

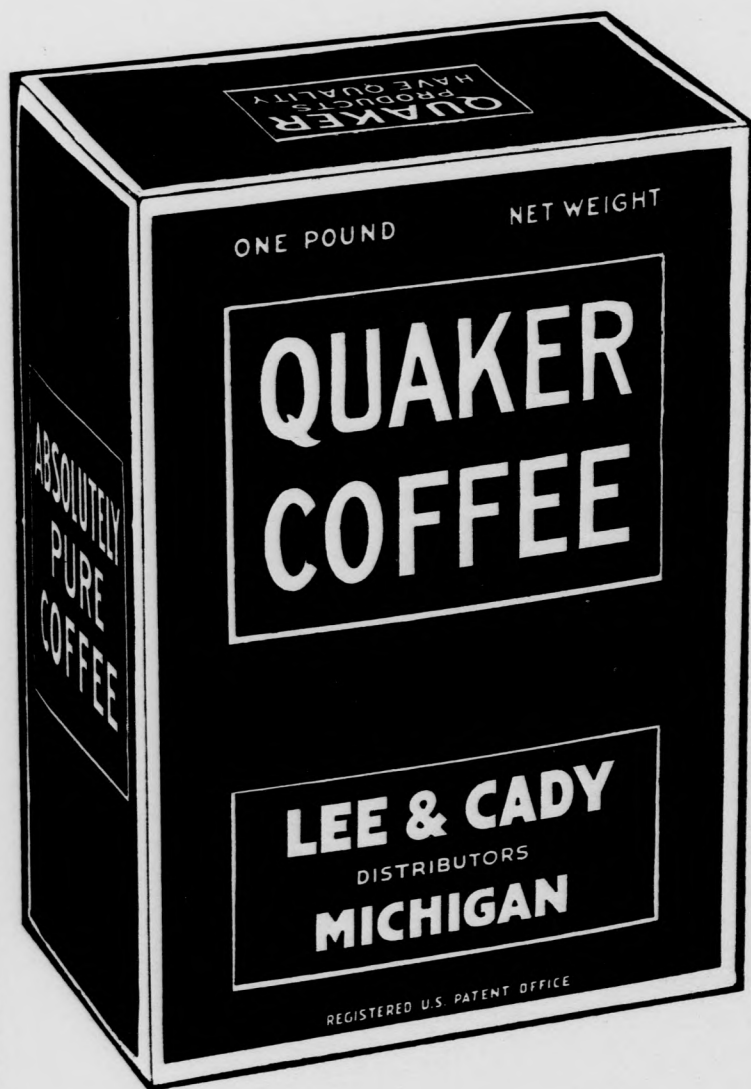
TO OUR NEW PILOT

O Pilot, in this dim, distressful day
Called to the helm, let nothing you dismay!
The Ship of State is sound, though careless hands
Have let her drift too near the fatal sands
Of Folly Bank. But you know how to steer!
"Wear ship," and find a channel safe and clear.
Try no wild ways where boats of old are wrecked;
Promise no miracles that fools expect;
But with clear eyes and hands as firm as steel
Guide the great vessel of the commonweal.
Accept the help of every honest man,
Not asking what his party or his clan,
But send below the selfish, sordid few
Who gambled gayly while the stormclouds grew.
Protect the rights and savings of the poor;
Make honor bright and industry secure;
Nor from your fearless mind let slip
The Navy's watchword: For the Good of the Ship!

HENRY VAN DYKE.

This poem was published in The New York Times
March 19, shortly before his death on April 11.

Quaker Coffee



Now packed in beautiful attractive cartons — cellophane wrapped.

The same Quaker Quality now in the popular priced field giving the consumer the greatest possible value.

The beauty of the package and the Quality of Quaker Coffee are appealing and will meet with popular approval.

Sold by Independent Dealers Only.

LEE & CADY

Rademaker-Dooge Grocer Co.

Distributors of

Anchor Red Salmon

Red Heart Med. Red Salmon

Surf Pink Salmon

Bull Dog Sardines

Red Crown Sliced Beef

The House of Quality and Service

A the canned foods you feature grown and packed in your home state?

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



A complete line of canned vegetables and fruits



The National Biscuit Company exhibit at "A Century of Progress" is located in the Agricultural Building and is designed in a modernistic style in harmony with the character of the Exposition.

NATIONAL BISCUIT COMPANY

"Uneeda Bakers"

*cordially invites you and your friends
when attending the Exposition
to visit its exhibit and see*

35 YEARS OF PROGRESS

*since the Company was organized
in Chicago in 1898*

NATIONAL BISCUIT COMPANY SPACE
FOODS AND AGRICULTURAL BUILDING

CHICAGO

JUNE 1st 1933 NOVEMBER 1st

MICHIGAN TRADESMAN

Fiftieth Year

GRAND RAPIDS, WEDNESDAY, JUNE 21, 1933

Number 2596

MICHIGAN TRADESMAN

E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

Merchants Nearing New Era

Merchants are watching the action of Congress, the President, and our Legislature carefully. They want to see action to curb monopoly and destroy it. I read the President's recent proclamation with interest. I see he believes in waiving some features of the anti-trust laws to permit co-operation among smaller merchants and stop destructive competition, but he favors no such action with monopolies. In my talks with merchants, I stress the enforcement of this law and the confiscation of their property for the benefit of the U. S. Treasury. It would pay off the National debt and more.

I am making a study of the pulse of the merchants, and feel the time is here to make a campaign against monopolies. If I could have the privilege of addressing merchants in meetings of their organizations, I believe I could help promote this needed propaganda. I believe monopoly has had its day, that it will soon reach the end of its rope. Its greedy inhuman methods and its trampling justice underfoot is going to bring reaction. A recent issue of the Detroit Free Press had an editorial lauding the big chains and their methods. This newspaper, along with a hundred or more others in leading cities, are owned and controlled by Wall street interests. They have fed the people their propaganda for years, suppressing facts the people should know. What the merchants and business men want is plenty of action against this bunch of crooks. They honor you for the fight you have made in their behalf. If I could talk to the business men in each community in a body, I believe the Tradesman's list of subscribers would be increased. I would have every organization of business men pass a

series of resolutions, similar to those passed by the meeting of druggists and recently published in the Tradesman, copies going to the President, members of Congress and the Governor. I feel the independent business man never had as good a chance to lick monopoly as he has today through enforcement of the anti-trust laws. The bootlegger violated Federal law. When he was caught, his auto or truck, together with his stock was confiscated. He was sent to prison. Monopolies have violated Federal law for over thirty years. From the standpoint of justice they are no different than the bootlegger. Why not confiscate the property of the big bootlegger, who does a thousand times more harm than the little one. I called upon a small merchant in Saginaw who gets about on crutches to wait on trade. He had lost a leg, near to the hip. He was making a living for his family and they were content. One of the big chains opened a store next door. His business fell off and it was hard to meet the rent. He has got to abandon his store and has asked the city for a permit to build a little store on his home lot, where he will make a last stand to keep off the list of the welfare department. This is but one of thousands of cases where greed brings suffering and unhappiness, also increases the welfare burden and taxation.

A new day is dawning for Michigan business men and those of other states. Greedy monopolies have reached the end of their rope. These are responsible for the depression, from which we are now beginning to emerge, which caused the downfall of our banking system and losses of billions to the people.

The people begin to understand that monopoly poisons the life blood of business; that it destroys the smaller merchant and manufacturer; that it only lowers the price to the consumer until it can destroy competition, when it raises its prices and profits, which the consumer must pay.

This is well shown by the great oil octopus and the farm machinery and tool trust, which extort unreasonable prices from the people who must deal with them. These two giant trusts are examples of what a complete monopoly can do. The great food chains will follow with these same high prices if they are successful in driving out the independent merchant and manufacturer.

Let us rejoice that we have a change in the policy of our na-

tional administration; that we have a President who is in sympathy with the struggling masses. He is working for co-operation among the smaller merchants and manufacturers to eliminate destructive competition with prices based upon a live and let live basis. Every cut-rate merchant should heed his advice. In his recent proclamation to the people, he says the anti-trust laws shall stand against all monopolies. This law is a powerful weapon, now within reach of organizations of independent business men.

There never was a time when business men had the opportunity they have to-day. Every city, town and village should have an active organization of its merchants and manufacturers. There should be a canvass made in every community, which should not stop until every local business man and woman is a member. The sales tax, recently passed by the legislature should be discussed and there should be uniform agreement as to its application. There is no question but it should be passed on to the consumer, as practically every line of business has had difficulty to make ends meet. There are other matters of State-wide interest to business men that call for co-operation.

In National affairs, the local organization of business men and women can render a mighty service. They should demand action in the enforcement of the anti-trust laws. Resolutions to this affect should be drawn up and passed and copies of same sent to the President, your senator and congressman, also to the Governor. Agitation of this kind creates sentiment, and we hope the time is not distant when the great newspapers will publish these resolutions, and help build up a demand for justice and square dealing that will end monopoly for all time. When the Federal Government caught the bootlegger, it confiscated his auto or truck and his stock in trade and it sent him to prison. Monopolies are no more or less than bootleggers, only far worse. They have violated Federal law for the past thirty years. They have run roughshod over Congress, Presidents and Legislatures. No one could successfully prosecute them, as they employed the sharpest lawyers and influenced courts and judges. Why not treat them as it did the little bootlegger. Prosecute them in court, confiscate their illgotten gains for the benefit of the U. S. treasury. It would pay off the national debt and start the nation on the road to prosperity.

Why let a few greedy corporations hog most of the national wealth, which is closing the doors of opportunity to our boys and girls coming out of high schools and colleges. Why not give them a chance in business life, instead of a clerkship or position as truck driver for some giant chain.

E. B. Stebbins.

Are His Promises Good?

Governor Comstock is confronted with a serious condition in deciding whether he will sign or veto the tax bill which places a \$250 tax on each store owned by chain organizations in excess of 250.

If he vetoes the bill he deliberately signs his own death warrant, politically, because no independent merchant who respects his calling will ever cast a second vote for a political aspirant who vehemently condemned monopoly on the stump and voted to tighten its grip on the country on the first occasion he has to shackle the monster.

If he approves the bill he will place Michigan in line with a dozen or more other states which have voluntarily cast their fortunes with the crusade for freedom of trade and freedom of the individual.

The Tradesman awaits the outcome with much interest.

In the meantime every independent merchant should wire the Governor at Lansing, so he may know how sincere the independents are in their anxiety to see the measure become a law.

"Treasure Hunts" are being used by several stores to add allure to sales events. Advertising "un-advertised specials" in newspapers, one department store has a girl at the door who hands customers "menus" which list the specials and show where to find them. Posters throughout the store also direct shoppers to the specials, and cards on counters in every department signal: "Here's another! Look at me. I am unadvertised. But I am new and smart and well-made and my price is low."

A machine which automatically candles and then grades eggs according to weight has been developed. Eggs of the same weight are deposited in bins, ten classifications being provided.

Milk bottles, cheese, butter and lard containers are now being molded from cellulose which is then impregnated with a new tasteless, odorless, wax-like material. Non-breakable, non-softening, they can be had in any solid color.

Especially timely is the new device for quickly determining alcoholic content of liquids. Correct percentages, read directly from a scale, are said to be determined under any conditions.



Lines of Interest To Grand Rapids Council

Next Saturday afternoon and evening will be a red letter event in the history of Grand Rapids Council. We predict that the biggest crowd of U. C. T.'s, their families and friends that ever attended an outing will be present at the U. C. T. picnic next Saturday at Townsend Park. At 1 o'clock the motorcade of cars will begin to assemble on Madison avenue just South of Wealthy and at 1:30 sharp the caravan will move toward the picnic grounds. The committee has spared no effort to make this picnic a big and memorable affair. Games etc., have been arranged and many prizes have been secured to award those who are proven best by test. The committee will furnish ice cream and coffee on the grounds. Those attending must bring their own food for the basket lunch. There will be plenty of tables so that the crowd may spread their food and all eat together at 6 o'clock. Senior Counselor Wagner has ordered an ideal day for the event, so young and old will be expected to be there with the intention of enjoying the best and biggest outdoor festivity that Grand Rapids Council has ever sponsored. Remember—Saturday afternoon and evening of June 24 at Townsend Park.

Bring natural good humor, intelligent interest, and a give and take tolerance into your everyday life and almost any door will open to you.

At a party the other evening one of our good brothers felt that he had partaken of a "leetle" bit too much of the refreshments. He determined to be careful and avoid showing any of the usual signs of his unsteadiness. When they arose from the table someone suggested that the hostess exhibit "the latest addition to her family." She agreed and presently the nurse appeared with a dainty pink basket containing twins. Our good friend was nearest and mindful of his determination, he steadied himself and said as he gazed into the basket:

"What a beautiful baby."

If we can believe our daily papers, we are now subject to another tax. Rather a sudden rise in the valuation of human heads. In fact an over-night change has placed a definite valuation, without discrimination, upon the heads of the herd of Michigan. Suddenly we find dumb-heads, bone-heads, numbskulls, ivory-domes, smart alecks, and wise counselors all the same price. "Here's the job lot, boys, grab up yourself a 'bean' at the unheard-of price of two bucks. Take your choice, none held back, first come first served and supplied. No exchanges, no trade-ins." Forgetting jests, the issue covered by the newly enacted head-tax law is a worthy one. Michigan solons are to be commended for getting enough brains working seriously enough to consider the measure. After all the dog fights and vodville shows which have been staged in the Capital city, it is a real pleasure to have the

opportunity to commend the law makers for doing one single just thing before going into adjournment.

"Over the Hill to the Poor House" may be forgotten by those whose misfortunes have sent them down to destitute circumstances. The fear of being a public burden, when the shady side of life has overtaken them may now be tempered with the thought that they have contributed toward their final sustenance while enjoying happiness and prosperity in their earlier lives. No longer will they fear that apparent disgrace when life's fortunes have decreed that they can no longer support themselves. Heads may now be held high until the icy fingers of death have closed their eyes in that last, long sleep. Well may Michigan boast of the fact that she is now able to care for those who have contributed to her welfare when wealth, health and happiness permitted them to do so.

There is one long shadow cast over this serene and happy thought, graft. May we expect this insurance to be tempered with justice for all and malice toward none? May we expect careful observance of the Golden Rule? May we expect administration of the huge fund, which may accumulate, to be carefully considered or shall we expect greed and avarice to creep in and mar the beautiful thought that all who are eligible may partake of the blessing?

We are going to contribute gladly to the fund with the sincere hope that honesty and commiseration will zealously guard that precious ban to misery and hopelessness. We will gladly contribute to tottering old age which is due much reverence if those in charge of that relieving agency will be true to the principle of the law and to their God.

T. W. Porter has learned by experience that one cannot do two things at the same time and expect perfection in either. Neither can one accomplish sleight-of-hand tricks like the finished magician unless plenty of practice has been indulged in. While driving along a highway of our commonwealth, T. W. attempted to drive with one hand and light a safety match on a box with the other. He succeeded in starting a blaze all right but he ignited the entire box of matches instead of a single one. The miniature fire caused the experimenter a badly burned index finger. We would suggest that he contact some fraternal brother who sells auto accessories and negotiate a deal for an electric lighter to attach to the instrument board of his car. This precaution may eliminate any further chances of an accident.

A certain preacher wound up a strong sermon on temperance with a fervent declaration that if he had the power, he would pour all the drink in the world into the river. He then announced the hymn: "Shall we gather at the river?"

We are glad to learn that the law makers of Michigan have called it a day and adjourned. We are fearful that individual bankruptcy would have begun in earnest had they remained in session much longer. They gained votes from their constituents by promising economy and the close of the last session of the senate saw the largest

orgy of spending in recent history go on record. We sometimes wonder if our heads should not be sold for less than two dollars.

Harry Nash is spending the week in the Upper Peninsula on business. He expects to secure many converts to the Shanghai products. Harry contends that Shanghai chop suey will make the depression look like prosperity. We hope he is able to chop sueyize the whole state.

The longest distance between two points is the detour.

You can't succeed by passing the buck—you must pass the field.

John H. Smith, of 645 Ethel avenue, has recovered from an automobile accident and has sent in his final claim papers.

Herbert L. Benjamin, of 306 Hampton, who was connected with the Pittsburgh Plate Glass Co. for many years and then took up other lines, has been recalled to the pay roll of his old company and will resume his duties as salesman on his old territory. Herb is well known among building contractors and hardware men and his ability to secure a goodly volume of business is attested by his recall to his former position.

E. J. Steeby, of 1807 Horton avenue, who suffered a broken knee cap in an auto accident several months ago, has resorted to diathermy treatments to correct an ailment of the nerves of his hip which has resulted from the injured knee. The condition is slowly subsiding under the present treatment, but it will be several weeks before he will be able to resume his duties.

John L. Bailey, of 3215 Coit avenue, who was injured recently in an auto accident, has fully recovered and sent in his final claim for indemnity.

The Milner Hotel chain has leased the Herkimer Hotel for one year with an option for three years. The new management has inaugurated many changes and lowered the rates. The change is interesting to many of the members of the Council because they are permanent guests of the hotel.

There is a perceptible pick-up in the automobile industry. A sudden inrush of orders for new cars has reduced the raw material stocks so much that it is hard to get delivery on new cars. The automobile manufacturers have not carried heavy stocks of raw materials and they are now scrambling to get enough material to get new car orders out on schedule. After the demand for new cars exceeds the supply of material we may look forward to an increase in prices.

The thought that our daily lives may not lead us to the Promised Land may be temporized by the knowledge that there is a Paradise on earth. This earthly Eden is located on the Friendly Island group which lies southeast of the Fiji Islands. So far, the world depression has not touched the islands. Poverty is practically unknown, and where it occurs it is quickly corrected by the government. The law provides that any male reaching the age of sixteen be given a plot of land of eight acres which he must cultivate. As the soil is very fertile, its produce is rich enough to keep its owner and his family in comfort. Palm trees grow in

abundance. If a man is found too lazy to attend to his duties he is properly punished. If the owner of a plot of land dies, the property is allotted to some one else. In addition to the plot of arable land, each male is given a site in the nearest village, where he is bound to build a house. Taxes are moderate, yet the government boasts a treasury surplus of 140,000 pounds sterling.

Bring all the kiddies to the big U. C. T. picnic next Saturday afternoon because there will be cracker jack and balloons galore for them.

Teamwork in business was concretely exemplified last week by a triangle of brothers of Grand Rapids Council. One member invited another to ride with him on a trip and the invited member secured a nice order for store fixtures through the recommendation of another member. This is teamwork and should be practiced more among the membership. A boost for a brother dropped here and there may lead to much good. The intent and purpose of the order is to aid and assist worthy brothers. Keep this in mind and teamwork all the time for the good of the Order in general.

The Hotel Rickman, of Kalamazoo, announces that it now has rooms from \$1.25 up. It lowered the rates recently.

The executive committee and officers of the Council met Saturday at 12:15 in the Elk's cafeteria. Many important questions regarding the Council were discussed. This meeting is open to every member of the Council and will be held every Saturday noon at the above mentioned place.

We presume that in a week or two we will begin to get some broadcasts concerning fish from W. E. Lypps. He and Mrs. Lypps have taken a cottage on Paw Paw Lake for two weeks. We understand the fish are holding schools of instruction as to the best way to avoid the Lypps' frying pan. Their daughter, Mrs. Fox, of Detroit, and her husband will spend their vacation with them.

W. B. Emery, of 429 Crawford, is still confined to his home. Although showing signs of improvement, it will be several weeks before our good frater will be able to resume his duties.

Boys, while making your rounds of the sick and injured, don't forget Daddy Keyes and Fred Beardsley. They are glad to see the boys and will appreciate a call.

The cap and gown horde has been loosened upon the things which are to be conquered. No more need we fear depressions; no more need we puzzle over life's perplexities because the army of graduates stands ready to overcome all the fearsome things which confront us daily. Fresh from the class rooms with the ring of the graduation exercises still in their ears, the newly graduated through the highways and byways of life looking for things to conquer by theories gained within the covers of textbooks. Great will be the shock, sudden will be the awakening when they bump into life's adamant wall of adversities. Soon they will find that conquerors have gone on before and in their wake left the hardest nuts to crack and the worst problems to solve. Anon they will realize that the

life of the class room is far different from the great outside world. Things that appeared trivial will prove unsurmountable and that their puny experience is inadequate to cope with even ordinary things. After all the corners have been rounded off and they have begun to see and understand the ins and outs of life, they will be called upon to face their maker and in the appalling silence of the tomb will molder away giving room to those who follow, those who are entering the world's business portals with equal confidence and ambition.

Don't buy cheapness. Pay enough to get your money's worth. This is not a shoddy Nation. Scribe.

Sidelights on the Bay City U. C. T. Convention

Detroit, June 19—You surely missed something when you didn't go to the U. C. T. Grand Council meeting at Bay City. Everybody was waiting to initiate you into Lum Council — you and Mrs. Stowe. You could have gotten in easy, because the women stormed the meeting and stayed up until 12:03 a. m. We must change back to 2:03 a. m., like we used to have it. You see, with all the women in and a lot of strangers, too, Lum Council couldn't hold their initiation. Anyway Mark Brown, of Saginaw, was there, but Tom Burton, of Cadillac Council started out on his trip Monday with his new wagon where he takes the "show room to the customer" with a complete exhibit of Lisk & Reed enameled ware and he received so much attention from his customers he got behind two days. Friday night he drove in from Saginaw, but couldn't get to the regular convention meeting because he had to work Bay City and he never got through until Saturday night. He says by taking his "show room to the customer" he has to go back into 1927 to get a month to compare with his sales. He does not want to carry trunks and catalogues any more. His customers find lots of things they didn't know his house made and he gets bigger orders than he thought possible. His customers, he says, give him two hours where he used to get about ten minutes.

Cliff Starkweather was there with two aero cars. One brought Cadillac Council from Detroit and the other brought Grand Rapids Council delegates with Homer Bradfield in charge.

The Grand Council did some real constructive work this time for the benefit of salesmen and lots more is going to be done at Columbus.

Charlie Maloney, of Cadillac Council, was elected Grand Sentinel and is started on the path to head the order in Michigan. He is a good man and a tireless worker. He also got the third degree in Lum Council, but he didn't know he was getting it when he got peevish on the Wenonah Hotel porch. He better look out or he will get twenty-three degrees and get fired out. That is the system of Lum, you know.

This year delegates didn't get their expenses paid and had to go on their own, because the money for them was frozen in the bank in Detroit, but the live wires were most all there just the same.

You know business is surely getting better. Pretty nearly everybody says so. The traveling men are gradually getting back to work. People have commenced to buy necessities anyway and the merchants haven't much stock on their shelves. The jobber has less in proportion and the manufacturers haven't got going good yet. Pretty soon, if you want a certain something, you will have to give the retailer a future order and wait until the manufacturer can get the raw material from the foundation. I hope prices don't get too high. Rehtaew Krats.

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

Correspondence courses for instruction in positions under the United States Civil Service should not be misrepresented so that prospective applicants may be deceived into believing that examinations for positions will be given at an early date, when this is not true.

The foregoing is the purport of a stipulation agreement between the Federal Trade Commission and an individual engaged in the sale of such a correspondence course. He is to discontinue the foregoing as well as other misrepresentations.

Other cases settled by stipulation agreement made public today involve the following commodities: Flavoring extracts, art needlework, battery compound, shoes, cigars, sporting goods, an alleged remedy for poultry diseases and boys' clothing.

Details of these cases are as follows:

Flavoring Extracts. Advertising or marking his products with fictitious or exaggerated prices and making false or misleading statements concerning the value or prices at which they are sold in the usual course of trade, will be discontinued by an individual manufacturing flavoring extracts. He is to cease using the pictorial representation of a building together with any verbal representations so as to imply that the building is occupied and used by him in the manufacturing and compounding of his products, when such is not the fact.

Art Needlework. Use of the words "Orienta" or "Oriental" to describe products not made in or imported from an Oriental country, will be discontinued by a corporation manufacturing art needlework materials including rug foundations, consisting of a piece of canvas or burlap with a pattern stamped upon it, and of yarns for use in the manufacture at home of rugs on such foundations in accordance with the pattern stamped thereon.

Other representations to be discontinued are: Use of the word "Wool" to describe products not made wholly of wool, and use of the word "Wool" alone or in connection with other words, or in any way which would deceive buyers into believing the products are composed wholly of wool, when such is not the fact, unless when such products are composed in substantial part of wool, and the word "Wool" is used as descriptive thereof, it shall be accompanied by other words printed in type equally as conspicuous so as to clearly indicate the products are not composed wholly of wool.

The company is also to cease use of ambiguous representations which do not clearly define the materials of which such products are composed in respect to their wool or rayon content; and from use of the words "Imported Hessian Canvas" or similar words or expressions which would mislead purchasers into believing its product is anything different from, or superior to, the product known to the trade as "Hessian Cloth" and to the public as "burlap," when such is not the fact.

Battery Compound. A corporation selling an alleged battery compound agrees to stop use in advertisements of representations that its product will end battery troubles, or that it will preserve or lengthen the life of new batteries, give new life to or rejuvenate or prolong the life of old batteries, or that it will preserve plates or insulators, prevent overcharging or crystallization and hardening of plates, when such are not the facts.

Shoes. A corporation selling shoes will cease use in advertising matter and on letterheads and other stationery of representations that it owns, operates or controls a factory or factories wherein the products it sells are manufactured; and from use of such representations alone or in connection with pictures of factory buildings which would deceive purchasers into believing it owns, controls or operates any factory or factories wherein are manufactured the products it sells, when such are not the facts. It will also stop use of the word "Incorporated" in any way which would mislead buyers into erroneously believing that it is incorporated under the name under which it is trading.

Cigars. A corporation manufacturing cigars will no longer use the words "Throw-Outs" or "Factory Throw-Outs" as a trade name or brand for its products or on labels to describe products which are not actually throw-outs, and will cease representing directly or indirectly that its products are throw-outs, when such is not the fact. Other representations to be discontinued are: Use of the words and figures "Now 2 for 5c," or any other similar phrase of equivalent meaning to describe products regularly sold at the price so marked, which would deceive buyers into believing its products have been reduced in price; use of words and figures "10c and 2 for 25c sizes," "Off colors and shapes" or any similar statement of equivalent meaning, which would mislead purchasers into believing the products to be of the quality usually sold for ten cents each or two for twenty-five cents, when such is not the fact.

Sporting Goods. A corporation manufacturing sporting goods and fishing tackle, agreed to stop using the representations that the alleged secret process which it employs in the manufacture of rods gives its products 25 per cent greater tensile strength than rods not so treated, or any other representation indicating that its products had any percentage of tensile strength greater than they actually possess.

Correspondence Course to Prepare for Civil Service. An individual selling correspondence courses of instruction to prepare applicants for positions under the United States Civil Service, agrees to discontinue use of the following representations: That examinations in the various branches of the Civil Service will be given at an early date, or that examinations are now being held frequently or at stated number of times a year; that it is easy to obtain a position under the Civil Service after completing the course prescribed by him; that an appointment under Civil Service is certain, or that he is affiliated with or sanctioned by the United States Civil Service; or

that the number of jobs under the service are equally available now as formerly, when such are not the facts.

He also agrees to stop use of the words "Help Wanted," either independently or through use of his agents, as classified insertions in newspaper advertising matter when the purpose for which these words are used is that of an offer to sell instruction and not a medium for bringing together employer and employee. He further agrees to discontinue use of the words "Help Wanted" so as to imply that there are positions available through the Civil Service, and from use of similar representations which would have the tendency to deceive purchasers into believing that there are positions now available with the United States Government, when such are not the facts.

Alleged Poultry Remedy. An alleged poultry remedy will no longer be represented in advertising by a manufacturing company as a cure for coccidiosis in poultry. The company will also stop all representation concerning the medicinal properties or value of its product, which are in excess of what can be accomplished by its use, and from use of any statements which do not truthfully represent the product or the results obtained therefrom.

A Boy's Garment and a Pocket Knife. An individual selling a boy's garment and a pocket knife, agrees to discontinue use on labels affixed to garments of the representations "Lucky Boy! Scout Short With The Scout Knife Pocket" and "Monarch Lucky Boy Scout Short Scout Knife Free With Every One of These Lucky Boy Shorts at 95c," either independently or in connection with any other representations, so as to imply that the products are the official equipment of the well-known organization "Boy Scouts of America." He also agrees to cease use in his advertisements or other printed matter of the word "Scout" in any way which would deceive buyers into believing that the products are the official equipment of the "Boy Scouts of America" and that he has been authorized by the organization to advertise and sell them as such, when this is not true.

Urged to Fight Salesmen's Tax

Calling attention to the fact that Florida courts have ruled that city ordinances providing for a tax on traveling salesmen are unconstitutional, the National Wholesale Grocers Association each week advised grocery jobbers throughout the country to contest any cases in which municipalities undertake to collect a licensing fee from salesmen. "In the present economic situation," M. L. Toulme, secretary of the Association, explained, "many cities are considering all types of taxation for the purpose of increasing their incomes." In the first recent case of its kind, he added, the city of Key West attempted to collect a \$50 license fee from the salesman for a wholesale grocery house.

Crankcase oil is sucked up into a glass container where it can be inspected by the motorist in a new electrical oil changer for filling-station islands. If still good, the oil is pumped back; if not, the machine flushes the crankcase, and new oil is put in.

MOVEMENTS OF MERCHANTS

Gladwin—The Gladwin Milk Products Co., has decreased its capital stock from \$100,000 to \$4,000.

Bishop—Raymond Church succeeds John Koenes in the grocery and general merchandise business.

Blissfield—The Great Lakes Sugar Co., has increased its capital stock from \$200,000 to \$300,000.

Detroit—The Progressive Sales Co., 801 Cadillac Square Bldg., has changed its name to the Wadsworth Co.

Painesdale—The South Range Mercantile Co., Ltd., has decreased its capital stock from \$50,000 to \$25,000.

Detroit—The Ray Jewelry Co., 1226 Griswold street, has decreased its capital stock from \$150,000 to \$30,000.

Ionia—Boynton's, Inc., undertaking, has been incorporated with a capital stock of \$15,000, all subscribed and paid in.

Nashville—R. C. Bowes, formerly of Charlotte, has leased the Kocher store and will open an automobile accessories store.

Detroit—The Shatterproof Glass Co., 151 South Waterman avenue, has changed its capitalization from 50,000 shares to \$50,000.

Detroit—The McNamara Detroit Varnish Works, Inc., 4401 East Six Mile Road, has increased its capital stock from \$5,000 to \$10,000.

Grand Rapids—The Houseman & Jones Clothing Co., 140 Monroe avenue, N. W., has decreased its capital stock from \$150,000 to \$75,000.

Detroit—The Charles F. Becker Cigar Co., 226 Woodward avenue, wholesale, has decreased its capital stock from \$100,000 to \$50,000.

Lansing—The Croy Dairy Co., Inc., 720 East Shiawassee street, dealer in dairy products, has changed its name to the Reliable Dairy Co., Inc.

Detroit—The Samson Rubber Products Co., 3560 St. Aubin avenue, has been incorporated with a capital stock of \$50,000, all subscribed and paid in.

Detroit—The Lexington Pharmacy, Inc., 2970 West Grand Blvd., has been incorporated with a capital stock of \$5,000, all subscribed and \$2,500 paid in.

Detroit—Buffet Ponchartrain, Inc., 58 Cadillac Square, restaurant and beverages, has been incorporated with a capital stock of \$3,000, all subscribed and paid in.

Detroit—The Rose Co., 5836 West Fort street, has been organized to deal in general merchandise with a capital stock of \$10,000, \$1,000 being subscribed and paid in.

Grosse Pointe Park—The Cadillac Brewing Co., 15116 Mack avenue, has been incorporated with a capital stock of \$400,000, \$33,500 of which has been subscribed and paid in.

Newaygo—C. Kortum, of Chicago, has just purchased the Schumacher Bakery and took possession June 19. Mr. Schumacher will open a new lunch room just across the street.

Bear Lake—L. V. Wareham, of Frankfort, has leased the Cook building and is remodeling and redecorating it preparatory to occupying it with a stock of bazaar goods.

Detroit—The Buehler-Siebert Coal Co., 14523 Schaefer Highway, has been incorporated to deal in fuel at retail with a capital stock of \$10,000, \$5,000 being subscribed and paid in.

Detroit—The Dexter-Tyler Market, Inc., 13133 Dexter Blvd., has been incorporated to deal in food products, groceries, etc., with a capital stock of \$4,000, all subscribed and paid in.

Bay City—The Monitor Coal Mining Co., R. R. 5, has been organized to mine and sell coal at wholesale and retail with a capital stock of \$10,000, \$3,000 being subscribed and paid in.

Detroit—Paramount Enterprises, Inc., Paramount Theatre Bldg., has been incorporated to deal in household commodities, etc., with a capital stock of \$1,000, all subscribed and paid in.

Detroit—The Family Bargain House, Inc., 4700 Michigan avenue, has been organized to conduct a general merchandising business with a capital stock of \$1,000, all subscribed and paid in.

Detroit—National Poultry & Eggs, Inc., 1317 Gratiot avenue, has been organized to deal in poultry and poultry products, with a capital stock of \$15,000, \$12,000 of which has been subscribed and paid in.

Flint—The Transcontinental Precious Metals Co., 612 Genesee Bank Bldg., has been incorporated with a capital stock of \$120,000 common and 30,000 shares at \$1 a share, \$62,500 being subscribed and paid in.

Jackson—Caprilac Foods, Inc., 317 Oak street, has been organized to deal in goats milk and allied products, with a capital stock of \$20,000 preferred and 30,000 shares at \$1 a share, \$4,834 being subscribed and paid in.

Royal Oak—Noonans, Inc., 308 South Main street, has been incorporated to deal in ready-to-wear clothing of all descriptions, with a capital stock of 120 shares at \$10 a share, \$1,200 being subscribed and paid in.

Lansing—The Wolverine Oil Corporation, South Cedar street, has been organized to deal in gasoline, oil, greases and lubricants, with a capital stock of \$20,000, \$5,000 of which has been subscribed and paid in.

Detroit—Hiram Walker & Sons, Inc., 2730 Union Guardian Bldg., has been organized to carry on a brewing and distilling business with a capital stock of 50,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Detroit—Albert Hilliker, undertaker at 251 Chandler avenue, has merged the business into a stock company under the style of Hilliker's Funeral Home, Inc., with a capital stock of \$10,000, all subscribed and \$2,500 paid in.

Mt. Pleasant—The John A. McCarthy drug stock will be sold at public auction at 101 East Broadway, Mt. Pleasant, June 28, at 1 o'clock P. M. The stock is appraised at \$2,402.68. The furniture and fixtures are appraised at \$464.01.

Detroit—The General Cold Storage Warehouse, Inc., 1599 East Warren avenue, has been incorporated with a capital stock of 100 shares of preferred at \$1 a share and 200 shares of common at \$5 a share, \$1,100 being subscribed and paid in.

Allegan—Cochran & Anderson, fruit growers of Mill Grove, have purchased a tract of land at the junction of M89 and M40 west of the city and will build a fruit packing house there. Grover C. Cook will erect a filling station on the property.

Kaleva—Gust Haksluoto and Irving Long have opened a second hand store in the A.I.C. Bldg., under the style of the Kaleva Bargain Store. Repossessed furniture, stoves, etc., from Detroit are being placed in stock. They are also buying poultry and eggs.

Fremont—E. H. Russ, formerly with the F. W. Woolworth Co., for many years in Grand Rapids, has opened a five cent to one dollar store at 16 East Main street. The store building and stock are very attractive. It is the plan to open other similar stores in the near future.

Midland—Prof. Piccard, who made a balloon ascension last year in Germany, in the Strathescope, to a height of over 10 miles, is here supervising the building of a new Dow metal globe for a new balloon which is being made at Akron, Ohio. He will make an ascension at the Century of Progress.

Kalamazoo—Edwin P. Wells, of Detroit, has been appointed sales manager of the Kalamazoo Stove Co. in charge of the development of the company's branch stores which are being established throughout the United States in furtherance of the direct selling plan adopted by the organization in 1924. At present the company has 120 stores with additional ones being opened.

Birmingham—Babcock, Inc., has been organized to deal in and distribute beer, wine and other beverages with a capital stock of \$10,000, \$3,400 being subscribed and \$1,000 paid in.

Bear Lake—J. H. Beaggle, who recently sold the lunch room and gasoline service station he conducted at Hastings, has purchased the Alma's Corner, of Mrs. J. L. Saunders and will remodel and redecorate the building, install a water system, new plumbing, etc., and conduct a restaurant with rooms for tourists.

Casnovia—E. A. Webb, 64, resident of this vicinity all his life and postmaster and druggist many years, died at his home last Friday. Mr. Webb was born in Casnovia township October 4, 1868, and was married in 1891. He was in the drug business forty years and was named postmaster thirty years ago, having served since that time with the exception of six years in the Wilson administration. He was a member of Lisbon Masonic lodge and a charter member of Casnovia lodge. He also belonged to the consistory, commandery and shrine as well as the Elks of Grand Rapids. He is survived by the widow and three half-sisters, Mrs. F. E. Smith of Flint and Mrs. J. H. Currier and Mrs. Otto Nees in California. Funeral services were held at 1 p. m. Sunday at the Hayward Funeral home for relatives and friends and at 2:30 p. m. at the Methodist church. Burial was in Casnovia cemetery.

Manufacturing Matters

Detroit—The Meconi Wine Co., 1640 Buhl Bldg., has been organized to manufacture and deal in wines and flavors, with a capital stock of \$10,000, all subscribed and \$1,000 paid in.

Ann Arbor—The Crystal Brewing Co., has been organized to manufacture and deal in legal beverages with a capital stock of \$100,000, \$15,000 being subscribed and \$1,000 paid in.

Detroit—The Automatic Fuel Supply Co., 2831 Brooklyn avenue, has been organized to manufacture and sell fuel pumps, with a capital stock of \$50,000, \$1,000 being subscribed and paid in.

Detroit—The National Beverage Co., 210 CPA Bldg., 14th and Michigan avenue, has been organized to manufacture and sell beverages with a capital stock of 1,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Put Out of Business By P. O. Department

Endless chain system for selling things by mail are all washed up, so far as the Post Office Department is concerned. The Department will put such schemes out of business as fast as they can be located.

On April 27, 1933, a fraud order was issued against the Sheldon Hosiery Co., Washington, D. C., which offered six pair of silk hose for \$1.00 provided each prospect would sell order coupons to friends who, in turn, sold more coupons to their friends and so on.

On May 4, 1933, a similar order was issued against the Mills Research Corporation, also known as the Style-wise Hosiery Co., New York City, New York, on a like selling plan.

Another decisive factor which helped break up endless chain selling plans was a marked falling off in sales obtained by this method, as a result of the widespread dissemination of facts about it by the press of the country. Information concerning the uneconomic character of the endless chain means of distribution was furnished to newspapers and the public by Better Business Bureaus in many cities, several hundred inquiries on such schemes having been answered during the past year by the Better Business Bureau of New York City alone.

Fountain pens, writing paper, flashlights, and many other kinds of commodities were sold by the endless chain system at top retail prices, the bureau declared. When these concerns go out of business the purchaser has no place to go to obtain adjustments of unsatisfactory or defective articles, as when he buys standard merchandise from an established store.

Some of the organizations selling by the endless chain method were fly-by-night firms whose only purpose was to exploit the public, while others were operated by honest but misguided business men who thought they saw in the idea a sound method of obtaining mass distribution for legitimate products through the "white collar" class of unemployed persons.

The essence of the system was that every purchaser of an article should automatically become a salesman and induce his friends and relatives to buy and also earn commissions on sales. The drawback was that if the plan worked out as it was theoretically supposed to do there would soon be no one left to purchase the product. But the "chain" seldom carried far. The sales price, moreover, was usually considerably higher than the price of similar commodities sold in stores, because purchasers of an article sold by the endless chain system bought it not because they needed it but in order to earn the commission paid for selling it to others.

Essential Features of the Grocery Staples

Sugar — Local jobbers hold cane granulated at 5.10c and beet granulated at 4.90c.

Canned Fruit—Because of the uncertainty over new pack costs, future price ideas are few. Packers in California are, with very few exceptions, staying out of the market, as far as quoting new pack cling peaches, apricots or pears are concerned. Even these few exceptions are not pressing for business now, and in effect, are virtually out of the market. Officials of the California Cannery League are in Washington seeking the co-operation of the Department of Agriculture in stabilizing peaches with the possibility that other fruits will be brought into the agreement. Under the circumstances, it is a gamble to sell new pack goods at prices below the prevailing spot levels.

Canned Vegetables — New York State packers in some sections of the State report unfavorable weather and sharp reductions in the yield of peas as against earlier estimates. There are few canners openly quoting peas at this time. Nothing material has been done in refugee beans, either.

Pickles—The tone of the pickle market remains firm. Consumer interest is fair. Sellers are not pressing goods forward, supplies of most lines being light enough to permit waiting for bids. Higher production costs have advanced sweet pickle prices.

Canned Fish—Alaska Red salmon starts this week off with another advance of 5c per dozen, up to \$1.60, Coast. Pink and chum salmon are practically cleaned up. Prices on fancy Columbia River chinook range from \$1.75 on halves up to \$1.90, Coast, as operations in the upper part of the river are still hampered by flood conditions.

Dried Fruits—Dried fruits are moving along at an even keel, with prices showing general steadiness and future sentiment quite hopeful. The market presents few outstanding features.

Jobbers here are doing a fair volume of business considering this unusually dull season of the year. Stocks on the spot are moderate, and there is no pressure to sell. The technical position of dried fruits has, of course, been very much strengthened as compared to the situation which existed a year ago. The operations of the prune pool for the past year have had as good results as anyone could have hoped for. Taking prunes at a time when prices were utterly demoralized the pool succeeded in rounding up the necessary tonnage and, with the co-operation of the packers, established a gradually rising market, until at the present time it has practically sold out its tonnage and is ready to begin operations on the new pack. Small sized prunes, which were once quoted at ridiculous prices, have been steadily increased in price. Other sizes, too, were consistently marked up until something like a normal differential was restored. Raisins have also shown a marked improvement over the last year, in spite of the fact that no control program or pool was put into effect. During the past few months the technical position of this item improved steadily and reports of

a somewhat shorter and later new crop came at the psychological moment to induce new buying for late summer or early fall needs. Raisins sold well for deferred shipment at fractionally higher prices than those which prevailed for prompt shipment, and new crop price ideas, as far as they have been clarified at this time, point to a higher price than that named on spot raisins in any position. Imported dates have improved considerably, as also have figs, with higher prices ruling on both. Stocks are considered light.

Nuts—The demand for shelled nuts was somewhat more active here this week. With cooler weather, delayed buying made its appearance and the spot market was well maintained. Prices here at best are only at a parity with price ideas abroad, so that in general the spot market is still below replacement costs. Spot stocks of walnuts in France are virtually off the market. Holdings in shippers' hands now are negligible. Shelled filberts continue to climb in the several producing countries, with good Continental buying, but no particular interest in this country. Spanish almonds were generally unchanged.

Olives—Nothing particularly new has developed on the olive market. Sellers are trying to get higher prices. Erratic foreign exchange make it difficult to figure replacement costs. The tone of the market is firm. Some buying has been done in the primary center, offerings of Spanish shippers being lowered slightly. The middle sizes of the stuffed queens and some of the stuffed manizales are scarce.

Rice—The market continues very firm in the South. Stocks of rough rice still in the hands of growers are small, and the prices out of line with present quotations on milled rice. With rice listed as one of the grains to be helped by the new agricultural act, sentiment regarding new crop prices is stronger. Milled rice is well held, with no pressure to sell. There has been a little better buying here in the past week, but export demand is low.

Vinegar—Sales of vinegar have slackened some. The price tone of the market is firm. Stocks have been shifted into strong hands and the market appears to be well placed for higher prices in the near future.

Review of the Produce Market

Apples — Spys, \$1.50 for No. 1 and \$1.25 for No. 2; Baldwins, \$1 @ \$1.25; Starks, \$1 @ \$1.25.

Asparagus — Home grown, 75c per dozen.

Bananas—5½ @ 6c per lb.

Beets—New, 35c per doz. bunches.

Butter—The market is 1c higher than a week ago. Jobbers hold plain wrapped prints at 23c and tub butter at 22c. Volume business is of moderate proportions and while some of the strength in the situation is borrowed from inflation and developments regarding the value of the dollar, most operators appear to take full recognition of weather conditions regarding the trend of production under the existing extremely dry situation. At times slight realizing and hedging pressing developed, but the offerings are closely absorbed and the market is in a position where dealers do not think a re-

action of note likely. The spot market situation is entirely satisfactory. While many receivers were again forced to store butter because of relatively high costs, the movement is not as large as anticipated and the statistical balance rather favors the market trend of the moment. The weekly thirty-five market storage figures which disclosed a liberal increase in the holdings is believed the last of trying figures in that it is quite generally agreed the movement during the week to date has been lighter in all principal storing centers. Prolonged hot and dry weather, in the opinion of all handlers, should have a stimulating influence and should eventually tend to balance the supply compared with last year. Consequently with both outside influences and weather conditions to help the market, dealers in general anticipate favorable trends to the close of the current month.

Cabbage — Home grown, \$1.50 per bushel.

Carrots—Home grown, 65c per doz. bunches.

Cauliflower—\$1.75 per crate containing 6 @ 9 from Arizona.

Celery — Florida commands 50c per bunch and \$4 per crate; California, \$7 per crate; Home grown, 40c per doz. bunches.

Cocoanuts—90c per doz. or \$5.50 per bag.

Cucumbers — No. 1 hot house, 75c per dozen; No. 2, 60c per dozen.

Cantaloupes — \$3.50 for 45s and \$3 for 54s.

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

C. H. Pea from farmer.....\$1.95

Light Red Kidney from farmer.. 2.50

Dark Red Kidney from farmer.. 2.25

Eggs—Jobbers pay 7c per lb. or 10c per dozen for heavy white eggs and 6½c for mixed current receipts. They hold candled hen's eggs at 12c per doz., pullets at 10c and X seconds at 11c. Statistical developments are more favorable than otherwise, especially in the size of current receipts. Arrivals compared with last week continue somewhat lighter. Storing is fair comparatively and while the weekly figures show a further good net increase, the movement of late leads to the belief in a let-up. The spot market exhibits a steady to firm trend. Scarcity of fine quality eggs encourages support and all graded stock is cleared satisfactorily. The only drawback in the trade at the moment is the quality of fresh eggs. Bulk of stock shows some heat and also quick spoilage. Buyers are particular as a result, and this, of course, may lead to an apparent accumulation. Yet shortage of fine eggs will lead to somewhat earlier drawing on storage stock for quality.

Grape Fruit—Present prices are as follows:

Florida Mor Juice.....\$3.25

Florida Sealed Sweet..... 3.50

Texas, Choice 3.75

Texas, Fancy..... 4.25

Texas, bushels..... 2.75

Green Beans—\$2.75 per hamper from Florida and Texas.

Green Peas—\$2.25 per hamper from Florida.

Green Onions — Home grown, 25c per doz.

Green Peppers — 40c per doz. for Southern grown.

Honey — Comb, 5 @ 6c per lb.; strained, 5 lb. tins, \$4.50 per doz; 60 lb. cans, 8c per lb.

Lettuce—In good demand on the following basis:

Imperial Valley, 6s, per crate....\$3.50

Imperial Valley, 4s and s, crate... 3.75

Hot house, 10 lb. basket..... .45

Lemons—The price is as follows:

360 Sunkist.....\$8.50

300 Sunkist..... 9.00

360 Red Ball..... 7.00

300 Red Ball..... 7.00

Mushroom—28c per one lb. carton.

Musk Melons—8c per H., COat655a..

Onions—Texas Bermudas \$1.75 per bag for yellow and \$2 for white.

Oranges—Fancy Sunkist California Valencias are now sold as follows:

126\$3.75

176 3.75

200 4.00

216 4.00

252 4.00

288 4.00

324 4.00

Red Ball, 50c per box less.

Parsley—35c per doz.

Pineapple—Cuban are now in market, selling at \$3.50 for 18s and 24s and \$3.25 for 30s.

Potatoes—Old, 65c per bu. on the local market; Idaho bakers, 28c for 15 lb. sack; new from Carolina, \$4.25 per bbl.

Poultry—Wilson & Company pay as follows:

Heavy fowls 9c

Light fowls 8c

Ducks 8c

Turkeys 11c

Geese 7c

Radishes—12c per doz. bunches hot house.

Spinach — 75c per bushel for home grown.

Strawberries—Home grown is nearing the end on the basis of 75c @ \$1 per 16 qt. crate.

Tomatoes—Hot house, 7 lb. basket, \$1.10.

Veal Calves — Wilson & Company pay as follows:

Fancy7@7½c

Good5@6c

Water Melons—35 @ 45c for Florida.

Wax Beans—\$2.75 per hamper for Florida and Texas.

A number of bakers are finding that high-quality bread commands a ready market even at higher prices. Cellophane wrapped special breads—rye, raisin, whole-wheat—in which quality is emphasized are reported outselling the old loaves by as much as ten to one in some instances. One baker reports that he recently brought out an attractively wrapped rye bread similar to his old loaf but higher in quality and at a higher price. The old loaf fell off 25 per cent in sales and the new increased 200 per cent in two weeks—and in not one instance did the housewife want to know why the new loaf was higher in price.

A fast-drying pyroxylin enamel has been developed for use as a one-coat finish on bare metal. It's said to have good adhesive qualities, to give a high gloss finish without use of a primer.

MUTUAL FIRE INSURANCE

Best Answer For a Safe Glorious Fourth

On the fourth day of next month, this old country of ours will celebrate another of its birthdays. All over the country, business will be suspended in commemoration of the signing of the Declaration of Independence in 1776. The dark side of this situation, however, is the terrible toll that will be taken in property loss and human suffering and death.

Slowly but surely the public of this country is turning away from the old-fashioned way of celebrating the Fourth. More and more communities are restricting the sale and use of fireworks of the type that maim and kill children every year. Every fire chief in the country should do his share to help prevent property and life losses in his community.

If your local government does not prohibit the use of fireworks by children, you should make every effort to have restrictive ordinances passed. In some cases, this will not be possible without a long struggle. The next appeal should be to the newspapers.

The press, very often, instead of pointing out the dangers of the "old-fashioned Fourth," carries articles glorifying the days when a boy was a sissy if at least three parts of his anatomy were not bandaged on the fifth. Articles of this type appeal to the youngsters. They use them in their plea for dad to buy them some "shooting-crackers." No doubt by looking at last year's files, you can find cases of Fourth of July injuries. Ask the press to play up these cases, and appeal to the parents to supervise the purchase and use of any fireworks the children are allowed to have. Unfortunately, fireworks do not always injure the person who is playing with them. A carelessly thrown missile may strike some innocent passerby, who is entirely unaware of his danger, and children very often run heedlessly into the path of some explosive piece, with terrible results.

There is also the hazard attending the sale of fireworks. All stores engaged in such sales should be licensed, and thoroughly inspected at intervals during the selling period. No-smoking rules should be clearly established, and rigorously enforced. Another bad practice is that of permitting children to loiter in stores where fireworks are displayed. Last year, for instance, a young girl whose mother owned a small store was playing in the establishment, near a fireworks display. The child was left alone and in some manner ignited a firecracker. The whole display went off, and the little girl died from burns received.

Aside from the human suffering, the Fourth brings a large property loss. Factories and business buildings are shut down and empty for the holiday. Unless trespassers are kept of the premises, and all outside openings tightly closed, a carelessly tossed fire cracker may explode in a building, and start a fire. If the plant is not protected by watchmen or sprinklers, the fire may make huge headway before discovery.

These Fourth of July losses and injuries are absolutely all caused by carelessness. If the city fathers are too careless to prohibit the use of fireworks, and parents are careless enough to allow children to have them, physical and property damage will surely occur—for children are naturally careless. While the fire cracker that does the damage may be thrown by a child, the real blame may be laid on the adults who did not protect him from himself.

If losses are not prevented by legislation, education is necessary. The fire departments should see that through the newspapers and all other available means parents are frequently warned of the terrible results of the use of fireworks. Talks before civic and social organizations will also bear fruit. Children's groups, such as the Boy and Girl Scouts, should also be addressed.

In recent years, there has been a tendency among communities to prohibit the use of fireworks by private citizens. To close the gap, community celebrations are held, with contests and other amusements during the afternoons. Then in the evening huge displays of fireworks in intricate designs and beautiful colors are touched off under the direction of fireworks experts. So far, this is the best answer for a safe Fourth of July.

A Business Man's Philosophy

Do bluff and bluster get one anything?

E. W. Scripps, the successful newspaper publisher, insisted that he was naturally a man of modest, retiring disposition.

Yet, to the world, he presented unusual assurance and a willful, arbitrary, dominating disposition.

He was pleased that he succeeded in fooling the world.

Late in life, he writes: "One of the first things I learned was that large numbers of men could be fooled by brag and bluster; and that a loud voice and an assumption, or pretense, of personal superiority would serve to deceive if not all men a vast majority of them. In fact, I learned how to bluff, and I have practiced the art so continuously as to have caused the disposition of a bluffer to become second nature to me."

Scripps realized, of course, that bluff was not enough to insure success. He doubted that he possessed any other qualities in larger measure than ordinary men. What did explain his ability to get ahead?

Sizing himself up, he noticed that he had one peculiarity: he was disinclined to reason about business matters. Instead he trusted and followed his instinct.

"Reason leads men astray in business," he said. "Instinct rarely does." William Feather.

Jobbers Cut Textile Orders

Dry goods wholesalers report that they are cutting down the volume of purchases on goods which have advanced sharply, as they are fairly well covered for the time being. So far they have not encountered any difficulty in passing on goods to retailers, as they have been averaging prices and their accounts have not yet been compelled to pay the full advances on most

lines. They reported that stocks in mill centers were generally low and that in most instances the higher prices appeared to be warranted.

Charmer Works a Racket Old as the Hills

In Brooklyn, N. Y., Fred Riester reports, meat markets have recently been visited by a charming young woman who impresses the dealer as being an old customer, ordering a nice lot of merchandise and leaving an order for more goods to be delivered either several hours later or the next day. When she goes to pay, she finds that she left her money home, and if the meat merchant is not on his guard, she takes her one order along with a

promise of paying when the delivery of the other order is made. Needless to say, when the delivery is attempted, either there is no such address as the one given or the charming lady does not live there and the meat dealer is out some merchandise.

Regular Reader For For Forty-Four Years

Ishpeming, June 17—Enclosed find check for \$3 for one year for the Michigan Tradesman. It is hard to get along without the Michigan Tradesman after reading it for the last forty-five years.

John A. Olson,
Vice-President J. L. Bradford Co.

Current quotations will look low a year hence.

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

No interruption in dividend payments to policy holders since organization

Michigan Bankers and Merchants Mutual Fire Insurance Co.
of Fremont, Michigan

WILLIAM N. SENF, Secretary-Treasurer

WHICH IS BEST FOR YOU?

To insure your property with a company that piles up risk upon risk without much consideration of a loss ratio, or a company that carefully selects each piece of property insured in order to keep losses at a minimum so that substantial dividends can be returned to the policyholder? The Federal Mutuals have operated on the plan of careful selection and inspection for 33 years. They have never failed to return a substantial dividend.

Federal Hardware & Implement Mutuals

Retail Hardware Mutual Fire Ins. Co. Hardware Dealers Mutual Fire Ins. Co.
Minneapolis, Minnesota Stevens Point, Wisconsin
Minnesota Implement Mutual Fire Ins. Co.
Owatonna, Minnesota

The GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE CO.

A LEGAL RESERVE MUTUAL COMPANY

23 YEARS

OF DIVIDENDS TO POLICYHOLDERS

Affiliated with

THE MICHIGAN RETAIL DRY GOODS ASSOCIATION

320 Houseman Bldg., Grand Rapids, Mich.

WOMEN WHO EARN OWN LIVING.

Investigation Into Social and Industrial Conditions.

What is it that you want to know about women workers? If your questions concern the kind of clothes they should wear, their correct office etiquette, the most effective diet for sedentary workers, you will not turn to the Women's Bureau of the United States Department of Labor. But if your questions have to do with what occupational progress women have made during the past decade, what are their conditions of employment, and their wage rates in particular industries, and what may be their responsibilities as home-makers as well as wage earners, the Women's Bureau is equipped to supply the answers.

The Women's Bureau primarily serves women, but more indirectly it brings benefits to the family, the home, the fields of industry and business, the community, and the Nation in the final analysis. The Bureau's function as outlined by Congress is to formulate standards and policies to promote the welfare of wage-earning women, improve their working conditions, increase their efficiency, and develop their employment opportunities.

It is authorized to investigate and report upon the many problems pertaining to employed women. It has no mandatory powers, nor has it any laws to administer. It co-operates with other agencies, official and private, to promote the interests of wage-earning women.

A much-needed agency is this Bureau, now that women have greater responsibilities than ever before in the world's history. To their time-honored domestic, marital and maternal cares have been added more definite economic and breadwinning obligations. The numbers of women forced to earn their own living and to support dependents have grown from decade to decade.

The latest census, that of 1930, shows almost eleven million women wage earners, of whom nearly four million carry the double role of home-making and wage earning. Married women in remunerative work number over three million, and the widowed and divorced somewhat less than two million.

As to the proportion of younger and older workers, the data reveal over a million and a half girls under 20 years of age, and a somewhat smaller number of women aged 50 and over. Almost two million Negroes and well over a million foreign-born are among the breadwinning women. The peculiar problems of the different types are studied by the Bureau.

In the 15 years since its war origin—in July, 1918—the Women's Bureau has published over a hundred reports as a result of its work. It has made surveys of women in industry in 24 States, collecting data on hours, wages and working conditions, always at the request of State authorities.

It has studied the problems of women in special industries—for example, laundries, 5-and-10-cent stores, cigar and cigarette factories, and textile mills—and has investigated from the viewpoint of women such subjects

as occupational distribution, employment opportunities and fluctuation, industrial injuries and diseases, night work, industrial homework, lost time and labor turnover, and women's share in family support.

The titles of a number of recent Bureau publications serve to indicate the range of current studies, as follows: Labor Laws for Women in the States and Territories; the Employment of Women in Vitreous Enameling; Industrial Injuries to Women in 1928 and 1929, Compared with Injuries to Men; The Occupational Progress of Women 1910 to 1930; Women Workers in the Third Year of the Depression; and a Study of a Change from Eight to Six Hours of Work.

Translating into popular forms the Technical and statistical material contained in its reports constitutes an important feature of the Bureau's program. Many articles stressing human interest aspects are written for newspapers and periodicals. Exhibits—such as models, motion pictures, maps, charts, posters, and folders—are prepared and circulated throughout the country.

Its well displays are sent free for permanent use by those requesting them, and its other graphic material is lent, on condition that transportation charges be paid by the borrower. Special exhibits are planned and installed at national and international expositions.

Throughout the year, current activities relating to employed women in this and other countries are reviewed in the Monthly News Letter. The information given in this form includes legislative enactments in the various States and countries; the findings of investigations relative to hours, wages, working conditions, occupations, and health and safety problems; trade unions; and other current material obtained by correspondence and by the constant following of publications touching matters that affect employed women.

Many requests for information that require considerable research before they are adequately filled are received each month by the Women's Bureau. These come from all parts of the United States and from other countries as well; they come with increasing frequency from government officials—Federal and State; from employers and employers' associations; labor organizations; editors and press correspondents; educational institutions; libraries; and other national and local groups interested in the conditions under which women work.

The most frequent requests, in addition to those desiring general information on women in industry, are for data relating to the following: Employment and unemployment of women; employment of married women; employment of women in special occupations or professions; or in particular localities; and women's wages. The past few months have witnessed an especially large number of queries on the subjects of sweat-shop employment and the problems of the so-called homeless-jobless women.

The Bureau is of service to practically all women. Not only is the cause of wage-earning women advanced by

the Bureau, but they themselves by using its material arrive at a better understanding of industrial and economic conditions. Women not faced with the need to earn a livelihood find such information invaluable when, as citizens and members of organizations, they are called upon to help bring about better employment conditions for women in their own communities.

Moreover, many men, including employers, industrial and labor experts, economists, educators, journalists, physicians, and government officials, turn constantly to the Bureau for information and suggestions on matters related to women workers.

Mary V. Robinson.

Questions and Answers of Interest To Grocers

No. 1. Question—Should freight charges be treated as expense or part of purchase price?

Answer—Freight charges should be treated as part of the purchase price. It is one of the elements making up the cost of goods in store of which there are four—the invoice, freight charges, cartage from station, and storage labor at warehouse.

No. 2. Question—Is lime sulphur ever used for spraying plants against bugs and insects?

Answer—No. Lime sulphur is never used as a poison against leaf eating and chewing bugs and insects,—only as a spray against scale.

No. 3. Question—How many varieties of canned goods are packed?

Answer—The National Canners Association made a survey and found some 244 varieties of canned foods—65 varieties of vegetables, 43 of fruits, 37 of fish and shell fish, 29 of meats, 30 of soups, 28 of specialties and 12 of ready-made entrees.

No. 4. Question—What is the average consumption of candy a year?

Answer—The average amount of candy that each person in the United States consumer in 1931 was 11.78 pounds, and 12.59 pounds in 1930. This represents a decrease of 6.4% in the two years.

No. 5. Question—What are truffles?

Answer—The truffle is a species of fungi, growing under the ground. It varies in size from that of a plum to that of a medium sized potato, and has neither root nor stalk, or any other part. The outside is black and warty, while the inside is dark brown and is pervaded by a network of threads. The truffle is found almost entirely in France. As there is no growth above the ground, trained hogs and dogs are used to locate the truffle beds. The truffle has an aromatic flavor and a piquant taste, and is used for seasoning and garnishing. The largest and blackest truffles are the best and of course command the highest prices. The truffles usually come put up in small sized cans and jars.

No. 6. Question—Why does some ammonia have a cloudy appearance in the bottle?

Answer—The cloudy appearance is caused by the addition of a small quantity of soap in the process of manufacture.

No. 7. Question—How does bulk kraut come put up?

Answer—Usually in 45-gallon casks,

30-gallon barrels, and 15-gallon half-barrels.

No. 8. Question—How many pounds of Brick cheese are there to an original case?

Answer—About 120 pounds.

No. 9. Question—What is caviar?

Answer—The roe of various kinds of fish, more generally that of the sturgeon, prepared as a table delicacy. It is highly salted. Usually comes put up in small tins and glass jars.

No. 10. Question—What is farina?

Answer—Farina, also known as semolina, is the gluten part of the wheat kernel, its choicest and most nutritious part. It consists of what are known as "middlings"—the hard particles of the wheat kernel, left in sifting the flour—and differs from flour in that it can be cooked as a breakfast dish, which, of course, is impossible with flour.—Kentucky Grocer.

A Business Man's Philosophy

An amusing sidelight on a marital relationship is revealed in Neg Cochran's biography of E. W. Scripps, the newspaper publisher.

When William Jennings Bryan was Secretary of State under President Wilson, he and his wife were guests at the California estate of Scripps. Scripps wanted to lift the lid and see what was going on in Bryan's head, but he found it difficult to separate him from Mrs. Bryan. He later told Cochran that he had discovered a system of signals between the Bryans. When he got Bryan to talking, the latter talked freely so long as Mrs. Bryan, speaking now and then, would call him Will. But the moment she called him William, Bryan shut up like a clam and became cautious.

Scripps' narration of the affair, as related to Cochran, wound up with this outburst: "Hell, Neg, we've got a female Secretary of State!"

William Feather.

Units Featured in Fixtures

A strong trend toward simplified modernistic units permitting great flexibility in window or counter display, features the new lines of retail display equipment to be shown within the next ten days. The units, comprising stands, rings or shelves, may be used singly or in combination. They are of all-metal, frequently combining chrome with copper, or a combination of metal and glass. In the new manikins being developed, a return to the use of natural hair, eye and facial effects was indicated.

Blankets and Hosiery Advanced

Further advances in blankets and hosiery were the main features of the textile markets last week. The Beacon Manufacturing Co. withdrew solid and plaid dobby styles and raised prices 10 per cent. on jacquard styles and 10 to 12½ per cent. on crib numbers. Goods are subject to a sales clause relating to labor. The Interstate Hosiery Mills, Inc., after raising their general line of full-fashioned goods last week, made another advance this week on two gray packing numbers, bringing them up to 4.75 a dozen.

A man who dares to waste one hour of life has not discovered the value of life.—Darwin.

TYPES OF BUSINESS MEN

Business men of several countries are analyzed in one of the chapters of "Modern Industrial Organization," written by Herbert von Beckerath, professor of economics in the University of Bonn, and published by McGraw-Hill. The British industrialist he depicts as individualistic, desirous of independence, respectful of tradition and practical rather than scientific. These qualities explain the aversion of British manufacturers to large-scale enterprises. The Frenchman feels the same aversion because of a similar spirit of individualism and of respect for tradition but also because of an instinctive disinclination to hazardous undertakings. In line with this disinclination is the tendency to invest in bonds rather than stocks. Another French trait is that of the artist—a preference for perfection in the finishing of articles to efficiency in working methods.

Turning to his own country, Professor von Beckerath observes, "A capacity for organization is usually listed among the specific characteristics of the German entrepreneur," but he is frank to say that he regards this capacity as exaggerated. "The methodical German nature," he writes, "in itself a great organization quality, easily degenerates to pedantry, red tape, and unnecessary organization." This is very much the criticism which has been made of the German character by outsiders. On the other hand, the German has great ability for methodically making use of the results of scientific research. He also takes pride in his plant as a scientific development and finds satisfaction in its extension, "regardless of strict economic calculation."

What of the United States? Here we find a great contrast to Europe—a young country with immense natural resources, with no class distinction "in the sense of an economic fate predetermined by birth," a country in which "for centuries the most energetic natures among the Europeans have sought and found their fortune." The natural result is that the active, progressive type of individual, ready to take any chance, plays a much more important part in this country than in the Old World.

The secret of our industrial success is freedom—freedom from traditions of organization and methods. We should think twice before we give up this freedom and bind ourselves in a governmental-industrial straitjacket.

OPPOSING ADVANCES

That price and wage considerations are by no means theoretical is driven home by growing opposition among distributors. Retailers welcomed the upward trend in prices at first because of the favorable effect it would have upon their own operating figures. Now they are not a little fearful that the sharp advances which have been named on a great many articles of merchandise will meet with consumer resistance and result in reduced sales.

What store executives are emphasizing is that there are still millions out of work and millions more who are on short hours and very low wages. How producers can expect to jump prices drastically and continue to hold

their markets under the circumstances is something that merchants cannot fathom.

In some instances retailers have adopted the custom of asking producers who have increased their prices just what they have done in the matter of increasing wages, and, where there is a marked discrepancy, orders are not placed. In other cases, pertinent questions are raised concerning attempts to apply the overhead costs of short-time operation to full-scale production. This is suspected as one of the chief reasons for soaring quotations.

For the time being and probably for the Summer and the early part of the Fall the stores will be able to average new and old prices on staple lines for which future requirements have been covered. As the ability to average up becomes less, the full force of the increase will be felt, and retailers are indeed skeptical of results unless there is a vast change in unemployment and public purchasing power in the meantime.

STUMBLED UPON GOLD MINE

Fifteen years ago the American motorist paid taxes at the same rate as any other citizen. To-day he is paying eight times as much in taxes on his investment as the average owner of urban real estate and thirteen times as much as the average farmer. And he still says little about his situation, however much he may think.

The start of all this lay in an Oregon experiment in 1919. Needing money to finance new highways, the Oregon legislature levied a sales tax on gasoline. An implied contract with the motorists promised that the full returns from that tax would go into improved highways, thus directly benefiting those who paid the levy. Unwittingly, Oregon had stumbled upon a taxation gold mine.

A few years proved the point and the gasoline tax became a Nation-wide institution. Since 1923, when almost every state had adopted the fuel tax, the Nation's motorists have paid for or financed between \$10,000,000,000 and \$15,000,000,000 worth of new highways. Last year they contributed to the states, through this tax alone, something more than \$550,000,000.

But this was only the beginning. Because he was willing to pay taxes, license fees, already levied against the motorists in all states when the gasoline tax was invented, began to rise. A system of licensing drivers and taxing them was added. In states where automobiles had been subject to the general property tax the rate was increased.

DRY GOODS CONDITIONS

In spite of unseasonal weather retail trade held up quite well during the past week, with a number of stores continuing to exceed last year's sales totals. Sportswear and dress accessories, with particular emphasis being laid upon the vogue for white in shoes and other articles, were in the most active demand. The improvement in men's wear business attained very satisfactory proportions.

Retailers in various lines have remarked on the appearance of buying which, in the absence of normal em-

ployment conditions, seems to point to a very large reserve purchasing power. A similar phenomenon was witnessed in Germany when inflation started there. Although that country right after the war was supposed to be bare of savings, money sprang almost miraculously into circulation when depreciation of the mark began.

For the half month stores here and in other cities have enjoyed good volume. In this area it is estimated that the comparison with a year ago is close to last month's showing and perhaps a little better. Last year's figures, of course, are becoming easier to meet, due to the decline that set in twelve months ago.

In the wholesale merchandise markets, reorders were still quite plentiful considering the lateness of the season. Stocks are fairly scant and prices, therefore, firm. Additional advances have been named on forward business, due both to raw material increases and prospective effects of new legislation.

PRICES AND WAGES

Ordinarily when Congress adjourns business men are pictured as releasing a sigh of relief and sitting back happily to their own affairs after the anxieties which threatened legislation is supposed to awake in them. In the present instance, however, now that Congress is over, the work for the business man begins and his anxiety is likely to increase rather than diminish.

While simple in its aims, the National Recovery Law has a host of practical complexities. In essence it merely requires wage and working conditions that will reduce unemployment and enhance public purchasing power. Mr. Ford claims a patent on the process and, in fact, has become generally recognized as the foremost exponent of the plan.

However, with respect to those who have not actually become acquainted with the scheme of high wages, mass production and big profit derived from small margin per unit, it is to be feared that they will start on big profits first. There is plenty of evidence that this is how many manufacturers are starting out on the new "government partnership."

Administrators of the act are already issuing warnings on this score. Price rises are showing a great deal more buoyancy than wages. The ratio is too often a 20 per cent. advance in prices and a 5 per cent. raise in wages. This will, of course, throttle any benefits from the Recovery Law in short order.

HUGE PROGRAM COMPLETED

Completion of a program of legislation unprecedented in scope and for the speed with which it was proposed and enacted, and adjournment of Congress were received with great satisfaction by business interests during the week. Similar cause for gratification was found in the news of progress on currency stabilization and tariff moderation which came from the World Economic Conference after its rather inauspicious beginnings.

In the meantime, there is further definite evidence of the beneficial effects that are flowing from the national program. Production surges forward

and employment is showing substantial gains. The New York Times weekly business index has entered high ground not reached in more than two years. All the components of the combined index are higher; but the major part of the most recent advance was caused by the abrupt climb of cotton forwardings in answer to the greatly enlarged demand for cotton goods and the desire of mill executives to anticipate the processing tax, shorter hours and higher wages.

As reported by the Department of Labor, the increases of 4.8 per cent. in employment and 11.5 per cent. in payrolls last month over those in April went far beyond the usual seasonal gains and were the largest over any preceding month since January, 1923. Secretary Perkins warned, however, that wages are still only 40 per cent. of the average for 1926.

QUALITY AND SERVICE

Among the many developments expected to result from the National Recovery Act, a great deal of interest is taken in the influence of this legislation on advertising. On the whole, the outlook is regarded as quite favorable to the use of not only as much as in the past but of more promotion.

The reason for this view is obvious. If the new program is at all effective it will mean less emphasis upon price and more upon quality and service. If unscrupulous price cutting, fraudulent claims, imitations and design piracy are greatly reduced or eliminated, then the ably designed and well-made product should be able for the first time to attain the fullest returns, unhindered by such competition.

There is the possibility, too, in the merchandise lines, that a much larger market will be opened up in stores that have been only small outlets for advertised products. Any swing away from price emphasis would lead to this development, although, of course, a rigid price system could not very well be encouraged.

From another standpoint, the improvement which should be registered in advertising itself as a result of enforcing its own professional code may be expected to win back whatever public confidence has been lost and greatly increase the effectiveness of the promotion message.

Increased sales came to a store in a New York town through the use of living models in the display windows. One window was converted into a kitchen, another a dining room, another a living room, etc., with the models doing household tasks, having luncheon and tea. Microphones and outside amplifiers carried their discussions of furniture and garments, and where they might be found in the store, to the sidewalk crowds.

One-man enterprises have gone out of fashion. Teamwork is to-day's watchword in business. Organizations are merely groups of men and women keeping step in carrying the same tune. To disregard the rights, the self-respect or the reasonable hopes of any member of the organization is to break the rhythm. It's the men behind who really "make" the man ahead.

OUT AROUND

Things Seen and Heard on a Week End Trip

Charles M. Heald and wife, who spend their winters in South Pasadena and their summers on the famous Smiley farm near Bangor, owned by Mrs. Heald, were in Grand Rapids most of last week, guests of the Pantlind. At a social gathering one evening Mr. Heald told how he came to hold a commission in the confederate army. He was the guest of friends at a country home near Baltimore late in 1864 and was awakened in the night by the sound of a military engagement. He hurriedly dressed and went down stairs. The colored mammy could give no information except that there had been an exchange of shots by opposing forces. She gave him an old fashioned shot gun from a closet, which he quickly loaded. Sauntering out to locate the cause of the disturbance, he found that a detachment of confederate soldiers going South and a detachment of federal soldiers moving North had met and exchanged shots. He joined in the controversy, without learning the effect of his gun fire. A confederate officer came to him and asked him which side he was on. He replied that he was a confederate, whereupon the officer whipped out a piece of paper and a pencil and made him a sergeant in a Georgia regiment. That is the nearest he ever came to taking an active part in the civil war. He still retains his appointment as one of his most prized possessions.

When Mr. Heald assumed the presidency of the railroads which subsequently became units of the Pere Marquette, he found the trains were not running very closely to schedule. The next morning after he took the managerial reins he sauntered down to the union depot. It was 7:17 and the 7:15 train awaited the signal to start. He asked the gate keeper why the train was not signaled to leave and was informed the gateman was waiting for Henry Spring, the pioneer dry goods merchant of Grand Rapids. "Where is he?" asked Mr. Heald. "Talking with that gentleman over there," was the reply. Mr. Heald thereupon instructed the gate man to pull the signal immediately, which he did. Mr. Spring came to the gate a moment later and was greatly disappointed when told that the train he expected to board was half a mile on its way to Detroit. Mr. Heald explained that he could not hold a train full of people for one man to finish his conversation. Mr. Spring conceded the justice of Mr. Heald's position and they became fast friends from that moment. Mr. Heald and his superintendent, Mr. Agnew, then decided to move the passenger trains on their main lines so closely to schedule that the people living along the right of way could regulate their clocks by the trains. This plan, which gave the D., L. & N. and Chicago & West Michigan a great reputation all over the country, continued as long as Mr. Heald and Mr. Agnew continued as general manager and general superintendent of the systems. The railway wreckers who succeeded them several years later, destroyed the good name

thus acquired and maintained in a few months. It was revived under subsequent management.

The summer home of the Healds was erected by Mrs. Heald's grandfather about one hundred and twenty-five years ago. It is constructed almost wholly of white oak and black walnut, which were very common in Van Buren county in the early days of the nineteenth century. The oak has become so dry that it is really as tough as lignum vitae and cannot be penetrated by a tack or ordinary nail.

There remain only eight days in which merchants can obtain the \$12 rebate from the Government for the money they paid Uncle Sam as license fees for selling oleo during the two years between July 1, 1929, and June 30, 1931. If they handled any animal oleo during those dates the refund does not apply. I do not think one-tenth of the merchants who are entitled to this sum have made application for the \$12. I have devoted all my spare time to acquainting my mercantile friends with the situation and our subscription representative, Mr. Stebbins, has carried a supply of blanks with him on his calls on the trade and gone to the trouble of filling out a blank for any one who is in a position to qualify for the little present Uncle Sam hands out to those who apply for it. After June 30 the amount of the refund will be reduced to \$6, covering the year between July 1, 1930, and June 30, 1931.

I have always felt a great interest in the marvelous success of Gordon Selfridge, because he was a contributor to the Northern Amateur, which I published as a monthly in Big Rapids in 1876. I have kept up a desultory correspondence with him ever since, covering a period of fifty-seven years. A London newspaper man, who has kept in close touch with his meteoric career, writes that he now has a new ambition, which he would undertake to follow except for his ripe age, as follows:

A self-made multi-millionaire, who made one fortune in the United States, amassed another and greater one in London, and is now the head of the largest department store in the British Empire, wishes that he were 21 and penniless again, so that he might try his fortune in South America.

If he were starting all over again, with his fortune still to make, this great industrialist would shake the dust of Europe from his feet and head for a new continent. And he would choose South America. That continent, like the young man who cares to go there, has all its future before it, says Gordon Selfridge.

When his father was killed in the civil war, young Selfridge had little prospects except his own initiative and ambition. After working in a bank in Jackson, he went to Chicago and started as an errand boy with Marshall Field. In ten years' time, through his unremitting attention to business he was made a partner in the organization.

When he sold out his interest in the business in 1903, Selfridge was worth \$1,000,000, and could have retired to a life of leisure. That this was not his intention, however, was shown by his next venture, in which he established another business, ran it for 60 days and sold it out at a profit of \$250,000.

A few years later, revising the very procedure he now advocates, this astute

business man came to London, and with only the \$1,000,000 which he had made in the United States, founded in this much older and more conservative country one of the largest department stores in the world.

Mr. Selfridge is now a millionaire many times over. He lives in one of the finest historical mansions in England. One of his daughters is married to a prince, and another is the Vicomtesse de Sibour.

And yet he says he would like to be young and poor again and headed for South America. The continent is undeveloped as yet, he says. It has only just started, and only the surface has been scratched.

I cannot understand why a man who has two almost unparalleled successes to his credit should want to dip into business and begin at the bottom a second time, but I suppose the experience of passing from poverty to affluence is a very pleasing one to a man who is sure of his ground and knows that the word failure is not to be found in his lexicon.

The last issue of the Ionia News was probably the best and largest issue ever put out by that publication. It undertook to play up the leading features connected with the one hundredth anniversary of the founding of Ionia, which was celebrated in due form and with great eclat in that city last week. I do not recall any county seat publication in Michigan which has covered a similar event with so much care and thoroughness as the News did on this occasion. The assembling of the facts presented with apparently unerring accuracy and with due appreciation of the dignity of the occasion speaks well for the high character and brain capacity of the workers on that publication. There will be many celebrations of that character in Michigan cities from now on, but those who undertake to equal the record made by the Ionia News will find they have a man's job on their hands.

I have always liked Ionia, because of the average high character of her citizenship and the effort the people have always made to do things the best way. The only development I feel like condemning is the too large percentage of chain stores on the main street. This condition will retard the growth of the city and prevent its taking the place it would otherwise be entitled to in the galaxy of Michigan municipalities.

I am exceedingly sorry that the physical condition of Lee M. Hutchins was such that he could not take an active part in the centennial celebration. Mr. Hutchins has not yet recovered all the strength he lost in his recent prolonged illness, but there has been no impairment of his mental vigor and but for the edict of his medical adviser he could have electrified the great crowds assembled in Ionia as he has been in the habit of doing for the past fifty years.

I certainly congratulate the business men of the United States on the reduction of letter postage from three cents to two cents, to take effect July 1. I hope this is the last time Uncle Sam will ever try the experiment of advancing postage rates in order to se-

cure more revenue. Every time he has increased the cost of public service he has made a mess of it.

Upon the President's approval of it, the National Industrial Recovery Act becomes the law of the land. For that reason and because of its emergency character this law imposes upon business the responsibility of promptly acting to effectuate its declared policy, as provided. That action is to initiate codes of fair competition directed to improve labor condition and to stabilize business upon a firm economic foundation.

The Associated Grocery Manufacturers of America recognizes this responsibility upon the great industry it represents, and at a special meeting in New York City on June 13, it unanimously resolved to act accordingly. The Association resolved, first, under its auspices, to use this law, if and to the extent it desires to do so. Numerous branches of the industry have accepted this invitation. The Association resolved, second, to invite the national associations representing the grocery dealers to join with it in the drafting of a general code of fair competition in grocery distribution, directed to eliminate the major uneconomic, unfair and unethical trade practices from it. Upon the acceptance of this invitation such a code will be prepared for submittal to the President.

The 1933 Legislature, which adjourned last week, is conceded to be the weakest in point of average mentality which ever assembled in Lansing. Its greatest weakness was lack of leadership. It did many things it should have left undone and left undone many things it should have done. One of the most unfortunate features of the session is that it failed to place an embargo on submarine fishing for whitefish. The Conservation department fathered a bill limiting the depth of nets to 80 feet, which was met by amendments fathered by the lobby maintained by the wreckers of the whitefish industry increasing the depth to 130 feet. Neither the original bill nor the amendments thereto were enacted, so the rapid extinction of the whitefish in the Great Lakes is already foreseen. Considering the pleasure and satisfaction the whitefish has given to epicures, this is a serious situation.

The city of Grand Haven has dredged a thirty foot channel for a considerable distance inland from the carferry dock, where boats heavily loaded with coal can be unloaded. This improvement gives the city the benefit of cheap fuel for steam purposes, which will prove a great advantage in securing the location of new industries.

There appears to be little grief over the abandonment of Grand Haven as a terminus of the Grand Trunk ferry system. When this is finally accomplished, other transportation lines stand ready to step in and re-establish ferry lines across the lake.

(Continued on page 23)

FINANCIAL

Concessions Thought Harmful To Domestic Policies

Developments at the London conference have proceeded far enough to make it apparent that the Washington Administration intends to remain adamant on two essential questions of international concern. No substantial influx of competitive goods into this country is to be permitted, and no wincing or relenting or refraining is to be shown in our demand for a greatly cheapened, and probably for a time at least an actively depreciating, dollar.

The latter is viewed as necessary to promote the basic domestic policy of higher dollar prices, and the former as essential to prevent our work in this direction from going to naught as a result of large offerings of goods from abroad. Of course the intelligent observer will at once inquire just why we have gone to London at all if we are to insist upon policies such as these.

But passing over this query as unanswerable, we may well inquire whether any workable program can embrace two such mutually destructive parts. If the supply of dollars in foreign markets is to be kept abnormally low by severely restricting sales of foreign goods here, how are dollars to be kept cheap? If demand for dollars remains moderately substantial in response to even a minimum of export trade, and as a result of the needs of at least certain of our debtors who insist upon paying us what they owe despite ourselves, what will prevent a natural rise in the price of dollars?

Of course, so long as patriotic Americans are selling their dollars abroad for what they will bring in fear of what may happen here, so long as claims on foreigners arising out of export transactions are held in foreign currencies to escape the hazards of a disgraced dollar, and so long as foreign exchange speculators are afforded a golden opportunity to earn an honest pound by "attacking" an abused dollar the going may be easy enough.

But such back-door foreign investment of American capital can not go on forever, and speculative opportunities in the nature of the case have their day and cease to be. For a time the magician can still hold an audience by lifting unexpected rabbits from a hat, but sooner or later ennui comes and people go home to worry over monthly bills. What then?

Perhaps the "brains trust" will presently take the time to explain these enigmas to a practical-minded financial community—if it can.

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Trade Restrictions Will Remain Indefinitely

Little if any room is left for doubt that an increase in dollar prices is officially viewed as a sort of divine event toward which the whole creation must be made to move. The costs of such an attitude are apparently thought of as hardly worth serious consideration.

The American public would, however, do well to take paper and pencil and figure for itself what all this is to cost us. Otherwise this highly important aspect of the situation is likely to

be grossly neglected—and it is highly important as very little consideration will abundantly disclose.

First of all, the domestic program now fully formulated simply cannot in the nature of things tolerate any substantial inflow of foreign goods. We are moreover repeatedly told that despite pious demands for tariff amelioration no intention exists of permitting goods to enter the country freely.

A vigorous pursuance of such a policy means, of course, that the larger part of the \$25,000,000,000 owed us from abroad must be "written off." A depreciated dollar driven to artificial cheapness by "flight of capital" obviously does not enable foreign peoples to pay their debts to us, as is commonly supposed. At best it merely promotes a transfer of ownership of foreign claims.

Our once profitable export trade, formerly flourishing to the tune of \$5,000,000,000 per year, must, assuming realization of projected domestic policies, be recast to include only those essential articles, chiefly raw materials, that foreigners virtually must obtain from here.

It is futile for holders of foreign bonds, or exporters to count upon foreign loans under the circumstances in question.

To this modest bill of costs must now be added a chaotic fiscal situation, a wrecked central banking system and a debased currency. The benefits of higher prices must be very large indeed to show a profit on this basis.

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Prevailing Business Conditions

Business indices continue to record business improvement. Again electric power production is up for the sixth consecutive week. Carloadings exceed those of the same week last year by 12½ per cent. Indexes for consumption of textile products, electric refrigerators and general retail buying continue at a high level. It is reported orders on hand indicate good rate of production for several weeks.

Congress adjourned after passing all legislation requested by President Roosevelt. With the signing of the railroad, banking and industrial control bills, the structure of the administration's program is completed. Accordingly the Roosevelt administration now passes into a new phase from that of formation to that of execution. Of course, investors should remember there will be a period of delay before these plans can be put into operation. It is expected that some uncertainty will develop from the lack of co-ordination in the administration's execution of their plans. There is even some lack of agreement.

The general situation seems to indicate that business is looking to Washington for its directions. No doubt, many errors and much trouble will be encountered, but there seems to be a definite program as to the raising of commodity prices, forcing business activity and adjusting money and credits. This should all help to improve the general situation.

J. H. Petter.

A sales tax is especially hard to swallow when it is attached to bottled dishwater.

Pay the Preacher in Vegetables

A few of the little country church communities in the remote hills of the Ozarks, in Missouri, have solved the problem of how they are going to raise their pastor's salary this year. The men of the sections have put in a corn crop for the churches and the proceeds from the yield will be used to replenish an empty treasury. Some church members have planted potatoes and other marketable things for their church.

The use of a few acres of ground is given by various members of the congregation, and on a day set for it this Spring a number of men met and plowed and planted the field. During this Summer the crop will be tended by different farmers who gather on designated days to cultivate the ground. Often the preacher goes to help too.

Several of these churches have kept going without money for months. The pastors have been paid in produce, grain, vegetables, molasses, milk and butter, meat—anything was acceptable. The things they could not use were bartered at the country store for clothing and other needs.

Proceedings of the Grand Rapids Bankruptcy Court

In the Matter of Joseph W. Silcock, Bankrupt No. 4918, final meeting of creditors was held under date of May 19, 1933. Bankrupt was present in person and by Kim Sigler, attorney. Trustee present. Trustee's final report and account approved and allowed. Certain parcel of real estate sold. Stock in Detroit Packing Co., Delton Elevator, Delton Creamery and Delton Telephone sold as well as notes, bills and accounts receivable. Certain real estate abandoned as no offers were received. Order was made for the payment of administration expenses, preferred claims and for the declaration and payment of a first and final dividend to general creditors of 13.4%. No objection to discharge. Files will be returned to U. S. District Court.

In the Matter of Ray J. Haas, Bankrupt No. 5042, final meeting of creditors was held May 19, 1933. Trustee's final report and account approved and allowed. Bill of attorneys for trustee approved and allowed. Balance accounts receivable sold at auction. Made order for payment of administration expenses, preferred claims and first and final dividend to creditors of 12.8%. No objection to bankrupt's discharge. Meeting adjourned without date and files will be returned to U. S. District Court.

In the Matter of Paul Staebler, Bankrupt No. 5251. The first meeting of creditors has been called for June 27, 1933, at 2 P. M. Eastern time.

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In the Matter of Hazen Ray Symonds, Bankrupt No. 5240. The first meeting of creditors has been called for June 27, 1933, at 2 P. M.

In the Matter of Joseph Aloysius Kozak, Bankrupt No. 5230. The first meeting of creditors has been called for June 27, 1933, at 10 A. M.

In the Matter of Israel Wepman, Bankrupt No. 5255. The first meeting of creditors has been called for June 26, 1933, at 2 P. M.

In the Matter of Israel Wepman, Bankrupt No. 5255. The sale of assets has been

Analysis of any security furnished upon request.



J. H. Petter & Co.

Investment Bankers

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BREWING COMPANY
MANAGEMENT

Casper Haehnle, Pres.

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To participate with them in the ownership of Silver Foam Brewing Company.

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Was the total public offering. Only a limited number of these shares are now available at the original price of

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OLD KENT BANK

2 Downtown Offices

12 Community Offices

called for June 28th, 1933, at 10 A. M. at the premises formerly occupied by the Bankrupt at No. 105 Division Ave., S. Grand Rapids, Michigan. The stock for sale consists of Men's Furnishings and store fixtures, appraised at \$1414.94. All interested in such sale should be present at the date and time above stated.

In the Matter of Rowland T. Ford, Bankrupt No. 5216. The first meeting of creditors has been called for June 26, 1933, at 11 A. M.

In the Matter of Robert W. Gibson, individually and doing business as Gibson Pharmacy, Bankrupt No. 5227. The first meeting of creditors has been called for June 26, 1933, at 10 A. M.

In the Matter of Robert W. Gibson, individually and doing business as Gibson Pharmacy, Bankrupt No. 5227. The sale of assets has been called for June 28th, 1933, at 2 P. M. at the premises formerly occupied by the bankrupt at No. 801 Madison Ave., S. E., Grand Rapids, Michigan. The stock for sale consists of a complete drug store and fixtures, appraised at \$965.64. All interested in such sale should be present at the date and time above set forth.

In the Matter of Samuel M. Gerber, d/b/a Economy Market, Bankrupt No. 5094, final meeting of creditors was held June 6, 1933. Trustee present and represented by Fred G. Stanley, Atty. The bankrupt and certain creditors present in person. Bills of attorneys approved and allowed. Made order for payment of administration expenses and first and final dividend of 54% on preferred labor claims; no dividend for general creditors. No objection to bankrupt's discharge. Meeting adjourned without date.

In the Matter of Ernest A. Trafford, Bankrupt No. 5053, final meeting of creditors was held under date of June 6, 1933. M. N. Kennedy, trustee, was present only. Trustee's final report and account approved and allowed. Order was made for the payment of expenses of administration and preferred claims as far as funds on hand would permit. No objection to discharge. No dividend to general creditors. Files will be returned to the U. S. District Court.

In the Matter of Donaldson Motor Sales Company, Bankrupt No. 5060, final meeting of creditors was held under date of June 6, 1933. Trustee present by Arthur N. Branson. Bankrupt represented by Travis, Merrick, Johnson & McCobb, attorneys. Trustee's final report and account approved and allowed. Order was made for the payment of expenses of administration, preferred claims and a first and final dividend of 12.8%. No objection to discharge. Files will be returned to U. S. District Court.

June 15, 1933. We have today received the Schedules, Reference and Adjudication of Abe Miller, individually, and doing business as The Gold Mine Loan Office, Bankrupt No. 5267. Who resides at Grand Rapids, Michigan. The Schedules show assets of \$100.00, and liabilities of \$8,298.73. The list of creditors is as follows:

City of G. R., pref. taxes.....	\$ 163.34
Archie Vis, Detroit.....	1,300.00
Earl Baragar & Son, G. R.....	1,500.00
Mrs. Benjamin Wolf, G. R.....	1,250.00
George Peters, G. R.....	1,100.00
Mrs. Louis Barth, G. R.....	150.00
Boston Store, G. R.....	30.00
Allen E. McGraw, G. R.....	9.00
Young & Chaffee Furn. Co., G. R.....	7.00
Arthur F. Crabb, G. R.....	7.00
Michigan Trust Co., G. R.....	900.00
Old Kent Bank, G. R.....	138.00
State Savings Ass'n, G. R.....	108.28
Dell Sanders, G. R.....	50.00
Preferred Auto Ins., G. R.....	13.00
Scientific Brake Hdqts, G. R.....	10.00
Pritchard Jewelry Co., G. R.....	10.00
Ben Krasner, G. R.....	6.50
Bob Ruschman, G. R.....	9.85
E. F. Bernhold, Chicago.....	70.00
Mrs. J. C. Wilson, G. R.....	4.00
Mich. Bell Telephone Co., G. R.....	62.63
H. E. Loomis, Inc., G. R.....	1.30
Consumers Power Co., G. R.....	9.23
Aetna Window Cleaning Co., G. R.....	59.00
P. Steketee & Sons, G. R.....	24.50
The Grand Rapids Herald, G. R.....	10.00
J. B. Robinson.....	1,298.10

In the Matter of William L. Hall, Bankrupt No. 5078, final meeting of creditors was held June 6, 1933. Trustee present by Arthur N. Branson. Certain creditors present and represented by A. R. Latting, Atty. Bankrupt present and represented by R. A. Spafford, Atty. Trustee's final report and account approved and allowed. Bill of attorney for bankrupt approved and allowed. Made order for payment of administration expenses and first and final dividend to creditors of 2.1%. No objection to bankrupt's discharge to be entered by trustee. Meeting adjourned without date and files will be returned to District Court in due course.

June 15, 1933. We have today received the Schedules, Reference and adjudication, of Forrest R. Stroud, Bankrupt No. 5268. Who resides at Grand Rapids, Michigan. Whose occupation is that of a clerk. The schedules show assets of \$170.00, all of which is claimed exempt, and liabilities of \$2,343.20. The list of creditors is as follows:

Household Finance Corp., G. R.....	\$ 108.00
J. J. Moll, G. R.....	98.34
J. J. & Lucy Moll, G. R.....	500.00
Dewey R. Moll, G. R.....	12.00
Mrs. Myrtle Boelens, G. R.....	3.00
Barnes Packing Co., G. R.....	7.08
Jean Boelens Grocery, G. R.....	44.00
Dr. P. W. Blossom, G. R.....	3.00
Arthur F. Crabb, G. R.....	1.50

Cty Coal & Coke Co., G. R.....	8.13
Elzinga Milk Co., G. R.....	21.73
Elv's Auto Camp, Rock Springs, Wyoming.....	47.00
Ford Blake Fuel Co., G. R.....	8.50
G. R. Gas Light Co., G. R.....	31.49
G. R. Water Works, G. R.....	4.68
G. R. Creamery, G. R.....	5.95
Geo. N. Hanna, G. R.....	38.00
Joldersma & Son, G. R.....	57.00
Dr. Harry Kok, G. R.....	35.00
Clarence H. Kelley, G. R.....	100.00
Liberal Clothing Co., G. R.....	44.00
Madison Sq. Furn. Co., G. R.....	1.95
Mich. Bell Telephone Co., G. R.....	20.27
Mills & Healy, G. R.....	7.03
Mrs. A. J. Malone, G. R.....	130.00
Mich. Lithograph Co., G. R.....	12.00
National Clothing Co., G. R.....	4.45
E. A. Prange, G. R.....	25.00
Pastoor Bros., G. R.....	35.00
Postal Telegraph Co., Rick Springs, Wyoming.....	6.95
William Pullen, Lowell, Republic.....	168.00
Republic Coal Co., G. R.....	5.35
Riverside Fuel Co., G. R.....	27.35
Smit's Grocery, G. R.....	72.86
Fay L. Solomon, G. R.....	45.00
Tisch-Hine Co., G. R.....	4.00
Van's Radio Service, G. R.....	127.00
O. G. Webber, G. R.....	60.00
Young & Chaffee Furn. Co., G. R.....	35.00
G. R. Savings Bank, G. R.....	53.88
Decker & Jean, G. R.....	39.71
Great Western Oil Co., G. R.....	60.00
Mrs. E. Whalen, G. R.....	225.00

In the Matter of Elbert G. Rice, Bankrupt No. 5071, final meeting of creditors was held June 6, 1933. Trustee present by A. N. Branson. Trustee's final report and account approved and allowed. Made order for payment of administration expenses, supplemental first dividend 10% and final dividend 16.3%. No objection to bankrupt's discharge. Meeting adjourned without date and files will be returned to U. S. District Court.

June 16, 1933. We have today received the Schedules, Reference and Adjudication of John J. Rutgers Company, a Michigan corporation, Bankrupt No. 5271. Located at Holland, Michigan. The schedules show assets of \$10,176.80, and liabilities of \$9,750.16. The list of creditors are as follows:

City of Holland, pref. taxes.....	\$ 745.84
G. J. Rutgers, Holland, pref. labor.....	246.66
Russell Rutgers, Holland, pref. labor.....	146.70
Benjamin Rutgers, Holland, pref. labor.....	147.25
Art Products Mfg. Co., Detroit.....	3.12
Asinof, Morris & Son, Inc., N. Y.....	6.75
John Arendshorst, Holland.....	5.29
Irving Brandt & Co., Chicago.....	84.97
P. Becker & Co., Chicago.....	7.75
Coopers, Inc., Kenosha, Wis.....	116.75
Campbell Paper Box Co., South Bend.....	17.50
Cutshall & Co., Chicago.....	7.20
Colitz & Co., Chicago.....	11.25
Crest Specialty Co., Chicago.....	4.66
Crout & Knapp Co., Chicago.....	4.30
Darn Proof Hosiery Mills, Chicago.....	27.89
Board of Public Works, Holland, unknown.....	
Emerson Hat Co., Danbury, Conn.....	97.50
Empire Neckwear Co., Chicago.....	15.50
Fit-Rite Cap Co., Indianapolis.....	281.79
Farley & Co., G. R.....	82.53
First State Bank, Holland.....	500.00
Holland Evening Sentinel, Holland.....	20.99
Holland City News, Holland.....	41.25
Hickok Mfg. Co., Rochester, N. Y.....	.95
Hanover Shirt Co., Baltimore, Md.....	90.50
Jantzen Knitting Co., Portland, Ore.....	129.00
J-K-Leather Co., Milwaukee, Wis.....	9.50
Kelber Trunk & Bag Co., Pittsburgh, Pa.....	28.84
Knouw Insurance Co., Holland.....	10.29
Klaas Kolvoord, Hamilton, Mich.....	2,100.00
Klaas Kolvoord, Hamilton, Mich.....	2,196.00
H. D. Lee Mercantile Co., South Bend, Ind.....	66.62
Frank Lievense, Holland, Mich.....	20.56
Lisberg-Kramer Co., Milwaukee.....	21.14
Lowry Carton Corp., Chicago.....	22.51
H. Leonard & Son, G. R.....	2.43
Marlboro Shirt Co., Inc., Baltimore.....	140.42
Metcalf Neckwear Co., Cleveland.....	8.35
Middleton Mfg. Co., Milwaukee.....	148.64
C. E. Martin Co., Chicago.....	4.13
Charles Meyers & Co., Chicago.....	150.55
Meister Bros., Cleveland.....	1.98
Marengo Garment Co., Marengo.....	33.47
Mill Mutuals, Lansing.....	9.97
Mills Paper Co., G. R.....	8.00
Thomas H. Marsilie, Holland.....	30.87
Mich. Bell Tele. Co., Holland, unknown.....	
McBride Insurance Agency, Holland.....	15.90
Ohio Textile Prods. Co., Mansfield.....	18.26
Parrotee, McIntyre & Co., Chicago.....	48.06
Preferred Shirt Co., New York.....	5.91
Mrs. J. J. Rutgers, Holland.....	7.95
Riverdale Hat Co., Yonkers, N. Y.....	45.00
Rightdgs Mfg. Co., Three Rivers.....	30.81
Steindler Paper Co., Muskegon.....	7.15
Superior Hat Co., St. Louis.....	17.00
Symons Bros. Co., Saginaw.....	15.40
A. Stein & Co., Chicago.....	8.34
Stephenson Underwear Co., South Bend.....	5.39
Sheuerman Bros., Inc., Des Moines.....	167.52
Triangle Pennant Co., Chicago.....	3.70
United States Rubber Co., Chicago.....	122.52
Van Putten Agency, Holland.....	10.29
Vsscher-Brooks Ins., Holland.....	75.08
Wilson Bros., Chicago.....	112.79
Wolens-Cone Corp., Chicago.....	50.00
White Goods Mfg. Co., Chicago.....	60.53
Weiner Cap Co., G. R.....	18.54
Watterson & Denio, Rochester.....	63.02
109 Merchandise Club.....	1,090.00
Russell Rutgers, Holland.....	24.00
Archer Johnson, Holland.....	791.13
Mrs. Nellie Riley, Climax.....	1,177.77
William J. Olive, Holland.....	unknown
Achterhof, Melvin, Holland.....	10.00

B. J. Albers, Holland.....	10.00
Henry J. Beckford, Holland.....	10.00
Fred Beeukes, Holland.....	10.00
Henry Boersma, Holland.....	10.00
Frank Bolhouse, Holland.....	10.00
Lewe Bowman, Holland.....	10.00
Peter Braamse, Holland.....	10.00
Henry Brusse, Holland.....	10.00
William Burt, Holland.....	10.00
Andrew Chepkma, Holland.....	10.00
Clyde Dekker, Holland.....	10.00
Leonard De Loof, Holland.....	10.00
C. J. Den Herder, Vriesland.....	10.00
James DePree, Holland.....	10.00
James Douma, Wayland, Mich.....	10.00
Ted Dubbink, Holland.....	10.00
Cornelius Dykhuis, Holland.....	10.00
Laurence Dykhuis, Holland.....	10.00
John Elenbaas, Holland.....	10.00
Erick Erickson, Holland.....	10.00
E. J. Fairbanks, Holland.....	10.00
Garvelink, Henry, Holland.....	10.00
Anthony Groeneveld, Holland.....	10.00
G. J. Hamburg, Hudsonville.....	10.00
John Hesselink, Holland.....	10.00
Fred Hieftje, Holland.....	10.00
William Hilmert, Holland.....	10.00
Peter Hoeksema, Holland.....	10.00
Jan Hooyer, Holland.....	10.00
Wm. Hovenga, Holland.....	10.00
Andrew Hyma, Holland.....	10.00
Laurence Ingham, Holland.....	10.00
D. W. Jellema, Holland.....	10.00
John J. Jippink, Holland.....	10.00
C. Kalkman, Holland.....	10.00
Andrew Karsten, Holland.....	10.00
James Kleinheksel, Holland.....	10.00
A. P. Klies, Holland.....	10.00
John A. Knoll, Holland.....	10.00
George Hoopman, Holland.....	10.00
Fred C. Koops, Holland.....	10.00
John W. Kramer, Holland.....	10.00
Leonard Lamb, Saugatuck.....	10.00
Harold Lievense, Holland.....	10.00
Henry Lugten, Hamilton.....	10.00
Gus Maatman, Holland.....	10.00
James M. Martin, Holland.....	10.00
Ed Mischmershuizen, Holland.....	10.00
Thomas Mokma, Holland.....	10.00
Preston Mulder, Holland.....	10.00
S. C. Nettings, Holland.....	10.00
Jay Nichols, Holland.....	10.00
John W. Overbeek, Holland.....	10.00
Henry Overweg, Zeeland.....	10.00
Henry Peddimors, Holland.....	10.00
Peelen Bros., Holland.....	10.00
M. H. Pellegrom, Holland.....	10.00
G. J. Peters, Holland.....	10.00
Lester Pond, Holland.....	10.00
Chas. Prins, Holland.....	10.00
Peter Raffenaud, Holland.....	10.00
John Rummeler, Holland.....	10.00
Geo. Ruster, Grand Haven.....	10.00
Ben Rutger, Holland.....	10.00
Henry Sagers, Holland.....	10.00
Chas. Swanson, Holland.....	10.00
Jacob Schipper, Holland.....	10.00
John Schrottenboer, Holland.....	10.00
Thomas Smith, Holland.....	10.00
Geo. A. Stegeman, Holland.....	10.00
John Stegenza, Holland.....	10.00
Morris Stegenda, Holland.....	10.00
Clarence Stegink, Holland.....	10.00
John Sterenberg, Holland.....	10.00
Ray Teerman, Holland.....	10.00
J. L. Temple, Harrisville, N. Y.....	10.00
H. Teusink, Holland.....	10.00
Johannes Teusink, Allegan.....	10.00
B. G. Timmer, Holland.....	10.00
Bert Tindholt, Holland.....	10.00
Ben J. Tucker, Holland.....	10.00
Derk Tyink, Holland.....	10.00
W. Van Anrooy, Holland.....	10.00
Henry Vanden Brink, Holland.....	10.00
Vander Big, Henry H., Holland.....	10.00
Wm. Vander Fleet, Holland.....	10.00
Bert Vander Poel, Holland.....	10.00
Andrew Vander Tuuk, Holland.....	10.00
Seth Vander Werf, Holland.....	10.00
Wm. Van Eyck, Holland.....	10.00
Henry Van Klink, Holland.....	10.00
Fred Van Lente, Holland.....	10.00
Chas. A. Van Lente, Holland.....	10.00
A. R. Van Raalte, Holland.....	10.00
Henry Van Voorst, Holland.....	10.00
Jacob Van Weele, Holland.....	10.00
Homer Venhuizen, Holland.....	10.00
Gerrit Vreuhink, Holland.....	10.00
Edward Wesselink, Holland.....	10.00
J. Westenbrouk, Holland.....	10.00
Thomas White, Holland.....	10.00
John Wiersink, Holland.....	10.00
Egbert Winter, Holland.....	10.00
Edward Wolters, Holland.....	10.00
Henry Wolters, Hamilton.....	10.00
Dan J. Zwemer, Holland.....	10.00
J. Zwemer, Saugatuck.....	10.00
Rev. D. Zwiers, Holland.....	10.00

June 16, 1933. We have today received the Schedules, Reference and Adjudication, of Charles E. Cole, Bankrupt No. 5270. Who resides at Big Rapids, Michigan. Whose occupation is that of a Locomotive Engineer. The Schedules show assets of \$1,305.00, of which \$600.00 is claimed to be exempt, and liabilities of \$949.25. The list of creditors is as follows:

Luther E. Moore, Big Rapids.....	\$ 135.00
Frank R. Smith & Laure Smith, Ithaca, New York.....	440.00
Emery Cole, G. R.....	10.00
Walter Foster, Big Rapids.....	75.00
John Ward, Big Rapids.....	62.00
Sears, Roebuck & Co., Chicago.....	62.00
Big Rapids Gas Company, Big Rapids.....	5.00
Consumers Electric Company, Big Rapids.....	6.00
Charles Benner, St. Joseph.....	10.75
Lans Coal Co., Big Rapids.....	17.00
J. B. Toland, Benton Harbor.....	71.00
National Discount Corp., S. Bend.....	107.50

June 17, 1933. We have today received the Schedules, Reference and Adjudication, of Paper Products Manufacturing Company a corporation, Bankrupt No. 5273. Located at Kalamazoo, Michigan. The Schedules show assets of \$23,879.68,

of which \$350.00 is claimed to be exempt, and liabilities of \$31,931.40. The list of creditors is as follows:

State of Mich., Lansing, pref. tax.....	\$23.58
Township Treas., Kalamazoo Tshp., Kalamazoo County, pref. taxes.....	42.32
Sylvia Clapp, Kalamazoo.....	1.32
Lulu Case, Kalamazoo.....	3.24
Jennie Zomer, Kalamazoo.....	3.24
Leo Davis, Comstock, Mich.....	6.80
Jerome Beach, Kalamazoo.....	20.45
Waldo H. Zimmerman, Kalamazoo.....	50.51
Harry Hayman, Kalamazoo.....	72.90
Christian Schrier, Kalamazoo.....	576.00
Associated Truck Line, Kalamazoo.....	1.50
American Thread Co., N. Y. C.....	24.80
Battle Creek Electrotype Co., Battle Creek.....	49.93
N. J. Bauman, Kalamazoo.....	94.20
Clair S. Beebe, Kalamazoo.....	678.95
Cooper Hoekstra Roofing Co., Kalamazoo.....	58.67
Campion Fibre Co., Canton, North Carolina.....	193.39
Goodrich Silvertown, Kalamazoo.....	35.00
Imperial Printing Ink Co., Battle Creek.....	45.29
Johnson Paper & Supply Co., Kalamazoo.....	91.20
E. J. Kelly Ink Co., Kalamazoo.....	116.38
Mead Sales Co., Chicago.....	777.31
Macklin Co., Jackson.....	20.55
Manistiquie Paper Co., Manistique.....	2,477.71
Minnesota Ontario Paper Co., International Falls, Minnesota.....	1,057.72
Quimby Kain Paper Co., G. R.....	3.85
Eddy Paper Co., Three Rivers.....	13.98
Pioneer Welding Co., Kalamazoo.....	27.30
R. L. Polk & Co., Detroit.....	15.00
R. R. Donnelly & Son, Chicago.....	2 2.50
Rochester Paper Co., Rochester.....	29.40
Southern Mich. Trans. Co., Kal.....	25.25
South Side Lumber Co., Kalamazoo.....	7.50
Superior Typesetting Co., Toledo.....	21.60
Swift & Co., Chicago.....	59.78
United States Plywood Co., N. Y.....	9.36
Vogt Roller Co., Detroit.....	47.46
Webb Coal Co., Kalamazoo.....	33.75
Mills & Foundry Supply Co., Kal.....	1.98
Illinois Envelope Co., Kalamazoo.....	2.70
A. R. Peer, Comstock, Mich.....	36.12
Halpert Tire Co., Kalamazoo.....	36.12
Bos Welding Co., Kalamazoo.....	.75
Sutherland Paper Co., Kalamazoo.....	23.14
Bowers Tool & De Co., Kalamazoo.....	13.46
Paper City Motor Sales, Kalamazoo.....	5.85
Roberts Manufacturing Co., Marion.....	1.51
Sam Lesterhouse, Kalamazoo.....	152.24
Michigan Central R. R., Kalamazoo.....	90.00
John McAdams & Sons, Brooklyn.....	72.05
E. C. Fuller, Chicago.....	45.56
S. L. Elam, Chicago.....	500.00
Consumers Power Co., Kalamazoo.....	100.00
Mich. Bell Tele. Co., Kalamazoo.....	35.00
French Paper Co., Niles.....	3,300.00
H. D. Schrier, Kalamazoo.....	8,985.96
H. A. Rigerink, Kalamazoo.....	1,690.00
Estate of Peter Schrier, Kal.....	1,271.48
F. A. Houck, Marengo, Mich.....	1,804.00
Dorothy Greenhalgh Schrier, Kal.....	496.45
H. D. Schrier, Kalamazoo.....	429.87
H. D. Schrier, Kalamazoo.....	614.38
Kalamazoo Vegetable Parchment, Kalamazoo.....	3,392.00
Mac-Sim-Bar Paper Co., Otsego.....	2,017.25

In the Matter of Alton F. Petrie, individually and doing business as Pierson Elevator Co., Bankrupt No. 4772, final meeting was held June 6, 1933. Bankrupt present and represented by attorney. Creditors present in person and by Travis, Merrick, Johnson & McCobb, Attys. Trustee's final report and account approved and allowed. Bills of attorneys for petitioning creditors, the bankrupt and the trustee considered and approved as filed, subject to deduction for lack of funds. Made order for payment of administration expenses as far as funds on hand will permit; no dividends for creditors. Meeting adjourned without date and files will be returned to U. S. District Court in due course.

In the Matter of Edward Ludwig, Bankrupt No. 5085, final meeting of creditors was held June 15, 1933. Bankrupt represented by attorney. Trustee present by A. N. Branson. Trustee's final report and account approved and allowed. Bill of attorney for bankrupt approved and allowed. Made order for payment of administration expenses, preferred claims and first and final dividend of 5.2%. No objection to bankrupt's discharge. Meeting adjourned without date.

New Selling Technique Needed

Holding that present-day conditions call for a sales technique entirely different from that in use as recently as sixty days ago, members of the Sales

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—Paul Schmidt, Lansing.
First Vice-President—Theodore J. Bathke, Petoskey.
Second Vice-President—Rudolf Eckert, Flint.

Secretary—Elton W. Viets, Lansing.
Treasurer—O. H. Bailey, Sr., Lansing.
Directors—Holger Jorgenson, Muskegon; L. V. Eberhard, Grand Rapids; A. A. Boyce, Bay City; Vincent A. Miklas, Manistee; Ward Newman, Pontiac.

One Grocery Trade Editor Senses the Facts

Knowing as well as I certainly do, not guessing at anything, that no well posted, industrious grocer who uses a fair measure of intelligence is in more danger to-day than at any time in the past, I get out of patience with the run of stuff I find in most grocery papers. The editors thereof seem to think they are catering to infants rather than to grown, reasonable and reasoning men.

So it is pleasing to read one editor's comment on the jury trial of a midwest A. & P. unit manager who was acquitted of the charge of short-weighting. Here is the editor's size-up:

"There was plenty of uncontroverted evidence that the A. & P. stores sold short weight goods. Short weight was practically admitted. But in that jury room there was evidently a profound feeling of sympathy for the chain store and an equally intense feeling of distrust of independent grocers. In short, the jury thought it was a frame up.

"If this jury was an accurate cross-section of the community, it should show to independent, home-owned stores that they may not be as popular and influential at home as they think they are.

"The answer is better independent stores; better looking, better kept and better equipped."

Assume that the jury in this case was composed of the run of citizens in a semi-rural community; that is to say, tradesmen of the town with maybe a farmer or two, what conditions are apt to prevail to make impressions on that collective mind?

Well, those jurors have not forgotten the old-time country stores, whether in town or cross roads. They remember the disorder, lack of system and all the other characteristics. They recall, too, their first impressions of the new A. & P.: the order, cleanliness, bright cheerfulness, plus prices which contrasted favorably with what they had been paying.

And when it came to a question of comparative correctness of weights—do you imagine for a minute that those men could not think for themselves? Does it not seem reasonable that they took the charge somewhat lightly, feeling—and undoubtedly saying frankly among themselves—that such laxity could easily occur in any store? Don't you think they had experienced similar errors in other stores? Careless clerking was blamed in other cases—why not in this case? Such, it seems, was this jury's reasoning.

All right; if we step outside our own business and look at all this as detached observers, won't we immediately realize the sanity of what the jury ruled? Then we shall equally recognise that this editor hits the nail

squarely on the head when he opines that his community is not so extremely hot on the notion that the local independent is the only innocent, fair haired baby.

Finally, we shall equally see his wisdom in indicating the real remedy—that better stores is the answer. That has always been the answer, acknowledged by everybody, chains included.

Against that perfectly sound view of things, backed by clear-headed suggestion to all grocers, is another not so sound. This is where an editor tells of a certain chamber of commerce which has written legislative members to vote against special chain store taxes on the ground that such taxes are in no sense revenue measures but designed to legislate chain stores out of business.

The editor then comments thus:

"Probably his chamber of commerce is in the same fix as many others. It has solicited and received membership fees and annual dues from the chain stores and now the chains are calling upon it to pay the bill. No public organization can exist half free and half chain."

So here is the situation: Local associations and trade editors have been vociferous in condemnation of chains because they allegedly did not take part in local activities. Here they have joined the local chamber, apparently, and when the chamber acts for them, as it is in duty bound to act for all its members, why, that's all wrong.

When Old Man Henderson attained the apex of his vogue and had collected one year's dues from his retailer supporters, he ran out of funds because these grocers mostly had the impression that the \$12 annual dues paid were, as Henderson expressed it, dues for life. In the effort to continue his work, he roasted and marketed his Hello World coffee at \$1 per pound, frankly telling everybody that no coffee was intrinsically worth that price.

Despite all that, sundry association officials condemned Henderson for thus "cutting in on the grocer's business." I said then that it is hard to please some folks. The same remark applies to this present comment on the chamber of commerce incident.

Montgomery Ward has run in a hard row of stumps the last few years. The going has been harder for it than for its neighbor Sears-Roebuck, apparently due for similar difficulties. Both organizations have been perfectly frank about their condition, stating losses in trade and otherwise in plain figures.

Most of the competitive interests have been jubilant about such conditions, but it seems to me the deep significance has escaped most commentators. Canadian Grocer editorializes thus:

"Referring to the tremendous drop in Montgomery Ward stock after that concern went in to the chain store business, Arthur W. Cutten states: 'The trouble was the impossibility of creating so swiftly an effective personnel for such a vast organization.'

"The difficulties of getting together hastily a large staff of salespeople and others who would work with proper cohesion proved too great a problem,

as it has done for other chain and department store organizations.

"Good retail salesmen are not made in a day."

Now let us drop down to this present date. We find both of those mail order houses—now mostly operating immense retail department stores—rapidly consolidating, overcoming their handicap of former error and progressing. Let us not forget that in the drop of 1921, Julius Rosenwald, president of Sears, put into the then depressed stock of that house \$16,000,000 to save it. Plenty of folks thought he'd drop his wad, but in a few years it was salable for several times its cost. The two stocks now are selling for twice to three times the low of this depression.

The thought is here: Those concerns are so well entrenched financially, always have such large cash reserves, that they can stand heavy setbacks. It is amazing to me, at least, that Ward should have made such an error, but the lesson to us is that personnel is of the extremest importance to our business.

We dwell with delight on our main strength—individuality and the personal contact—but we are by no means as diligent as we should be to insure that we keep that up to a high pitch of efficiency. Let us remember that few among individual grocers can stand a heavy setback; realize that it is true that winning personality is our greatest asset, and conserve it. That, I think, is the real lesson to be derived from the Ward incident.

Paul Findlay.

Duty is the sublimest word in the language; you can never do more than your duty; you should never wish to do less.—Robert E. Lee.

A Business Man's Philosophy

Some employers are unfavorably impressed by the man who takes home each night a brief case filled with unfinished work. Their inference is that he is shiftless during office hours.

The tendency of most of us is to postpone the pain of thinking as long as we can. Once we get the habit of putting things aside to do at night or over the week end we find it almost impossible to apply ourselves to these tasks during working hours. Instead of working in the daytime we encourage visitors to prolong their stay, we gossip idly with associates, we potter with petty details, and we play an extra rubber of bridge at noon.

Meanwhile, although the brief case is being faithfully toted home each night, it isn't always opened. Often it is not even lifted from the automobile. Neighbors call, the children insist on going on to the movies or a dinner engagement must be kept. In the morning the brief case is carried importantly into the office, and the boss asks when he may expect a report on the matter he referred to the procrastinator a fortnight ago. "I've been working on that," is the answer, "and I'll have it this afternoon." Only then does the man get busy. He works hard that day, and accomplishes in two hours as much as he usually does in four days.

Reflective and constructive thinking can be done in the evening. The assembly and study of facts and figures, however, is a daytime job, and the wise executive will compel himself to do it in office hours. What he takes home at night will be in his head, and not in a bulging brief case.

William Feather.

Don't worry, the dollar will be able to take care of itself in the world.

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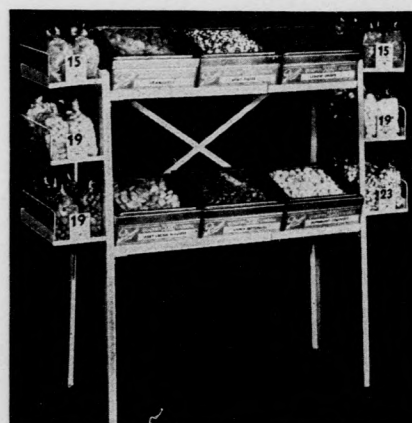
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MEAT DEALER

Comprehensive Plans of the Meat Trade

The past year has witnessed the most intensive, comprehensive and far-reaching program of meat promotion ever carried out in the history of the National Live Stock and Meat Board, according to the annual report of R. C. Pollock, secretary and general manager of the organization, presented at the Board's annual meeting. Charles D. Carey of Cheyenne, Wyo., prominent live-stock man and chairman of the Board, presided over the meeting.

The constant and increasing calls upon the Board for literature, lectures, demonstrations, and other types of service attest to a Nation-wide interest in meat, according to the general manager's report.

The Board's nutrition program has expanded. This step was taken because it is realized that the collection of authentic facts on the place of meat in nutrition and the proper presentation of these facts to the nation is vital to the cause of meat. Through its nutrition program the Board is reaching the medical, dietetic and home economics professions, educational institutions and the consuming public with the very latest information in this field. The value of meat in the diet is being brought to the attention of many groups through publications, lectures, exhibits, meetings of professional organizations, and in other ways.

The decisive need for more information on meat by housewives, according to the report, prompted the inauguration recently of the first nation-wide school of meat cookery program ever carried on in the United States. Designed to establish direct contact with homemakers, the cooking school program in four months time has reached 72,465 women in twenty cities of nine states. Attractive and practical beef, pork, and lamb dishes have been prepared at these schools. The very latest facts as to the selection and preparation of meat, its food value, and other information have been presented. Housewives have shown decided preference for these schools featuring meat over the usual type.

As an expansion of the home economics activities, the Board's new Home Economics Educational Service was created. A representative of the Board was established at the Iowa State College. Through this service a most intensive meat program is carried on through the central west reaching into homes and schools. Contact with consumer groups has been made through newspaper cooking schools, women's clubs, service clubs, and many other agencies.

The educational program, as it affects the retail sale of meat, has been enlarged in scope. More than 126,000 persons in 134 cities of twenty-three states witnessed beef, pork and lamb merchandising demonstrations. New York City and Chicago were centers of special city-wide campaigns. The modern cuts demonstrated were acclaimed by the retailers everywhere as of practical value in stimulating meat sales. Groups reached, in addition to retailers, included housewives, stu-

dents and teachers, cooking school audiences, women's clubs, chefs and stewards, dietitians, and others.

The Board's meat advertising copy service was responsible for newspaper advertising campaigns by retailers in 353 cities of forty-three states reaching approximately 21 million persons.

The Board co-operated with Iowa State College in staging the Iowa Retail Meat Dealers Short Course at the college. It was attended by retailers from forty Iowa cities.

Youth has been kept in mind constantly in the meat program. The Board's meat text book was revised and enlarged and is being used in over 7,300 high schools, colleges and universities. More than 10,000 high school home economics students of 47 states participated in the annual meat story contest, writing on meat from every angle. 4-H Club members and vocational agricultural students from all parts of the country competed in meat identification contests. Students from ten leading colleges and universities took part in inter-collegiate meat judging contests.

Meat exhibits have been an outstanding feature of the Board's program during the year. Sixteen major exhibits at fairs and expositions from coast to coast have brought practical and up-to-date information on meat to audiences totalling more than three million persons.

Reporting on educational meat literature distributed, Mr. Pollock states that individuals and organizations in 2,264 cities representing every state of the Union were furnished literature upon request.

Six new food value charts constituted an outstanding contribution to meat literature. The charts present the food value of meat and other common foods in terms of protein, iron and copper, phosphorus, calcium, vitamins, and calories, based on average helpings. The outstanding importance of meat as a food is clearly evidenced. Every chart bears the seal of approval of the American Medical Association. Nearly 700,000 of the charts have been furnished, upon request, to high schools, colleges, universities, doctors, dietitians, retailers, and other groups in every state and a number of foreign countries.

Another outstanding publication was a leaflet, "Meat in the Low Cost Diet" which stresses the advisability and practicability of giving meat a leading place in the economy budget. This leaflet has been in nation-wide demand from every type of emergency relief and welfare agency and other groups, and is being used by more than half a million families in solving their meat-buying problems.

The 1933 meat recipe book has gone into 325,000 homes. Pork, beef, and lamb merchandising manuals are now in use by thousands of retailers to help in stimulating meat sales. Three hundred sixty libraries in 47 states and Canada have requested copies of meat literature for reference files. To date health commissioners in thirteen states have ordered 38,500 food value chart folders reproducing the food value charts and presenting other valuable information.

"It is impossible in a report of this character to chronicle every detail in the work of a year in the program for meat," said Mr. Pollock. "Through every possible channel a better knowledge of meat is being brought to the consuming public."

"The work accomplished has been made possible by the wholehearted co-operation of the Board's directors and all branches of the live-stock and meat industry, as well as many types of organizations not directly related to our own industry. The way in which the colleges have worked closely with the Board in many different lines of endeavor is of special significance."

"The high place occupied by meat as regards health and nutrition has been firmly established. The future is bright with opportunities for greater service to every branch of the live-stock and meat industry."

Keeping Meat From Spoiling

When meat is brought into the home from the market and put in the refrigerator, it should not be left wrapped up in paper, and should not be put on top of the ice.

The meat should be unwrapped as soon as it arrives in the house, says the United States Bureau of Home Economics. Laboratory tests show that meat kept in a closed container or wrapped up completely in paper has a more rapid rate of spoilage than meat on an uncovered dish with air circulating about it.

Uncooked meat is a ready medium for the growth of the bacteria that cause spoilage, but a temperature of 47 degrees Fahrenheit or lower will keep meat in good condition for a day or two in the home refrigerator. That temperature can generally be obtained, in an efficient box, on the floor of the chest or directly beneath the refrigerator—the ice compartment or mechanical unit.

The descending currents of cold air from the melting ice reach this part of the box first. So the meat should be stored there, just as the milk should be placed. To prevent unnecessary drying a loose sheet of waxed parchment paper should be laid on top of cut fresh surfaces, but the air should be allowed to reach it on the sides.

Cooked meat needs almost as cold a temperature as uncooked meat. It may be loosely covered with oiled paper to prevent it from drying out too rapidly. If there is any doubt about keeping a piece of meat a day or more in the home refrigerator, it is safest to cook it at once and use it in a reheated form.

It is especially important that uncooked ground meat be used as promptly as possible. Any ground meat, even that which has been ground after cooking, should be handled with care, stored in the coldest part of the refrigerator, and used as soon as possible. The process of grinding increases the chance of contamination by the bacteria that cause spoilage and food poisoning.

Why Diet Should Be Balanced

The healthy tissues and fluids of the normal human body are alkaline; in order to preserve this condition it is necessary to strike a proper balance in the intake of acid and alkaline-forming

foods, says the Bureau of Home Economics. Balanced diets are consequently as necessary to physical health as are balance budgets to financial health.

Speaking in chemical terms, foods may be divided into three classes, namely, acid-forming, alkaline-forming and neutral. To be able to balance acid against alkaline foods it is important to know which are which, for the taste is often misleading.

The acidity or alkalinity of food before it is eaten does not determine whether the chemical action set up in the body shall be alkaline or acid. Frequently acidious-tasting foods are alkaline in their reaction.

Generally speaking, fruits and vegetables fall into the alkaline-forming class of foods—cranberries, some types of prunes, some plums, peanuts and lentils, are exceptions to this rule. Apples, bananas, beans, beets, cabbage, carrots, cauliflower, cucumbers, grapes, lemons, lettuce, milk, oranges, peaches, pears, peas, pineapple, potatoes, radishes, raisins, spinach, tomatoes, turnips, and watermelons are listed as alkaline-forming foods.

Bread, cheese, corn, crackers, cranberries, eggs, fish, lentils, lean meat, oatmeal, peanuts, prunes, rice and wheat are included in the acid-forming foods. Foods neutral in their reaction are pure fats, such as lard, and pure carbohydrates, such as sugar.

In planning meals, then, enough alkaline-forming foods to balance the acid-forming foods, and enough kinds of foods to furnish the carbohydrates, fats, proteins, and minerals and vitamins should be included.

High Grade Cheese Made in Home

Making cheese from surplus milk has been added to the long list of home activities undertaken during the past few years.

In one Arkansas county 157 farm families are reported to have made about 5,000 pounds of cheese in a period of little more than a year. These families, says the Extension Service of the Department of Agriculture, have learned to use cheese in many new forms.

Some commercial sales of cheese have been made by the farm families which have taken up the making of cheese. Usually the home-made product has been consumed in the home.

Cheese-making is a simple, inexpensive process which lasts only an hour or two. However, the curing process takes from four to six weeks. When made properly, with clean equipment and cured under favorable conditions, the finished product is comparable to commercially-made American cheese.

Hoarding has lost its appeal.

Beech-Nut

COFFEE • PEANUT BUTTER
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TOMATO JUICE
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and other foods

of exceptionally fine flavor

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HARDWARE

Michigan Retail Hardware Association.
 President—Wm. J. Dillon, Detroit.
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 Treasurer—William Moore, Detroit.
 Field Secretary — L. S. Swinghart,
 Lansing.

Slow Paying Customer Causes Greatest Credit Losses

Slow paying customers and not "dead-beats" cause the greatest credit losses. My contention is based on the fact that most "dead-beats" are now properly catalogued as such by credit reporting bureaus. Also, government figures show that losses from bad debts are insignificant when proper precautions are taken in granting credit. When too many "slow pay" accounts appear on a firm's books, money must be borrowed from the bank and interest paid to carry along the delinquents. In addition, collection averages are forced down and capital turnover is retarded.

Therefore, it seems the slow paying individual should be declined credit, if the application is for a line of credit in a store where the applicant has not previously had an account. Usually the chronic slow payers finally wind up in the store's profit and loss accounts.

Determining the responsibility of the applicant is the most important function of the credit granter and success will be determined largely by the ability to make correct decisions. It is not always the credit granter making the best showing on losses who is the most profitable man to his employer. If the credit granter is unreasonably strict it will incur ill will for the firm and result in a loss of trade. If too lenient, losses will be out of proportion to sales, and collections will have to be enforced by drastic action, which also makes for ill will.

It is apparent that the position of credit granter is one of genuine responsibility. To become an outstanding success, one must have a knowledge of general business conditions, commercial law, some understanding of human nature, keen observation, good judgment, courtesy, and executive ability. It is the credit department that binds customers to the store, makes them repeat customers, and creates a regular and dependable clientele.

In the so-called "good old days," your competitor was your dearest enemy and you would not dream of asking him for information, so credit granting was largely guesswork. However, margins were long; the community small; you came in direct contact with your customers, knew them personally and many intimately, so the percentage of right guesses was usually large enough to keep the sheriff away.

With the growth of the community came keener competition, and closer margins, and the intimate personal contact gradually disappeared. It then began to dawn on merchants that being too secretive was doing more harm than good. The new need was met with the formation of the National Credit Association, which now has 1,200 local associations throughout the nation. The organization has largely

taken the "guess" out of credit granting, as there remains little excuse for failure to secure complete and detailed information before making a decision.

In extending credit of any kind, the three C's—Character, Capacity and Capital are the guides, but in individual, or consumer credit, character looms larger than in any other type of credit. This is true because probably 50 per cent. of consumer credit, especially in the smaller accounts is based on character. A reputation for honesty is indeed a most valuable asset, and where this quality is lacking, few chances should be taken.

In determining the responsibility of the applicant you cannot afford to guess; you must know. It is easy to authorize more credit in ten minutes, on impulse, than can be collected in ten years. Don't judge your applicant by appearance or conversation, these are often deceptive. As the first step secure a report from the local credit bureau. Refrain from calling the references given by the applicant direct unless the case is unusual. The reasons for not calling the references direct are: 1—Because the information given will not be of record in the bureau and the master card will not be complete and up-to-date. 2—In the case of adverse information, where only one or two references are given, and the account declined — embarrassment might be caused to the firms given as references. 3—The information secured will be of little value as the applicant would usually not refer to a firm unless his record there was clear.

I know of a local case where an applicant for credit gave a merchant two store references. The report of the credit bureau showed good records with these two stores, but three other stores were owed sums they were unable to collect. The application was, of course, declined and the applicant was requested to call at the credit bureau. When confronted with the facts, the debts were admitted, but the applicant admonished the bureau for asking other firms than those given on her credit application for information on her integrity.

No fixed rule can be used in determining the credit responsibility of applicants, as each case must be decided on its individual merits and a decision made in accordance with the available facts. However, there are certain factors which are considered essential in governing the acceptance or refusal of the account. These essential factors are: status of living; position and income; financial backing and capital, and paying habits with other firms. These facts are to be determined through reliable sources—preferably a credit bureau report, if a local credit bureau exists. Usually the deciding factor is the applicant's paying habits with other stores.

The applicant may have an excellent position; good income and reputation, but an unfavorable trade record, indicating a tendency to live beyond income, or an improper regard for pledges and obligations. A small line of credit may be extended on trade information alone if the applicant is conducting his already established accounts in a satisfactory manner. In opening larger accounts it is good prac-

tice to obtain information concerning antecedent and history, income and resources, and complete references checked to date.

Bank references are not deciding elements in opening accounts. Of course, if the applicant has an account with the bank over a period of years; has been accommodated by his banker with loans, and has maintained a satisfactory balance, this fact would be given favorable consideration. But, a great many credit frauds have been perpetrated by means of a temporary bank account. Personal references are not generally accepted, because the names usually given are those of friends, relatives or business associates, who would be reluctant to report unfavorably. Such references, however, may prove valuable in locating debtors who change their addresses without notification.

In making our decision, it would therefore seem advisable to place our main reliance on a special credit bureau report. If this cannot be procured by the merchant, he will have to rely on the best information available from all other reliable sources. It is of prime importance to ascertain the accounts owing to other merchants and the paying habits of the applicant.

Important data to obtain on credit applications include: name, with correctly spelled surname, and wife's name; address; former address; position, or source of income; holdings, and trade references. At the time the application is taken it is very important that a definite understanding as to terms be effected.

Five questions that the credit granter should ask himself before opening an account are: 1—Can he pay? 2—Does he pay? 3—Will he pay? 4—When will he pay? 5—Can he be made to pay? Other facts which should also be considered include: How many accounts has the applicant? What are the highest and average length of accounts of credit? Do the accounts owing indicate any alarming or unusual condition? How are bills paid? Do they conform to your terms? Have accounts been active enough to preclude the possibility of a change in the applicant's status? Are there any indications of excessive return of merchandise purchased, or of quibbling and other bad habits, which would tend to make the account unprofitable? Have any accounts been closed? If so, for what reason?

If antecedents and history are favorable; if resources and income are sufficient for the plane of living indicated by the applicant's social status; if trade conduct shows a proper regard for promises by meeting obligations as agreed upon: then the applicant is entitled to a line of credit sufficient to properly maintain his or her position in life. Upon the acceptance of the account, however, the applicant should be clearly informed as to the conditions and terms governing same. On

the other hand, if the foregoing questions must be answered in the negative, the account should be declined.

In cases where the applicant has a record which does not make him acceptable as a charge customer, it is a generally accepted rule not to discuss this information with the applicant. It is a good policy, if the store is served by a local credit bureau, to ask the applicant to visit the bureau's office. This policy protects the merchant, avoids unpleasantness with applicants, and eliminates misunderstandings among members contributing to the report. When the applicant visits the bureau, the interviewer there is entirely familiar with all of the circumstances and has sole responsibility.

It is then possible to discuss quite frankly an applicant's unsatisfactory credit record. An opportunity is afforded to show the applicant where he has erred, and to explain just what is expected of him in conducting a charge account. In cases of dispute, or where explanations are offered, these are carefully investigated, and if found true, are so recorded on the master card. Unless the case is an aggravated one, the applicant is shown just what is necessary to re-establish his credit standing and a great many people have materially benefited by such bureau interviews. Weaver R. Kendall.

A Business Man's Philosophy

A group of mothers in an Eastern city wished to prove to the radio broadcasting stations that their children preferred programs of a higher type than they were accustomed to getting between the hours of 5 and 9 P. M.

Being liberal mothers, they let the children vote. They also voted themselves.

In only one instance did the children and their elders agree. Otherwise the children gave their preference to the programs that their mammas denounced. The mothers liked (or said they liked) Current Events, Today's News, Great Moments in History and dramatized News Events.

The children overwhelmingly approved Skippy, Chandu, Myrt and Marge and Little Orphan Annie, all of which, according to their mothers, "shatter their nerves, stimulate emotions of horror and teach bad grammar."

So it goes. The race improves slowly.

A few years ago a rich man left a million dollars in a fund, the income from which was to be used to improve the human race. But the humans in whose charge he left it soon lost it all! William Feather.

There's a new double-purpose electric tool which serves either as a drill or hammer. It's used to drill, chip, and channel concrete, brick, wood, also to chip steel plates and drive light rivets.

GRAND RAPIDS PAPER BOX CO.

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

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DRY GOODS

Michigan Retail Dry Goods Association.
 President—Thomas Pitkethly, Flint.
 First Vice-President—D. Mithlethaler, Harbor Beach.
 Second Vice-President—Henry McCormack, Ithaca.
 Secretary-Treasurer—Clare R. Sperry, Port Huron.
 Manager—Jason E. Hammond, Lansing.

Domestic Chinaware Pushed

Capitalizing upon exchange fluctuations which have increased the price of imported merchandise and upon consumer resistance to German made goods, domestic manufacturers of chinaware are bidding for an increased volume of business by offering dinner sets comparable to imported goods at popular prices. Sets for eight are being featured to retail around \$20 and services for twelve are offered to sell at \$40. The manufacturers expect to attract considerable volume formerly placed with German and Japanese producers of chinaware. Retailers are being urged by producers to promote the domestic dinner sets as products of American labor.

Curtain Cloth Mills Sold Up

New business in the curtain trade has been slowed up perceptibly this week by the inability of converters to induce mills to accept further orders for late Summer and early Fall delivery. The majority of cloth mills have already contracted for their capacity production up to the end of September and are not interested in additional business at this time. Buyers who hesitated to make contracts calling for higher prices in event of the passage of the National Industrial Recovery Bill are eager to agree to such clauses and, in some cases, are ready to pay a premium for prompt delivery. They have little success in placing orders.

Predict 10 Cent Rayon Rise

While awaiting price action by the leading rayon producers on viscose process yarns, the trade speculated on what further advances might take place when the recovery act is passed. Estimates ranged all the way up to 20 cents per pound but in some quarters a rise of 10 cents per pound, or an additional 5 cents for those already moved up 5 cents, was regarded as about the most industry could bear now. The price movement of silk will have to be taken into consideration also, it was pointed out. Action by the largest producers is expected within a few days.

Nashua Advances Blankets

Price advances of 5 to 10 per cent. on china cotton and part-wool blankets containing not less than 5 per cent. wool were put into effect by the Nashua Manufacturing Co. The new list on the china cotton styles covers August and September deliveries and on the part-wool numbers September deliveries only. The market showed interest in the meeting of the Wool Blanket Manufacturers Association which is now being held and where a code of ethics for the industry will be completed.

Fabric Rises Affect Fall Dresses

Changes in the quality of fabrics, trimmings and detailed workmanship rather than revisions upward of the price lines themselves will feature

dress offerings for Fall. The substantial advances in silks and velvets, as well as dress woolens, will take many of these weaves out of the Spring price ranges in dresses. For example, with transparent velvet at \$1.75 a yard, it is figured that the \$10.50 dress range will be the minimum one using these velvets for Fall, against \$6.75 and \$3.50 during the Spring. This situation will be paralleled in other fabrics, with the choice available for low-end lines greatly limited.

Odorless Garlic on Market Denims and Percale Sheets Up

Denim prices have been put up to a basis of 12½ cents for the 2.20-yard construction. Joshua L. Baily, selling agent for Erwin Cotton Mills, and Pepperell Manufacturing Co. put into effect the ½ cent advances. The Pepperell quotation covers July and August deliveries. The Pepperell company also raised prices an additional 7 per cent. on percale sheets and pillowcases. This rise brings the total advance from the low point to approximately 25 per cent. Various other types of cotton goods showed a stronger tone.

Boucles Lead in Fall Coats

Indications are that boucle fabrics will be notably outstanding in the Fall lines of coats. These weaves in fact already dominate in the early Fall collections which are now nearly ready for showing. In the past, however, the popularity of these fabrics has led to a number of controversies between retailers, garment manufacturers and the mills regarding alleged unsatisfactory wear. In this connection, the bureau of standards of the Industrial Council of Cloak, Suit and Skirt Manufacturers, Inc., announces that in order to prevent such disputes the new boucles will be subjected to tests.

Summer Millinery Well Reordered

The call for Summer millinery has continued notably good, with re-orders coming through from retailers in most sections of the country. As in the case of other dress accessories, marked interest is shown in white styles and the indications are that favor for white will reach the highest proportions in recent years. Both small novelty fabric and straw types are in demand, with the fabric numbers selling actively in the popular to lower price ranges. The strength of the demand for cotton dresses has kept the call for pique and similar fabric types very active.

Electrical Goods Continue Active

Demand for electrical household appliances continue fairly active in the wholesale markets at this time. Reorders placed by stores which have cleared most of their regular Spring merchandise constitute the bulk of the current buying. Articles in the lower price brackets still constitute more than 60 per cent. of the demand, sales agents said, but a noticeable trend to better merchandise is developing. The possibility of a 10 to 15 per cent. advance in quotations on merchandise for the Fall season is attracting serious attention from buyers as the date for opening new lines approaches. The trade will offer Fall goods early next month.

MICHIGAN BELL TELEPHONE CO.

VACATIONS SPENT IN MICHIGAN MEAN DOLLARS SPENT IN MICHIGAN

Annually, thousands of visitors come to Michigan for their vacations. They spend a great deal of money in our state each summer.

The concerted effort of Michigan residents can bring many more vacationists to Michigan. We can tell our out-of-state relatives and friends of the advantages of Michigan and persuade them to spend their vacations here. No state can offer them more . . . few so much. They will find no disposition in Michigan to "soak the tourist." They will find vacation costs moderate and accommodations to fit every pocketbook.

In Michigan, they will find a delightful summer climate; enchanting and varied scenery; historic points of great interest; unlimited opportunity for all summer sports; the best of highway and other transportation facilities; comfortable and reasonable hotels, tourist homes, and camps; modern and progressive stores, newspapers, and theaters.

And is this not a good year for Michigan people to spend their vacations in Michigan? Few of us really know our own state well. A tour of both peninsulas would be pleasant and instructive. Many points along the way would be of great interest both to children and adults. Let us spend our vacation money in Michigan this summer. We would all profit by it.



HOTEL DEPARTMENT

Verbeck Living on the Fat of the Land

Manistee, June 15—I am congratulating myself on the astuteness exhibited by your humble servant in getting away from Hotel Occidental with a sound stomach, notwithstanding the written warning from my Los Angeles physician especially directed to Edward R. Swett, its most satisfactory landlord, who construed my visit as a signal for an eating contest. It was the same old, old story. Mr. Swett ought to know after all his years of experience in satisfying the public that they have been convinced for many years that he knows exactly what they want and supplies them with it, but it seems he desired the opinion of a globe-trotter, world-courier or something like that—and he obtained it. He knows his public and furthermore knows their requirements. He gives it to them. Space limitations and the prodigality of his offerings renders it impossible to reproduce the menus of his various eating establishments. They are original and timely. Hotel Occidental has lost none of its honestly earned glory. It is spick and span, up to the moment, and shows no evidence of the ravages of time and the destructiveness of guests, such as constitute the worries of many of my hotel acquaintances. It has been wonderfully enlarged since my last visit several years ago, and my fondest wish is that its patronage may outgrow its present capacity. It has the attributes of the larger metropolitan establishments. It was like a home-coming to meet up with the front office employees, consisting of Pete Flickinger, Frank Murray and Harry McCormick and Miss Grace Young, secretary; also with the chief steward, John Hansen, and many others. Of course, on several occasions I was whisked away to the "shack," at Lake Harbor, known to his hotel friends particularly and presided over by his charming wife. Also, on the several occasions I had the satisfaction of visiting with Mr. Swett's mother, Mrs. Jennie Swett, who has resided with her son for many years, having attained the age of 84, and who is prolific with anecdotes relating to frontier experiences of years long elapsed. Born in Pennsylvania, her family early migrated to the unexplored west—Iowa and Kansas—where her children were born. Now, from what I have said about the Occidental, the Swetts and their attributes, I am going to utilize this as a "bread and butter" letter, and say to my readers, near and far, that I had a most "wonderful time" and could wish they had been there to enjoy it with me.

From Muskegon I made the delightful drive to Pentwater, with my good friend C. G. Hammerstein, he of the Albert Pick organization, stopping en route to visit old-time friends. At Whitehall I ran across Ray Baker, formerly with the Morton Hotel, Grand Rapids, but now managing Rochdale Inn, situated a few miles off the main highway, approachable from Montague, and at Hart, Alfred Stevens, formerly the Wigton, Mr. Stevens used to hail from Bad Axe, in the Thumb district, where I became acquainted with him when promoting the affairs of the Michigan Hotel Association. He has a neat establishment at Hart, and deserves a good patronage as he is surely a worthwhile landlord in a most charming city.

I am honestly expressing myself when I declare that the happiest days of my existence, a score of them, were spent in the charming village of Pentwater. Last winter I came in contact with Mr. and Mrs. A. B. Flagg, while on a visit to Los Angeles, and approached the famed resort fortified with an invitation to constitute myself as a "member of the family" while I

was visiting here. I certainly did so, but that I am alive to tell the tale is scarcely short of a miracle. I had stopped in to visit with the world-famed "family chemist," J. L. Jerry Congdon, when they heard of it, pounced down upon me and hurried me to their beautiful home. It was one round of feast and pleasure from then on. Most of my readers know of my former connection with the industrial and social affairs while presiding over the destinies of the Verbeck Tavern. Here for a dozen years, most of which were dissipated in an endeavor to extract two simoleons each day for an offering of a room and three square meals. If I am not a Rockefeller or a Harriman it is not because I did not enjoy the friendship and support of a galaxy of the finest commercial privateers that ever "hit the pike." Every day since I re-entered the state I have run across them, and have heretofore in my communications to the Tradesman, mentioned them. I have in mind my first contact with the commercial travelers in my capacity as a boniface. The first name written in the log was by Milton Steindler of the Steindler Paper Co., Muskegon, who paid me the first dollar I ever extracted from an honest to goodness "drummer." For years I had it framed and on exhibition in the hotel lobby. Stop! My story has gotten ahead of my actual experience. The other day, at Hotel Occidental, I was engaged in the pleasurable occupation of inditing a souvenir postal to my dear friend, Sigmund Steindler, head of the before mentioned institution, but now permanently residing in Santa Monica, California, when someone nudged me and it was no less a personage than that identical individual, accompanied by his charming wife, who confessed to sneaking away from the Golden State to help constitute a sor of reception committee upon my arrival here. The proceeded forthwith to apply homicidal infliction on the fatted calf. Then I met all the Steindler clan, big and little, and have been engaged in recuperative efforts ever since. Now to return to Dear Old Pentwater, the only town bearing that name on this good, old globe. First I will dispose of these "terrible" Flaggs "Art," the name we all knew him by, used to conduct a drug store there, in the good old days when drugs and medicines were offered at such establishments, but for a long time has been traveling emissary for worth-while national organizations, at present being general sales manager for the Associated Leaders of Lumber and Fuel Dealers of America. His duties take him far and wide and I see him occasionally in California. His wife, Ann, is a factor in Pentwater affairs, social and political, and it is due largely to her efforts that this village is well-known to tourists and others. She has served for years as one of the elective civic officials there, and that the Flaggs still maintain their residence here is due to loyalty on their part. Pentwater is the summer residence of Federal Judge Wilkerson, Chicago, and many other prominent families have been situated likewise for many years. There is a safe and beautiful beach, foliage in profusion and some of the nicest people I ever met anywhere. I think my reunion with them covered almost the entire populace. At the Commercial Hotel, owned and conducted by Mrs. Sophie Sampson, I dined as an honored guest, and I haven't got through dreaming about the food offering. Here it is:

Grapefruit and Strawberry Cocktail
Chicken Broth with Noodles
Radishes ————— Olives
Chicken Squab on Toast
Cream and Butter Rolls
Escalloped Potatoes — Asparagus
Lettuce and Tomato Salad
Peach Shortcake, with Whipped Cream

These folks have made a great hit with resorters and tourists visiting Pentwater and the traveling men all

swear by them. They have a neat hotel with modern conveniences, and they just naturally know how to please people. Many changes have occurred there since I departed years ago. The ferry which used to connect the railway station with the village proper has been replaced by a draw-bridge, but the Pere Marquette no longer operates trains on the Pentwater branch. The automobile and bus have superseded the varnished car trains which used to come three times daily. I was reminded of Old Ben Gray, who used to do portering around the Clendee Hotel in days gone by, a colored man with an exceedingly bright intellect. One day a drummer asked him why the railroad company had located their depot so far from the town. His answer was like this: "Well, Boss, I don't exactly know but I 'spect it was because they wanted it alongside of the railroad tracks." Pentwater may not have railroad trains any more but Nature has endowed her with scenery and other natural advantages which can never be removed. If I haven't worn out my welcome with my kind hosts there I am going to play a return engagement before I make my departure for the City of Angels. Henry Nelson, of Hotel Chipewa, had written me that he would pick me up anywhere for my Manistee visit, but the Flaggs very kindly

CODY HOTEL

GRAND RAPIDS

RATES—\$1 up without bath.
\$2.50 up with bath.

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

Hotel and Restaurant Equipment

H. Leonard & Sons

38-44 Fulton St., W.

GRAND RAPIDS, MICH.

Warm Friend Tavern Holland, Mich.

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

JOHN HAFNER, Manager

SPEND YOUR VACATION AT BELVEDERE HOTEL CHARLEVOIX, MICH.

Northern Michigan's finest resort hotel, equipped throughout with a protected automatic sprinkler system.

6600-yard 18-hole Tournament Golf Course
Tennis — Bathing — Fishing
Dancing — Saddle Horses
Unexcelled Cuisine and Service
American Plan

Exceptionally Attractive Rates
Gentiles—For Booklet M. T. Write
MRS. CARL C. STEINER, Manager

HOTEL CHIPPEWA

MANISTEE, MICH.

Universally conceded to be one of the best hotels in Michigan. Good rooms, comfortable beds, excellent food, fine cooking, perfect service.

Hot and Cold Running Water and Telephone in every Room.

\$1.50 and up

60 Rooms with Bath \$2.50 and \$3
HENRY M. NELSON, Manager

"A MAN IS KNOWN BY THE
COMPANY HE KEEPS"

That is why LEADERS of Business and Society make their headquarters at the

PANTLIND HOTEL

"An entire city block of Hospitality"
GRAND RAPIDS, MICH.

Rooms \$2.25 and up.

Cafeteria — Sandwich Shop

MORTON HOTEL

Grand Rapids' Newest
Hotel

400 Rooms — 400 Baths

RATES

\$2.50 and up per day.

Park Place Hotel Traverse City

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

New Hotel Elliott STURGIS, MICH.

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

Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

EDWARD R. SWETT, Mgr.
Muskegon — Michigan

Columbia Hotel

KALAMAZOO

Good Place To Tie To

HOTEL ROWE

We have a sincere
interest in wanting to
please you.

ERNEST W. NEIR
MANAGER

motored up here with me, and now I figure it out that I am here forever for the reason that Henry has already got me carded up to Thanksgiving Day. I am going to give Hotel Chippewa a few inspections (which Henry says he hopes will be outside of the dining room) and then tell the world, especially those who travel, just what he is doing to hold up Manistee's reputation as an entertainment center. There are other items of interest to fill the void until I can get around to him.

For instance, for the benefits of that element of my readers who are known to the world as "menu fans" I am submitting a bill of fare offered to the patrons of the old Dunham House, Manistee, thirty-five years ago, at about the time of Admiral Dewey's entrance into Manila harbor. The price of the meal is not annexed, but I naturally conclude it was 50 cents:

Canape Dunham
Blue Points
Consomme Printinaire
Mock Turtle, with Old Sherry
Water Cress Young Onions Radishes
Lettuce Tomatoes
Brook Trout, Maitre d'Hotel
Boiled Chicken, with Bacon
Braised Tenderloins, Aux Champignons
Small Patties, with Giblets
Coustades of Pineapple, Sauce Grenadine
Spring Lamb, Mint Sauce
Domestic Duck, Sage Dressing
Hubbard Squash Asparagus
New Peas Crushed Potatoes
Punch a la Dewey
Broiled Squab, with Cress
Fresh Shrimp Salad
Charlotte American Cream Bavorise
Strawberry Shortcake
Rose Jelly Kisses
Swiss Meringues
Frozen Peach Bisque
Apples Oranges
Assorted Nuts and Raisins
Chocolate Creams
Fresh Wild Wintergreen Berries
Edam and Roquefort Cheese
Cafe Noir

Complaint has been made of an error on my part, the first—if true—of a lifetime, in reporting an item of Michigan hotel news. The real facts, as now reported to me, are that Hotel Baldwin, Greenville, a part of the Hardy Chain, will be known hereafter as Hotel Hardy, and will be managed by Robt. Waters. I make the correction gladly.

J. E. Frawley, managing director of the Book-Cadillac, Detroit, has been named a vice-president of National Hotel Management, as announced by Ralph Hitz, president. Mr. Frawley formerly was general manager of the Hearst hotels in New York, but resigned in January to go to the Book-Cadillac. He was formerly on the executive staff of Hotel Fort Shelby, Detroit, and is well-known in hotel circles.

E. H. (Ted) Beecher, manager of the Crathmore Hotel, Grand Rapids, invited me to attend the joint summer meeting of Detroit and Grand Rapids Charters of Hotel Greeters, held at Frank Johnson's Rustic Tavern, at Houghton Lake, last Saturday, but Mine Host Nelson, of Hotel Chippewa, who was selected as chauffeur-de-luxe for the occasion, had an important banquet on his program for that day, and my powers of locomotion being somewhat abbreviated, I was obliged to forego the pleasure, much to my regret, as I have always been strong for the Greeters, and besides I am somewhat curious to know more about the aforesaid Rustic Tavern and its outstanding proprietor, of whom I have heard much. Perhaps fortune will favor me in the near future.

Mrs. R. Van Allen Webster, proprietor of the Island House, Mackinac Island, announces the appointment of P. J. Clerihue, as manager of same for the coming season.

Carl Quigley, who recently gave up the management of Mather Inn, Ishpeming's new hotel, to take a lease on

Hotel Spaulding, Duluth, was the guest of honor at a farewell banquet tendered him by fifty of Ishpeming's more prominent citizens, recently. E. C. McGiffert comes from the aforesaid Spaulding to take over the management of the Mather Inn.

At Pentwater I bumped into Allen B. Way, who has represented the Hazeltine & Perkins Drug Co., Grand Rapids, in that particular territory, for nearly a quarter of a century, another of my former victims. Allen, who made his debut in the drug business in this same village of Pentwater thirty-eight years ago, seems to act like one just approaching maturity and good for another thirty-eight years at least.

Here at the Chippewa, I have certainly caught up with a bunch of the old-timers who seemed to be willing to recognize me, even if they were on occasions guests of mine at the Pentwater hostelry. For instance there was B. L. Bertschy, who has represented the J. Hoffman & Sons Co., wholesale Milwaukee grocers in this territory for forty-four years and is still going strong. Then there was D. J. (Doc) DuSaar, Holland, with the Yahr & Lang Drug Co. of the Schlitz City, for many years, and still is. J. H. Schumacher modestly advised me that he had only been with the Ziegler Candy Co., Milwaukee, for eighteen years, but that he hoped to have a "steady" job one of these days. Another seasoned veteran is Rufus Boer, vice-president of Roger Verseput & Co., Grand Rapids, who recognized me after an absence of many years. N. T. Christopherson, who sells hardware for Bostwick Braun Co., Toledo, has been at it for a long period. He was a native of Manistee, but has been a resident of Muskegon for many years. He was one of my patrons and a loyal one at that. When the late vice-president Marshall made the statement that what America really needed was a "good five-cent cigar" he was illy posted on one of Michigan's choicest products in that line—Hemmeter's Champion, which has been legal tender in the Wolverine state for many decades. Karl G. Lillie is still distributing them in a territory he has occupied for many years. He sold me my first stock twenty-five years ago, I believe, and it was the first thing I asked for on my return to Michigan. One commercial man whom I met here, George Schaaf, representing R. F. Gumz & Co., Milwaukee, has certainly got Christopher Columbus backed of the map as a navigator. He has been making this territory for forty-five years, beginning at the age of 20, and has crossed Lake Michigan twice each week during that period or 4,500 times, an equivalent of 458,000 miles, and still looks well and hearty. He told me "I have had all the experience as to weather and ice conditions that any living sailor on the Great Lakes ever had—I missed nothing. In the winter of 1918 I was on the P. M. car ferry No. 19, stuck one week in the ice, within five miles of Pentwater. We left Manitowoc Sunday night. Monday we got caught in the ice, remaining there until Friday night, when help came to rescue us." Other incidents were equally interesting. "While my trips were for business only I enjoyed every one of them. After all these years I enjoy my trips as much as ever and would hate to discontinue them, but you know I am not as young as I used to be." Frank Bentz, representing the Cudahy interests, also in Milwaukee, had similar experiences, covering about the same period. These two individuals have traveled together in this particular territory and are the closest of pals, though handling the same identical line.

Portage Point Inn, at Onkema, on beautiful Portage Lake, is being restored to its old-time attractiveness by

rehabilitation and, no doubt, will retain its former prestige as well, at the hands of three very enthusiastic and capable young men, recently graduated from the Michigan Hotel Association's hotel class at Michigan State College, who are all equipped with a previous knowledge through practical experience. They are John J. Laraway, New York; Donald Greenaway, Port Huron and Emery G. Foster, Cadillac. Each will have his separate department to look after and covering every detail of operation. A careful inspection of the Inn convinces me that at the proposed time of opening—July 1—everything will be in readiness for the reception of guests and they will be made comfortable and happy. The Inn is equipped with 125 guest rooms, a large proportion of which have baths, and its spacious dining room will easily accommodate an equal number of diners. Tourists will certainly find it to their decided advantage to pay them a visit, and I will miss my guess very greatly, if they do not find everything to their satisfaction. The rates, as quoted to me, are most reasonable. I wish them every success.

Contracts were awarded last week for extensive remodeling of the Sherman, at Escanaba, according to Charles F. Glavin, proprietor. A new front of brick and copper, with blasted glass above the display windows, will be installed and an archway will be cut through the wall between the stairway and the east room on the first floor to provide a large lobby. A large dining room will be constructed at the rear of the main lobby. New fixtures, including a soda fountain, and two-tone walnut booths will be installed. Mrs. Dan O'Connell will continue as manager of the hotel and restaurant.

The Hotel Edwards, New Baltimore, is undergoing extensive repairs and remodeling. Club rooms are being fashioned in the basement and the interior and exterior are being repainted.

Construction has started on a new dining room for the Adrian hotel, Adrian, to be completed within the next few weeks. The addition is being constructed at the rear of the present building and provides for a dining room 26 x 42 feet in size.

Frank S. Verbeck.

Corporations Wound Up

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

Cleland Real Estate Co., Gr. Rapids.
Vivid, Inc., Detroit.
Stebene Co., Detroit.
Hart & Crouse Co., Detroit.
Murphy Bros. Oil Co., Mt. Clemens.
Eleventh St. Hardware Co., Grand Rapids.
Jackson Transportation Co., Jackson.
Bainbridge Telephone Co., Bainbridge.
Berrien County Abstract and Title Co., St. Joseph.
Kuhn's Snow White Laundry, Inc., Highland Park.
United States Aluminum Co., Detroit.
AGFA Ansco Corporation, Detroit.
Soberman & Milgrom, Detroit.

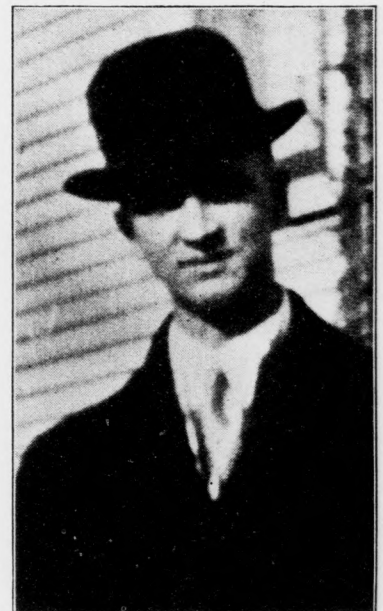
Shoppers can see a sample of the canned goods they are purchasing through a new glass-topped display. Goods in the display are processed in such a way that they retain their color and composition and are held in position by a transparent jelled medium. In use, one display is shown with each group of canned foods on the grocery shelf.

Death of Jacob R. Berg

Jacob R. Berg died at the family residence, 625 Ethel avenue, last Friday forenoon. He had been ill only six weeks, his trouble being a tumor on the brain. He had one operation which apparently resulted favorably. Later another operation became necessary. This operation resulted in a hemorrhage which resulted in death.

Mr. Berg was born in Grand Rapids, January 15, 1888. He was the son of Mr. and Mrs. Y. Berg, who reside at 477 Graham street. He worked six years in the wholesale department of H. Leonard & Sons, afterward covering Western Michigan ten years for the Perfection Stove Co., of Cleveland. For the last six years he covered the entire state for Alladin Lamp Co., of Chicago.

Mr. Berg was a member of the Central Reformed church. The funeral was held in that church Monday, being conducted by the pastor, Rev. Dykstra. The interment was in Oakhill cemetery.



Jacob R. Berg

Besides his father and mother, the deceased leaves a wife, Mae Sorber Berg, and four children aged 24 to 17 years, Marinus, Cornelius, Bernard and Annetta. He leaves two brothers and two sisters—Zacharias John, who is a clerk in the store of Jurgens & Holtvluwer, Ralph Harm, who is the representative of the Stickley Furniture Co., in New York City; Mrs. Ella Lyzenga, whose husband is a clergyman in Edgerton, Minn.; Mrs. Helena Heyns, whose husband is employed by the Bennett Pump Co., Muskegon.

Opportunities are greater now than ever before in history. Young people graduating this year from our schools have greater chances for health, happiness and prosperity than had the children of any previous generation. A little money will do more to-day in setting up a young man or woman in business than it would ever do heretofore. There is a greater demand to-day for people of character than at any time in the history of America. Industry, intelligence, imagination and persistence are great gold mines.—Roger W. Babson.

DRUGS

Michigan Board of Pharmacy.

President—J. W. Howard Hurd, Flint.
Vice-Pres.—Duncan Weaver, Fennville.
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—F. H. Taft, Lansing.
First Vice-President—Duncan Weaver, Fennville.
Second Vice-President—G. H. Fletcher, Ann Arbor.
Secretary—R. A. Turrel, Crosswell.
Treasurer—William H. Johnson, Kalamazoo.

Western Michigan Man Slated For President

At the annual meeting of the Michigan Pharmaceutical Association, to be held in Jackson next week, Duncan Weaver, of Fennville, will probably be promoted from First Vice-President of the organization to President.

Mr. Weaver was born near Fennville, Allegan county, in 1901. He graduated from the Fennville high school in June, 1917. He was a student at Ferris institute in pharmacy 1919-1920, passing the Michigan Board of Pharmacy examination in March of 1920. He has worked in a drug store outside of school hours and full time since twelve years of age. First for W. H.



Duncan Weaver

Fouch, Fennville, Richard Thiel, Fennville, Liggett Co., Battle Creek, and E. L. Fritz, of Muskegon Heights. He returned to Fennville and formed a partnership with Mr. Style of the Weaver Drug Co. in 1924, purchasing his partner's interest, April, 1929.

Mr. Weaver was elected president of the Michigan Rexall Club in February, 1929, at the Detroit convention. He was appointed to the Michigan Board of Pharmacy by Governor Green, Jan. 21, 1930, for the five year term. He is vice-president of the Board at this time. He was elected second vice-president of the Michigan State Pharmaceutical Association June, 1931, at the Grand Rapids convention. Elected first vice-president of the M.S.P.A. at the Lansing convention in 1932. He was vice-chairman of the committee on banquet for the convention for the National Association of Boards of Pharmacy, held in Toronto in August, 1932. He is chairman of the committee on

constitution and by-laws for the National Association of Boards of Pharmacy for the 1933 convention to be held in Madison, Wis., in August, 1933.

Mr. Weaver has written articles for the following magazines and drug sections: Druggist's Circular, December, 1931; American Druggist, August, 1932; Michigan Tradesman, June, 1931, and May, 1933; Rexall Advantages, September, 1929, and March, 1930.

Mr. Weaver makes many addresses before social clubs and fraternity organizations and always hits the bull's eye. He is a dignified presiding officer and has a pleasing personality which enables him to capture the interest and attention of his hearers before he has uttered a dozen words.

Mr. Weaver will make one of the most progressive presidents the M. S. P. A. has ever had.

General Health Advice Available to Public

The composite purpose of the United States Public Health Service is to protect the health of the people of the United States. In the accomplishment of this purpose the duties and responsibilities of the Public Health Service are manifold.

It is constantly on the lookout for diseases that might be imported from foreign countries, and has charge of the maritime quarantine stations of the United States; it prevents the interstate spread of disease, and suppresses epidemics; it inspects and examines alien passengers and alien seamen; it studies the causes and means of prevention of diseases of mankind; and it furnishes medical service to American seamen and other beneficiaries. It has been carrying on this last-named function for more than one hundred and thirty years.

The Public Health Service also has many other duties, such as the provision of medical service in Federal penal and correctional institutions, the supervision of two narcotic farms for drug addicts, the study of legitimate narcotic needs, and the dissemination of public health education. In this latter activity the Public Health Service issues many publications, both technical and non-technical, and answers questions relating to health matters and health administration.

The Public Health Service has issued a large number of health bulletins which have proved especially valuable for general distribution in connection with campaigns for health improvement. State and local health officers throughout the country find them useful as an aid to the solution of many health problems.

Individual requests for information on health problems are handled by the Service. In this connection one warning should be made. The Public Health Service does not attempt to prescribe treatment for diseases. Each year it receives a large number of requests for information as to treatment of individual illnesses, but it avoids the field of medical practice.

Individual ailments cannot be treated adequately without a personal examination, which, of course, it is impossible for the Service to make. There are a number of publications of the Service

which deal with the cause, prevention, and cure of communicable diseases.

A large portion of these can be secured from the Superintendent of Public Documents upon the payment of a small charge to cover the expense of printing. The Public Health Service advises, however, that persons suffering from disease should not rely on information gained from such publications, but should in addition secure medical attention.

Requests for special diets, like the requests for suggestions for treatment of illness, are answered by a letter which explains why it is impracticable to give individual prescriptions. The only general diet suggestion which is nearly universally applicable in reducing weight is to eat less.

Each year the Public Health Service receives a large number of requests for birth certificates. Such requests should be addressed to the State Registrar of Vital Statistics of the State in which the birth occurred.

Frequently "cures" invented for various diseases are sent to the Service for testing. The Service has no appropriation for making tests of this nature, and in such cases refers the inventor of the "cure" to his local physician or to chemical laboratories.

Many health officers which have specific health problems write to the Public Health Service for information. Matters of public sanitation, water supply, school health programs, disease prevention, quarantine regulations, and related subjects, are considered by the Service and expert advice is given upon request of the proper health official on any community health problem which may arise.

Schools frequently request information from the Public Health Service. Reprints of radio talks discussing care of the hair and scalp, exercise and health, care of the teeth in childhood, mental hygiene, sport and health, and

other matters of interest to pupils studying health problems, are often used by schools.

Much material of interest to parents is furnished by the Public Health Service. Radio talks are available on many important subjects, such as the handling of irritable children, the value of cod-liver oil, problems of adolescent children, training children's appetites, and the care of infants.

Dr. R. C. Williams.

Knit Goods Demand Heavy

The last two months have provided the knit goods market in general with the most active period it has experienced in many years. While the year's total will not reach that of some other years, the buying demand has been concentrated into the shortest period the industry has ever known, it was stated. While orders are now beginning to slacken somewhat as the season advances, bathing suit, sweater and underwear mills are still running at full time to catch up their backlogs.

Limit Future Toy Orders

Acceptance of forward orders for toys has been brought practically to a standstill, with most manufacturers taking only a limited amount of future business, it was reported by James L. Fri, director of the Toy Manufacturers of the United States of America. This action has been taken by producers who are awaiting clarification of the price situation under the National Industrial Recovery Act. Advance Fall and holiday business already booked is substantially ahead of a year ago at this time.

No man can tell whether he is rich or poor by turning to his ledger. It is the heart that makes a man rich. He is rich according to what he is, not according to what he has.—Henry Ward Beecher.

SPRING AND SUMMER SPECIALTIES

Marbles, Rubber Balls, Jacks, Bathing Supplies, Paint Brushes, Paints, Oils, Wall Finishes, Varnishes, White Lead, Enamels, Soda Fountains and Supplies, Golf, Tennis and Baseball Supplies, Indoor Balls, Playground Balls, Sponges, Chamois Skins, Cameras, Electric Heaters, Electric Fans, Goggles, Picnic Supplies, Lunch Kits, Vacuum Bottles, Food Jars, Therma Jugs, Insecticides, Seed Disinfectants, and thousands of other new and staple items. All now on display in our Sample Room. Come in and look them over. Everything priced in plain figures.

Hazeltine & Perkins Drug Co.

Grand Rapids

Michigan

DETROIT DOINGS

Late Business News From Michigan's Metropolis

Two new wholesale specialty firms have opened in Detroit during the past two weeks. The Welfit Brassiere Corporation, of New York City, will have their corsets and kindred lines distributed through the Semco Sales Co., 138 E. Jefferson avenue. S. Cohen, well known in Detroit retail dry goods circles as a former merchant, is manager of the new company. Detroit and Michigan territory will be covered by the Semco Sales Co.

The Superior Hosiery Co., exclusive dealer in hosiery for men, women and children, will be ready for business on Monday. The new firm is headed by Henry M. Abramovitz, connected with a local wholesale dry goods firm for many years. Abramovitz, considered one of the outstanding salesmen in the local textile field, enters into the specialty field with the well wishes of a legion of friends both in and out of the business. For the present Detroit and the metropolitan area will receive the attention of the firm in the distribution of its new lines.

One of the popular moves in Detroit hotel circles recently was the appointment by Maynard D. Smith, president of the Hotel Fort Shelby Co., of Earl C. Schill as manager. Schill, since his connection with the Fort Shelby a few years ago, has made many friends among the traveling public who will consider his appointment as a well deserved promotion. Before coming to Detroit he was connected with the Hotel Bancroft in Saginaw. Coincident with the above was the announcement of the appointment of W. G. McKay, as managing director of the Fort Shelby. McKay has been connected with the hotel since it was opened in 1918 and has been in the hotel business all his life. Gerald Moore was appointed assistant manager. All appointments take effect immediately.

Joint Meeting of Two Greeter Organizations

Grand Rapids, June 19—Just returned from Johnson's Rustic Tavern, at Houghton Lake, where Greeters holding charters No. 29 and No. 22 held their joint meeting.

Many arrived Friday evening, others from early Saturday until dinner time and all stayed until Sunday afternoon, enjoying boating, both motor and rowing, tennis, horse-shoe pitching, horse back riding, and dancing.

Dinner was served in the main dining hall. At the speakers' table were the two presidents with their ladies. President Kilborn presided.

Talks were made by the two presidents; Wm. Rademaker, Secretary of No. 29, and N. K. Black, Secretary of No. 22, and who has been elected President of No. 22, but will not be installed until the first fall meeting in September; Frank R. Johnson, the host, George Anderson, manager of the Park Place, Traverse City, who also extended an invitation for the October meeting of No. 22 to be held at his hotel during the autumn tour, Alfred J. Doherty, President of the Michigan Hotel Association and proprietor of the Doherty Hotel, Clare.

Mr. Johnson was ably assisted by Clarence Van Lopek and James Loughray. Fuller's orchestra furnished the music during dinner and at the dance hall from 8:30 until 1 a.m. and also gave special numbers. George

Anderson brought his Park Place trio for extra numbers. The community singing was led by Thos. Walker, assisted by Noel Black. Katherine Gollo, of Detroit, gave several selections on the mouth organ.

President Kilborn requested that No. 22 support No. 29 candidate for National Vice-President at the National convention at Louisville, Herbert A. Kline, a splendid worker for both charters and a faithful attendant at all the meetings. Mr. Kline left immediately for Louisville to attend the convention. Everyone reported a wonderful time and hoped to return soon. The names of those in attendance are as follows:

E. M. Sullivan, Sheridan Apts., Detroit
George Van Duren, Hotel Pantlind, Grand Rapids
Kenneth H. Kerr, Hermitage Hotel, Grand Rapids
Vincent M. Beam, Hotel Statler, Detroit
Mr. and Mrs. Jas. Jennings, Morton Hotel, Grand Rapids
Mr. and Mrs. Thos. S. Walker, Hotel Pantlind, Grand Rapids
Mr. and Mrs. Ted Beecher, Crathmore Hotel, Grand Rapids
Mr. and Mrs. Raymond G. Reid, Reid Hotel, South Haven
Mr. and Mrs. N. K. Black, Hotel Pantlind, Grand Rapids
Mr. and Mrs. M. H. Leweke and son, Hotel Rowe, Grand Rapids
Rese Spencer, Hotel Rowe, Gr. Rapids
Hubert Ellison, Olds Hotel, Lansing
Mrs. B. L. Thomas, Michigan Hotel Association, Detroit
C. E. Pearse, Prenford Hotel, Detroit
Helen West, Detroit Hotel Association, Detroit
Katherine Gollo, 11 Farrand, Detroit
Mildred Greenmiller, Tuller Hotel, Detroit
Jennie Robbins, Tuller Hotel, Detroit
Mr. and Mrs. F. E. Doherty, Osceola Hotel, Reed City
Mrs. A. E. Cota, 4875 Berkshire Ave., Detroit (Bill Rademaker's sister)
Mr. and Mrs. Will H. Rademaker and Bill's sister, Northern Hotel, Detroit
Mrs. Viola Grogel, Flint Tavern, Flint
Mr. and Mrs. J. E. O'Brien, Hotel McGraw, Detroit
Victor S. Saier, Olds Hotel, Lansing
Mr. and Mrs. George C. Anderson, Park Place and Cedar Lodge, Traverse City
Mr. and Mrs. A. A. Frost, Cedar Lodge, Northport Point
Sen. and Mrs. Baker, Stanton
Mr. and Mrs. Wacha, Stanton
Herbert A. Kline, Book Cadillac, Detroit
Mr. and Mrs. Wayne Hudson, Stanton
Alfred J. Doherty, President Michigan Hotel Association and proprietor Doherty Hotel, Clare.

Ted Beecher.

New Towel Price Lists Issued

New price lists on its complete range of towels was sent out last week by Cannon Mills, the increase averaging about 7½ to 10 per cent. Other houses, including Woodward, Baldwin & Co. and Cone Export and Commission Co., also moved up their quotations in line with the new market. The towel rise was the major feature of the market, which was awaiting news from Washington, where the industry's committee was expected to complete formation of a code of ethics.

Little progress can be made by merely attempting to repress what is evil; our great hope lies in developing what is good—Calvin Coolidge.

Nobody has escaped. Henry Ford's losses have averaged a million a week for two years.

The worthy under-dog usually ends on top.

WHOLESALE DRUG PRICE CURRENT

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

Acid		Gum	
Acetic, No. 8, lb. 06	@ 10	Aloes, Barbadoes, so called, lb. gourds	@ 60
Boric, Powd., or Xtal, lb.	08½ @ 20	Powd., lb.	35 @ 45
Carbolic, Xtal, lb.	36 @ 43	Aloes, Socotrine, lb.	@ 75
Citric, lb.	35 @ 45	Powd., lb.	@ 80
Muriatic, Com'l., lb.	03½ @ 10	Arabic, hrst, lb.	@ 40
Nitric, lb.	09 @ 15	Arabic, sec., lb.	@ 30
Oxalic, lb.	15 @ 25	Arabic, sorts, lb. 15	@ 25
Sulphuric, lb.	03½ @ 10	Arabic, Gran., lb.	@ 35
Tartaric, lb.	30 @ 40	Arabic, P'd, lb. 25	@ 35
Alcohol		Asafoetida, lb.	47 @ 50
Denatured, No. 5, Gal.	48 @ 60	Asafoetida, Po., lb. 75	@ 82
Grain, Gal.	4 00 @ 50	Juajac, lb.	@ 70
Wood, Gal.	50 @ 60	Juajac, powd.	@ 75
Alum-Potash, USP		Kino, lb.	@ 90
Lump, lb.	05 @ 13	Kino, powd., lb.	@ 100
Powd. or Gra., lb. 05½	@ 13	Myrrh, lb.	@ 60
Ammonia		Myrrh, Pow., lb.	@ 75
Concentrated, lb. 06	@ 18	Shellac, Orange, lb.	15 @ 25
4-F, lb.	05½ @ 13	Ground, lb.	15 @ 25
3-F, lb.	05½ @ 13	Shellac, white, (bone dr'd) lb.	30 @ 45
Carbonate, lb.	20 @ 25	Tragacanth, No. 1, bbls.	1 60 @ 2 00
Muriate, Lp., lb. 18	@ 30	No. 2, lbs.	1 50 @ 1 75
Muriate, Gra., lb. 08	@ 13	Pow., lb.	1 25 @ 1 50
Muriate, Po., lb. 20	@ 30	Honey	
Arsenic		Pound	25 @ 40
Pound	07 @ 20	Hops	
Balsams		¼s Loose, Pressed, lb.	@ 1 25
Copaiba, lb.	60 @ 1 40	Hydrogen Peroxide	
Fir, Cana., lb. 2 00	@ 2 40	Pound, gross 25 00	@ 27 00
Fir, Oreg., lb.	50 @ 1 00	½ Lb., gross 15 00	@ 16 00
Peru, lb.	1 70 @ 2 20	¼ Lb., gross 10 00	@ 10 50
Tolu, lb.	1 50 @ 1 80	Indigo	
Barks		Madras, lb.	2 00 @ 2 25
Cassia, Ordinary, lb.	25 @ 30	Insect Powder	
Ordin., Po., lb. 20	@ 25	Pure, lb.	25 @ 35
Saigon, lb.	@ 40	Lead Acetate	
Saigon, Po., lb. 50	@ 60	Xtal, lb.	17 @ 25
Elm, lb.	40 @ 50	Powd. & Gran. 25	@ 35
Elm, Powd., lb. 38	@ 45	Licorice	
Elm, G'd, lb.	38 @ 45	Extracts, sticks, per box	1 50 @ 2 00
Sassafras (P'd lb. 45)	@ 35	Lozenges, lb.	40 @ 50
Soapstone, cut, lb. 20	@ 30	Wafers, (24s) box	@ 1 50
Soapstone, po., lb. 35	@ 40	Leaves	
Berries		Buchu, lb., short	@ 50
Cubeb, lb.	@ 65	Buchu, lb., long	@ 60
Cubeb, po., lb.	@ 75	Buchu, P'd, lb.	@ 30
Juniper, lb.	10 @ 20	Sage, bulk, lb. 25	@ 30
Blue Vitriol		Sage, loose, pressed, ¼s, lb.	@ 40
Pound	06 @ 15	Sage, ounces	@ 85
Borax		Sage, P'd & Grd. Senna,	@ 35
P'd or Xtal, lb. 06	@ 13	Alexandria, lb. 35	@ 40
Brimstone		Tinnevelia, lb. 20	@ 30
Pound	04 @ 10	Powd., lb.	25 @ 35
Camphor		Uva Ursi, lb.	20 @ 25
Pound	50 @ 65	Uva Ursi, P'd, lb.	@ 30
Cantharides		Lime	
Russian, Powd.	@ 3 50	Chloride, med., dz.	@ 85
Chinese, Powd.	@ 1 25	Chloride, large, dz.	@ 1 45
Chalk		Lycopodium	
Crayons, white, dozen	@ 3 60	Pound	45 @ 60
dustless, doz.	@ 6 00	Magnesia	
French Powder, Coml., lb.	03½ @ 10	Carb., ¼s, lb.	@ 30
Precipitated, lb. 12	@ 15	Carb., 1/16s, lb.	@ 32
Prepared, lb.	14 @ 16	Carb., P'd, lb. 15	@ 25
White, lump, lb. 03	@ 10	Oxide, Hea., lb.	@ 75
Capsicum		Oxide, light, lb.	@ 75
Pods, lb.	60 @ 70	Menthol	
Powder, lb.	62 @ 75	Pound	4 67 @ 5 20
Cloves		Mercury	
Whole, lb.	30 @ 25	Pound	1 25 @ 1 35
Powdered, lb.	35 @ 40	Morphine	
Cocaine		Ounces	@ 10 80
Ounce	11 43 @ 13 60	¼s	@ 12 96
Copperas		Mustard	
Xtal, lb.	03½ @ 10	Bulk, Powd., select, lb.	45 @ 50
Powdered, lb.	04 @ 15	No. 1, lb.	25 @ 35
Cream Tartar		Naphthaline	
Pound	22½ @ 35	Balls, lb.	07 @ 12
Cuttlebone		Flake, lb.	07 @ 12
Pound	40 @ 50	Nutmeg	
Dextrine		Pound	@ 40
Yellow Corn, lb. 06½	@ 15	Powdered, lb.	@ 50
White Corn, lb. 07	@ 15	Nux Vomica	
Extract		Pound	@ 25
Witch Hazel, Yel-low Lab., gal. 99	@ 1 82	Powdered, lb.	15 @ 25
Licorice, P'd, lb. 50	@ 60	Oil Essential	
Flower		Almond,	
Arnica, lb.	50 @ 55	Blt., true, ozs.	@ 50
Chamomile, German, lb.	35 @ 45	Blt., art., ozs.	@ 30
Roman, lb.	@ 90	Sweet, true, lb. 1 10	@ 1 60
Saffron, American, lb. 50	@ 55	Sw't, Art., lbs. 1 00	@ 1 25
Spanish, ozs.	@ 1 65	Amber, crude, lb. 75	@ 1 00
Formaldehyde, Bulk		Amber, rect., lb. 1 10	@ 1 75
Pound	09 @ 20	Anise, lb.	1 00 @ 1 60
Fuller's Earth		Bay, lb.	4 00 @ 4 25
Powder, lb.	05 @ 10	Bergamot, lb.	3 00 @ 3 60
Gelatin		Cajuput, lb.	1 50 @ 2 00
Pound	55 @ 65	Caraway S'd, lb. 2 65	@ 3 20
Glue		Cassia, USP, lb.	2 10 @ 2 60
Brok., Bro., lb. 20	@ 30	Cedar Leaf, lb. 1 50	@ 2 00
Gro'd, Dark, lb. 16	@ 22	Cedar Leaf, Coml., lb.	1 00 @ 1 25
Whi. Flake, lb. 27½	@ 35	Citronella, lb.	1 05 @ 1 40
White G'd, lb. 25	@ 35	Cloves, lb.	1 75 @ 2 25
White AXX light, lb.	@ 40	Croton, lbs.	4 00 @ 4 60
Ribbon	42½ @ 50	Cubeb, lb.	4 25 @ 4 80
Glycerine		Erigeron, lb.	2 70 @ 3 35
Pound	14½ @ 35	Eucalyptus, lb.	95 @ 1 60
		Fennel	2 00 @ 2 60
		Hemlock, Pu., lb. 1 15	@ 2 20
		Hem'l'k Com., lb. 1 00	@ 1 25
		Juniper Ber., lb. 3 00	@ 3 20
		Junip'r W'd, lb. 1 50	@ 1 75
		Lav. Flow., lb. 3 50	@ 4 00
		Lav. Gard., lb. 1 25	@ 1 50
		Lemon, lb.	1 75 @ 2 25
		Mustard, true, ozs.	@ 1 50
		Mustard, art., ozs.	@ 35
		Orange, Sw., lb. 3 00	@ 3 25
		Organum, art, lb.	1 00 @ 1 20
		Pennyroyal, lb.	2 75 @ 3 20
		Peppermint, lb.	4 25 @ 4 80
		Rose, dr.	@ 2 50
		Rose, Geran., ozs.	50 @ 95
		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 60 @ 2 20
		Syn., lb.	85 @ 1 40
		Spearmint, lb.	2 00 @ 2 40
		Tansy, lb.	3 50 @ 4 00
		Thyme, Red, lb.	1 50 @ 2 00
		Thyme, Whi., lb. 1 75	@ 2 40
		Wintergreen Leaf, true, lb.	5 40 @ 6 00
		Birch, lb.	2 75 @ 3 20
		Syn.	75 @ 1 20
		Wormseed, lb.	3 50 @ 4 00
		Wormwood, lb.	4 50 @ 5 00
		Oils Heavy	
		Castor, gal.	1 15 @ 1 35
		Cocoonut, lb.	22½ @ 35
		Cod Liver, Norwegian, gal.	1 00 @ 1 50
		Cot. Seed Gals.	85 @ 1 00
		Lard, ex., gal. 1 55	@ 1 65
		Lard, No. 1, gal. 1 25	@ 1 40
		Linsed, raw, gal.	81 @ 96
		Linsed, bott., gal.	84 @ 99
		Neatsfoot, extra, gal.	80 @ 1 00
		Olive, Malaga, gal.	2 50 @ 3 00
		Pure, gal.	3 00 @ 3 50
		Sperm, gal.	1 25 @ 1 50
		Tanner, gal.	75 @ 90
		Tar, gal.	50 @ 65
		Whale, gal.	@ 2 00
		Opium	
		Gum, ozs., \$1.40;	
		lb.	17 50 @ 20 00
		Powder, ozs., \$1.40;	
		lb.	17 50 @ 20 00
		Gran., ozs., \$1.40;	
		lb.	17 50 @ 20 00
		Paraffine	
		Pound	06½ @ 15
		Papper	
		Black, grd., lb.	25 @ 35
		Red, grd., lb.	45 @ 55
		White, grd., lb.	48 @ 55
		Pitch Burgundy	
		Pound	20 @ 25
		Petrolatum	
		Amber, Plain, lb.	12 @ 17
		Amber, Carb., lb.	14 @ 19
		Cream Whi., lb.	17 @ 22
		Lily White, lb.	20 @ 25
		Snow White, lb.	22 @ 27
		Plaster Paris Dental	
		Barrels	@ 5 75
		Less, lb.	03½ @ 08
		Potassa	
		Caustic, st'ks, lb.	55 @ 88
		Liquor, lb.	@ 40
		Potassium	
		Acetate, lb.	60 @ 96
		Bicarbonate, lb.	30 @ 35
		Bichromate, lb.	15 @ 25
		Bromide, lb.	51 @ 72
		Carbonate, lb.	30 @ 35
		Chlorate, Xtal, lb.	17 @ 23
		powd., lb.	17 @ 23
		Gran., lb.	21 @ 28
		Iodide, lb.	2 95 @ 3 18
		Permanganate, lb. 22½	@ 35
		Prussiate, Red, lb.	80 @ 90
		Yellow, lb.	50 @ 60
		Quassia Chips	
		Pound	25 @ 30
		Powd., lb.	35 @ 40
		Quinine	
		5 oz. cans, ozs.	@ 53
		Sal	
		Epsom, lb.	03½ @ 10
		Glaubers, Lump, lb.	03 @ 10
		Gran., lb.	03½ @ 10
		Nitre, Xtal or Powd.	10 @ 16
		Gran., lb.	09 @ 16
		Rochelle, lb.	17 @ 30
		Soda, lb.	02½ @ 08
		Soda	
		Ash	03 @ 10
		Bicarbonate, lb. 03½	@ 10
		Caustic, Co'l., lb. 08	@ 15
		Hyposulphite, lb. 05	@ 10
		Phosphate, lb. 23	@ 23
		Sulphite, Xtal, lb.	07 @ 12
		Dry, Powd., lb. 12½	@ 20
		Silicate, Sol., gal. 40	@ 50
		Turpentine	
		Gallons	55 @ 70

GROCERY PRICE CURRENT

The prices quoted in this department are not cut prices. They are regular quotations such as jobbers should receive for standard goods. Because of present day uncertainties, sharp buyers who are in good credit may sometimes be able to induce the jobber to shade some of the quotations, but we prefer to quote regular prices on regular goods, because cut prices obtained by duress or under force of circumstances never accurately represent the actual condition of the market, which is the proper province of this publication.

ADVANCED

Salmon
Pork & Beans
Premium Chocolate
Imported Sardines
Evaporated Apricots
Peanut Butter

DECLINED

Asparagus

AMMONIA

Parsons, 32 oz. 3 35
Parsons, 10 oz. 2 70
Parsons, 6 oz. 1 80
Little Bo Peep, med. 1 35
Little Bo Peep, lge. 2 25
Quaker, 32 oz. 2 10

APPLE BUTTER

Table Belle, 12-36 oz.,
doz. 1 90

BAKING POWDERS

Royal, 2 oz., doz. 93
Royal, 4 oz., doz. 1 80
Royal, 6 oz., doz. 2 20
Royal, 12 oz., doz. 4 37
Royal, 2 1/2 lbs., doz. 13 75
Royal, 5 lbs., doz. 24 50



BREAKFAST FOODS

Kellogg's Brands
Corn Flakes, No. 136 2 50
Corn Flakes, No. 124 2 50
Pep, No. 224 2 00
Pep, No. 250 1 00
Krumbs, No. 412 1 35
Bran Flakes, No. 624 1 80
Bran Flakes, No. 602 1 50
Rice Krispies, 6 oz. 2 25
Rice Krispies, 1 oz. 1 10
All Bran, 16 oz. 2 25
All Bran, 10 oz. 2 70
All Bran, 3/4 oz. 1 10
Kaffe Hag, 6 1-lb. cans 2 57
Whole Wheat Fla., 24 1 75
Whole Wheat Bis., 24 2 15

Post Brands
Grapenut Flakes, 24s 1 90
Grape-Nuts, 24s 3 80
Grape-Nuts, 50 1 40
Instant Postum, No. 8 5 40
Instant Postum, No. 10 4 50
Postum Cereal, No. 0 2 25
Post Toasties, 36s 2 50
Post Toasties, 24s 2 50
Post Bran, PBF 24 2 85
Post Bran PBF 36 2 85
Sanka 6-1lb 2 57

Amsterdam Brands
Gold Bond Par., No. 5 1/2 7 50
Prize, Parlor, No. 6 8 00
White Swan Par., No. 6 8 50

BROOMS
Quaker, 5 sewed 5 50
Warehouse 5 75
Rose 2 75
Winner, 5 sewed 3 95
Whisk, No. 3 2 25

BRUSHES
Solid Back, 8 in. 1 50
Solid Back, 1 in. 1 75
Pointed Ends 1 25

Shaver
No. 50 2 00
Peerless 2 60

Shoe
No. 4-0 2 25
No. 2-0 3 00

BUTTER COLOR
Dandelion 2 85

CANDLES
Electric Light, 40 lbs. 12.1
Plumber, 40 lbs. 12.8
Paraffine, 6s 14 1/2
Paraffine, 12s 14 1/2
Wicking 40
Tudor, 6s. per box 30

CANNED FRUITS
Hart Brand

Apples
No. 10 4 75

Blackberries
Pride of Michigan 2 55

Cherries
Mich. red, No. 10 5 00
Pride of Mich., No. 2 2 60
Marcellus Red 2 10
Special Pie 1 35
Whole White 2 80

Gooseberries
No. 10 2 10

Pears
Pride of Mich. No. 2 1/2 2 25

Black Raspberries
No. 2 2 60
Pride of Mich. No. 2 1 60

Red Raspberries
No. 2 2 25
No. 1 1 25
Marcellus, No. 2 1 70

Strawberries
No. 2 3 00
8 oz. 1 20
Marcellus, No. 2 1 45

CANNED FISH
Clam Ch'der, 10 1/2 oz. 1 35
Clam Chowder, No. 2 2 75
Clams, Steamed, No. 1 2 75
Clams, Minc'd, 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 35
Cod Fish Cake, 10 oz. 1 55
Cove Oysters, 5 oz. 1 35
Lobster, No. 1/4, Star 2 00
Shrimp, 1, wet 1 45
Sard's, 1/4 Oil, Key 4 25
Sardines, 1/4 Oil, K'less 3 35
Salmon, Red Alaska 2 05
Salmon, Med. Alaska 1 65
Salmon, Pink, Alaska 1 40
Sardines, Im. 1/4, ea. 6@11
Sardines, Cal. 95
Tuna, 1/2 Van Camps, doz. 1 75
Tuna, 1/4s, Van Camps, doz. 1 35
Tuna, 1s, Van Camps, doz. 3 60
Tuna, 1/2s, Chicken Sea, doz. 1 85

CANNED MEAT
Bacon, Med. Beechnut 1 71
Bacon, Lge. Beechnut 2 43
Beef, Lge. Beechnut 3 51
Beef, Med. Beechnut 2 07
Beef, No. 1, Corned 1 95
Beef, No. 1, Roast 1 95
Beef, 2 1/2 oz., Qua., sli. 1 35
Beef, 4 oz., Qua., sli. 2 25
Beefsteak & Onions, s. 2 70
Chili Con Car., 1s 1 05
Deviled Ham, 1/4s 1 15
Deviled Ham, 1/2s 2 85
Potted Beef, 4 oz. 1 10
Potted Meat, 1/4 Libby 45
Potted Meat, 1/2 Libby 75
Potted Meat, 1/2 Qua. 55
Potted Ham, Gen. 1/4 1 45
Vienna Saus. No. 1/2 1 00
Vienna Sausage, Qua. 80
Veal Loaf, Medium 2 25

Baked Beans
Campbells, 48s 2 30

CANNED VEGETABLES
Hart Brand

Asparagus
Natural, No. 2 3 00
Tips & Cuts, No. 2 2 25
Tips & Cuts, 8 oz. 1 35

Baked Beans
1 lb. Sauce, 36s, cs. 1 60
No. 2 1/2 Size, Doz. 95
No. 10 Sauce 3 80

Lima Beans
Little Quaker, No. 10 8 25
Baby, No. 2 1 70
Pride of Mich. No. 2 1 60
Marcellus, No. 10 6 50

Red Kidney Beans
No. 10 3 90
No. 2 87 1/2
8 oz. 45

String Beans
Little Dot, No. 2 2 25
Little Dot, No. 1 1 80
Little Quaker, No. 1 1 60
Little Quaker, No. 2 2 00
Choice, Whole, No. 2 1 70
Cut, No. 10 8 00
Cut, No. 2 1 60
Pride of Michigan 1 35
Marcellus Cut, No. 10 5 50

Wax Beans
Little Dot, No. 2 2 25
Little Dot, No. 1 1 80
Little Quaker, No. 1 1 45
Choice, Whole, No. 10 10 25
Choice, Whole, No. 2 1 70
Choice, Whole, No. 1 1 35
Cut, No. 10 9 00
Cut, No. 2 1 50
Pride of Mich., No. 2 1 25
Marcellus Cut, No. 10 5 50

Beets
Extra Small, No. 2 2 50
Fancy Small, No. 2 2 00
Pride of Mich., No. 2 1/2 2 00
Hart Cut, No. 10 5 00
Hart Cut, No. 2 85
Marcel. Whole, No. 2 1/2 1 35
Hart Diced, No. 2 90

Carrots
Diced, No. 2 90
Diced, No. 10 4 00

Corn
Golden Ban., No. 2 1 25
Golden Ban., No. 10 10 00
Little Quaker, No. 1 90
Country Gen., No. 2 1 20
Pride of Mich., No. 1 80
Marcellus, No. 2 95
Fancy Crosby, No. 2 1 15
Fancy Crosby, No. 10 6 50
Whole Grain, 6 Ban-tam, No. 2 1 45

Peas
Little Dot, No. 2 2 25
Sifted E. June, No. 10 9 50
Sifted E. June, No. 2 1 75
Belle of Hart, No. 2 1 75
Pride of Mich., No. 2 1 45
Marcel. Sw. W. No. 2 1 45
Marcel. E. June, No. 2 1 35
Marcel. E. Ju., No. 10 7 50

Pumpkin
No. 10 4 75
No. 2 1/2 1 30

Sauerkraut
No. 10 4 00
No. 2 1/2 95
No. 2 85

Spinach
No. 2 1/2 2 25
No. 2 1 80

Squash
Boston, No. 3 1 35

Succotash
Golden Bantum, No. 2 2 10
Hart, No. 2 1 80
Pride of Michigan 1 65
Marcellus, No. 2 95

Tomatoes
No. 10 5 25
No. 2 1/2 1 80
No. 2 1 40
Pride of Mich., No. 2 1/2 1 35
Pride of Mich., No. 2 1 10

Tomato Juice
Hart, No. 10 4 75

CATSUP
Sniders, 8 oz. 95
Sniders, 14 oz. 1 55
Sniders, 8 oz. Doz. 95
Sniders, 14 oz. Doz. 1 55
Quaker, 8 oz. Doz. 90
Quaker, 14 oz. Doz. 1 20
Ruby, 14 oz. Doz. 95

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

OYSTER COCKTAIL
Sniders, 11 oz. 2 00

CHEESE
Roquefort 68
Wisconsin Daisy 14 1/2
Wisconsin Twin 13 1/2
New York June 24
Sap Sago 40
Brick 15
Michigan Flats 14
Michigan Daisies 14
Wisconsin Longhorn 15
Imported Leyden 23
I lb. Limberger 20
Imported Swiss 52
Kraft, Pimento Loaf 24
Kraft, American Loaf 22
Kraft, Brick Loaf 22
Kraft, Swiss Loaf 27
Kraft, Old Eng. Loaf 32
Kraft, Pimento, 1/2 lb. 1 60
Kraft, American, 1/2 lb. 1 60
Kraft, Brick, 1/2 lb. 1 60
Kraft, Limbur., 1/2 lb. 1 60

CHEWING GUM
Adams Black Jack 66
Adams Dentyne 65
Beeman's Pepsin 66
Bechnut Peppermint 66
Doublemint 66
Peppermint, Wrigleys 66
Spearmint, Wrigleys 66
Juicy Fruit 66
Wrigley's P-K 66
Teaberry 66

CHOCOLATE
Baker, Prem., 6 lb. 1/2 2 50
Baker, Pre., 6 lb. 3 oz. 2 42

CLOTHES LINE
Riverside, 50 ft. 1 40
Cupples Cord 1 85

COFFEE ROASTED
Lee & Cady

1 lb. Package
Arrow Brand 23
Boston Breakfast 23
Breakfast Cup 21
Competition 15 1/2
Imperial 35
J. V. 19
Majestic 29
Morton House 31
Nedrow 26
Quaker, in Cartons 21
Competition 15 1/2

McLaughlin's Kept-Fresh

COFFEE

Coffee Extracts
M. Y., per 100 12
Frank's 50 pkgs. 4 25
Hummel's 50, 1 lb. 10 1/2

CONDENSED MILK
Eagle, 2 oz., per case 4 60

EVAPORATED MILK



Page, Tall 2 95
Page, Baby 1 48
Quaker, Tall, 10 1/2 oz. 2 85
Quaker, Baby, 4 doz. 1 43
Quaker, Gallon, 1/2 dz. 2 85
Carnation, Tall, 4 doz. 2 95
Carnation, Baby, 4 dz. 1 48
Oatman's Dudee, Tall 2 95
Oatman's D'dee, Baby 1 48
Pet, Tall 2 95
Pet, Baby, 4 dozen 1 48
Borden's, Tall, 4 doz. 2 95
Borden's Baby, 4 doz. 1 48

CIGARS
Hemt. Champions 38 50
Webster Cadillac 75 00
Webster Golden Wed. 75 00
Websterettes 38 50
Cincos 38 50
Garcia Grand Babies 38 50
Bradstreets 38 50
La Palena Senators 75 00
Odins 38 50
R G Dun Boquet 75 00
Perfect Garcia Subl. 95 00
Budwiser 19 50
Tango Pantellas 13 00
Skylines 19 50
Hampton Arms Jun'r 37 50
Trojan 35 00
Rancho Coronado 35 06
Kenway 20 00

CONFECTIONERY

Stick Candy Pails
Pure Sugar Sticks-600c 3 90
Big Stick, 28 lb. case 16
Horehound Stick, 120s 75

Mixed Candy
Kindergarten 14
Leader 09 1/2
French Creams 11 1/2
Paris Creams 12
Jupiter 09
Fancy Mixture 14

Fancy Chocolate
5 lb. boxes
Bittersweets, Ass'ted 1 25
Nibble Sticks 1 35
Chocolate Nut Rolls 1 50
Lady Vernon 1 15
Golden Klondikes 1 05

Gum Drops Cases
Jelly Strings 14
Tip Top Jellies 09 1/2
Orange Slices 09 1/2

Lozenges Pails
A. A. Pep. Lozenges 13
A. A. Pink Lozenges 13
A. A. Choc. Lozenges 13
Motto Hearts 16
Malted Milk Lozenges 19

Hard Goods Pails
Lemon Drops 12
O. F. Horehound drops 12
Anise Squares 13
Peanut Squares 13

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

Specialties
Italian Bon Bons 16
Banquet Cream Mints 17
Handy Packages, 12-10c 80

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.

CREAM OF TARTAR
6 lb boxes 4 2

DRIED FRUITS

Apples
N. Y. Fey., 50 lb. box 13
N. Y. Fey., 14 oz. pkg. 16

Apricots
Evaporated, Choice 13 1/2
Evaporated, Ex. Choice 15
Fancy 15
Ex. Fancy Moorpack

Citron
10 lb. box 24

BEANS and PEAS

100 lb. bag
Dry Lima Beans 100 lb. 7 50
White H'd P. Beans 3 50
Split Peas, Yell., 60 lb. 3 95
Split Peas, Gr'n 60 lb. 5 00
Scotch Peas, 100 lb. 7 50

BURNERS

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

BOTTLE CAPS

Dbl. Lacquer, 1 gross
pkg., per gross 13

Currants
Packages, 11 oz. ----- 11½

Dates
Imperial, 12s, pitted... 1 35
Imperial, 12s, Regular 1 15

Peaches
Evap. Choice -----
Fancy -----

Peel
Lemon, American ----- 24
Orange, American ----- 24

Raisins
Seeded, bulk ----- 6½
Thompson's s'dless blk. 6½
Quaker s'dless blk. 6
15 oz. ----- 7
Quaker Seeded, 15 oz. ----- 7

California Prunes
90@100, 25 lb. boxes...@
80@90, 25 lb. boxes...@
70@80, 25 lb. boxes...@07
60@70, 25 lb. boxes...@07½
50@60, 25 lb. boxes...@
40@50, 25 lb. boxes...@08¼
30@40, 25 lb. boxes...@08¾
20@30, 25 lb. boxes...@12
18@24, 25 lb. boxes...@14½

Hominy
Pearl, 100 lb. sacks -- 3 50

Bulk Goods
Elbow Macaroni, 20 lb. 4½
Egg Noodle, 10 lbs. -- 12

Pearl Barley
0000 ----- 7 00
Barley Grits ----- 5 00
Chester ----- 3 50

Sage
East India ----- 10

Tapioa
Pearl, 100 lb. sacks -- 7½
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant -- 3 50

Jiffy Punch
3 doz. Carton ----- 2 25
Assorted flavors.

FLOUR
V. C. Milling Co. Brands
Lily White ----- 5 10
Harvest Queen ----- 5 20
Yes Ma'am Graham.
50s ----- 1 40

Lee & Cady Brands
Home Baker -----
Cream Wheat -----

FRUIT CANS
Presto Mason
F. O. B. Grand Rapids
Half pint ----- 7 15
One pint ----- 7 40
One quart ----- 8 65
Half gallon ----- 11 55

FRUIT CAN RUBBERS
Presto Red Lip, 2 gro.
carton ----- 70
Presto White Lip, 2
gro. carton ----- 76

GELATINE
Jell-o, 3 doz. ----- 2 50
Minute, 3 doz. ----- 4 05
Plymouth, White ----- 1 55
Jelsert, 3 doz. ----- 1 40

JELLY AND PRESERVES
Pure, 30 lb. pails ----- 2 60
Imitation, 30 lb. pails 1 60
Pure, 6 oz., Asst., doz. 90
Pure Pres., 16 oz., dz 1 40

JELLY GLASSES
½ Pint Tall, per doz. 38

Margarine

Wilson & Co.'s Brands
Oleo
Nut ----- 09
Special Roll ----- 11

MATCHES
Diamond, No. 5, 144 6 15
Searchlight, 144 box 6 15
Swan, 144 ----- 5 20
Diamond, No. 0 ----- 4 90

Safety Matches
Red Top, 5 gross case 4 75
Signal Light, 5 gro. cs 4 40

MULLER'S PRODUCTS
Macaroni, 9 oz. ----- 2 00
Spaghetti, 9 oz. ----- 2 00
Elbow Macaroni, 9 oz. 2 00
Egg Noodles, 6 oz. ----- 2 00
Egg Vermicelli, 6 oz. 2 00
Egg Alphabets, 6 oz. ----- 2 00

NUTS—Whole
Almonds, Peerless ----- 15½
Brazil, large ----- 12½
Fancy Mixed ----- 11½
Filberts, Naples ----- 13
Peanuts, Vir. Roasted 6½
Peanuts, Jumbo ----- 7½c
Pecans, 3, star ----- 25
Pecans, Jumbo ----- 40
Pecans, Mammoth ----- 50
Walnuts, Cal. ----- 13@21
Hickory ----- 0.

Salted Peanuts
Fancy, No. 1 ----- 7
24-1 lb. Cellophane case 1 80

Shelled
Almonds ----- 39
Peanuts, Spanish
125 lb. bags ----- 5½
Filberts ----- 32
Pecans Salted ----- 45
Walnut California ----- 45

MINCE MEAT
None Such, 4 doz. ----- 6 20
Quaker, 3 doz. case ----- 2 55
Yo Ho, Kegs, wet, lb. 16½

OLIVES
7 oz. Jar, Plain, doz. 1 05
16 oz. Jar, Plain, doz. 1 95
Quart Jars, Plain, doz. 3 25
5 Gal. Kegs, each ----- 6 50
3 oz. Jar, Stuff., doz. 1 15
8 oz. Jar, Stuff., doz. 2 25
10 oz. Jar, Stuff., doz. 2 65
1 Gal. Jugs, Stuff. dz. 1 95

PARIS GREEN
½s ----- 34
1s ----- 32
2s and 5s ----- 30

PICKLES
Medium Sour
5 gallon, 400 count -- 4 75

Sweet Small
5 Gallon, 500 ----- 7 25
Banner, 6 oz., doz. ----- 90
Banner, quarts, doz. ----- 2 10
Paw Paw, quarts, doz. 2 80

Dill Pickles
Gal., 40 to Tin, doz. 8 15
32 oz. Glass Thrown -- 1 45

Dill Pickles Bulk
5 Gal., 200 ----- 3 65
16 Gal., 650 ----- 11 25
45 Gal., 1300 ----- 30 00

PIPES
Job, 3 doz. in bx. 1 00@1 20

PLAYING CARDS
Battle Axe, per doz. 2 65
Bicycle, per doz. ----- 4 70
Torpedo, per doz. ----- 2 50

POTASH
Babbitt's, 2 doz. ----- 2 75

FRESH MEATS

Beef
Top Steers & Heif. ----- 11
Good Steers & Heif. ----- 09
Med. Steers & Heif. ----- 08
Com. Steers & Heif. ----- 07

Veal
Top ----- 10
Good ----- 09
Medium ----- 08

Lamb
Spring Lamb ----- 18
Good ----- 16
Medium ----- 12
Poor ----- 05

Mutton
Good ----- 04½
Medium ----- 03
Poor ----- 02

Pork
Loin, med. ----- 08
Butts ----- 08
Shoulders ----- 06½
Spareribs ----- 05
Neck bones ----- 03
Trimnings ----- 05

PROVISIONS
Barreled Pork
Clear Back ----- 16 00@18 00
Short Cut Clear ----- 12 00

Dry Salt Meats
D S Belles 18-29@18-10-09

Lard
Pure in tierces ----- 7½
60 lb. tubs ----- advance ¼
50 lb. tubs ----- advance ¼
20 lb. pails ----- advance ¾
10 lb. pails ----- advance ¾
5 lb. pails ----- advance 1
3 lb. pails ----- advance 1
Compound tierces ----- 7½
Compound, tubs ----- 7½

Sausages
Bologna ----- 10
Liver ----- 13
Frankfort ----- 12
Pork ----- 15
Tongue, Jellied ----- 21
Headcheese ----- 13

Smoked Meats
Hams, Cer. 14-16 lb. ----- 15
Hams, Cer., Skinned
16-18 lb. ----- @15
Ham, dried beef
Knuckles ----- @23
California Hams ----- @09
Picnic Boiled Hams ----- @16
Boiled Hams ----- @18
Minced Hams ----- @12
Bacon 4/6 Cert. ----- @14

Beef
Boneless, rump ----- @19 00

Liver
Beef ----- 12
Calf ----- 35
Pork ----- 05

RICE
Fancy Blue Rose ----- 3 75
Fancy Head ----- 5 00

RUSKS
Postma Biscuit Co.
18 rolls, per case ----- 1 80
12 rolls, per case ----- 1 20
18 cartons, per case ----- 2 15
12 cartons, per case ----- 1 45

SALERATUS
Arm and Hammer 24s 1 50

SAL SODA
Granulated, 60 lbs. cs. 1 35
Granulated, 18-2½ lb.
packages ----- 1 10

COD FISH
Peerless, 1 lb. boxes 18
Old Kent, 1 lb. Pure 25

HERRING
Holland Herring
Mixed, Kegs -----
Mixed, half bbls. -----
Mixed, bbls. -----
Milkers, Kegs -----
Milkers, half bbls. -----
Milkers, bbls. -----

Lake Herring
½ Bbl., 100 lbs. -----
Mackerel
Tubs, 60 Count, fy. fat 6 00
Pails, 10 lb. Fancy fat 1 50

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

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

STOVE POLISH
Blackne, per doz. ----- 1 30
Black Silk Liquid, dz. 1 30
Black Silk Paste, doz. 1 25
Enameline Paste, doz. 1 30
Enameline Liquid, dz. 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
Stovoll, per doz. ----- 3 00

SALT
F. O. B. Grand Rapids
Colonial, 24, 2 lb. ----- 95
Colonial, 36-1½ ----- 1 20
Colonial, Iodized, 24-2 1 35
Med. No. 1 Bbls. ----- 2 90
Med. No. 1, 100 lb. bk. 1 00
Farmer Spec., 70 lb. 1 00
Packers Meat, 50 lb. 65
Cream Rock for ice
cream, 100 lb., each 85
Butter Salt, 280 lb. bbl. 4 00
Block, 50 lb. ----- 40
Baker Salt, 280 lb. bbl. 3 80
6, 10 lb., per bale ----- 93
20, 3 lb., per bale ----- 1 00
28 lb. bags, Table ----- 40



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

BORAX
Twenty Mule Team
24, 1 lb. packages ----- 3 35
48, 10 oz. packages ----- 4 40
96, ½ lb. packages ----- 4 00

WASHING POWDERS
Bon Ami Pd., 18s, box 1 90
Bon Ami Cake, 18s. ----- 1 65
Brillo ----- 85
Chipso, large ----- 3 85
Climaline, 4 doz. ----- 3 60
Grandma, 100, 5c ----- 3 50
Grandma, 24 Large ----- 3 50
Snowboy, 12 Large ----- 1 80
Gold Dust, 12 Large ----- 1 80
Golden Rod, 24 ----- 4 25
La France Laun., 4 dz. 3 65
Old Dutch Clean., 4 dz. 3 40
Octagon, 96s ----- 3 90
Rinso, 24s ----- 4 80
Rinso, 40s ----- 2 95
Spotless Cleanser, 48,
20 oz. ----- 3 85
Sani Flush, 1 doz. ----- 2 25
Sapolio, 3 doz. ----- 3 15
Speedee, 3 doz. ----- 7 20
Sunbrite, 50s ----- 2 10
Wyandot, Cleaner, 24s 1 85

SOAP
Am. Family, 100 box 5 60
Crystal White, 100 ----- 3 50
F.B., 60s ----- 2 00
Fels Naptha, 100 box 5 00
Flake White, 10 box 2 85
Jap Rose, 100 box ----- 7 40
Fairy, 100 box ----- 3 00
Palm Olive, 144 box ----- 8 00
Lava, 50 box ----- 2 25
Pummo, 100 box ----- 4 85
Sweetheart, 100 box ----- 5 70
Grandpa Tar, 50 sm. 2 10
Grandpa Tar, 50 lge. 3 50
Trilby Soap, 50, 10c 3 15
Williams Barber Bar, 9s 50
Williams Mug, per doz. 48
Lux Toilet, 50 ----- 3 15

SPICES
Whole Spices
Allspice, Jamaica ----- @24
Cloves, Zanzibar ----- @36
Cassia, Canton ----- @24
Cassia, 5c pkg., doz. @40
Ginger, Africa ----- @19
Mixed, No. 1 ----- @30
Mixed, 10c pkgs., doz. @65
Nutmegs, 70@90 ----- @50
Nutmegs, 105-110 ----- @48
Pepper, Black ----- @23

Pure Ground in Bulk
Allspice, Jamaica ----- @16
Cloves, Zanzibar ----- @27
Cassia, Canton ----- @21
Ginger, Corkin ----- @18
Mustard ----- @19
Mace Penang ----- @65
Pepper, Black ----- @19
Nutmegs ----- @23
Pepper, White ----- @23
Pepper, Cayenne ----- @25
Paprika, Spanish ----- @30

Seasoning
Chili Powder, 1½ oz. ----- 65
Celery Salt, 1½ oz. ----- 50
Sage, 2 oz. ----- 30
Onion Salt ----- 1 35
Garlic ----- 1 35
Ponety, 3½ oz. ----- 3 25
Kitchen Bouquet ----- 4 25
Laurel Leaves ----- 20
Marjoram, 1 oz. ----- 90
Savory, 1 oz. ----- 65
Thyme, 1 oz. ----- 90
Tumerci, 1½ oz. ----- 65

STARCH
Corn
Kingsford, 24 lbs. ----- 2 30
Powd., bags, per 100 2 65
Argo, 24, 1 lb. pkgs. 1 15
Cream, 24-1 ----- 2 20

Gloss
Argo, 24, 1 lb. pkgs. 1 52
Argo, 12, 3 lb. pkgs. 2 17
Argo, 8, 5 lb. pkgs. ----- 2 46
Silver Gloss, 48, 1s ----- 11½
Elastic, 32 pkgs. ----- 2 55
Tiger, 48-1 -----
Tiger, 50 lbs. ----- 2 75

SYRUP
Corn
Blue Karo, No. 1½ ----- 2 36
Blue Karo, No. 5, 1 dz. 2 99
Blue Karo, No. 10 ----- 2 99
Red Karo, No. 1½ ----- 2 57
Red Karo, No. 5, 1 dz. 3 44
Red Karo, No. 10 ----- 3 29

Imit. Maple Flavor
Orange, No. 1½, 2 dzz. 2 93
Orange, No. 5, 1 doz. 4 13

Maple and Cane
Kanuck, per gal. ----- 1 50
Kanuck, 5 gal. can ----- 5 50

Grape Juice
Welch, 12 quart case 4 40
Welch, 12 pint case ----- 2 25
Welch, 36-4 oz. case ----- 2 30

COOKING OIL
Mazola
Pints, 2 doz. ----- 4 60
Quarts, 1 doz. ----- 4 30
Half Gallons, 1 doz. ----- 5 40
Gallons, each ----- 81
5 Gallon cans, each ----- 3 35

TABLE SAUCES
Lee & Perrin, large ----- 5 75
Lee & Perrin, small ----- 3 35
Pepper ----- 1 60
Royal Mint ----- 2 40
Tobasco, small ----- 3 75
Sho Yon, 9 oz., doz. 2 00
A-1, large ----- 4 75
A-1 small ----- 2 85
Caper, 2 oz. ----- 3 30

TEA

Japan
Medium ----- 16
Choice ----- 19@28
Fancy ----- 32@36
No. 1 Nibbs ----- 31

Gunpowder
Choice ----- 32
Fancy ----- 40

Ceylon
Pekoe, medium ----- 41

English Breakfast
Congou, medium ----- 28
Congou, Choice ----- 35@36
Congou, Fancy ----- 42@43

Oolong
Medium ----- 39
Choice ----- 45
Fancy ----- 50

TWINE
Cotton, 3 ply cone ----- 25
Cotton, 3 ply Balls ----- 27

VINEGAR
F. O. B. Grand Rapids
Cider, 40 Grain ----- 16
White Wine, 40 grain ----- 20
White Wine, 80 Grain 25

WICKING
No. 9, per gross ----- 80
No. 1, per gross ----- 1 25
No. 2, per gross ----- 1 50
No. 3, per gross ----- 2 30
Peerless Rolls, per doz. 90
Rochester, No. 2, doz. 50
Rochester, No. 3, doz. 2 00
Rayo, per doz. ----- 75

WOODENWARE
Baskets
Bushels, Wide Band,
wood handles ----- 2 00
Market, drop handle ----- 90
Market, single handle ----- 95
Market, extra ----- 1 60
Splint, large ----- 8 50
Splint, medium ----- 7 50
Splint, small ----- 6 50

Churns
Barrel, 5 gal., each ----- 2 40
Barrel, 10 gal., each ----- 2 55
3 to 6 gal., per gal. ----- 16

Pails
10 qt. Galvanized ----- 2 60
12 qt. Galvanized ----- 2 85
14 qt. Galvanized ----- 3 10
12 qt. Flaring Gal. Jr. 5 00
10 qt. Tin Dairy ----- 4 00

Traps
Mouse, Wood, 4 holes ----- 60
Mouse, wood, 6 holes ----- 70
Mouse, tin, 5 holes ----- 65
Rat, wood ----- 1 00
Rat, spring ----- 1 00
Mouse, spring ----- 20

Tubs
Large Galvanized ----- 8 75
Medium Galvanized ----- 7 75
Small Galvanized ----- 6 75

Washboards
Banner, Globe ----- 5 50
Brass, single ----- 6 25
Glass, single ----- 6 00
Double Peerless ----- 8 50
Single Peerless ----- 7 50
Northern Queen ----- 5 50
Universal ----- 7 25

Wood Bowls
13 in. Butter ----- 5 00
15 in. Butter ----- 9 00
17 in. Butter ----- 18 00
19 in. Butter ----- 25 00

WRAPPING PAPER
Fibre, Manila, white ----- 05
No. 1 Fibre ----- 06½
Butchers D F ----- 04
Kraft ----- 04
Kraft Stripe ----- 09½

YEAST CAKE
Magic, 3 doz. ----- 2 70
Sunlight, 3 doz. ----- 2 70
Sunlight, 1½ doz. ----- 1 35
Yeast Foam, 3 doz. ----- 2 70
Yeast Foam, 1½ doz. 1 35

YEAST—COMPRESSED
Fleischmann, per doz. 30
Red Star, per doz. ----- 20

SHOE MARKET

Michigan Retail Shoe Dealers Association.
President—Elwyn Pond, Flint.
Vice-President—J. E. Wilson, Detroit.
Secretary—Joe H. Burton, Lansing.
Asst. Sec'y-Treas.—O. R. Jenkins.
Association Business Office, 907 Transportation Bldg., Detroit.

Retailing Remains Free Field For Action

Retailing will be the field of free action now, since the Industrial Recovery Bill contains the licensing feature. If we are to have Federal partnership in industry, it means broad and mandatory powers in the field of manufacture. The compulsory feature of the law is the government's only weapon to see to it that the code is enforced.

Without the licensing feature, any code of business practice would be simply just another resolution. Every industry has had experiences with trade resolutions where the promise to perform is optional and in most cases worth only the paper it is printed on.

But this new partnership with government is an exceedingly serious obligation on the part of both to bring order and direction into industry; to bring decision into industry; and to bring common operative efficiency into the industry. The Industrial Control plan will undoubtedly be safeguarded so that great industrial interests will not be in the saddle and so able to strike at the small industry and the small establishment.

The breaking down of the Anti-Trust laws is something we need not worry much about in the shoe industry. The perishable character of the product and the fact that millions of pairs of one number are impossible in footwear show the licensing system will not materially check individuality in a product so diversified as footwear.

But the licensing feature of the bill will put teeth in the code. If any units of the trade are unwilling to come in, then the compulsory feature of the law operates. In that event, the government will require that each unit in that industry must take out a license. The minute that is made obligatory, the recalcitrant few will be brought into line.

Sweat shop conditions have been mainly responsible for inspiring the control of industry as a whole through the licensing plan. It is not alone low wages, however, nor sweat shop conditions that may subject a unit of industry first to licensing and then to a loss of a license. A common level of efficiency will be asked of all shoe factories. This will necessitate common methods of cost accounting.

When a manufacturer is forced by law to set a selling price at a point covering cost of doing business and a profit, he is automatically joining with fellow shoe manufacturers in purifying selling practice. A merchant will, even though he pays a higher price, know that it is the general fair price of his industry. He will know that no other retailer, or group of retailers, is getting shoes at a price out of line with his own—volume considered.

What will then be of paramount importance? First selection, and second, service. When there is little competition, or fear of competition on price,

there is the possibility of true competition through right selection and through right service. Both of those important factors in every sale have a complete field of freedom.

As we said in last week's editorial, alert retailers everywhere have already started the forces of improvement. They have said—from now on "the truth, the whole truth and nothing but the truth." The public demands it. The public is better served with it. The merchant is ready for co-operative competition.

The shoe man will fight other industries for the public's dollar, so more shoes will be bought because, by so doing, he increases the entire business of shoes and profits himself as well. The merchant sees a purchasing power re-created in his customers through the possibility of fair wage scales and fair working hours and a fair deal to everyone. It may seem too altruistic but if we are going into controlled production, we must have some honest rules of distribution.

It is assumed that the Federal government can only control such concerns as do an interstate business—up to now there are a few concerns selling their products within the boundaries of their own state. Perhaps the individual unit may take itself out of the new law by selling his products only in the state in which he is located. This may result in a diffusion of industry into small units doing a local business but it is not likely to happen in shoes.

The market place for shoes is where the people are and population is generally spread the country over.

Perhaps the Industrial Control Bill will touch very lightly the shoe business. Its major usefulness will be in industries employing millions of men. In shoes we have a maximum factory labor of approximately 294,000 persons. As an industry we have been making slightly over 300,000,000 pairs of shoes. Unless we improve quality, and that means the re-introduction of many machine and hand processes that may have been taken out of shoes because of economy's sake, we are not in line to materially increase the factory employment.

If minimum wage laws are put in, the conveyor system may increase to reduce costs and decrease labor. That is always the hazard of fixing prices on the raw labor and retarding skilled labor.

But all in all, we cannot go on with the old scheme of things and it looks as though we are going to have control whether or no we like it. We are going to learn to like it if we bring to the new problem the spirit of honesty and common sense.—Boot and Shoe Recorder.

May Shoe Output Broke Record

Shoe production during the month of May, according to estimates made in the trade, reached a figure of approximately 33,000,000 pairs, surpassing the previous peak for the month reached in 1929, when 29,159,000 pairs were turned out. This figure is nearly 11,000,000 pairs or almost 50 per cent. ahead of the corresponding month of last year, when the total was 22,497,000 pairs. Including the estimate, the

total for the first five months of the year is 138,000,000 pairs, or a gain of 9½ per cent. above the corresponding period of last year.

Women's White Shoes Spurt

The demand for women's and misses' white sandals and shoes assumed extremely large proportions in local retail trade during the week, according to reports by retail executives here. Dollar volume in these items has been ranging in individual cases from around \$1,000 to \$5,000 or \$6,000 a day. The shoes are priced from \$1.65 to \$2.95. The current vogue for white, demanding white accessories, is mainly responsible for the sharp upswing in sales of these shoes, in which practically all of the leading stores here have shared.

Demand Heavy for Sport Shoes

Demand for men's and women's low-price sport shoes has been so heavy in recent weeks that available stocks are being cleaned out rapidly and some stores will not be able to obtain their full requirements, according to comment in the market. Manufacturers estimate that if demand had not started so late the volume this year would have been the largest on record. In an effort to fill orders most shoe plants are now working full time and production has been stepped up, which is contrary to the seasonal tendency at this time of the year.

Items From the Cloverdale of Michigan

Sault Ste. Marie, June 20—With prices advancing on so many things and the prospect of continuing higher prices, it makes one more optimistic. There is a feeling that now is the proper time to check up on building repairs and painting which have been neglected on account of the depression. Stocks have been running low to keep down inventories, which will now change to building up and expanding, on account of getting more for less than by waiting any longer. By starting to build and repair we are doing our bit toward stimulating employment. Our dollars will pass through the hands of workers in hundreds of industries. We are increasing purchasing power and laying the groundwork for future prosperity for ourselves as well, so that it behooves us all to go to it and not have any cause to regret our holding back later when everything gets to be normal again.

We find that many of our citizens are returning from Chicago where they took in the fair. They all seem pleased and enthused over their visit. H. C. Saunderson, one of the members of the Smit Wholesale Grocers, Inc., has just returned after being away for the past two weeks. He says that none should miss the fair, as it is one of the greatest sights and entertainments that he has ever visited. He is especially enthused over the Michigan building, which is one of the finest exhibits on the grounds, with its huge waterfalls and natural resources. It surely made him proud of Old Michigan.

The steamer Isle Royale made her first trip through the Sault last week, clearing Chicago for the Sault, Ont., Isle Royale and Port Arthur under the ownership of the Isle Royale Transit Co., Inc. She has cabin accommodations for 400 passengers and is built for summer cruising. A recreation or sport deck has been added, as well as a dance floor 80 feet long and 30 feet wide. She also has a large dining room. A dance orchestra, and special entertainment will be provided by a "floor show" of twelve girls headed by

Fifi D'Orsay, vaudeville and movie star. This should be a drawing card for the Sault as well as the other Northern places, giving the people visiting Chicago a splendid opportunity to see what we have to offer, in addition to the splendid boat trip.

The ferry traffic at the Straits of Mackinac is increasing steadily, according to reports of the state ferry officially. During the week ending June 21 2,052 vehicles crossed, compared with 1,929 the previous week. The receipts for the week were \$3,537.80, compared with \$3,364.15 the previous week, which shows that it must have been a wise move to reduce the fares.

Long-tailed coats don't seem as popular as they once were, but they are mighty convenient to pull on when people talk too long.

Mrs. A. Smith associated with a Los Angeles, California, style shop, has arrived in this city and will be affiliated with Miss Jessie Ferris in the Ferris Vogue shop here during the summer.

Bert Wheatley, of the Wheatley Wholesale Grocery, returned last week from Chicago where he visited the Fair. He says it is surely some show.

A large number of our Rotarians and Kiwanians are planning a trip to Mackinac Island July 3 to attend the Governor's day celebration which will be held at Mackinac Island July 1 to 4. The celebration commemorates the restoration of the old fort Michilmackinac and to honor Governor Comstock many distinguished speakers will be in attendance. The Menominee high school band will play during the celebration.

The best way to reduce is to put yourself in the hands of a good doctor—and sweat over the bills as he sends 'em in.
William G. Tapert.

Some Changes Beer Has Made

Detroit, June 20—Who says our old fashioned laughing beer doesn't make business good and this money stays in towns where the things are made if the people in the towns are smart enough to make them. Now the young folks are demanding the old fashioned things that go with old fashioned beer. The following food makers have had a bigger run on their product than any of the runs on the bank and have had to hire more help, buy more material, work night and day and keep moving to keep up with the demand—rye bread, pumpernickel bread, pretzels, Swiss cheese, Wisconsin brick cheese, good old aged store cheese, Limburger, Liederkatz, salami sausage and old fashioned summer sausage. Wait until the kids get onto roll mops, Russian sardines, Bismarck herring, etc. There won't be enough nets to catch enough fish to feed them. Old fashioned pickled tongue, put up with onions and peppercorns and bay leaves will get a run when they find out about them. All of this is local manufacture and what money it brings in stays home and keeps turning around so a dollar bill gets all worn out and never gets to New York like it used to.

By the way wish you would buy Sunday's paper June 18, and read what Theodore MacManus says on page two. I have always preached the gospel that knowledge is the only business god and that money possession is the wrong party to put on a pedestal. Some of the dumbest men have a lot of money. If you don't believe this, sit on a board of directors with some of them. They don't dare to attend a serious meeting without bringing their attorney with them. Tell you more about this sometime.

Rehtaew Krats.

What we seek is a return to a clearer understanding of the ancient truth that those who manage banks, corporations and other agencies handling or using other peoples' money are trustees acting for others.—President Roosevelt.

Revival of Domestic Art of Bread-making

Making bread at home is one of many old-fashioned household ways to which women are returning in the effort to get along on reduced incomes, says the United States Bureau of Home Economics.

The actual money saved may not be great unless the family is numerous enough to consume a good many loaves, so that flour is bought by the barrel or quarter-barrel. But everybody enjoys the flavor and aroma of fresh homemade bread so much that having it helps to make up for other things which are perhaps too expensive just now.

Once the housewife gains the knack of managing yeast doughs, she can also make rolls, raised biscuits, Sally Lunn, coffee cake, English muffins, and other good things to add interest and variety to the menus. Bread-making is fairly simple, if you follow a reliable recipe and are careful about exact measurements.

An understanding of the whys and wherefores of the process makes it easier to try a recipe for the first time, says the Bureau. The whole process of making yeast bread depends on a microscopic one-celled plant called yeast.

This plant is grown in bread dough. It needs three things for favorable growth—moisture, warmth, and food. As it grows it gives off carbon dioxide gas, which causes the dough to rise.

So the yeast is softened with lukewarm water, if a yeast cake is used. Liquid yeast has its own moisture. Then more lukewarm liquid, which may be water, potato water, or perhaps milk, is added. When the dough is mixed, it is set in a warm place to rise. The growth of the yeast has to be guided. Kneading develops gluten, distributes the gas, and gives the bread its elastic, even texture.

Most bread contains just six ingredients—flour, liquid, salt, sugar, fat, yeast. Bread flour from hard wheat contains the most gluten and is considered to make the best bread. Soft-wheat flour can be used, but it requires a stiffer dough—more flour and less liquid.

When milk is used for the liquid it gives the bread more food value and helps it keep fresh longer. Fresh, canned, or dried milk can be used in bread-making.

Fat makes the bread more tender and adds to its fuel value. Butter, lard, or any other good cooking fat can be used. A little sugar in the dough makes it rise more quickly and helps give a golden brown color to the crust. Salt is added for good flavor.

Some housewives still use "starters" or "liquid yeasts" and consider them convenient and economical. But yeast can be bought in either dry or compressed cakes. The dry cakes keep best, but they take longer to make bread. The overnight sponge method is used with dry yeast.

Compressed yeast cakes cost a little more, and spoil easily, so they must be kept in the refrigerator, but they are very convenient. Bread can be made with them by the quick, straight-dough method, started in the morning and finished in the afternoon.

Too much heat is as bad for yeast growth as chilling. The best tempera-

ture for the dough during rising is between 80 and 85 degrees Fahrenheit. To keep the dough at that constant temperature, the bread bowl or pan should be covered and set in a pan of water.

In a cool room the water should be 90 or 95 degrees. In hot weather when the air is warmer, the water should be slightly cooler. When a sponge is to stand overnight, it should be protected against drafts or chilling by covering it up well and keeping it in a warm room.

It is important to stop the rising of the dough at the right point. When the mass has doubled in bulk, it should be punched down to its original size and allowed to rise the second time. If it stands too long before punching down, an unpleasant or sour flavor may develop and the gluten will be injured. If the dough rises too high in the pans before baking, it will be coarse grained. If it doesn't rise enough, it will be heavy.

It can be tested by touching the surface lightly with the finger. If a slight depression remains, it has risen enough. If the dough is still elastic and the depression disappears quickly, let it rise a little longer.

Bake in a medium oven—400 degrees Fahrenheit—from forty-five minutes to one hour. Turn the baking tins around after twenty minutes of baking so the loaves will bake evenly.

OUT AROUND

(Continued from page 9)

I have met with much difficulty in securing answers to my enquiries addressed to the Treasury Department and the Internal Revenue Service relative to the recovery of penalties inflicted on merchants who unintentionally sold oleo for a day or a week before renewing their annual licenses. An Alma merchant was forced to pay the representative of the revenue collector \$25 because of a little lapse which took place while he was away from home. I have finally succeeded in clearing up the situation by appealing to Congressman Mapes, as follows:

Reference is made to your request by telephone that you be given information requested in a letter addressed to this Bureau by Mr. E. A. Stowe, Grand Rapids, Michigan. Mr. Stowe desires information as to whether a merchant who sells only "nut oleomargarine" must pay special tax for the period commencing July 1, 1933. He also requests advice as to whether any merchant who paid a penalty between July 1, 1929, and July 1, 1931, is entitled to a refund.

Mr. Stowe evidently has in mind the decision of the Supreme Court of the United States in the case of the Standard Nut Margarine Company of Florida, in which it was held that vegetable oil products containing no animal fats were not subject to tax as oleomargarine prior to July 10, 1933, the effective date of an amendment to the Oleomargarine Act. Under that amendment vegetable oil products became subject to tax as oleomargarine as well as those containing animal fats. The special tax must, therefore, be paid by any dealer selling such products during any period commencing July 1, 1933, or any subsequent period.

If Mr. Stowe paid special tax and penalty with respect to the sale of products containing no animal fats between July 1, 1929, and July 30, 1931, he is entitled to file a claim for refund

of such amount on the enclosed Form 843. The claim should be filed with the collector of the district in which the taxes were paid and the special tax stamps issued on payment of the taxes should be submitted with the claim, or a statement furnished as to why they cannot be supplied. The names of the brands of products sold as oleomargarine, the names and addresses of the manufacturers of such products and the period during which each product was sold should be given in the claim. The claim should be filed promptly in order to avoid the application of the four-year statute of limitations.

E. A. Stowe.

Cut Rates

The epithet "cut rate" is not used as frequently in these latter times as in the good old days when any argument was supposed to be sufficient to combat the wicked mutuals when an effort was being made to take business from the saintly stock companies. However, the insurance buyer is studying, with greater care, the company with which he allies himself.

While the figures are not yet complete, it appears from the statistics that all fire insurance companies lost a considerable percentage of a decrease in premiums. It also appears that while the mutual fire companies suffered a loss in premium income, the loss was not nearly as large as was the loss of the stock companies. While the mutuals suffered a small loss in income volume it was in the smaller percentage of fire losses that the co-operative mutual companies made the largest savings which are reflected in the cost of the insurance. Mutual insurance is no longer referred to contemptuously as "cut rate." While all insurance companies are suffering from current conditions, statistics show an unmistakable trend toward Mutual Insurance. If the mutual system becomes better understood, this trend will increase at the expense of any other system of fire insurance. It becomes the duty of mutual insurance to inform the insurance buyer of the advantages of the system which it provides. Let not your light be hidden under the bushel.

A Business Man's Philosophy

At the present moment the future exists nowhere except in men's minds.

The world tomorrow will be as people are thinking today. The pattern of the future is fixed by those who are the most effective in manipulating the minds of others.

Each of us is, in a large part, the master of his own destiny. What we shall be is measured by what we are thinking.

Let us think constructively. Let us think boldly.

This world can be a paradise or a hell. Our own lives can be beautiful or ugly. If we think right the world will be right and we will be right with the world.

William Feather.

Introduction of a garlic-flavoring extract for use in cooking was started in grocery stores this week by an Eastern company. The extract, put up in liquid form, is manufactured from bulb garlic and is claimed to retain all the flavoring potency of the vegetable while eliminating its objectionable features. Manufactured to retail at 10

cents, the extract, according to its producers, can be used like any other type of flavoring extract in the seasoning of foods. The product is put up in glass containers resembling perfume bottles.

Consider the Hammer

It keeps its head.

It doesn't fly off the handle.

It keeps pounding away.

It finds the point, then drives it home.

It looks at the other side, too; and thus often clinches the matter.

It makes mistakes but when it does, it starts all over.

It is the only knocker in the world that does any good.

If you are inclined to lose your head and fly off the handle, "Consider the Hammer."

Say a word for an effort made or a result accomplished! At home, at work, or elsewhere, the man who scatters words of praise helps to keep the world moving forward and men to reach the goal to which they set out. A word of praise to the struggling man is a friendly hand behind the back of a man climbing life's hill. The road is long, the incline so steep that the least push forward is a help. A word of praise is one of the few things in this world of which we can possess more in proportion to the amount we give away. Let us not be stingy in our passing out of kindly words.

I believe we have gone through this period without realizing what we have gone through. The world is going to see a new status of affairs that will not be to the detriment of our happiness and happy living. I believe that we are going to have new interests, we are going to have new initiatives and we are not going to work for money alone but for the true aristocracy, which means doing good for your fellow-man. —Charles M. Schwab.

Special Price for Three Meals

As a "Moratorium Special," a Chicago restaurant recently offered patrons three meals for 59 cents if all means were consumed in one day and a ticket for the combination was purchased at breakfast on the day preceding.

The combination, according to the National Restaurant Bulletin (April), provided the customer with any of the regular 15 cent breakfasts, the 25 cent lunch and the 35 cent dinner.

The business and price-raising lever has been confidence rather than prospective inflation.

Phone 89574

John L. Lynch Sales Co.

SPECIAL SALE EXPERTS

Expert Advertising

Expert Merchandising

209-210-211 Murray Bldg.

Grand Rapids,

Michigan

Business Wants department

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

SOME TRENDS IN TRADE

Sidelights on the General Business Situation

There's no question about the statistical position of business having improved beyond expectations and on a broad scope. It is probably inevitable that there will be some kind of a Summer slump, but with buying still on the hand-to-mouth basis it is unlikely that the slump will exceed the normal limit of about 4 per cent.

The improvement in business sentiment has spread through to where it is more clearly evident in retail buying and in many types of consumer purchasing, but the average business still is proceeding with extreme caution in making commitments that call for any material increase in disbursements.

The attitude of many business men seems to be, "this looks all right so far, but I am going to wait and see." This highly conservative attitude is apparent in the lack of more aggressive selling and sales promotion.

We think that this is the time to make a bold bid for business. The news reports and the government figures show that more money is available for spending — the farmer has more because the prices of his crops have shown a big jump. The average factory worker has had an increase in the hourly wage, or the number of hours he is able to work each week, or both, and as we go to press, Mr. Douglas, the Director of the Budget, announces that there has been a decrease of 1,400,000 in unemployment. And people are spending the money they make. Millions have had such disastrous experiences with their savings that they now say, "I'm not going to get caught again. I'll spend the money now and make sure that I get some pleasure from what I earn."

The enactment of the National Industry Recovery law should give a marked stimulus to advertising and sales promotion of all kinds, as Joseph Stagg Lawrence, editor of the Econostat, points out. The Act means that hereafter selling will be done not on the basis of price cutting, but rather on intelligent and intense exploitation of the market for any product, with prices fixed maximum and minimum and principal cost elements likewise fixed. The rewards of competitive efforts will go to the producer who is most successful in developing his markets. Advertising in the future will have an entirely new value and will become absolutely indispensable in the development of new business and the retention of old business.

The purchasing power of the whole-sale dollar is now down to 161 per cent., which is a drop of 20.7 per cent. from the high point reached in March.

The question is asked frequently whether the farmer will profit materially by the higher prices until the 1933 crops are harvested. Neither the Government nor anyone else seems to have any exact figure on the amount of cotton, wheat, etc., held by the farmers, but a recent Washington estimate indicates that the total is large. The farmers in the Dakotas and Minnesota alone were supposed to hold in their barns on the first of April some 83,-

000,000 bushels of wheat, and the grain and cotton co-operatives are now busy marketing their surplus at the higher prices.

Sales reports from the country districts on automobiles are even better than from the cities, and from detached points we get reports that farm equipment sales in the last two months have exceeded the entire year of 1932.

Good news appeared in the petroleum industry last week for the first time in some months. Crude oil production was curtailed slightly; gasoline stocks dropped moderately, and gasoline prices were advanced.

May production of motor vehicles was estimated by the N. A. C. C. at 220,000 as against 189,000 in April and 192,000 a year ago. Production in the Detroit area is now showing a seasonal topping off to permit retailers to work down their inventories.

Bituminous coal sales, which are a fairly good barometer of industrial activities, have continued to run ahead of a year ago. Inventories in the hands of consuming industries on May 1 were at the lowest point in several years.

Lumber production has continued to advance, and unfilled orders are 38 per cent. ahead of a year ago. The backlog is equivalent to twenty days of capacity production.

The steel industry has currently operated at between 40 and 47 per cent. of capacity, which is double the rate in the same period last year, and compares favorably with the 1931 period. Operations have expanded for ten consecutive weeks.

Electrical production is likewise continuing ahead of last year with the most striking gains being registered in New England and the South.

Automobile sales in May exceeded those of the previous year for the first time in four years, with a total of 165,000 units against 120,000 in April, and 131,000 in May, 1932. From present indications sales in June will compare favorably with May, and the industry expects the buying peak to be reached the first part of July.

Sales of the Electric Refrigeration Bureau, covering household models only, reached 83 per cent of quota in the first four months. States where sales ran ahead of quota, ranged in the order of largest gains, were Alabama, South Carolina, Maryland and the District of Columbia, Missouri, West Virginia, Virginia, Texas, Oklahoma, North Carolina, New Mexico, Arizona, Colorado and Kentucky. Note the preponderance of Southern states.

Readers of this column may remember that we discovered several months ago a correlation between business improvement and the variations in wholesalers' sales and stocks on hand. Starting around the first of the year, stocks on hand decreased more rapidly than sales—thus leaving a vacuum which we predicted would be filled in the course of time. From the Federal Reserve banks we get the following picture for the month of April—comparisons are for the month of April and the same month of last year. The table is fragmentary because of the lack of uniformity in reports from the various districts, but it is apparent that sales improved over stocks on hand in two cases out of three.

With eight department stores in Metropolitan New York exceeding their 1932 figures, retail store sales in May showed the best comparative monthly record in two years, according to the New York Herald-Tribune's monthly survey of retail shops, covering twenty department stores and women's specialty shops in New York, Brooklyn and Newark. Dollar sales of the entire New York Federal Reserve District were down about 3 per cent. from last year.

Better agricultural prices and increased employment and wages in the industrial sections have caused extraordinary rebounds in Montgomery Ward sales. The May total was 6.5 per cent. greater than last year, and was the first gain in monthly sales since June, 1930.

Wage increases of 5 and 10 per cent. may not sound like very much, but we have talked in the past few days with a number of people who have received such increases, and they are both grateful and hopeful. Storekeepers report an automatic pick-up in sales wherever increases have been widespread—such as in Detroit, where all members of the General Motors family have slightly heavier pay envelopes.

Since March 18 car loadings have increased from 50 per cent. of the ten-year normal to nearly 65 per cent., and now are running definitely above last year.

The railroads are postponing action on passenger fare reduction until the Interstate Commerce Commission decides the pending freight rate case. At a recent meeting of the Western railroad executives it was reported that a majority declared for a 2-cent rate for coach travel and for a 3-cent a mile rate in Pullmans, with elimination of surcharges.

Failures during May declined to a four-year low. The total of 1,909 compares with 2,758 in May last year.

The International Economic Bureau has been making long-range studies of weather predictions, and believes that in the late Spring and early Summer there will be unseasonably high temperature and drought which will materially change the outlook for production of foodstuffs and cause a very marked increase in prices. Throughout the depression weather and soil conditions have fought a winning battle against the economic price level, and the world has had bounteous crops which further increased the surplus and lowered the price level.

Forty-seven New Readers of the Tradesman

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

Milks & Hanson, Midland
Winkler & Winkler, Midland
Midland Hardware Co., Midland
Earl Polmanter, Midland
Hancock & Whitman, Midland
Delos E. Thurber, Midland
Hardy Bros., Midland
Swisher Grocer Co., Muskegon
R. E. Westfield, Fennville
Wm. H. Aviatt, Midland
A. C. Baker, Midland
Bartlett & Asch, Midland
Joseph P. Churchfield, Midland
Mrs. Besse Smith, Midland
L. S. Lake, Freeland

Sarle & Sarle, Freeland
Mrs. Tessa H. Lamkin, Good Hart
Elmer M. Lone, Freeland
A. W. Michelson, South Haven
John R. Gleason, Midland
W. J. Bendon, Midland
David W. Bye, Midland
George L. Kahn, Auburn
John Nuffer, Auburn
John Fletcher, Bay City
August Reinhardt, Bay City
Arthur Rupprecht, Saginaw
A. Smith & Son, Saginaw
Claude Thorsly, Saginaw
Fred Klopp, Kalamazoo
J. J. Murray, Kalamazoo
Strobel Bros., Saginaw
Geo. Schuch, Saginaw
Schultz & Fuller, Saginaw
C. E. Brockway, Saginaw
Clarence Elliott & Co., Hemlock
C. L. Gould, Hemlock
Ernest Ingersoll, Hemlock
J. A. Haines, Merrill
Whitney Hardware Co., Merrill
Otto Cummings, Merrill
Roy Baker, Montague
R. N. LeMire, Newaygo
H. R. Johnson, Newaygo
C. W. Burke, Fremont
Smith's Hardware, Fremont
Roy Martin, Holton

Gabby Gleanings from Grand Rapids

If Y. Berg lives until Nov. 27, he will have rounded out fifty years with H. Leonard & Sons. He began with the house when it was located at 16 Monroe avenue.

Martin Solomonson, formerly in the grocery business on Butterworth street, succeeds Mrs. Elsie Brink in the grocery business at 251 Page street.

Now dating has been extended to shirts. One manufacturer, in co-operation with department stores, guarantees his shirts against deterioration from flaws in the material for a full year from the date of purchase. The sales person stamps the purchase date on the shirt label when the garment is sold.

A company has been organized in New York to sell advertising space on the paper bags used by grocers, bakers, meat dealers. Such bags would be sold to retailers at a nominal price, the company expecting to recoup its expenses and make its profits in the sale of the advertising space to manufacturers.

One wholesaler is using talking film in natural colors to promote women's dresses. The two-minute films, showing models wearing the frocks, are offered dealers stocking the line. Dealers pay only the cost of showing the film at their local theater and are identified by a trailer on the film.

Through an arrangement between a taxi company and a newspaper, Pittsburghers who rent homes through the paper's classified columns are given free cab service on their inspection trips. If they fail to rent the inspected homes they are charged only half the regular fare.

A new lacquered fabric for book-binding looks, feels and can be worked like cloth, can take all the colors and designs of cloth, yet is washable and moisture and insect proof.

ARE YOU SURE—

—that your insurance affairs are in proper order? Can you lock up the store at night with complete confidence that you have done what you can to protect yourself against loss by fire?

Or, does Old Man Anxiety follow you home and intrude upon your leisure moments?

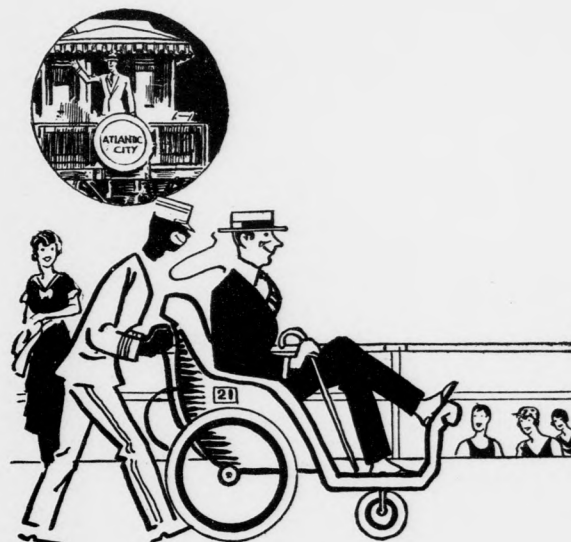
The test of insurance protection does not come until a fire occurs. Then it is too late to remedy any defect. Now is the time to give this matter your careful attention.

Unquestionably the average merchant is less cautious about his insurance matters than any other equally important feature of his business. This is shown by the number of policies which, when loss occurs, fail to afford the full indemnity expected, owing to some error or oversight of the policyholder.

There are two important services the representatives of mutual fire insurance companies can render you:

1. A thorough inspection of your store premises, that unnecessary fire hazards may be eliminated and possibly a reduction in rate effected.
2. A competent audit of your insurance contracts, with appropriate recommendations for correction of any conditions that impair your protection.

These services are yours for the asking. The fieldmen of the mutual fire insurance companies are ready to work with you to the end that you may be free from uneasiness concerning your insurance protection.



ATLANTIC CITY BOUND!

Don't fail to attend the National Association of Retail Grocers Convention, June 25-29 in Atlantic City, the Convention City by the sea.

Talk things over with old friends. Learn from their experiences and take home new ideas to help you in your business.

Have a good time, too! Enjoy the entertainment program of the convention.

Consult your local secretary for information on special rate tickets. Or communicate with Mr. Frank W. Meyer, Chairman of the Transportation Committee, 595 Madison Ave., New York City, who will be glad to advise you.

This advertisement is run in the interest of the National Association of Retail Grocers by Standard Brands Incorporated.

STRENGTH
COMPANIES REPRESENTED HAVE
Assets \$65,931,787.14
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SERVICE
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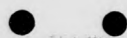
What every merchant knows

A "SHOE DEALERS" Policy represents
a real adventure in thrift ✓ ✓ ✓

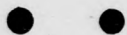
because —



It saves you money — dividends to policyholders, of 25 to 30 per cent since organization, is a record to be proud of.



It saves worry — prompt and careful adjustments.



It saves costly errors — our insurance auditing service meets a popular and growing need.



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MUTUAL FIRE INSURANCE COMPANY
Mutual Building . . . Lansing, Michigan