, so she went.

There will be plenty of deer after the fifteenth that will be good for nothing but food for admiring friends and relatives of the successful hunters. If the size of guns have any bearing on the situation, some of the antlered herd will look like they had tangled with a corn shredder. It is apparent that some nimrods are not going to depend upon fine shooting but upon main strength and awkwardness to bring down the game. Such pellets are all right if they strike the game or a tree, but if they are roaring around with no particular place in mind, we feel more comfortable far from their vicinity.

Wife: No, I did not sew a button on your trousers; I was too tired. Which is the more important, anyway—your wife or your trousers?

Husband: Well, there are places I can go without a wife.

Mr. and Mrs. W. E. Lypps spent the week end at Big Star lake, near Baldwin. They are erecting a cottage on this beautiful site which will accommodate sixteen people when completed. It is being built on a lot 100 by 226 feet. We suspect that some of his

friends are anticipating an invitation to help open the new structure with a house warming in the near future.

H. R. Bradfield, Grand Secretary of the Michigan jurisdiction of the United Commercial Travelers, attend a district meeting Friday evening in Detroit. The meeting was held in the Detroit-Leland Hotel, where a banquet was served at 6:30. The meeting was for the purpose of promoting a buying campaign and Jim Daly, editor of the Sample Case, was the principal speaker. This campaign is but one of the many programs for recovery that the United Commercial Travelers have sponsored.

Harry Nash, of the Executive Committee, visited Counselor Cameron, of Grand Haven, last week, and reports that he is rapidly recovering from injuries received some time ago in an automobile accident.

Counselor James P. Moore, of Midleville, met with painful injuries recently when his car turned turtle in loose gravel. The accident was caused by a tire blowing out. He suffered injuries to his arm and chest. Late reports are that he is rapidly recovering.

Word has been received that Mrs. Allard, wife of Wm. C. Allard, Junior Counselor of Detroit Council No. 9, was fatally injured Nov. 6 by being run down by an automobile being driven by a sixteen year old boy. Mrs. Allard had been to the polls and was crossing the street when struck down. She was prominent in school work in Detroit. Grand Rapids Council extends its sympathy to Counselor Allard in his loss.

Remember that mud thrown is ground lost. Notniklip.



### Happenings of Detroit Council No. 9

Examine the Industrial Wheel heading this column—the emblem of the United Commercial Travelers of America. It is the hub upon which the business wheel turns. The eight spokes, listed as manufacturing, distribution, finance, agriculture, professional, transportation, communication and mining depend upon the salesman and business men of the Nation, as represented in the U. C. T., and the wheel derives its greatest strength from the hub.

As you know, the Government, ably assisted by the Hearst newspapers, last year attempted a National buying movement under the slogan of "Buy in September" and with their full dependence for success hinging upon the buying public alone, they did quite a good job.

Now the United Commercial Travelers of America is sponsoring a National Buyers Week for the first part of next year under the comprehensive slogan of "Buy Merchandise—Give Men Work" and is backing it up by an intensive selling campaign with 80,000 trained commercial travelers and business men of their own organization as a starting unit.

This is the most important movement before the American people to-day. And I make this statement without fear of intelligent contradiction.

We have seen politicians, bankers, theorists, professors of this or that, and in fact almost every group in the country and out of it trying to return us to prosperity until now, the salesmen and the business men, led by the U. C. T., are going to go into action and do the job, with the full co-operation of every force known to man. All forms of publicity will be used.

A. H. Wilford, of Denver, National director of the American Industrial Parade Association, has announced the following national publicity committee: A. G. Guimond and Dr. Galen Starr Ross, of Detroit; H. H. Stockfeld, of New York; Carl Rott of Topeka, Kansas; John Klinger, of Indianapolis; Col. Wm. C. Danks, of Denver; A. M. Kelley, of Phoenix, Ariz.; Earl M. Ducette, of Augusta, Maine; Jas. G. Daly, of Columbia; Paul, Ryan, of Boston; H. Lee Jones, of Santa Fe, and John P. Cooney, of Providence.

At the first directors dinner held in the Detroit Leland Hotel Friday evening, Nov. 9, Jim Daly, dynamic leader of the U. C. T. team work group and editor of the Sample Case, outlined the plan of campaign to an intensely interested group of business men.

"Business is the only hope for prosperity" he said, "and it must be conducted at reasonable profit. We must come to our senses and see this truth in order to clear ourselves of our past difficulties. The business man is entitled to a decent profit the same as the working man is entitled to a fair wage." He demanded that those present back this National buyers week and forget their own problems. "Sell the things you have to sell," he added, "with a firm conviction that every time you make a sale, many more men are put to work and many more families are made happy."

Mr. Daly was introduced by Judge Joseph A. Moynihan, of the Wayne Circuit Court. Judge Moynihan has always been a leader in worthwhile public movements and has always given unstintingly of his time, knowledge and energy.

Dr. Galen Starr Ross, noted student of political economy and practical humanologist, followed Mr. Daly with an endorsement of the principles involved and the method employed. He asked all present to bend their utmost efforts to further the programme and to put it before the thinking public in a clear and concise manner.

Homer Bradfield, newly appointed Michigan Grand Secretary, made the 160 mile trek from Grand Rapids, expressly to be in attendance and stated afterwards that he would drive 500 miles to hear it repeated. Homer had



invited the Grand Rapids members residing in Detroit to listen in and he was rewarded by the appearance of Jim Phillips and John Bancroft.

Detroit Council suffered a tragic loss this week when Mrs. Helen Bullis Allard was instantly killed Tuesday evening while returning from voting. The car was being driven by an unlicensed sixteen year old boy. The accident occurred at Linwood and Pasadena avenues. Police who visited the scene afterwards reported that the body had been carried on the bumper of the car for twenty-five feet and that the car continued for a hundred feet more. The brakes were found to be faulty.

Thus it goes—a brilliant and loved woman in the prime of life is killed because a car owner neglects safety in the form of his automobile brakes and also because the parents of a precocious youngster evidently had no control over their offspring.

Mrs. Allard is survived by her husband, William C., Junior Counsellor of Detroit Council, No. 9, and her father, prominent druggist of Maple Rapids, Michigan. A low mass was sung at the Church of the Annunciation in Detroit, on Thursday, Nov. 8. Most Rev. Monsignor Jas. Stapleton, who has instructed her in the Catholic faith and baptized her eighteen years previous, delivered the impressive funeral sermon. Final interment was at Maple Rapids, on Sunday, Nov. 11. Officers of Detroit Council, No. 9, acted as pall-bearers and the Ladies Auxiliary attended in a body.

Now that the election is over, let's get down to business.

Boost your sales by conscientious effort.

Mr. and Mrs. A. G. Guimond, of 531 South Philip avenue, Detroit, are receiving the congratulations of their many friends on the birth of an eight pound baby girl. Date of arrival was Nov. 4. Mother and daughter are doing well. Father has not fully recovered from last reports.

Algy subbing for Wigstaff.

#### Lecithin Saved in Margarine Process

Substantial saving in lecithin, when this product is used in the manufacture of oleomargarine, is the principal object of a patent granted to the American Lecithin Corporation of Atlanta, Ga. Prior to the invention in question, it was necessary to add from 50 to 100 per cent. more lecithin than was desired in the final product, because a considerable proportion of the lecithin added was washed out following separation from the butter-like material during or after the churning. Since lecithin is a relatively expensive material and its recovery involves considerable difficulty, the new process is said to represent a material economy. An example given by the inventor illustrates his process as follows. 250 pounds of ripened skimmed milk are placed in a vat, then about 750 pounds of melted margarin fat are added and the mixture is emulsified to form a creamy mass. Then dry milk containing lecithin is added in such amounts as to contain about 3 pounds of lecithin of about 60 per cent. purity. The

mixture is then churned as in the ordinary churning of ripened cream during which there is some separation of aqueous material. It is found that the amount of lecithin going into the aqueous material and separated is substantially lower than the quantity which would separate if the lecithin were shaken up with water and added to milk or skimmed milk, as was previously customary.

#### Gums Counteract Cake Staleness

The tendency of cake and similar bakery products quickly to become stale can be effectively counteracted, according to Albert K. Epstein, Chicago, Ill., by the addition to the cake batter of a protective colloid. The quick staling of cake is said to be due to a reversion of the starch, the moisture in the cake being changed from a colloidal to a combined form. In adding to the cake batter a protective colloid by a suitable process, a condition is said to be brought about whereby the moisture is kept colloiddally bound, thus giving the cake much longer keeping qualities, and improving the texture and grain generally. The colloidal substances advocated are in general hydrophyllic in character, and have a tendency to retain the hydrated moisture after the cake has been baked. The heat imparted to the colloid during baking causes it to become partially gelatinous so that it swells and has a tendency to keep more moisture colloiddally bound than when originally introduced into the batter. Among the hydrophyllic colloids which are most successful are gum tragacanth, gum acacia, citrous petin. Uniform distribution was obtained by mixing powdered gum in a non-aqueous medium before adding it to water or milk to effect the hydration.

#### Decaffeinating Process Saves Taste

By treating coffee beans with dilute hydrogen peroxide, they are caused to swell, whereby the caffeine may be more easily removed, according to a process patented by Pierre Gilbert of Paris, France. The beans so treated are then extracted with dichloromethane. Hydrogen peroxide, in contact with the bean, releases nascent oxygen in the form of very fine bubbles, which cause the oxygen-charged water to penetrate into the interior of the coffee bean. Osmosis serves to inflate the bean and, after the immersion, it has doubled its volume by absorbing its own weight of water. Among the advantages cited for this process are the following: 1. It is carried out in the cold, without the use of high pressure, thereby retaining all the original aroma; (2) the peroxide used is tasteless and odorless; (3) the solvent, dichloromethane, evaporates readily inasmuch as it boils at 40 degrees C, leaving absolutely no foreign taste or odor.

#### Only Kidding Himself

A negro boy, going through a cemetery, read this inscription on a tombstone: "Not dead, but sleeping."

Scratching his head a while the boy remarked: "He sure ain't foolin' nobody but hisself."

#### Profit—Net—Gross

One of the greatest weaknesses of the average individual in business—and out—is careless thinking.

This is particularly true in business. There are a great many merchants to-day who are still trying to conduct their business on a "guess" basis, and figure thing as "about so and so."

But the merchant who is showing profit—that all important thing in his business—is absolutely not guessing at things. He is thinking, figuring and working directly to the point. And the modern merchant does not permit himself to be misled in his calculations by that old misleading misnomer "gross profit." He knows that there absolutely is no such thing as gross profit.

It is astonishing, however, to find so many, many merchants who are still focusing attention upon that old will-o-the-wisp "gross profit." Not only merchants, but many others are still figuring upon this old, false premise.

For instance, we have before us, at this moment, a booklet written by a so-called "expert" posing as an adviser to retail merchants, and we find that even this expert is using the term "gross profit." Now it may be that this is merely a flare-back to the primitive upon the part of Mr. Expert; for surely he knows that there is no profit but "net" profit.

The thing that is so often referred to as "gross profit" is not necessarily profit at all—it is simply margin—and if the margin is not great enough to cover every item of overhead and expense in the merchant's business, he has no profit.

So the merchant to-day, beset as he is by so many, many problems, is surely following the course of wisdom when in his thinking, and in his planning he clearly distinguishes between the terms margin and profit.

#### Man's War Against the Locust

During the past nine years locust swarms have been devastating vast areas in Africa and Western Asia, and since 1929 experts have been studying means of controlling the insects. Recently, at an international locust conference held in London, it was resolved that the locusts could best be halted through the control of their breeding grounds, or, if they are already in migration, through their destruction in flight.

Agricultural development in Africa has been considerably impeded by the depredations of the locusts, which have caused losses of approximately \$35,000,000. Investigations have now disclosed that each species of locust inhabits exclusively a definite zone of vegetation and that its migrations are governed by the seasons. Many of these breeding regions have now been located. The desert locust, for instance, is known to breed in the remote lands South of the Sahara and to migrate Northward to the fertile Mediterranean coast of Africa.

Once the breeding areas have been found, the conference reports, the next step in control is to establish field stations where the life habits of the insects will be studied. Evidence already gathered tends to show that swarms form when the life cycles of solitary locusts are accelerated, causing a rapid multiplication of numbers.

As swarms gather preparatory to flight, if their migratory courses have been discovered as well as their breeding sources, it is then possible, recent experiments in Africa indicate, to destroy them with poison dust sprayed from airplanes. Locusts make no effort, it has been shown, to avoid a cloud of sodium arsenate dust blown across their line of flight. Nor does the passage of an airplane through or across their ranks deter them from the course.

Most of the locusts passing through the sodium arsenate eventually drop out of the swarm to their death, apparently because the inhalation of the dust brings on paralysis. The poison will remain fatal to a passing swarm for about three minutes. It must be discharged several times for large swarms and must be sprayed at a height of about 100 feet to avoid damage to crops.

#### Timely Estate

Freddie was giving a bored lady a long discourse on his family history. "My grandfather," he said, "was a poor, hard-working London clock-maker. When he died a few years ago he left all his estate, which consisted of 200 clocks, to my father."

The girl smiled.

"How interesting," she said. "It must have been fun winding up his estate."

**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.

## MOVEMENTS OF MERCHANTS.

Williamston—The Crossman & Williams State Bank has increased its capital stock from \$40,000 to \$50,000.

Grosse Pointe Farms—The Quick Coffee Co., 21 Touraine avenue, has been incorporated for \$1,000, all paid in.

Kalamazoo—Ralph Downs succeeds Arion J. McLaughlin as manager of the Webb Coal Co. local branch office.

Detroit—The Palmer Coal Co., 1480 East McNichols Road, has changed its name to the Palmer Coal & Coke Co.

Bay City—A new shoe store located at 1161 Seventh street, has been opened under the management of Morris M. Singer.

Detroit—The Union Distilleries Co., 8825 Van Dyke avenue, has increased its capital stock from \$100,000 to \$150,000.

Detroit—The Midland Petrol & Gas Co., 406 Penobscot Bldg., has changed its capitalization from 100,000 shares to \$100,000.

Algonac—Monnier Bros., Inc., clothing and furnishings for men, has decreased its capital stock from \$25,000 to \$5,000.

Detroit—The Howie Co., 9011 Central avenue, roofing and sheet metal, has decreased its capital from \$75,000 to \$15,000.

Lansing—Mrs. M. C. Manchester has engaged in business at 123 West Michigan avenue, under the style of the Brule Nut Store.

Detroit—The Deane-Harris Co., 1045 Henry street, plumbing, heating and ventilating, has changed its name to The 1045 Company.

Detroit—The Prussian Machinery Co., 1475 East Grand Blvd., has changed its name to the Prussian Machinery Company, Inc.

Detroit—The Schwartz Paint & Wallpaper Co., 2624 Gratiot avenue, changed its name to the Reliable Paint & Wallpaper Co.

Holland—The Leeuw & Ter Haar Co., auto sales, accessories and parts, also service garage, has changed its name to the H. & B. Ter Haar Co.

Traverse City—Thieves entered the Harvey B. Larson store, dealer in ready-to-wear apparel for women, and carried away stock estimated at \$2,500.

Detroit—The William J. French Co., 9635 Grand River avenue, dealer in decorative material and artists furnishings, capitalized at \$1,000, all paid in.

Battle Creek—The Nu-Enamel Paint Pot Shop has opened a retail store at 71½ West Michigan avenue. It is under the management of Don E. Zeller.

Albion—McCarty & Bealer, who have conducted a garage at 118-120 North Superior street for the past 22 years, have closed the business and retired.

Detroit—Ralph J. Daly & Co., 1028 National Bank Bldg., investment banking, has been incorporated with a capital stock of \$5,000, \$1,000 being paid in.

Kalamazoo—A. R. Thomson and Dana H. Derhammer have engaged in the jewelry business in the Michigan Theatre building, under the style of Thomson's.

Detroit—The Beard Paper Corporation, 891 Lawndale avenue, jobbing of paper and printers' supplies, has been incorporated with a capital stock of \$1,000, all paid in.

Battle Creek—W. R. Vester, who has conducted the Level Park Grocery for 31 years, has sold the store building and stock to Mrs. M. S. Roach, who has taken possession.

Flint—The Samuel Stores, Inc., 118 East First street, has increased its capital stock from \$400,000 and 40,000 shares no par value to \$400,000 and 42,500 shares no par value.

Battle Creek—C. L. Seeley has purchased one of the old interurban cars and remodeled it into a store which he occupies with a stock of groceries. It is located at 77 Porter street.

Bear Lake—The Dubin Produce Co. has been organized to contract for fruits, vegetables, farm produce, grain and livestock, with a capital stock of 10,000 shares at \$1 a share, \$4,000 being paid in.

Muskegon—Dickry Dick, dealer in store and office fixtures, has opened a similar store at Manistee, at the corner of River and Division streets and will use its store on Fifth avenue for a warehouse.

Detroit—The Del-Mar School, Inc., Stormfultz-Loveley Bldg., has been organized to conduct a school of cosmetology and beauty ship. It is capitalized at \$10,000, of which \$5,000 has been paid in.

Saginaw—Emich W. Solms, 52, for many years a hardware dealer in this city, died recently at his home here. His father had been a hardware retailer and Mr. Solms continued the business until 1931, when he retired.

Royal Oak—Stanly Fons, 608 East Parent street, has merged his fuel, ice, lumber and building materials business into a stock company under the style of the Fons Company with a capital stock of 3,000 shares at \$1 a share, \$3,000 being paid in.

Detroit—Perkins Bros., manufacturers and dealers in paints, stains, enamels, etc., 8989 Grand River avenue, has merged the business into a stock company under the style of the Perkins Paint Co., capitalized at \$50,000, \$1,000 of which has been paid in.

Moline—Timothy B. Rose, 77, for 35 years proprietor of the Moline hardware store, died at his home here Sunday. He is survived by his widow, one son, Walter; one daughter, Mrs. Inez Zuse, of Pinckney; seven grandchildren and three great-grandchildren. The body was in state at the Moline Congregational church one hour before funeral services Tuesday. Burial was in Wayland cemetery.

Traverse City—Charles Will, who has been ailing for two years, died at his home in this city Friday at the age of 85. The funeral was held in this city Sunday. Burial was at Williamsburg. Mr. Will was engaged in the hardware business at Williamsburg sixteen years and subsequently at Coral for seven and a half years. He was a man of high character and was well regarded by every one who knew him.

Kalamazoo—The People's Outfitting Company, 232 North Burdick street,

is celebrating its 43rd anniversary, which ranks it as the pioneer among the present-day furniture dealers of the city. From a one-room store the business has grown to its present 66x100, five-floor institution. An offering of furniture and furnishings at special sale prices has been put on in appreciation of long continued patronage.

Allegan—The First State Bank of Allegan opened last Saturday, after being operated by a conservator since Feb. 14, 1933, lacking only four days of being one year and nine months. The bank released \$188,000 to depositors, being at the rate of 40 per cent. Under the new re-organization depositors of this bank are protected by an insurance guarantee of \$5,000. Herman Vaupell, who was the bank conservator, is cashier of the re-organized bank. A loan of only \$31,000 from the Government enabled the bank to meet all requirements of the state and Government. Saturday the deposits exceeded the withdrawals by about one-half.

Peck—The business men of Peck, and farm folks from the surrounding territory, enjoyed their annual Community Fair, under the direction of Superintendent Hale L. Pearce, of the local high school. This year's event, their fourth, was held during the evening of Oct. 25 and the afternoon and evening of the 26th, with a capacity crowd in attendance. Exhibits of farm produce on display included some 250 in the farmers' division and 50 in the rural school section. The first evening was given over to a declamation contest for rural school boys and girls, with fourteen contestants competing. This was followed by a series of stunts. A horse show containing some fifty entries took up the afternoon program of the last day. Harry Moxley, M. S. C. expert, judged the animals and explained his selections. There was also a horse pulling contest, besides several stunts. The last evening they had a program of talks and stunts, including nail driving for the women and corn husking for the men.

Spring Lake—George L. Schwab, Sr., one of Spring Lake's oldest active business men, died in Mercy hospital, Muskegon, Sunday morning after being taken suddenly ill Saturday. Mr. Schwab had been in poor health for some time. Saturday morning he was forced to leave his place of business and go home. Mr. Schwab was born in Spring Lake Feb. 9, 1874, and lived here all his life, having been engaged in the grocery business since he was 16 years old. For many years he continued in partnership with his father. On the father's death, Mr. Schwab took his own son, George L. Schwab, Jr., into the firm. Mr. Schwab was a member of Grand Haven lodge No. 1200 B. P. O. E. Funeral services were held to-day at 2:30 p. m. from the Ringold funeral home, where the body was taken from the hospital. Rev. Adam Westmaas, of Spring Lake Presbyterian church, was in charge and burial was in Spring Lake cemetery. Mr. Schwab is survived by his son, George L. Schwab, Jr., three sisters, Miss Mattie Schwab, Mrs. L. R. Pat-

terson, and Mrs. Laura Dutton, all of Spring Lake, and two brothers, Edward, of Spring Lake and William, of Toledo.

## Manufacturing Matters

Saginaw—The G. E. Wilson Co., 315 Hayden street, manufacturer and dealer in real and personal property at whole sale and retail, has been capitalized at 300 shares at \$10 a share, \$3,000 being paid in.

Detroit—The Stim-U-Dents, Inc., 56 Alfred street, has been organized to manufacture and sell tooth space cleaners, with a capital stock of 15,000 shares at \$1 a share, \$15,000 being paid in.

Ludington—The Weyenberg Shoe Manufacturing Co., headquarters of which are in Milwaukee, will remove the men's shoe division of the Milwaukee plant here and expects to start active production on or about Jan. 2, 1935. The company will occupy the site of the former Mayer Boot & Shoe Co. The company will employ 250 people.

## Retail Trade Outlook Favorable

While retail stores are currently experiencing the expected seasonal recession between the fall peak in apparel sales and the Christmas business, the volume of sales both in dollars and units continues to exceed last year's figures by a substantial margin.

National organizations report that sales during the past week were from 5 to 10 per cent. ahead of 1933, with a somewhat larger increase in the value of the average sales check due to heavy cost purchases.

Prospects for the remainder of the year are, therefore, generally considered very favorable. Mark-downs on seasonal merchandise have been taken in some instances, in order to insure continued clearance of stocks. The amount of mark-downs has been smaller than usual, however, so that earning prospects have been further enhanced.

## Wholesalers Satisfied

Prices went down this week after four months of steady climbing. In New York prices are still below replacement cost, which has the usual tendency of stopping new business for shipment.

The trade will continue to pick up what is needed in the New York market as many lines are lower here than from first hands.

In general, wholesalers are well content with their fall business.

## Meat Code Foggy

The fate of the retail meat code is still obscure.

But the attitude of the food men is not obscure. They are free to declare that they will not accept the retail meat dealers under the same code, as these retailers are said to do less than 20 per cent. of the business.

Also there is too much price cutting in the meat field to suit the grocers, now firmly stabilized.



### Essential Features of the Grocery Staples

**Sugar**—Jobbers now hold cane granulated at 5.08 and beet sugar at 4.80.

**Sugar Syrup**—Sugar syrup prices are strong. Inside quotations, especially on the better grades, are about 1c higher. Demand takes care of the limited production.

**Canned Fruits**—Prices on canned fruits are keeping generally well maintained and, aside from scattered small lots, the situation is unchanged from previous weeks. There is always a little trading going on between packers and distributors on fill-in quantities, and this will probably keep up until there is a greater stir. It is possible that buying may pick up in December for after inventory delivery. On some things it appears, distributors are lightly stocked. Sweet corn is one of them.

**Canned Vegetables**—Business has been adversely affected this fall by credit difficulties. Some of the jobbers have had delinquent retail accounts on their hands, and in turn have found difficulty in taking their drafts. Bank facilities have not been so easily available as some business men had hoped, but it is no doubt true that the larger and safer concerns have not been hamstrung by this condition. After all, risks are risks, and it has been apparent that money in the hands of the great consuming public has been pretty tight. Retailers who have carried credit customers have reported deferred collections. People want to pay fortnightly, or even monthly, instead of weekly. These accounts are all right as far as eventual payment goes, but the lapses have caused some dislocations in higher business circles.

**Canned Fish**—There is considerable interest here in the new initiative law passed by the State of Washington on election day, but the trade are inclined to wait for more complete details. Some voiced the opinion that while undoubtedly bullish in effect, the restrictions can not be expected to have any immediate effect on the situation here as the present pack is all in, and the new law looks to the future. However, others point out that unlike the closing of Bristol Bay to commercial fishing next year, the Washington bill has become a law, rather than a regulation, and cannot be amended by any future action of the State Legislature. There is general belief that for the long term outlook, the new law promises to curtail production sharply for at least two years that it will be in effect in its present unblended form and will give both chinook and sockeye salmon an entirely different outlook. Authorities have indicated belief that Puget Sound production of sockeye salmon will be cut by at least 50 per cent. as well as curtail the Columbia River salmon output. There is little else doing at the moment. Southern tomatoes continue slightly easier with No. 2s now being quoted at 75 @ 77½c, factory. Other sizes are unchanged, and it is probable that only a limited supply could be had at the lower price. The rest of the major vegetables are steady, but without particular interest one way or the other. In canned fish, the only

development outside of the new Washington law, mentioned above, is the fact that Maine sardines have been advanced again. Keyless oil quarters are now held at \$3, Portland, the first time they have gone above the \$2.90 price, which was the original opening. After the opening, the price dropped to \$2.65.

**Dried Fruits**—The dried fruit market is active in a routine way. Developments are not many just now, but jobbers report a fairly good business being done, with holiday lines holding up very well. There has been some concern about certain shortages developing in some of the holiday lines like dates, figs, etc., and this has created an active market by buyers seeking to cover their requirements before the market got beyond them. As to staples, there is nothing important developing. The Coast market rules firm, with prunes again being taken by packers from growers at an advanced field price, in spite of the fact that, as far as New York is concerned, prices have been lagging. It looks now as though packers were ready to carry over their goods until after the inventory season, feeling that present stocks shipped or unshipped, will be pretty well out of the way by that time and distributing centers will be in the market for goods again.

**Corn Syrup**—Not much has been doing in corn syrup for the past week. There is little prospect of other than a hand-to-mouth business for some time unless prices stage another rise.

**Nuts**—The nut market continues fairly active here. Probably the most important development at the time being is the tentative marketing agreement on pecans which has been sent back to the industry by the Government for approval. It is understood that many changes have been made since the original agreement, the most important of which probably is the dropping of fixed prices to second hands. Growers will get fixed prices or better, but shippers will be able to sell with a free hand as far as price goes. Stricter grading requirements are likewise provided. The business done in walnuts and almonds this season has been good and is still very well maintained.

**Olives**—A fair business is passing in olives. Consumers are a little slow in getting in their supplies for the coming holiday season. Prices hold firm, stocks in the primary center being at a low level. For that matter no great quantity is available here, although there is a fair assortment of sizes. New crop olive offerings high in Spain, but largely nominal, since very few sales have been made.

**Rice**—Like many other commodity markets rice is stronger in the rough state than it is in the clean state here. This means that prices at present on spot are below replacement costs, and must work upward, if the Government's plan is not to collapse. The distributing trade have not covered future requirements, and buying is still on a small-lot replacement scale. Since this is so, millers have no other choice but to go slow on rough rice commitments to growers at the fixed prices

imposed by the Government. Unfortunately fall business, which is normally the best rice season, has been adversely affected this year by developments which came unexpectedly and might better, in the minds of many, have been avoided. Stocks in the hands of the trade are light.

**Salt Fish**—Salt mackerel showed no changes. Demand has slackened off somewhat, a seasonal development. However, prices are firmly held, there being no large surplus to put pressure on them. Alaska and Scotch salt herring very firm. Supplies of the latter are practically nil, while the former is also very scarce.

**Vinegar**—Sweet cider is starting to move more actively, bookings being made for holiday needs. It is too early to say whether the higher prices will cut into business. Vinegar also going well at firm prices.

### Review of the Produce Market

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

**Artichokes**—\$1 per doz.

**Avocados**—\$2.50 per case from Calif.

**Bananas**—5c per lb.

**Brussels' Sprouts**—18c per qt.

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

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

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

**Cauliflower**—\$1.20 per doz. for home grown.

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

**Cranberries**—\$3.25 per box of 25 lbs.

Though the cranberry crop this year is the smallest since 1921, Cranberry Canners, Inc., of South Hanson, Mass., are delivering 100 per cent. on their orders. The co-operative of cranberry growers grows its own cranberries, has its own freezing plants for storage of berries and operates three large canning factories. Each year it sets aside a portion of the crop to be canned. This spring the forecast was for a large crop, but when harvesting began it was found the crop was the smallest since 1921, and yet these growers are making 100 per cent. delivery with no increase in price.

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

C. H. P. from farmer.....	\$2.35
Light Red Kidney from farmer..	4.50
Dark Red Kidney from farmer..	6.25
Light Cranberry .....	4.00
Dark Cranberry.....	3.00

**Eggs**—Jobbers pay 20c per lb. for all clean receipts. They sell as follows:

Large white, extra fancy.....	37c
Standard fancy select, cartons.....	32c
Medium .....	31c
Candled, large pullets.....	30c
Checks .....	28c

Storage eggs are being offered as follows:

XX April .....	26c
X April .....	24c
Checks .....	22c

**Garlic**—15c per lb.

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

**Grapes**—Tokays, \$2 per box.

**Green Beans**—Louisiana, \$3.50 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.....	7.00
360 Red Ball.....	5.00
300 Red Ball.....	5.00

**Lettuce**—In good demand on the following basis:

California, 4s and 5s, crate.....	\$3.00
Leaf, out-door.....	3½c

**Limes**—25c per dozen.

**Onions**—Home grown, 90c for yellow and \$1.25 for white.

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

126 .....	\$3.75
150 .....	3.75
176 .....	4.00
200 .....	4.50
216 .....	4.50
252 .....	4.50
288 .....	4.50
324 .....	4.50

Red Ball, 50c per box less.

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

200 .....	\$1.75
216 .....	1.75
250 .....	1.75
288 .....	1.75

**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 .....	15c
Geese .....	8c

**Radishes**—Hot house, 25c per doz. bunches.

**Spinach**—50c per bushel for home grown.

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

**Sweet Potatoes**—Virginias, \$2.50 per bbl.

**Tomatoes**—Hot house, 90c for 7 lb. basket.

**Turnips**—20c per dozen.

**Veal Calves**—Wilson & Company pay as follows:

Fancy .....	8c
Good .....	7c

**Wax Beans**—\$2.50 per hamper for Louisiana.

### Accepted Terms

Ikey and Rachel took little Moses to the pictures. The attendant warned them that unless the child kept quiet they would have to leave and get their money back.

Half-way through the principal film Ikey turned to Rachel and whispered, "Vell, vot do you tink of it?"

"Rotten," replied Rachel.

"Yes," answered Ikey. "Pinch de baby."

### How It Got Its Name

They call English the "Mother Tongue" because Mother uses it more than Father.



## MUTUAL INSURANCE

(Fire and Life)

### Insurance Plan Offset to Cost of Illness

It has always been noted that in hard times a doctor has a hard time collecting his fees. And when hard times persist many folk are loath to spend money to safeguard their health.

Dr. Bert W. Caldwell, of Chicago, last week before the American College of Surgeons in its convention in Boston, put it in statistical form thus:

"Fewer than half the people in the United States in need of medical care now see a physician and even a smaller proportion of those needing hospital treatment go to hospitals."

In the last year, Dr. Caldwell stated, 13.5 per cent. of the American people needed hospital care and only 6 per cent. received it.

There is great danger he added, unless hospitals receive greater public support for the unpaid cases they treat. The proportion of charity cases in voluntary hospitals increased from 15 per cent. in 1929 to 40 per cent. last year. Patients who formerly paid their own bills now stay away in great numbers because they have not the money and do not wish to accept charity.

For years now, even before the depression set in, the problem of medical and surgical care for folk in moderate circumstances has been growing graver and graver. The rich had no such problem; neither had the poor for whom public aid afforded relief out of the reach of the middle class who expected to pay their own way.

One solution advocated at the Congress last week was the adoption of some form of health insurance. Dr. Robert B. Greenough of Boston, the incoming president of congress, urged such a plan in his inaugural address.

"The insurance principal," he said, "seems to be about the only way in which people of moderate means may be expected to pay either the hospital or the physician for the necessary costs of serious illness or operation."

Dr. Greenough disclaimed any program that could be described as "socialized medicine" entailing the entry of Federal or State Government into the dispensing of medical service. Such "State medicine" is regarded as dangerous by the profession as likely to involve "inevitable political control."

### Some Fires Which Arouse Suspicions

The fake fire is not as popular as it once was since, coming in conjunction with other suspicious circumstances, it inevitably excites suspicion and the law frowns severely on arson.

Still this method retains some fascinations. A few years ago a concern which handled perfumes had a fire in which it claimed to have lost \$100,000 worth of merchandise. The premises were totally destroyed and the basement filled with molten glass. There appeared to be nothing to salvage.

But an investigator, hard-boiled in the pan of experience, picked up some of the molten glass from the basement

and took it back to his office. Next, from the people who had supplied the expensive perfumes, he obtained some samples of the cut glass bottles in which the goods had been shipped. Then the curious man took a blow torch and melted some of the fine cut glass and compared the result with glass taken from the fire. The resemblance was of the slightest.

With this as the basis of further inquisitive operations he was able presently to discover that, just before the fire, the highly-priced perfume had been shipped elsewhere while the warehouse was packed with a low-grade perfume. The crooks pleaded guilty.

The padded pay roll is useful, within limits, as aiding in the explanation of shrinkage of resources. A cloak and suit company in New York went into bankruptcy and its books showed that, at a certain period, some 30 men were on the pay rolls at high wages. This seemed probable until it was recalled that precisely at this period the establishment was shut down owing to a strike. The money supposed to have been paid out to the high-priced workmen went into the pockets of the bankrupts.

Another bankrupt in the Central West decided that a good way to dispose of stock was to make a cash sale of most of it, thus making it unnecessary to record the name and address of the purchaser. In this case it was not difficult to trace matters out and crooked seller and buyer went to jail. The purchaser had paid about ten cents on the dollar for the goods and he and the vendor had planned to go into business in a distant part of the country using some of the goods as initial stock.

Fraud is not criminal, and consequently is not punishable by imprisonment which is the punishment a crook fears. Legislation has to be framed cautiously, lest the honest though unfortunate man be hurt. Then the matter of motive and intent has to be considered, since facts in themselves may be misleading, and when one comes to the matter of intent the gift of omniscience is sometimes required, and few of us possess it. So the rascal often gets free of the punitive law under the skirts of the honest, though unfortunate, man.

### Skilled Workers' Strike for Unskilled?

An ambitious attempt to foster industrial unionism is being made by the Mechanics' Educational Society of America, an independent union whose strike last fall delayed the production of new models in the automobile industry for months.

The union, recruited chiefly from the highly skilled tool and die makers in the motor trade, has for some time added semi-skilled and unskilled mechanics and production workers to its membership. It now announces that it is ready to call a strike next January unless a minimum wage of \$1.50 per hour for skilled work and \$1 an hour for production work and a 30 hour work week are conceded to members.

This move is particularly significant because skilled workers thus far have generally refused to join strikes on behalf of unskilled workers. If the tool makers in the society, who are among the best paid workers in this country, actually walk out to help the unskilled members of their union, it would mark a new era in American unionism. It could lead to a sharp rise in membership for the society, as unskilled workers seek to benefit from the key position of the skilled members.

### Speeding Up Production

The administration is strongly in favor of speeding up production in the near future in order to reduce the number of the unemployed. It will not go so far, however, as to insure all industry against production losses, as has been urged by some influential economic and labor advisers, latest reports indicate.

The plan of advance production in itself seems to have been favorably received, despite the fact that both the 1933 and the 1934 recovery boomlets broke under the weight of unsold surpluses. The objections to the plan that appear to be given weight in Washington are chiefly financial. Guaranteeing industry against losses would involve a huge, but indeterminate burden on the Treasury.

It is expected, therefore, that a compromise of somewhat smaller proportions will be tried. Instead of assuming an indeterminate risk, the Government would limit its financial burden to part of the already appropriated emergency funds. In other words, the relief authorities will continue their buying activities in many markets, but will supplement them by guaranteeing advance manufacture of such products as can be readily used for relief distribution purposes.

### Supply Shortage Sustains Prices

Prospects are that price movements in the near future will show only relatively minor fluctuations.

From the point of view of the buyer, current prices are high. In-

stead of being based on an active general demand, they are being maintained because of a shortage of supply brought about by the drouth and Government restrictions in the case of farm products and by production curtailment policies of codified industry. Since prospects are that there will be no relaxation in production control policies, at least in the immediate future, volume will continue to be sacrificed in favor of price.

### Efforts to Head Off Opposition

Friends of the administration in labor circles are said to be endeavoring to head off further developments in the opposition of organized labor to the continued association of S. Clay Williams, Arthur D. Whiteside, Donald Richberg and Alvin Brown with the National Recovery Administration.

President William Green of the American federation of labor is under instructions of the federation's convention to acquaint the President with its opposition.

The administration, it is argued, would like to have a period of peace within which to work out the future of NRA, and any campaign for the separation of these men from their present reorganization duties would be harmful to it.

The mere presentation of the convention's resolutions to the President would not be objected to, but what the administration seeks to guard against is a regular campaign by organized labor against NRA heads.

### Costume Jewelry Well Re-ordered

Re-orders on novelty costume jewelry have continued good, with retailers showing confidence in the outlook for holiday sales of this merchandise. The extreme popularity of gold effects in practically all types of jewelry remains an outstanding feature. Heavy volume is being done in pins and clips, bracelets and earrings. While showing an improvement, the demand for necklaces is still under par. For evening wear, rhinestone items are in marked favor, reflecting the increased business being done in women's formal apparel this season.

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## LEGAL QUIRKS

## In the Acceptance and Rejection of Orders

Has a buyer any legal protection if he discovers defects in goods six months or a year after the goods have been delivered?

If a buyer mars or disfigures goods shipped to him by a manufacturer, can he ever legally return the order?

If a buyer retains a portion of a shipment of merchandise and returns the balance, is he liable for the full payment of the entire lot?

These and other similar important legal questions are answered in this article.

Generally speaking, any act on the part of a purchaser without consent of the seller, which does not result in prompt rejection of unsatisfactory merchandise and its return to the seller, legally is a valid acceptance.

In other words, it is the duty of a buyer immediately to inspect goods shipped under a contract. If there are any apparent defects and he retains the goods after discovering imperfections without notifying the seller, he cannot defend a suit on the contention that the goods were not as represented.

If, however, defects in the merchandise are not readily discoverable and apparent, the purchaser is not deemed to have accepted the goods legally until time has expired in which a reasonable person may discover defects.

For instance, in *American Company vs. Medford Company* (262 Pac. 939), a jobber, who purchased crushed fruit packed in sealed containers, did not discover the fruit was spoiled until four months afterward.

Immediately after discovering the condition of the fruit he demanded return of \$5,000 paid on account.

The seller contended that the purchaser had legally accepted the goods because he had delayed in inspecting them. However, the court held the seller bound to return the purchase price, explaining that a delay of four months in discovering defects in canned food is not unreasonable.

On the other hand, the law will not excuse a buyer for delay unless his reasons are justifiable. For instance, in the case of *Noll vs. Baida* (254 Pac. 623), a purchaser contracted to buy a quantity of rugs. Five or six months after the goods were delivered the buyer began to suspect the seller had made false representations. The buyer then communicated with the seller, who promised to take back the merchandise and refund the purchase price. However, the seller failed to fulfill his promise to call for the rugs and the buyer delayed about seven months before renewing his demands.

Although it was proved that the buyer had been influenced to sign the contract by fraudulent representations, the court held that the purchaser had legally accepted the merchandise.

In other cases the higher courts have held that a delay of two or three months on the part of a purchaser in notifying a seller of defects in the article sold may be considered legal acceptance of the merchandise. (2 S. W. [2d] 639.)

The same law is applicable to an instalment payment or a conditional contract of sale assigned by the seller to a financing company. The purchaser cannot object to the assignment

unless he does so within a reasonable time.

For example, in *Robinson vs. Pipe Organ Maintenance Company* (139 Atl. 438), a manufacturer sold an organ under a contract containing the conditions that he should retain title until it was fully paid for, and that the organ was guaranteed against defects for five years. One year later the manufacturer assigned the contract to another firm.

The purchaser did not object to the manufacturer assigning the contract until two years later, when the finance company filed suit to compel the organ buyer to return the organ or pay the balance due.

Because the purchaser of the organ delayed in objecting to the transaction between the manufacturer and the firm to whom the instalment contract was sold, the court held the buyer liable.

While a buyer may accept purchased merchandise without rescinding his right to return it if he makes prompt inspection and discovers the goods are not equal to the quality specified, yet if he mars or disfigures the merchandise the law presumes a valid acceptance under all circumstances.

For instance, in *Peabody vs. Steel Fixtures Manufacturing Company* (264 Pac. 27), a purchaser returned merchandise to the seller and refused to pay the account, contending the goods did not conform with the terms of the sale contract.

Upon examination the seller discovered the returned goods were disfigured, probably as a result of being unpacked and inspected by the purchaser. The seller instituted suit to recover the full contract price and the court promptly held the buyer liable.

It is settled that a seller's right of suit depends upon the substantial performance of his contract. In other words, he cannot recover the price of the thing sold unless he has made actual or constructive delivery, which includes valid acceptance by the buyer. When the seller does not comply with shipping instruction and there is no delivery, there can be no recovery for the purchase price of the thing sold.

On the other hand, although the seller fails to comply with the shipping instructions and ships inferior goods, the buyer is bound to pay, if he, or an employee, accepts the shipment.

In *Boyd vs. Keystone Driller Company* (6 S. W. [2d] 221), a purchaser ordered merchandise shipped upon a shipper's order, bill of lading attached to a sight draft.

However, the seller disobeyed instructions, shipping the goods on open account, with the result that an employee disposed of the goods without knowledge of his employer. The buyer attempted to avoid paying because the seller had failed to abide by the shipping instructions and also that he had not personally received the shipment. The court held the seller entitled to recover the contract price.

It is also settled that appropriation of goods is a valid acceptance and that the buyer is liable for payment although before the appropriation controversy developed between the buyer

and seller regarding the value or quality of the goods.

In *Mutual Sales Agency vs. Hori* (259 Pac. 712), it was disclosed that by a series of telegrams a purchaser ordered a quantity of merchandise shipped with a sight draft attached to the bill of lading. When the shipment arrived with a draft for \$370 the purchaser wired the seller that, according to the telegram, the value of the goods was only \$280. He requested the seller to reduce the amount of the draft accordingly.

The seller wired that the quality and price of the merchandise was right. Later the purchaser, needing the goods, paid the draft and then filed suit against the seller to collect the difference between the price paid and the actual value of the merchandise. However, the court held the buyer not entitled to a recovery, because his act of paying the draft constituted legal acceptance of the goods.

Moreover, the same rule is effective although the seller induces the purchaser to accept delivery in face of protests.

For illustration, in *State Board of Administration vs. Roquemore* (117 So. 757), a purchaser objected to accepting merchandise because it did not equal samples submitted when the contract was signed. However, the seller insisted the purchaser accept delivery and the latter finally consented that the seller leave the goods on his premises.

The merchandise disappeared and the purchaser refused to pay the account because he had explained when delivery was made that he was not satisfied with the goods.

However, since the purchaser did not expressly state, when the goods were left in his possession, that he did not intend to pay, the court held the seller entitled to recover the full purchase price.

Any act on the part of a buyer which alters the legal relation of the parties without the seller's consent is deemed a valid acceptance.

In *E. E. Huber & Company vs. Lalley Corporation* (218 N. W. 793), a buyer who intended to return unsatisfactory goods, permitted a creditor to hold the merchandise temporarily as security for a debt without knowledge of the seller. When the buyer refused to pay the account the seller filed suit and the court held the latter entitled to recover the full purchase price.

Also, in *Fillmore vs. P. Garvan, Inc.* (97 Conn. 207), it was held that where a buyer rejects shipped goods as defective, stating that it will hold them in its warehouse until the seller furnished other goods of the quality specified in the contract, this attempt to establish a lien on the defective goods results in legal acceptance.

The same law is effective where a purchaser receives defective goods, and, instead of promptly reshipping them, lends them to another, without obtaining permission from the seller. (82 N. W. 942.)

Generally speaking, when a buyer retains a portion of a shipment and returns the remainder, he is liable for the full payment of the entire lot, irre-

spective of whether originally he had a legal right to reject the complete shipment.

For example, in *S. P. Nelson & Sons vs. Wilkins & Parks* (118 So. 436), it was disclosed that a seller broke a contract by failing to ship merchandise equal to the quality stipulated. However, when the purchaser received the shipment he did not refuse it, but selected the satisfactory merchandise from the packages and reshipped the remainder, explaining that he would pay for the goods he had accepted. The court held him liable for the complete shipment.

Also, in *McClarran vs. Longdin-Brugger Company* (157 N. E. 828), a purchaser retained one-half of a shipment and returned the remainder, proving that none of the merchandise equalled the quality specified, but that he had accepted a portion to supply immediate demands. However, the court held the purchaser liable for payment of the entire shipment.

Generally when a purchaser accepts an instalment or a lot of inferior merchandise he is not justified in canceling delivery of the remainder of the goods.

In still another leading case, *Baer Company vs. Barber Milling Company* (223 F. 969, 972), a seller contracted for 5,000 barrels of flour to be delivered when specified. After the shipments had aggregated 1,650 barrels the market value of flour declined unexpectedly and the purchaser refused to accept further shipments on the contention that the flour did not comply with the contract. This court held the purchaser liable.

On the other hand, if the character of the merchandise is such that the seller would not be able to supply better goods in the future than those in the past, the purchaser is privileged to cancel the remainder of the order.

In *Coburn vs. California* (144 Cal. 81), a buyer and a seller entered into a contract by which the former agreed to purchase a large quantity of air compressors to be delivered at specified intervals.

After accepting and paying for a considerable number of these devices the buyer discovered they were inherently defective and would not perform the service for which they were purchased. Also it was proven that although he had received some complaints of their deficiency, he did not know until after accepting a number of the compressors how utterly unsatisfactory and useless they really were.

In view of these facts the court promptly held the purchaser entitled to cancel the remainder of the order, explaining that a purchaser always is entitled to reject a shipment not equal to the contract quality, and he may recover damages, but when he accepts a bad lot he is not justified in refusing later shipments under the contracts unless he knows and can prove that the quality of the goods in subsequent shipments also is below the standard prescribed in the contract of sale.

Leo. T. Parker.

Reading of some magazines makes one wonder what kind of stuff the editor rejected.



## HOLIDAY GAIN PREDICTED

Increases in dollar sales volume over 1933 ranging from 7 to 15 per cent, in leading urban centers and from 15 to 30 per cent, in the agricultural sections of the South, Southwest and Middle West, together with the sharpest gain of the year in physical turnover of merchandise, are forecast for the Christmas holiday trade. If realized, this volume would be the best in three years.

As they complete plans for putting their stores in holiday trim in the very near future, retailers generally have become more confident. A significant straw in the wind, executives point out, is that already there has been a noticeable amount of gift shopping. This does not eliminate the probability that the usual sharp peak period will develop in the week before Christmas, but it does indicate, to some extent at least, that many more customers are responding to the appeal of stores to do their holiday buying when crowds are smaller and stocks are most complete.

The passing of Thanksgiving usually marks the active beginning of Christmas shopping, but many stores will have their toy and gift departments in complete readiness at least ten days before. This year, it is pointed out, the stores will have one extra selling day in the period between Thanksgiving and Christmas, as compared with last year, which will be of considerable aid in swelling the sales total.

In the final shaping of their plans for the holiday period, retailers quite generally have determined to avoid the mistake made by many of them last year when, in the belief that customers would accept higher prices as a matter of course, early promotional attention was directed toward items in the higher brackets. This led to mark-downs of a highly competitive nature at the peak of Christmas shopping, a situation deplored by many stores.

This year, with consumer ability to purchase as the keystone of merchandise plans and offerings, by far the greatest promotional drive will be on medium to popular price merchandise. As a general rule, holiday price lines will be lower than last year. Close observers figure that a range of \$1 to \$5 will cover volume gift purchases by a wide margin. Volume sales of many toy items at \$1 or under are foreseen.

Retail executives are a unit in expecting that the demand for gift merchandise will stress practical goods, either for the person or for the home. The order of volume sales by types of merchandise, exclusive of toys, in which a \$200,000,000 trade, or a 10 per cent. rise, is expected, will rank about as follows: Accessories, specialty apparel items and home wares. A heavier sales volume than a year ago is expected in such items as costume jewelry, perfumes, traveling bags, books, stationery and sporting goods, reflecting the better outlook of some types of merchandise rated as semi-luxurious.

Large retailers and many small ones plan to have complete stocks in their stores by Thanksgiving. Sufficient advance business has been placed to assure this, but, generally speaking, total

advance orders were smaller and were delayed later than was the case last year. This may lead to a shortage of best sellers at the peak shopping period, owing to inability of manufacturers to make shipments when the goods are needed. Recourse to substitution or playing up of other items in the same category will have to be taken, it was predicted.

The lack of heavy stocks either in the hands of manufacturers or retailers, it was added, will probably make for a steadier price situation throughout the Christmas period. It was cited as a factor in preventing the almost panicky condition which developed last year, when concessions by manufacturers on a wide variety of items led to sharp cuts at retail.

The heaviest gains during the coming period are expected to be made by the chain and mail-order houses. Because of their heavy concentration of sales in the agricultural area, where government funds have been poured out most liberally, it would not be surprising if the gains of these distributors ranged around 30 to 40 per cent. over last year in many instances. Spending by many farmers, according to well-informed authorities, is expected to be the heaviest in five years.

## PRACTICAL PROPOSALS

Efforts put forth from now on to have the business viewpoint considered at Washington will probably have a more sincere basis than had been the case in the months before the election, when the motives behind many attacks upon the New Deal were often open to question. A shift from the extreme right to a middle position is to be expected in order to strengthen the hand of the administration in dealing with radical proposals from Congress.

In place of destructive criticism the representatives of industry will no doubt find some constructive suggestions to offer. The lesson appears to have been driven home that to demand the wiping out of all recovery measures without having suitable substitutes has no appeal whatsoever to the country at large.

The principal fear of business men has been, of course, that huge expenditures mean huge taxes and therefore little or no profit. Their endeavor then should be, it would seem, to face the relief program boldly and at the same time shape the course of other government expenditures so that it may do the most toward restoring normal business.

Insurance of deposits has cut bank failures to a very small figure. Federal mortgage insurance may very well stimulate a home building boom, once costs are reduced. Price fixing and production control appear on their way out, and properly so if efficient industry is to regain its reward and wage-earning gains are not to be dissipated in higher living costs.

Many of the recovery operations are working at cross purposes and violate sound economics. Business interests can demonstrate such fallacies and have their proof accepted if they are sincere in their protests and come forward with practical proposals.

## NEW DEAL VICTORY

A Democratic landslide for the New Deal, which upset all off-year election precedents, made it plain to business interests in the week that the country is behind the President and that destructive opposition for selfish reasons might just as well close up shop. Response in the speculative markets was not unfavorable, and rising values probably testified to the value of having an "All-American team" playing for the recovery goal.

Industrial statistics resumed their upward trend in the week before the election. The index recorded a gain and forged ahead of last year's mark for the first time in months. The only losses were in automobile output and electric power production. The former decrease was brought about by the Ford shutdown in preparation for new models. The power index was off only slightly.

In contrast to a year ago, both trade and industry are now moving ahead. So far the best gains have been made in distribution, and manufacturing in the aggregate has shown only nominal progress. However, there is now a definite rise in building construction to report, the October average of contract awards running 20 per cent. ahead of the September figures, with the bulk of the increase in residential operations.

Application by several of the largest banks for permission to operate under sections of the Housing Act which provide for mortgage insurance points to the favor which this recovery step has evoked in high financial quarters. Private initiative gets full play with a government guarantee under this legislation, which became effective Nov. 1. At the same time home financing is made much easier. The one drawback is what are considered to be unreasonable costs.

## DESIGN RULE HEARING

Of major importance to the apparel manufacturing industries during the present week will be the hearing in Washington on Thursday of the amendment to the Dress Code which seeks to outlaw design piracy. The Code Authority has filed this provision, which would ban "an exact copy or insignificant changes in detail."

Last week the Washington representative of the National Retail Dry Goods Association let it be known that his organization would support the amendment with certain qualifications. It will be proposed by the retailers that design registration be limited to a trial period. Further, the store association will insist upon safeguards against style monopoly and urge that the designs filed be put into production.

The trial period proposal was seized upon by the manufacturers' group which has been fighting any form of design control as an admission that the plan was really unworkable. While some such inference might be drawn, the fact that design registration has been carried out with remarkable success in the silk and some other industries seems to argue that it is practical enough.

The stand of those who are opposed to the amendment has been compared quite aptly to the protests of bootleg-

gers against the end of prohibition. Since thousands of dollars are spent for designing talent by firms that introduce original fashions, there should be little question about their property rights which are violated by those who copy their styles. If there was no style originality, then this money would not be spent nor would copyists be so careful in selecting what styles to appropriate.

## JOB INSURANCE SURVEY

As a current example of what may be done along constructive lines in shaping future legislation, there is the committee of prominent merchants with Samuel W. Reyburn, president of the Associated Dry Goods Corporation, as chairman, which has launched a Nation-wide study of unemployment insurance. This group has prepared a booklet giving the facts on various plans now in force, possible costs, questions, and arguments for and against.

Testifying to the interest in this subject the committee has announced that within a week the first issue of 10,000 copies has been exhausted and a second printing ordered.

Following this booklet, a questionnaire will be issued seeking information from merchants on a number of points. It is the intention of the retail group to tabulate the replies and place the results before Congress and administration officials. Conferences are planned with leaders in other industries as well.

The distinguishing mark of this well-planned effort to obtain business expression upon a major question is found in the preliminary work of education. Retailers are not asked to pass judgment upon something with which few of them are familiar, but they are given the facts first for study. There is, therefore, considerably less chance of obtaining "rubber-stamp" opinion from the survey which follows that study.

A distinct trend has been noted in the retail field toward greater attention to social questions, and this move on unemployment insurance is a promising sign for the future.

## DRY GOODS SITUATION

Retail trade is maintaining its gains over a year ago. Local stores are counting upon an increase of 6 or 7 per cent. for the half-month over last year.

Department store sales in October, according to the Federal Reserve Board report, ran 11 per cent. over the October, 1933, figures. The gains ranged from 7 per cent. in the Boston and Kansas City Reserve districts to 20 per cent. in the Richmond and San Francisco areas. The New York district reported a gain of 8 per cent.

The Reserve Board index was unchanged at 75. For the year to date the increase in department store sales for the country has been 13 per cent.

The expansion in retail dollar sales is particularly satisfactory to store executives from the standpoint of added physical volume. Retail prices are more or less on a level with those of a year ago, so that dollar gains mean the distribution of more units.



## OUT AROUND

## Things Seen and Heard on a Week End Trip

The first noteworthy store window I noticed last Saturday was in the hardware store of Van Schreven & Rau, at Cedar Springs, where one of the two front windows was embellished with conifers and a well mounted buck, which seemed very appropriate to me for the hunting season.

Much road work of an apparently necessary character is in progress in Cedar Springs. I refer to the new sewage system which is in process of construction in the main street.

The young ladies who now conduct the Clipper received frequent commendation in my talks with local merchants. All who mentioned the matter insisted they were giving Cedar Springs the best newspaper it has ever had.

At the drug store of L. V. Mulholland, at Sand Lake, I was told that the father of the druggist, Arthur Mulholland, was very ill at the son's residence. The senior Mulholland was one of my best friends at Reed City sixty years ago, a condition which has never been impaired by the passing of the years. I am exceedingly sorry to learn of his illness.

While at Sand Lake I could not resist the temptation to visit the location of two long-time friends dating back to the early eighties—Geo. F. Cook, at Ensley Center, and J. V. Crandall, at Crandall's Corners, two miles West of Ensley Center. The latter died many years ago. Mr. Cook retired from business twelve or fifteen years ago and was killed on the main street of Cedar Springs by an automobile accident about ten years ago. En route I was reminded of another fine character in the person of Ben. Ensley, who was long regarded as one of the leading potato growers of Western Michigan.

The nine miles from Sand Lake to Ensley traverses a fine farming country, with which I was glad to renew my acquaintance over almost perfect gravel roads. From Ensley Center I sauntered North to M 82, where I found a new store—new to me, although it has been in existence three years under the ownership of Harold Tift, at Tift's Corners. The merchant is erecting a public garage, 24 x 30 feet in dimensions, which he expects to have ready for occupancy about Dec. 1.

I have always enjoyed the winding road from Croton to Howard City. It was never in better condition than now. Many indications of improvement are in evidence in the seven miles from Tift's Corners to Howard City, where I found H. F. Solomonson busily engaged in superintending the improvements he is making to the Golden Hotel, of which he expects to assume the management about Dec. 1. The hotel has not been well conducted for some years. I expect to see a great change for the better under the new regime.

I am in receipt of a letter of enquiry from a merchant in Central Michigan, which interests me greatly. I withhold the name of the town and the name of the merchant for various reasons. The letter is as follows:

"I notice through reading your paper you sometimes give advice to merchants who are in need of assistance.

"We have had an A. & P. store here for probably ten years. We have held our own and, in fact, more than our own. We had three helpers when they came. Now we have six regular, but we are still running credit and one delivery a day. Our accounts are good, but now I hear they are trying to get a large dry goods store, whose proprietor died and change it into a big super store. What would you advise? Cut help and overhead and go strictly cash or run as we have been doing? My firm belief is that I should go strictly cash and cut prices, help and overhead before they open up, when I find they are going to for sure.

"Please give me all the information you can on this. I have always done well on credit, but my overhead is high and I cannot afford to cut prices and keep the overhead up. I have been in this same store twenty-eight years. I worked as clerk for fourteen years, then bought a one-half interest. Four years ago I bought it over. Have a very good store and do a good business. I am probably the only one left in town doing a credit business. Have one other grocery and meat market here, which is running delivery all times of day. I think if he would figure his delivery expense he would find he is losing on every order he takes, and I think my only solution, when I find out for sure, is do what I have suggested as soon as possible. I have always done real well on credit and I hesitate to make the change.

"We have nearly 1,000 people in town and a good country trade."

I have never met the merchant who wrote the above letter. I have never been to the town where he is located, so I labor under some disadvantage in undertaking to assist him in reaching a conclusion. If I were to offer any advice off-hand—which is just as likely to be wrong as right—I would say, "Let well enough alone." The merchant says he has done well. When the A. & P. came to town he had three in his store. Now he has six. Instead of berating the chain, I think he should call on the manager and thank him for the assistance he has been to him in building up his business. Some one said he had feared many troubles in his life, most of which never happened. That appears to be the case in this instance. A competitor which doubles his business is certainly not to be feared. He is the only merchant in town who does a credit business and gets away with it. Since his business has prospered under credit conditions, why venture into untried channels? Why leave a profitable plan for one which may lead to disaster? Customers do not like to be compelled to face changes of this kind. When a merchant has trusted so much he cannot pay his bills, the cash plan is the only avenue left to him, but

a merchant who conducts his business on a restricted credit plan and holds his losses down to reasonable limits has no reason to make a change. People will buy more liberally under the credit system than under the cash plan. I usually give different advice than this, but where a merchant is located in a town where his customers are not birds of passage—flitting from town to town, without settling with the merchant who has placed confidence in their ability to liquidate—and where the merchant himself is in a position to hold credit transactions down to reasonable limits, I would say it would be the height of foolishness for the merchant to abandon his best bet. Instead of fearing the enlargement or expansion of the chain store, I would welcome it; but I would go the chain store one better by keeping my store cleaner, by making my windows more attractive, by displaying my stock better and by the employment of clerks who would present a better appearance than the "cull" clerks who work for the chain stores. Why do I use the word "cull"? Because a great chain store manager recently used the following language in addressing a meeting of chain store managers:

"One thing we have never been able to overcome—the prejudice of a good clerk against the chain store. No good clerk will work behind the counter of a chain store if he can possibly secure employment in an independent store. The result is that we have to depend on the CULLS whom the independent stores will not employ. This means more time spent in posting and drilling of clerks, which is a serious handicap in our business."

To repeat, forget all about the chain store except to outdistance it in every respect. Never let a delivery go out of the store that does not bear some reference to your store or the goods you handle. Never mention the chain store or the inferior goods it carries. Every time you mention the chain store you advertise it. Treat every customer fairly, honestly and generously and let him know by your actions and the treatment you accord him that you appreciate his patronage.

Petoskey, Nov. 12—Please publish a correction in your next issue of the Michigan Tradesman, pertaining to the article which you published, stating that the I. M. Reinhertz Shops were closing out their stocks and were retiring from business.

Every year at this time I have a closing out sale. The reason for this is that the Shops close for the winter sometimes in January and re-open the first of May. This has been the policy of my Shops for several years.

Since you published this article I have had many enquiries about the matter. If you will be kind enough to correct this statement, you may be sure it will be greatly appreciated.

I. M. Reinhertz.

Grand Rapids, Nov. 12—Indicating what confusion of tongues we get from our New Deal administration is the following:

I hired a carpenter by the day on terms suitable to both parties. He was to come to work Thursday morning and it was estimated the work would take four days. Then I got to won-

dering whether he could work all Saturday for me without possible violation of some code or other under which the week might be limited to a certain number of hours, regardless of employer. I telephoned the NRA office, but whoever was at the other end of the conversation hesitated to assume responsibility. It took him twenty-four hours to "refer" somewhere or other before he could tell me I was quite safe to work this man a full eight hours daily, including Saturday, on any mutually agreed basis.

Another angle is this: A friend has undertaken to remodel his home. Every step of the way has been in accordance with NRA regulations. But what with the five day week and the six hour day, the job expected to be finished in six weeks already has extended to three months and about one more month is in sight. Meantime, my friend is about broke, while the workmen frankly say they are not as well off as formerly.

Will such examples of the outworking of present "regulations" encourage building—or any other enterprise? It does not look like it from the standpoint of him who must pay up the money.

Government statistics show that the turkey crop this year will be 25 per cent. lower than normal. The result is that Michigan growers are conserving their flocks as much as possible. From many points I hear complaints of farm turkeys being killed by hunters. These reports were confirmed from several sources last Saturday. Of course, such violations of the law will result in much personal resentment which will find expression in the injury and destruction of the hunters' automobiles. I have heard of several cases where turkey growers have ignored the law and inflicted both personal punishment and property damage on the wrong doers.

The following letter has been sent to H. C. Peterson, Secretary of the National Association Retail Grocers, Chicago.

Grand Rapids, Nov. 6—Mr. Vander-Honing is in receipt of a complaint from Charles H. Kretschmer, of Saginaw, and has requested me to take matter up with you and request that protest be entered.

Mr. Kretschmer advises that the H. J. Heinz Co. has a policy allowing 4 per cent. trade discount on five cases of one item sold by them. On ten cases of one item they allow 5 per cent., on fifty cases of one item they allow 6 per cent., and on a carload of one item they allow 11 per cent. and on a mixed car 10 per cent.

Mr. Kretschmer further advises that the Beechnut Packing Co. does not allow any trade discount on purchases amounting to \$500 during a period of one year, but on purchases amounting to \$200,000 during the period of one year they allow 7 per cent. trade discount or rebate.

These policies are unquestionably discriminatory against the individual retailer and should be corrected.

It is natural that there would be a saving on the freight involving a carload as against an L. C. L. shipment but it is very evident these differentials are not based on legitimate savings in freight charges.

Will you kindly endeavor to correct these discriminatory trade practices? Herman Hanson, Sec'y.

The following letter has been sent to the National Food and Grocery Dis-

(Continued on page 23)

## FINANCIAL

### Parties Only as Strong as Their Leaders

Out of the twenty-eight million persons who voted last week, fifteen million embraced the Roosevelt leadership, while twelve million expressed Republican opposition.

There were no issues except the President's own record. For it is incredible that 321 candidates, labelled Democrats, were as individuals in every single case better qualified than 321 candidates, labelled Republican, in city, town, country, amid various industrial or agricultural conditions.

What did the fifteen million people mean to say by their votes? What did the twelve million mean to say by their opposition?

These questions are far more important than whether the Republican party is about to die or whether the Democratic party is entrenched for twenty years. Neither contingency is probable, but this is the usual time for burying political parties that refuse to stay dead.

Franklin Roosevelt had such an experience just six years ago. His friend and colleague, Alfred E. Smith, had been handed the worst defeat any Democratic nominee had ever experienced. Mr. Roosevelt himself had been dragged into the nomination for the governorship of New York State by sheer force of Mr. Smith's persuasion and had won the election by a narrow margin.

Mr. Roosevelt couldn't believe the Democratic party was dying. He wrote letters that very week to fellow-Democrats in every State of the Union. He urged them to consider new leadership, new ideas and new lines of battle. Four years later he himself was swept into office by the largest vote ever given any presidential nominee of either party.

To put it another way, the Republican ticket was driven from power in the biggest defeat it had ever suffered.

During the week immediately after the 1928 election, it was argued that a political party which could poll fifteen million votes against Mr. Hoover's twenty-two million was by no means on the way to the grave.

So might it be said to-day that a political party which can poll twelve million votes in an off-year election has plenty of vitality.

But we are sometimes misled into thinking of parties as cohesive units, as based on fundamental principles rather than upon the quality and vision of its leadership.

There has been and is only one question before the American electorate since 1929—recovery from the most severe depression in our history.

How has each political party, how has the national leadership met that challenge?

What has been done to get millions of unemployed back to work, what has been done to safeguard homes and bank deposits and jobs? How did the Republicans propose to bring back prosperity? David Lawrence.

Many high-ups are low in spirit.

### President Evidently Able To Control Union Labor

Reports on business reflect no material change in the status existing over recent weeks. Outside of retail trade, which continued good, other indices equalled seasonal or fail to come up to expected seasonal changes. Accordingly, we now come to the sixty day period from now until Congress meets. Government support to business will continue thru its spending program. Also, the conciliatory attitude will likely continue so that no shock will be given business. With elections out of the way and the political significance of the administration's attitude towards business relatively less important, business will likely be allowed to continue on its own forces. Accordingly, nothing much can be expected from business over the near term.

The President's personal popularity was evidenced in the vote in the election inasmuch as it was almost impossible to pick out any particular policy of an administration which has registered so many phases of opinion from left to right and vice versa, so many experiments and retractions, etc. The overwhelmingly strong majority will likely lead to differences within the party. No doubt various radical proposals will be made. The popularity of the President evidenced in the election, however, will likely make it possible for him to control the situation. Although the existing program to spend and continue the budget unbalanced was sanctioned in the election, certain trends of events and opinions by administration spokesmen indicate a sobering effect. Moreover, the call of additional Liberties next April has to be faced. Also, the Frazier-Lemke bill has been declared unconstitutional by a Virginia District Court. The attitude of the administration towards the labor problem has evidently changed, as was reflected in the settlement of the Atlantic & Pacific Tea Co. strike, statements of Secretary Roper as to the rights of labor to work unmolested as well as strike, and the co-operative attitude recently exhibited by the labor leader, Gorman, in the textile industry indicating realization of the change.

J. H. Petter.

### What Happens to Sellers When Bonds Go Bad

Back in 1928 and 1929 the money of the American people was borrowed freely through the medium of investment bankers who floated large loans. The American people accepted those loans on the say-so of the investment bankers.

Then the loans went bad. It mattered little that the investment bankers pointed to a world economic upheaval—conditions, they said, beyond their control. The vengeance of the people, the passion of the people, was nevertheless, let loose against the individuals who sold the bonds.

The public debt of \$27,000,000,000 such as we have to-day is not too large for the American people to bear. It was that high in war time. But if it gets to \$32,000,000,000 in the federal classification and reaches \$18,000,000,-

000 in the state and city categories there may be a reaction.

The question then will be whether this generation should pay or whether payment should be deferred to future generations.

Debts are more easily created than paid. There is no way to force payment beyond the hurting point.

The Allies borrowed \$1,000,000,000 from us when they were in an emergency. They have been prodded to pay by all the words in the dictionaries of diplomacy and good will. But their people refuse to pay.

The same experience has developed with respect to domestic debt in other countries.

There comes a time when the youth refuse to pay the debts of their fathers. Sometimes there are patriotic bonfires when the people are urged to burn their bonds. Or else a government offers to buy in at a low figure.

### A Poll of Business on Future of NRA

The Chamber of Commerce of the United States has announced a referendum to determine the attitude of its membership toward the future of NRA. Its findings then will be offered to Congress as a basis for legislation.

This business group believes the attitude of those who are affected by codes should be determined. A committee of the Chamber has recommended that there be a permanent NRA with the following features:

1. The Government's recovery agency should be a board off from three to five members appointed by the President.

2. Rules of fair competition formulated as suitable for the whole industry should be enforceable against all concerns.

3. Labor clauses of the recovery act should be revised.

4. In any new legislation it should be made unmistakable that collective bargaining is bargaining with representatives of all groups of employees that desire to act through spokesmen, without the right of a minority group to deal collectively or the direct right of individual bargaining being precluded.

### Homewares Call Heavy

Homewares markets were exceptionally active this week as retailers re-ordered heavily on merchandise for current promotions. Mail orders for a large variety of housewares items were numerous over the week-end. In addition buyers from near-by States visited the furniture, rug, silverware, china and glassware markets to purchase goods for immediate shipment. Demand continues brisk on all types of holiday goods. Selling agents estimated yesterday that purchasing for the Christmas season will reach its peak in the next five days. Last Fall the heaviest purchasing was done late in November.

### Election November Sixth

Whats an awful stir about  
Who are these whom you must rout?  
What is this about a crash—  
Uncle Sam will go to smash  
Here with our United States  
Who is he who hesitates  
Be it elder or a youth  
To accept as very truth  
All must give without a fetter  
Faith and deeds; even better  
Than the Pilgrims did of yore  
When they prayed upon the shore  
Just inside the Cape of Cod  
Where they gave themselves to God.

If election  
Is selection  
Of our ablest men to-day  
Uncle Sam is on his way.

Charles A. Heath.

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### Safeguarding Business Interests

Friends of the administration among business men continue to urge that business organizations take an open and aggressive stand in Washington in defense of their fundamental interests.

Since business men have few advocates in the new Congress, their leaders feel it is all the more important that the full weight of organized business be felt by the administration in the next six weeks. Only by such an open and aggressive attitude can business hope to have its point of view reflected in the legislative program that will assume final shape in the near future.

The administration, it is held, will welcome such pressure from business interests, particularly if the suggestions made are not only frank but also constructive. By fighting for their interests openly, business men may be able to assist the President in counteracting any trend toward radicalism that otherwise might be expected to manifest itself after the overwhelming Democratic victory at the polls.

### Business Prospects Held Favorable

While current business statistics reflect the seasonal decline in manufacturing activity, particularly the low level of automobile production, prospects continue favorable for a moderate improvement in the near future.

Comparisons with last year's trade statistics are likely from now on to show substantial gains for the current year. At this time last year, the trend of business activity was sharply downward until early in December.

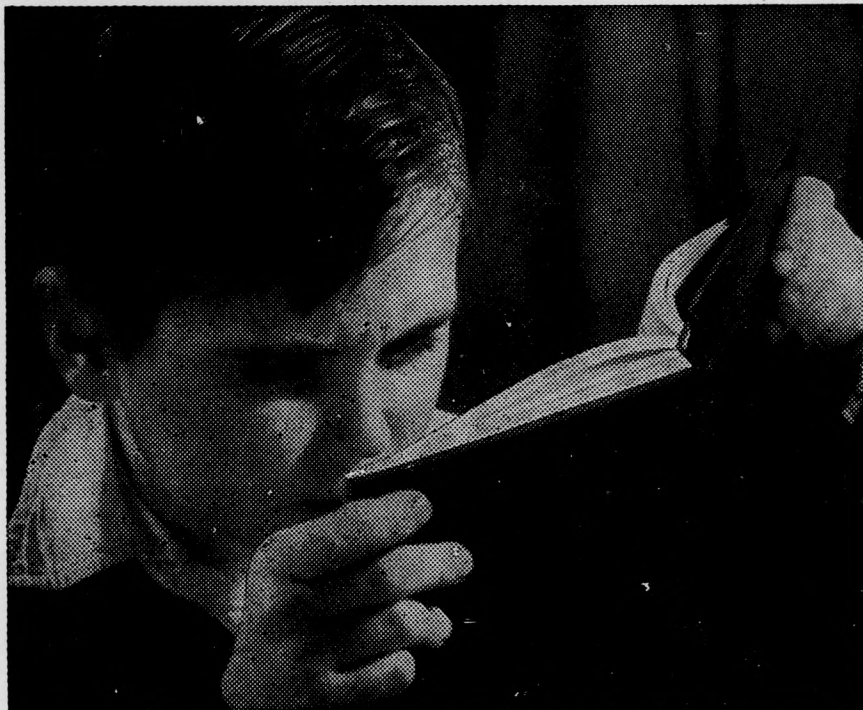
The Journal of Commerce weekly index of business activity stands above the level for the corresponding period in 1933 for the first time since last June. Compared with the preceding week, however, the index dropped 0.9 points to 63.8, although steel and coal production registered an increase. Last year the index was at 60.9 at this time.

### Referendum on Tobacco Control

Continuance of the Kerr-Smith tobacco act will depend largely upon the results of a referendum which the AAA is planning to inaugurate in the tobacco producing States before December 15, after the fashion of the cornhog and cotton referenda.

The act is largely similar to the Bankhead Cotton Marketing Act, in that it requires farmers to limit their annual tobacco output to a fixed figure.

Apparently farmers as a whole seem satisfied with the results shown by the act's first year of operation, but the AAA has said that a definite demand for continuance through the 1935 crop year must be shown before plans for the next year's planning are made.



## Why make him *strain* for every word GIVE HIM BETTER LIGHT!

Why are his eyes working so hard? Because his lamp does not give enough light for comfortable, easy seeing. Actually, nature never intended eyes to focus on objects less than fifteen feet away! This is one reason why good light is so important whenever close work must be done. The more light, the easier it is to see and the less chance of serious eye strain. That means you, too. Good light is cheaper than eyesight.

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DEVELOPED REMEDY:  
THE

Most Unusual  
Eye Saving Appliance  
Offer we ever made!

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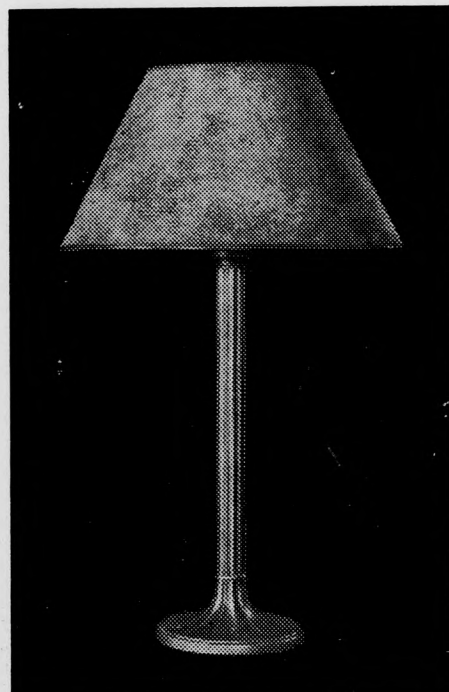
## Study Lamp

AT AN UNHEARD OF PRICE

**\$4.95**  
CASH OR TIME

95<sup>c</sup> Down - \$1 A Month

Complete with 18-in. modern parchment shade; 100-watt lamp; concealed diffuser, throwing light on both table and ceiling; fluted base in attractive finish; switch in base. See it!



CONSUMERS POWER CO.



## 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 Gieson, Grand Rapids; Lee Lillie, Coopersville; Martin Block, Charlevoix.

### Real "Forgotten Man" Discovered by County Store Keeper

Many years ago I thought I discovered a grocery fundamental: That in big cities—Chicago for outstanding example—grocers are rather sharply divided into two classes. At the top, big, medium or little, we have the keenest, sanest, most logical-minded men. Step down from that level, ever so little, and we plunge into the extreme of ignorance, inability and misfit non-competence.

Then a widely experienced wholesaler said to me something like this:

"We find our best merchants in cross-roads towns. Their business comes in spurts, rushes on certain days for which they must have enough help, then quiet times when the boys must be kept busy working in the stock, preparing for busier times.

"Such times of comparative leisure enable those merchants to talk at length with salesmen, examine goods and discuss conditions. They get many useful hints and great funds of solid information that way. All traveling men know which merchants to take seriously and to which they must tell their latest stories; and believe me, there is not a man on the road who does not prefer to talk to sober-minded merchants."

"That kind of storekeeper develops a really high order of ability and gathers an impressive fund of authentic information. If anyone tries to play him for a fool, he is apt to get a shock that will blast his ego. Those merchants know merchandise, grades, qualities and general character far more accurately than the average city merchant whose attention is distracted by a thousand unimportant things that are always going on. That man is the real judge of goods and his outlook is clearer and saner than one finds in centers of population."

Now, despite the auto, the alleged "decline of the small town," the radio, rural mail and other distracting influences, not only does the small town hold its own, but the rural merchant seems quite unchanged. He is the same in 1934 as he was in 1894.

One writes from the smallest kind of country village—and it might be in Maine or Los Angeles, in Savannah or Seattle—in defense of what are often sneered at as order takers. He's strong for just those men. He says:

"It this small-town field I have battled with strong-arm salesmen for twenty years. Among them I am spoken of as one of the hardest of hard-boiled; but the order-takers I permit to run the place; check my stock and write up orders according to their own judgment. Good order-takers are genuinely friendly, so the dealer learns not to be afraid of them. Good order-takers are dependable, play fair year in and year out."

"In my experience good order-takers seldom call for long. They have qualities that bring promotion. What we need is more good order-takers than there are higher-up opportunities, so they can stick around in the traveling field a while."

Could you ask for common sense less adulterated than that? But this man is a genuine thinker—like plenty other rural merchants. He goes further, thus:

"Back about 1850 it seemed to be discovered that one man was as good as another, but for long it was not really believed. To-day it is believed. The real Forgotten Man of to-day is the superior man, the man who by severe personal discipline made himself, inwardly, something considerably above the average. I suggest that he is forgotten—also that in being forgotten he is lucky, for when the really superior man is recognized, he is resented. Only the common run of man is popular.

"Hence the constantly descending tone of periodicals. They want circulation. So they have gone smart. Stories must be dressed up and highly dramatized or the smart common man is not interested.

"Hence, too, the good grocer of to-day is just another common man. The good grocer of the past was somewhat of an aristocrat—in the best sense."

I pass this without comment. Those to whom it means anything will need no help from me. They are quite capable of doing their own analyzing.

But I may add that this man never has resented competition. He has joined no cry for special taxes or other handicaps to be visited on chain stores, mail order houses or other. He has felt quite able to care for himself. Evidently he has been sound on that because he has run a successful business for many years and reared a family in the same small town.

Meanwhile, those who seek to "protect" small town trade may think of certain probabilities—lest worse come than now is.

For instance, we know the auto has operated to change small town problems because of its ready travel range. Now, therefore, if by any means a small town should succeed in driving out cash and carry stores, whether chain or otherwise, whether they "sell for less" or offer other inducements to consumers, one result will certainly be that folks who now trade in such a town will continue on their way over our modern roads to a place of larger population where they can find Penney, Woolworth and several units of food chains. That will not do the small town any good.

You can find all over the land plenty of dead towns. Therein you will not find a chain unit of any kind. Where you find a town worth doing business in, you will find representatives of chains in all lines. There is just no way to have live business and bar out keen competition. There is the possibility of choice on Shakespeare's plan: "Better to bear the ills we have than to those we know not of"—and reflection is apt to show that our present condition is not so "ill" as we hastily imagine it to be.

I have before me a specimen newspaper advertisement of a store which emphasizes that it is "Locally Owned—Not a Chain." Its town is less 10,000, but it is so alive that representatives of all chains, in all lines, with various food chains, are there. But this store flourishes entirely on the price-appeal. More: though it is a single unit with local owners it gets inside deals that equal anything any chain organization could hope for.

Thus it sets a pace that tries the capacity of any wideflung organization and its ads show that it is not afraid to show its hand boldly to anybody interested. Assume, now, that our favorite bogey, the corporate chain, were completely eliminated from that town. Would drastic price-competition cease? My own perspective of nearly fifty-eight years tells me it would not.

Finally, an important fact is this: That plenty of manufacturers do not treat all merchants alike, regardless of chains and their buying power. And, so long as manufacturers seek wider distribution, they will find ways to favor merchants who can get them a market, for a "consideration," regardless.

Paul Findlay.

### Urge Union Labor Secretary to Resign

Friends of Secretary of Labor Perkins are understood to be urging her to give up her post because of the growing opposition not only to her retention in the Cabinet, but toward some, at least of her policies.

President Roosevelt, it is suggested, would not seek the resignation of Miss Perkins because of any such situation, although it is said that her retirement to private life voluntarily would not displease the Administration.

Her advisers believe that she will be subjected to a great deal of pressure during the next session of Congress and that, as a result, there may develop a very inharmonious situation that would perhaps prove extremely embarrassing.

In some quarters it is confidently expected that Miss Perkins ultimately will bow to the advice of her friends, although her withdrawal from the Cabinet may not occur until next spring, when she will have completed half her term.

Though we travel the world over to find the beautiful, we must carry it with us or we find it not.—Emerson.



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



**Why DO MY CUSTOMERS PREFER**

FRESH COMPRESSED

**RED STAR YEAST**

BECAUSE IT IS: 1. Grown from Grain — 2. Always fresh  
3. Best for Yeast Facials and Health

SALES  
BRANCH  
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And you'll like it because its increasing popularity brings you faster turnover and greater profits.

Hear the GALAXY OF STARS over NBC red network every Tues., Thurs. and Sat. morning.

**RED STAR YEAST AND PRODUCTS CO.**  
MAIN OFFICE . . . . . MILWAUKEE, WISCONSIN

**STRICTLY INDEPENDENT SINCE 1882**



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

## MEAT DEALER

### Meat Cookery Now Based on New Principles

"Although we have been cooking meat since the time when the cave man found that his 'kill' was improved by exposure to an open fire, it is only within the past decade that a good many age-old theories have given way before scientific facts," asserted Miss Inez S. Willson, director of the department of home economics of the National Live Stock and Meat Board in an address given in Chicago before the annual convention of the National Restaurant Association.

"For centuries meat has been broiled, stewed, and roasted in much the same way. Age-old ideas have been passed from generation to generation and accepted as authentic. We now know these ideas were largely guess-work. Intensive studies inaugurated by the Board and carried on at thirty state experiment stations and the U. S. Department of Agriculture, have effected a veritable revolution in this field. Meat cookery is now based on principles which have been established by careful and painstaking research."

Illustrating her remarks with concrete examples, Miss Willson stated that the old theory that browning or searing a piece of meat quickly, kept the juices inside has been exploded. On the contrary, more juices are lost and the flavor is not improved.

The supposed merits of high roasting temperatures have been refuted, according to the speaker. Lower temperatures and more time in cooking are now advocated. She described an experiment—carried on at Ohio State University with two roasts from the same animal, each weighing 14 pounds. One, cooked at 500 deg. F., lost 41 per cent of its weight. The other, cooked at 230 deg. F., lost a little over 13 per cent of its weight. High temperatures also increase fuel costs, she said.

"The battle royal between the uncovered and the covered roaster has been won by the uncovered roaster," said Miss Willson. "Good roasts in covered pans are no longer roasts. They become pot-roasts. Neither should water be added to the pan in roasting. It isn't necessary. And the woman who used to spend so much time in basting her roasts has a daughter who puts the roast in the pan fat-side up and allows for self-basting—the correct method."

Declaring that the most outstanding contribution to the newer knowledge of meat cookery was the meat thermometer, Miss Willson said that although tried out first about 30 years ago it is only within the past few years that this instrument has come into practical use. Placed in the center of the thickest part of the roast it is a sure guide to securing rare, medium or well-done roasts. Accurate temperatures have been worked out for these degrees of doneness.

"We know that veal and pork should be thoroughly cooked to bring out their best flavor," she stated. "Beef is liked best either rare or medium for the most part. Lamb is probably at its best if

cooked just this side of being well-done.

We have made long strides forward in the past ten years towards a better knowledge of meat cookery. The work is far from complete but a comprehensive long-time research program is bringing more and more results. The time will come when guess-work will no longer be a factor in the preparation of meat."

### Lard Is a Relatively Low Priced Shortening

Mrs. Jennie Fisher Cawood, research specialist in home economics, announced the results of a recently completed series of experiments conducted in co-operation with Dr. W. Lee Lewis, world-famous chemist and director of Institute's Department of Scientific Research.

"No longer can a housewife excuse herself from baking on the grounds that her budget will not permit the use of high-priced fats," Mrs. Cawood asserted. "With the utilization of proper methods, lard, which is a relatively low-priced shortening, is virtually equal in cake-baking merit to these other fats and, as a shortening agent, it is superior in making of pies."

The "proper methods" for using lard in cakes, she explained, were developed in the course of the experiments and represent only a slight change from standard methods of cake-making familiar to all housewives.

"The experiments demonstrated," she said, "that lard can be used effectively in the making of delicately flavored cakes. Whereas lard has formerly been used in spice cakes, plain cakes have been the exclusive field of the higher priced fats."

"In the making of pie crust it was shown through exhaustive experiments in which the shortness of the crust was measured very accurately that lard has the highest shortening power of any of the plastic fats. If lard be given a shortening value of 100, then other plastic fats range from 75 to 90."

### Prospects for Speculative Building

Small speculative builders do not seem likely to derive substantial advantages from the new housing construction campaign of the Administration. They will find it as difficult as ever to get construction loans from the banks, it is expected.

It remains to be seen whether suburban building can be revived on a substantial scale without their help. Despite assistance from architects' associations and building and loan groups, city people are usually more inclined to buy a finished house than to undertake the task of building themselves, it is said.

The speculative builders will benefit, however, from easier mortgage credit only in so far as it facilitates the sales of their houses. They will be handicapped by higher construction costs that result because they cannot pay cash for materials, fixtures and construction and installation work.

A great crime preventer—jobs.

## IN THE REALM OF RASCALITY

### Questionable Schemes Which Are Under Suspicion

Unfair competition in the sale of a self-heating iron is charged by the Federal Trade Commission in a formal complaint issued against The Akron Lamp Co. of Akron, Ohio. Trading as Akron Lamp & Manufacturing Co., this respondent, according to the complaint, falsely advertised its "Diamond" self-heating iron under the pretense of seeking agents. The company represented that it would give prospective agents its irons without cost, and that it had set aside 5,000 to be distributed free as a plan for increasing the volume of business. Two irons were to be furnished purchasers for the price of one, the company said. However, the complaint charges that none of the so-called free trials or free offers advertised were such in fact and that in offering two irons for the price of one, the company required a sufficient payment for the one to include the cost of both, together with a profit to the company. No profits or benefits accrue to purchasers or agents working under these arrangements except perhaps from the actual sale of irons purchased, according to the complaint. Erroneous representations of the profits possible to be made from selling the respondent's iron are alleged in the complaint.

The Federal Trade Commission has ordered two Philadelphia shoe companies to cease and desist from misrepresenting their products. The respondents are A. Schwartz and Sons, and P. Trachtenberg, trading as Hill Shoe Company. Each company is ordered to discontinue directly or indirectly using the word "Doctor" or the abbreviation "Dr." in connection with a trade name or designation for its products; or in any way which would tend to lead buyers into believing that the respondent's products are made in accordance with the design or under supervision of a doctor and that they contain special scientific features, when such are not the facts.

The Federal Trade Commission has issued a complaint charging the Paul F. Reich Co., of Bloomington, Ill., candy manufacturer, with selling its product in packages so arranged as to constitute a lottery. This causes many candy dealers to buy the respondent's products in preference to others and, according to the complaint, is an unfair method of competition both in violation of the Federal Trade Commission Act and of the code of fair competition of the candy manufacturing industry under the National Industrial Recovery Act.

Use of the word "Doctor" or of the abbreviation "Dr.", in connection with a name or other words as a trade brand for shoes, will be discontinued by Louis Bernstein, an individual trading as Bernstein Shoe Co., wholesaler, of 108 Duane street, New York City. The respondent agrees not to advertise his products in any way which would deceive buyers into believing that they are made in accord-

ance with a design of, or under the supervision of a doctor, or that they contain special scientific features which are the result of medical advice or service, when this is not true.

Murray R. Director, Los Angeles, an individual manufacturing a vermin exterminator under the name of Murray Director Co., agrees to cease using the words "Absolutely harmless to human beings, domestic animals and poultry" in advertising his product under the trade name "Murdinat." Director will also cease using any other words which would tend to mislead buyers into believing that his product is harmless to human beings and to domestic animals or poultry.

The Municipal Shoe Co., Inc., manufacturer and distributor, 328 Boerum street, Brooklyn, N. Y., will cease using the word "Doctor" or the abbreviation "Dr." in connection with a name or other words as a trade brand for its shoes. The respondent agrees not to advertise its products in any way which would deceive buyers into believing that they are made in accordance with a design of, or under the supervision of a doctor, or that they contain special scientific features which are the result of medical advices, when this is not true.

Robbins Knitting Co., High Point, N. C., agrees to cease using the phrase "Pure Silk Thread Reinforced With Art Silk" as a brand or label for hosiery manufactured and sold by it, or as descriptive of products not composed of silk. Respondent will also stop using the word "Silk," either independently or in connection with the word "Art," so as to imply erroneously that the hosiery is composed of silk. Provision is made that if the hosiery is composed in substantial part of silk and the word "silk" shall be used, it shall be accompanied by other words clearly indicating that the product is made in part of materials other than silk.

Shuford Hosiery Mills, Hickory, N. C., agrees to cease using the phrase "Pure Thread Silk Reinforced with Rayon" as a brand or label for its hosiery, or as descriptive products not composed of silk. Respondent will also stop using the word "Silk," either alone or in connection with the word "Art" or with the words "Pure Thread," so as to imply erroneously that the hosiery is composed of silk. Provision is made that if the hosiery is composed in substantial part of silk and the word "silk" is to be used, it shall be accompanied by other words clearly indicating that the product is made in part of materials other than silk.

The Van Raalte Co., 295 Fifth avenue, New York City, manufacturer of knitted products for women's wear, agrees to cease and desist from using the word "Triquette," or any other word simulating the word "Tricot," so as to deceive purchasers into believing the product to be the article accepted and understood by the trade as a fabric made of the "Tricot" weave or stitch on a flat warp or knitting frame, when this is not the fact.



## 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.

### Hope Rises as Fear Subsides

Fear has been the dominant note of the depression. Fear, caused by the collapse of the stock market in 1929, led to wholesale liquidation of both securities and goods. Deflation begot deflation and, in the course of time, our banking structure began to crumble. As banks were drained of their reserves further liquidation of securities followed. At length, the mounting wave of domestic hoarding and foreign gold withdrawals forced a nation-wide banking holiday.

The measures taken by the Government to overcome this crisis are well remembered. One of them, the ban on gold exports, was primarily a defensive measure; yet it was widely interpreted as a precursor of inflation. As a consequence a new fear—fear of higher prices—supplanted the old fear of deflation. Large speculative purchases of goods ensued, and the curve of national production soared. When, at length, the inflation fear subsided, production fell off sharply.

After excess inventories had been absorbed a new upward surge of buying set in. This time fear of inflation was less of a factor than rising industrial costs. Under the NRA there had been successive advances in wage rates and in due time these were reflected in price increases. In the steel industry, for example, sharp advances in the prices of certain products went into effect on July 1 of this year. To protect themselves against these increases buyers bought heavily in the second quarter, with the result that production rose to 60 per cent. of capacity. The aftermath was another precipitous drop in output, followed by four months of unusually low operations.

To-day industrial activity appears to be slowly recovering. Stocks have been worked off and replacement buying has set in. At the same time business sentiment is improving. Fear of currency inflation has subsided in the face of assurances from the Administration that the printing press will not be used and that monetary policy in general will be kept as orthodox as present conditions permit. Fear of further price advances in raw materials appears to be out of the picture, for the time being at least, because of accumulating evidences that costs and prices have risen too rapidly. Fear of budgetary inflation is still very real. However, the Government is apparently as alive to the danger of mounting Government indebtedness as its critics. In discussing public expenditures the President recently said: "We should all proceed in the expectation that the revival of business activity will steadily reduce this burden."

This is a reasonable viewpoint and it leads one to enquire whether there are any other major fears besetting business. Yes, there is one—fear of

labor trouble. So long as organized labor makes every upturn in business an excuse for a new disturbance, apprehension rather than confidence will be the rule in industry.

But even in this field there is reason to look for a more realistic attitude on the part of the Administration. In its plan for the settlement of the Great Atlantic & Pacific Tea Co. strike, the National Labor Relations Board prohibited unions from resorting to coercion or intimidation in their membership drives. If this principle is generally applied and enforced, the day of flying squadrons and mass picketing is over and, with it, the day of major industrial disturbances.

With the fear of chronic labor unrest finally laid to rest—and the writer is optimistic enough to believe that it will be laid to rest—the last major obstacle to revival will be removed. The psychology of hope will then replace the psychology of fear. Capital will come out of hiding, the consuming public will loosen its purse strings, and the accumulated needs of five years will be translated into purchases.—C. L. Lacher in Hardware Age.

### Thirty-First Annual Convention of Implement Dealers

Tuesday, December 4.

9:30 a.m. Meeting of officers and directors and local committees.

12:30 noon. Convention to start with a luncheon in ball room, Pantlind Hotel.

Song—America.

Invocation—Edward DeYoung.

1:30 p.m. Memorial service for the late C. L. Glasgow, of Nashville.

1:50 p.m. Address of welcome—Mayor of Grand Rapids.

Response—Isaac Van Dyke, Zeeland.

President's address—A. J. Rankin, Shelby.

Secretary's report—S. E. Larsen, Grand Rapids.

Treasurer's report—Henry Schantz, Grand Rapids.

Secretary's report (financial)—S. E. Larsen, Grand Rapids.

3 p.m. Address—J. S. Witmer on "On the Way Out."

Announcement of committees.

Attendance drawing.

Open house at exhibit hall to public Tuesday evening until 10:30 p.m.

Wednesday, December 5.

9:30 a.m. Meeting called to order in ball room of Pantlind Hotel.

Singing.

9:45 a.m. Dealer discussion period, led by Henry A. Schantz.

Elmer Lang, Capac—Revising direct Credit.

10 a.m. Wm. Montague, Ovid—Cash reserve.

10:15 a.m. R. B. Collis, Benton Harbor—Local groups.

10:35 a.m. K. K. Vining, Grand Rapids, Kent County Agent—Address—

"4H club work and dealers tie with county agent."

Discussion.

11:10 a.m. Adolph Schnepf, St. Louis—"Minimum mark-up."

11:25 a.m. E. B. Strachly, Burr Oak—"Twine situation."

Discussion.

Attendance drawing.

Exhibit hall open until 6 p.m.

Thursday, December 6

1 p.m. Meeting called in ball room of Pantlind Hotel.

Singing.

Address—David E. Darrah on

"Trade suicide or trade self-government."

Report of Committees:

Legislative

Auditing

Trade relations

Resolutions (C. E. Hochradel)

Nominations

Exhibition hall open until 6 p.m.

Banquet Thursday night, 6:30.

The usual very interesting array of speakers.

John Krause, of Lansing, will act as toastmaster again.

### Canned Goods Prices Easier

Pressure for additional business in the primary market has caused an easing of prices in some varieties of late minor canned fruits and vegetables, according to reports in the primary market. Prices on major items continue to hold steady, however, with some of the more popular grades very scarce, due to the heavy buying by distributors during the last three months. Canners expect a period of dullness during the next two months, as wholesalers are well stocked and it will require considerable time for this merchandise to pass into retail channels.

### Heavier Apparel Re-orders Due

Larger re-orders on women's heavier apparel are in prospect, due to the inroads on stock. Coat promotions are meeting with good consumer response and a substantial additional volume in this merchandise is expected to feature the next two weeks. The demand at retail for formal dresses has been brisk, it was added, with one of the best seasons in this type of merchandise for some time being experienced. Knitted sportswear, negligees, undergarments and accessories have likewise met an extremely good consumer demand that will result in reorders.

### Shoe Demand Holds Up

While demand for shoes is holding up fairly well, manufacturers complain that retailers have gone back to a policy of buying only immediate requirements and that little advance purchas-

ing is coming through. Sellers admit that stores are still doubtful about hide and leather prices, but insist that no further serious reactions need be expected, as leather prices are even lower than the current hide basis warrants. Orders are confined mainly to shoes retailing under \$5. The Shoe Fashion Guild will open its Spring lines next week, while volume styles will not be ready before the middle of December.

### Stores Re-order Cooking Wares

Continued demand for small kitchen-ware for immediate delivery keeps sales volume in the wholesale market at a high level. For the last ten days buyers for both jobbers and retailers have been active in the market ordering goods to replace merchandise moved in recent special promotions. Cooking utensils of all types from low and medium price porcelain, aluminum and tin to high price chromium plated copper, were purchased yesterday. The goods will be featured in sales to be held in chain and independent stores the week before Thanksgiving.

### Hollow Ware Market Active

Orders for holiday sterling and silver-plated hollow ware reached the market in substantial volume this week from retailers in the mid-West and New England States. Until this month, most of the stores in near-by States have confined purchasing to regular Fall goods. Articles in demand for Christmas promotion include candlesticks, flower vases, bon-bon dishes and fruit bowls, priced from \$5 up. Cocktail shakers in sterling, plated silver and chromium plate were leading items in the liquor accessory lines.

### White and Gold Lamps Ordered

White and gold lamps, made up in classic modern, Federal and early American designs, dominated orders placed by retailers buying large quantities of goods for immediate and holiday delivery this week. Calls were confined to merchandise to retail at \$5 to \$15, and included both china and metal base lamps. Buying this week is the heaviest which has developed since the season opened and brings the sales volume to date nearly 15 per cent. above figures for the corresponding period last Fall.



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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



## DRY GOODS

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

### Corset Makers Ask Code Change

Fifty leading corset manufacturers have forwarded a telegram to Donald Richberg, executive director of the National Emergency Council, requesting the elimination from the code of the corset and brassiere industry of all fair trade practice provisions and the retention of only those provisions dealing with labor, it became known yesterday.

It was also announced here that the Associated Fur Coat and Trimmings Manufacturers, Inc., yesterday forwarded resolutions making demands for changes in the Fur Manufacturing Code to Clay Williams, chairman of the National Industrial Recovery Board, and to Prentiss L. Coonley, deputy administrator in charge of the code.

The action of the corset manufacturers was hailed by the Association of Buying Offices as reflecting the wide interest which retail and manufacturing circles have taken in the stand, recently expressed by Mr. Richberg, in favor of code simplification and the elimination from codes of provisions which have evoked substantial opposition. Members of the association, headed by John Block, of Kirby, Block & Co., represent 1,700 independent retail stores, doing an annual volume of business of \$1,500,000,000.

In their telegram to Mr. Richberg, the corset manufacturers said:

"The most serious handicap, in our opinion, to the President's recovery program is the over-regulation and consequent strangulation of business by reason of the so-called fair trade practice provisions of the various codes.

"After a year of watchful waiting and co-operation, we have found that practically all of the fair trade practice provisions of our code are entirely unworkable, especially for the smaller business, which we believe is contrary to the intent of the National Recovery Act. They have hampered and retarded progress and recovery in our industry. They have increased the cost of merchandise to the consumer. We, therefore, request your assistance in removing these burdensome provisions from the code of the corset and brassiere industry."

The resolutions of the Associated Fur Coat and Trimmings Manufacturers, Inc., as given out this week by Edward Fillmore, general counsel, asserted that "unless action is taken by the administration on the demands, the members will have no further interest in the code of fair competition for the fur manufacturing industry."

The demands chiefly stress the following: that the present set-up of the Code Authority is "unfair and unjust" inasmuch as it is now composed of five representatives of fur trimmings manufacturers, as against only two representatives of the Associated, "whose members manufacture most of the fur

coats and trimmings manufactured in the United States"; that failure on the part of the NRA to curb unfair competition by imposing on the custom retail fur manufacturers the same wage and hour provisions has caused "incalculable loss"; that the code assessment is "excessive" and that the transfer of the code to the leather and fur group has impaired enforcement.

### Rug Promotions Urged by Mills

Recent promotions of rugs and carpets brought a surprisingly good response from consumers, buyers in the market to replenish stocks of low price goods said yesterday. The number of stores featuring floor covering in special sales was limited but in every instance where rugs were promoted results exceeded expectations. On the basis of this week's experience rug manufacturers will press retailers to sponsor elaborate rug promotions up to Thanksgiving Day. They argue that consumer demand was late in starting this Fall but that a substantial volume of trade can be done before the end of the season if stores give the necessary attention to floor coverings.

### Seek Lower Basement Costs

Means for reduction of overhead expenses in basement departments featured the recent meeting of basement merchandise managers of the merchandising division of the National Retail Dry Goods Association at the Hotel New Yorker. The competition of the variety chains, credited with the lower overhead expense of 26 per cent. was cited as a vital factor in the need for cutting costs. Introduction of added lines to increase sales and a cut in direct expenses were offered as ways of getting lower costs. It was also indicated that installment selling in basements is gaining, the experience being cited of a heavy response to an offering of silver flatware at \$28 on a \$1 down and \$1 weekly basis.

### Fancy Groceries in Demand

Wholesale grocers expect a heavy demand for holiday merchandise to develop in the market this week, according to reports they have received from store accounts indicating that retailers generally are planning to enlarge their commitments for fancy and "luxury" items. Chain store groups will make a big play for holiday trade this year, as the distributors anticipate a large increase in the volume of consumer buying. The dried fruit division of the market has been unusually active and prices are firmer as a result of a shortage of some items. Retailers appear to be well supplied with canned goods, and the principal movement in this branch of the market is on goods which show price concessions.

### Early Holiday Shopping Gains

Efforts on the part of retailers to spur early shopping for the holidays are making progress surpassing expectation at this time. While by far the larger bulk of Christmas shopping will not be begun until after Thanksgiving, the purchasing of merchandise falling into the gift category so far this year is credited with being ahead of 1933. The movement will be given further

impetus with the opening of enlarged toy sections within the next ten days. Introduction of holiday atmosphere into store decorations and trim will also be earlier than was the case last year.

### Frightened Him

Sportsman (having emptied both barrels at a rabbit): There, Jack, I'm sure I hit that one.

Friend: Well, he certainly did seem to go faster after you shot at him."

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Elwood, Ind. ....	60c

The rates quoted above are Night Station-to-Station rates, effective from 8:30 p. m. to 4:30 a. m. Night Station-to-Station rates are approximately 40% less than Day Station-to-Station rates, in most cases. On calls costing 50c or more, a Federal tax applies.

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GRAND RAPIDS, MICHIGAN

## HOTEL DEPARTMENT

### Upton Sinclair Proves To Be a Poor Loser

Los Angeles, Nov. 10.—Upton Sinclair seems to possess all of the elements of a "poor loser." He claims he was cheated out of the election for governor of California because of vote pilfering. And yet he had intelligent representatives on every election board in the state, there were no complaints as to disorder of any kind, and but one arrest was reported for illegal voting throughout the state. If Mr. Sinclair will take a day of and read some of the twaddle he tried to pass off on an intelligent public as literature, he may have an awakening, and understand why Americanism was at a premium in the contest.

Norman J. Hockenbury, youngest son of the vice-president of the American Hotels Corporation, has enrolled as a student of the Michigan Hotel Association hotel administration course at the Michigan State College at Lansing.

J. Lee Barrett, vice-president of the Detroit Convention and Tourist Bureau, told the members of the Detroit Hotel Association at a recent meeting held at Hotel Tuller in that city that the outlook for hotel business during the coming year is much better than for some time past. It is granted that Mr. Barrett usually knows what he is talking about and his remarks were jubilantly received. At this meeting the local hotel organization went on record as against the introduction of politics in their conduct of business affairs, which is a position satisfactorily maintained by most successful business institutions.

Henry Hall James, dean of Detroit hotel operators, died of pneumonia at the age of 89 years in his apartment in Hotel Franklin, in that city, which he had conducted for over thirty years. He was married in 1866 to Sarah M. Warner, whose father, J. C. Warner, erected the Franklin in 1842, and in 1900 Mr. James became owner and operator of same. This hotel, during its entire existence, had the record of never having maintained a bar on its premises. His son, Robert W. James, was associated with him in the operation of the Franklin for many years, and now conducts Hotel Andoria in the Motor city.

Harry Eastman, long associated with "Uncle Ben" Brahmam, in the conduct of the affairs of the Hotel Bulletin, Chicago, and well-known by almost every Michigan operator, being usually in attendance at all state conventions, and who has been ill for nearly a year, has come to California to test the recuperating qualities of "sunshine and roses."

Robert Hamilton, sales manager for Detroit Statler, was awarded a prize for bringing in the largest number of pledges for the Detroit Community Fund on the first day of its recent drive. Mr. Hamilton headed one of the soliciting teams.

Thomas Slattery, well-known as a great favorite with commercial men, stopping at Hotel Fort Shelby, Detroit, as head porter for a long time, has been appointed as superintendent of service in that hostelry.

John J. Larraway, who last year was one of the managers of Portage Point Inn., Onekema, has been appointed assistant catering manager at Hotel Fort Shelby. He was a former graduate of the hotel class at Michigan State College.

The American Hotel Association has completed a thorough study of the various Federal loan agencies in an effort to determine whether hotels may obtain loans from any of these agencies, and if so, under what conditions and terms. The result is the publication of a booklet entitled "The Facts About Government Aid Available to Hotels." It may be obtained by applying to the A. H. A.

One of the magazines recently had an interesting cartoon of a patron seeking the prescription department of a drug store, after being shifted from lunch counter to cameras, and from pipes and tobaccos to toilet accessories, finally learning that prescriptions might be filled in the basement. Perhaps he was fortunate at that, in finding out that they did a prescription business at all. Now that certain chain cigar stores are introducing lunch counters, the main purpose for which they were originally operated may be relegated to the back alley.

Once a year the U. S. Navy is host to the dear public which keeps it going, and thousands were on hand last Monday to witness the array of a half-dozen or more of our staunchest battleship in holiday attire. The grim side of the navy business was thrust into the background, while the commanders and lesser officers, extended the annual greeting to their civilian "bosses." Ships' bands played patriotic concerts all day, fighting sea-planes were catapulted from ships' decks and rolled and zoomed in the air above; the annual Naval Day boat races were held in the morning, besides other affairs, too numerous to mention. Visitors were met at the docks at San Pedro by Government launches, transported without charge to some particular vessel they were taken on board and given personally conducted tours by well-posted guides, who explained the workings of everything from the electric bread-mixer to the powder elevators of the seventy-two sixteen inch guns. Later on will come the annual target practice, but this program will be viewed from the hills contiguous to Fort McArthur.

Pershing Square, better known as the "home of the unburied dead," as its appellation would indicate, is a sort of resting place for wayfarers of every type and a sort of get-together rendezvous for newcomers, who pick up stray acquaintances and form new ones. On the occasion of nearly every visit I have made to this shrine I have noticed trudging to and fro, a derelict, seemingly of great age—a man of powerful frame, standing about six feet two, with silver hair and beard, bare-legged and wearing a one-piece garment something like a pajama suit of thin material and sometimes a sort of smock over that. Winter or summer, rain or shine, it is said he wears no heavier clothing and he certainly has a rugged appearance. He disclaims knowledge as to his exact age, but the other day coming in contact with him, I unearthed the fact that he is a real philosopher. He says that the Bible teaches us the body is more than raiment; that the more we cover ourselves and get away from nature the more we contribute to the destruction of the soul. Here is a parable he offered in justification of his statement, which is, indeed interesting: "Once a man had a rag. The rats gnawed it, so someone advised him to get a cat. He got a cat, but needed food for it. So he got a cow. To feed the cow he had to have hay, so he got a farm. To store what the farm gained him, he had to have a bank. To protect the bank he had to have soldiers from sea attacks had to have a navy. So we came to wars and destruction. We are working the wrong way. Instead of getting more and more we should have less and less, until at last we can throw away the rag." A cheer-

ing thought if one can become accustomed to the climate.

The Interstate Commerce Commission no proposes to find out if the railroad companies are warranted in charging extra fare for transportation on fancy trains. As the patrons of these trains are of a class who can afford to pay fancy prices for extraordinary service and do so without protest in every line of comfort and entertainment, it is quite likely the Commission will decide against allowing the extra charge and make up the discrepancy by added charge for transporting farm products. There is every reason why the railroads should discriminate in charges for this class of service, just the same as an added price is exacted from the traveler for Pullman accommodations over the day coach offerings. Were there no extra charge these top-notch trains would be loaded to the guards at all times and most everybody would be dissatisfied. When the opulent travelers begin to complain will be the proper time for the regulators of the sun, moon and stars to put in their oar.

That the New York state law limiting the liability of an inn-keeper to \$100 in case of loss of baggage, where there has not been a previous agree-

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

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**The MORTON**  
400 ROOMS EACH  
WITH BATH

**\$1.50 up**

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

**Pantline**  
GRAND RAPIDS  
750 ROOMS \$2 UP

**CODY HOTEL**  
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RATES—\$1 up without bath,  
\$2.00 up with bath.

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**THE REED INN**

Excellent Dining Room  
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MRS. GEO. SNOW, Manager

**Park Place Hotel**  
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Rates Reasonable—Service Superb  
Location Admirable  
GEO. ANDERSON, Mgr.  
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50 Baths 50 Running Water  
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Rates \$2.00 and up  
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KALAMAZOO  
Good Place To Tie To



ment between the owners of the baggage and the hotel, is recognized as meaning what it says, is evident from a decision handed down by the supreme court, where a verdict of \$100 was rendered in an action for the loss of a jewelry trunk which was valued at \$15,000 and that amount claimed in the suit. It would be a good thing to have such a law in many of the other states. There has been an epidemic of lawsuits all over the country where in an attempt has been made to develop a goat out of the hotel man, and he has acted the part nobly, but it is high time he were permitted to have a vacation. Recently out here a guest stubbed his toe on a stair carpet and forthwith the hotel man was asked to pony up \$25,000, notwithstanding the fact that no proof was offered to the effect that the said stair covering was in any wise defective. The judge, however, probably sensed that someone had been dallying with booze, that the hotel man was not to blame and took the case away from the jury.

The pedestrian must be eliminated. Seems to me he is almost a greater nuisance than Old Dobbin. If one were given to statistics he could probably demonstrate by the "rule of three" that it is the pedestrian who clutters up the highway and makes auto driving a real effort. In the first place if he is done away with sidewalks may also be eliminated, thus adding greatly to the area which may be utilized for carnage between high-powered automobiles and their more or less indifferent operators. One of our California coroners went so far in directing a verdict for homicide for one of these "walkers" as to intimate that he got what he deserved. He didn't go so far as to suggest a fine for such trespassers, but I expect that time is near at hand. Even if he is swept up and carried away in an undertaker's basket, he is in a position where he deserves condemnation. When this new proposed \$200 auto comes into being I shudder at the fate which will be meted out to the old-fashioned guy who insists on walking.

The ruling passion among the sporting element in California especially, seems to begin early. Comes a little girl in her early teens who wants a guardian appointed for her forthwith, notwithstanding the fact that she is already provided with two able bodied and probably mentally alert parents. But she craves a court guardian because she is going to make a world-record flight as soon as she learns to fly and can find a millionaire angel to back her. She asserts she will need the guardian to make contracts for the vaudeville, movie and magazine engagements that will at once follow and the cigarette endorsements she expects to sell. This is her idea of preparedness, and she almost feels she is prepared to make a flight to Madagascar or Timbuctoo with one loading of her powder puff. The funny thing about the whole proposition is that the world is fairly cluttered up with fairies of this type. The newspapers fall for them and the dear public thinks they are entitled to entrance in the sport fields and on the front pages. And civilization advances accordingly.

Frank S. Verbeck.

More activity was noted last week in the wholesale merchandise markets. Mounting retail sales have brought larger replacement orders. A feature of the week was the buying spurt in the cotton goods trade. In the worsted market prices were marked up following their recent dip.

A wise man should have money in his head but not in his heart.—Dean Swift.

#### Items From the Cloverland of Michigan

Sault Ste Marie, Nov. 12—Now that another election is over and everybody is happy, except the losers and they took defeat like good sports—we congratulate the winners and wish them success. Our city officers all have their jobs for another term. They were all faithful workers and reaped the reward for their efficient service.

Alex Bush, for the past fifteen years connected with the grocery business, and for a number of years with the Soo Co-op. Mercantile Association, has opened business for himself, in the old Bosley store on Maple street, which has been closed for the past year. Mr. Bush is well acquainted in the East end of the city, having been in charge of a store on Portage avenue in the same neighborhood. The store has been redecorated and stocked with a full line of groceries, as well as cold meats, and his many friends wish him success in his new venture.

Nobody is 100 per cent. satisfied these days, but any honest man must admit it might have been a lot worse.

Robert Tobin has resumed the management of the Michigan Liquor Control Commission after a five week leave preceding the election. Robert was a candidate for county clerk, but happened to be on the losing side.

Oil and gasoline dealers of the Sault were guests of the Standard Oil Co. last Wednesday evening in the main dining room of the Hotel Ojibway at a program of entertainment and instruction, followed by a buffet lunch.

Earl Brown has taken over the Standard Oil service station at 102 Portage ave. Mr. Brown has taken a lease from the Standard Oil Co. The station was formerly operated by Reginald Ashmun, who resigned last week to go into business with his brother, Richard, of Caro.

Trek to the North woods by Michigan hunters has started with ideal weather conditions indicated when the season opens next Thursday. On Saturday four ferries were put on the run, at the Straits of Mackinac, one being the railroad ferry, Chief Wawatam, which will help the three state boats during the Northward rush. Last year 16,000 hunters crossed the straits and returned with 5,000 bucks.

Prospects of re-opening the camps and Sault plant of the Cadillac Soo Lumber Co. this winter are decidedly dim, as stated by Clyde A. Saunders, manager. If any change is made in the present rate of production, it will be on the curtailment side, with fewer men employed in the lumber mill of the plant here. The reason assigned by Mr. Saunders for the inability to open camps this winter and to get into production again is the failure of the company to obtain an expected loan from the Federal reserve system. A loan to the Cadillac-Soo Co. has been approved by the Federal administration for the past six weeks, it is stated, but the reserve bank has tacked on so many conditions to the loan, including personal guarantee by all members of the board of directors of the company, that decision has been reached not to accept such loan. The terms were considered impossible. The failure to open the Cadillac-Soo Co. plant blasts hopes of several hundred Chippewa county workmen for employment this winter and presents a problem to county welfare organizations that it was hoped to avoid.

Blondes are disappearing, according to the latest fashion report. Yes, indeed, and some of them with other women's husbands.

It was the writer's good fortune to meet Terry O'Laughlin while passing through Bay City last week and have a short and pleasant visit with Terry, being the first visit in many years. About thirty-four years ago he resided in the Sault and was one of the well-known salesmen in those days. He was also manager for the Mud Lake

Lumber Co. store, at Raber, one of the big lumber concerns at that time. Terry asked all about the old-time friends and what there was left of the old towns which flourished in those days. He has not been back since moving to Bay City and he would surely be surprised to see the changes which have taken place during the thirty-four years. He wants to be remembered to his old-time friends who are still in the land of the living and will be glad to have them stop when they pass his place of business, which is in a nice family grocery store on the West side of Bay City, where he and his wife are enjoying life in their declining years.

We talk a lot in life, but have a way of keeping awfully quiet about the things which really hurt.

William G. Tapert.

#### Evidently Authorized by the Clayton Act

The complaints filed in Washington against the H. J. Heinz Co. and the Beechnut Packing Co. by Herman Hansen in behalf of Charles H. Kretschmer, of Saginaw, described in this week's Out Around, appear to be answered by Section 2 of the Clayton Act, judging by the following letter:

Washington, Nov. 8—We have your letter of Oct. 30, 1934, in which you submit certain quotations by H. J. Heinz Co. and Beechnut Packing Co., which in your opinion indicate price discrimination on the part of these concerns against small grocers in the Western States.

For your information we are enclosing a copy of the Clayton Act and direct your particular attention to Section 2 thereof, which you will note provides against price discrimination, but makes certain exceptions for quantity purchases, etc. From the facts presented in your letter it would appear that the price differentials quoted therein would fall within these exceptions. However, if after you have given further study to the situation in the light of the enclosed Act, you still feel that said situation involves a violation thereof, we will be glad to give the matter further consideration upon the receipt of such evidence as you may have in support of the allegations made.

James A. Horton,  
Chief Examiner Federal Trade Commission.

#### Process Freezes Ice Cream On Drum

The manufacture of ice cream, water ice, sherberts and other refrigerated products is said to be made more efficient by means of a machine patented by Vogt Processes, Inc., of Louisville, Ky. In processing such commodities, it is desirable to effect the hardening or setting of the product as rapidly as possible, without undue agitation or disturbance of the product, after the proper and desired amount of air has been incorporated in it. The new machine consists essentially of a large cylindrical drum refrigerated from within, and provided with a large number of channels in which the ice cream mix is introduced. After the liquid, semi-liquid or plastic material is frozen in the refrigerated channel, the material is removed in the form of slabs or bars, which may then be cut into the desired and uniform length. The lengths are preferably comparatively short because any curvature resulting from the periphery of the roll will be smaller, the shorter the section. In the case of ice cream, the curvature of the bars or sections is not so important because ordinarily ice cream has a sufficient amount of unfrozen water even at a temperature of 0° F. to per-

mit it to be formed or bent to a considerable degree without perceptible fracturing.

#### Maple Flavor By Alcohol Extraction

A true maple flavor is obtained, according to Leo Skazin of Ottawa, Ontario, Canada, by adding a readily volatile liquid, miscible with the maple syrup, which at the same time, without reacting chemically with the sugar, greatly decreases the solubility of sugar in the resulting liquid. The process may be applied to maple sap, partially concentrated maple sap, maple syrup, maple sugar, etc. Ethyl alcohol is preferred as a solvent for the flavor. The alcohol is added to the maple syrup and absorbs the flavor, while causing the sugar to crystallize out. The sugar is filtered off and the remaining liquor containing the maple flavor may be evaporated to remove the volatile addition agent and part of the water and thus produce a concentrate of the flavor.

#### Rise in Steel Operations

The rise in steel operations for the fourth consecutive week reflects the current trend toward a moderate, but widespread improvement in industrial activity.

While advance orders from the automobile industry for steel requirements in connection with the new models are a factor, the chief demand is coming from well diversified trade channels. This is held particularly significant since it means that the stocks accumulated during the second quarter by many dealers and steel product manufacturers are pretty well exhausted. The rise in building activity and plant construction work is also beginning to make itself felt.

A further increase in steel output is, therefore, anticipated in the near future. While the rate of increase has been slow, it is recalled that some steel producers five or six weeks ago began anticipating the rise in demand. Stocks thus built up have to be sold first before the current demand will be fully reflected in operating figures, it is held.

Ethical sense is awareness of beauty, economy, fitness and proportion in conduct. Ethical discrimination, a sense of obligation, and disciplined will-power make character. Keen ethical sense requires intelligence and experience. Lacking these, conduct must rest on codes, presumably formulated by those with greater ethical sense for guidance of those with less. In ethics, as in every field, genius sets standards which become authority to those who recognize excellence, even where they cannot create it.—Antioch News.

#### He Got the Job

Johnny, ten, on applying for a position as office boy, was told by the smart manager: "No, I'm afraid you are too small. I think the reason is because your legs are too short."

With a smile the young applicant looked up and replied: "Huh, what this place needs is brains, not legs."

## 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.

### Activities of the State Associations

On Friday evening, Nov. 9, I had the privilege of attending the dinner dance of the Battle Creek Retail Druggists Association at Post Tavern. There were about 300 in attendance to enjoy the turkey dinner, vaudeville show and the dance. Everybody attending seemed to enjoy the entire evening.

The Kalamazoo druggists are putting on their annual Thanksgiving dinner at the Columbia Hotel at 7 p. m. on Nov. 27. At this meeting E. J. Parr, Director of Drugs and Drug Stores, will explain the new pharmacy law and the Secretary of the State Association will explain the "Twenty point" program. The Kalamazoo druggists are inviting the druggists of that District to attend this meeting.

A number of druggists are planning to attend the dinner of the Michigan Federation of Retail Merchants at the Olds Hotel at 6:30 p. m. Nov. 22, in Lansing. This meeting is being sponsored by the Federation. The speakers will be Governor-elect Fitzgerald and Lieutenant Governor-elect Reed, Harry Toy, Attorney General-elect, and Arthur H. Vandenberg, U. S. Senator.

One of the most discussed problems of independent business to-day is the one of so-called price fixing. Price fixing is a horrid word and does not mean that the consumer has to pay the bill. Confidence that the wage earner will get what is fair from the only source he can ever get it, an employer who makes fair profit from a consumer who pays a fair price, is what is needed. The old price fixing bugaboo which has been

out-of-date for a good many years, always rises to provoke many attempts to place a re-sale price upon many products, regardless of fairness of price on the fact that it is an open and free competition with like products. Where is there a better person to fix that price than the manufacturer who makes it? If he sets his price too high, it will not sell in a competitive market of like products. The slogan of independent merchants to-day should be to keep competition alive, but prevent monopolies, by helping the manufacturer who wants to have a minimum price on his products to be able to set that price without the interference of a thousand laws that prevent progress.

The Government cannot legislate to keep the poor business man in business, but it can go a long ways to help the main streets of Michigan in the matter of receiving an equal chance with outside interests to make an honest living.

Clare F. Allan,  
 Secretary M. S. P. A.

### Not Afraid of High Taxes

While there still is no decision within the administration as to whether to approach Congress for new tax legislation, there is growing evidence that high levies are no bugaboo to the Washington Government and that there would be no hesitation about submitting new schedules that would make our laws look more like those of England.

The belief is expressed that the report of the observers sent abroad by the Treasury to study the British system will show justification for further boosts in the income tax rates and for levies on commodities and services now touched only lightly or not at all.

Outside the inner circle there are predictions of a Federal sales tax, with necessities of life alone exempted, but there seems no indication from administration quarters that this will be resorted to. However, here again it may be stated that public sentiment in opposition to such a tax would not weigh very heavily with the proponent if it be deemed necessary to adopt it.

### The Difference

Tennyson could take a piece of paper, write a poem on it, and make it worth \$10,000.—That's genius.

Sargent could take a piece of canvas and paint a picture on it that made it worth \$10,000.—That's art.

Rockefeller can sign a check and

make it worth \$10,000.—That's capital.

The author of this can write a check for \$10,000, but it wouldn't be worth a cent.—That's tough!

Genius invariably triumphs.

Complete modern Drug Store fixtures for sale at a great sacrifice, consisting of plate glass aliding 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

# 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



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!**

<b>DOLLS</b>	<b>PARTY FAVORS</b>	<b>SILVERWARE</b>
<b>GAMES</b>	<b>STATIONERY</b>	<b>CHROMIUM WARE</b>
<b>BOOKS</b>	<b>GREETING CARDS</b>	<b>ELECTRIC GOODS</b>
<b>WAGONS</b>	<b>TOILET SETS</b>	<b>TOASTERS</b>
<b>VELOCIPEDES</b>	<b>BRUSH &amp; COMB</b>	<b>WAFFLES</b>
<b>BICYCLES</b>	<b>BOUDOIR SETS</b>	<b>LAMPS</b>
<b>SLEDS</b>	<b>MANICURE SETS</b>	<b>BULBS</b>
<b>ORNAMENTS</b>	<b>CLOCKS</b>	<b>TREE LIGHTS</b>
<b>TRAINS</b>	<b>WATCHES</b>	<b>REFRIGERATORS</b>
<b>DOLL CABS</b>	<b>SALE GOODS</b>	<b>COFFEE SETS</b>

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Manufacturers' Outlet

YPSILANTI

MICHIGAN



## WHOLESALE DRUG PRICE CURRENT

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

ACID			FLOWER			No. 1, lb.			NAPHTHALINE			QUASSIA CHIPS			
Acetic, No. 8, lb.	06 @	10	Arnica, lb.	50 @	55	Balls, lb.	08 1/2 @	15	Almond	Bit., true, ozs.	@	50	Pound	25 @	30
Boric, Powd., or Xtal., lb.	07 1/2 @	20	Chamomile			Flake, lb.	08 1/2 @	15	Blt., art., ozs.	@	30	Powd., lb.	35 @	40	
Carbolic, Xtal., lb.	36 @	43	German, lb.	60 @	70				Sweet, true, lbs.	1 40 @	2 00	5 oz. cans, ozs.	@	77	
Citric, lb.	33 @	45	Roman, lb.	@	1 40				Sweet, art., lbs.	75 @	1 20				
Muriatic, Com'l., lb.	03 1/2 @	10	Saffron						Amber, crude, lb.	71 @	1 40				
Nitric, lb.	10 @	15	American, lb.	50 @	55				Amber, rect., lb.	1 30 @	2 00				
Oxalic, lb.	15 @	25	Spanish, ozs.	@	1 35				Anise, lb.	1 00 @	1 50				
Sulphuric, lb.	03 1/2 @	10							Bay, lb.	4 00 @	4 25				
Tartaric, lb.	33 @	40							Bergamot, lb.	2 75 @	3 20				
ALCOHOL			FORMALDEHYDE, BULK			NUTMEG			OIL ESSENTIAL			QUININE			
Denatured, No. 5, gal.	39 @	50	Pound	09 @	20	Pound	@	40	Almond	Cassia, USP, lb.	2 10 @	2 60	Pound	25 @	30
Wood, gal.	50 @	60						50	Powdered, lb.	Cedar Leaf, lb.	1 70 @	2 20	Powd., lb.	35 @	40
ALUM-POTASH, USP			FULLER'S EARTH			NUX VOMICA			ROSEMARY			ROSIN			
Lump, lb.	04 @	13	Pound	05 @	10	Pound	@	25	Almond	Cedar Leaf, Coml., lb.	1 00 @	1 25	Pound	04 @	15
Powd. or Gran., lb.	04 1/2 @	13						25	Blt., true, ozs.	Citronella, lb.	1 00 @	1 40			
AMMONIA			GELATIN						Blt., art., ozs.	Cloves, lb.	1 75 @	2 25			
Concentrated, lb.	06 @	18	Pound	55 @	65	GLUE			Sweet, true, lbs.	Croton, lbs.	4 00 @	4 60			
1-F, lb.	05 1/2 @	13				Brok., Bro., lb.	20 @	30		Cubeb, lb.	4 25 @	4 80			
3-F, lb.	05 1/2 @	13				Gro'd, Dark, lb.	16 @	25		Erigeron, lb.	2 70 @	3 35			
Carbonate, lb.	20 @	25				Whi. Flake, lb.	27 1/2 @	35		Eucalytus, lb.	35 @	1 20			
Muriate, Lp., lb.	18 @	30				White G'd., lb.	25 @	36		Fennel	2 25 @	2 60			
Muriate, Gra., lb.	07 1/2 @	18				White AXX light, lb.		40		Hemlock, Pu., lb.	1 70 @	2 20			
Muriate, Po., lb.	22 @	35				Ribbon	42 1/2 @	50		Hemlock, Coml., lb.	1 00 @	1 25			
ARSENIC			GLYCERINE							Juniper Ber., lb.	3 00 @	3 25			
Pound	07 @	20	Pound	17 1/2 @	45					Juniper W'd, lb.	1 50 @	1 75			
BALSAMS			GUM							Lav. Flow., lb.	4 50 @	5 00			
Copaiba, lb.	60 @	1 40	Aloes, Barbadoes,			Aloes, Socotrine, lb.		75		Lav. Gard., lb.	1 25 @	1 50			
Fir, Cana., lb.	2 00 @	2 40	so called, lb. gourd.			Powd., lb.		80		Lemon, lb.	2 00 @	2 40			
Fir, Oreg., lb.	50 @	1 00				Arabic, first, lb.		40		Mustard, true, ozs.		1 25			
Peru, lb.	4 00 @	4 60				Arabic, sec., lb.		25		Mustard, art., ozs.		30			
Tolu, lb.	1 50 @	1 80				Myrrh, lb.		60		Orange, Sw., lb.	3 00 @	3 25			
BARKS										Origanum, art., lb.	1 00 @	1 20			
Cassia										Pennyroyal, lb.	2 75 @	3 20			
Ordinary, lb.		30								Peppermint, lb.	5 50 @	6 00			
Ordinary, Po., lb.	25 @	35								Rose, dr.		2 50			
Saigon, lb.		40								Rose, Geran., ozs.		1 90			
Saigon, Po., lb.	50 @	60								Rosemary Flowers, lb.	1 00 @	1 50			
Elm, lb.	40 @	50								Sandalwood					
Elm, G'd, lb.	38 @	45								E. I., lb.	8 00 @	8 60			
Sassafras (P'd lb. 50)	38 @	45								W. I., lb.	4 50 @	4 75			
Sassafras, cut, lb.	20 @	30								True, lb.	1 90 @	2 40			
Scaptree, Po., lb.	35 @	40								Syn., lb.	85 @	1 40			
BERRIES										Spearmint, lb.	2 50 @	3 00			
Cubeb, lb.		65								Tansy, lb.	3 50 @	4 00			
Cubeb, Po., lb.		75								Thyme, Red, lb.	1 75 @	2 40			
Juniper, lb.	10 @	20								Thyme, Whi., lb.	2 00 @	2 60			
BLUE VITRIOL										Wintergreen					
Pound	06 @	15								Leaf, true, lb.	5 60 @	6 00			
BORAX										Birch, lb.	4 00 @	4 60			
P'd or Xtal, lb.	06 @	13								Syn.	75 @	1 20			
BRIMSTONE										Wormseed, lb.	3 50 @	4 00			
Pound	04 @	10								Wormwood, lb.	5 50 @	6 00			
CAMPHOR									OILS HEAVY						
Pound	70 @	90							Castor, gal.	1 45 @	1 60				
CANTHARIDES									Cocanut, lb.	22 1/2 @	35				
Russian, Powd.	@	4 50							Cod Liver, Norwegian, gal.	1 20 @	1 50				
Chinese, Powd.	@	2 00							Cot. Seed, gal.	85 @	1 00				
CHALK									Lard, ex., gal.	1 55 @	1 65				
Crayons									Lard, No. 1, gal.	1 25 @	1 40				
White, dozen	@	3 60							Linseed, raw, gal.	73 @	88				
Dustless, dozen	@	6 00							Linseed, boil., gal.	76 @	91				
French Powder, Coml., lb.	03 1/2 @	10							Neatsfoot, extra, gal.	80 @	1 00				
Precipitated, lb.	12 @	15							Olive						
Prepared, lb.	14 @	16							Malaga, gal.	2 00 @	2 50				
White, lump, lb.	03 @	10							Pure, gal.	3 00 @	5 00				
CAPSICUM									Sperm, gal.	75 @	90				
Pods, lb.	60 @	70							Tanner, gal.	75 @	90				
Powder, lb.	62 @	75							Tar, gal.	50 @	65				
CLOVES									Whale, gal.	@	2 00				
Whole, lb.	30 @	40							OPIUM						
Powdered, lb.	35 @	45							Gum, ozs., \$1.40, oz.		1 25				
COCAINE									Powder, ozs., \$1.40, oz.		1 30				
Ounce	14 75 @	15 40							rgan., ozs., \$1.40, oz.		1 30				
COPPERAS									PARAFFINE						
Xtal, lb.	03 1/2 @	10							Pound	06 1/2 @	15				
Powdered, lb.	04 @	15							PEPPER						
CREAM TARTAR									Black, grd., lb.	25 @	35				
Pound	25 @	38							Red, grd., lb.	45 @	55				
CUTTLEBONE									White, grd., lb.	40 @	55				
Pound	40 @	50							PITCH BURGUNDY						
DEXTRINE									Pound	20 @	25				
Yellow Corn, lb.	06 1/2 @	15							PETROLATUM						
White Corn, lb.	07 @	15							Amber, Plain, lb.	12 @	17				
EXTRACT									Amber, Carb., lb.	14 @	19				
Witch Hazel, Yellow Lab., gal.	1 10 @	1 70							Cream Whi., lb.	17 @	22				
Licorice, P'd, lb.	50 @	60							Lily White, lb.	20 @	25				
MERCURY									Snow White, lb.	22 @	27				
Pound	1 50 @	1 75							PLASTER PARIS DENTAL						
MENTHOL									Barrels	@	5 75				
Pound	4 54 @	4 88							Less, lb.	03 1/2 @	08				
MUSTARD									POTASSA						
									Caustic, st'ks, lb.	55 @	88				
									Liquor, lb.	@	40				
									QUASSIA CHIPS						
									Pound	25 @	30				
									Powdered, lb.	35 @	40				
									QUININE						
									5 oz. cans, ozs.	@	77				
									ROSIN						
									Pound	04 @	15				
									ROOT						
									Aconite, Powd., lb.		90				
									Alkanet, lb.	35 @	40				
									Alkanet, Powd., lb.		50				
									Belladonna, Powd., lb.		75				
									Blood, Powd., lb.	35 @	45				
									Burdock, Powd., lb.		60				
									Calamus, Bleached, Split and		65				
									Feel., lb.		25				
									Calamus, Ordinary, lb.		25				
									Calamus, Powd., lb.		50				
									Elecampene, lb.	25 @	30				
									Gentian, Powd., lb.	17 1/2 @	30				
									Ginger, African, Powd., lb.	15 @	25				
									Ginger, Jamaica, Lined, lb.	38 @	55				
									Ginger, Jamaica, Powd., lb.	30 @	40				
									Goldenseal, Powd., lb.	1 75 @	2 00				
									Hellebore, White, Powd., lb.	20 @	30				
									Indian Turnip, Powd., lb.		50				
									Ipecac, Powd., lb.	3 00 @	3 60				
									Licorice, lb.	30 @	35				
									Licorice, Powd., lb.	15 @	25				
									Mandrake, Powd., lb.		40				
									Marshmallow, Cut, lb.		50				
									Marshmallow, Powd., lb.		60				
									Orris, lb.		35				
									Orris, Powd., lb.	40 @	45				
									Orris, Fingers, lb.		1 75				
									Pink, Powd., lb.	1 50 @	2 25				
									Poke, Powd., lb.		30				
									Rhubarb, lb.		80				
									Rhubarb, Powd., lb.		60				
									Sarsaparilla (Honduras, cut)	1 30 @	1 40				
									Sarsaparilla, Med., Cut, lb.		50				
									Squills, Powd., lb.	42 @	80				
									Tumeric, Powd., lb.	15 @	25				
									Valerian, Powd., lb.		50				
									SAL						
									Epsom, lb.	03 1/2 @	10				
									Glaubers						
									Lump, lb.	03 @	10				
									Gran., lb.	03 1/2 @	10				
									Nitre						
									Xtal. or Powd.	10 @	20				
									Gran., lb.	09 @	20				
									Rochelle, lb.	17 @	30				
									Soda, lb.	02 1/2 @	08				
									SEED						
									Anise, lb.	40 @	45				
									Canary, Recleaned, lb.	10 @	15				
									Cardamon, Bleached, lb.		2 00				
									Caraway, Dutch, lb.	25 @	30				
									Celery, lb.		1 10				
									Colchicum, Powd., lb.		2 00				
									Coriander, lb.	15 @	25				
									Fennel, lb.	30 @	40				
									Flax, Whole, lb.	07 1/2 @	15				
									Flax, Ground, lb.	07 1/2 @	15				
									Hemp, Recleaned, lb.	08 @	15				
									Lobelia, Powd., lb.		35				
									Mustard, Black, lb.	17 1/2 @	25				
									Mustard, White, lb.	15 @	25				

## 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	
Pure lard in tierces—1/2c		Wilson's Cert. Hams—1c	Sugar—15c
Compound in tierces—1c		Wilson's Cert. Skinned Hams—1c	Fish Flakes—10c
Split Peas—5c			
Red Kidney Beans—5c			
Canned Corn—5c			
F. B. Soap—5c			

AMMONIA		BREAKFAST FOODS		Blackberries	
Little Bo Peep, med.—1 35		Kellogg's Brands		Premio, No. 10.....	6 00
Little Bo Peep, lge.—2 25		Corn Flakes, No. 136—2 65		Quaker, No. 2.....	1 60
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 65			
		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 B's, 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			
		Postum Cereal, No. 0—2 38			
		Post Toasties, 24s—2 65			
		Post Toasties, 36s—2 65			
		Post Bran, PBF 24s—3 15			
		Post Bran, PBF 36s—3 15			
		Amsterdam Brands			
		Gold Bond Par., No. 5 1/2—7 50			
		Prize, Parlor, No. 6—8 00			
		White Swan Par., No. 6—8 50			

APPLE BUTTER		BAKING POWDERS		BROOMS	
Quaker, 12-28 oz.,		Royal, 2 oz., doz.—80		Quaker, 5 sewed—7 25	
Doz.—1 55		Royal, 6 oz., doz.—2 00		Warehouse—7 75	
		Royal, 12 oz., doz.—3 85		Winner, 5 sewed—5 75	
		Royal, 5 lbs., doz.—20 00			

BRUSHES		BLEACHER CLEANSER		BEANS and PEAS	
10 oz., 4 doz. in case—3 40		Lizzie, 16 oz., 12s—2 15		100 lb. bag	
15 oz., 4 doz. in case—8 00		Lanco Wash, 32 oz. 12s—2 00		Dry Lima Beans, 100 lb. 8 25	
15 oz., 4 doz. in case—8 40				White H'd P. Beans—4 50	
10 oz., 2 doz. in case—6 50				Split Peas, yell., 60 lb. 3 35	
5 lb., 1 doz. in case—6 00				Split Peas, gr'n, 60 lb. 4 75	
10 lb., 1/2 doz. in case—5 75				Scotch Peas, 100 lb.—6 90	

BLUING		BURNERS		BOTTLE CAPS	
Am. Ball, 36-1 oz., cart. 1 00		Queen Ann, No. 1—1 15		Single Lacoquor, 24 gross	
Boy Blue, 18s, per cs. 1 35		Queen Ann, No. 2—1 25		case, per case—4 10	
		White Flame, No. 1 and 2, doz.—2 25			

CANDLES		CANNED FRUITS		Pineapple Juice	
Electric Light, 40 lbs.—12 1		Apples	Per Doz.	Doles, Diamond Head,	
Plumber, 40 lbs.—12 8		Imperial, No. 10—5 00		Doles, Honey Dew,	
Paraffine, 6s—14 1/2		Sweet Peas, No. 10—4 75		No. 10—6 75	
Paraffine, 12s—14 1/2					
Wicking—40					
Tudor, 6s, per box—30					

APRICOTS		PINEAPPLE, CRUSHED		RED KIDNEY BEANS	
Forest, No. 10—9 00		Imperial, No. 10—7 50		No. 10—4 50	
Quaker, No. 10—9 75		Honey Dew, No. 2 1/2—2 40		No. 2—95	
Gibraltar, No. 10—9 25		Honey Dew, No. 2—1 90			
Gibraltar, No. 2 1/2—2 40		Quaker, No. 2 1/2—2 35			
Superior, No. 2 1/2—2 80		Quaker, No. 2—2 10			
Supreme, No. 2 1/2—3 10		Quaker, No. 2 1/2—2 85			
Supreme, No. 2—2 25					
Quaker, No. 2—2 10					

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

PLUMS		BEETS		CIGARS	
Ulukit, No. 10, 30% syrup—6 50		Extra Small, No. 2—1 75		Hemt, Champions—38 50	
Supreme Egg, No. 2 1/2—2 30		Hart Cut, No. 10—4 50		Webster Plaza—75 00	
Supreme Egg, No. 2—1 70		Hart Cut, No. 2—95		Webster Golden Wed. 75 00	
Primo, No. 2, 40% syrup—1 00		Hart Diced, No. 2—90		Websterettes—37 50	
		Quaker Cut No. 2 1/2—1 20		Cincos—38 50	
				Garcia Grand Babies—40 00	
				Bradstreets—38 50	
				Odins—40 00	
				R G Dun Boquet—75 00	
				Perfect Garcia Subl. 95 00	
				Kenway—20 00	
				Budwiser—20 00	
				Isabella—20 00	

PREPARED PRUNES		CORN		COCONUT	
Supreme, No. 2 1/2—2 35		Golden Ban., No. 2—1 50		Banner, 25 lb. tins—20 1/2	
Supreme, No. 2 1/2—2 00		Golden Ban., No. 10—10 00		Snowdrift, 20 lb. tins—20	
Italian		Marcellus, No. 2—1 25			
		Fancy Crosby, No. 2—1 40			
		Fancy Crosby, No. 10—6 75			
		Whole Grain, 6 Ban-tam, No. 2—1 55			

RASPBERRIES, BLACK		PEAS		CLOTHES LINE	
Imperial, No. 10—7 00		Little Dot, No. 2—2 25		Household, 50 ft.—1 75	
Premio, No. 10—8 50		Sifted E. June, No. 10—9 50		Cupples Cord—2 90	
Hart, 8-ounce—80		Sifted E. June, No. 2—1 90			
		Marcel, S.W. No. 2—1 55			
		Marcel, E. June, No. 2—1 45			
		Quaker, E. Ju., No. 10—8 00			

RASPBERRIES, RED		PUMPKIN		COFFEE ROASTED	
Premio, No. 10—8 75		No. 10—4 75		Lee & Cady	
Daggett, No. 2—2 20		No. 2 1/2—1 20		1 lb. Package	

STRAWBERRIES		SAUERKRAUT		Ryco—23	
Hunt, Superior, No. 2—2 35		No. 10—5 25		Boston Breakfast—25	
		No. 2 1/2—1 15		Breakfast Cup—24 1/2	
		No. 2 Quaker—95		Competition—18	
				J. V.—22 1/2	
				Majestic—31	
				Morton House—33 1/2	
				Nedrow—28	
				Quaker, in cartons—25 1/2	
				Quaker, in glass jars—30	

CANNED FISH		SOINACH		M. Y., per 100—12	
Clam Ch'der, 10 1/2 oz.—1 35		Supreme No. 2 1/2—1 75		Frank's 50 pkgs.—4 25	
Clam Chowder, No. 2—2 75		Supreme No. 2—1 37 1/2		Hummel's 50, 1 lb.—10 1/2	
Clams, Steamed, No. 1—2 75		Maryland Chief No. 2—1 10			
Clams, Minced, No. 1/2—2 40					
Pinnan Haddie, 10 oz.—3 30					
Clam Bouillon, 7 oz.—2 50					
Chicken Haddie, No. 1—2 75					
Fish Flakes, small—1 25					
Cod Fish Cake, 10 oz.—1 50					
Cove Oysters, 5 oz.—1 35					
Lobster, No. 1/2—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, Med. Alaska—1 75					
Salmon, Pink, Alaska—1 33					
Sardines, Im. 1/4, ea. 6@13 1/2					
Sardines, Cal.—1 00					
Tuna, 1/2 Van Camps, doz.—1 75					
Tuna, 1/4s, Van Camps, doz.—1 15					
Tuna, 1s, Van Camps, doz.—3 45					
Tuna, 1/4s, Chicken Sea, doz.—1 70					
Tuna, 1/2 Bonita—1 25					

CANNED MEAT		TOMATOES		Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.	
Bacon, med, Beechnut—2 50		No. 10—5 50			
Bacon, lge., Beechnut—3 75		No. 2 1/2—1 85			
Beef, lge., Beechnut—1 35		No. 2—1 40			
Beef, med., Beechnut—1 35		Quaker, No. 2—1 10			
Beef, No. 1, Corned—1 95					
Beef, No. 1, Roast—1 80					
Beef, 2 1/2 oz., Qua., Sil. 1 30					
Corn Beef Hash, doz. 1 85					
Beefsteak & Onions, s. 2 70					
Chili Con Car., 1s—1 05					
Deviled Ham, 1/4s—1 35					
Deviled Ham, 1/2s—2 20					
Potted Meat, 1/4 Libby—75					
Potted Meat, 1/2 Libby—65					
Potted Ham, Gen. 1/4—1 35					
Vienna Saus. No. 1/2—90					

BAKED BEANS		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					
Natural, No. 2—3 00					

BAKED BEANS		CHEESE			
1 lb. Saco, 36s, cs.—1 75		Roquefort—70			
No. 2 1/2 Size, doz.—1 10		Wisconsin Daisy—15			
No. 10 Sauce—4 00		Wisconsin Twin—14 1/2			
		New York June, 1933—22			
		Sap Sago—52			
		Michigan Flats—16			
		Michigan Daisies—13 1/2			
		Wisconsin Longhorn—15			
		Imported Leyden—27			
		1 lb. Limberger—16			
		Imported Swiss—66			
		Kraft, Pimento Loaf—23			
		Kraft, American Loaf—21			
		Kraft, Brick Loaf—21			
		Kraft, Swiss Loaf—22			
		Kraft, Old End, Loaf—31			
		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			

CREAM OF TARTAR		DRIED FRUITS			
6 lb. boxes—35		Apricots			
		Choice—22			
		Standard—20 1/2			
		Citron			
		10 lb. box—25			





## 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.

### Industry Is on Trial

The idea of holding a technical trial on a commodity, as tried in Moscow, has a lot of dramatic interest. To place before five judges for there is no jury system in Russia) an article like a galosh and then to conduct a serious court trial thereon, is the sort of an idea that would capture the imagination not only of the Russians but of people everywhere. There is not much that comes out of Russia that seems to be of social value in a Democratic system like our own, but this idea of putting a product on trial has considerable merit to it.

We have a school of thinking that says: "The product is always on trial. If it is not acceptable to the public, it disappears from the market, and the makers and distributors disappear as well." It is true up to a point. That grand old phrase-maker of a generation gone by, John Hanan, said: "The supreme court of popularity is not the shoe manufacturer nor the merchant. It is the customer." Well and good, as a saying in a competitive era, but we have seen in a period of depression the proportion of inferior goods rise to such total volume that it pulls down all standards of quality.

"All footwear" is not up to the quality of "all footwear" in John Hanan's day. In his time, shoes and leather were free from most of the adulteration in general use to-day. It profited a man to make the very best. Then the quality grades of leather had first call. Not so to-day, for it is "the quality 10 per cent." of materials that it is the most difficult to market to-day. The objectives in his day were to strive to come as close to the high quality possessed by the best shoes. Not so to-day, when too often the idea is to make a product one or two points below the average, so as to be able to capture the low market demand.

A technical trial to-day of any product in the land might reveal the fact that top quality is not salable and profitable and that the majority of articles are made to "just get by." Here's a good example of the use of terms to imply quality and yet to give inferior grade designations. They say that asbestos yarn is graded from A up. Evidently there are no B, C and D. The grades start from 1 to 5: A-1, A, AA, AAA, AAAA. As someone said, "Wouldn't you call it a little playful to call the fifth and last grade A-1?"

The Moscow trial wasn't any playful thing because not only was the product termed "guilty," but the tactory and the makers were dealt with

severely, the most responsible individual being sent into Siberian exile.

There is no question but what the quality objective in most merchandise is in goods below a medial average (to meet a price). Let's hope the objective in 1935 will be to increase the use of qualities above the average for the good that practice does for prestige and profit to the maker, distributor and final user.

Industry is on trial as well as products for some practices have been sub-standard and is there any wonder that the products are likewise sub-standard.

There is more and more an intent on the part of Government to make less and less decisions on problems within industries. The NRA helped to establish a philosophy of letting industry do its own housecleaning. Undoubtedly we are going to see technical trials held within industry on practices as well as qualities. It is proper that industry should criticize its own products and qualities. Perhaps we will return to the essence of the French law that a jury of individuals qualified by professional experience, must pass on professional problems.

One of the first trials in our own trade is the one we would recommend on the use of terms and descriptions that imply higher qualities than could possibly be possessed by articles sold at prices below the average.

As an industry we should oppose any Governmental designation of standard shoe marks and shoe grade markers—US1, US2, US3 mean little when you consider the variable surfaces of any hide and skin and the tremendous diversity of types and shapes of footwear. Neither can shoemaking be graded numerically or with such terms as "extra fine," "fair," "middling fair," "good ordinary"—such as have been recommended for another type of product.

The supreme court of popularity is still the customer, with or without technical trials.—Boot and Shoe Recorder.

### Hack Made Leader of Foot Health Division

Detroit, Nov. 13—Nathan Hack, president of the Hack Shoe Co., with offices in the Stroh building, has been elected chairman of the Foot Health Section of the National Shoe Retailers Association, which will hold its 1935 convention, Jan. 7 to 10, in Hotel Commodore, New York City. The Foot Health Section annually conducts clinics at the National convention to consider foot abnormalities and the means of correctly fitting such pathological conditions. In discussing proper footwear, Mr. Hack said:

"When one's feet hurt, one hurts all over. If a person cannot concentrate, cannot think to work—he is of no use to himself or to his employer. Usually, workers thus afflicted are sent home—losing a day's pay or more—sometimes even losing a job. In cases of this sort, the price of improper footwear is extremely high.

"Recently a physician referred to the Hack Shoe Co. a mechanic who had been confined to crutches and had been unable to work for two months because of the swollen and painful condition of his feet.

"This man was fitted to proper orthopedic shoes that permitted free, unimpaired circulation and that relieved the painful pressure on his feet. These shoes immediately gave him mental as well as physical relief, and in a short time he was back at his work. In less

than two days time he earned the price of the corrective shoes. Had he only been fitted to proper shoes in the first place, this mechanic would have saved two months salary.

"So with the executive, the business man directing an industry, or the lawyer, or the physician. To think clearly one must have a strong, healthy body, unhampered by anything such as uncomfortable, ill-fitting shoes."

### Wheat Price Prospects

The feature of the wheat markets in the near future will be advance sales of Argentine new crop wheat, which is expected to be very large and in good condition despite occasional reports of yellow rust.

Since storage facilities in the Argentine are very limited, grain merchants selling Argentine grain are currently beginning to sell the crop in substantial quantities. They prefer outright sales of future deliveries. If the market cannot absorb these, the usual practice is to resort to large scale hedging operations.

As a result, a somewhat lower level of international and domestic wheat prices is anticipated in the trade, despite the shortage of domestic supplies. The hint by the Department of Agriculture that American wheat exports might be resumed next year is also taken as a bearish factor, since it would necessitate the elimination of the current margin of domestic prices above the level of Liverpool quotations.

### Costs Discourage Court Tests

The cost of contesting NRA findings of non-compliance with code provisions is proving a deterrent to general court actions, and rather than undergo such expenses and attendant notoriety, recalcitrant industrialists are bowing to the will of Government agencies.

Code compliance cases have about been cut in half, it is estimated by NRA officials, with employers figuring it is hardly worth while to fight for principle alone.

President Roosevelt has been told that probably more than 95 per cent. of cases of code violations can be compromised by code authorities and governmental agencies without the necessity of hauling offenders into court in large numbers.

### Holiday Glassware Ordered

Both jobbers and wholesalers are active in the glassware market this week, purchasing table stemware and liquor accessories for holiday sale. Etched and cut crystal glasses are in demand for home tableware. The glasses are wanted to retail up to 50 cents each, with some call for 75 cent numbers. In liquor accessories, buyers ordered cocktail sets, consisting of six glasses and a shaker to retail at \$1 to \$5. There was a fair call also for novelty whisky bottles with small glasses to match.

Tough going strengthens.

## depression proof



**OUR FINANCIAL CONDITION**

**IS EVEN STRONGER THAN**

**BEFORE THE DEPRESSION**

**— WE HAVE MAINTAINED**

**OUR DIVIDEND RATE OF**

**NOT LESS THAN 25%**

## MICHIGAN SHOE DEALERS

### MUTUAL FIRE INSURANCE COMPANY

LANSING MUTUAL BUILDING

GRAND RAPIDS . . .

DETROIT . . .



## OUT AROUND

(Continued from page 9)

tributors' Code Authority, Washington:

Grand Rapids, Nov. 6.—Please be advised relative to the selling policies of the following manufacturers, who conduct a large portion of their business direct with retail distributors.

The H. J. Heinz Co. allows four per cent. discount on cases numbering five of one item, 5 per cent. on ten cases of one item, 6 per cent. on fifty cases of one item, 11 per cent. on carloads of one item and 10 per cent. on mixed car.

The Beechnut Packing Co., we understand, does not allow any trade discount for purchases amounting to \$500 during period of one year, but on purchases totaling \$200,000 per year they allow 7 per cent. trade discount or rebate.

These practices, if based on facts, are strictly discriminatory against the individual retailer, and we hereby file complaint of Charles H. Kretschmer, retail food dealer of Saginaw, Michigan, against such discriminatory practices.

I trust you will give this matter your immediate attention.

Herman Hanson, Sec'y.

The following reply has been received from Washington by Mr. Kretschmer:

Washington, Nov. 5.—This will acknowledge receipt of your letter of Oct. 30 addressed to the NRA, which has been referred to this office.

Please be advised that the problem of the proper relationship between small independent retailers and larger corporate interests is receiving due consideration.

Your comments are appreciated and same have been carefully noted.

Frederick B. Northrup,  
Assistant Deputy Administrator.

We should fight against any effort to standardize or make uniform the things which cannot be standardized. Woodrow Wilson once said:

"Uniform regulation of the economic conditions of a vast territory and a various people like the United States would be mischievous if not impossible. The statesmanship which attempts it is premature and unwise. The United States are not a single homogeneous community. In spite of a certain superficial sameness which seems to impart to Americans a common type and point of view, they still contain communities at almost every state of development, illustrating in their social and economic structure almost every modern variety of interest and prejudice, following occupations of every kind, in climate of every sort that the temperate zone affords. This variety of fact and condition, these economic and social contrasts, do not in all cases follow state lines. They are often contrasts between region and region, rather than between state and state. But they are none the less real and are in many instances permanent and ineradicable. The division of powers between the state and the Federal Government was the normal and natural division for this purpose."

During the years of debate over the adoption of the Constitution, there was much concern about creating and maintaining economic freedom. Benjamin Franklin, whose influence in chartering the Great Adventure was great, contributed this:

Perhaps in general it would be better if Government meddled not farther with trade than to protect it and let it take its course. Most of the statutes or acts, edicts, arrears and placards of parliaments, princes and states, for regulating, directing or restraining of trade, have, we think, been either political blunders or jobs obtained by artful men for private advantage, under pretense of public good.

Forbes feels more encouraged than in many months. Mainly because President Roosevelt has awakened to the shortcomings of his "boy scout" advisers and is now calling into consultation industrial, financial and other practical leaders. Should the President adhere to his new policy, there is no reason why genuine recovery of gratifying, not to say amazing, proportions should not shortly develop. Materially, the nation is ripe to go ahead. Suppressed demands have accumulated mountain-high. A super-abundance of cheap money is available for constructive use. Many billions of debts have been readjusted. Weak enterprises have been weeded out. Faith in banks has been restored. In short, the depression debris has been largely cleared away and the path opened for a fresh march forward.

E. A. Stowe.

### Proceedings of the Grand Rapids Bankruptcy Court

Nov. 5. On this day the schedules, reference, and adjudication in the matter of John J. Reich, bankrupt No. 5946, were received. The bankrupt is a retail grocer of Baroda. The schedules show total assets of \$250 (all of which is claimed exempt), and total liabilities of \$1,476.26, listing the following creditors:

Brown & Schler Co., G. R.	\$ 4.00
Alfred J. Brown Seed Co., G. R.	18.90
Barentsen Candy Co., Benton Harbor	19.29
Geo. DeWald Co., Ft. Wayne	14.65
C. J. Farley & Co., G. R.	40.00
Kramer & Sons, Michigan City	205.85
Kidd, Dater & Price Grocery Co., Benton Harbor	46.57
J. R. Price Estate, Benton Harbor	670.00
A. J. Kasper Co., Chicago	17.08
Harbor	7.00
Twin City Milling Co., St. Joseph	83.00
Pure Food Service, Inc., Kalamazoo	3.74
Peter Eckrich & Sons, Inc., Kalamazoo	1.75
H. Parren, Benton Harbor	1.65
Robert Reinhardt & Sons, Benton Harbor	.70
Producers Creamery, Benton Harbor	.55
Consolidated Cigar Corp., Indianapolis	1.93
L. L. Lehnerr, St. Joseph	4.82
Humphrey Ins. Agency, Benton Harbor	6.67
Ind. & Mich. Elec. Co., Benton H.	8.02
Baroda State Bank	306.00
A. R. Jeffers, Benton Harbor	11.00
Hekman Biscuit Co., G. R.	3.14

In the matter of Harold R. Pillinger, bankrupt No. 5864. The first meeting of creditors has been called for Nov. 21.

In the matter of Charles Groenink, bankrupt No. 5936. The first meeting of creditors has been called for Nov. 21.

In the matter of Leroy Decker, bankrupt No. 5918. The first meeting of creditors has been called for Nov. 20.

Nov. 6. On this day the reference, and adjudication in the matter of William McMichael, debtor No. 5896, in bankruptcy under section 75 of the bankruptcy act as amended 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.

Nov. 6. On this day the reference, and adjudication in the matter of Hermie F. Warren, debtor No. 5896, in bankruptcy

under section 75 of the bankruptcy act as amended 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.

Nov. 7. On this day the reference, and adjudication in the matter of Oscar Carlson, debtor No. 5851, in bankruptcy under section 75 of the bankruptcy act as amended 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.

Nov. 8. On this day the schedules, reference, and adjudication in the matter of Adelbert B. Case, bankrupt No. 5949, were received. The bankrupt is an electrician of Belding. The schedules show total assets of \$383.99, (of which \$350 is claimed exempt), and total liabilities of \$2,057.81, listing the following creditors:

City Treasurer, Belding	\$ 42.49
Belding Savings Bank	846.00
Ackerman Electric Supply Co.,	485.39
C. J. Litscher Co., G. R.	277.78
Theo. Kiskie, Belding	28.00
Geo. L. McQueen, Belding	54.50
Dr. N. M. Green, Greenville	87.50
Robert Palmer, Belding	22.50
Belding Oil Co.	10.25
George Thomas, Belding	9.00
Belding Hardware Co.	3.50
Haight Hdw. Co., Belding	26.60
Byrl Currie, Belding	3.40
Mich. Bell Telephone Co., Belding	9.00
Telephone Advertising Co., G. R.	15.00
Osborn Calendar Co., G. R.	9.00
Mrs. Bertha Loewe, Belding	4.00
Andrew Kramer, Belding	6.00
Mrs. Susan A. Reed, Birmingham	74.00
Dr. Chas. Crane, G. R.	25.00
Murphy & Martin, Belding	15.00
Bud Boyer, Kalamazoo	4.50

Nov. 12. On this day the reference, and adjudication in the matter of Henry Deles and Mary Deles, debtors No. 5898, in bankruptcy under section 75 of the bankruptcy act as amended 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.

### Re-orders for Dinnerware Heavy

Re-orders for both dinnerware and kitchen crockery were heavy in the wholesale market last week, due to the activities of both chain and independent retailers. Calls for kitchen crockery were confined to immediate requirements, but the chinaware purchased included both regular and holiday goods. Consumer buying in recent weeks has been better than usual, due to numerous promotions held by stores outside the metropolitan areas. Locally, sales are running about equal to last fall, it was said. Demand for crockery is confined to items retailing 50 cents or less. Dinner sets are selling freely in ranges up to \$20.

### Japanese Gingham Imported

Gingham mills, which are enjoying their most active season in years, are running into competition from the Japanese, who in the last week were reported to have sold substantial yardages to several chain store groups at prices under the domestic market. According to the reports, the Japanese goods are being brought in on the basis of 9 to 9½ cents for 36-inch styles and being retailed at around 12½ cents. Domestic 36-inch goods are priced several cents a yard higher. The Japanese colored yarn goods appear to be of better quality than their prints, according to executives here, and furnish a serious threat to the domestic gingham mills.

### Arrow Shirt Prices Unchanged

Opening two months earlier than usual, the Spring line of Arrow shirts was brought out last week by Cluett, Peabody & Co., Inc., as unchanged prices. Although the industry's hours will be cut on Dec. 1, the company thought the time was not propitious for any change in prices. The outlook

for Spring is very bright, according to the company. The line was opened at this time in order to give retail accounts full opportunity to purchase their January and February requirements. The range has been broadened considerably, particularly in the high-price brackets, which have been selling well.

### Stores Again Buy Carving Sets

A heavy volume of re-orders for carving sets to retail at \$3.95 to \$5.95 was received in the wholesale market last week. Buyers who bought heavily only a short time ago were back in the market for more goods. They reported that early sales put on by their stores had resulted in complete sell-outs on a number of the more popular lines. The re-orders placed last week by both wholesalers and retailers centered largely on stag handle sets. Styles next in popularity were those featuring composition handles in shades of white, blue and green.

### Electrical Appliance Call Spotty

Demand for major electrical appliances continue spotty this week. Manufacturers of refrigerators give conflicting reports on sales. The majority report a drop from last year's average, while a few say that sales are showing a steady advance in comparison with both last year and with October. Vacuum cleaner producers did a fairly active business, as did producers of washing machines. Electric range manufacturers, producers of water heaters and other large appliances say demand is declining.

It is the pursuit of unattainable ideals which has made possible the greatest progress of the human spirit in literature, in art, in philosophy, in jurisprudence, in all efforts of the human mind. All of us require a certain measure of technical efficiency for the daily battle of life, but one who is inspired with the ideal of becoming a worthy representative of the potential dignity of man is called to something higher, to a kind of education that for 2,000 years has been designated as liberal or humanistic education, with the ideal that it implies.

He misses who has no mission.

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.

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.

### District Grocers Banquet Attracts Thousand Persons

"I have never seen such a meeting as this in the food dealers' industry," said Nathan Schmid, Toledo, last Thursday evening at the Masonic temple. And that seemed the conclusion of the nearly 1,000 Kalamazoo and Battle Creek members of the industry who had gathered there for the first banquet of this sort ever held in this region.

The "good fellowship banquet," as it was styled, was sponsored by the Kalamazoo Retail Grocers and Meat Dealers Association. The Kalamazoo organization was host to members of the Battle Creek Independent Food Dealers Council, and to food handlers of all intermediate points.

Serving did not start until about 8, as Battle Creek's contingent fully 300 strong, was not able to reach Kalamazoo after the close of business until nearly that hour. Festivities started immediately, with the distribution of carnival headgear, decorations and noise makers. So great was the crowd that the big ballroom was soon filled to capacity, and an overflow gathering of several hundred were accommodated at tables set up in the basement dining room.

Throughout the dinner, music and platform entertainment added to the gaiety, with the audible portion of the program carried to all parts of the throng by a system of loudspeakers. The general program was under the direction of Marinus Ruster, president of the local organization, who presided. There was no plate charge, a fact made possible, it was stated, through the generosity of more than 60 wholesalers and manufacturers of the region, whose firm names were listed on the program. Community singing was led by Holdridge Whipple at the close of the platform entertainment. Glenn Carpenter gave the invocation.

The highlight of the evening, in the fellowship spirit in which the gathering was conceived, was the presentation to William E. Mershon, Battle Creek, president of the Battle Creek organization, of a large floral piece. The presentation was made by Ruster, who charged Mershon with the duty of expressing to the Food City colleagues the good will and high regard of Kalamazoo's food dealers, along with their pledge of hearty co-operation.

In his introductory remarks Ruster expressed pleasure at the obvious success of the first venture of Kalamazoo's food dealers into the building of a more closely knit unit in the industry. He stressed the great value to be found in organization, and proposed the slogan, "Back Your Organization," as the surest expression of the thing that will mean the most in every way to the group represented.

E. L. 'Jack' Schafer was then introduced by Ruster as toastmaster, and immediately he started a round of stories that did not end until the last speaker had finished. Interspersed with his stories Schafer brought out the co-operative spirit and the good fellowship that does and should exist in the industry in the two cities.

He called on Mershon and William Mason of Battle Creek; Herman Hanson, Grand Rapids, secretary of the retail code authority for the industry in Michigan; on Garrett Vanderhoning and Matt Hynes, of Grand Rapids, and on George Kelley, Detroit, ex-Kalamazooan and John Walsh, Kalamazoo.

All those who spoke praised the idea and the success of its fruition, as shown in the crowd of men and women gathered. Hanson briefly expanded the idea of reciprocity among independent dealers in the city, pointing out the inconsistency that is sometimes permitted to creep in between their "saying and doing." Better conditions for the independents were the definite results of their underlying principle carried to the proper conclusion, he said.

Nathan Schmid, the principal speaker of the evening, wove into his clever and entertaining talk on "The Invisible Package," the idea that the good will of the customer was as much an item in trade as the obvious package of goods that was carried from the store. He cited good cheer and an accom-

modating attitude, and cleanliness as two at least of the most pertinent items in obtaining this good will, and making a casual customer a regular one.

The entertainment, with A. O. "Bud" Green on the microphone of his loud-speaker system, was furnished by the following: The Spickett quartet, whose accompanist also played for the community singing; the McMorrow family, Beverly, 8; Eleanor, 10; Bernard, 12; and Helen, 6; in tap dancing and instrumental numbers; Shirley and Na-deen Davidson in song and dance; Alice LaVoy and Katherine Klump, accordion duet, and Gladys Borgman, pianist, and LaVina Borgman, violinist. —Kalamazoo Gazette.

### For That Run Down Feeling

The soldiers of Fort Benning, Ga., must drink with their meals for the next few weeks, at the order of Secretary George H. Dern, an exotic South American beverage, green, bitter and stimulating.

If they like it, the Army may serve it generally. So may the Navy. And thus may international commerce be

pepped up by a drink which does that for its consumers.

The drink which the Georgia soldiers are going to try is known throughout South America as yerba mate. Ten million persons there drink it regularly, much as Americans drink coffee.

Yerba mate has a bitter taste, something like that of beer. A liking for it is acquired easily, however, because it has a stimulating effect without any resultant headache.

It is brewed like tea in South America and served scalding hot, although some manufacturers bottle and carbonate it, to be consumed cold, like soda pop.

### To Represent Drug Industry

Dr. Frederick J. Cullen, former chief of drug control of the United States Food and Drug Administration, has been appointed general representative of the Proprietary Association at Washington, D. C., by Frank A. Blair, president of the association, whose members manufacture 80 per cent. of the package medicines produced in this country. He succeeds Ervin F. Kemp, who died two weeks ago after thirty years of service with the association. Dr. Cullen served as chief of drug control from 1931 until last May. In his new capacity he will act as liaison representative between the association and the Food and Drug Administration.

### Intermediate Credit Plan

The unofficial report favoring establishment of a system of twelve industrial and commercial intermediate credit banks is regarded with strong approval among smaller business men, a preliminary survey indicates.

This proposal would be more likely to succeed than the industrial mortgage company plan previously launched by the RFC, it is felt by many who have studied the Census Bureau report, because it does not involve a specific lien on the borrower's assets.

The industrial mortgage plan does not work in this country, since concerns giving mortgages suffer a diminution of trade credit lines often equal to what they borrow on mortgage, so that they enjoy no net improvement in working capital position.

Banking opposition is expected chiefly from those fearing that this system for direct lending may be made an opening wedge for larger scale Government competition with private banks in ordinary lending.

### Five New Readers of the Tradesman

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

Credit Assn. of Southwestern Michigan, Kalamazoo.

Olson Bros., Ensley Center.

Harold H. Tift, Tift's Corners.

Howard City State Bank, Howard City.

R. W. Hook, Grand Rapids.

Do you know that the ready concession of minor points is a part of the grace of life?

## Make Some Sunshine

When the clouds hang dark and dreary,  
Shutting out the blessed light,  
When you're feeling sort of weary,  
And you don't know wrong from right,  
When the sun's forgot his business,  
And the world seems dull and flat,  
Make some artificial sunshine,  
In the place "where you are at."

When the skies are most foreboding,  
When they're black instead of blue,  
When your heart with gloom's corroding,  
Let me tell you what to do,  
Loose your hold on all your troubles,  
Stamp your foot and holler "scat!"  
Chase your woes away with sunshine,  
In the place "where you are at."

Though 'twill be most satisfactory  
On a dark and gloomy street,  
You can have your sunshine factory,  
Any place where you may meet  
Gloomy folks who need some brightness,  
That will make their souls grow fat,  
Go to work and make some sunshine,  
In the place "where you are at."

If you'd like to try the business,  
I will tell you how to start,  
The ingredients and formulas  
You'll find within your heart;  
Bathe yourself in home-made sunshine,  
(Very necessary, that!)

Then just radiate with brightness,  
In the place "where you are at."

Benjamin Keech.



# WHAT MAIL ORDER HOUSES DO NOT DO.

The retail catalogue houses do not buy the farmer's produce.

They do not buy the farmer's stock and hogs.

They do not help to educate the farmer's children.

They do not pay any taxes in your community.

They do not help support your schools, churches and charitable institutions.

They do not encourage the farmer's boys or young men in small cities to engage in business.

They do not help to build your roads or care for your streets.

They do not sell you as good a grade of goods as you can buy in your own home town.

They do not show you goods before you pay for them.

They do not deliver promptly the goods you buy from them.

They do not advocate the building up of country towns.

They do not oppose the centralization of business in the large cities.

They do not, in return for the farmer consumer's trade, who buy their clothing, household goods, farm implements, etc., from them, buy the farmer's butter, eggs, cheese, grain or wood.

They do not buy your grain, butter, cheese and stock from pictures and pay in advance, the same as you do.

They do not buy anything from the farmer or consumer from a picture.

They do not spend one dollar with the farmer or consumer.

They never spend one dollar with your local merchants.

They do not furnish employment to a single resident of your community.

They do not extend to you credit the same as does the local merchant, when you are hard up.

They do not sympathize with you when you have sickness in your family.

They do not sympathize with you when your wife or children are taken from you.

They do not care for anything or anybody, except for your money.

They do not care for anything or anybody, except for themselves.

They do not want to see your local merchant prosper in business.

Do you ever see one dollar of their money?

THEN WHAT IN CREATION DO WE WANT THEM FOR?

# PROFITABLE BUSINESS DAYS MAY CEASE

IF YOUR BUSINESS IS  
INTERRUPTED BY FIRE.

YOUR LOSS OF PROFITS  
AND OVERHEAD COST  
SHOULD BE PROTECTED  
BY MUTUAL

**USE and OCCUPANCY**  
INSURANCE

THROUGH THE  
**MILL MUTUALS AGENCY**

MUTUAL BUILDING  
LANSING MICHIGAN  
DETROIT SAGINAW  
GRAND RAPIDS • •

# 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

## Magazine, Farm Paper, Newspaper ADVERTISING to help you sell more



Compelling, full-color advertisements on the covers of leading magazines will feature "Uneeda Bakers" Sky Flake Wafers in November. Black and white advertisements on Sky Flakes will appear in prominent rural and farm magazines.

And—to make the program completely dominating—Sky Flake advertising will run in more than three hundred newspapers!

Tie up with this campaign. You can make it mean the biggest Sky Flake sales you've ever had!

NATIONAL BISCUIT COMPANY



"Uneeda Bakers"



## ANOTHER HEINZ LINE "CLICKS" WITH PUBLIC

You remember the quick success of Heinz Oven-Baked Beans, Heinz Soups and other of the 57 Varieties.

Again Heinz has scored success. After years of research the way was found to cook and strain vegetables and fruits, retaining a higher vitamin content than in most home-cooked vegetables!

Heinz advertising spreads the news to mothers and to physicians. Already many doctors prescribe Heinz Strained Foods. Alert grocers who display them say they sell fast, repeat regularly.

Let your customers know you carry this success line of baby foods. Put in the compact counter display, and find out how fast it works.

## HEINZ STRAINED FOODS

A Group of the 57 Varieties