

MICHIGAN TRADESMAN

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Fifty-second Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 12, 1934

Number 2673

LOOKING TOWARD THE LIGHT

I asked the robin as he sprang
From branch to branch and sweetly sang,
What made his breast so round and red.
" 'Twas looking toward the sun," he said.

I asked the violets sweet and blue,
Sparkling with the morning dew,
Whence came their color. Then, so shy,
They answered: "Looking toward the sky."

I saw the roses one by one
Unfold their petals to the sun,
I asked what made their tints so bright.
They answered, "Looking toward the light."

I asked the thrush whose silvery note
Came like a song from angel's throat,
What made him sing in the twilight dim.
He answered, "Looking up to Him."

SANFORD D. STOCKTON.

BISCUITS
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Hekman
MAY BE BOUGHT
WITH CONFIDENCE
AND SOLD
WITH PRIDE

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.

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SAFES

GRAND RAPIDS SAFE CO.

31-33 Ionia, N.W. Tradesman Bldg.

Home Baker Flour

A High Grade Kansas Hard Wheat Flour

High Quality - Priced Low

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

LEE & CADY

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MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

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HIS OLD HOME IN HOLLAND

Back to the Netherlands After Thirty Years

Jacob Braak, the Spring Lake baker returned home from a trip to his birthplace Nov. 28. He received a call three days later from the editor of the Tradesman, who urged him to write the most noteworthy features of his journey, which he finally consented to do. Here is the result, which is certainly very graphically presented:

Left home the morning of Sept. 26 and arrived in New York, Friday, Sept. 28. My wife, daughter and son-in-law drove me and my friend, Herman Bekius, via auto. We stopped at Niagara Falls over night and the next morning spent five hours looking at the wonders seen there in nature. Arriving in New York we went through the Holland Tunnel, a most wonderful piece of engineering. They call it the eighth wonder of the world. Perhaps this is true, as it surely is a wonderful piece of work. Spending the evening in New York, we took a look at Chinatown and the Bowery—very interesting for some people. Went to Radio City building. This also is a great wonder and no one going to New York should miss seeing this wonderfully constructed building. Saturday afternoon we sailed. The trip was fair. We only had a couple of stormy days. We arrived at Rotterdam at midnight, Tuesday, Oct. 9. Left the boat next morning at 9 a.m. A brother of my friend from Harlingen met us and he rented an auto and drove us to Harlingen, going by way of North Holland and crossing on the new dyke laid across the Zuider Zee. As we crossed over the dyke and considered this was once all sea and looking at those mammoth locks they built and the many forts built—thirty-six in number—considering everything, one must say, surely

this must be the ninth wonder of the world. We stayed in Harlingen two days and nights with these people and enjoyed the hospitality, which you find with the Holland people. The home life is just wonderful. Next day I went to my sister's, who lives at Ferwerd. Here I spent much time, about four weeks. I was very fortunate because my nephew had an automobile and we went through the country, as he is in the Government service and he has charge of all the pigs. When they are three weeks old they get a mark on the ear. This is the stamp of the Government. The Government regulates the sale and no one is allowed more pigs than he is allotted. Cattle and pigs are all under the regulation of the Government, and as my nephew had charge of the whole province I went with him and saw more of Friesland than I ever saw in the time I lived there. What I noticed most was the family home life in Friesland. In the small towns, where the automobile and the movies are not known as yet, the home life is the same as it was thirty years ago, the same as we had it here, but in the larger cities it is the same as here. The people are on the move all the time. This, I think, we will find all over where the automobile and the movies abound to any extent. You see many of our American cars and also a large number from England and France.

Business conditions seem about the same as here. Of course, they talk depression, but business is going on as usual and you don't see any poverty, as the unemployed are well taken care of. They receive the cash every Saturday if they are out of work. They have a card system by which they keep posted on the unemployed. They must come to the office twice a day and get their card punched. If they don't they don't get paid as they may be working. If they are not working they will be there and get their pay. Their pay differs as to location, as living costs more in the large cities than in the small towns. So in the small communities a man and wife get \$9 a week and for each child \$1, so a family of five gets \$12 a week. In the large cities a family of five receives \$17 per week. The result is that many people refuse to work when work is offered them. Of course, if this is reported they are told to work, but many get away with it.

This of course, raises the question, where do they get the money? This is all done by taxation. Almost everything has a tax on it. If you ride a bicycle you pay \$3 tax on it. A license for a ford car is \$60. The market price on milk is 2c a quart, but you pay 8c—6c is for tax. The market price on butter is 30c a pound, but you pay 83c—53c is for tax. Same with the price of potatoes, which is 2c a pound, but you pay 6c—4c for tax. These are just

a few of the many items, but it gives you some idea.

The most interesting things I saw were the old churches built in the twelfth and thirteenth centuries. The church and tower in Ferwerd was built in the twelfth century. Six years ago they spent \$42,000 on the church and this summer they spent \$12,000 on the tower to reconstruct the whole building with the same brick it was built with in the twelfth century. I was in a little church in Janum. This is also one of the twelfth century churches and has been in use until about three years ago. It just seems a shame to let this building go to ruin with such a long history. They still rent the pews every year, which seems strange now. Most of the business places go from father to son. Many are one and two hundred years old. My niece and her husband operate a bakery, which has been in the family well over a hundred years in Wanswerd. The automobile is becoming a great factor. Some of the railroads are to discontinue the first of the year. Busses are taking their place.

I attended the cattle market at Leeuwarden. This is held every Friday. The day I was there the total number of animals was 4,963—cattle 3,172, sheep 1,215, pigs 499, goats 36, horses 41. This, of course, is a very big day for everyone. They use trucks thirty to forty feet long to transport the cattle. It surely is a great sight. The canals and the windmills are, of course, always a delight to see. One night we had a very severe storm and the land between the dyke and the sea had about four feet of water and seven sheep were drowned. People who live near the dyke let the cattle out so they can get over the dyke when a storm is raging, but these sheep could not travel so fast and were drowned.

Left Friesland Nov. 8 for Den Haag. Spent one day in Amsterdam and Saturday went to Brugge, Belgium. Rev. Teeuwssen, a former pastor of our church, is stationed in Brugge, a very interesting city containing many very old buildings, also some of the thirteenth century. We looked in some of them and it makes you wonder how it was possible for these people to construct such lofty and beautiful buildings. Of course, these buildings have a great history. If the stones could speak many weird tales would be told. Returning on Monday to Den Haag and Tuesday for Rotterdam. Spent Tuesday and Wednesday in company of Rev. Teeuwssen and sailed Wednesday evening at 7 o'clock. The return trip was a little stormy, but not bad. Sunday morning we sailed into New York harbor and gazed upon the Statue of Liberty and were glad to set foot on American soil. Mrs. Braak and son, Albert, met me with auto-

mobile. Returned by way of Pennsylvania and reached home Wednesday evening at 9 o'clock.

I forgot to mention about aviation. I must say they are very much advanced over us in America. The pilots get a more thorough training. Their air-lines run on schedule, the same as trains, between Amsterdam and England, and also between Holland and the East Indies—this is a seven day trip. Once a week a trip is made and they never have had an accident on this line and, of course, they are very proud of this, and everyone likes to tell you about it. The pilots get a very thorough training, first at school for some two years and then as assistant pilot for two more years.

Jacob Braak.

Items From the Cloverland in Michigan

Sault Ste. Marie, Dec. 10—We want to take this opportunity to extend our heartiest congratulations to the Tradesman on its fifty-first anniversary. Mr. Stowe, the publisher, has done more to help the merchants of Michigan than all the other publications put together. It can be truthfully said that Mr. Stowe gives them all a square deal, including the crooks, who are promptly exposed. The advice given to merchants is worth more than can ever be measured in dollars. Many merchants owe their success to the advice and information handed them through the Tradesman.

The newest civic organization in the Upper Peninsula was formed last Wednesday night, when the citizens of DeTour met for the purpose of initiating a Chamber of Commerce. Officers were elected and committees appointed to assist in carrying out a program which will be of great assistance to our Eastern-most community in the North country. The members will continue to be inspired by the active leadership of Father Theodore Bateski, unanimously chosen president. The other officers and the committee chairmen have been co-operating in the past in a manner which has brought results which have stimulated the people of DeTour to advance on a broader basis. Other communities are glad to see this enterprise and the Sault joins in wishing success to future efforts. One of the most important projects of the new organization is the completion of the scenic highway, six miles of which has been built East of Cedarville. When the road is finished, tourists will surely be enthusiastic in their praise.

Don't be content with doing only your duty. Do more than your duty. It's the horse who finishes a neck ahead that wins the race.

We hardly know whether to congratulate Ham Hamilton of the Pickford grocery at Pickford, or extend our sympathy, as he had a very narrow escape last week when he was knocked over by an auto which ran over one leg and a foot, causing a painful wound but left him with a good chance for recovery. He is still laid up at his home, but thankful that he escaped as easily as he did. He expects to be able to get back to the store in the near future.

(Continued on page 24)

MEN OF MARK

William G. Farnsworth, Vice-President Kold-Hold Company, Lansing

When some one makes the unguarded remark to William G. Farnsworth that they should give the country back to the Indians, Mr. Farnsworth begins to reflect upon the personal implications of such a step. For "Bill" Farnsworth's paternal great grandmother was none less than Queen Marinette, daughter of Wabashish, chief of the Menominee Indians.

The great grandfather, William Farnsworth, who thus married into royalty, also had the distinction of being the first white man to settle on the site of what is now the city of Sheboygan, Wisconsin. Although this same gentleman could trace his ancestry back to the year 1270, to the reign of the good King Edward I of England, the tight little island held few attractions for his adventuresome spirit, consequently he preferred to look for his pot of gold at the end of an American rainbow.

William Farnsworth was lost on the Steamer Lady Elgin when she sunk in Lake Michigan, Sept. 8, 1860. It is reported that he had gotten to shore from the wreck of the Lady Elgin twice, bringing two people to safety, but upon attempting a third rescue, was so weakened by the strenuous struggle that the waves claimed him. The report also has it that he was on his return trip from Chicago to procure funds and at the time of the misfortune actually had \$35,000 in gold with him on the Lady Elgin.

The grandfather of our subject was George P. Farnsworth, who was born in Ripon, Wisconsin, July 4, 1828. He was a hotel operator as well as a large railroad contractor, having built a large section of road in Wisconsin which is now part of the Chicago & Northwestern Railroad. At the time of the Cooke failure he sustained heavy losses.

Mr. Farnsworth's father, William J. Farnsworth was also born in Ripon, Wisconsin, June 20, 1856 and departed this life on July 15, 1914. For many years he was a partner in the Hart Steamship Co., Green Bay, Wis., and captain of one of their steamers. Subsequently he was a hotel operator in Wisconsin and for a short time in Chicago. Mr. Farnsworth's mother was Eleanor Catherine Dougherty, a twin sister, born in Oneida, Canada, on Mar. 28, 1860, of Irish parentage, both of her parents having been born in Carew county, Ireland. Mr. Farnsworth has one sister, Ella M. Waful, residing in Chicago, and two brothers, John B. Farnsworth, Marinette, Wis., and Harold L. Farnsworth, Sheboygan, Wis., both younger than the subject of this biographical sketch.

William G. Farnsworth was born at Green Bay, Wis., June 11, 1884. He discontinued grammar school in the middle of the seventh grade, but later attended business college and studied book-keeping, a move which stood him in good stead as it opened an opportunity for him in the accounting field, and served as a starting point for further specialization in this profession. Mr. Farnsworth rounded out his academic preparation for this work with a course in public accounting at the Walton School of Accountancy in Chicago.

In 1901-1902 Mr. Farnsworth was cashier of the freight department of the Goodrich Transportation Co., Chicago. He resigned at the request of his parents to return to Sheboygan, Wis.

In 1903 he was field auditor and storekeeper for the Construction Company of America, Sheboygan, which constructed sixteen miles of interurban railway and a power house for the Sheboygan Light, Power and Railway Co.



William G. Farnsworth

He returned to Chicago upon completion of work.

From 1904 to 1915 he was general auditor of The Arnold Company, Chicago, Bion J. Arnold, President, engineers and contractors, specializing on locomotive repair shops, complete irrigation projects, electric railways, power plants, etc. In addition both Mr. Arnold and The Arnold Company conducted an extensive appraisal and report business, featuring public and semi-public utilities, including complete physical valuations of electric light, railway and telephone properties. Mr. Farnsworth had charge of accounting, auditing, and finances in the field, as well as in the general office in Chicago. The Elgin and Belvidere Electric Co. was constructed by The Arnold Company in 1906 and owned by Bion J. Arnold. For eight years Mr.

Farnsworth was also General Auditor and Purchasing Agent of this company. The superintendent reported direct to his office and he had charge of all inter-line relations with connecting carriers. This position compelled him to become familiar with rules and regulations of the Interstate Commerce Commission and Illinois Public Utility Commission.

During 1916 and 1917 he was secretary and treasurer of the Dearborn Motor Truck Co., Chicago manufacturers. With associates he organized the company and remained with them until dissension among the company

United States. The speedy and satisfactory adjustment and settlement of several thousand cancelled contracts for the Government under his direct supervision was a matter of considerable pride to him and his superiors and resulted in the Haskellite Manufacturing Corporation offering him an attractive position.

From November, 1919, to April, 1922, he was manager of factories at Grand Rapids and Ludington for the Haskellite Manufacturing Corporation, Chicago, manufacturers of "Haskellite" waterproof plywood and "Plymetl." He resigned during the business depression to go into the radio business, which appeared attractive.

From April, 1922, to September, 1923, Mr. Farnsworth was secretary, treasurer and general manager of the Michigan Radio Corporation, Grand Rapids. He was in complete charge of organizing and developing the business on a highly profitable basis, but crooked work and dissension among stockholders (with whom he would not co-operate) over an attempt to acquire the business through a bogus trustee sale forced him to resign. The company failed within eight months after he left it and the President, Guy W. Rouse, has since served time in prison.

From October, 1923, to August, 1924, he was president and general manager of the Callworth Radio Co., Grand Rapids. The company liquidated on account of an adverse patent situation, which extensive preliminary search had failed to disclose.

From August, 1924, to July, 1928, he was Vice-President, later President and General Manager of the Addac Co., Grand Rapids, manufacturers of Addac adding machines. He had entire charge of the management of the business, which was sold to J. A. Klise in July, 1928.

For eight months during the year 1927 he was also manager for The Michigan Trust Company, Receiver, of the Wolverine Metal Specialties Co., Grand Rapids, manufacturers of hardware and automobile specialties. The business was closed out at his request after investigation showed it to be a losing proposition.

From August, 1928, to December, 1930, he was President and General Manager of the Krohn Differential Corporation, Chicago, and Buchanan, in charge of production and sales. This business was sold to outside interests.

From December, 1930, to July, 1931, he was general manager of the St. Joseph Electric Steel Castings Co., St. Joseph.

In January, 1932, he became associated with R. E. Olds, Lansing, in anticipation of his manufacturing domestic electric refrigerators on a large scale, which program was abandoned. He was afterward associated with the R. E. Olds Company for several months investigating new manufacturing enterprises to be located in Lansing, and when during the month of November, 1932, Mr. Olds purchased the control of the Kold-Hold Manufacturing Co., Greenville, and moved the business to Lansing, Mr. Farnsworth

stockholders compelled him to seek more agreeable associates.

From June, 1918, to October, 1919, he was with the Bureau of Aircraft Production, War Department, Chicago and New York Districts. He entered Government service through civil service examination on auditing and accounting, was appointed production expert in the Finance Division and later was appointed Assistant District Manager at Chicago. After the Armistice he was placed in charge of the settlements of contracts. In June, 1919, he was appointed New York District Manager by Col. A. C. Downey for the Liquidation Division. This work involved an organization of several hundred employees, including a large number of commissioned officers and his sole authority to certify vouchers for payment to the treasurer of the

worth was made Vice-president and General Manager, and has since been in active charge of the introduction and sales, as well as production of Kold-Hold cooling units—"the storage battery of refrigeration" for motor trucks, display cabinets and various types of refrigerated storage boxes.

Mr. Farnsworth has had extensive experience in the purchase of materials and believes that any man gaining a thorough, practical experience in accounting and purchasing should be qualified to make a success in business. A man cannot remain in one position all his life and have a rounded business experience, which has been proven in the case of many bankers particularly.

Mr. Farnsworth is a member of St. Mary's church, Lansing; the Knights of Columbus and the Holy Name Society.

He was married in June 11, 1907, to Miss Belle Florence Fahey, of Chicago. The union proved to be a very happy one.

In preparing the above biography the writer asked the subject to summarize his life in a few brief paragraphs. The following was his reply: "I have found the hardest thing in business, in my organization, is to properly take care of business after you get it.

A constant vigil is necessary in every organization to prevent something going wrong in either the engineering, production or shipping departments, etc.—and then a poorly worded collection letter by the credit department may be the cause of losing an account that required a long time, with much effort and expense, to acquire.

I have another theory that affords considerable relief when things appear to go wrong, as happens in every organization, and that is by carefully expecting the unexpected, you can remove the element of surprise from your existence. It may sound foolish but in reality it relieves worry."

Personally, Mr. Farnsworth is one of the most companionable of men. True to his family and friends, loyal to his church and religious associations, friendly to all who appeal to him for assistance in any walk of life, Mr. Farnsworth presents a personality which is above the average, as men come and go.

Life would be tiresome if it had no rough spots to make us appreciate the smooth. If it were not for the bitter we would not enjoy the sweet. If a trial is hard to conquer all the more honor to you who conquer it. Only the weak "lay" down and say "I can't." The successful man knows only the words, "I can, I will."

What a new face courage puts on everything! A determined man, by his very attitude and the tone of his voice, puts a stop to defeat and begins to conquer.—Emerson.

Sins of the parents are visited upon their children unto the third and fourth generation. And so are their bond issues.—Exchange.

Life without laughter would be death.

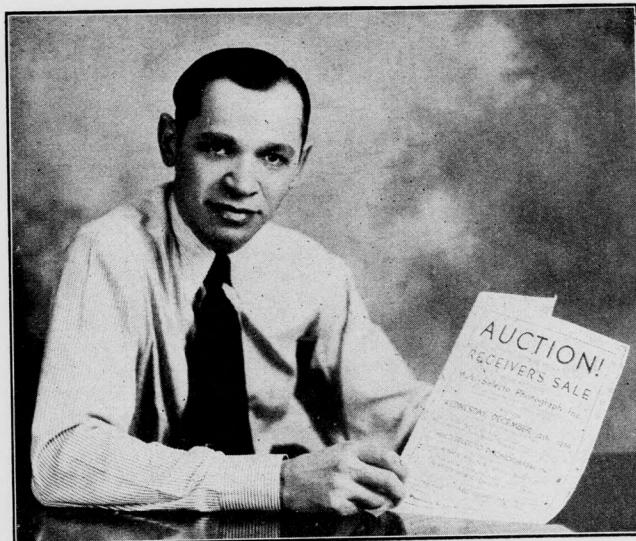
SUCCESSFUL SALESMEN

Abe Dembinsky, Well Known Federal Court Auctioneer

Abe Dembinsky was born in New York City forty years ago. He graduated from the grammar school at the age of 13 and immediately entered De Witt Clinton high school. Left high school after the second year and secured a position as errand boy for \$4.50 per week in an office supply store and inside of two years was advanced to the position of manager. Eighteen years ago Abe settled in Michigan, saying to himself, "this is one state I like."

Abe has always been a trader. Buying or selling is his greatest attribute. He was appointed April 13, 1927, by

his money is cheerfully refunded. The trouble with most men, especially in my line of business, is they always think the other fellow is a fool and does not know anything. That is not my idea. I believe we are all born with brains. One may be a little smarter in his business, but that does not mean that the other fellow does not know anything at all. I believe that if men in business would confine themselves to the theory that honesty is the best policy and be sincere and courteous to all, they would be better off in the long run. If a customer does not get some benefit from the man he is dealing with, why should he come back and deal with you again? I never knowingly violate a city ordinance or state law in conducting a sale."



Abe Dembinsky

Hons. George A. Marston and Paul H. King, Referees in Bankruptcy, Detroit, to act as an official auctioneer for the court in the Eastern district of Michigan. He was appointed May 26, 1927, by Federal Judge Fred M. Raymond, as official auctioneer for the Western district of Michigan, at which time Judge Raymond created this office and immediately appointed Mr. Dembinsky to fill this office. He was the first and only official auctioneer for the Western district of Michigan. This position he held until the courts abolished the office of auctioneer and appointed official trustees who dispose of bankrupt estates themselves. When asked how he accounts for the success he has achieved, Abe made the following statement: "The public has always looked upon an auctioneer as if he would skin them alive." I have always wanted to be a high grade auctioneer, which I believe I have accomplished. I never misrepresented an article in my life. I never argue with a customer and my help follows the rule that the customer is always right. Most auctions and liquidations and even bargain sales advertise "No money refunded." That is not the case with me. If the customer has a complaint, regardless whether he is right or wrong,

Abe's opinion as to the value of assets has always gone a long way in the court making a decision on that particular point. It is not unusual to go into court and hear the receiver or court say, "When it comes to disposing of personal property, get Dembinsky." When Abe tells a receiver or the court what the property will bring in dollars and cents he never fails to make good. He is well versed in bankruptcy and receivership proceedings and law and is many times referred to as "Attorney Abe."

His honesty, his word and his reputation are unquestionable throughout this state and other states by all he comes in contact with. He is well thought of by attorneys, receivers, trustees, trust companies, credit men's associations, circuit and probate judges and referees in bankruptcy. He carries with him unquestioned recommendations from such persons.

Abe's office and warehouse are located in the Waters-Klingman building, Grand Rapids.

Abe can walk around your store and in thirty minutes tell you almost to the penny what your stock will inventory. He is a great believer in advertising and attributes a great part of his success to spending money liberally for

advertising. He says when you have something to sell, you must let the public know it and newspapers and trade papers are the best mediums. When it comes to employees he says, "Pay them well and use them right. I believe I get more work out of my employees than most people. I never shout at them and I am never grouchy." He has a smile for everybody and doesn't even get mad at an insurance agent.

He has auctioneered and liquidated plants amounting to over a million dollars.

He was never a defendant or a plaintiff in a civil suit.

He is married and has two sons and a daughter. His older son, who is 19 years of age, graduated from the Saginaw high school with the highest honors, for which he won a scholarship to the University of Michigan.

The fellow who thinks the world owes him a living seems unable to find a collector who will take the job on commission.

As to people saying a few idle words about us, we must not mind that any more than the old church steeple minds the rooks cawing about it.—Eliot.

Seek you the City of Happiness?
It is located in the State
of Mind.

Automobiles are like men — the cheaper they are the more noise they make.

Americanism is returning.

ANNOUNCEMENT

E. B. STEBBINS
Lakeview, Mich.

AMBASSADOR TO
LOCAL BUSINESS
RECOVERY

PREACHER OF THE
DOCTRINE OF
"LIVE and LET LIVE"

COMMUNITY
ADVISER
FOR DEPRESSED
TOWNS and CITIES

Services open to communities desiring to protect their business interests and to increase the volume of money in local circulation. My plan of action is the result of study of actual business conditions, during the past two years while traveling staff writer for the Michigan Tradesman.

Write for Particulars.

MOVEMENTS OF MERCHANTS.

Detroit—The Thorne Optical Co., 1 John R. street, has increased its capital stock from \$2,500 to \$25,000.

Delray—The Detroit Sulphite Pulp & Paper Co., has decreased its capital stock from \$2,500,000 to \$2,025,000.

Detroit—The Hollywood Clothes Shop, Inc., 1231 Broadway, has changed its name to Conn's Clothes Shop, Inc.

Detroit—The Tivoli Brewing Co., 10129 Mack avenue, has increased its capital stock from \$500,000 to \$1,000,000.

Adrian—The Williams Oil Co., wholesale and retail dealer, has increased its capital stock from \$20,000 to \$50,000.

Bedford—Jim Brown, formerly of Gull lake, succeeds Mrs. Anna Alling in the meat and general merchandise business.

Albion—The Union Steel Products Co., has changed its capital structure from 100,000 shares no par value to \$1,000,000.

Detroit—The Lowry Manufacturing Co., 318 East Milwaukee avenue, has increased its capital stock from \$25,000 to \$100,000.

Detroit—The Mid-Western Distillers Products, Inc., 829 Fox Theatre Bldg., has increased its capital stock from \$20,000 to \$50,000.

South Haven—Dodge Commercial & Construction Co., Inc., has been incorporated with a capital stock of \$1,000, all paid in.

Kalamazoo—The new \$15,000 building being erected by the Kalamazoo Stove Co. is an addition to the enameling plant of the firm.

Detroit—The L. F. Johat Co., 3703 Grand River avenue, dealer in tires and batteries, has decreased its capital stock from \$40,000 to \$5,000.

Sturgis—The Sturges-Aulsbrook-Jones Corporation, 409 North Jefferson street, has increased its capital stock from \$75,000 to \$125,000.

Flint—The Art Marble & Flooring Corporation, 105 West Kenneth street, has changed its name to the Flint Mosaic Tile & Terrazzo Co., Inc.

Holland—The Renu Parts Corporation has increased its capital stock from \$100,000 and 35,000 shares to \$150,000 and 40,000 shares no par value.

Detroit—The Dependable Fumigating & Exterminating Co., 5264 Grand River avenue, is incorporated with a capital stock of \$4,000, all paid in.

Detroit—Monchaik Wholesale Food Co. has been incorporated here by Paul Monchaik, who formerly operated a wholesale sugar and feed business.

Kalamazoo—The Kalamazoo Stove Co., 36 Rochester street, has increased its capital stock from 100,000 shares no par value to 200,000 shares no par value.

Detroit—The Commonwealth Distributing Co., 11110 East Warren avenue, dealer in beer, wines and liquors, has been incorporated at \$8,000, all paid in.

Flint—The Barber Pharmacy, Inc., 904 North Saginaw street, retail dealer in drugs, etc., has been incorporated

with a capital stock of \$5,000, \$1,500 being paid in.

Bay City—The Rust Eliminating Co., Inc., 1212 North Farragut street, has been incorporated with a capital stock of 400 shares at \$10 a share, \$1,000 being paid in.

Ludington—Edgewater hotel, formerly the Bugg House, on upper Hamlin lake, was destroyed by fire, Dec. 8. Francis A. Anderson, proprietor, estimates the loss at \$15,000.

Detroit—The Grow Solvent Co., Michigan Terminal Warehouse, has been incorporated to deal in petroleum and kindred products with a capital stock of \$3,000, all paid in.

Ionia—The W. C. Page Co., dealer in fuels, oil, building materials, gasoline, etc., has been incorporated with a capital stock of 1,500 shares at \$10 a share, \$15,000 being paid in.

Detroit—The Aetna Wool Socks Co., Inc., 10303 Russell street, has been organized for sorting and grading of rags, with a capital stock of \$10,200, \$1,200 of which has been paid in.

Detroit—Fox Studios, Inc., 2741 West Grand Blvd., dealer in fur and cloth coats for women and children, carpets and rugs, has been incorporated with a capital stock of \$1,000, all paid in.

Saginaw—The S. & B. Ready to Wear Co., Inc., 410 East Genesee avenue, dealer in dresses and hats for women, has been incorporated with a capital stock of \$5,000, \$2,500 being paid in.

Detroit—The Detroit Packing Co., a Michigan cooperative corporation, 1120 Springwell avenue, has changed its capitalization from \$300,000 and 300,000 shares no par value to \$250,000 and \$50,000.

Bailey—Whitney E. Vance, 67 years old, died at his home Dec. 7. Mr. Vance conducted a general store at Trent for the past 10 years. During the kaiser's war he was food inspector in Washington, D. C.

Muskegon—Laheys, Inc., 232 West Western avenue, has opened a shoe department in connection with its ready-to-wear for women, millinery, etc., stock. Robert S. Jolman will be manager of the department.

Detroit—The Brooks-MacGregor Co., 12207 East Jefferson avenue, dealer in gasoline, oils auto accessories, etc., at wholesale and retail, has been incorporated with a capital stock of \$10,000, \$2,000 being paid in.

Petoskey—Alfred J. Dau has acquired all outstanding shares of stock in the Petoskey Housefurnishing Co., of which he has been president and general manager since 1927. There will be no immediate change in the name of the company.

Otsego—Arrangements have been completed for the sale by the Allied Paper Co. of Mill No. 1 in this city to the Otsego Falls Paper Mills, Inc., and the plant will be started the latter part of January with a force of about 65 local men employed.

Farmington—The Precise Tool & Manufacturing Co., 25820 Orchard Lake Road, manufacturer and dealer in machine parts and tools, has merged the business into a stock company un-

der the same style with a capital stock of 250 shares at \$100 a share, \$6,000 being paid in.

Detroit—Funeral services for Frank M. Brickman, 78, life-long resident of Detroit, who died last Thursday, were held at his home, 900 Washington road, Tuesday. Mr. Brickman was formerly employed by the DSR and later owned a dry goods store at Jefferson and Marlborough avenues.

Hancock—A weekly prize of \$5 in merchandise is being offered by Gartner's Store, for the best letter on the subject: "Why I Like to Shop at Gartner's." While the plan has been under way less than one month, it is said to be creating a great amount of interest, with many letters entered.

Detroit—The Alfred T. Wagner Estate, manufacturing and selling equipment for foundries, platers and industrial establishments, has merged the business into a stock company under the style of the A. T. Wagner Co., 2700 Wight street, with a capital stock of \$37,000 preferred and 20,000 shares at \$1 a share.

Grand Rapids—Sixty-three registrations have been received for the Exposition and Style Show of Shoes to be held by the Michigan Retail Shoe Dealers Association in connection with the 1935 convention, at Grand Rapids, Jan. 22, and the number will probably be nearly doubled, according to President Clyde G. Taylor. All arrangements for the show have been completed by Arthur Allen, of Grand Rapids. A meeting was held at Lansing by the Board of Directors last week, and final arrangements were completed. The program calls for the Style Show on Monday, Jan. 21, at the Pantlind Hotel, with the banquet the following night.

Charlotte—C. C. Wood, who has conducted a drug store in South Lansing, near the Reo plant for some time, is the new owner of the Frank Beard store. Mr. Wood has spent all his mature life in the drug business, his father being a pioneer druggist in the Thumb of Michigan for many years. Mr. Wood has moved to Charlotte and will occupy the lower part of Mr. Beard's home, near Oak park. Frank Beard, who has spent most of his business life on this corner, has wanted, for some time, to go to Florida where Mrs. Beard inherited considerable property near the famous Bok memorial at Lake Wales. For years he has enjoyed the respect and confidence of this community and his decision to leave his old home will be learned with regret by hundreds of friends in this area. Mr. Wood is married and there are no children.

Detroit—Solution for the problem of allowances for old pairs of shoes was offered by Nathan Hack of the Hack Shoe Co.: "Where shoe dealers are too eager to make allowance, when they know customers are not justified in their requests, they are only creating trouble for themselves and other shoe dealers. There are too many people always ready to make claims, and seek allowances, which is a very costly habit for the retailers of the country. The reason some retailers make allowances when they know the customer is

not justified is that they are afraid some other merchant will, if they don't. This kind of customer is not worth the trouble of keeping. Other retailers are afraid the customers will knock their store to his or her friends. But a customer who is a confirmed knocker is usually known as such, and his recommendations and kicks have little value. Pay no attention to dishonest claims, but allow them only when you are sure they are justified. The others give more grief than they are worth."

Manufacturing Matters

Highland Park—The Electric-Best Manufacturing Co., has been incorporated with a capital stock of 50,000 shares at \$1 a share, \$43,650 being paid in.

Detroit—The Consumers Supply Co., Inc., 655 Charlotte street, manufacturer and dealer in janitors' supplies, is capitalized at \$5,000, \$2,470 of which has been paid in.

Sturgis—The Thunderbird Aircraft Co., manufacturer and dealer in kites, aircraft and specialties, has been incorporated with a capital stock of \$25,000, \$1,500 being paid in.

Detroit—The U. S. Chemical Co., 2205 Dime Bank Bldg., manufacturer of paints, lacquers and solvents, has been incorporated with a capital stock of \$50,000, \$2,800 being paid in.

Novi—The Novi Products Co., 970 West Grand River avenue, manufacturer and dealer in wood and metal and tools, has been incorporated with a capital stock of \$50,000, \$6,500 being paid in.

Detroit—The Bissett Steel Corporation, Transportation Bldg., has been organized to do a tool, die and specialty manufacturing business with a capital stock of 50,000 shares at \$1 a share, \$1,000 being paid in.

Detroit—The Bradley Phillips Better Food System, Inc., 11625 Hamilton avenue, manufacturer and distributor of pure foods, has been incorporated with a capital stock of \$20,000 common and \$5,000 preferred, \$5,000 being paid in.

The aim of this terrestrial existence is to build character and to fit ourselves to live properly on this sphere, to develop our being to its highest possible expression and perfection, and to be a boon to our fellow beings; and then, all this done without any anxiety on our part we may trust Providence to take care of our future.—Goethe.

I think the first virtue is to restrain the tongue. He approaches nearest to the gods who knows how to be silent, even though he is in the right.—Cato.

It is a good thing to be rich, and a good thing to be strong, but it is a better thing to be beloved of many friends.

There is something in the heart of everything, if we can reach it, that we shall not be inclined to laugh at.—Ruskin.

Only heavy building will revive the heavy industries.

Our worst menace: Mounting public debt.

Essential Features of the Grocery Staples

Sugar—Jobbers now hold cane granulated at 4.95 and beet sugar at 4.70.

Tea—Figures came through during the week as to how much of a restriction there would be on the export (and consequently imports) of Ceylon, India and Java teas. The figure is 17½ per cent., which is 5 per cent. more than last year. So far this announcement has had no effect upon the market for these teas in this country except perhaps to hold it steady. Other varieties of tea also show no change since the last report. First hands business is still quite dull. Consumptive demand for tea is normal.

Coffee—The history of the past week as to future Rio and Santos coffee, green and in a large way, has been one of almost continuous weakness and declines. The reason appears to be the situation in Brazil. All grades of Rio and Santos have declined and business has been poor. Actual Rio and Santos has not quite followed the declines in future, although they have made some declines during the week. Business is dull. Mild coffee has shown declines here and there since the last report, possibly ¼ cent. The jobbing market on roasted coffee has not yet generally responded to the declines in green, but will do so if those declines continue. Consumptive demand for coffee good.

Canned Fruits—Canned fruits have been slow in new business for shipment but distribution continues along a satisfactory pace, and shipments against contracts have been taken up very well here. The strong statistical position of all fruits, with the possible exception of pears, tends to hold confidence in the list. Canned apple sauce has shown a somewhat firmer tendency in some quarters, while red sour cherries have ruled steady.

Canned Vegetables—Canned vegetables show no particular change as the new week opens. For this time of the year there are very few so-called specialties, and this means that the financial condition of packers has not undergone any particular adverse change. On the contrary, packers who are still holding goods show the determination and the ability to continue doing so until present spot stocks are well liquidated and there is a better demand for new supplies. This will develop, in the natural order of things, early in the new year, but none can foretell how soon.

Canned Fish—Maine sardines are scarce and should be higher. The packing season was very short. Buyers, however, are staying out of the market and therefore have not felt the situation. They will, however, if they come together into the market to buy. As to salmon, fancy grades are still wanted to some extent, but the balance of the list is dull. Prices unchanged. Shrimp packed during the current season to and including November 28 is ahead of the pack for the same period last season by 129,904 cases, according to statistics released by Norman Hendrickson, director, shrimp section, National Canners' Association. The figures are

based on can company reports. This season, unlike preceding periods, has not been marred by serious labor trouble and started with packers' stock at a minimum. The total pack for the current season to the date given was 729,182 cases against 599,278 cases for the similar period last year.

Dried Fruits—The dried fruit market is fairly active here, with interest being pretty much centered on holiday items. Some of these, of course, are in narrow supply. The steamer Gorjistan is due to arrive here to-day with the cargo of dates from Busreh. Considerable business has been booked against this arrival, especially in pitted Halloweens. Domestic figs have held well and there was a good business done in Calimyrnas and Adriatics, especially packaged. Black Missions did not do so well. The movement of the principal fruits like prunes and raisins has been routine here and prices have been relatively more favorable on the spot than for shipment. Nevertheless, first hands appear to be well satisfied with the way things are going, or not going, and feel that whether New York likes it or not it will be paying higher prices for fruits for shipment later on. The latest estimate of the new raisin crop puts it at 153,000 tons of all varieties, which is considerably higher than previous estimates, which have run all the way from 115,000 tons up. Last year the crop was 195,000 tons and the 1932 crop was 262,000 tons. So this year's crop is really very small, even if earlier estimates have been exceeded.

Beans and Peas—The market on dried beans is still dull with prices easy. From beginning to end it is a buyer's market with not many buyers. The same can be said of dried peas.

Nuts—Distributors here report some expansion of the market for nuts in the shell. Brazils seem to be going up all the time and pecans of the medium size grades are getting in narrow compass. California almonds are firm, because of the relative shortness of the crop. But walnuts, on the other hand, are here in sufficient supply and, so, as usual, the trade will not pay as much attention to them as they otherwise would. Shelled nuts are moving in fairly good volume, with prices here steady.

Olive Oil—The olive oil market is pretty much the same abroad. December prices have been about stabilized in Italy and are approaching that condition rapidly in Spain. Futures of course are somewhat lower. There is not much buying for shipment, as first hands here want to see what the new crop looks like. The spot situation is steady, with prices being well maintained.

Rice—The market is pretty quiet. Interest lies chiefly in top grade long grains and Japans, which are pretty scarce just now. Prices in the South on these varieties have shown increased strength. Blue Rose and Prolifics are dragging along without much activity, but sellers believe there will be a better movement after the first of the year. Prices here are below replacement costs and the ability of buyers to take their requirements on spot in small lots

at prices as low, if not lower, than they could buy in a carlot way for shipment from the South, explains why this market is unsatisfactory.

Salt Fish—There is a scarcity of Norway mackerel with an advance in price. Supply of Canadian mackerel coming into the market, however, is larger and prices somewhat easier. Our own American shore mackerel on account of light supplies is higher with a good demand. Other salt fish unchanged.

Spices—The irregular trend in black peppers has made grinders rather cautious in their operations, and trading over the past week was confined to small quantities. The white varieties were not affected by the fluctuations in blacks. Stocks here are more closely held and prices on all grades have been holding very steady. Some enquiry was noted for cloves. With an easier tendency to the market, importers and grinders appeared to be content to sit back and look on awaiting further developments at the source. Most attention appeared to be centered on nutmegs. Prices advanced sharply as a result of considerable speculative activity and buying by grinders. Because of recent detentions by the department shippers have become very discouraged and trade factors are having considerable difficulty in getting replacement. A slight advance featured the market for caraway seed toward the close of the week with importers pointing to higher cables. Poppy was reported to be a shade easier for shipment. Celery is marking time with the recent downward movement in prices failing to have the slightest influence on demand.

Syrup and Molasses—Sugar syrup is unchanged and steady demand; firm prices. Compound syrup has advanced 10 cents per hundred during the week, due to advances in corn. Demand, however, is listless. There is a routine demand for the better grades of molasses at unchanged prices.

Review of the Produce Market

Apples—Jonathans, \$1.00; No. 1 McIntosh, \$1.50; Northern Spys, \$1, \$1.50. **Artichokes**—80c per doz. **Avocados**—\$2.75 per case from Calif. **Bananas**—5c per lb. **Brussels' Sprouts**—16c per qt. **Butter**—Creamery, 30c for cartons, and 29½c for extra in tubs and 28½c for firsts.

Cabbage—40c per bu. for white, 50c for red.

Carrot—Calif., 60c per doz. bunches or \$3.40 per crate of 6 doz.

Cauliflower—\$1.75 per crate for Calif.

Celery—20 @ 30c per dozen bunches.

Celery Cabbage—40c per doz.

Cranberries—\$5 per 25 lb. box.

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

C. P. H. from farmer.....\$2.50

Light Red Kidney from farmer.. 4.25

Dark Red Kidney from farmer.. 5.50

Light Cranberry.....4.15

Dark Cranberry.....\$3.15

Eggs—Jobbers pay 17c per lb.

for all clean receipts. They sell as follows:

Large white, extra fancy.....35c

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

Medium29c
Candled, Large pullets.....28c
Checks25c

Storage eggs are being offered as follows:

XX April25c

X April23c

Checks21c

Garlic—15c per lb.

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

Grapes—Tokays—\$2.50 per box.

Green Beans—Louisiana, \$2.75 per hamper.

Green Onions—Chalots, 50c per doz.

Green Peas—\$4.50 per hamper for California and Washington.

Green Peppers—30@40c per doz. for Florida.

Honey Dew Melons—\$2.50 per case.

Lemons—The price is as follows:

360 Sunkist.....\$5.75

300 Sunkist.....6.50

360 Red Ball.....5.00

300 Red Ball.....5.00

Lettuce—In good demand on the following basis:

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

Leaf, out-door.....3c

Limes—25c per dozen.

Mushrooms—27@28c per box.

Onions—Home grown, \$1 for yellow and \$1.25 for white.

Oranges—Fancy Sunkist California

Navels are now sold as follows:

126\$3.00

1503.50

1763.75

2004.50

2164.50

2524.50

2884.50

3244.50

Red Ball, 50c per box less.

Florida oranges in half box sacks

are sold as follows:

200\$1.75

2161.75

2501.75

2881.75

Parsley—35c per doz. for hot house.

Potatoes—Home grown, 35c per bu.;

Idaho, \$2.50 per 100 lb. sack.

Poultry—Wilson & Company pay as follows:

Heavy Springs.....16c

Heavy Fowls.....13c

Light Fowls.....9c

Ducks13c

Turkeys19c

Geese11c

Radishes—Hot house, 30c per doz.

bunches.

Spinach—\$1 per bushel for home

grown.

Squash—40c per bu. for Red or

Green Hubbard.

Sweet Potatoes—Virginias, \$2.50 per

bb.

Tomatoes—Hot house, \$1.10 for 8

lb. basket.

Turnips—50c per bu.

Veal Calves—Wilson & Company

pay as follows:

Fancy8c

Good7c

Wax Beans—\$3.50 per hamper for

Florida.

NRA is undergoing complete over-

hauling. We live and learn.

Bobbed hair is easy to comb—and

doesn't catch on a man's coat buttons.

No one wins a price war.

MUTUAL INSURANCE

(Fire and Life)

Woman's Interest in Fire Prevention

"Mother burned to death and home destroyed. Bottle of gasoline dropped in kitchen; pilot on."

"Two children burned to death while playing near open fire."

"Girl seriously burned; celluloid articles on dresser ignited."

"Gas explodes in schoolhouse. One person fatally burned; building practically wrecked."

The above are only a few of the headlines that have appeared in Texas newspapers during the past few months. With these daily reminders of unnecessary loss of lives and property by fire, do you not think that every woman should make a study of the causes of fires and endeavor to apply every principle of fire prevention to aid in reducing this loss?

The need of woman's study of fire hazards in the home, school, and other public buildings where groups assemble cannot be overestimated. When fires occur in these places, fatalities often result and property damage follows from the occupants' ignorance or thoughtlessness. The mother who placed the bottle of gasoline in the house either did not know the danger of the explosive or think of the possible loss that might result from such an act.

For the protection of the family and home, it is highly important that women study safe construction of their homes and familiarize themselves with the fire hazards frequently found in them. A club or parent-teacher association program and a questionnaire will supply the information and stimulate interest in the study.

Acquaintance with self-protection methods is necessary in case of fire. What to do if one's clothing catches on fire, how to escape from a burning building, how to treat burns, and how to turn in a fire alarm are information every homemaker should have and apply when the emergency arises.

Olga Juniger.

Don't Let Fire Blight Your Christmas

Christmas is undoubtedly celebrated more universally than any other occasion—celebrated with great joy and happiness. Yet its observance is fraught with danger to life and property because of many special hazards that come into use at that time. A careless act, or the use of an unsafe article, may blight the day, replacing joy with grief.

Most of the trouble can be traced to lack of information about these special hazards. If correctly informed, people can easily avoid the dangers. In view of this, the National Board of Fire Underwriters have issued the following bulletin:

One of the leading causes of fires develops through the use of substandard electrical appliances and equipment, or the misuse of that which is standard. The purchaser can be certain that the product he buys is "standard"—that is,

complies with certain safety regulations—if it bears the label of Underwriters' Laboratories. Even the cord—that "means to an end" for the current—must be standard and in good condition to be entirely safe. This has been recognized by the National Electrical Manufacturers Association whose "Identified Cord" movement has resulted in 80 per cent of the cord now sold bearing Underwriters' Laboratories' bracelet, whereas but three years ago only 20 per cent. was so identified.

Fuses, plugs, sockets also should be standard. For safety's sake, when you buy strings of lights for Christmas trees, or any electrical gifts, accept only those that carry the label of Underwriters' Laboratories. Also exercise common sense in using electrical toys or appliances. Detach when not in use, and don't hang wires over uninsulated nails. When giving the children electrical toys instruct them carefully regarding their use and then supervise them closely until they know how to operate the toys properly.



Lines of Interest to Grand Rapids Council

The meeting held in the lecture room of the Library Saturday evening and sponsored by Grand Rapids Council was fairly well attended. Those who did attend were well repaid from the inspiring talk given by James G. Daly, editor of the Sample Case and Supreme director of Team Work for the United Commercial Travelers of America.

Mr. Daly outlined the buying and selling campaign which will be launched nationally in February. He gave his listeners a picture of the conditions as they have been, are now and as they may be changed by co-operating with the campaign when it is launched. The following is his story in part:

"National recovery as attempted by the administration is an attempt to bring about something from nothing and have something left over. The existing conditions were brought about by America buying imaginary goods with imaginary money and taking imaginary profits from their speculations. When the card house became so high that it was unstable, it came tumbling down and the collapse of the bubble sent people scurrying away from their usual routine of buying and selling necessary commodities through fear. The children had burned their fingers in a dangerous experiment, which was speculation, and that burn disrupted commercialism in its entirety. What this nation needs more than anything that may be headed by all the letters of the alphabet is a movement to get people to buy what they need. If everyone in the country will buy just a part of what they need and do their buying simultaneously, the factories all over the land will start to manufacture merchandise and men will go back to work. Productive labor will bring back prosperity but projects such as have

been tried will never do it and they will plunge us into a maze of taxes that will be handed down unto the next generation and even beyond that.

It is the aim of the campaign to get every merchant in every city, town and hamlet to co-operate and the day the campaign opens endeavor to get everyone to buy a little by running a "Buy and put men back to work" sale. This national sale is not a cut price sale but one where a profit is made. If every merchant in the Nation will do this then factories must start to make and replace the goods that have been bought. As an illustration, if every person who needed wall paper would start buying, it would take the wall paper manufacturers 13 years to make enough paper to go around. If paint was bought to cover every building that needs painting it would take the paint manufacturers 11 years to supply the paint. What this country needs is constructive labor and that can be brought about by buying needed merchandise. Buy quality so the maker, the merchant and the laboring man may have a profit. Bury all the selfishness that is in your heart and buy what you need so that the direct result may be happiness and plenty for the man who labors to make the merchandise you buy. Let him carry food, fuel and clothing home to his wife and little ones and fill that little home with pride, joy and warmth instead of gloom, despair and chill. Bring out those rusty dollars from their hiding places, bring forth a thought for others and bury that selfish feeling that dictates against letting the other fellow make a profit. Through concerted action we can again start the wheels of industry and bring back to the humble little homes and families, pride, joy and love. Politicians have failed to remedy our ills, it is now up to the business men to succeed through their own efforts."

The smallness of the crowd was probably due to the inability to get the proper publicity from the local papers and the failure to arouse in the minds of the public the idea that it might be good material for them to digest and ponder over. There is apparently an aversion on the part of many to listen to something constructive, something good for their souls. They are evidently content to sit down and wait for a fully loaded tray to be

placed in their laps without any effort on their part. They are selfish, they desire to sit back and await the results of the other fellow's effort. If all goes well, and it will, those who are steeped in lethargy will soon pass on and the constructive, fighting doer of to-day will replace the calamity-howler and the selfish, self-contained individual and class that is now a factor toward retarding our advancement. Those who are now satisfied with reading the headlines will be forced to read the story or else pass into oblivion as parasitic, hangers-on to a new and wholesome method of producing prosperity. No newspaper, no magazine can do enough to publicize this movement because through its success will come success to them. No individual can sing its praises too loudly because the echo of that song will reverberate down through the ages and the air of the song will find a lodgment in the hearts of the generations to come.

Girl: "I have broken my glasses. Will I have to be examined all over again?"

Optician: "No, only your eyes."

The broad Pacific has again taken toll from adventurers of the air. Flight Commander Ulm and his two companions have been added to the many who have lost their lives in a foolhardy attempt to best the elements—the air and water. Clothed in nothing but landfaring equipment, they dared the Westward flight from California to Honolulu with merciless waves beneath and the fickle air currents as their medium. Their names will no doubt be added to a list, heroic in nature, of those who lost their lives in trying to push the frontiers of aviation beyond the water horizon. It is obvious that the dangerous trail as selected by them may never be used commercially. The span is too far for the conservative traveler to even think of when other modes of safer travel are at hand. It is a question whether any agency should stand ready to expend huge sums in attempting a rescue of those who deliberately defy the laws of nature in an attempt to outdo some other daredevil stunt with no particular goal for the benefit of human progress. A land route is a sensible and feasible objective for the advancement of transportation but when thousands of perilous miles over the boundless deep must

INSURANCE AT COST (A Non-profit Organization)

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

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

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

be dared in a flimsy, heavier-than-air machine that is designed for land flights only, then it is time for some one to put forth an effort to curb the avaricious appetites of those who would risk their lives and the security of their families in attempting to capture some illusive phantom of commercialism.

At a recent Early Settler's Picnic Mrs. Upson won the ladies' rolling pin throwing contest by hurling a pin 75 feet. Mr. Upson won the 100 yard dash.

We are profoundly thankful for the why and wherefore of Yuletide but we are doubly grateful for the flight of time that takes us beyond those days before and after. It just seems that everyone has the gimmies and would-enough during this particular time. We have tried sewing fish hooks in our pockets and carrying our pennies in our shoes but struggle as we may the wily magicians leave us high and dry. So many good causes may be contributed to that one almost forgets that charity begins at home. Be it as it may, we still get a sort of a thrill as we feel the operation on our scanty means. Meager as may be our efforts, yet a small effort from everyone will line a dark cloud with silver for some unfortunate soul.

"Rufus, did you go to your lodge meeting last night?"

"Nah, suh. We dun have to postpone it."

"How is that?"

"De Grand All-Powerful Invincible Most Supreme Unconquerable Potentate dun got beat up by his wife."

We are pleased to be associated with a publication that has stood for fairness and justice to its readers for a period of fifty-one years. Editor Stowe is to be congratulated upon having the ability to successfully edit a paper without fear or favor of those who might attempt to corrupt its policies. It is our sincere wish that Mr. Stowe may be with us and the Tradesman for many, many years to come.

Al Guimond, of Detroit, and Dan Riordan and Glen Powers, of Lansing, attended the meeting at the Library Saturday evening.

Frank Holman is spending several days in Detroit working with a crew of special salesmen. His company is putting on an intensive drive for new business.

Do not forget the U.C.T. meeting which will be held Saturday evening, Dec. 15. Bring the lady and 35c for your supper, which will be served at 6:30. Get your reservation in not later than Friday, Dec. 14.

Gil Ohlman is advertising his ability as a casino player. His success is attributed to his ability to pick up the cards before his opponent gets to his.

The Ladies Auxiliary gave a pot luck luncheon and bridge party at the home of Mrs. Vander Kelen, 1032 Underwood avenue, Thursday. About twenty were present. Mrs. Harry Nash won first prize and Mrs. DeVlieger took second honors.

Counselor V. C. Schrider, of Barclay street, suffered a broken shoulder when he slipped on a rug. He will be confined to his home for some time. Pop, as he is familiarly known, is a retired

salesman and has reached the ripe old age of 82 years.

Tom Luce, of the Mertens Hotel, is confined to his home at 226 Youell avenue with infection of a maxillary antrum. The infection was caused from a diseased tooth.

Mr. and Mrs. A. F. Rockwell, Mr. and Mrs. L. L. Lozier, Mr. and Mrs. Chas. Dunakin and Mr. and Mrs. Ray Badgley constituted the entertainment committee that made arrangements for the banquet and dance for the Michigan Farm Equipment Association convention last week. All the above members of the committee are affiliated with Grand Rapids Council.

Watch your smooth tires and faulty brakes. This is the time of the year and the kind of weather that one must watch every operation of his car to prevent accidents. Take plenty of time in slowing down and turn corners slowly. Better be late than lamenting.

Notgniklip.



U. C. T. News From Detroit, No. 9

I walked into the Detroit-Leland Hotel and asked the manager, Mr. Loot, about some of the personalities at his wonderful establishment. At once he directed me to the twenty-first floor to the offices of the American Industrial Parade Association. There I was greeted by a tall, square shouldered, square built man. A firm handshake responded to mine and in less than a second I was made to feel at home. A pair of steel blue eyes met mine—not eyes which pierce you through, but the kind that just see things at a glance. The face lightened up with a kindly smile which seemed to be an opening door so to speak to a very solid determination to do things. This personality of very human machine energy represents the main dynamic force behind the wheel—buy merchandise: give men work. A. H. Wilford, that's his name. And it is no wonder the United Commercial Travelers of America are justly proud to sponsor such a movement.

About 1928 the Detroit Railway and Harbor Warehouse Co. needed a man of extraordinary ability to handle their cold storage division. The biggest warehouse on Detroit's water front, where all ocean going vessels tied up, selected A. H. Wilford. Warehousing is the key to distribution, manufacturing and exportation. Soon therefore Mr. Wilford's traits and fine ability for accomplishing the unheard of became known to the best of our Detroit business public. His close contact with all industries and those interested gave him a mass of general information and his ability at direct to the point analy-

sis won the confidence and respect of everybody.

It is little wonder that certain other groups asked his assistance. He organized consumption campaigns and moved agricultural commodities. The mining industry was in a slump. It needed help. And it took Wilford to Denver, Colorado. Immediately he formed the Grub Stake Club, with National headquarters at Denver. The man in New York, San Francisco and elsewhere was invited to membership. Each had an equal footing with the other. And each shared and shared alike in all mining developments. Thus there was a great impetus to the industry. At Idaho Springs a \$60,000 mill was established. It would care for the fellow with a few bags of ore just as readily as the man with 10,000 or more bags. The little fellow who couldn't afford to market ore in the same manner and by methods used by large organizations was greatly benefited. And then, too, the nice thing about it all is that the stationary of this remarkable organization told the story and reason for existence in the letter heading. Just another Wilford idea.

Time works wonders. And it takes time to work wonders if they are rightly worked. The National idea of production came to A. H. Wilford while talking to his friends in Denver. An industrial center is necessary to carry out such an idea. And this man has been accused of being practical. Of course, we have practical men in all the walks of life, but a whole lot of them must garnish their business dish with a lot of sauce, relish or flavoring before they can give it a name. Wilford just puts the name on it and goes ahead or sometimes he just goes ahead and leaves the benefited to name it. Why ask industrialists to produce unless a buying wave is started? Thus the slogan: Buy Merchandise: Give Men Work. Certainly no manufacturer will chase into production; no one is foolish enough to turn down business. And now the governors of states with their publicity appointees, radio stations, newspapers, magazines, service clubs, churches and other organizations have joined the parade which is the symbol of going forward. The United Commercial Travelers are the machinery for contacts with mayors in village, town and city. Each and all will help retail merchant's from coast to coast, North and South make a success individually and collectively of the two weeks sale beginning February 1st, 1935.

Sound, profitable, simple is this movement in the eyes of the Associated Press. And this great organ of communication is in constant touch with the offices at the Detroit-Leland Hotel.

And on top of all these things that are going on Judge Joseph A. Moynihan has accepted the position of National Publicity Director. The Judge is too well known for his interest in human civic affairs for us to sing his praises. He was guest speaker at the annual trade dinner of Michigan Manufacturers Representatives. About 800

present heard his story of what is being done.

Jim Daly on Friday last over WJR talked to an enthusiastic radio audience. The editor of the Sample Case is now back at his desk in Columbus, Ohio, to let the larger audience know of the great good that is coming to them.

Out of the mouths of babes and sucklings comes the wisdom of the earth. And out of A. H. Wilford—just a cold storage man—comes a direct to the point idea so forceful as to turn trade back into its natural channels and make men happy through work in their natural walks of life.

The following letter goes to every member of the United Commercial Travelers. It is so pertinent that we quote it here:

There are things that we all can do to help along Buyers Week, February 1 to 15. The object is to have every merchant from coast to coast put on a special sale during that time.

The result will be "more work for all" in sales, manufacturing and transportation of merchandise.

December Suggestions

1. Call manufacturers attention to this opportunity to sell goods by offering high grade merchandise at a price that will result in the increased sales.
2. Ask the mayor of each village, town and city to issue an appeal and make a proclamation of Buyers Week to every citizen and every business man.

3. Advise the mayor that we will gladly furnish, upon request, a very complete and simple plan that will result in the local merchant having a profitable two weeks' business.

4. Talk the campaign slogan everywhere to everybody. Buy merchandise—Give men work.

5. Tell all newspaper men (weekly and daily) they can make plenty of money out of special advertising.

6. Refer retailers, wholesalers, manufacturers, officials of service clubs and women's organizations, transportation, and mayors of towns and cities to us for suggestions of how they can profitably participate in America's Buyers Week.

Address all communications to

A. H. Wilford,
National Director, Detroit-Leland
Hotel, Detroit, Michigan.

Al Guimond, chairman of our Michigan Business Relation Committee, announces the appointment of Bill A'lard as executive secretary in full charge of our safety program. That means action and organization and plenty of it. Allen Rockwell, Grand Senior Councilor, has fully approved their program of procedure which is now going forward to every council in the State of Michigan. The Ladies Auxiliary are asked to cooperate.

Among our number we have one fine member, Oscar Howard, in the wholesale novelty business. He calls on drug stores, confectionary stores and variety stores. The one great thing about Oscar is that he tries especially to select for the retail merchant the particular article best suited to the trade in his locality. Our good friend has made a careful study of this and has greatly increased his popularity as a conservative merchandiser.

There is one of our number who is constantly in the lime light. Joe Mellon went to Salt Lake City and went all through the great temple He studied

(Continued on page 18)

INVENTORY SHOWING

With the inventory period at hand, there is reason to believe that stock-taking should disclose a healthier condition than a year ago for the most part. More cautious manufacturing through the summer and fall has had the effect of holding down surpluses. In the distributive lines, particularly, purchases have been kept closer to actual demand.

Industrial buyers for some little time have pursued a policy of selective purchasing. They have extended somewhat their orders on supplies which appeared desirable because of normal market conditions and have restricted commitments on lines which for one reason or another were under artificial restraints.

Less fear of inflation has, of course, had its effect upon stocks of many kinds. The outlook now is for a scrapping of many parts of the recovery program which set up restrictions which have had the effect of "freezing" prices and limiting outputs. With real inflation fading from the foreground and normal business conduct in sight, speculative buying is being replaced by demands that are checked up closely with consumptive requirements.

At the end of October stocks of department stores in this Reserve area were 9.3 per cent. under the same date last year. Since prices are about even with a year ago, this comes close to representing the reduction in physical quantities. Sales have been running ahead, so that the assumption must be made that the inventory position has improved a great deal.

UNITED FRONT PROPOSED

A further step in the co-operation of business interests with the Government was taken during the week at the Congress of American Industry under the auspices of the National Association of Manufacturers. A platform was drawn up which in the main emphasized orthodox ways of coping with the depression, but the session also authorized appointment of a committee to work with the United States Chamber of Commerce and of a larger committee which would represent all business interests in a united front for co-operation on recovery with the Government.

Taken as a whole, the convention of this conservative body did not produce the criticism which might have been looked for under the circumstances. A modified form of the NRA, in fact, was approved for another emergency period of a year when it expires on June 16 next. It is doubtful, of course, that Congress will agree to the proposal for an independent court of five men to rule this undertaking, because the plan would smack of putting business in control of itself, a control which was as much responsible as probably anything else for the debacle of 1929.

As in the case of the pledges offered by the bankers and by the United States Chamber, time will tell the extent of the co-operation to be offered by the manufacturers to the administration efforts. If the "united front" is used for general and not selfish in-

terest, then recovery may well be speeded.

DRY GOODS CONDITIONS

Despite a slower start than was expected, the first week of the holiday shopping season in this section closed with very active business, particularly in the main-floor departments. From other points cheerful reports were also received. Cold weather brought in a belated demand for winter goods which helped to swell volume.

Local stores probably ran 5 or 6 per cent. ahead of the sales of a year ago. They look, however, for larger gains as Christmas buying develops. From other centers advices indicated increases of from 20 to 25 per cent.

Early chain-store figures for November showed that the October rate of gain was well maintained. A compilation of sixteen companies made by Merrill, Lynch & Co. disclosed an increase of 10.27 per cent. over November, 1933. The increase for these same systems in eleven months was 11.80 per cent.

In the Christmas business done so far the trend has been strongly toward accessories and useful gifts. Luxury articles are in greater demand. Toy sales have been forging well ahead of last year's volume.

Mail and telegram orders were reported in the wholesale merchandise markets during the week as the heaviest in some time. In addition to gift merchandise the call was for seasonal apparel, sales of which had lagged due to mild weather. Jobbers were particularly encouraged by this demand, which will reduce stocks that were considered somewhat over-large.

INDEX ADVANCES SHARPLY

The feature of the week in general business was the formulation of an industrial program for the consideration of the national administration and Congress, which meets shortly. December financing by the Treasury was accomplished with what was described as an all-time record in speed and accepted as evidence of the solid position of Federal credit.

Progress in business was reflected by another advance in the index, which has now reached the best level since mid-August. The sharp gain, however, was due principally to the marked rise in the electric power series. Steel activity was ahead and the automobile component also gained.

While there is some slowness in the expansion of operations in the automobile industry, this is put down to special circumstances and not to any doubt among producers concerning the outlook. For one thing, there is now more purchasing of parts and some delay in receiving necessary shipments. The labor outlook in this industry is described as fairly well established.

A compilation of business profits for the third quarter by the Federal Reserve Bank in New York indicates a loss of 27 per cent. under the same period in 1933 for 290 companies. The comparison, though, is with a time last year when the pre-code boom had not entirely run its course. Smaller earnings by automobile and old companies and a sizable deficit in the steel

industry accounted principally for the decline. However, the nine months' results were more than double those of the same period of 1933.

RETAIL CENSUS FIGURES

The striking fact brought out by the 1933 retail distribution census, final figures for which were released in the week, was the small loss in the number of stores in spite of the heavy reduction in total sales. Thus, the drop in stores was only 1.1 per cent., while the decline in volume was 49 per cent. from 1929, when the first census was made.

It has been frequently argued that there are entirely too many distributors and that the chief waste in getting goods to the consumer comes from the surplus of outlets. Apparently, even the extremely difficult conditions imposed by the depression, however, have failed to effect much change.

An explanation of this rather curious phase of distribution has been offered. Trained men who were let go by established retail organizations have started up in business, since other activities were not available. Possibly these recruits account for the smallest loss listed in the sales figures, which is one of 2 per cent. for "other general merchandise stores."

Another point of interest in the census returns is the comparison of results in the struggle for the consumer dollar over the last four years. The food, restaurant and general merchandise groups got larger shares, while losses were recorded for apparel, farmers' supplies, the automotive groups, furniture and household wares and building materials.

NEW REFRIGERATOR LINES

Manufacturers of electric refrigerators have completed plans for launching 1935 sales campaigns and will offer new lines to the trade immediately after Christmas, according to a check-up among producers. The majority of companies will display new models in January, with a few delaying announcements until the following month. No radical changes in either prices or designs are contemplated for the coming season, according to the manufacturers.

Commenting on the resolution passed by the credit management division of the National Retail Dry Goods Association, in which winter sales plans sponsored by some refrigerator producers were condemned as undermining sound credit conditions, leading producers said the criticism was not justified. Special sales efforts, they argued, are necessary to maintain sales of refrigerators during the winter months, but in cases where special deferred payment plans are used normal credit precautions are taken, they said.

FOOD SHOWS OPPOSED

Concerned over the demand made upon them to participate in food shows, cooking schools, "dinner" programs and similar events, which have entailed the expenditure of large sums annually, manufacturers of groceries and other foodstuffs throughout the country plan to take action to put an end to the practice, Paul S. Willis, Presi-

dent of the Associated Grocery Manufacturers of America, Inc., recently declared. The majority of these affairs have been operated as a "racket," Mr. Willis declared.

While some of the events, particularly those sponsored by men in the industry, are "legitimate," Mr. Willis said that most of the shows which the manufacturers have been forced into supporting in various sections of the country have been operated by professional promoters, using the name of trade associations.

These promoters have usually approached manufacturers of Nationally-known brands with a threat that if they did not participate in a certain event their competitors would do so, and it has been this fear of customer reaction which has usually forced the manufacturers to join in the proposition. The financial and publicity rewards from participation in these schemes have been far below the actual cost to the manufacturers.

TRADE GROUPS UNEASY

The compulsory divorce of the International Association of Garment Manufacturers from the Cotton Garment code authority by the National Industrial Recovery Board during last week occasioned considerable uneasiness among other groups with a similar set-up. Recalling the intention of the NRA early this year to separate associations and authorities, an idea which was never put into effect, trade group men believe that the garment case may be the prelude to a general movement.

In most industries, officers of associations are frequently officials of code authorities, very often with one secretary or managing director for both. They are housed in the same headquarters and meetings of one group are followed by conferences of the other. The danger of this situation had been pointed out to the NRA in January of this year and recommendations made that associations and authorities be entirely dissociated. For a time, it seemed likely that the NRA would push through such a move but apparently it got lost in the shuffle. The garment incident may call forth a general ruling on the subject, it was felt, but since a wholesale reorganization of code authorities would become necessary, the move may be delayed until new legislation on the recovery act.

GARNER TO ACT AS BUFFER

Vice President John N. Garner will be the administration's balance wheel during the next session of Congress, for upon him will devolve the duty of keeping the National legislature to the right, so far as that may be dictated by Roosevelt policies.

The plan is to keep Senate and House so occupied with administrative legislation as to give members little opportunity to push forward their own projects.

Garner and other Democratic leaders will endeavor to maneuver activities in the Senate to shelve proposed bonus legislation, although it is hardly likely that they can defeat it upon initial passage. Either they will bring about its amendment to meet the Roosevelt viewpoint or defeat it after it is vetoed by them upholding the President.

OUT AROUND

Things Seen and Heard on a Week End Trip

Dr. J. W. Fifield, Jr., pastor of East Congregational church (Grand Rapids), has received a call from the First Congregational church of Los Angeles and is giving the call serious consideration. He is to announce his decision at the annual meeting of the organization, Dec. 14. He has been with this church ten years, during which time he has increased the membership from 181 to 1409.

The Los Angeles church has 2,000 members and a new church edifice, which with the land on which it is located, cost \$1,200,000. There is an indebtedness of \$650,000 on this property. The congregation still retains the ownership of the property it used for many years in the downtown district which could have been disposed of a few years ago for \$600,000. Owing to the depression in real estate it cannot now be sold for over \$200,000. The new church is described as one of the finest properties of the kind in America, being the last word in church construction and ornamentation. The congregation is largely composed of rich and well-to-do people who will make short work of wiping out the indebtedness as soon as good times come again. The salary paid by the Los Angeles organization is three times the stipend Dr. Fifield is now receiving.

Dr. Fifield is a superb orator, a close student and a strong fighter for any cause he espouses. His ability as an organizer, creator and expander of church work is little less than remarkable. Unlike most men of that type, he is not a dreamer. He keeps his feet on the ground at all times and under all circumstances. A man who is familiar with the debt situation at both places asserts that it would be easier for Dr. Fifield to raise \$650,000 in Los Angeles than \$100,000 in Grand Rapids, because the average financial condition of the church members in the California city is so much better.

Personally, I shall very much dislike to see Dr. Fifield leave us, if he should decide to do so. He is a unique and picturesque character whom his church will probably never be able to replace. He is a go-getter in all that the term implies. Young, energetic and tireless, he makes occasional mistakes which an older and more experienced clergyman would be likely to avoid. This indicates that he is decidedly human and, as such, he is able to create and maintain a large and enthusiastic following of which any expounder of the gospel may be exceedingly proud.

Dr. Preston Bradley made the most frank statement Sunday concerning the need of funds by the Peoples church of Chicago I have ever heard from the pulpit of any church. Dr. Bradley stated that the bonded debt of the church must receive immediate attention and then disclosed that the plate contributions given the church

each Sunday by those who attend its services amount to less than 10 cents per capita. I listen to Dr. Bradley's sermons every Sunday morning and am so entranced with his wonderful oratory and remarkable trend of thought that I feel an uplift which lasts until the next sermon is handed down the following Sunday. How any one can regularly attend a church which is crowded to capacity every Sunday and listen to such discussions on moral subjects—not to mention the inspiring music of the choir—and then drop 10 cents or less on the plate when it is passed is more than I can understand. I did not think there was a church which was attended by such people anywhere in the United States. I believe Chicago must have a monopoly on that kind of people. I do not see how they have the nerve to look him in the face or shake his hand.

The same condition exists concerning the broadcast sent out each Sunday of the morning sermon. The Central Congregational church has been obliged to discard its broadcast by Dr. Shannon. The broadcasts of the Chicago University and the Sunday Evening Club are paid for by wealthy men of Chicago. Dr. Bradley, in my estimation, is the greatest pulpit orator in the United States, with the single exception of Harry Emerson Fosdick, and his sermons are the greatest moral uplifts we have in the West. To permit these broadcasts to be discontinued would constitute the greatest moral loss the West could possibly sustain. I hope Dr. Bradley's blunt and forceful appeal may produce the desired result.

Washington, Dec. 6—You have mentioned in your letter of Nov. 30 one of the very important causes of the decrease of whiteness in the Great Lakes, namely the use of deep trap nets. The Bureau has studied the deep trap net in Michigan and Wisconsin waters and has demonstrated to the satisfaction of its staff the serious effects of overfishing resulting from such gear.

I would suggest that you address Dr. John Van Oosten, at the University Museums, University of Michigan, Arbor, who for several years has been in charge of the Bureau's fishery investigations in the Great Lakes. He can give you a very complete summary of his information on this subject which may be of interest to the readers of your paper. Frank T. Bell, Commissioner of Fisheries.

Charley Renner has relinquished the management of the New Whitcomb Hotel, at St. Joseph, to take the management of the Indiatlant Hotel (By the Sea), at Melbourne, Florida. The house has 125 rooms and is beautifully located on the Atlantic ocean. Mr. Renner will do the rest. Every guest of the house will be thankful that he was so fortunate as to fall into the hands of so genial and capable a landlord as Charley Renner.

Duluth, Dec. 9—I know that you will pardon the delay in acknowledging your letter of Nov. 22, also the copies of your Tradesman containing a nice mention of my new venture.

The Hotel Duluth is a beautiful house, finely appointed and equipped. It is located just one short block from the shore of Lake Superior and from the window of our apartment we get

a splendid view of the Wisconsin shore, across the lake. Until the first of December there was continuous traffic on the lake, which gradually diminished until the last freighter left the port of Duluth day before yesterday, with considerable ceremony.

One entire floor in this hotel is given over to ball rooms and private dining rooms and we can easily serve 1,000 plates. We have many functions booked for the winter months. At the present time I have 130 employees, representing a splendid organization.

Money is spent quite freely in Duluth and my impression is that the depression has not been so keenly felt here as in other parts of the country.

Perhaps you are familiar with Duluth. The city is built at the foot of a hill that rises to a height of 500 feet. The town is twenty-five miles long and one mile high, or wide, as the local citizens say. The view from the top of the hill overlooking the city and Lake Superior is magnificent.

I am advised that the Great Lakes-to-the-sea movement started in Duluth twenty years ago, consequently the people of Duluth are looking forward with considerable hope to the fulfillment of their dream. Duluth anticipates great benefits from this source and if the bill is passed and signed, real estate values will double over night.

I am told that hay fever sufferers come here in large numbers during the season when this malady is prevalent. This business has assumed the status of a recognized industry, here and a movement was started same time ago to rid the city and surrounding territory of all weeds, in order to encourage this business. As a consequence, all weeds have been eradicated.

Minneapolis and St. Paul are our nearest competitors, aside from Superior, Wisconsin, which is located just across the bay, insofar as hotel competition is not enjoyed by the average hotel. From us it gives us an advantage that is not enjoyed by the average hotel. There is very little automobile travel here in the winter months, which is another advantage worth mentioning.

I have had a very cordial welcome from the local business men, also letters and telephone calls from men I have not as yet had the pleasure of meeting, indicating a friendly spirit and a desire to be of service to me in the operation of the hotel. I have learned that it is considered a personal affront to address a person as "Mister" after an introduction, here, which is indicative of the extremely friendly attitude of the people. A. A. Frost.

Grand Rapids, Dec. 11—As you may already know, the Grand Rapids Junior Chamber of Commerce has arranged with Lowell Thomas to appear in the Civic Auditorium, in Grand Rapids, on the evening of December 15. The Junior Chamber is rather proud to be able to bring him here to the people of Western Michigan at this time, especially inasmuch as he is avoiding personal appearances insofar as possible, as his contract with the Fox Newsreel people and the Sun Oil people takes almost all of his time and gives him a terrific schedule.

I feel that there are undoubtedly a great many people in Grand Rapids and surrounding communities of Western Michigan who would welcome an opportunity to hear so eminent a speaker as Lowell Thomas. It has been our aim to establish low popular prices of forty cents for general admission and reserved seats at fifty cents, in order to make it possible for even those of modest means to hear him, but you can readily appreciate that the financial success of this venture naturally rests upon the number of people who attend. The entire proceeds will be directed to the Junior Chamber's program of civic improvement and community welfare. Tickets are available from any member of the Junior Cham-

ber of Commerce, and are on sale at prominent locations in Grand Rapids and at the Civic Auditorium.

H. R. Sluyter.

The United States Supreme Court has just decided that a town or city could legally forbid the distribution of advertising matter such as circulars. This is now the law of the whole United States.

The city of South San Francisco, Cal., passed the following ordinance:

Section 1. It shall be unlawful for any person, firm or corporation to distribute or cause to be distributed in the city of South San Francisco, any printed or written advertising matter by placing or causing the same to be placed in automobiles, or in any yards, or on any porch, or in any mail box in said city, not in possession or under the control of the person so distributing same.

Section 2. The provisions of this ordinance shall not be deemed to apply to any newspaper or any publication printing news of a general nature and keeping advertising space therein open to the public, and publishing of general advertising matter therein.

Section 3. Any person, firm or corporation violating any of the provisions of this ordinance shall be deemed guilty of a misdemeanor, and on conviction thereof shall be punished by a fine of not exceeding fifty dollars (\$50.00) or by imprisonment for a period not exceeding thirty (30) days, or by both such fine and imprisonment.

The San Francisco "Shopping News" sought an injunction to prevent the enforcement of this ordinance, but its last court of appeals ruled against it.

A San Francisco advertising concern engaged in distributing circulars about the city questioned in court the constitutionality of this ordinance and the matter eventually got to the United States Supreme Court. That court refused to disturb the decision—and therefore affirmed it—which the lower court had made, to the effect that the ordinance was legal.

This means that any town or city can if it chooses forbid grocers from distributing circulars to houses.

I submit that if we in this country concentrate on direct home relief and eliminate work relief so far as possible, the budgets of the municipal, county, state and Federal governments can be brought into balance, and that if this is not done we will soon be faced with a situation the seriousness of which cannot be exaggerated. If we could be assured of a sound solution of the difficulties of balancing unemployment relief, one of the most disturbing factors operating to-day against the revival of private enterprise would be removed.

The United States and Great Britain have jointly protested to Tokyo against the Japanese-created oil monopoly in Manchukuo. It is a violation of the "open door." But a Japanese spokesman soberly says in answer, "We cannot admit any contention which ignores the independence of Manchukuo." Now of course Japan knows and the world knows that Manchukuo is not independent. It was created by Japanese arms and its emperor is now upheld by Japanese arms. Yet Japan asks the world to believe that Henry Pu Yi, the puppet king, is a free agent and can do what he pleases, even while Japanese soldiers stand guard at his

(Continued on page 23)

FINANCIAL

THE ECONOMIC FACTOR

Actual Economy of Operation vs. Higher Cost

It has been my fortune to mix with grocers of all kind and persuasions from childhood and in every section of our broad land and never have I know a skilful, well-posted grocer suffer from chain—or any other—competition. If he went down, there was some cause other than competition, even though that cause was assigned. As for fairness or unfairness, I avoid such references because economics is absolutely dispassionate. If a man can do a thing, it is right, economically speaking. Success makes justification. I do not, of course, say that a railroad should do what railroads did in the palmy days of Standard Oil—charge me 25c for a service and Johndee 15c, and then hand over to Johndee 10c of my 25c payment. Public services must operate as the postoffice does—the same price to everybody.

When it comes to variations in manufacturers and producers' pricings for quantity sales, we have something else. Here there properly enters one economic factor—the actual economy of operation in the one case as against the higher cost of the other. And so long as a concession is figured strictly on the actual basis, it is harmless to legitimate merchants. By legitimate, I mean those who by native ability and knowledge belong in business. I do not mean that any one class is more legitimate than any other. Concessions of this sort work right around the circle. The big buyer does part of the service at his own cost. The smaller buyer pays another to do that service. In the end—so long as the premise indicated obtains—both buyers are on one footing.

I do not favor much "protection" for any one class—not any, in fact. Without any of the protection schemes we have lately set up, grocers have always been too numerous. Always—far back in the centuries, not merely since the chains or the mail-order boys or department stores became factors—the trade has been crowded by misfits. The only effective process of elimination—absolutely essential to business health—has been pressure of the competition of superior knowledge and management. If such superiority is now handicapped in favor of inferiority, conditions will be made worse—not better.

Look about you. On every hand you find worthy merchants stable as ever. Only a week or two ago you reviewed the case of one whom you told to continue as he had been doing—and to thank the A. & P. for promoting his business. Conditions have put that man on his toes and kept him there; and if he has the sanity to continue the ways which have brought him success, he will continue to be successful. Men everywhere continually come forward as successful merchants through the process of abandonment of loss-leaders and sugar-at-cost or worse, right in face of what others regard as the most drastic of price-

competition. Findlay found salvation in his early days on just those lines.

I outlined most of my ideas in what you printed Nov. 7, but on your reflections on the A. & P. development, it occurs to me that something must have inhered in the organization that attracted people. If it was sugar, sugar has been sold at cost, service and wrappings thrown in, since sugar became a food item. You revert to when you started the Tradesman. At that very time we, in Madison, across Lake Michigan from you, experienced sugar-below-cost competition; but it did not put us out of business and it was not the work of chains. It took the A. & P. more than fifty years to grow to 1000 stores. Its rapid expansion during the last twenty-five years has been due to a vast number of various causes; but to deny it a legitimate popular appeal is to remind me of what a certain Napa man printed recently. He advanced as a specially listed grievance against chain grocers that they "made people wait on themselves." By what means did they do the "making"? What character of compulsion was implemented? Is it not obvious that inducement must have appealed to consumers sufficient to compensate for their doing part of their own serving? Has not an entire new section of "independent" business been erected, and flourishes now, on precisely that same plan of "making people wait on themselves?" The folly of such contention would not merit attention were it not of a piece with so much other thoughtless agitation of to-day.

If the contention that chain development followed on an economic need is not acceptable, let us turn it around and say that current conditions afforded opportunity for men to depart from established ways with profit to themselves. That is the course development is apt to take—that men see new ways to serve and by offering new, changed or modified service, make great successes.

Consider Gerrit Vanderhooning. I have never met him, but he seems to be outstanding as a successful merchant, and his entire experience has occurred in face of chain competition. You have plenty more like him. I have grocer friends, widely scattered, whom I have watched for more than thirty years in constant, consistent progress upward, the sons following in their fathers' footsteps, undismayed by competition because master grocers. We shall never improve opportunity for such men by lessening the strenuousness of business, but thereby we can and probably will narrow their opportunity and lower the plane of our business.

So not only is what might have been done by wholesalers to scotch chain growth years ago a wasteful, futile bit of hindsight, but it is pointedly questionable whether such process would have stopped chain development and whether such stoppage would have been beneficial to anybody.

Nobody is "stronger" for the individual merchant than I am, but I feel that he is not helped by blinking facts, by coddling, by any sort of alleged pro-

tection beyond such general policing as is properly accorded to everybody, that each may have simply a fair field and no favors.

Always with deepest respect and kindest personal regards.

Paul Findlay.

Detailed Description of the Direct Credits Society

The state of Michigan is the center of financial and economic reform movements at this time. In no part of the Nation has the present depression hit more severely. Possibly on this account it has brought out two great National reformers in the persons of Alfred W. Lawson and the Rev. Charles E. Coughlin, both of Detroit. The former is at the head of the Direct Credits Society, while the latter is organizing the National Union for Social Justice. Detroit will be headquarters for both of these reform organizations. The Direct Credits Society was organized three years ago and now extends over the forty-eight states. As the latter organization is of recent origin, this article will be confined to the older of the two reform movements.

The plan of the Direct Credits Society is the work of Alfred W. Lawson, scientist, inventor and publisher. During the kaiser's war he was appointed by the U. S. Government to take full charge of aviation. He is an inventor of aeronautical instruments for air navigation, built the first airliner, flew it from Milwaukee to Washington in 1920 with twenty people aboard. He published the first magazine devoted to the aeronautical industry. He is author of Lawson Law of Movements, a scientific treatise endorsed by eminent authorities. He has been a life long student of economics and is highly qualified for his present undertaking. Possibly you have not before learned

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1. Gold must be abolished as money and everybody prohibited from using it to pay for anything.

2. Paper currency must be made the standard of exchange and issued in sufficient quantities for all purposes.

3. Interest and all other forms of payment for the use of money must be abolished and prohibited.

4. Control and supervision of money must be by the Government, which will operate all banks and other financial institutions. Private banking must be prohibited.

5. All financial loans must be made by the Government. Private loans in business transactions must be prohibited.

6. All credits must be issued by the Government direct to everybody.

7. Everybody must be entitled to basic equal credits given by the Government.

8. Everybody must perform actual service in return for credits.

9. Limited credits must be issued to everybody without security.

10. Credits must be issued for the upkeep and education of children up to 21 years of age, to be voluntarily repaid by them if possible, at some future and convenient time.

11. Credits must be issued to everybody past 65 years of age for living expenses, if needed. The size of such credits to be proportionate to the value of the services rendered by the beneficiary prior to that age.

12. Charity must be abolished and justice take its place. Credits must be issued to the sick and lame. Doctors, nurses and practitioners will be paid by the Government, both in money and honors. They must treat all patients with equal consideration.

13. Financial controversies must be settled by courts appointed by the Government, which will also furnish lawyers for both sides of the case. These lawyers will be paid by the Government and prohibited from taking private fees of any nature whatsoever. Disbarment, disgrace, imprisonment or worse will be the punishment for lawyers who misrepresent anything in connection with a case they are handling.

14. Everybody must furnish sworn statements periodically, showing the amount and character of wealth possessed and the manner in which it was obtained.

After study of these fourteen points of the Direct Credits plan, one can see why greedy wealth does not want the people to enact Lawson's plan into law. It means the destruction of private monopolies of every kind, which would loosen the grip of the Wall street money changers who have nearly ruined democracy, prostrated industry and agriculture and brought distress to tens of millions of our people. Not only this, but greedy wealth owns and controls the press, the radio and other forms of communication. There is no such thing as a free press. Greedy wealth dictates what shall be published and what shall not. Hundreds of editors and publishers admit this fact. Evidently the money changers fear the educational work carried on by the Direct Credits Society or they would

not deny the press to give its plans publicity. This is the desire of those who work evil under the cover of darkness. They are afraid to have the strong light of publicity turned on.

E. B. Stebbins.

Corporations Wound Up

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

Office Building Operating Co., Port Huron.

Valley Realty Co., Cassopolis.

Crystal Falls Workers Association, Crystal Falls.

Filter Condenser Corp., Detroit.

Personal Finance Co., of Calumet, Detroit.

Andrey Allyn, Inc., Detroit.

Brown-Morris Co., Detroit.

Snyder's Coffee Shop, Inc., Detroit.

American Iron Mining Co. of Michigan, Ishpeming.

Nu-Bro Manufacturing Co., Detroit.

Schaffner Sign Co., Detroit.

Wadhams & Co., Ann Arbor.

Ludington Daily News, Ludington.

Nehi Distributing Corp., Benton Harbor.

Nu-Enamel Detroit Co., Detroit.

The Woman's Shoppe, Saginaw.

Benton Harbor Motor Sales, Inc., Benton Harbor.

Eagle Products, Inc., Hamtramck.

McBride Marketing Association, McBride.

Vicksburg Golf Club, Schoolcraft.

Goldfield Dairy Co., Grand Rapids.

Wright-Kay, Inc., Detroit.

Janoit Specialty Co., Detroit.

Pewamo Elevator, Pewamo.

Philgas Company, Dover.

S. L. Potts Co., Inc., Detroit.

Silverstein Produce Company, Inc., Detroit.

A. G. Spalding & Bros., Detroit.

Auto City Coopers Works, Inc., Battle Creek.

Health Bakeries, Inc., Detroit.

Williams Concrete Equipment, Grand Rapids.

Delmar Grocery Company, Detroit.

Eureka Gas & Oil Co., Muskegon.

E. H. McAfee Company, Detroit.

L. D. Rockwell Co., Detroit.

Stony Lake Land Co., Detroit.

Business Interest and Administration Closer Together

There appears to be little fundamental change in the business situation this week. Steel production continues to improve slowly, with the rate of production now approximating 29 per cent. of capacity. Although it will be some time before volume production of automobiles, it is reported that dealers are experiencing a good consumer demand for new cars. Electric power production was slightly lower for the week ended Dec. 8, but represented a gain over the same week of last year larger than was true for the previous week. The situation continues to give a mixed appearance, however, as bank debits outside of New York City have declined, as have freight car loadings. In general the business situation is considered to be slightly better. We are now approaching the year end period which can be expected to be dull.

Little definiteness as to future policies of the administration was ascer-

tained last week. So-called "left wing" members of the administration have been most prominent at the Southern white house. Various relief and business stimulation programs have been suggested. The budget balancing question also comes up in any program suggested by the business interests. Nevertheless, this question depends largely upon business revival and methods of attempting to bring about such a revival. One suggestion now in prominence is a 20 per cent. subsidy to home builders. Investors must expect to await the convening of Congress for future policies. It is understood that the budget may be an open end affair. At the same time business interests and the administration at least are closer together in that mutual problems are being discussed directly.

J. H. Petter.

Proceedings of the Grand Rapids Bankruptcy Court

Dec. 1. On this day the schedules and reference in the matter of Motor Rebuilding & Parts Co., debtor No. 5847, filed under section 77 B. of the bankruptcy act for liquidation, were received. The bankrupt is located in Muskegon. The following is the list of their creditors:

City of Grand Rapids	\$ 75.60
City of Flint	235.40
City of Muskegon	717.32
State of Michigan	203.87
Riordan Realty Co., Muskegon	53.89
Western Sign Service, Muskegon	18.60
General Oil Co., Saginaw	63.37
National Cash Register Co., G. R.	25.70
Tisch Auto Supply Co., G. R.	13.65
Western Union, G. R.	6.75
Western Union, Muskegon	7.36
Gardiner Metal Co., Chicago	42.71
Central Rubber & Supply Co., Indianapolis	1.50
Goodrich Silvertown, Inc.	28.90
South Bend	3.33
R. C. Moeller Co., Detroit	20.66
Houston Ave. Vulcanizing Co., Muskegon	26.25
Metal Bond Mfg. Co., St. Louis	1.03
C. W. Marsh Co., Muskegon	7.27
Bendix Stromberg Carburetor Co.	221.97
Borg Warner Service Parts, Chicago	11.13
Crane Packing Co., Chicago	2,636.97
Clawson & Ball, Inc., Chicago	49.13
Jefferson Electric Co., Bellwood	2.09
Lakeshore Corporation, Muskegon	2.06
Muskegon Glass Co., Muskegon	3.04
The Viteck Tool Co., Cleveland	4.30
Carter Carburetor Corp., St. Louis	3.24
Geo. L. Hunt Mfg. Co., Eosobol	21.79
Cooper Welding Co., Muskegon	50.00
Delaware Motor Service, Inc., Detroit	34.95
Reiff & Nestor Co., Lykens, Pa.	3.91
Faber-Schneider Radiator Co., Cedar Rapids Engineering Co., Cedar Rapids, Ia.	4.05
The Toledo Steel Products Co., Magnesium Products Corp., Brooklyn	18.34
Baker Auto Parts, Muskegon	3.85
Muskegon Boiler Works	4.37
Universal Battery Co., Chicago	27.91
Reed & Wiley Co., G. R.	95.64
The Herbrand Co., Fremont, O.	3.55
Service Machine Works, Muskegon	26.88
The Daniels Co., Muskegon	189.28
Walker & Company, Flint	26.40
Keystone Reamer & Tool, Millersburg, Pa.	68.42
Bristol Stoker Sales & Service, Flint	13.70
Frictionless Metal Co., St. Louis	63.15
Vellumoid Co., Worcester, Mass.	557.25
International Harvester Co., G. R.	5.10
Insulated Parts, Chicago	35.75
Beecher, Peck & Lewis, Detroit	7.37
Thoma Glass, Fairfield, Ia.	55.45
John C. Hoof Co., Chicago	336.18
Hoof Products Co., Chicago	18.91
Knappanee Water Filter Co., Knappanee, Ind.	19.48
DeVillbiss Co., Toledo	2.65
Alumite Sales Co., Chicago	24.61
Battery Equipment & Supply Co., Chicago	9.12
F. W. Stewart Mfg. Corp., Chicago	1.70
National Copper & Swelting Co., Cleveland	5.60
Aurora Equipment Co., Aurora, Ill.	212.95
Alumite Office Supplies	3.20
Magnus Chemical Co., Garwood, N.J.	29.29
Oldraulic Lift Co., Memphis	5.94
Factory Supply Co., Muskegon	5.17
Franklin Oil & Gas Co., Bedford, O.	53.20
R. M. Hollingshead Co., Camden	3.35
Anchor Packing Co., Philadelphia	1.81
United American Mach. Corp., Springfield, Mass.	263.24
Sidney H. LaBarge, G. R.	14.40
C. E. Johnson, North Muskegon	4,174.00
Stromberg Motoscope Corp., Chicago	40.06
Michigan Windw Cleaning Co., G. P.	3.00

Bunting Brass & Bronze Co., Toledo	38.50
Postal-Telegraph Cable Co., Chicago	5.49
S. & M. Lamp Co., Los Angeles	8.69
L. H. Gilmer Co., Philadelphia	387.02
DeLuxe Products Corp., Inc., LaPorte, Ind.	10.92
Armstrong-Iddins, Inc., Flint	113.51
Greenleaf, Inc., Detroit	327.52
Auto Electric & Service Corp., Detroit	104.87
Lippincott Motor Sales, Flint	13.81
Medical Arts Building, G. R.	45.00
Black & Decker Mfg. Co., Towson, Md.	17.58
Zip Abrasive Co., Cleveland	29.13
Spray-X, Chicago	14.50
Muskegon Aluminum Fldry. Co.	17.59
Industrial Diamond Co., Muskegon	55.05
Michigan Associated Telephone Co.	10.15
Turner Brass Works, Sycamore	6.80
Kutol Products Co., Inc., Cincinnati	11.05
Northwestern Chemical Co., Marietta	18.05
Muskegon Chronicle, Muskegon	106.79
Edward C. Farmer, Muskegon	327.25
The Arco Co., Cleveland	303.75
Eisemann Magneto Corp., Cleveland	25.44
Jacobs Mfg. Co., Hartford, Conn.	62.37
John W. Watson Co., Detroit	5.87
Flint Sterilized Products Co.	40.19
G. R. Ass'n of Credit Men	3.76
Chicago Tubing & Braid Co.	371.28
Tung-sol Lamp Works, Inc., Detroit	83.12
Whitney Sales Corp., Hartford	262.95
Whitney Mfg. Co., Hartford	35.02
International Motor Truck Service, Flint	4.10
F. Raniville Co., G. R.	2.50
Van Dorn Electric Tool Co., Towson, Md.	2.17
Standard Oil Co., G. R.	234.41
Asheo Corporation, St. Paul, Minn.	2.24
Noera Mfg. Co., New York City	31.04
Webb Coal Co., G. R.	1238.50
Thompson Products Inc., Cleveland	7.57
Ausacoda Wire & Cable Co., Chicago	12.82
Muskegon Pattern Works, Muskegon	84.82
Continental Motors Corp., Detroit	613.82
Greater Muskegon Industrial Foundation	499.03
Packard Electric Corp., Warren, O.	82.05
Motor Car Service Co., Detroit	73.73
Stanley Rule & Level Plant, New Britain, Conn.	2,170.30
Republic Gear Co., Detroit	161.32
Swift & Company, Chicago	26.02
Minneapolis-Moline Power Implement Co., Minneapolis	43,007.24
Natl Lumberman's Bank, Muskegon	43.71
G. R. Gas Light Co.	989.54
Simmons Mfg. Co., Grand Haven	109.77
Indiana Bell Telephone Co., South Bend	4.20
Burroughs Adding Machine Co.	55.20
Mich. Bell Telephone Co., G. R.	5.03
Champion Pneumatic Machinery Co., Russell Elec. Co., Saginaw	24.50
Cleveland	8.03
Motor -xRay Co. of Chicago	111.44
Flint Automotive Sales	534.58
J. H. Williams & Co., Buffalo, N.Y.	14.38
Forest-West Mfg. Co., Chicago	438.52
Shur-Gloss Mfg. Co., Chicago	48.66
Fitzpatrick Elec. Supply Co., Muskegon	101.79
Henry Transfer & Storage, Elkhart	421.91
Powell Muffler Co., Utica, N. Y.	.65
Goodyear Service Co., Muskegon	15,000.00
Armstrong Pierce Co., Flint	49.85
Dorman Star Washer Co., Cleveland	407.68
Sunnen Products Co., Cleveland	3,079.11
Henry Smith, Grand Rapids	1,210.25
Federal Mogul Corp., Detroit	7.28
W. J. Brinen Lumber Co., Muskegon	34.50
John Drewes, Muskegon	4,825.00
Wm. Monroe & Co., Muskegon	1.06
Hall Mfg. Co., Toledo	33.11
Van Heulen Fuel Co., G. R.	74.01
Wohler Corp., Lansing	391.75
Pelt Products Mfg. Co., Cleveland	100.41
C. W. Chapple Coal Co., Flint	6.47
Central Engraving Co., G. R.	14.75
Muskegon Letter Service	2,746.03
McCord Radiator & Mfg. Co., Detroit	9.48
Brochu & Hass, G. R.	38.60
Piston Expander Co. of Aurora	182.47
E. H. Sheldon & Co., Muskegon	22.83
Muskegon Hdwe. & Supply Co.	5.20
Pinnell System Inc., South Bend	45.19
M. E. Wahlstrom, Rockford, Ill.	118.07
Independent Electric Co., Muskegon	68.14
Automotive Thrust Bearing Corp., Chicago	7.29
Climax Mfg. Co., Chicago	8.26
Quality Aluminum Casting Co., Muskegon Heights	797.60
Ramsey Accessories Mfg. Corp.	33.24
National Machine & Tool Co.	96.28
Towner Hardware Co., Muskegon	9,495.72
United Motor Service	4,039.76
The Accurate Co., Muskegon	10.90
Accurate Parts Mfg. Co., Cleveland	56.04
H. Edelmann & Co., Cleveland	19.03
Staynew Filter Corp., Rochester	4.44
The Clover Frdy. Co., Muskegon	190.95
Consumers Power Co., Jackson	8.55
Linendoll Corp., Chicago	20.41
Gelcock Transfer Line, G. R.	233.82
Kester Solder Co., Chicago	93.86
C. J. Dykeman Elec. Co., G. R.	428.01
J. A. Tumbler Laboratories, Grand Haven	699.06
Wm. A. Meir, Muskegon	34.97
A. P. Johnson Co., G. R.	

(Continued on Page 17)

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—Rudolf Eckert, Flint.
Vice-President—O. A. Sabrowski, Lansing.
Secretary—Herman Hansen, Grand Rapids.
Treasurer—O. H. Bailey, Sr., Lansing.
Directors—Holger Jorgenson, Muskegon; L. V. Eberhard, Grand Rapids; Paul Gezon, Grand Rapids; Lee Lillie, Coopersville; Martin Block, Charlevoix.

Remember, the Customer Is Always Right

A consumer having credit in a high grade grocery store but who seldom ordered from that store telephoned for certain selections and told the clerk that he would like to pay on delivery, to save charging trouble and expense.

"But did you say you had an account here, Mr Jenkins?" asked the clerk. Yes, the customer had an account, seldom used. Then it would be safest to make a charge as if the goods were sent C.O.D. the driver would not be allowed to leave them if the customer should not be at home to pay. So a charge was made and, either the customer must take the trouble to make a trip to the store to pay it or incur the expense for mailing and the outrageous charge the bank now makes for handling a check.

This kind of thing occurs constantly in every service store, yet more than twenty-five years ago we devised a simple scheme whereby we completely overcame it in Findlay's.

Our sales slips were printed in the usual way: Name, address, name of salesperson; but where most slips indicate "terms" ours were imprinted "How sold." That was because it was cryptic and we might write in anything we wished without customer realizing how we were limiting terms.

Every order went first to our cashier, including paid orders. She was thus able to inspect and check each one, and it was also her duty to assort them for the various delivery routes.

Paid orders took care of themselves, of course. Charge orders were checked before items were assembled—close tab always kept thereon. We had certain unfailingly exact rules for entry. Name, of course, accurately, but always the address. Why that? Because, regardless of how well all of us might know any customer's location, we had plenty of experiences such as the two brothers Brown: Frank and Fred. Thus F. Brown might be either; but the address told the story.

The How Sold blank was filled with Paid, Charge C.O.D. by the clerk, all self-explaining apparently, and in talk with the customer the term C.O.D. was always used—but we had another check on that. For C.O.D.'s fall into the two classes indicated above: such as were "good for" the bill, so merchandise might be left and reported as unpaid by delivery man; and such as must pay on delivery or goods would not be left.

These were distinguished thus: The "good" ones remained marked C.O.D., as the clerk had entered it. Those whom we did not trust were stamped in red ink, over the C.O.D. entry: Cash. That little rubber stamp was a true red flag to the driver—yet nothing therein indi-

cated to the customer anything of our system.

Simple, was it not? Yes, and it worked just 100 per cent., without hitch or failure. Plainly, too, it obviated not merely losses of money, but misunderstandings and inconvenience such as the customer whose story I tell above experienced. A further advantage was that it was a bit of intimate and forceful discipline to our delivery boys.

Everybody we hired was told plainly that he—or she—would be responsible for breakage or any loss directly due to carelessness or bad luck, the charge being our own replacement cost. Our delivery system indicated what numbers of crates, cans, etc., were taken on each load. Great pains was taken to explain the C.O.D. and cash order system. Last thing before he left with his load, the delivery boy came to get needful change for cash orders and for such C.O.D.'s as would be apt to pay. We did our part in full.

Well, a new boy would mislay crate No. 11, eggs box No. 56 and "forget" about one or more cash collections; but when Saturday night came and his shortages were deducted from his pay, his full responsibility came home to him. Actually, of course, he lost little or nothing—unless the cash customer was a pure dead beat—because he bestirred himself next week to collect what he had forgotten and gather up missing crates and egg boxes. As he turned in recovered equipment, he was paid cash for it.

This is more "old stuff," part of it more than twenty-five years old, as I say; which once again shows that our business changes little, basically. I shall be happy if this story serves to obviate some of the perplexities of any grocer.

It is likewise old stuff to assert that the customer is right—always—but it remains true, and any grocer who fails to grasp that is apt to lose by his failure.

A grocer sold a package of unusual crackers. Customer—not unintelligent—found them stale beyond redemption and took them back. Grocer was insistent that the goods were not stale; that they were a peculiar item, made of uncommon material, hence had an odd flavor; and he wrapped them up again and tendered them to the customer. The lady did not like to be too insistent so she took them home again, to have her husband assure her that the goods were unfit to eat, regardless.

Now, whether the grocer was technically, scientifically right, this was bad practice and certain to be costly to him, for that couple will not be inclined to return enthusiastically to that store. Reasonable, broadminded folks, they do not harbor great resentment; but will not feel the same confidence in that man they formerly felt—which happened to be much. The proper course was to take the goods back without a word of comment. If they were really okeh, the grocer could eat them in his own household. If they were not, he could not afford to offer them and must get rid of his stock, regardless of its size or cost.

It is worth careful thought that today such a thing could not happen in a

chain grocery store. Anything brought back there is accepted without a remark, money cheerfully refunded, with a smile and expression, "sorry you had that trouble," or any item furnished in exchange.

Which reminds me of a grocer who, peculiarly enough, asked me for a plan whereby he could increase his volume. As he talked, we stood by his vegetable display and there, right before us, was a pile of cauliflower that could belong in just one place—the garbage can. I did not much care whether I hurt his feelings, because that was a failure so dense, so I told him that it was as important to remove handicaps to trade as to furnish incentives—perhaps more important. Then we discussed the cauliflower.

It appeared that he had got it on Saturday. Rather hurriedly he opened it; found it not up to scratch but felt he "had no time" to change it and fell into the laxity of thought that he'd better have that to offer rather than none—so he displayed it and marked it three for 10c.

When I said no customer would want it as a gift, he agreed he had been wrong to display it at all; but how much damage it had done him on that day we could only guess. It is truly more important to keep out of sight what will drive folks away than to display what will attract them.

Paul Findlay.

To think straight, turn aside to listen to others.

Everything can be improved.

Map 1935 Refrigerator Campaign

Campaigns to sell gas-operated refrigerators in all sections of the country will be conducted on a much larger scale this year than last, John J. Quinn, of the Boston Consolidated Gas Company and chairman of the American Gas Association's refrigeration committee, announces. Plans for marketing household refrigerators next year through the 2,500 gas utilities in the country holding membership in the association were discussed last week at a meeting of the committee in the association's headquarters. Newspaper advertising, Mr. Quinn said, will be used extensively as a means of emphasizing the importance of gas refrigeration.

A pioneer is a fellow who can remember back when the leading attraction at a bathing beach was a hot dog stand.

A man that studieth revenge keeps his own wounds green.



Beech-Nut

GUM & CANDIES

COFFEE • PEANUT BUTTER
CATSUP • BUTTER WAFERS

*and other foods
of exceptionally fine flavor*

BEECH-NUT PACKING CO., CANAJOHARIE, N. Y.

ROWENA!

(SELF-RISING)

PANCAKE FLOUR

IS IN POPULAR DEMAND!

VALLEY CITY MILLING CO.

Portland, Grand Rapids, Kalamazoo, Holland, Traverse City



TO OUR FRIENDS, THE RETAILERS:
May we wish every one of you a genuine, old fashioned Merry Christmas and a Prosperous New Year. *D. M. Bergenthal*
PRESIDENT

RED-STAR-YEAST

MEAT DEALER

Daylight Blue Best Light for Meat

There has been discussion of late regarding the kind of light best adapted to the display of meat. It is common opinion among meat dealers that women are becoming accustomed to look for certain characteristics of grade and quality in meat. Unless the illumination in a window or display counter shows the meat in its true color and texture, there may be cause for misjudgment.

Attempts to give meat a bright appearance by using red lights distorts rather than improves the appearance. The use of red light may conceal the various degrees of red in beef or the pink in veal. It may blur the grain of the meat and make the marbling and rhine appear as part of the lean and thus give a wrong impression.

In tests made it was found that the use of daylight blue lamps, which approach natural light in color, were not entirely satisfactory as they increased the red color effect on the meat. Red used alone tended to hide the texture. One 150 watt red lamp was used in combination with a 150 watt clear lamp, but the resulting light was not bright enough. Using a 200 watt clear bulb lamp it was found that red light added nothing. Using a blue color screen over a reflector equipped with a clear lamp produced an effect of spoiled meat. At length it was found that 200 watt clear bulb lamps produced the most satisfactory light for judging both color and texture of all fresh meats.

By night or by day, artificial light in the windows is helpful. In the daytime it eliminates daylight reflections in the window pane and makes the display visible at a glance to passing pedestrians.

An even higher intensity of light is recommended for the show window than in the store interior. Yet a bare lamp should never be placed where it causes a blinding glare. It should always be shaded. Often the meat store may be located next to another retail establishment that has brightly lighted windows. If the attention of pedestrians is to be attracted under these conditions, there must be sufficient light to produce contrast with neighboring windows. The intensity of show window illumination also depends upon the number and wattage of lamps used.

General practice recommends that 150 or 200 watt Mazda lamps be mounted on 18 inch centers around the top of the show window near the front pane. If possible, the reflectors should be recessed in the ceiling of the show window so that the light rays do not reach the eye of the pedestrian and perhaps cause objectionable, irritating glare. If the reflectors cannot be recessed, they should be hidden from the view by a valance, either of cloth or frosted glass, running around the top of the window.

Rumors About Meat Code Still Continue

Although efforts to obtain a separate code for the retail meat trade ended on November 1, so far as the National

Retailers' Association was concerned, vague reports have since continued to come out of Washington to the effect that a code had been prepared by the Recovery Administration for submission to the retailers.

Inquiries directed to NRA officials for enlightenment in the last few days brought no response.

It has been gossiped that the plan now is to put only the metropolitan centers under a meat code. Presumably all other cities and towns would be placed under the food and grocery code. Under such an arrangement the meat dealers would have a representative on each of the local food code authorities. This was the plan proposed early in the year, but was turned down when the New York City branch of the retailers' association asked to be placed in charge of code negotiations, being convinced that through political connections they could obtain a separate code. Their efforts having failed the national association directors, at a special meeting in October, decided to discontinue the negotiations.

The Recovery Administration in reiterating its attitude toward a separate code for the retail meat trade held that the pact's proponents are not representative of the vast majority of combined grocery and meat stores, many of which have signified their desire to operate under the grocery code.

The proposed code which contains a supplementary code for kosher butchers prescribes the following hour and wage provisions:

Maximum work week of forty-eight hours and a ten-hour working day and 56-hour work week in holiday periods. If 75 per cent of the merchants in a given trade area approve the arrangement a 63-hour work week may be adopted. Store managers making at least \$38 per week and doing business in a town of more than 500,000 population, are exempted from these hour provisions, as are managers in lesser towns under the sliding scale contained in the code.

Store workers in towns of more than 500,000 population would receive \$15 per week; in towns of 100,000 to 500,000, \$14; 25,000 to 100,000, \$13; in smaller towns, a 20 per cent. increase over former wages with a minimum of \$11 in the South; wage rates in each instance may be lowered \$1 per week.

The following were set forth as unfair trade practices and violations of the code:

Inaccurate advertising; misrepresentation of meats through the use of Government standards; selling cold storage meats which have been kept in below freezing temperature more than 30 days; misbranding of stamps through erroneous stamps.

In a period of declared emergency, sales below costs will be upheld.

Savory Pot-Roast Always in Favor

When the husband longs for "mother's cooking," ten chances to one it is the savory pot-roast and the delicious brown gravy that he recalls.

Of course, mothers have no monopoly on pot-roasts. It is only that they have prepared a pot-roast so many many times that they have learned what

cuts to buy and how to prepare them. Anyone, by using a little care, can make a delicious pot-roast, says Inez S. Willson, home economist, and here's how:

First, dredge the pot-roast with flour, season with salt and pepper and brown in hot lard. Add a small amount of moisture, either water, meat stock, tomato juice, or dilute vinegar, cover, and let simmer slowly, until done, about three hours.

It is very important that the meat be well browned, and that only a small amount of liquid be added at a time. As this cooks out more may be added, but again, it should be added in small quantities. As the liquid cooks down each time, the meat becomes a richer brown and the gravy ever so much better.

All meat is best when cooked at a low temperature, and a pot-roast is no exception. After browning, a good pot-roast must be cooked very slowly at a simmering, not boiling, temperature.

The cuts usually used for pot-roasts are the chuck, rump or heel of the round. These may be boned and rolled if desired. If their fat covering is thin, they may be wrapped with either cod or back fat and tied in shape.

A Housewife Speaks

Standing before a group of committee heads representing thirty women's clubs having a total membership running into thousands, the chairman of the gathering said some extremely interesting things about meats and about the meat habits of housewives.

Individually that chairwoman is a housewife employing two maids. Her husband is a prosperous professional man of top rank. Among other remarks, she said:

"Of course, when we are having guests, I want the finest cuts, and I make sure, first, about the quality of the meat to be served. At other times I buy as one must in such times as these; I'll buy common cuts and leave the rest to the cook. When it comes to soup bones or similar purchases, I don't care what they are so long as they are wholesome food."

She said many other things about meats, but the remarks quoted are those most valuable to the meat dealer.

Many dealers feel that the prosperous trade will accept nothing but meats sold under high-sounding names. This woman, talking to representatives of thousands of other women, did not hesitate to say, publicly, that she goes to market actually seeking the cheaper cuts.

In view of the statement quoted, it does not seem likely that when meats are sold by grade, the practice will have any tendency to create discrimination in favor of the top grade. People will buy what they can afford, just as they do in respect to other merchandise.

Small Hog Crop in Twenty Years Predicted

According to the 1935 Hog Outlook released by the Bureau of Agricultural Economics, commercial slaughter supplies of hogs in the 1934-35 hog marketing year will be the smallest in more than 20 years. A marked decrease will

occur in both numbers and average weights of hogs marketed.

Reduction in hog production has been brought about by the unfavorable relationship between hog prices and corn prices since the middle of 1933, the operation of the 1934 corn-hog adjustment program, and the severe drought and resulting shortage in feed supplies during the present year.

In view of the prospective marked decrease in hog slaughter, it is probable that hog prices in 1934-35 marketing year will average materially higher than the low level of the last three years.

Although the per capita production of hog products in the current marketing year will be the smallest in a half century at least, it is possible that production in the 1935-36 marketing year will be further reduced.

It now appears probable that the spring pig crop in 1935 will be smaller than that of 1934, and it is hardly probable that the 1935 fall pig crop will be sufficiently large to offset the decrease in the spring pig crop. Thus a material increase in hog slaughter is improbable before 1936-37.

When a Hearty Snack is Welcome

An afternoon outdoors on a chill fall day is enough to whet any appetite, so why not invite the "gang" in after the game for some hearty refreshments? At no other time will hearty refreshments be so welcome.

Sausage and waffles with genuine maple syrup is the suggestion of Inez S. Willson, home economist. The sausage links may be fried and served with waffles, or bulk sausage may be sprinkled over the waffle batter just before it is baked.

Sausage and scrambled eggs, too, are a combination which is well-liked for the after-game snack. These may be cooked separately, or the sausage, cut into slices, may be browned in a small amount of fat, the beaten eggs added, and the mixture cooked until the eggs are set.

Hot ham sandwiches may be prepared ahead of time, all except frying; then after the game, they can be prepared in only a little longer time than it takes the deep lard to heat.

Buffet Type Supper

If a large group is present, a simple buffet supper is often the choice. The table should be set before going to the game, and as much of the actual food preparation done as possible. A buffet supper should always include at least one hot dish, and after a game, more than one hot dish is appreciated.

Corned beef en casserole is a popular after-the-game dish. It may be prepared beforehand, ready to be heated and served.

The great trouble with people nowadays is that their earnings do not equal their yearnings.

Oysters and Fish

Fresh Shipments Daily.

Ask your Dealer for Reader Fish.

They are better.

Lake and Ocean Fish. Wholesale.

G. B. READER, Grand Rapids.

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.

Annual Convention of Michigan Implement Dealers

The thirty-first annual convention of the Michigan Farm Equipment Association was held last Tuesday, Wednesday and Thursday at the civic auditorium, Grand Rapids. Both attendance and exhibits were fair.

Immediately after the address of welcome and response, memorial services were held for the late C. L. Glasgow, of Nashville, sympathetic addresses being made by D. M. McAuliffe, Albion; Edward DeYoung, McBain; Isaac Van Dyke, Zeeland.

President Rankin then read his annual address, as follows:

The Michigan Farm Equipment Association held its first convention in 1903. During thirty-one years this Association has met each year to exchange ideas and formulate plans for the betterment of the farm equipment industry.

We have considered discounts, trade-ins, mark-up, salesmanship, terms, credits and collections and many other problems which present themselves in the business of selling equipment which will enable the farmers of Michigan to operate their farms more efficiently and equip their homes for better living.

Back of every problem which the farm equipment industry must face, there is a corresponding problem which the farmer is trying to solve. If we are concerned about costs and margin, it is because we know we must offer our wares at a price which the farmer can and will pay. If we are concerned about the efficiency of our sales force, it is because we know there is a sales resistance out there on the farm which must be overcome. If we are concerned about credits and collections, it is because we know that our farmer customer is hard pressed to make his income spread over his expense and investment costs and cover everything.

We have no major problems except the farmer's own major problems. We cannot solve our problems until his are solved. It is futile to attempt to solve our problems from any viewpoint except that which takes our farmer customers into consideration. No good can come to the industry unless it comes as a natural outgrowth of a corresponding good which has come to them.

If we are agreed on these propositions, and I am sure we are, then it follows that the logical approach to any problem is from the angle of its effect on our customers. The logical test for any suggested solution is whether or not it will be of actual benefit to our customers. If it will benefit them, then we shall receive benefit in turn. If it works hardship upon them, if it makes it more difficult for our farmer friends to buy or to exchange, or to service, or to pay for their equipment, then it harms us in like measure.

Our theme for this thirty-first annual convention is "Self-Government of Our Industry." We shall probably consider ways and means whereby we shall hope to correct conditions which we have learned to call "evils" in our industry. We shall probably consider methods of dealing with those who are prone to do the job of supplying equipment to farmers differently than the majority of us think it should be done.

In proceeding with this scheme of self government of our industry, let us not lose sight of the underlying prin-

ciple that the only way to bring about any benefit to ourselves is to first bring one to our customers. In considering any phases of this problem of attempting to have an association to govern the selling efforts of its members, let us first ask ourselves, "What effect will this attempt at control have on the customer . . . will it make it easier for him to buy, will it enable him to maintain this equipment better, will it help him to pay his bill? Or will it make it all harder? We know it is so hard now that our Michigan farms are sadly under-equipped and that what equipment there is there is in an advanced stage of obsolescence and in too many cases the bill is still unpaid.

Whatever pattern we lay out for control of our industry, let us first lay it down on our customers problems and see how it fits in. If it will help solve his problems, it will help solve ours. If it will make it easier for him to buy, it is very evident it will make it easier for us to sell. If it will make it easier for him to pay, it will make it easier for us to collect.

We are met, therefore, not to look within our ranks for the solution of the ills of the industry. Our industry had its heyday before Self-control had been thought of. It may never have another without control, but it will never have another except as our farmer friends have theirs, too.

If we proceed to the consideration of Self Government of Our Industry with these convictions firmly fixed in our minds, we shall not be altruistic, we shall be merely practical.

Secretary Larsen read his annual report, as follows:

It is my belief that this, the thirty-first annual Secretary's report, is one which includes innovations in our industry which will become history, so far as accomplishments are concerned.

We have completed another year, one which has been crowded with much good for the benefit of our industry. It has been a year of many restless delays which have to a great extent shaken the confidence of our people. Definiteness of purpose has been lacking, but we have now come to the point where we can start cashing in on what has gone before us.

The year's work has been concerned largely with codes. The irritating delays and the uncertainty of co-operation from Washington code authorities have made code work difficult. Perhaps there are some things which are not included in the code that we feel should be there, but we do have infinitely more than we at times felt was possible. It has been a case of feeling our way along, unaided and carefully weighing every issue that was come up.

Those representing you in our National Federation have been acting as your shock troops to secure that which is fair and reasonable in codes. It has been their persistency toward getting that which is just that has caused so much delay. These men have given unselfishly of their time and money and have sacrificed much to make possible things for which our Association has worked since its organization, namely, Self-government of our industry.

What we hope to accomplish at this convention is to make plain to you the manner of self-government and how it can be worked for you. To have a code and an enforcement organization does not mean Government interference in our respective businesses—not in the least. You can well hope that the principles covered by our code may remain in full effect, for with them and with an understanding of the methods of self-government, nothing but the most pleasing and profitable results can be expected. There definitely will be no "regimentation-of-business" in our industry.

I will not at this time go further into the details of the code, for on Thursday we will have our code director, David E. Darrah, present to speak on

"Trade Suicide or Trade Self-Government."

During the year we have conducted forty-three group meetings and two code compliance, and have given every dealer below the Straits an opportunity to attend at least one group meeting entirely on the code. Every effort has been put forth to keep all dealers acquainted with the activities of the Association and with the code, what the code has meant and the accomplishments as we have gone along. Our local group organizations are much stronger to-day than they have ever been before.

Two years ago the National Federation perfected a book-keeping system which was designed entirely for the implement dealer. This book-keeping system has been in use all over the United States since its introduction and has proven itself to be very simple. Perhaps few realize the real value and importance of an adequate system of books. Dun & Bradstreet state that the principle causes for business failures are inadequate book-keeping records. Proper records will keep you informed as you go along, giving you information as to the proportion of your expenses to sales, whether or not your credit sales are out of proportion to your volume of sales, and to indicate to you where possible leaks may be in your business. Truly, a book-keeping system is nothing more than a guide for you to use in managing your business for profit. The Association office has a supply of these simple, inexpensive systems on hand and is in a position to furnish any dealer any amount of forms or a complete system on very short notice.

Since this Department was set up, the Association has collected in the neighborhood of \$1,200 in freight overcharges for those dealers who have taken advantage of the freight audit service. The average amount which has been collected runs between five and six dollars per dealer who has had his freight bills audited. As long as this service costs you nothing, why not take advantage of it and have your freight bills audited regularly through the Association office?

I am very frank in stating that the Association is a benefit to every dealer in the country to the extent of hundreds of dollars annually. Not that the Association goes out and hands the respective dealers a certain sum of money on a gold platter, but through the activities, savings and things which the Association can accomplish as a united organization of dealers. It seems strange to me that so many dealers can accept willingly the accomplishments of the Association and still conscientiously not be members and help support the Association, or be so contrary minded as to refuse to visualize the benefits derived from the Association.

In order to be of more service to our membership, we were one of the organizers of what is now known as the Michigan Federation of Retail Merchants. This Federation is made up of ten of Michigan's strongest retail trade organizations, representing approximately 50,000 retail outlets. The purpose of this organization is as follows:

1. To study National, state and local governmental budgets and expenses; to inform affiliated trade organizations of the result of these studies and to submit such information to governmental bodies or officials with suggestions for constructive action.

2. To suggest to governmental bodies and officials such changes in laws or in administration of laws as seem practical for the general good and as are in consonance with efficient and economical government; to inform and secure assistance from affiliated trade organizations in carrying out suggested changes through legislation or otherwise.

3. To promote laws and legislation for the preservation of independent business—the foundation of the economic structure of our country—and for the prevention of monopolistic tendencies in distribution.

4. We believe the Act should be further decided upon by the Board of Directors.

The Board of Directors of the organization is made up of two men from each of the constituent associations. Your President, Mr. Rankin, and myself are at the present time members of the Board of Directors. Already different committees have investigated things of interest to all retailers in the state. Recommendations have been made for amendments to the present sales tax act by this organization. The following is the report of the sales tax committee, of which your secretary is a member:

1. It is the opinion of your committee that the Michigan three per cent. sales tax constitutes a fair and equitable basis upon which to levy a tax for state revenues.

2. We believe the present Act should be amended so as to make it mandatory upon the consumer to pay the tax and not optional with him, thereby frequently passing the burden back to the seller.

3. We believe the State Board of Tax Administration should be authorized by amending the Act to the extent of being permitted to order a retail merchant to install and use a proper and adequate accounting system.

4. We believe the Act should be further amended to conform with the Act in Iowa, by writing into it the fact that no tax is to be collected on sales from 1c to below 12c, but a 1c tax is to be collected on sales from 12c to below 47c, a tax of 2c is to be collected on sales from 47c to below 83c, and a 3c tax is to be collected on sales from 83c to \$1.12.

Another issue which this Federation is now working on is a Fair Trade Act for the state, which, I believe, will be of great value to all retailers in eliminating price cutting and other unfair trade practices.

On November 22 this organization entertained at a Banquet the newly elected Lieutenant Governor, Attorney General, Auditor General, and the majority of newly elected Senators and Representatives for the principal purpose of acquainting them with this organization, its purpose and intentions. The formation of this organization has added considerable strength to our Association, making it possible for our individual Associations to be more valuable. Due to the fact that we represent a variation of industries, our efforts in legislative matters cannot be considered class legislation. Therefore, when we speak, we are certain of recognition.

In the summer of 1932 it was agreed by the members of the Farm Equipment Institute, which is the manufacturers' Association, not to exhibit. In 1933, we co-operated with five other organizations and created the Michigan Farm Show. Five thousand farmers registered during the week, together with the Michigan Farm Equipment Association dealers and the members of the Michigan State Horticultural Society. The Michigan Farm Show in 1933 was not on the approved list at which farm equipment manufacturers could exhibit. In 1934 the Farm Equipment Institute saw fit to acknowledge this event and place it on the recommended list at which manufacturers could show. When this was done, we felt that we were in a position to build an exhibition which we had hoped eventually would be somewhere in line with the worth of such an agricultural venture. It was our hope to build a real Michigan Farm Show and have a real agricultural show, and not just a large carnival such as we have had at our State Fair

(Continued on page 22)

DRY GOODS

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

Suits Dominate Spring Lines

Suits represent a heavy percentage of the coat and suit lines being prepared for Spring, with coats holding a relatively minor place in the early offerings for next season. The variety of suit models is large, covering both sports and tailored version in long, finger-tip and hip-length jacket versions. Not much change from a year ago is expected in the suit price lines, with volume expected to center on the retail ranges up to \$39.50. A favorable factor affecting the suit demand, it was pointed out, is the later date of Easter, which prolongs the period in which these garments may be profitably promoted.

Glassware Call Continues Active

Pre-holiday demand in the glass industry continues marked. Activity in flat glass and in pressed and blown glassware is close to the peak for the year. However, production will begin to decline next week, in keeping with the usual trend. There has been some slackening in the bottle and container industry, but this is seasonal. Production of plate glass is moving upward in anticipation of heavy demand in the first quarter of the year. The Window Glass Manufacturing Code went into effect on Monday. The trade is watching for the effects of the code upon prices.

January Housewares Ordered

Holiday buying of small household appliances dropped off this week as retailers' interest swung to merchandise for January and February sales. Calls for crockery, cooking utensils, kitchen tools and a variety of similar goods have been heavy from both chain groups and department stores. The chain buyers are interested only in products which can be retailed under 50 cents, but orders from other retailers have ranged from extreme low-end goods to better price merchandise. Orders for current delivery are confined to replacements of gift assortments of kitchen tools.

Expect Good January Coat Trade

Retailers as yet have done little in the way of covering January sales needs in coats, but the expectation is that many buyers will be in the market for this merchandise within the next ten days. Manufacturers are preparing assortments for their arrival. Stocks in the wholesale markets are not large, despite the slow demand of the last few weeks. To some extent, at least, the demand which did not materialize at retail during November will make itself felt after the turn of the year, according to retail views.

Spring Shoe Orders Good

Confidence that prices would remain fairly stable brought out a good volume of initial orders at the Spring

opening of the volume shoe manufacturers last week. Manufacturers indicated that the buying was not exceedingly heavy, but that retailers covered their early requirements in a good way, particularly on women's styles. The bulk of the business appeared to be centered in the \$3 to \$5 ranges, with store representatives remarking that the low-price lines were styled better than any they have previously seen. Following the trend in the higher-price ranges, sandal effects and open-work styles were popular.

Novel Jewelry Reorders Heavy

Reorders on novelty costume jewelry have been heavy, with gold-finished items predominating. The business being booked by some leading firms, it was reported yesterday, is greater than the average holiday volume for the last five years. Clips and bracelets have met the strongest reorder demand, with pins and earrings following and necklaces in last place. Clips have found their broadest demand in the ranges from \$1 to \$2.95, while bracelets up to \$5 have sold most actively. Manufacturers are now working on lines for the Spring season, and will have some items ready for showing early in January.

Rug Market Has Active Week

Retailers seeking off-price merchandise for post-holiday sales cleared the wholesale floor coverings market of "dropped" pattern rugs late last week. Buyers have shopped through most of the mill showrooms picking up all goods available at off prices. In addition, the market last week also witnessed considerable activity on seasonal items such as bath sets, scatter rugs and other types of floor coverings suitable for gift purposes. Retailers report that consumer demand for holiday specialties has been exceptional since the first of the month.

Sheet Reductions Refused

While demand for sheets and pillowcases still lags, mills have apparently reached what they consider rock-bottom on prices and refuse to make further concessions, buyers reported here yesterday. Of course, the fear still remains among selling houses that the lack of business may force some one to cut quotations, but as the January sales period approaches, the possibility is dwindling. Discounts have been lengthened in a few cases, particularly on the unbranded styles, but in the last two weeks quotations have been fairly steady.

American Woolen Prices Up

The American Woolen Co. has advanced prices on a number of its worsted ranges in departments one and two. The increases ranged from 2½ to 10 cents per yard. For some of the numbers, the advance was the second in the last month and for others it was the third. In most instances, the new prices are above those originally quoted when lines were first opened, the advances having more than wiped out the 2½ to 12½ cent cut made a few weeks after the opening.

Hardware Orders Up in Week

Holiday buying overshadows all other activities in the wholesale hardware market this week. Retailers call for heavy replacements of specialty items and press jobbers for immediate delivery. Chief among the products in demand are Christmas tree lamps and sets. The lamps are wanted in assortments retailing at 25 to 75 cents dozen lots. Electric toys of all kinds, tool kits and toy carpenter benches are other active items. Calls for regular Winter hardware equipment continue brisk, but the volume is small compared with the holiday purchases.

Stores Seek Holiday Appliances

Interest in electrical appliances for holiday sale show no signs of abating in the wholesale market this week. Retailers whose stocks of desirable gift items are limited are shopping in the market attempting to locate goods for immediate shipment. With practically all producers having difficulty filling orders already on file, buyers had little success in placing new orders. Calls continue for table grills of all types to retail up to \$50, for electrically operated mixing bowls and fruit juice extractors and for moderately priced percolators and toasters.

Reclaimed Rubber Returning

The growing shortage of certain grades of rubber known in the trade as "browns" and "ambers," which supplement the standard grades, is accounting for renewed demand for reclaimed rubber.

Shortage of these secondary grades is due to greatly reduced shipments from the native sections of the Dutch East Indies, which are included in the present restriction scheme. Unlike the situation which prevailed in the 1922-1928 period, there is no shortage of the standard grade, or ribbed smoked sheet, which is produced in British Malaya as well as the Dutch East Indies.

As Dutch authorities are further tightening restrictions upon native-grown rubber during 1935, and recalling the use of reclaimed rubber in the 1922-1928 period, the trade expects its use to show further increases.

Active Paint Demand Persists

Current intensive activity in the pigment markets reflects the belief of paint manufacturers that modernization work will continue heavy enough to counteract the usual seasonal decline in demand during winter months.

The Government program and private activity are expected to make for an exceptionally active spring. Buying of zinc and lead pigments, principal bases of household paints, is in unusual volume, November business being well ahead of October in contrast to a normal seasonal decline. Orders for December delivery from some of the largest consumers equal those for November, it is reported.

Since pigment inventories have apparently been at low levels for some time, the current increased demand reflects expectation of a protracted increase in the volume of business in the industry.

Touchiness, when it becomes chronic, is a morbid condition of the inward disposition. It is self-love inflamed to the acute point.—Drummond.

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GRAND RAPIDS, MICHIGAN

HOTEL DEPARTMENT

Glamour of Excitement Which Seldom Happens

Los Angeles, Dec. 8.—Herman O. Kletsch, operator of the famous Republican House, Milwaukee, sends me the menu of a dinner served at his institution last Thanksgiving Day, priced at one dollar. The offering being especially interesting, I am reproducing same for the benefit of such of my readers who are interested in exceptional catering:

Canape Anchovis Oyster Cocktail
Bisque of Crawfish, Quenelles
Essence of Fowl, Bellevue
Celery Hearts Spiced Canteloupe
Aigullettes of Turbot, a la Toulouse
Braised Calves Sweetbreads, on Toast
Baked Virginia Ham, with
Glaze Pineapple
Larded Beef Tenderloin,
Mushrooms, au Maderia
Thanksgiving Turkey,
Apple Dressing, Cranberry Sauce
Lalla Rookh Punch
Brussels Sprouts Baked Hubbard Squash
Asparagus Tips, in Butter
Whipped Potatoes
Sweet Potatoes, Imperial
Salad, Redemption
Apple Pie, Pumpkin Pie, Whipped Cream,
Hot Mince Pie
Thanksgiving Plum Pudding,
Brandy Sauce
Tutti Fruitti Ice Cream
Chocolate Ice Cream
Spanish Cream Puffs
Whole Wheat Gems
Punch Torte Coffee Cider

In an accompanying letter Mr. Kletsch tells me that "we displayed these one cafeteria and cafe tables for about a week before Thanksgiving and it helped giving one of the biggest Thanksgiving days in our history. We served 353 dinners, setting up about one-half of our cafeteria in which we provided cafe service in this way relieving the cafe of the usual rush at holiday time. We replaced the ordinary 'make your reservation for Thanksgiving' cards with these and it helped a lot. Just wanted to show you that we 'push business—or perish,' as suggested in your article in the Tradesman's issue of Oct. 24."

A genuine "gold rush" at Mojave (Mohavee), eighty miles away, is one of the exciting features being staged just as present, which threatens to outdo the happenings of '49, Goldfield, Cripple Creek and the Klondike. Promptly, at the first note of warning, my friend, Doctor Moore, reported and whirled me away to the scene of action with a glamour of excitement seldom happening more than once in a lifetime. The highways were lined with autos, conveyances of every description, and the proverbial pack trekkers and the like. Brought about by the famous outpouring of gold quartz at the recently discovered Silver Queen lode, a short time since, which has already developed an output of \$3,000,000, and going stronger each day, the greatest excitement is prevailing in Southern California. At Mojave we found all of the hotels congested, and the scene of the strike, Pine Tree Canyon, reminded one of an active beehive. Crowds tumbling over each other to secure a location. Everyone toting a sack-ful of quartz and looking for an assay office. Of those now "on the job" hundreds are going to face hunger, thirst, privation and cold. Undoubtedly some of those who take part in the rush will secure valuable claims, but hundreds more will be disappointed. The mere matter of filing a claim is, according to experts, not all there is to gold mining, as those who took part in the Klondike rush have reason to know. The desert is no place for the tenderfoot, who is unused to flat "tummies," and California will have its troubles providing entertainment for them. There is no reason, however, why anyone who is provided with sufficient funds and a car, shouldn't take

a chance if he feels so disposed. With a few warm blankets, a pick and shovel—especially a prospector's pick—a supply of canned goods and several canteens of water, and a companionable helper, he should have a good time and have some possibility of getting a claim worth while. One can never tell, you know. Billions of dollars worth of precious metals have been removed from the soil of California, and, as one might say, the very faintest impression has never been made on her wonderful mineral resources, but only such as are provided with a fund of experience should ever attempt the hazardous undertaking. I am not encouraging anybody with other means of subsistence to embark in the hazardous undertaking of gold mining, but for such as feel they can afford it, the acquiring of a claim is not a complicated proceeding. Application blanks are easily obtainable. First, find your location, then set out your stakes, at each corner of your holding, with such name as suggests itself, marked on the stakes. (Doctor Moore suggests that if we "filed" we use the titles "Judge's Folly" and "Sawbones Lode.") Then in the center a "monument" is required on which is supposed to repose an empty bottle or tin can containing the location notices. A certain amount of work must be done on the claim every year for five, and a filing must be also made with the county clerk. Hotels crowded? Well, I should remark—with a sudden increase of rates, approximating closely those in vogue at the Waldorf-Astoria, New York. There must be gold over there, as the vegetation has a golden tinge, but there is a lack of water. At the filling stations a charge of five cents per gallon is made for such as is required in the radiator, the dealer explaining that the commodity had to be hauled forty miles. Upon our suggestion that he "sink" a well, he advised us that the distance was greater. We spent the night at San Bernardino, where, also, we found a "busy" landlord, but we certainly got a thrill out of the whole proceeding, and may go over there later on and "stake out." Had it not been for fear of income taxes, we might already be possessors of a gold mine. The worthy medic suggested that in Los Angeles and Hollywood we would have no trouble in drafting a few "gold diggers" to develop same.

Waiters and waiters there are to be sure, but the other evening I found one of that profession who modestly conceded that he is a movie star. He is called upon quite often to give the studios the benefit of his suggestions. "My job, sir, is a most important one. I find my pleasure and some profit in dressing tables for sets out in the movies. There are some who say that the profession, or rather, the art of waiting on tables is dead—but I assure you it is not so. Bankers are bankers, diplomats are diplomats, and waiters are waiters. In a movie production it is highly important, from an artistic standpoint, that tables be set properly." I then remembered that on certain occasions I had noticed some glaring inconsistencies in the set-up of tables in swell dining room affairs, but had not supposed that producers had given the matter any attention. The information cost me a modest tip but was well worth it.

The federal courts have finally decided that one may linger around his own hearthstone listening to the broadcasting of copyright music, without danger of going to the hoosegow. This was brought about by hotel men who wanted the privilege of installing radios in guest chambers. Of course it is still a capital offense for the hotel orchestra to dispense this same class of entertainment without "paying the freight."

The street car strike in Los Angeles has turned out to be a flat failure. There has been a lot of petty rioting, but the police, with a generous application of tear gas bombs, has been successful in quelling them. The federal government has tried to cram unionism down the throats of the operators, but they have taken the stand that they will not re-employ these strikers, who represent less than ten per cent of the operating force, and cars are running on all lines regularly. Especially in Los Angeles the manufacturers and producers who risk their cash and time in turning out something for human use and consumption, do not look kindly on the thug and cut-

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throat who poses as the "friend of labor." She particularly is thoroughly settled down to an "open shop" basis, and employers and employees alike are willing to fight for a common cause. Open-shoppers are now openly predicting that unionism, especially as practiced here, will be eliminated, root and branch, within a very short time. At present no member of such an organization will find a welcome by anyone worth while. The car strike proved to be the last straw.

It is pleasant to have the assurance, as evidenced by the national convention of the Chamber of Commerce, this week, that prosperity is now touching new high levels in the entire country and that the next few months will see employment conditions greatly improved. This ought to mean improved conditions for hotel operators in all sections. The leading hotel here vouchsafes the information that its gross receipts so far this year have exceeded those of last year by over a million dollars.

It looks as though a large share of the celebrities at Hollywood will be arrested before the income tax authorities get through with them. It would seem to be the part of wisdom to lower the rate on such taxes and cut out the exemptions. On account of the complications which surround these collections the expense to the Government is simply terrific. If the public realized what proportion of their tax never gets to any useful place, but is soaked up in the business of collecting it, they would probably feel worse than they do now.

Possibly the eyes of hotel and restaurant men of the country have deceived them and the competition of drug store lunch counters, etc., is more apparent than real, but some of those who are in the business of selling food would be glad to have real figures in support of this contention. However, there can be no doubt that the business of this sort done outside of conventional eating places is steadily increasing, and is eventually to become a mighty problem for the old timers. Perhaps education will help some, but an improvement in restaurant service and a readjustment of prices charged by some establishments, will be getting at the root of things.

It is usually the case that hotel promotion is in the hands of somebody who knows nothing whatsoever about the business, who goes to others who are also shy of hotel knowledge, and induces them to invest their coin in possible hotel fiascos, but find the parabol limit in the person of the real operator. A while back an old Iowa friend, now residing here, came to me and asked my advice on the possibilities of a hotel enterprise in one of our suburban cities. I made a personal investigation, only to discover that a 300-room proposition was in the offing, which was to cater to commercial travelers only. Naturally I put a crimp into it, and was asked to appear at a conference of proposed investors. My opinion, quite vociferously expressed, was to the effect that even if the city in question had no facilities for entertainment traveling salesmen, they would not patronize it, for the reason that they were bound to rendezvous at the hotels of the larger city, after they had completed their labors for the day. But they didn't consider that I knew a great deal about it, and proceeded to "build." To-day, I noticed in the morning paper that the institution was being closed and that arrangements were being considered whereby it would be transformed into an apartment building, at a tremendous outlay. Even in Los Angeles there are daily thousands of unused hotel rooms, but we hear of great conventions which are to come

and congest everything. Maybe! Last year it was some fraternal order which was to bring 100,000 delegates to the City of Angels, and hotel operators went into a huddle. The exact number was slightly above 17,000. A portion of this number remained on their Pullmans which brought them to town and a large percentage of the others put up with relatives. And yet only last week someone asked me to interest myself in a proposed hotel enterprise.

Guests of the Book-Cadillac Hotel, its officials and employees gathered around a monumental cake eight feet high Saturday afternoon and celebrated the hotel's tenth birthday anniversary. Frank P. Book, vice president of Book-Cadillac Properties, Inc., lighted the ten candles on the cake. For Miss Evelyn Ryan, supervisor of the switchboard, it was a dual celebration, her own birthday as well as the hotel's. William J. Chittenden, Jr., manager of the hotel, and J. E. Frawley, vice president of the National Hotel Management Co., cut the first slices out of the cake and served them to guests, several of whom have lived in the hotel since it opened. Three brothers, Frank P. Book, J. B. Book, Jr., and Herbert V. Book, built the structure on a site which has been occupied by hotels for 100 years. Frank S. Verbeck.

Proceedings of the Grand Rapids

Bankruptcy Court

(Continued from page 11)

Davidson-Applegate Co., Flint.....	9.60
H. R. Thomson Inc., Chicago.....	37.92
Standard Unit Parts Corp., Chicago.....	4.57
Earle Press, Inc., Muskegon.....	274.14
Hoffman Chemical Co., Fort Wayne.....	10.80
F. C. Frisch Plumbing Co., G. R.....	23.34
Universal Starter & Generator Service, Inc., Detroit.....	51.77
Alemite Co., of Michigan, Detroit.....	20.66
Bendix Service Corp., South Bend.....	85.07
L. W. Gooms & Co., Chicago.....	29.27
Am. Sales Book Co., Elmira.....	121.87
Wm. C. Unbar and Granville W. Keller, Muskegon.....	1,816.66
Sealed Power Corp., Muskegon.....	7,227.96
Perfection Gear Co., Cleveland.....	25.21
Wm. Fothergill, Muskegon.....	6,416.63
Cline & George, Flint.....	63.89
Teachout Brothers, Flint.....	327.22
J. Leslie Morris Co., Inc., Chicago.....	41.01
Muskegon Rag & Metal.....	12.50
Chamber of Commerce, Muskegon.....	165.88
Lempco Products Inc., Bedford, O. 1,709.48	
Multibestos Co., Cambridge, Mass. 3,562.11	
Vanderwerp & Schrier Co., Muskegon 14.46	
Burgess-Norton Mfg. Co., Geneva 3,059.20	
Mich. Bell Tel. Co., Flint.....	41.09
Automotive Equipment, Long Island 4.31	
Advance Packing & Supply Co., Chicago.....	8.86
Almet Universal Joint Co., Cleveland.....	132.16
Aluminum Industries, Inc., Cincinnati.....	68
B. C. Ames Co., Waltham, Mass. 12.52	
Anthese Force Oilier Co., Fort Madison, Iowa.....	1.47
Atlas Press Co., Kansas.....	150.00
Automotive Parts Co., Detroit.....	3.51
Automotive Products Co., Cleveland 1.79	
Babcock Service Station, Muskegon Hts.....	.34
Geo. F. Balk Sales Co., Detroit.....	51.23
Berg Brothers Mfg. Co., Chicago.....	.91
Brake Supply Co., G. R.....	7.94
Browns Black & White, Los Angeles.....	29.16
Brunner Mfg. Co., Utica, N. Y.....	28.15
Bruns Universal Joint Grease Gun, Fort Wayne, Ind.....	14.00
P. J. Connell Co., Muskegon.....	.72
Cloyes Gear Co., Cleveland.....	1.91
Harry T. Carver, Jr., Detroit.....	10.80
Dayton Clarifier Co., Dayton.....	2.00
Dolbins Mfg. Co., Cleveland.....	3.64
Jos. H. Ernewein, Muskegon.....	3.34
Eagle Machine Co., Indianapolis.....	5.80
Electric Steam Inc., Jackson.....	3.53
Evans Flexible Reamer, Chicago.....	36.91
Pike Service Station, Muskegon.....	.26
Fleming Mfg. Co., Worcester.....	14.70
Fuller & Sons Mfg. Co., Kalamazoo.....	33.28
L. H. Ginterich & Sons, G. R.....	23.71
Hart Petroleum Co., Hart.....	12.70
Heister Chev. Sales, Muskegon.....	5.69
Hume-Close Cadillac Co., Muskegon.....	.41
A. J. Hunter Co., Muskegon.....	.38
Heiz & Heiz, Brooklyn.....	3.22
Huron Automotive Specialty, Detroit.....	4.80
Indiana Truck Co., Marion, Ind.....	17.37
Johnson Auto Sales, Muskegon Hts.....	.75
Klemm Automotive Prods., Chicago 16.49	
Muskegon Auto Parts & Wrkg.....	.75
Muskegon Gas Co.....	8.60
Marquette Mfg. Co., Minneapolis 101.00	
Motor Meter Gauge & Equip., Long Island City.....	1.50
Nat. Motor Bearing, San Francisco 1.74	
New Favorite Mfg., Troy, O.....	8.50
Penny & Clark, Muskegon.....	85.00
Polson Hubber Co., Garrettsville, O. 170.51	
Reid Mfg. Co., Tacoma, Wash.....	40.12

Remington-Rand Bus. Serv., Chicago 9.20		Muskegon Hdwe. & Supply.....	6.23
Royal Sprayer Co., Milwaukee.....	3.50	Muskegon Master Welders.....	2.35
Rush Co., Los Angeles.....	3.55	Mueller Elec. Co., Cleveland.....	1.19
Steiner Electric Co., Muskegon.....	3.09	Nappanee Water Filter.....	11.90
John Slykhouse, G. R.....	4.00	National Copper & Smelting, Cleveland.....	15.03
Steel Material Co., Detroit.....	10.53	National Standard Co., Niles.....	.65
Stewart Die Casting Corp., Chicago 2.19		Perfection Gear Co., Harvey, Ill.....	4.14
Swartz Mfg. Co., Freeport.....	1.84	Polson Rubber Co., Garrettsville.....	53.83
Thieleman Auto Co., Grand Haven.....	2.30	Postal Telegraph, Muskegon.....	1.26
Earl Tupes, Muskegon Hts.....	1.57	Purcell Sales, G. R.....	358.49
A. A. Tait Inc., Plainfield, N. J.....	5.77	Reid Mfg. Co., South Tacoma, Wash.....	.36
Thermoid Rubber Co., Chicago.....	7.00	Sealed Power Corp., Muskegon.....	4,385.39
Tot Industries, Inc., Detroit.....	58.39	Lawrence Scudder Co., Muskegon 153.50	
United Armature Co., Cleveland.....	5.22	Shur Gloss Mfg. Co., Chicago.....	74.07
VanDyke & Nelander, Whitehall.....	8.81	Simmons Mfg. Co., Cleveland.....	256.33
Van Sicklen Corp., Elgin.....	.56	Simsdiss Saw & Steel, Chicago.....	.91
Wagner Electric Corp., Detroit.....	32.05	Sodrim Mfg. Co., Kansas City, Mo.....	23.68
Welbert & Freil Co., Detroit.....	5.05	Spray-X, Chicago.....	2.70
Westinghouse Elec. & Mfg. Co., East Pittsburg.....	5.92	Springfield Wheel Puller Co., O.....	18.42
Yost Mfg. Co., Meadville, Pa.....	6.00	Stanley Rule & Level Lant, New Britain, Conn.....	14.81
Mrs. McLaughlin, Muskegon.....	650.00	F. W. Stewart Mfg. Corp., Chicago 2.71	
Riordan Realty Co., Muskegon.....	53.89	Summen Products Co., St. Louis.....	63.37
Acme Welding Co., G. R.....	.50	Super Service, Muskegon.....	21.95
Al Busman, G. R.....	1.75	H. R. Thomson, Inc., Chicago.....	1.00
Bowen Cadillac, G. R.....	1.22	TungSol Lamp Works, Detroit.....	89.96
Brake Supply Co., G. R.....	2.93	U. S. L. Battery, Niagara Falls.....	29.40
Gezon Motor Sales, G. R.....	1.59	United American Bosch Corp., Springfield, Mass.....	160.58
G. R. Buick Co.....	.56	Uniform Hood Lace Co., Indianapolis.....	.42
Golder Alfalter, G. R.....	2.25	Valley Elec. Corp., St. Louis.....	18.90
Interstate Motor Frt. Co., G. R.....	4.21	Van Norman Machine & Tool, Springfield, Mass.....	2.85
Loomis, Inc., G. R.....	.87	Viscosity Oil Co., Chicago.....	42.28
Pittsburgh Plate Glass, G. R.....	2.50	Whitney Sales Corp., Hartford, Mass.....	16.99
Rim & Wheel Service, G. R.....	4.44	Western Union, Muskegon.....	11.44
W. D. Vandecar, G. R.....	1.70	J. H. Williams Co., Buffalo.....	455.48
VerWys & Co., G. R.....	43.05	Wilson Pulver, Detroit.....	.28
Wagg Motor Co., G. R.....	1.50	Zip Abrasive Co., Cleveland.....	1.95
Auto Electric Service, Flint.....	8.50	Wm. Monroe Co., Muskegon.....	200.00
Muick Pontiac Retail Co., Flint.....	5.94	John Pierce, Flint.....	328.39
M. C. Carlton Co., Flint.....	4.00	Acme Welding Co., G. R.....	1.29
Cline & George, Flint.....	11.39	Brake Supply Co., G. R.....	7.03
Doyle & George, Flint.....	.44	Brochu & Haas, G. R.....	4.08
Flint Die & Tool Co., Flint.....	.25	G. R. Spring Service.....	1.28
Flint Glass Co.....	1.58	Grand Storage & Battery, G. R.....	2.68
Flint Motor Car Service.....	1.63	G. R. Welding Co.....	1.70
Flint Piston Service.....	52.78	Rim & Wheel Service, G. R.....	4.75
Formerook Auto Supply, Flint.....	76.78	Oakite Co., G. R.....	11.12
Gates & Graves, Flint.....	21.47	Mich. Bell Telephone, G. R.....	75.10
Good & Co., Flint.....	43.76	Consumers Power Co., G. R.....	50.69
Otto P. Graft Sales, Flint.....	.20	Western Union Telegraph Co., G. R.....	9.19
C. W. Gallup, Flint.....	18.41	Automotive Maintenance Ass'n. of Detroit.....	6.00
Intercity Trucking Service, Flint.....	.75	Battery Distributing Corp., Chicago 158.33	
Reflex Light Co., Flint.....	.60	Battery Equip. & Supply Co., Chicago.....	6.75
Summerfield Chevrolet, Flint.....	59.41	Behr Manning, G. R.....	4.60
Sun Oil Co., Flint.....	1.58	The Carborundum Co., Niagara Falls 6.41	
National Carloading, Detroit.....	.95	Cedar Rapids Engineering Co., Chicago 11.15	
Indiana & Michigan Fuel Co., South Bend.....	27.87	Chadwick & Trethorn, Portsmouth, N. H.....	.66
Chamber of Commerce, South Bend 37.50		Consumers Power Co., Muskegon.....	46.44
South Bend Cab Co., South Bend.....	5.00	Dana Printing Co., Muskegon.....	67.47
St. Joseph County, South Bend.....	179.46	DeVillbiss Co., Muskegon.....	18.59
City of G. R.....	205.46	DeVillbiss Co., Toledo.....	1.08
City of Flint.....	379.00	Dorman Star Washer Co., Cincinnati 12.79	
City of Muskegon.....	385.56	Earle Press, Muskegon.....	5.92
City of South Bend.....	284.00	Eaton Products, Inc., Cleveland.....	9.54
State of Michigan, Lansing.....	287.44	Enterprise Brass Works, Muskegon 1.75	
Cedar Rapids Engineering.....	431.00	L. H. Gilmer Co., Philadelphia.....	195.08
Gen. Motors Acceptance Corp., G. R.....	341.25	Greenfield Tap & Die, Greenfield.....	23.79
Aircraft Specialties, Inc., Lapeer 4.64		Garage Lite Co., Chicago.....	1.47
Alemite Co. of Michigan, Detroit.....	.74	G. R. Ass'n. of Cr. Men.....	12.14
Automotive Mail, Ass'n. of Detroit 3.00		Hondelink & Vandennoot Court Reporters, G. R.....	13.06
Battery Distributing Corp., Chicago 852.51		Independent Elec. Co., Muskegon.....	4.23
Beall Tool Co., East Alton, Ill.....	9.00	Indiana & Mich. Elec., South Bend 53.21	
Battery Equipment & Supply Co., Chicago.....	96.06	Jefferson Elec. Co., Bellwood, Ill.....	16.65
Behr Manning, G. R.....	7.11	Liberty Foundries, Rockford.....	332.72
W. J. Brinen Lumber Co., Muskegon.....	.26	Lion Chain Co., Inc., Chicago.....	3.75
Bristol Stoker Sales & Serv., Flint 151.06		Machine Tool & Engineering, Muskegon.....	6.00
Carbon Engineering Corp., Slinger 25.38		Muskegon Gas Co.....	1.93
Champion Spark Plug Co., Toledo 504.35		Mo-Gil-Ner Mfg. Co., Los Angeles 10.57	
Cincinnati Ball Crank, Cincinnati 9.43		Muskegon Letter Service.....	7.25
Consumers Power Co., Muskegon 73.05		National Copper & Smelting, Cleveland.....	10.05
Clover Pdry Co., Muskegon.....	7.00	Perfection Gear Co., Harvey, Ill.....	4.21
L. W. Coombs, Chicago.....	4.88	Polson Rubber Co., Garrettsville.....	9.12
Crane Printing Co., Chicago.....	29.30	Postal Telegraph, Muskegon.....	1.52
Cropper Instruments, Aurora.....	14.40	Purcell Sales, G. R.....	56.27
Dana Printing Co., Muskegon.....	4.33	Rochester Mfg., Inc., N. Y.....	15.94
Daniel Co., Muskegon.....	133.86	Rotary Lift, Memphis.....	.22
Diamond Service, Detroit.....	.57	Sealed Power Corp., Muskegon.....	365.81
Dorman Star Washer Co., Cincinnati 12.52		Scintella Magneto, Sidney, N. Y.....	47.03
Earl Press, Muskegon.....	33.22	Simmons Mfg. Co., Cleveland.....	44.91
Jodens, Erie, Pa.....	2.57	Sodrin Mfg. Co., Kansas City.....	21.60
Factory Supply Co., Muskegon.....	5.84	Stanley Rule & Level Plant, New Britain, Conn.....	3.42
Felt Products Mfg. Co., Chicago 145.84		Summen Products Co., St. Louis.....	1.70
Franklin Automobile, Syracuse, N. Y. 3.06		H. R. Thomson, Inc., Chicago.....	.99
L. H. Gilmer Co., Tacony, Phila.....	119.90	Thermoid Rubber Co., Trenton, N. J.....	.53
General Elec. Supply Corp., G. R. 16.50		Towner Hdwe. Co., Muskegon.....	.25
General Motors Truck Co., G. R.....	.11	U. S. L. Battery, Niagara Falls 119.25	
Greenfield Tap & Die, Greenfield, Mass.....	38.35	Whitney Sales Corp., Hartford, Mass.....	12.50
Guaranteed Parts, New York.....	583.17	C. A. Witt & Sons, Muskegon.....	.50
Grand Rapids Credit Men's, G. R. 6.75		Yost Mfg. Co., Meadville.....	5.48
Hoffman Chemical Co., Fort Wayne 48.60		Zip Abrasive Co., Cleveland.....	3.84
John C. Hoof Co., Chicago.....	.39	John Pierce, Flint.....	200.00
Hoover Steel Bell Co., Ann Arbor 569.75		Helen Dernbach, South Bend.....	125.00
Alfred J. Hunter, Muskegon.....	3.22	Brake Clinic, G. R.....	7.82
Ideal Clamp Mfg., Brooklyn.....	2.81	Brake Supply Co., G. R.....	4.78
Independent Bell Telephone Co., South Bend.....	41.05	Booth Motor Co., G. R.....	8.26
Imperial Brass Mfg., Chicago.....	5.04	Associated Truck Co., G. R.....	1.02
Jacobs Mfg. Co., Hartford, Conn.....	.37	Grand Rapids Auto Co.....	16.00
Jefferson Elec. Co., Bellwood, Ill.....	39.40	Grand Rapids Buick.....	15.15
Keelox Mfg. Co., Detroit.....	6.31	Frigido Co., G. R.....	97.25
Lakeshore Corp., Muskegon.....	3.35	Manufacturers Supply, G. R.....	4.60
The Lantz Phelps Corp., Dayton 52.50		Mich. Bell Telephone, G. R.....	55.00
Lumber Products, Bedford.....	324.85	Consumers Power Co., G. R.....	56.37
Burd Piston Ring Co., Rockford.....	15.66	Western Union, G. R.....	14.38
Liberty Accessories Corp., Mount Vernon, N. Y.....	13.36	Viking Automotive, G. R.....	1.29
Machine Tool & Engineering, Muskegon.....	24.20	Campeau Mullally & Meir, Muskegon.....	14.86
Muskegon Chamber of Com.....	10.00		
Merchants Service Bureau, Muskegon.....	12.50		
Milroy Fall Co., Greenfield, Mass.....	5.33		
Multibestos Co., Cambridge, Mass.....	110.86		
Muskegon Aluminum Fdry.....	5.33		
Muskegon Gas Co.....	2.82		

DRUGS

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

What Can Be Done to Boost Holiday Selling?

With the approach of Christmas the hearts lift. The young people await its arrival with keen anticipation. Even the jaded old timer perks up when he sees the fountain trimmed with green stuff and red berries. With him many a Christmas of the past comes to mind, maybe fifty or sixty of them. It is always a jolly time. So why not have a few decorative effects and featured novelties in the fountain department?

Fireplace Effects

The "back bar" lends itself handily to fireplace effects. Across it, in front of the mirror, we can arrange a string of hosiery. Here we have:

- A tiny sock for baby.
- A red sock for dad;
- A golf sock for brother;
- A white cotton stocking for grandma;
- A black silk one for sister;
- A barber pole effect for the cook.

Stuff these with paper nearly up to the top, then have something appropriate projecting—a rattle for baby, tin horn for brother, some article from the beauty goods for sister, and so on.

Or we can have a fireplace on a reduced scale. This is made from soft wood by a carpenter, or there may be somebody around the store sufficiently adept with tools to do this bit of construction work. The fireplace has a mantel, below which the wood is covered with red-brick paper. For the grate we have wooden bars painted black to represent iron. Wrap an electric bulb in thin red silk or red tissue paper. Arrange some odd bits of wood around this, turn on your current, and you have an excellent "glow."

Perhaps you prefer "flames." Red tissue paper streamers are fastened in a clump at one end, the rest of the streamer being free. A small concealed electric fan at the bottom of the grate will keep the streamers playing to afford an illusion of flames.

Here we have flames without a fire hazard.

The Christmas Tree

Nothing is better than a nicely trimmed tree. A symmetrical tree about four feet in height will show up well on the back bar. Modern electrical decorations are exceedingly attractive. For a good lighting effect, manipulate

your wiring so that these can be turned on, and the other lights on the back bar cut off. That will make the tree stand out, especially at night. The "candy tree" makes a hit with the youngsters. This tree is trimmed largely with articles in candy, small candy baskets, tiny canes, candy animals, tufts of spun sugar, and what not.

Christmas week you begin handing one of these articles to each child who comes in. The child appreciates the gift a great deal more when it is taken directly from the tree. These little candy gifts do not run into much money, even if the tree is trimmed two or three times. Certainly they make for good will, since a gift to a child is always appreciated by the parents.

For an artistic tree, try a color scheme. Thus we have crimson and silver, a combination of red bulbs and silver ornaments throughout. For blue and gold, we have blue bulbs and gilt ornaments throughout. Some of these trims win the applause of artists.

The ambitious decorator sometimes surrounds the base of the tree with an elaborate landscape comprising bridges, frozen lakes, snow-covered hills, dales, and miniature groves. Something striking will get a lot of attention from the youngsters of the neighborhood, and even bring them from distant localities. In a town of 40,000 or so, such a feature may be advertised all over the city and throughout the county.

That is worth while.

Harvest Trim

I have run a harvest trim from Thanksgiving to Christmas with gratifying results.

It consists of a group on this order—paper pulp turkey, real ears of corn on the stalk, real pumpkins, jars of mince meat, autumn leaves, red apples, a basket of fine eggs, clusters of vegetables or winter fruits, perhaps a bag of nuts.

At the fountain we are featuring pumpkin pie, turkey sandwiches, sliced roast turkey, mince pie, the usual egg drinks, and nut sundaes. The background of food products stimulates interest. The mammoth pumpkin gets a good deal of comment, humorous or otherwise.

"Did you kill that yourself, Doc?"

"What does it measure?"

"Biggest pumpkin I ever saw, b' gosh!"

Well, we are glad to see the public attracted by our display. This is a good spot for prize specimens. They may be picked up at market or sometimes agricultural friends will donate them. They have been known to make newspaper copy.

Ice Cream Novelties

The Christmas season is a good time for appropriate ice cream specialties, and here we may employ molds to advantage.

The "holly leaf" is molded from green ice cream, having at its base a cluster of red candy pellets to serve as holly berries.

This is served as sundae, and makes a beautiful little specialty.

The "ear of corn" is molded from vanilla ice cream, and looks the part.

A tiny "turkey" is composed of vanilla ice cream. This is served with with either "cranberry sauce" or "gravy."

Any red syrup will act as "cranberry sauce." If you want to be exact, give it a tang by adding a dash of real cranberry sauce.

For gravy, we use heavy chocolate syrup, and that looks the part, all right.

If you don't care to go to the trouble of molding miniature turkeys, you can still get into the game by taking off slices of ordinary brick ice cream, just as if slicing turkey meat.

William S. Adkins.

U. C. T. News From Detroit, No. 9 (Continued from page 7)

ied the Mormon book a bit while there. But Joe returned home the man of the family to his charming wife and children, who are so much a part of his life. If you had seen him bob sledding on Pikes Peak in Colorado on this trip, you would readily see why the younger generation of his household truly feel he is just one of them.

What real function can there be without the ladies? Mrs. Josephine Caldwell entertained the Ladies Auxiliary at her home on Saturday evening last. Pal, her wire haired terrier, of course acted as mascot. The way he walked around you would think him master of ceremonies. Light refreshments after bridge and bunco added zest to the evening. Into the Burch family went two prizes—the second men's to Floyd and the booby to his wife. Mrs. E. J. Drouillard smilingly accepted the first ladies prize of a cannister set. Joe Mellon took the other booby prize. And those Shields always win something. Allen Shields ran away with the first gentlemen's prize, a fine smoking set, and his wife

took the ladies' second prize—some delicious pineapple preserves. To this party came Miss Eleanor Wilson. We are much pleased to know that her eyesight is greatly improved. If Fred Mellon, who now teaches in the ford trade school, had brought his charming young blond lady friend earlier in the evening we think they might have won a prize also.

The sympathy of both the Council and the Ladies Auxiliary goes out to Mr. and Mrs. Geo. R. Pritchett in the recent death of Mrs. Pritchett's mother, Mrs. Donnelly. Burial was in Brazil, Ind. Wigstaff.

Administration Wants Unemployment Laws

The Roosevelt social relief program will be speeded toward completion in order that Congress may be enabled to adopt the necessary legislation without delay that the various States of the Union may enact correlative laws.

The Administration's plans contemplate State funds, the Government entering the situation only in a supervisory capacity, and since most of the State legislatures meet in January and for limited terms, it behooves Congress to fix the broad, general policy of unemployment insurance promptly.

At the request of Governor Lehman, a committee appointed by him has just completed a draft of an unemployment insurance bill, and Governor-Elect Nice (Maryland) has appointed a general committee and assigned to it a similar duty.

Strong men are made by opposition; like kites they go up against the wind.—Frank Harris.

Holiday Goods

Our line now on display.

The best we have ever shown.

We invite you to look it over.

Prices Are Right.

Hazeltine & Perkins Drug Co.
 Grand Rapids Michigan

WHOLESALE DRUG PRICE CURRENT

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

ACID			FLOWER		
Acetic, No. 8, lb.	06 @	10	Arnica, lb.	50 @	55
Boric, Powd., or Xtal., lb.	07 1/2 @	20	Chamomile		
Carbonic, Xtal., lb.	36 @	45	German, lb.	60 @	70
Citric, lb.	33 @	45	Roman, lb.	60 @	1 40
Muriatic, Com'l, lb.	03 1/2 @	10	Saffron		
Nitric, lb.	10 @	15	American, lb.	50 @	55
Oxalic, lb.	15 @	25	Spanish, ozs.	1 @	1 35
Sulphuric, lb.	03 1/2 @	10			
Tartaric, lb.	33 @	40			
ALCOHOL			FORMALDEHYDE, BULK		
Denatured, No. 5, gal.	38 @	50	Pound	09 @	20
Wood, gal.	50 @	60			
ALUM-POTASH, USP			FULLER'S EARTH		
Lump, lb.	04 @	13	Powder, lb.	05 @	10
Powd. or Gra., lb.	04 1/2 @	13			
AMMONIA			GELATIN		
Concentrated, lb.	06 @	13	Pound	55 @	65
I-F, lb.	05 1/2 @	13			
Carbonate, lb.	20 @	25	GLUE		
Muriate, Lp., lb.	18 @	30	Brok., Bro., lb.	20 @	30
Muriate, Gra., lb.	07 1/2 @	13	Gr'd, Dark, lb.	16 @	25
Muriate, Po., lb.	22 @	35	White, Flake, lb.	27 1/2 @	35
			White Gr'd, lb.	25 @	35
			White AXX light, lb.	40 @	40
			Ribbon	42 1/2 @	50
ARSENIC			GLYCERINE		
Pound	07 @	20	Pound	19 @	45
BALSAMS			GUM		
Copaiba, lb.	60 @	1 40	Aloes, Barbadoes,		
Fir, Cana., lb.	2 00 @	2 40	so called, lb. gourds	35 @	60
Fir, Oreg., lb.	50 @	1 00	Powd., lb.	35 @	45
Peru, lb.	4 00 @	4 60	Aloes, Socotrine, lb.	75 @	80
Tolu, lb.	1 50 @	1 80	Powd., lb.	75 @	80
			Arabic, first, lb.	30 @	40
			Arabic, sec., lb.	15 @	25
			Arabic, sorts, lb.	15 @	25
			Arabic, Gran., lb.	25 @	35
			Arabic, P'd, lb.	25 @	35
			Asafoetida, lb.	47 @	50
			Asafoetida, Po., lb.	75 @	82
			Guaiac, lb.	60 @	65
			Guaiac, powd.	60 @	65
			Kino, lb.	1 00 @	1 00
			Kino, powd., lb.	1 25 @	1 25
			Myrrh, lb.	60 @	60
			Myrrh, Pow., lb.	75 @	75
			Shellac, Orange, lb.	35 @	45
			Ground, lb.	35 @	45
			Shellac, white (bone d'd) lb.	45 @	55
			Tragacanth		
			No. 1, bbls.	1 50 @	1 75
			No. 2, lbs.	1 35 @	1 50
			Pow., lb.	1 25 @	1 50
BERRIES			HONEY		
Cubeb, lb.	7 @	65	Pound	25 @	40
Cubeb, Po., lb.	7 @	75			
Juniper, lb.	10 @	20			
BLUE VITRIOL			HOPS		
Pound	06 @	15	1/2 Loose, Pressed, lb.	@	75
BORAX			HYDROGEN PEROXIDE		
P'd or Xtal, lb.	06 @	13	Pound, gross	27 00 @	29 00
			1/2 lb., gross	17 00 @	18 00
			1/4 lb., gross	11 00 @	11 50
BRIMSTONE			INDIGO		
Pound	04 @	10	Madras, lb.	2 00 @	2 25
CAMPHOR			INSECT POWDER		
Pound	70 @	90	Pure, lb.	31 @	41
CANTHARIDES			LEAD ACETATE		
Russian, Powd.	@ 4 50		Xtal, lb.	17 @	25
Chinese, Powd.	@ 2 00		Powd. and Gran.	25 @	35
CHALK			LICORICE		
Crayons			Extracts, sticks, per box	1 50 @	2 00
White, dozen	@ 3 60		Lozenges, lb.	40 @	50
Dustless, dozen	@ 6 00		Wafers, (24s) box	@ 1 50	
French Powder, Com'l, lb.	03 1/2 @	10			
Precipitated, lb.	12 @	15	LEAVES		
Prepared, lb.	14 @	18	Buchu, lb., short	@	60
White, lump, lb.	03 @	10	Buchu, lb., long	@	70
			Buchu, P'd, lb.	25 @	30
CAPSICUM			Sage, bulk, lb.	40 @	40
Pods, lb.	60 @	70	Sage, loose pressed, 1/2s, lb.	40 @	40
Powder, lb.	62 @	75	Sage, ounces	85 @	85
			Sage, P'd and Grd.	35 @	35
CLOVES			Senna		
Whole, lb.	30 @	40	Alexandria, lb.	35 @	40
Powdered, lb.	35 @	45	Tinnevela, lb.	25 @	30
			Powd., lb.	25 @	35
COCAINE			Uva Ursi, lb.	@	31
Ounce	13 75 @	15 40	Uva Ursi, P'd, lb.	@	45
COPPERAS			LIME		
Xtal, lb.	03 1/2 @	10	Chloride, med., dz.	@	85
Powdered, lb.	04 @	15	Chloride, large, dz.	@	1 45
CREAM TARTAR			LYCOPodium		
Pound	25 @	38	Pound	45 @	60
CUTTLEBONE			MAGNESIA		
Pound	40 @	50	Carb., 1/2s, lb.	@	30
			Carb., 1/4s, lb.	@	32
			Carb., Powd., lb.	15 @	25
			Oxide, Hea., lb.	@	70
			Oxide, light, lb.	@	75
DEXTRINE			MENTHOL		
Yellow Corn, lb.	06 1/2 @	15	Pound	5 25 @	5 60
White Corn, lb.	07 @	15			
EXTRACT			MERCURY		
Witch Hazel, Yellow Lab., gal.	1 10 @	1 70	Pound	1 50 @	1 75
Licorice, P'd, lb.	50 @	60			

MORPHINE			POTASSIUM		
Ounces	@ 12 75		Bicarbonate, lb.	30 @	35
1/2s	@ 14 40		Acetate, lb.	69 @	1 04
			Bichromate, lb.	15 @	25
			Bromide, lb.	64 @	84
			Carbonate, lb.	45 @	76
			Chlorate		
			Xtal, lb.	20 @	29
			Powd., lb.	19 @	27
			Gran., lb.	32 @	40
			Iodide, lb.	1 88 @	2 20
			Permanganate, lb.	30 @	50
			Prussiate		
			Red, lb.	80 @	90
			Yellow, lb.	50 @	60
MUSTARD			QUASSIA CHIPS		
Bulk, Powd.			Pound	25 @	30
Select, lb.	45 @	50	Powd., lb.	35 @	40
No. 1, lb.	17 @	25			
NAPHTHALINE			QUININE		
Balis, lb.	08 1/2 @	15	5 oz. cans, ozs.	@	77
Flake, lb.	08 1/2 @	15			
NUTMEG			ROSIN		
Pound	@ 40		Pound	04 @	15
Powdered, lb.	@ 50				
NUX VOMICA			ROOT		
Pound	@ 25		Aconite, Powd., lb.	@	90
Powdered, lb.	15 @	25	Alkanet, lb.	35 @	40
			Alkanet, Powd., lb.	@	50
OIL ESSENTIAL			Belladonna, Powd., lb.	@	75
Almond			Blood, Powd., lb.	35 @	45
Bit., true, ozs.	@ 50		Burdock, Powd., lb.	@	60
Bit., art., ozs.	@ 30		Calamus, Bleached, Split and		
Sweet, true, lbs.	1 40 @	2 00	Peeled, lb.	@	65
Sweet, crude, lbs.	75 @	1 20	Calamus, Ordinary, lb.	@	55
Amber, rect., lb.	1 30 @	2 00	Calamus, Powd., lb.	25 @	30
Anise, lb.	1 00 @	1 60	Elecampane, lb.	17 1/2 @	20
Bay, lb.	4 00 @	4 25	Gentian, Powd., lb.	25 @	30
Bergamot, lb.	2 75 @	3 20	Ginger, African, Powd., lb.	15 @	25
Cajeput, lb.	1 50 @	2 00	Ginger, Jamaica, Lined, lb.	38 @	55
Caraway S'd, lb.	3 50 @	4 00	Ginger, Jamaica, Powd., lb.	30 @	40
Cassa, USP, lb.	2 10 @	2 60	Goldenseal, Powd., lb.	1 75 @	2 00
Cedar Leaf, lb.	1 70 @	2 20	Hellebore, White, Powd., lb.	20 @	30
Cedar Leaf, Com'l, lb.	1 00 @	1 25	Indian Turnip, Powd., lb.	3 00 @	3 50
Citronella, lb.	1 00 @	1 40	Ipecac, Powd., lb.	30 @	35
Cloves, lb.	1 75 @	2 25	Licorice, lb.	15 @	25
Croton, lbs.	4 00 @	4 50	Licorice, Powd., lb.	@	40
Cubeb, lb.	4 25 @	4 80	Mandrake, Powd., lb.	@	50
Erigeron, lb.	2 70 @	3 35	Marshmallow, Cut., lb.	@	60
Eucalytus, lb.	35 @	40	Marshmallow, Powd., lb.	@	50
Fennel, lb.	2 25 @	2 60	Orris, lb.	@	35
Hemlock, Pu., lb.	1 70 @	2 20	Orris, Powd., lb.	40 @	45
Hemlock Com., lb.	1 00 @	1 25	Orris, Fingers, lb.	1 50 @	2 25
Juniper Ber., lb.	3 00 @	3 20	Pink, Powd., lb.	@	30
Junip'r W'd, lb.	1 50 @	1 75	Poke, Powd., lb.	@	30
Lav. Flow., lb.	4 50 @	5 00	Rhubarb, lb.	@	80
Lav. Gard., lb.	1 25 @	1 50	Rhubarb, Powd., lb.	1 30 @	1 40
Lemon, lb.	2 00 @	2 40	Sarsaparilla (Honduras, cut)	1 30 @	1 40
Mustard, true, ozs.	@ 1 25		Sarsaparilla, Med., Cut, lb.	42 @	50
Mustard, art., ozs.	@ 30		Squills, Powd., lb.	15 @	25
Orange, Sw., lb.	3 00 @	3 25	Turmeric, Powd., lb.	@	30
Origanum, art., lb.	1 00 @	1 20	Valerian, Powd., lb.	@	50
Pennyroyal, lb.	2 75 @	3 20			
Peppermint, lb.	5 50 @	6 00			
Rose, dr.	@ 2 00				
Rose, Arab., ozs.	@ 1 50				
Rosemary Flowers, lb.	1 00 @	1 50			
Sandalwood					
E. I., lb.	8 00 @	8 60			
W. I., lb.	4 50 @	4 75			
Sassafras					
True, lb.	1 90 @	2 40			
Syn., lb.	35 @	40			
Spearment, lb.	2 50 @	3 00			
Tansy, lb.	3 50 @	4 00			
Thyme, Red, lb.	1 75 @	2 40			
Thyme, Whi., lb.	2 00 @	2 60			
Wintergreen					
Leaf, true, lb.	5 60 @	6 00			
Birch, lb.	4 00 @	4 50			
Syn., lb.	75 @	1 20			
Wormseed, lb.	3 50 @	4 00			
Wormwood, lb.	5 50 @	6 00			
OILS HEAVY			SEED		
Castor, gal.	1 45 @	1 60	Anise, lb.	40 @	45
Cocanut, lb.	22 1/2 @	35	Canary, Recleaned, lb.	10 @	15
Cod Liver, Norwegian, gal.	1 20 @	1 50	Cardamon, Bleached, lb.	25 @	30
Cot. Seed, gal.	85 @	1 00	Caraway, Dutch, lb.	@	1 10
Lard, ex., gal.	1 55 @	1 65	Celery, lb.	@	2 00
Lard, No. 1, gal.	1 25 @	1 40	Colchicum, Powd., lb.	15 @	25
Linsced, raw, gal.	74 @	80	Coriander, lb.	15 @	25
Linsced, bob, gal.	77 @	83	Fennel, lb.	30 @	40
Neatsfoot, extra, gal.	80 @	1 00	Flax, Whole, lb.	07 1/2 @	15
Olive			Flax, Ground, lb.	07 1/2 @	15
Malaga, gal.	2 00 @	2 50	Hemp, Recleaned, lb.	08 @	15
Pure, gal.	3 00 @	3 50	Lobelia, Powd., lb.	@	55
Sperm, gal.	1 25 @	1 50	Mustard, Black, lb.	17 1/2 @	25
Tanner, gal.	75 @	90	Mustard, White, lb.	15 @	25
Tar, gal.	50 @	55	Poppy, Blue, lb.	20 @	25
Whale, gal.	@ 2 00		Quince, lb.	1 00 @	1 25
OPIUM			Rape, lb.	10 @	15
Gum, ozs., \$1.40, oz.	1 25		Sabadilla, Powd., lb.	58 @	75
Powder, ozs., \$1.40; oz.	1 30		Sunflower, lb.	11 @	20
rGan., ozs., \$1.40; oz.	1 30		Worm, Levant, lb.	@ 4 50	
			Worm, Levant, Powd.	@ 4 75	
PARAFFINE			SOAP		
Pound	06 1/2 @	15	Castile, Conti, White		
			Box	@ 15 75	
			Bar	@ 1 60	
			Powd.	50 @	55
PEPPER			SODA		
Black, grd., lb.	25 @	35	Ash	03 @	10
Red, grd., lb.	45 @	55	Bicarbonate, lb.	03 1/2 @	10
White, grd., lb.	40 @	55	Caustic, Co'l, lb.	08 @	15
			Hyposulphite, lb.	05 @	10
PITCH BURGUNDY			Phosphate, lb.	23 @	28

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

Spring Lamb—1c
Good Lamb—1c
Dry Beans

DECLINED

Top Veal—1/2c
Roasted Coffee
Corned Beef Hash—50c
Egg Macaroni—3c

AMMONIA

Little Bo Peep, med. 1 35
Little Bo Peep, lge. 2 25
Quaker, 32 oz. 2 10

APPLE BUTTER

Quaker, 12-28 oz., 1 55
Doz. 2 00

BAKING POWDERS

Royal, 2 oz., doz. 80
Royal, 6 oz., doz. 2 00
Royal, 12 oz., doz. 8 85
Royal, 5 lbs., doz. 20 00



10 oz., 4 doz. in case 3 35
15 oz., 2 doz. in case 2 45
25 oz., 2 doz. in case 4 12
5 lb., 1 doz. in case 5 90
10 lb., 1/2 doz. in case 5 75

BLEACHER CLEANSER

Lizzie, 16 oz., 12s 2 15
Linco Wash, 32 oz. 12s 2 00

BLUING

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

BEANS and PEAS

Dry Lima Beans, 25 lb. 2 25
White H'd P. Beans, 3 80
Split Peas, yell., 60 lb. 4 75
Split Peas, gr'n, 60 lb. 4 75
Scotch Peas, 100 lb. 6 90

BURNERS

Queen Ann, No. 1 1 15
Queen Ann, No. 2 1 25
White Flame, No. 1 and 2, doz. 2 35

BOTTLE CAPS

Single Lacquer, 24 gross case, per case 4 10

BREAKFAST FOODS

Kellogg's Brands
Corn Flakes, No. 136 2 65
Corn Flakes, No. 124 2 65
Fep, No. 224 2 20
Fep No. 250 1 05
Krumbles, No. 412 1 55
Bran Flakes, No. 624 1 90
Bran Flakes, No. 650 1 00
Rice Krispies, 6 oz. 2 40
Rice Krispies, 1 oz. 1 10
All Bran, 16 oz. 2 75
All Bran, 1/2 oz. 1 10
Whole Wheat Fla., 24s 2 40
Whole Wheat Bjs, 24s 2 31
Wheat Krispies, 24s 2 40

Post Brands
Grapenut Flakes, 24s 2 10
Grape-Nuts, 50s 1 50
Instant Postum, No. 8 5 46
Instant Postum, No. 10 4 70
Postum Cereal, No. 0 2 38
Post Toasties, 36s 2 65
Post Toasties, 24s 2 65
Post Bran, PBF 24s 3 15
Post Bran, PBF 36s 3 15

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

BROOMS

Quaker, 5 sewed 7 25
Warehouse 7 75
Winner, 5 sewed 5 75

BRUSHES

Scrub New Deal, dozen 85

Stove

Shaker, dozen 90

Shoe

Topoan, dozen 90

BUTTER COLOR

Hansen's, 4 oz. bottles 2 40
Hansen's, 2 oz. bottles 1 60

CANDLES

Electric Light, 40 lbs. 12.1
Plumber, 40 lbs. 12.8
Paraffine, 6s 14.4
Paraffine, 12s 14.4
Wicking 40
Tudor, 6s, per box 30

CANNED FRUITS

Apples
Imperial, No. 10 5 00
Sweet Peas, No. 10 4 75

Apple Sauce

Hart, No. 2 1 20
Hart, No. 10 5 10

Apricots

Forest, No. 10 9 00
Quaker, No. 10 9 75
Gibraltar, No. 10 9 25
Gibraltar, No. 2 2 40
Superior, No. 2 2 80
Supreme, No. 2 3 10
Supreme, No. 2 2 25
Quaker, No. 2 2 10
Quaker, No. 2 2 85

Blackberries

Premio, No. 10 6 00
Quaker No. 2 1 60

Blue Berries

Eagle, No. 10 8 50

Cherries

Hart, No. 10 5 70
Hart, No. 2 in syrup 2 95
Hart Special, 2 1 25

Supreme, No. 2 in syrup 2 25
Hart Special, No. 2 1 35

Cherries—Royal Ann

Supreme, No. 2 2 20
Supreme, No. 2 2 25
Gibraltar, No. 10 9 25
Gibraltar, No. 2 2 75

Figs

Beckwith Breakfast, No. 10 12 00

Carpenter Preserved, 5 oz. glass 1 35
Supreme Kodota, No. 1 1 80

Fruit Salad

Supreme, No. 10 12 00
Quaker, No. 10 11 50
Supreme, No. 2 3 45
Supreme, No. 2 2 60
Supreme, No. 1 1 90
Quaker, No. 2 3 15

Goosberries

Michigan, No. 10 5 35

Grape Fruit

Florida Gold, No. 5 5 00
Florida Gold, No. 2 1 45
Quaker, 8 oz. 90
Quaker, 2 1/2 1 45

Grape Fruit Juice

Florida Gold, No. 1 90
Quaker, No. 1 90
Quaker, No. 5 4 60

Loganberries

Premio, No. 10 6 75

Peaches

Forest, solid pack, No. 10 7 30
Nile, sliced, No. 10 6 50
Premio, halves, No. 10 6 50

Quaker, sliced or halves, No. 10 8 20
Gibraltar, No. 2 2 00
Supreme, sliced No. 2 2 15
Supreme, halves, No. 2 2 25
Quaker, sliced or halves, No. 2 2 10
Quaker, sliced or halves, No. 2 1 70

Pears

Quaker, No. 10 8 50
Quaker, Bartlett, No. 2 65
Quaker, Bartlett, No. 2 1 95

Pineapple Juice

Doles, Diamond Head, No. 2 1 45
Doles, Honey Dew, No. 10 6 75

Pineapple, Crushed

Imperial, No. 10 7 50
Honey Dew, No. 2 2 40
Honey Dew, No. 2 1 90
Quaker, No. 2 2 35
Quaker, No. 2 1 80
Quaker, No. 1 1 10

Pineapple, Sliced

Honey Dew, sliced, No. 10 9 00
Honey Dew, tid bits, No. 10 9 00

Honey Dew, No. 2 2 45
Honey Dew, No. 1 2 00
Ukelele Broken, No. 10 7 90
Ukelele Broken, 2 2 25
Ukelele Broken, No. 2 1 85
Quaker, Tid Bits, No. 10 8 25
Quaker, No. 10 8 25
Quaker, No. 2 2 35
Quaker, No. 1 1 90
Quaker, No. 1 1 05

Plums

Ulrik, No. 10, 30% syrup 6 50
Supreme Egg, No. 2 2 30
Supreme Egg, No. 2 2 10
Primo, No. 2, 40% syrup 1 00

Prepared Prunes

Supreme, No. 2 2 35
Supreme, No. 2 2 00

Raspberries, Black

Imperial, No. 10 7 00
Premio, No. 10 8 50
Hart, 8-ounce 80

Raspberries, Red

Premio, No. 10 8 75
Daggett, No. 2 2 20

Strawberries

Hunt, Superior, No. 2 2 35

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35
Clam Chowder, No. 2 2 75
Clams, Steamed No. 1 2 75
Clams, Minced, No. 1/2 2 40
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small 1 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, 1/2 Oil, k'less 3 75
Sardines, 1/2 Oil, k'less 3 35
Salmon, Red Alaska 2 20
Salmon, Med. Alaska 1 75
Salmon, Pink, Alaska 1 38
Sardines, Im. 1/2, ea. 6@13 1/2
Sardines, Cal 1 00
Tuna, 1/2 Van Camps, doz. 1 15
Tuna, 1/2 Van Camps, doz. 1 15
Tuna, 1/2 Van Camps, doz. 2 45
Tuna, 1/2 Chicken Sea, doz. 1 70
Tuna, 1/2 Bonita 1 25

CANNED MEAT

Bacon, med, Beechnut 2 50
Bacon, lge, Beechnut 3 75
Beef, lge, Beechnut 3 25
Beef, med, Beechnut 1 95
Beef, No. 1, Corned 1 90
Beef, No. 1, Roast 1 95
Beef, 2 1/2 oz., Qua. 1 30
Corn Beef Hash, doz. 85
Beefsteak & Onions, s. 2 70
Chili Con Car., 1s 1 05
Deviled Ham, 1/2s 1 25
Deviled Ham, 1/2s 2 20
Potted Meat, 1/2 Libby 75
Potted Meat, 1/2 Qua. 65
Potted Ham, Gen. 1/2 1 35
Vienna Saus. No. 1/2 90

Baked Beans

Campbells 48s 2 35

CANNED VEGETABLES

Hart Brand
Asparagus
Quaker, No. 2 2 10
Hunt Picnic 1 80
Hunt No. 1, Med. Green 3 00
Hunt No. 1 Med. White 3 15
Green 2 80

Baked Beans

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

Lima Beans

Baby, No. 2 1 60
Marcellus, No. 2 1 25
Scott Co. Soaked 90
Marcellus, No. 10 6 90

Red Kidney Beans

No. 10 4 50
No. 2 95

String Beans

Choice, Whole, No. 2 1 70
Cut, No. 10 7 25
Cut, No. 2 1 35
Marcellus Cut, No. 10 6 00
Quaker Cut No. 2 1 20

Wax Beans

Choice, Whole, No. 2 1 70
Cut, No. 10 7 25
Cut, No. 2 1 35
Marcellus Cut, No. 10 6 50
Quaker Cut No. 2 1 20

Beets

Extra Small, No. 2 1 75
Hart Cut, No. 10 4 50
Hart Cut, No. 2 95
Hart Diced, No. 2 90
Quaker Cut No. 2 1 20

Carrots

Diced, No. 2 95
Diced, No. 10 4 20

Corn

Golden Ban., No. 2 1 50
Golden Ban., No. 10 1 00
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

Peas

Little Dot, No. 2 2 25
Sifted E. June, No. 10 9 50
Sifted E. June, No. 2 1 90
Marcel, 5-w, W. No. 2 1 55
Marcel, E. June, No. 2 1 45
Quaker, E. Ju., No. 10 8 00

Pumpkin

No. 10 4 75
No. 2 1 20
No. 2 92 1/2

Sauerkraut

No. 10 5 25
No. 2 1 10
No. 2 Quaker 95

Spinach

Supreme No. 2 1 75
Supreme No. 2 1 37 1/2
Maryland Chief No. 2 1 10

Succotash

Golden Bantam, No. 2 1 75
Hart, No. 2 1 55
Pride of Michigan 1 25

Tomatoes

No. 10 5 50
No. 2 1 85
No. 2 1 40
Quaker, No. 2 1 10

CATSUP

Quaker, 10 oz. doz. 1 10
Quaker, 14 oz. doz. 1 40
Quaker gallon glass, dozen 10 25

CHILI SAUCE

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

OYSTER COCKTAIL

Sniders, 11 oz. 2 00

CHEESE

Roquefort 65
Wisconsin Daisy 16
Wisconsin Twin 15 1/2
New York June, 1933 22
Sap Sago 18
Brick 14
Michigan Flats 14
Michigan Daisies 14 1/2
Wisconsin Longhorn 27
Imported Leyden 17
1 lb. Limberger 18
Imported Swiss 56
Kraft, Pimento Loaf 24
Kraft, American Loaf 22
Kraft, Brick Loaf 22
Kraft, Swiss Loaf 24
Kraft, Old End Loaf 81
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

6 lb. boxes 35

DRIED FRUITS

Choice Apricots 22 1/2
Standard 21
Citron 25

CHEWING GUM

Adams Black Jack 61
Adams Dentyne 65
Beeman's Pepsin 65
Bechnut Peppermint 65
Doublemint 65
Peppermint, Wrigleys 65
Spearmint, Wrigleys 65
Juicy Fruit 65
Wrigley's P-K 65
Teaberry 65

CHOCOLATE

Baker, Prem., 6 lb. 1/2 2 42
Baker, Pre., 6 lb. 3 oz. 2 55
German Sweet, 6 lb. 1/4s 1 35
Little Dot Sweet 6 lb. 1/4s 2 55

CIGARS

Hemt, Champions 38 50
Webster Plaza 75 00
Webster Golden Wed. 75 00
Websterettes 37 50
Cincos 38 50
Garcia Grand Babies 40 00
Bradstreet 38 50
Odins 40 00
It G Dun Boquet 75 00
Perfect Garcia Subl. 95 00
Kenway 20 00
Budwiser 20 00
Isabella 30 00

Cocoanut

Banner, 25 lb. tins 20 1/2
Snowdrift, 20 lb. tins 20 1/2

CLOTHES LINE

Household, 50 ft. 1 75
Cupples Cord 2 90

COFFEE ROASTED

Lee & Cady
1 lb. Package
Ryco 23
Byston Breakfast 24
Breakfast Cup 23 1/2
Competition 17 1/2
J. V. 23 1/2
Majestic 30
Morton House 32
Nedrow 27
Quaker, in cartons 24 1/2
Quaker, in glass jars 29

Coffee Extracts

M. Y., per 100 13
Frank's 50 pkgs 4 25
Hummel's 50, 1 lb. 10 1/2

CONDENSED MILK

Eagle, 2 oz., per case 4 60

Cough Drops

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

COUPON BOOKS

50 Economic grade 2 50
100 Economic grade 4 50
500 Economic grade 20 00
1000 Economic grade 37 50

Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

CRACKERS

Hekman Biscuit Company
Saltine Soda Crackers, bulk 11 1/2
Saltine Soda Crackers, 1 lb. pkgs. 1.40
Saltine Soda Crackers, 2 lb. pkgs. 2.68
Saltine Soda Crackers, 3 1/4 oz. pkgs. 93
Butter Crackers, bulk 13
Butter Crackers, 1 lb. 1.60
Butter Crackers, 2 lb. 3.12
Graham Crackers, bulk 13
Graham C's, 1 lb. 1.49
Graham C's, 2 lb. 2.77
Graham C's, 6 1/4 oz. 93
Junior Oyster C's, blk. 13
Oyster C's, shell, 1 lb. 1.71
Club Crackers 1.76

CREAM OF TARTAR

6 lb. boxes 35

DRIED FRUITS

Choice Apricots 22 1/2
Standard 21
Citron 25

CURRENTS Packages, 11 oz. ----- 13 Dates Quaker, 12s, pitted ----- 1 40 Quaker, 12s, regular ----- 1 30 Quaker, 12s, 1 1/2 lb. ----- 2 10 Quaker, 12s, 1 lb. ----- 1 45 Figs Calif., 24-8 oz. case ----- 1 80 Peaches Evap. Choice ----- 14 1/2 Eva. Fancy ----- 16 1/2 Pearl Lemon, Torelli, ----- 90 Orange, Torelli, ----- 90 Citron, Torelli, ----- 90 4 oz., dozen ----- 90 Raisins Seeded, bulk ----- 7 1/2 Thompson's S'dless blk. ----- 7 1/2 Quaker s'dless blk. ----- 8 15 oz. ----- 8 Quaker Seeded, 15 oz. ----- 8 1/2 California Prunes 90@100, 25 lb. boxes ----- 6 1/2 80@ 90, 25 lb. boxes ----- 6 1/2 70@ 80, 25 lb. boxes ----- 6 1/2 60@ 70, 25 lb. boxes ----- 6 1/2 50@ 60, 25 lb. boxes ----- 6 1/2 40@ 50, 25 lb. boxes ----- 6 1/2 30@ 40, 25 lb. boxes ----- 6 1/2 20@ 30, 25 lb. boxes ----- 6 1/2 18@ 24, 25 lb. boxes ----- 6 1/2 Hominy Pearl, 100 lb. sacks ----- 3 50 Bulk Goods Elb. Macaroni, 20 lb. bx. ----- 1 35 Egg Noodle, 10 lb. box ----- 1 25 Pearl Barley Chester ----- 5 80 Lentils Chili ----- 8 Tapoca Pearl, 100 lb. sacks ----- 7 1/2 Minute, 8 oz., 3 doz. ----- 4 05 Dromedary Instant ----- 3 50 Jiffy Punch 3 doz. Carton ----- 2 25 Assorted flavors. -----	JUNKET GOODS Junket Powder ----- 1 35 Junket Tablets ----- 1 35 MARGARINE Wilson & Co.'s Brands Oleo Nut ----- 11 Certified Animal Fat ----- 13 Oleo ----- 13 MATCHES Diamond, No. 5, 144 ----- 6 25 Searchlight, 144 box ----- 6 25 Swan, 144 ----- 5 65 Diamond, No. 0 ----- 5 00 Safety Matches Red Top, 5 gross case ----- 4 80 Congress, 5 gro. cs. ----- 5 25 Standard, 5 gro. cs. ----- 4 00 MUELLER'S PRODUCTS Macaroni, 9 oz. ----- 2 10 Spaghetti, 9 oz. ----- 2 10 Elbow Macaroni, 9 oz. ----- 2 10 Egg Noodles, 6 oz. ----- 2 10 Egg Vermicelli, 6 oz. ----- 2 10 Egg Alphabets, 6 oz. ----- 2 10 Cooked Spaghetti, 24c, 17 oz. ----- 2 20 NUTS Whole Almonds, Peerless ----- 15 1/2 Brazil, large ----- 13 1/2 Fancy Mixed ----- 16 Elberts, Naples ----- 16 Peanuts, vir. Roasted ----- 11 1/2 Pecans, 3, star ----- 25 Pecans, Jumbo ----- 40 Pecans, Mammoth ----- 50 Walnuts, Cal. ----- 17 1/2 to 22 Salted Peanuts Fancy, No. 1 ----- 12 12-1 lb. Cellophane case ----- 1 50 Shelled Almonds ----- 39 Peanuts, Spanish, 125 lb. bags ----- 9 1/2 Filberts ----- 32 Pecans, salted ----- 55 Walnut, California ----- 55 MINCE MEAT None Such, 4 doz. ----- 6 20 Quaker, 1 doz. case ----- 95 Yo Ho, Kegs, wet, lb. ----- 16 1/2 OLIVES-Plain Quaker, 24 3/4 oz. cs. ----- 1 87 Quaker, 24 1/2 oz. cs. ----- 3 55 Quaker, 12, 12 oz. ----- 2 40 High Life, 12 1/2 oz. cs. ----- 3 45 1 gal. glass, each ----- 1 55 OLIVES-Stuffed Quaker, 24 3/4 oz. cs. ----- 1 87 Quaker, 24 1/2 oz. cs. ----- 2 75 Quaker, 24 5 oz. cs. ----- 3 55 Quaker, 24 1/2 oz. cs. ----- 4 55 Quaker, 24 10 oz. cs. ----- 5 95 Quaker, 12 3/2 oz. cs. ----- 7 88 1 Gallon glass, each ----- 2 10 PARIS GREEN 1/2s ----- 34 1s ----- 32 2s and 5s ----- 30 PICKLES Sweet Small L and C, 7 oz., doz. ----- 92 1/2 Paw Paw, quarts, doz. ----- 2 80 Dill Pickles Gal., 40 to Tin, doz. ----- 8 20 32 oz. Glass Thrown ----- 1 50 PIPES Cob, 3 doz. in bx. 1 00@1 20	FRESH MEATS Beef Top Steers & Hef. ----- 14 Good Steers & Hef. ----- 12 1/2 Med. Steers & Hef. ----- 10 1/2 Com. Steers & Hef. ----- 09 Veal Top ----- 11 Good ----- 10 1/2 Medium ----- 9 1/2 Lamb Spring Lamb ----- 14 Good ----- 13 Medium ----- 10 Poor ----- 08 Mutton Good ----- 05 1/2 Medium ----- 06 Poor -----	HERRING Holland Herring Mixed, kegs ----- 85 Milkers, kegs ----- 95 Boneless Herring 10 lb. ----- 13 Cut Lunch, 8 lb. pails ----- 1 25 Mackerel Tubs, 60 Count, fy. fat ----- 6 00 Pails, 10 lb. Fancy fat ----- 1 50 White Fish Med. Fancy, 100 lb. ----- 13 00 Milkers, bbls. ----- 18 50 K K K K Norway ----- 19 50 8 lb. pails ----- 1 40 Cut Lunch ----- 1 50 Boned, 10 lb. boxes ----- 16 SHOE BLACKENING 2 in 1, Paste, doz. ----- 1 30 E. Z. Combination, dz. ----- 1 30 Dri-Foot, doz. ----- 2 00 Bixby, doz. ----- 1 30 Shinola, doz. ----- 90 STOVE POLISH Blackne, per doz. ----- 1 30 Black Silk Liquid, doz. ----- 1 30 Black Silk Paste, doz. ----- 1 25 Enameline Paste, doz. ----- 1 30 Enameline Liquid, doz. ----- 1 30 E. Z. Liquid, per doz. ----- 1 30 Radium, per doz. ----- 1 30 Rising Sun, per doz. ----- 1 30 654 Stove Enamel, dz. ----- 2 80 Vulcanol, No. 10, doz. ----- 1 30 Stovoil, per doz. ----- 3 00 SALT F. O. B. Grand Rapids Quaker, 24, 2 lb. ----- 95 Quaker, 35, 1 lb. ----- 1 20 Quaker, Iodized, 24-2, 1 35 Med. No. 1, bbls. ----- 3 60 Med. No. 1, 100 lb. bk. ----- 1 00 Farmer Spec., 50 lb. ----- 1 00 Packers Meat, 50 lb. ----- 65 Crushed Rock for ice cream, 100 lb. each ----- 89 Butter Salt, 280 lb. bbl. ----- 4 80 Baker Salt, 280 lb. bbl. ----- 4 80 6, 10 lb., per bale ----- 96 20, 3 lb., per bale ----- 1 62 25 lb. bags, table ----- 45  Free Run's, 32, 26 oz. ----- 2 40 Five case lots ----- 2 40 Iodized, 32, 26 oz. ----- 2 40 Five case lots ----- 2 30 Colonial Fifteen 4s ----- 1 00 Twenty 3s ----- 1 05 Six 10s ----- 1 35 Iodine, 24, 2s ----- 1 35 Iodine, 36, 1 1/2 ----- 1 20 Plain, 36, 1 1/2 ----- 1 20 Log Cabin Plain, 24, 2s ----- 1 35 BORAX Twenty Mule Team ----- 3 35 48, 10 oz. packages ----- 4 00 96, 1/2 lb. packages ----- 4 00 WASHING POWDERS Bon Ami Pd., 18s, box ----- 1 90 Bon Ami Cake, 18s ----- 1 65 Brillo ----- 85 Big 4 Soap Chips 8/5 ----- 2 40 Climpso, large ----- 4 05 Grandma, 100, 5s ----- 3 50 Grandma, 24 large ----- 3 50 Snowboy, 12 large ----- 1 80 Gold Dust, 12 lat ----- 1 80 La France Lau, 4 dz. ----- 3 65 Lux Flakes, 50 small ----- 4 80 Lux Flakes, 20 large ----- 4 80 Old Dutch Clean., 4 dz. ----- 3 40 Octagon, 96s ----- 3 90 Rinsol, 24s ----- 4 80 Rinsol, 40s ----- 2 95 Spotless Cleanser, 48, 20 oz. ----- 3 85 Santal, 1 dz. ----- 2 40 Sapollo, 3 doz. ----- 3 15 Super Suds, 48 ----- 3 90 Sunbrite, 50s ----- 2 10 Wyandot, Cleaner, 24s ----- 1 60	SOAP Am. Family, 100 box ----- 5 20 F. B., 60c ----- 2 35 Fels Naphtha, 100 box ----- 4 65 Flake White, 10 box ----- 3 10 Ivory, 100 6s ----- 4 95 Fairy, 100 box ----- 3 25 Palm Olive, 144 box ----- 2 80
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SHOE MARKET

Michigan Retail Shoe Dealers Association.

President—Clyde Taylor, Detroit.

First Vice-President—M. A. Mittleman, Detroit.

Vice-President—Arthur Allen, Grand Rapids.

Vice-President—Edward Dittman, 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.

Annual Meeting of Michigan Shoe Dealers

The Michigan Retail Shoe Dealers Association, in conjunction with the Michigan Shoe Exhibitors Association, will hold their annual convention in Grand Rapids three days, January 20, 21 and 22, with the Pantlind Hotel as headquarters for all activities.

The convention opens on Saturday night, Jan. 19, with a meeting of the shoe exhibitors. On Monday noon there will be a retailers' luncheon and Monday evening a style show will be given by the exhibitors for the retailers. The style show will be followed by an exhibitors party in the grill room of the Pantlind Hotel, with exceptional entertainment featuring the program. On Tuesday noon there will be another retailers' luncheon and in the evening a banquet for the retailers will be held in the ball room of the Pantlind, at which many prizes and awards will be made.

A complete program of entertainment has also been arranged for the ladies. At the present time about ninety shoe exhibitors have made reservations to show their lines, which will give the retailer an exceptional opportunity to see the new and complete spring showing of shoes and gain many merchandising ideas. All in all, it promises to be one of the most successful and outstanding conventions ever held by the Michigan shoe people. The retailers' committees are as follows:

By-Laws Committee—J. H. Burton, chairman; O. R. Jenkins, Stuart J. Rackham, Steven J. Jay, Edw. Stocker, Clyde K. Taylor.

Publicity Committee—Nathan Hack, chairman; O. R. Jenkins, J. H. Burton, Tom Hammond.

Grievance Committee—E. T. Nunneley, chairman; Geo. Owens, Oscar R. Hess.

Entertainment Committee—Arthur Allen, chairman; B. C. Olsee, Max Harryman, Herbert Burr, Robert Murray.

Finance Committee—Mark Cary, chairman; Karl Kampf, Fred Elliott.

Insurance Board—Stuart J. Rackham, chairman; Edw. Stocker, Edw. Dittmann.

Membership Committee—O. R. Jenkins, chairman; Arthur Allen, Ralph Meanwell, Edw. Stocker, R. J. Schmidt, Geo. Rowe.

The Executive Committee of the exhibitors is as follows:

L. R. Armstrong, chairman, Brown Shoe Co.

Entertainment Chairman—Curtis Johns, Grove Shoe Co.

Publicity Chairman—C. H. Bloom, Ebner Shoe Co.

Style Show Chairman—Jesse Wycoff, Hoge-Montgomery Shoe Co.

Finance Chairman—Bob Ryne, Bob Smart Shoe Co.

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happy to make the announcement that our membership at the close of our membership year Sept. 1 has increased 42 per cent over 1933. This is a very fine increase and can be attributed to a very large extent to the activities of the group meetings and the code. Dealers have realized that it is necessary for the Association to do this work and have concluded that they are responsible to the Association for all the benefits that are possible from the Code.

We have been successful in ironing out a number of dealer grievances where misunderstandings have arisen. We have investigated complaints of dealers against others who have been accused of violating the Code. We have created understandings between dealers, so that now, as a whole, all are going along co-operatively . . . working together, instead of working against one another.

We have come to a definite working agreement with the Federal Hardware and Implement Mutuals where from now on they will require Association membership to secure maximum dividends. In their business, like ours, unfair trade practices had crept in which made it necessary for them to discontinue requiring Association membership for a while, at least, until such unfair trade practices were eliminated. These practices have now been abolished and the insurance companies are again co-operating with us as before.

A survey has been started to secure the average costs of doing business for the implement dealers of Michigan. Such figures are very essential in our legislative activities, as well as for Code activities. If we had had current figures on the average cost of doing business this last summer, there is no question in my mind but what our Code would to-day have contained a minimum mark-up, which would be just and fair. As it is, it does not, because we did not have figures to back

up our arguments in favor of a minimum mark-up. It is necessary when going into legislative activities or any other activities to have figures to substantiate our claims. It is for this reason that we have instigated this survey and trust that you dealers will take this very seriously and will co-operate to make it possible for us to have very accurate information, which, in the end, will reflect in benefits to you. If you have not filled in your report for 1933, we trust that you will stop at the registration desk, secure another form, and when you return to your store, fill it out and mail it to the Association office. It is our intention to conduct continually such a survey so that we may have the annual average experiences of dealers as to cost of doing business, average volume salaries, etc.

We have created a new department in the Association through which dealers can list such items as Businesses for purchases, sale, or exchange; and employment service to those interested in working for manufacturers or dealers. This information is available to dealers, salesmen and manufacturers through the Association office. Listings are without cost.

Many questions come to this office for information on different topics. We have a large amount of information on file and are in a position to answer many, many questions on different subjects. Many dealers are now taking advantage of this, and we urge all to write the Association office more often and keep in closer contact with what is going on. We also want your constructive criticisms and suggestions at any time where you feel that we could improve the service and be of greater benefit to the dealer membership.

We trust that you will co-operate with us in every respect by answering our correspondence when we write you for information or whatever else it may be. I call this to your attention be-

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 . . .

cause some apparently have contracted writer's cramp. You must remember . . . it costs considerable to write follow-up letters to folks who will not answer, thereby increasing the cost of operating our Association office.

In conclusion, let us not forget that the dealer is seeking aid and the duty confronts all of us who are willing to accept these responsibilities, to give him assistance unitedly, through our Association, which will ultimately result in better business conditions for all. The strength of organization is unlimited and is gauged only by individual interest. That which has been accomplished in the past is a reward of effort, and is a yard stick to future possibilities.

I cannot close without making at least some mention of the fine spirit of co-operation from the trade press. I assure you that we appreciate greatly all that you have done for us.

It is my pleasure to extend greetings from our National Secretary, Mr. H. J. Hodge.

As for the ladies' entertainment committee, I am sure that all in attendance gladly join me in expressing our gratefulness for their efforts in preparing the splendid ladies' program; also to the men's committee in assisting us in working out all the details incidental to the Convention program.

The wise counsel of our good President, Mr. Rankin, and the splendid co-operation of your officers and board of directors has given me great moral support in carrying out my duties, for which I wish to express my utmost appreciation.

Election of officers and directors resulted as follows:

President—C. E. Hochradel, Maybee
Vice-President—Elmer Lang, Capac
Treasurer—Henry A. Schantz,
Grand Rapids

Secretary, S. E. Larsen, Grand Rapids.

Directors—1935

G. A. Ford, Gaylord
W. H. Campbell, Hemlock
George Rummel, Frankenthum
E. B. Strachly, Burr Oak.

Directors—1935-1936

A. J. Rankin, Shelby
R. B. Collins, Benton Harbor
G. D. Milius, Elkton
Wm. Montague, Ovid.

The location of the next meeting was left to the officers.

Resolutions adopted were as follows:

Recognizing the benefits derived from the Implement Dealers' code of fair competition by eliminating unfair trade practices and by stimulating a renewed vigor into each dealer individually, and also realizing that greater benefits can only be derived by adhering more strictly to the intent of the code, so that the high ideals therein may be perpetuated, we recommend a wholehearted support of the code, both morally and financially.

Whereas—We believe there should be in the minds of the consumer a more definite distinction between a service dealer and a so-called "curb-stone dealer," be it therefore

Resolved—That we urge both manufacturers and dealers to mention "service dealers" in all their advertising and not just "dealers."

Whereas—The National Federation of Implement Dealers' Associations in convention assembled at Chicago on October 10 and 11, adopted resolutions which are all of vital interest and importance to every member of the Michigan Farm Equipment Association, be it therefore

Resolved—That we reaffirm all the resolutions adopted by the National Federation, which resolutions were printed in the Farm Implement News.

Whereas—The potential value of any article of farm equipment is the same

for the consumer, whether said consumer is a municipal, county, state, corporation, so-called "national user," or individual buyer, be it therefore

Resolved—That members of the Michigan Farm Equipment Association do hereby urgently advocate that all such sales be on the same basis as any other individual retail transaction.

Whereas—There has been some question concerning those entitled to receive jobbing discounts, be it

Resolved—That the members of the Michigan Farm Equipment Association suggest that manufacturers recognize on a wholesale or jobbing basis only those institutions whose major function is the sale of merchandise to independent retailers other than themselves or their subsidiaries, and which maintain one or more travelers for that sole purpose.

Whereas—By the National Recovery act there has been approved a Code of fair competition for the retail farm equipment trade, and

Whereas—The object of said act and code is to relieve unemployment and increase buying power by eliminating unfair competition and especially price cutting, and

Whereas—The only means of eliminating unfair competition and price cutting will be through the adoption of definite minimum resale prices covering all merchandise coming under said code, and

Whereas—The administrator of the National Industrial Recovery act has denied repeatedly requests for said schedule of minimum prices, be it therefore

Resolved—That the entire membership of the Michigan Farm Equipment Association go on record as urging the reconsideration of this request and the approval of definite minimum retail prices as has been allowed in other lines of retail trade, and be it further

Resolved—That the Secretary of the Michigan Farm Equipment Association be instructed to forward copies of this resolution to the proper code authorities.

Whereas—In the past few years dealers margins have dwindled to the point where it is almost impossible for dealers to profit by handling farm equipment alone and in order to place the retailing of farm equipment upon a paying basis for the dealers, we, the Michigan Farm Equipment Association, do hereby

Resolve—That the manufacturers of farm equipment place their margins to the dealers at a minimum mark-up of 33 1/3 per cent in their retail price books for 1935.

Resolve—That this topic be referred to the National Federation of Implement Dealers Associations to be taken up by the trade relations committee in their conference with the dealers' relations committee of the Farm Equipment Institute.

We especially extend to Frank L. Willison our complete appreciation for his efforts in attempting by circulating petitions to include on the ballot at the last election a request for amendment which would reduce the pay to the legislators.

This convention is indeed grateful to the officers of this Association, the President A. J. Rankin, Treasurer Henry A. Schantz and Secretary S. E. Larsen in their combined and wholehearted efforts in making the convention the wonderful success it has been.

We wish also to recognize and thank E. A. Stowe, of the Michigan Tradesman, for the publicity and recognition to our Association and the splendid effort to assist all merchants in their various problems.

We wish to thank the Grand Rapids local committee for their able assistance and for the fine spirit shown; to the ladies entertainment committee for the splendid entertainment provided; also the management of the Hotel Pantlind for the excellent manner in which they have taken care of our every need.

OUT AROUND

(Continued from page 9)

court. How are you to negotiate with a nation which plays at "make believe" like this and calls it reality?

The National labor board has steadily exercised powers which by the very nature of their application have been legislative, judicial and executive. It determines who are employees of any given employer for the purpose of participating in elections, to select representatives for collective bargaining. It has included within such terms those who are not actual employees, but are held to be such because they have an equitable interest in a fund to which they once contributed or have been assured that, when opportunity afforded, they might become employees in the future. It has interpreted Section 7a in contradiction with the previous holding of equally authoritative administrators. These are plainly judicial functions. It has, in effect, legislated amendments to the Congressional statute by undertaking to inflict penalties not provided herein.

Business feels that unless the relief rolls are lessened there is danger of increased taxation. The statement of Senator Robinson for a tapering off of Federal expenditures, with no tax increases, is very wholesome. This is all that business is waiting for. There is an immense reservoir of business which will move forward anyway, but these assurances of wise control of expenditures will make business move far more rapidly. No Government can stand on the policy of increasing unemployment. To counteract such increase we need a balanced attitude. The people must co-operate for the purpose of saving the government from a policy which, if carried too far, will increase unemployment.

We should be just as interested in creating jobs as we are in getting money.

Government must project a course that actually can be followed. There must be equal recognition of the rights of capital, labor and the consumer. If action is hesitant, timid or obstructive, progress will be negative. The President's assurance that the administration is not hostile to such fundamentals of American economy as private initiative and the profit motive is heartening. His recent speech before the convention of the American bankers is constructive in that it tends to clear up some of the influences retarding recovery, and the decision of the District of Columbia Supreme Court declaring the Railroad Retirement and Pension Act unconstitutional may be interpreted as a favorable development.

If the President compromises on the bonus, the Townsend plan, the thirty-hour week, agricultural aids, a gigantic public works program and other demands most of which entail the expenditure of billions of dollars, the aggregate result will be most serious. Although a few Americans may gain temporarily, all are likely to lose in the end. The President possesses the

confidence and faith of the people as no other man does. He knows that many of the proposals are economically unsound and socially dangerous. Before Congress meets he should talk frankly with the people about them. Compromises in Congress may not be sufficient to forestall the irreparable harm that extravagant schemes may do even in modified form.

E. A. Stowe.

NRA Decides Not to Force Code on Packers

The meat packing industry will be permitted to continue operating independently of the National Recovery Administration, at least for the present.

This decision by Washington officials is due chiefly, it is said, to the fact that the NRA is powerless to impose a code as long as the industry is obliged to operate under the packers and stockyards act, approved by the secretary of agriculture four years ago; also to the fact that the packers are adhering to the labor provisions of the president's unemployment agreement. The average wages and salaries paid by the packers are above the national average and an extensive investigation of alleged labor irregularities in the industries disclosed that the charges were unfounded.

It is not considered likely that further efforts will be made to codify the packing industry unless some reason for direct action develops.

Maybe families aren't as large as they used to be, but we know a lot of them that can talk and act mighty big.

A lazy man is really no worse than a dead one—but he takes up more room.

It's not which way the wind blows, but the way you set your sails.

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

ABE DEMBINSKY, Liquidator

171 Ottawa Ave., N. W.

Grand Rapids Michigan

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 SALE—Brick hotel, twenty-five rooms, dance hall. Good location. One-half mile track here. Bargain and good business for hotel man. Reason for selling, woman alone, and poor health. Mrs. L. Dillenbeck, Davison, Mich. 696

NATIVE Oklahoma pecans, 16c per pound. Pecan meat halves, 55c per pound. Special prices made on large quantities. Ship C.O.D. or money order accepted with order. All prices F.O.B. Coalgate, Oklahoma. HUDSON'S BIG COUNTRY STORE, Coalgate, Oklahoma. 697

Progress of the Team Work Group

Team work to the members of the United Commercial Travelers of America is fraternalism in action. The word fraternal denotes an attitude or state of mind. It is a condition, not a process. Teamwork to us means striving at all times to better conditions for everyone, including ourselves. That is the main reason why, when the idea of a National Buyers Week was proposed to one of our active team workers, he was able to immediately see the tremendous value of the idea and its paramount importance to business today. Plans were at once set in motion to have this great service organization, the United Commercial Travelers of America, with its 80,000 hard-working ambassadors of good will, act as principal sponsor of this movement which is proving so beneficial to business. One of the strange parts of the matter is that business itself is slow to recognize its value. The average business man of to-day has been down in the doldrums so long that he does not even seem to care whether he gets out or not. This is our observation through contact with many retail merchants and their representatives about the state. Whether the increasing optimism and feeling of hope brought to them by their commercial travelers will serve to dissipate their fears and restore their confidence time alone can tell.

The American Industrial Parade Association campaign for a National Buyers Week for the first two weeks of February is gaining momentum every day. Fourteen governors have already signified their approval of this great movement and ten of them have appointed a member of their official staff to disseminate the information relative to this great buyers week, realizing the fundamental fact that giving men work will permit them to buy merchandise.

Governor Gifford Pinchot, of Pennsylvania, in a personal letter to the National Director of the American Industrial Parade Association addressed to their headquarters in the Detroit-Leland Hotel, says: "My very best wishes to your Association in its highly constructive campaign now being brought to the public. Buy merchandise—give men work as a slogan carries a humane appeal that is hard to ignore. This is certainly a worthy cause and with the power of the United Commercial Travelers of America behind it, I am sure it will have an all important part in hastening the return of prosperity."

The merchants, manufacturers, civic leaders and salesmen of Grand Rapids heard the plans of this great National Buyers Week at first hand, Saturday evening, Dec. 8, when Jas. G. Daly, of Columbus, Ohio, editor of the Sample Case and Supreme Director of Team Work came to Grand Rapids to show how everyone can become a part of the force that will rout the depression from our doorsteps for all time. The meeting was held in the Ryerson library at 7:30. All the expenses of securing Mr. Daly were borne by the local Council of the United Commer-

cial Travelers. Jim Daly is an impressive forceful speaker who has facts and knows how to present them. He is in close touch with the 80,000 members of the salesmen's profession and has become their confidant. Eighty thousand commercial travelers, each making an average of ten constructive contacts every day or 4,000,000 individual calls every five days, certainly is a power to reckon with.

The Michigan Team Work Group takes this opportunity to again recognize Mr. E. A. Stowe, editor of the Michigan Tradesman, as an honorary member of our own team work group. Mr. Stowe is now well started on his fifty-second year of team work with the merchants and commercial travelers of this great state and we can only hope that he will be allowed by the Great Master above to be our guiding spirit for many, many years to come.

A. G. Guimond,
Jurisdiction Director.

Death of Highly Respected Salesman

Abraham Bosman, 37, of 1317 Hall St., succumbed in St. Lawrence hospital, Lansing, last evening from injuries received in the Kerns hotel fire



Abraham Bosman

in that city early Tuesday morning, the Associated Press reported last night.

Mrs. Bosman, the widow, was reported at his bedside at the time of death.

Mr. Bosman was a salesman employed by the confectionery firm of George Ziegler Co. of Milwaukee for the past year and one-half. He previously traveled for the Putnam Candy Co. of this city.

He was born in Overisel, but had lived here for eighteen years and was a member of the Neland Avenue Christian Reformed church.

Surviving, besides the widow, Lavina, are four sisters, Miss Nell Bosman, residing at 1317 Hall Street, Mrs. George Artz and Mrs. Henry Pouwl, of Holland, and Mrs. Joseph Boerse, of Holland; two brothers, Edward, of Plainfield road, a mail carrier, and James Bosman, living in Iowa.

Neil Karelse, superintendent of the local municipal garage, is a cousin.

Mr. Bosman's parents both died in Overisel some time ago.

Abraham Bosman was born on January 30, 1897, at Holland. He joined the Council on Jan. 6, 1923. Shortly after becoming a member he started up through the chairs and was installed as Senior Councillor of Grand Rapids Council, U. C. T., March 1, 1930.

At the time of joining the organization he was representing the National Candy Co., traveling for that corporation a number of years until it dispensed with its salesmen and went into an exclusive jobbing business. After that he made a connection with the Ziegler Candy Co., of Milwaukee.

He had a host of friends among all those who knew him and was a man of no bad habit, outside of smoking. It seems a bit significant that he was known among all his friends as a very careful driver. That he should lose his life in such a tragic manner as the Kerns hotel fire after driving so many years causes us to wonder.

Homer Bradfield.

Items From the Cloverland of Michigan

(Continued from page 1)

Harold Sanderson, the well-known traveling salesman of the Soo Wholesale Grocery, had a narrow escape about three weeks ago, when his car was coming out of Hulbert after he had finished his business. While making the turn to the main highway he met a car coming in the opposite direction and to avoid hitting the car he was compelled to run into the ditch, causing his car to turn over twice. Harold was taken out of the car and, after examination, it was found that he escaped with only a broken ankle. He was back on the job again making one trip, and the next week he joined the Sault Kiwanis in making a trip to Cheboygan, where he was taking part in the organization of the new club which had just started. In coming back in the car driven by Mr. Cox with five other members, the car was overturned and Mr. Sanderson again escaped with only a sprained ankle—another lucky escape. Harold says he always has something to be thankful for, no matter what happens.

Charles McBain, retired officer for the revenue department and Thomas

Ford, retired agent for the Western Railroad Express Co., left last week by auto to spend the winter in Florida. They will spend much time en route visiting various places.

It will do us all good to have a real old-fashioned Christmas this year—a municipal yule-tree, lots of lights in the residential and business districts and plenty of carol-singing. It will be a swell cure for long faces.

William G. Tapert.

Grocers Expect Holiday Gain

The turnover of merchandise in retail grocery stores during the coming holidays will exceed last year's volume by between 10 and 15 per cent according to estimates made by executives who are making their final preparations to handle the extra business. Orders received in the wholesale markets here indicate that retailers are depending to a large extent on the increase in sales of "luxury" items to boost their total sales figures. Sales in dollars are expected to show even more of an increase, as many of the prices are higher than last year's. Staple merchandise has moved in fair quantity from wholesalers to their retail accounts this week, with prices remaining steady.

Michigan Shoe Travelers Contest

The Michigan Shoe Retailers Convention at Grand Rapids, Jan. 20, 21 and 22, at the Pantlind Hotel, will decide who is the most popular shoe man traveling the state at this time.

The prize has been donated by the Pantlind Hotel and details are being handled by Mr. Dahl, the convention manager.

Some men will do more for a cheap cigar than they will for a dollar.

Cash paid for stocks of merchandise of every description including machinery, plants and equipment. Write or wire

M. GOLDSMITH

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Feature BODYGARD UNDERWEAR

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Take your share of the large volume and profit that BODYGARD Underwear guarantees every dealer who stocks and features it.

Bodygard advertising is now appearing in leading farm papers in America.

We carry the following BODYGARD Lines:

Men's 50% wool Springtex underwear
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Men's Northland Fleece Underwear

Ladies' 25% Worsted Underwear
Ladies' VELLASTIC Vests & Pants
Children's BODYGARD Sleepers

Van Leeuwen Dry Goods Co., Grand Rapids



Government To Take Over The Stores

The Secretary of Labor has recently issued a publication which shows more clearly than anything previously has that the purpose of the present National administration is to bring about socialism and nothing short of it. Heretofore the movement to the left had been definite enough but carried on in such a way that the ultimate purpose could be denied when feasible.

The Administration apparently now believes that it may come out in the open. It is proposed to replace privately owned retail stores with co-operative associations and clubs. Bulletin 598 of Secretary Perkins' department urges that people secure for themselves the profits which storekeepers have been keeping for themselves all these years. This they are to do through consumer-co-operatives. The bulletin also shows in detail how to set them up and manage them. "The distinguishing feature of the co-operative system," the government says in this publication, "is that it exists for the common good. All land, buildings, or goods acquired become the common property of all the members. Every economy in distribution or manufacture and every advance in efficiency made within the society benefits every member of it, instead of going to swell the profits of some one person."

The co-operatives are first to take over the retail stores but eventually wholesaling and manufacturing are also to be embraced. We quote again from the bulletin: "The average workingman who thinks of joining a co-

operative thinks only of saving for himself the retailer's small net profit. He does not take due account of the fact that retail co-operative societies unite to form wholesalers, and that these wholesalers go into manufacturing and the production of raw materials, and that the great co-operative movement of the world is moving on to put into the pockets of the consumers that vast fund known as the profits of business." This is not a Socialist party handbook. It is not a piece of promotion literature put out by a man selling shares in a co-operative store. It is a bulletin of the United States department of labor printed by the U.S. government printing office.

The labor department's plan is not new. For a very long time there have been people who believe that the way to general prosperity was through the elimination of the business man and the distribution of "that vast fund known as the profits of business." Experimentation in the elimination of the business man has been going on for a number of years and there is an impartial record of the results. In 1926 the Government made a study of consumer co-operation in the United States. It was found that there had been a rapid development of co-operatives between 1916 and 1920. But thereafter the movement had waned. The loss of interest was not due to a disappearance of the desire to participate in profits. It was due to a lack of success of the co-operatives. The Government found that between

1920 and 1925 alone 768 co-operatives had discontinued in the United States, largely because of bankruptcy. When the co-operative form of enterprise eliminated the business man it eliminated the successful business management which was the source of profit when there was any. Here are some typical comments from questionnaires turned in by co-operatives which suspended business:

The co-operative venture went the way of most such ventures and, as far as I know, nobody locally ever thinks about it any more. No more of that stuff for me. It is my fondest hope that the wretched experience will never be recalled in my memory.

They had something like 350 stockholders. They thought because they had stock in the store that they owned the works, and would call up and browbeat the help and would not pay their accounts and make claims against the store that were simply outrageous, and would go to the corner grocery rather than buy from their own store, and finally the store got to a place where they owed about \$3,300 and I was appointed chairman of the liquidating committee to wind up the affairs. The stockholders lost everything, those that didn't owe the store, but there were a lot of them that owed and we couldn't take it out of them.

So far as I know this is the only concern in this community engaged in the mercantile business that has ever failed so completely, as for many years this has been a growing community and, as I know from an acquaintance of thirty-five years, I have never known of a mercantile business failing that had capable management, and as I see it now the only way to get capa-

ble management is to have someone who has an interest, preferably a controlling interest, to make it good. At one time I was quite interested in co-operative societies and believed in the principle of such societies, which I now certainly do not.

There may be some successful co-operatives which are still in business. But if this form of enterprise proved to be such a failure amidst the prosperity of 1920 it is unlikely that it did well in the hard times since 1929. The vast profits of business which the department of labor talks about have not been earned during the last five years. Many of the largest and best managed department stores have lost money almost steadily. In urging the advantages of co-operatives and the profits waiting to be taken, without giving the hazards involved, the Government is unfair to the people who might embark in a co-operative enterprise as a result of reading the publication. In the Government's own archives it has evidence to show that any co-operative that is started will probably turn out disastrously for those participating in it. In fairness to uninformed people the Government should not hold back that information.

Bulletin 598 is a piece of socialistic propaganda which assumes success may be had by a means which generally has resulted in failure. It is important as a publication in that it shows how the Roosevelt administration proposes to extend the New Deal to the retail distribution of merchandise.

Is the small town going?

There is a widespread opinion that the present New Deal program is seriously jeopardizing the existence of the small town. That it is favoring big business to the detriment of the little fellow. That the small town is about ready to be legislated out of business simply because such legislation will cause industries to leave the small towns, thus depriving them of a basic

reason for the existence of many of them. These expressions are included in an article published in the August issue of the Illinois Journal of Commerce. Be sure and read it.

The argument, from the retail standpoint, is that if labor conditions, taxes and transportation elements all combine to discriminate against the small town then the small town is due to

lose its industries or at least to see them markedly curtailed. Of course, should this happen, the retail merchant will be faced with a loss of buying power, curtailed demand and a rapidly shrinking market.

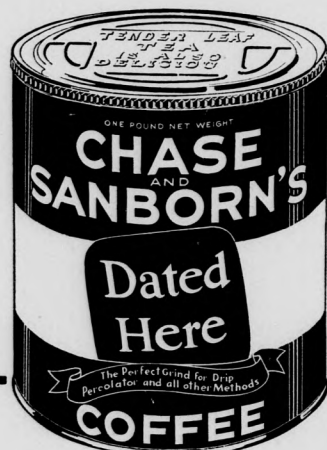
Small town elimination because of the "New Deal" program might be the crowning blow to merchants who have, as they say, already suffered

from the advent of high speed highways and the automobile which whisk buyers away to the larger markets.

Analyze the thing. Give some thought to it. If you come to the conclusion that your industries are being jeopardized by present legislation do something about it. Perhaps those in power have given little thought to the problem.

ELGIN INDEPENDENT MERCHANTS ASSOCIATION.

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to feature
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HOLIDAY SEASON!



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