

MICHIGAN TRADERMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

EST. 1883

Fifty-second Year

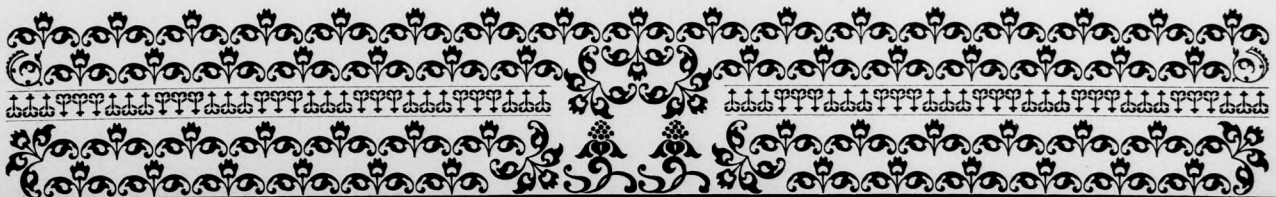
GRAND RAPIDS, WEDNESDAY, JUNE 12, 1935

Number 2699

Let Me But Live

Let me but live my life from year to year,
With forward face and unreluctant soul.
Not hastening to, nor turning from the goal;
Not mourning for the things that disappear
In the dim past, nor holding back in fear
From what the future veils; but with a whole
And happy heart, that pays its toll
To youth and age, and travels on with cheer.
So let the way wind up the hill or down,
Though rough or smooth, the journey will be joy;
Still seeking what I sought when but a boy,
New friendships, high adventure, and a crown,
I shall grow old, but never lose life's zest,
Because the road's last turn will be the best.

Henry Van Dyke.



7 GOOD REASONS WHY YOU SHOULD STOCK

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

*The brand
you know*



by **HART!**

A complete line of canned vegetables and fruits.

FIRE and BURGLAR PROOF

SAFES

GRAND RAPIDS SAFE CO.

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

BISCUITS

by

Hekman

MAY BE BOUGHT
WITH CONFIDENCE
AND SOLD
WITH PRIDE



MAKE MORE MONEY SELLING QUAKER COFFEE

Vacuum Fresh

A DISTINCTIVE, RICH, MELLOW BLEND



5

Sale hits that make
Quaker Coffee a fast
moving money maker
for Independent Mer-
chants to Sell.

- ● POPULAR PRICED FOR VOLUME SALES
- ● HIGHEST QUALITY VACUUM FRESH
- ● EYE APPEALING ATTRACTIVE LABEL
- ● NEWLY DESIGNED VACUUM CONTAINER
- ● SOLD ONLY BY INDEPENDENT MERCHANTS

✓

Check over your
Coffee Department
with our Salesman
for Faster Sales and
More Profit.

LEE & CADY

MICHIGAN TRADESMAN

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, JUNE 12, 1935

Number 2699

MICHIGAN TRADESMAN

E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

Printed by the Tradesman Company, Under NRA Conditions.

The Turn in the Price Trend

The downward course of commodity prices during the past fortnight has accentuated a recession that actually took its inception early in May. At first, the declining trend represented the liquidation of speculative positions built up in anticipation of the enactment of the Patman bonus bill. When the President's veto of that measure was sustained by the Senate a recession began which has been accelerated by the Supreme Court's decision against the validity of the National Industrial Recovery Act. The effect of the Schechter decision has been intensified by the doubt that it throws upon the constitutionality of parts of the Agricultural Adjustment Act, and there have been consequent declines in prices of agricultural products.

The immediate effects of the NRA decision were sharp breaks in the active speculative commodity markets and drastic reductions of retail prices, especially in large stores, on certain articles usually used as loss leaders. Examples of the first were severe declines in sugar, cotton, wheat, silk and rubber. Retail price cutting was most common in cigarettes, liquor, books and drugs. These declines for a time unsettled buyers' sentiment as regards prices in general, and threatened to bring about a severe contraction in trade as buyers awaited the stabilization of quotations. However, the wave of speculative commodity liquidation and price cutting appears to have spent itself for the time being, commodity markets have taken on a more normal appearance and fundamental forces will doubtless once again assert themselves in determining the major price trend.

Several forces tending to bring about lower prices will be opera-

tive over the next few months. Termination of the codes leaves the situation vulnerable in a number of fields, such as petroleum, lumber, copper, steel and cotton textiles, where the NRA had achieved material success in stabilizing quotations. While producers are generally making valiant efforts to maintain prices by voluntary effort, pressure from consumers who can withhold orders will make maintenance of quotations difficult in many such cases if no new legislation to facilitate trade co-operation is forthcoming.

In the case of agricultural products, increased plantings and recent improved crop prospects make price declines probable regardless of the future of the Agricultural Adjustment Act. Latest private estimates point to a wheat yield as high as 700,000,000 bu., a doubling of the rye crop as compared with a year ago and a material rise in the cotton yield. Improved pasturage conditions also promise larger supplies of dairy products.

In the case of both manufactured goods and raw materials, influences making for lower prices are thus definitely at work. On the other hand, the stimulus of extremely easy credit conditions and large prospective expenditures for public works will resist the trend toward lower prices through increased demand. The next few months should show the extent to which expanding demand will check the deflationary effects of increased supplies and less potent artificial maintenance of prices through codes and Government restrictions. — N. J. Journal of Commerce.

How Long a Seasonal Depression?

The seasonal decline in business activity now under way may be prolonged, many observers now feel, owing to the effects of the abandonment of the NRA codes.

Maintenance of current prices on many products may become increasingly difficult, it is felt, as the volume of business declines seasonally. In turn pressure on prices may force reductions in wages, despite efforts of most concerns to maintain prevailing levels. The consequent contraction in purchasing power would prolong the decline and render a recovery in the fall more difficult.

On the other hand, lower prices could stimulate an increased vol-

ume of sales and so provide an impetus to production, at least in some lines. Moreover, removal of Government restrictions will encourage expansion of productive capacity in many industries, thus aiding the machinery and building lines.

Voidable Preference

A bank, becoming aware of a borrower's insolvency, called for further collateral to secure the loan. Accordingly, the borrower executed and delivered to the bank certain mortgages as collateral. Thereafter, the mortgages were duly recorded by the bank.

Later, the borrower was adjudicated a bankrupt. The date of the filing of the bankruptcy petition was more than four months after the execution of the mortgages, but less than four months after their recording. The referee in bankruptcy held that, under the facts, the bank had reasonable cause to believe that the mortgages would effect a preference in favor of the bank over other creditors of the borrower and, therefore, that the mortgages should be set aside as voidable preferences within the meaning of the Bankruptcy Act. A Federal District Court in Arkansas, before which the case recently came for review, sustained the referee's decision.

While this case was pending in Arkansas, a Federal District Court in North Carolina handed down a decision in which it said:

"A valid mortgage executed and delivered before, but registered within four months of the filing of petition in bankruptcy is not a voidable preference, although at the time of recording the grantor is insolvent and known by the mortgagee to be insolvent, and that a preference would be effected."

A "valid mortgage" as used in the North Carolina case apparently means one given for a fair consideration passing from the mortgagee at the time of delivery of the mortgage and without reference to any pre-existing debt. In the Arkansas case the bank paid nothing for the mortgages, but exacted them simply as a means of insuring a larger recovery on an antecedent debt.

Premature Foreclosure

The premature foreclosure of a mortgage on real estate was one of the elements in a case before the Supreme Court of New Hampshire not long ago.

The aggrieved mortgagor in such case, the court ruled, may have either

1. The setting aside of the foreclosure sale and restoration of the property; or

2. Money damages from the mortgagee to the extent of the value of the property at the time of the sale less the amount of the mortgage.

No Horse-and-Buggy Age

Our Constitution is not a musty document, a relic bequeathed us by the statesmen of the horse-and-buggy ago. It is a living charter of government, embodying the will of the American people, binding alike on rulers and ruled. The men who wrote it did not have horse-and-buggy minds.

It is evident that if the central government is entrusted with the power to regulate the daily details of the life of the individual citizen, individual liberty, as Americans have understood it, has come to an end.

To govern within the Constitution is what Mr. Roosevelt was elected to do. These are the terms on which he sought and accepted office. If any one has a right to complain to-day it is not the leaders but the people. For what is to be thought of a leadership which, however well-intentioned, devotes most of its energies for over two years to leading the country up a road which it now has to admit is a blind alley, and never was anything else?

Ogden L. Mills.

Trust Termination

May the beneficiaries of a trust estate by agreement among themselves terminate the trust and force the distribution of the principal, even where the trustee does not consent?

This question came before the Court in a recent New Hampshire case, where it was decided that if all the purposes of the trust had been accomplished and all the parties beneficially interested are of full age, the trust may be terminated by agreement and distribution made. Citing a number of authorities in support of this proposition, the Court said:

"The beneficiaries of a trust, if all consent and none is under an incapacity, can compel its termination if the continuance of the trust is not necessary to carry out a material purpose of the trust although the period fixed by the terms of the trust for its duration has not expired."

Trustee Liability

Once more the liability of a trustee for depreciation in value of trust investments has come up for judicial determination in an appellate court. Tersely the Supreme Court of Pennsylvania defines the trustee's position in a recent decision:

"A trustee can be held to no higher duty than such an exercise of good business judgment and foresight, under existing circumstances, as a prudent man would use in handling the property of another."

Fishermen's luck is said to be increased by a new lure and chum made from milk processed into insoluble flakes. For salt or fresh water use, it lures fish to the vicinity of the hook.

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—Rudolf Eckert, Flint.
Vice-President—O. A. Sabrowski, Lansing.

Secretary—Herman Hansen, Grand Rapids.

Treasurer—O. H. Bailey, Sr., Lansing.
Directors—Holger Jorgenson, Muskegon; L. V. Eberhard, Grand Rapids; Paul Gezon, Grand Rapids; Leo Lillie, Coopersville; Martin Block, Charlevoix.

One Grocer's Opportunity for Advanced Merchandising

What ground have we for supposing that Omaha's "Pure Advertising" grocers' campaign will prove effective? Well, listen to this:

"Homemakers want definite information as to purchase and use of necessities. Appeals to the intellect—not the emotions—will give greatest satisfaction. We have come down to earth, facing the facts of simple living. Specific information I have recently sought in advertising and found lacking:

"Prunes: Price means little unless in the light of size (number to the pound) and kind (California or Oregon).

"Canned fruit: Information would be helpful, in case for instance of peaches, if it read: Albertas; cut in halves; syrup—30 per cent sugar or Karo, as the case might be; eight-ten pieces."

This is talk by an experienced housekeeper; and if we imagine that she is exceptional, let us remember that mail-order catalogs have always carried detailed information, and their great success shows that all women will read brass-tacks information. We also know that housewives will listen to similar spoken information particularly when they gain confidence that what we say is reliable.

Further: "In case of laundry soap, if weight of bar were specified, price comparisons could more readily be made. Maybe this would be what an advertiser called 'impractical information.' It may be impractical to an advertiser because it may cause the use of more soap bars and less flakes which disappear more quickly."

My quotations are revised from Printers' Ink. They are merely samples of what that snappy advertising journal has printed for many months to show that the song-and-dance style of specious advertising is out; that consumers are fed up on jazz and want solid facts.

That is why I indicated that I should take some exception to two of the stipulated forms of advertising admitted to the Omaha "code" on which I commented last month. Fact is, the time is here for grocers to use plain trade terms in talk with and advertising to their customers. Intelligent people can grasp those terms as easily as they can pounds, ounces, quarts and gallons; and less intelligent will soon get the idea. Let us not so glibly doubt "public intelligence." Chances are, it is ourselves who lack it!

In canned apricots, let us tell how many pieces in the can. We find in the rules—published in booklet form by Cannery's League of California and thus accessible to every grocer for the asking—that 2½s fancy run not over 24 pieces; choice, not over 30; stand-

ard, not over 42. There we have not only a hint as to relative size, but how many helpings a can may contain. Soon any housewife can gage her wants accurately, under any brand.

As to syrup, far better not to say—as Omaha now permits—"heavy or medium," but say, as our Printers' Ink writer indicates, the specific density of the syrup. On fancy 'cots this is 55 per cent, choice, 40 per cent, standard, 25 per cent. Why make two bites of such a cherry with nebulous indefinite statements? Say to your customer: "A forty per cent. syrup is four parts sugar to six parts water. Ten pounds of syrup is made up of six pounds water and four pounds sugar. Standard syrup—25 per cent, is quarter sugar and three quarters water; and 55 per cent. is 5½ pounds sugar and 4½ pounds water to ten pounds of syrup."

Now get your copy of the booklet and get posted on every detail. You can give it the once-over in an evening; then keep it handy for reference and to show inquiring customers. Soon it will be all in your head, ready for instant use any old time.

Omaha suggests that lettuce be advertised exactly in trade terms: four, five or six dozen size; but it opens a loophole for laxity in allowing the use of small, medium or large. The right plan is to stick to exact definiteness. Customers will soon get to know what is meant. Thereafter, you need make no explanations—which "do not explain!"

This—for one reason—because no grocer would advertise "small lettuce." But if trade sizes are given, he can enlarge on the crisp freshness of tight, solid little heads. All opportunity for descriptions of character of the goods, aside from size, remains. Then if his words be found true, he'll sit prettier than ever—but only IF! Such are some of the benefits of Truth in Merchandising.

Because the local grown lettuce is not sized as that from the coast, Omaha permits it to be advertised simply as home grown—probably wisest thus.

This housewife touches on prunes and wants specific information. All right. Say we have California French or Imperials. Let us know what we talk about on those two varieties—and make certain that we know. But if we say these are "forties" what do we know? "Forties" is a common way of expressing what passes for a forty-five size. But do we know that it is not actually a forty-nine?

No bit of petty trade chicanery strikes me as more reprehensible than the practice of some packers. Grading prunes, each size is kept to the nine before the next decimal. 40/50s are actually 49s. 30/40s are 39s. 50/60s are 59s. Is it not obvious that the fair and square thing to do would be either to call those one size smaller—call the 49s fifties, the 39s forties, etc.—or else to reset the scales so that each size would break at the 5? Findlay bought from one jobber for years whose prunes were sized accurately 45s, 55s, 65s.

Now, this is a preferred opportunity for any wakeful grocer. He can beat the customer to her goal by informing

her in advance. Let him frankly tell her that these sizes are deceptive—if, on your own investigation you find them so—and give her precise information. Thereby you will win her confidence increasingly, daily, to your own great benefit.

"Let your yea be yea, and your nay, nay" is as plain, practical good business as it is good morals; but most of us continue to lay ourselves open to the reproach: "O, ye of little faith!" This is so shortsighted it should be abandoned.

These suggestions point to conditions from which there is, after all, no escape; so they might well be acted upon. Why do I say this? Because the food business is the most unprotected there is. It is open all sides to competition, and every enlightened grocer will pray that it remain so.

Thus the would-be deceiver is apt to have short shrift in the coming days of awakening intelligence among consumers who insist on being shown. For the frank tradesman will post the housewife so the deceiver gets no chance. But from the standpoint of the honest grocer, this advantage is tremendous. His finest opportunity comes with conditions now existent.

But it is amazing how self-interest can blind the best of us. Not long since a producer argued to me that certain natural products carried arsenic in perceptible percentage; therefore, if a little more arsenic got in during processing—he laughed off further discussion.

That is like the thought that because lettuce contains alcohol, liberal partaking of alcohol should merely enhance nature's beneficence. But experience teaches the fallacy of that sort of "reasoning"; for we have long since learned that certain elements and food constituents combined in Mother Nature's laboratory are wholesome and nourishing, as she combines them, but become rank poisons when distilled by mankind. Demonstration of this truth in relation to alcohol is easy—what?

A final word from Printers' Ink, lady: "Sales clerks are often unfairly treated in being schooled only on the points of a product. One who has

some judgment of human nature knows that to admit a limitation will not ruin his sale and will often win respect for his knowledge"—and may I add, his frank honesty!

Don't we know how convincing it is to say to a customer: "No, you don't want that." The maker—and advertiser—would think that "impractical information" probably; but the grocer properly is the consumer's agent. Let him remember that he is tied to nobody's interest but that of his customer. Let him act unreservedly on that plan and there need be little anxiety about his future stability.

None of this is new. It is about the oldest thing there is. But nothing is truer or more reliable; and it furnishes the immediate opportunity for better grocers; for those who would reach the apex of their calling.

Paul Findlay.

Lower Building Costs Anticipated

With the NRA code regulations no longer effective, contractors expect a material reduction in building costs within the near future.

Price of specialty building materials had been almost uniformly pegged under the codes, it is asserted. Now, considerable "shading" in offerings of various types of fixtures is expected.

Prices of basic building materials, on the other hand, may not decline materially. Code regulations had proved ineffective in supporting prices in this field, with the result that average prices of these materials in the metropolitan area are now 10 per cent. lower than they were in October, 1933.

Some reductions in labor costs may be expected in those areas where union organization is not predominant. In the metropolitan centers, however, unions will probably be able to preserve present wage schedules for the time being.

Who have made wholesale grafting and racketeering in cities possible? Business men or politicians?



"YES! I WANT RED STAR YEAST!"

YOUR recommendation of RED STAR Yeast as a quality product—always fresh—always dependable—for Health, Facials and other uses—is backed by our 52 years of manufacturing experience.

YOUR recommendation brings satisfaction to your trade—and greater turnover—plus larger profits to yourself.

RED STAR YEAST & PRODUCTS CO. • MILWAUKEE, WIS.
Members by Invitation of the Rice Leaders of the World Association

STRICTLY INDEPENDENT SINCE 1882



MEAT DEALER

We Are Still the Leading Meat Consumers

Once more the place of meat in the American diet is a subject of debate. The relative shortage of meat, the result of drought and other conditions, and the protests of buyers in the face of rising prices have brought the discussion to the fore and, moreover, have led to the closing of hundreds of meat markets in New York City.

A few years ago physicians and dietitians, with their new knowledge of vitamins, were urging people to eat less meat and more vegetables; recently Dr. Eugene Foldes told the American Psychiatric Association that a diet rich in meat is valuable in the treatment of migraine, or intense headache, and in cases of epilepsy.

The consumption of vegetables has enormously increased in this country and the place of meat in our diet has shifted considerably. Yet the United States remains one of the largest meat-eating nations. Despite shortage of supply and high prices, Americans still demand their meat ration. Their per capita consumption is about 133 pounds per year; their appetite for meat is much larger than that of Englishmen and Continental Europeans.

While to-day we are said to be eating less meat, dietitians and others attribute the change more to economics than to dietetics. The time was when pork and beef graced the daily fare, veal was preferred by some, and lamb was the rarest treat of all. Consumers in New York had to pay 38 cents a pound for lamb, 3 cents less than beef, and 8 cents less than pork. This Spring the cheapest cut of meat on the market, the Bureau of Labor Statistics reports, is a breast of lamb, selling at an average price of 13½ cents a pound in fifty-one cities. Beef and pork have taken a corresponding leap in prices, and loin pork at 33 cents a pound, has reached the high level of 1920.

Our eating of meat cannot altogether be explained in terms of food value; we eat meat partly because we happen to like its flavor and partly because of habit. In a survey made by the United States Department of Agriculture of 2,183 average American families, half of the housewives questioned preferred meat to other foods because of its palatability, they said, and because they always had cooked meat.

Knowledge of meat substitutes, such as eggs and milk, has been a factor in cutting down meat consumption as prices have risen. It is of relatively little importance, dietitians and students of nutrition say, whether we eat meat or not, just so long as an adequate substitute is adopted. For persons of great muscular activity meat is an excellent fuel food, being high in protein content and iron.

On the vitamin scale, however, meat is still a controversial subject. It is only recently that vitamin value has been applied to meat at all. When vitamins first won dietetic approbation and calories were pushed more or less into the background, the place of meat as a

vitamin factor in the diet was thought by many scientists to be negligible.

This was because there was a tendency among most persons to eat muscle meats, definitely lacking in vitamin value. Then it was discovered that liver was richer than most fruits and vegetables in the keystone vitamin. Liver prices soared. Kidney was found to be high in vitamins A, B and G and, like liver, was fed to patients suffering from beriberi or Pellagra. Day, in 1931, found lean round steak to contain 90 to 110 units per 100 grams of the pellagra preventive, and veal in moderate amounts was recommended in the diets of children and adults.

Now that the word "vitamin" has become a household term, the average American family spends more for milk, fruits and vegetables than it does for meats, poultry and fish. The rudimentary knowledge of vitamins, the scientist concedes, apart from the economic issue, improves the American diet at the very point where it has

needed improvement—meat is now eaten more moderately.

Older persons recall experiments with the average diet of an adult man in which it was estimated that one-quarter of a pound of meat a day would fill one-third of his protein quota. Bread, cereals, fresh fruit, and green vegetables would provide another third; and the remainder could be obtained from a daily glass of milk, an egg, some cheese, beans, or nuts.

To-day many housewives follow the precepts of Dr. Mary Swartz Rose of Columbia and have forgotten Liebig, the first great student of protein in meat who thought that meat made muscle. "The housewife who provides a varied diet, ample in fuel value, including milk and eggs, need not feel that she is depriving her family of any essential if she furnishes a very small amount of meat or none at all," Dr. Rose says.

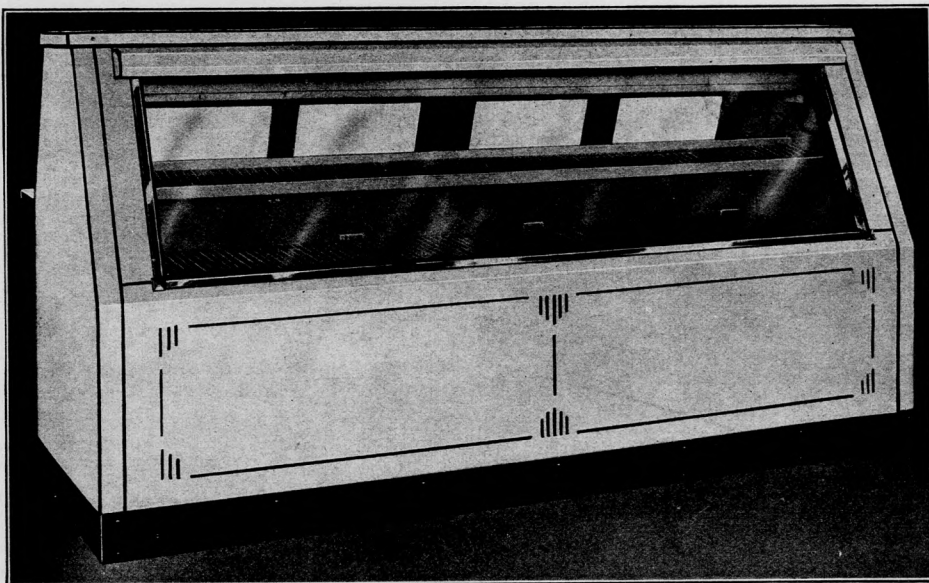
Should we eat less meat as we grow older? The question so often asked receives an affirmative answer in most

cases; for the older we grow the more sedentary we become, and the less meat we require. Though a man may be "young" at 50, and may still be vigorous, his muscular activity, with some exceptions, has decreased and the need for food has diminished.

"He's going on 70, and is still as wiry as a boy!" one hears it said of some active man; and often the person referred to eats steak, mutton or veal. The secret of his longevity, however, doctors affirm, is moderation. The diet should be well-balanced, with meat, milk, fruits and vegetables.

Athletes in their quest for brawn and persons doing manual labor longest kept alive the tradition of meat-eating, because meat was considered the best source of energy. Nowadays, dietary studies by the Department of Agriculture point out, even the workman has found milk superior to eggs, eggs superior to meat, and meat best taken in moderation. Track men and pugilists, too, can cut meat con-

(Continued on page 22)



MR. MERCHANT: Increase your profits and sales by installing this new Double Duty Display and Storage Case. The most economical case on the market today. Overhead refrigeration—no spoilage. Cold Temperature maintained. Extra heavy rubber doors and frames. Electric light. 3-inch cork board insulation. In six and eight foot lengths.

THE LOW PRICE WILL AMAZE YOU

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

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

Boot and Company

115 W. FULTON ST.

GRAND RAPIDS, MICH.

MOVEMENTS OF MERCHANTS

Union City—Detroit parties are installing a modern bakery in the Miller building.

Holland—The Western Machine Tool Works has increased its capital stock from \$41,500 to \$266,500.

Detroit—H. & S. Building Co., 200 Fidelity Bldg., has changed its name to the Hadley Construction Co.

Detroit—The Goldengate Restaurant, Inc., 4209 Woodward avenue, has a capital stock of \$1,000, all paid in.

Ypsilanti—The Shaefer Hardware Co. has appointed Carl Furtney as manager of its Huron street store.

Marlette—The Marlette Livestock Sales Co., auction sales, has a capital stock of \$15,000, \$7,800 being paid in.

Buchanan—G. Edward Mills has purchased a half interest from Clarence Runner in the Clarence Runner Hardware Co.

Detroit—The DeBarry Wine Company, 1599 Warren, East, distributor of wines, has a capital stock of \$2,000, all paid in.

Detroit—The Gold Lov Rubber Corporation, 957 Nat'l. Bank Bldg., has increased its capital stock from \$15,000 to \$25,000.

Detroit—The Standard Steel Tube Co., Oakland at Manchester, has changed its name to the Standard Tube Co.

Detroit—The Dalee Baking Co., 5771 Otis street, wholesale and retail business has a capital stock of \$10,000, \$1,000 paid in.

Detroit—The Pierce Co., Inc., 18440 Wildmere, electrical work, contracting, is capitalized at \$250,000 with \$1,000 paid in.

St. Clair—The Saint Clair Flour Mills, Inc., 417 South Riverside avenue, has decreased its capital stock from \$25,000 to \$2,500.

Detroit—The Detroit Research Laboratories, Inc., is capitalized at 1,000 shares no par value, (book value \$10 each) \$1,000 being paid in.

Detroit—The Princeton Lenox Haberdashery, Inc., 1005 Woodward avenue, has changed its name to the Princeton Lenox Hats, Inc.

Detroit—The C. H. Lahue Co., 1548 Winder street, dealer in farm products on a commission basis, has a capital stock of \$1,000, all paid in.

Detroit—Samuel Boesky, Inc., 1220 Griswold street, succeeds Boesky Bros. in the restaurant business, capitalized at \$25,000, \$1,000 being paid in.

Royal Oak—The H. G. Collins Co., 521 Washington Square Bldg., engineering and contracting, has a capital stock of \$1,000, all paid in.

Detroit—The Detroit Home Insulators, Inc., 7704 Woodward avenue, has a capital stock of \$15,000 shares at \$1 a share, \$5,000 being paid in.

Cadillac—Elmer Ullin and Carl Lindstrom have purchased the plumbing business of the late E. J. Morgan and will continue at the same location.

Bay City—E. A. Botimer, Inc., 405½ Fifth avenue, grain elevator, is capitalized at 500 shares no par value, (book value \$8) \$4,000 being paid in.

Lansing—The Capital City Glass Works, Inc., 433 River street has been

incorporated with a capital stock of \$2,400 to deal in glass and do glazing.

Detroit—The Chope-Stevens Paper Co., 1915 West Fort street, has decreased its capital stock from \$750,000 to \$175,500 and 10,000 shares no par value.

Holland—The John Good Co., dealer in home and commercial equipment, appliances and supplies, has a capital stock of \$10,000, of which \$1,500 has been paid in.

Detroit—The Richard A. Cross Co., 1900 East Warren avenue, manufacturer and dealer in petroleum products, has a capital stock of \$1,000, all of which has been paid in.

Petoskey—The Meyer Hardware Co. has recently purchased the complete stock of the Petoskey Produce Co., consisting of seeds, fertilizers, plow repairs, and farm machinery.

Detroit—The Michigan Mechanical Rubber Co., 8624 Gratiot avenue, manufacturer and dealer in mechanical rubber, has a capital stock of \$25,000, \$15,000 of which has been paid in.

Traverse City—The G. T. Builders' Material Co., Inc., wholesale and retail dealer in builders' supplies, has an authorized capital stock of \$40,000, \$23,000 of which has been paid in.

Detroit—The Commercial Buying Agency, Inc., 7201 West Fort street, dealer in fruits and produce on consignment, has a capital stock of \$10,000, \$1,000 of which has been paid in.

Kalamazoo—David Traxler has engaged in business at 129 East Michigan avenue under the style of the Factory Paint Store, dealing in paints, varnishes, oils and painters' supplies.

Lansing—The Ethix Pharmacal Co. of Michigan, Inc., 1400 Olds Tower, has been organized to deal in drugs and pharmacals, has a capital stock of 100 shares at \$100 each, \$1,000 being paid in.

Detroit—Crowley, Milner & Co., department store, Monroe and Library streets, has increased its capital stock from \$495,900 and 352,250 shares no par value to \$2,306,400 and 352,250 shares no par value.

Detroit—Edward Neumann, 25 East Grand River avenue, dealer in fruits and groceries, has merged the business into a stock company under the style of Neumann's, Inc., with a capital stock of \$50,000, \$10,000 being paid in.

Detroit—The Wolverine Cigar Co., 2686 18th street, retail dealer in tobaccos, candies and groceries, has merged the business into a stock company under the same style with an authorized capital stock of \$10,000, all paid in.

Kalamazoo—A resolution honoring William L. Brownell was passed by the Rotary Club at the Columbia Hotel. A charter member and former president, Brownell, by the action taken, becomes an honorary life member of the group.

Howard City—The C. O. Hudson Cutlery Co., recently organized, has purchased a building there and is making extensive alterations prior to beginning the manufacture of butchers' knives, cleavers, steels paring knives, hunting knives, etc.

Ellsworth—Koo Kloester, proprietor

Ellsworth hardware store, has purchased an interest in the Vanderark & Co. general stock that he sold 14 years ago. The new store will be known as Kloester & Vanderark.

Harbor Springs—The G. W. Melson Co identified with the business interests here for the past 19 years, is conducting a closing out sale which will continue until everything is sold when the building, fixtures and equipment will be offered for sale. The continued illness of Mr. Melson has made the sale necessary.

Petoskey—George W. McCabe, 64, popular Petoskey postmaster, merchant, sportsman and Northern Michigan booster, was stricken dead by a heart attack last Friday afternoon at his desk in the postoffice. He had served as member of the school board 18 years, was on the Emmet county road commission eight years and as chairman a year, served several years as councilman, city clerk and supervisor. Mr. McCabe, who was president of the McCabe Hardware Co., was past exalted ruler of Petoskey lodge of Elks and had been secretary of the lodge, was past grand knight of Knights of Columbus, president of the winter sports club, secretary and president of Rotary club, chairman of the Emmet county Democratic organization.

Manufacturing Matters

Detroit—The Associated Fuel & Ice Co., 2741 Glendale, dealer in fuel and manufacturer and dealer in ice, has a capital stock of \$10,000, all paid in.

Detroit—Jacques, Inc., 106 Fisher Bldg., manufacturer and dealer in wearing apparel for women and children, has a capital stock of \$5,000 all paid in.

Monroe—The Stoner-Maurer Co., manufacturer of wood and metal products, has an authorized capital stock of \$50,000 common and \$50,000 preferred \$50,000 paid in.

Detroit—The Moyer Supply Co., 3455 West Chicago Blvd., dealer in manufacturers' supplies and materials, has a capital stock of 100 shares at \$10 a share, \$1,000 being paid in.

Detroit—The Frazer Paint Co. has opened a new warehouse sales room at 1140 W. Grand boulevard, to provide additional sales outlet for Frazer paints manufactured at the company's factory, 2475 Hubbard avenue.

Battle Creek—The Rich Manufacturing Corporation, 301 Post Bldg., organized to manufacture and sell motor specialties, with a capital stock of 7,500 shares no par value (book value \$10) \$75,000 being paid in.

Twenty-nine New Readers of the Tradesman

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

De Bruyn Co., Inc., Zeeland
Verburg Hardware Co., Holland
Lokker & Rutgers Co., Holland
Jas. J. DeKoster, Holland
Borr's Bootery, Holland
Visser & Bareman, Holland
Du Mez Bros., Holland
Dyke & Hornstra, Holland
Benj. Geerds, Holland
Chris Reidsma, Holland

Jacob De Vries, Holland
East End Market, Holland
Henry Faber, Holland
Home Market, Holland
Jack Sytsma, Holland
Jacob Zoerman, Holland
Benj. Du Mez, Holland
North Side Grocery, Holland
Jos. C. Grant Co., Battle Creek
G. E. Blake, Middleville
Addison, Baltz Co., Grand Haven
Swart & Kooiman, Grand Haven
John J. Boer & Son, Grand Haven
Grand Haven Farm Bureau, Grand Haven

Presley's Drug Store, Grand Haven
Butcher's Grocery & Market, Grand Haven

M. A. Erickson, Grand Haven
D. Boersma, Grand Haven
G. A. Ringold, Spring Lake

The Earth is the Lord's

The world we know was made in love
And then was given man
The earth beneath, the skies above
With all their caravan
Of cloud and rain
Then sun again
The seasons of the year
With flowers and trees
The streams and seas—
All providences clear.

The cosmic structure is too great
For man to comprehend
But surely he can contemplate
What nature did intend
With fertile soil
Requiting toil,
And seed within the blade
To grow in and
Above its need
That hunger be allayed.

Thus life becomes vicarious
First starting with the sod
Through pathways multifarious
Whose windings lead to God;
And when we give
We better live
As scattered seeds return
To bring us more
Than ere before—

'Tis thus we live and learn.
Charles A. Heath.

In the reconstruction of history, and even more in the projection of ideas which have the pretension to make history, there is no easier way to be misled than to forget how absorbing and tenacious is the private life of men. The life of mankind does not stop while great issues are being decided. It has not been the wisdom of rulers but the private persistence of men that has carried mankind through the crises of history and has preserved civilization even when institutions have collapsed.—Walter Lippmann.

Not the truth of which one supposes himself possessed, but the effort he has made to arrive at truth, makes the worth of the man. For not by the possession but by the investigation of truth are his powers expanded. Possession makes us easy, indolent, proud. If God held all Truth shut in his right hand, and in his left nothing but the ever-restless instinct for truth, and should say to me, Choose! I should bow humbly to his left hand, and say, "Father, give."—Lessing.

Food manufacturers are offered a new automatic machine for pre-heating and mixing prepared foods such as corn beef hash, etc. Totally enclosed, with continuous feed and discharge, it is said to permit exact control.

Confidence is the foundation of salesmanship. Without confidence in yourself, in your company, in your products, you are sure to be a failure.

Essential Features of the Grocery Staples

Sugar—Jobbers now hold cane granulated at \$5.50 and beet sugar at \$5.30.

Tea—First hands tea market has been quiet during the entire week, purchases being made only for immediate requirements. Prices are no more than steady. No change from the last report. Consumptive demand for tea is good.

The market for future Rio and Santos coffee green and in a large way started the week somewhat higher, but slipped off about the middle of the week and is at this writing slightly lower than it was at the beginning. There seems to be no definite cause except the fact that the undertone is still soft. Actual Rio and Santos green and in a large way practically followed the future market earlier in the week, lower later. The demand for actual Rio and Santos is dull. Milds show practically no change since the last report. The jobbing market on roasted coffee is just about where it was a week ago. Consumptive demand for coffee is good. There has been a great deal of price cutting in coffee since the code went out of existence. More in New York City than anywhere else.

Canned Goods—The canned food market is adjusting itself to new conditions without any serious reactions to the passing of NRA. Under consideration in Washington are proposals to regulate fruits, vegetables and milk under AAA which are receiving serious attention, in the proposed amendment to that act. This would establish prices to the distributor. Whether, of course, it is constitutional, even if it goes through, remains to be seen. However, the Supreme Court does not do things in a hurry, and it may be that the purposes of the amendment will be served before its legality is finally decided on. As an aftermath to the NRA canners are showing a disposition to go along with no change in wages and hours. They are content to meet the requirements of the Blue Eagle in so far as these employment conditions were factors. A more reasonable frame of mind seems to prevail in the industry, and while the future does not look any too certain at the moment, there appears to be a growing optimism that the industry will not revert to the conditions which existed before NRA. After all, chiseling only leads to losses all around and everybody loses money eventually. There are few changes in prices. Spot tomatoes are holding quite firm, with No. 2s well established. New pack peas have been much in the limelight, and have moved here at attractive prices, making it possible to merchandise them to the public in a big way. Prices on new pack California fruits have not really become established as yet, but some ideas have been put out.

Dried Fruits—The dried fruit market shows little or no change here. Demand for goods is pretty much restricted to a replacement basis, but the volume seems to be maintained pretty well for this season of the year. There is a disposition now to clean up spot stocks as far as possible and this has also been in evidence on the coast.

The new pack market has not become established yet, but will probably follow along AAA lines as in the past few years. There has been little coming out of the Coast of late. Business for shipment is thin, which is to be expected at this time of the year, and some first hands have been shading here and there to clean up some of their surpluses. However, a little stronger feeling in prunes has been noted among some first hands and there has been a good demand for figs in this market, much of it for the summer hotel trade.

Beans and Peas—Demand for dried beans and peas continues very poor. Prices are about unchanged except that red kidneys have shown a little strength. The balance of the list is easy.

Nuts—The nut market is fairly active. Shelled nuts are in relatively light supply and there is no pressure to move goods. Cashews continue to compare favorably with the movement of other varieties. Some seasonal expansion has been noted in walnuts and almonds are doing fairly well.

Olive Oil—The olive oil market was generally unchanged last week. Prices abroad show little change and seem to be based pretty much on the exchange markets. Importers are not buying very far ahead, but are replacing stocks as needed here. There is a fair demand for oil on the spot.

Rice—The rice market here is fairly active for this season of the year and the grocery trade has shown a greater disposition to cover whatever summer requirements it anticipates. There is not likely to be any reaction in present prices, because stocks are relatively light and have worked into few hands. This is true, both here and in the South.

Salt Fish—Mackerel and other salt fish are all out of season in a sense and are therefore dull. Prices show no particular change except that the undertone is firm on account of light supplies.

Syrup and Molasses—Demand for sugar syrup continues steady, prices firm. Compound syrup is dull with unchanged prices. The better grades of molasses are selling seasonably at unchanged prices.

Review of the Produce Market

Apples—No. 1 Spys, \$1.75.	
Asparagus—Home grown, 50 @ 60c per dozen bunches.	
Bananas—4½c per lb.	
Butter—Creamery, 26c for cartons and 25½c for tubs.	
Beets—45c per doz. bunches.	
Cantalopes—Only one size in market, 45s, which are offered at \$3.75.	
Cabbage—90c per bu. from Kentucky.	
Carrots—Calif., 50c per doz. bunches or \$2.75 per crate of 6 doz.	
Cauliflower—\$2.50 per crate for California.	
Celery—Florida, \$4.50 per crate; 12 stalks to bunch, 50c.	
Cucumbers—Home grown hot house are held as follows in 1 doz. boxes:	
Extra Fancy	75c
No. 1	65c
No. 2	50c

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

C. H. P. from farmer	\$2.60
Light Red Kidney from farmer	4.75
Dark Red Kidney from farmer	5.75
Light Cranberry	5.10
Dark Cranberry	4.10
Eggs—Jobbers pay 22c per dozen for all clean receipts. They sell as follows:	
Large white, extra fancy	26c
Standard fancy select, cartons	25c
Current receipts	24c
Medium	23c
Cracks	22c
Egg Plant—\$1.50 per doz. from Fla.	
Garlic—15c per lb.	
Grape Fruit—Florida, \$3 for all sizes.	

Green Beans—\$2.50 per hamper for Louisiana.

Green Onions—Home grown, silver skin, 20c per dozen.

Green Peas—\$2 per hamper for Calif.

Green Peppers—30c per dozen for Florida.

Honey Dew Melons—\$2.50 per case. Limes—21c per dozen.

Lemons—The price is as follows:

360 Sunkist	\$4.00
300 Sunkist	4.00
360 Red Ball	3.50
300 Red Ball	3.50

Lettuce—In good demand on the following basis:

California's, 4s and 5s, crate	\$4.00
Leaf, hot house	4c
Mushrooms—30c per box.	

Onions—Texas Bemuda in 50 lb. sacks, \$2.75 for white and \$2.50 for yellow.

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

126	\$4.50
150	4.50
176	4.50
200	4.50
216	4.50
252	4.50
288	4.00
324	3.50

Red Ball, 50c per box less.

Florida oranges in boxes are sold as follows:

200	\$3.50
216	3.50
250	3.50
288	3.50

Parsley—30c per doz. for hot house.

Peaches—White stock from Georgia is in market this week. They come in ½ bu. baskets and sell for \$1.25.

Pineapples—24s and 30s Cuban, \$4.25 per box.

Potatoes—Home grown, 50c per 100 lb. sack, Idaho, \$2.50 per 100 lb. sack. New cobbles from the Carolinas, \$3.25 per bbl. of 160 lbs.

Poultry—Local jobbers pay as follows:

Heavy Fowls	17c
Light Fowls	14½
Turkeys	20c
Geese	
Ducks	14c
Radishes—Outdoor, 8c per dozen bunches.	

Red Raspberries—15c for ½ pint from Calif.

Rhubarb—Home grown 30c per bu. of about 30 pounds.

Spinach—Home grown, 35c per bu. Strawberries—16 qt. case from Benton Harbor are in market to-day, selling for \$2.50. The receipts for the past five days have been poor in quality and high in price. With warmer weather and sunshine quality will be better from now on.

Sweet Potatoes—\$1.75 per bushel for Jerseys.

Tomatoes—Florida repacked, 85c per 10 lb. box; Toledo hot house, \$1 per 8 lb. basket.

Turnips—45c per doz. bunches for Kentucky.

Veal Calves—Local jobbers pay as follows

Fancy 12½
Good 11

Wax Beans—Miss., \$2.50 per hamper.

Whortleberries—Alabama, 30c qt.

Lamont Centennial Program, June 20

10 a.m.—Flag raising by Boy Scouts.
10:15—Parade, ox-cart, covered wagon, old-time costumes, clown car, cop clown, ponies, floats.

Oldest person in parade, cash prize.
Largest family—25 pounds flour.

10:45—Games

Horse shoe pitching contest—tug of war

Local indoor ball games. Prizes for children and women. Directed by Mr. Kalmbach.

Antiques
Displays in business places—a bible 350 years old

12 to 2—Dinner and music

2 p. m.—Program—speaking
Community Singing—American first and last stanza.

Address—When the Tides Meet, Rev. Raymond B. Drukker, Grand Rapids

Reading—Miss Bernice Oelker, Muskegon

Remarks—Colon C. Lillie, Coopersville

Reading—The Courting, Miss Helen Jean Wilson, Lamont

Songs—Miss Julia Cook, Muskegon

Address—Leo C. Lillie, Grand Haven

Song and Tap Dance—Jerry Dean Clements, Detroit

Reading—Whistling in Heaven, Mrs. Bert P. Hatch, Muskegon

Memories—B. A. Blakeney, Grand Haven

Reading—The Old Settler's Story, Mrs. George Angell, Luther.

3 p.m.—Ball game—Mr. Nichols ball ground. Between two class A teams

5 p.m.—Supper and music

6 to 8 Virginia reel—Guy Lillie's tennis court

9 p.m.—Evening special. Motion picture on school ground—the Covered Wagon

Airplane rides all day

Merry Go Round for children and adults

Parachute drop

Loud speakers for your entertainment

A new, small plug-in time switch for home use can be set to turn the radio on or off at definite times, automatically defrost the refrigerator, control other appliances.

MUTUAL INSURANCE (Fire and Life)

Bringing Fire Prevention Home

This following article published by National Fire Protection Association is of such vital importance to each and every one and especially to those of us connected with Insurance Companies. Quote:

During the last decade there has been a startling increase in the number of dwelling fires. Statistics show an advance of over 40 per cent. Two-thirds of all fire fatalities in this country now occur from residence fires. Last year these fires killed nearly 7,000 persons, half of whom were children.

To combat the mounting toll an increasing number of cities are directing special attention to the elimination of home fire hazards. Municipal fire departments are finding it insufficient to confine their fire prevention work to public and business properties alone and quite a number have already sent out their uniformed force to inspect dwellings.

It has often been pointed out that laws in many localities, except under certain conditions, forbid fire departments the use of police power to enter dwellings, and it is the common idea that "a man's house is his castle." These seeming obstacles need not deter the progressive fire department from giving this inspection service to residence occupants, however. A concentrated inspection campaign of all dwellings in a community by the firemen, when well publicized as to its educational purpose for pointing out fire safety measures, will obtain good results without the need of invoking the law. It is the rare householder who does not place high value on the lives and property in the home and will not welcome helpful advice to prevent their destruction by fire.

Every local fire prevention committee should take the responsibility for seeing that such a campaign is carried out in its city and co-operate by securing active public support for it.

The successful inspection of all dwellings as a special campaign in Providence, R. I., was first conceived in the fall of 1930. The story of its inauguration and initial execution may well serve as an inspiring example to other cities, large and small. Convinced of its feasibility, Fire Chief Frank Charlesworth unfolded his plan to the Fire Prevention Committee of the Providence Safety Council. The committee was enthusiastic over its possibilities because, in Providence, as in nearly every other city, a large proportion of the fires annually occur in dwelling houses. On deciding upon the undertaking, Chief Charlesworth was thus assured of the co-operation and active support of the committee for its success. Subsequent meetings were devoted to the careful development of preparations. It was decided to confine the inspection to basements. A first step was the printing of a small window card with the wording "We are Working with the Providence Fire

Department to Fight for Fewer Fires." A large supply of the folder issued by the N. F. P. A., entitled "Keep Your Home from Burning," was also secured. The card and folder were to be distributed to the house occupant by the firemen making the inspections.

It was finally decided to open the campaign on Sept. 29, 1930, just prior to Fire Prevention Week. The active co-operation of the Providence press was secured, and for a week prior to its opening campaigning stories were carried in the newspapers, describing purpose of the plan and procedure to be followed. The fact that it was being undertaken purely for the benefit of the city as a whole and involved no compulsion or threat to any person or property owner was emphasized. Fire statistics in Providence, showing the need for this campaign, were published in the papers.

Chief Charlesworth, realizing the great value in proper public relations for the Fire Department visited every fire station, calling all the men together and demonstrating to them the procedure to be followed. The men were asked to volunteer for this work on their off-day time and responded to a man to the appeal of the Chief. The men were assigned to work in pairs, and 150 men a day were available for the inspection throughout the campaign, which required six weeks.

A simple procedure was followed. Two firemen called at the back door of the house and asked permission of the housewife to make a fire inspection of the basement. She was asked to accompany them if her time would permit. Only the ordinary simple hazards found in basements were investigated. These included such items as rubbish, ashes in wooden barrels, protection of ceilings over furnace, cleaning of chimneys, proper fire stopping of walls, and electric wiring. Hazards noted were pointed out to the property owner at the time of inspection and correctors suggested. The literature on home fire hazards was then distributed.

An interesting development was the fact that many home owners, unwilling that the firemen should discover a dirty or hazardous condition, had anticipated their visit by cleaning up their basements before the firemen arrived. From the start of the campaign it was evident that the idea had the full support of the general public.

During the six week's duration of the campaign a total of 77,076 dwellings, virtually all residences in the city, were inspected. Of this number, firemen were refused admittance to only 228, or a fraction of one per cent. The remarkable effect of the campaign was clearly demonstrated by a record of only two cellar fires throughout the city during the six weeks of the campaign.

A real measure of success of the work was the experience of the municipal incinerator. As soon as the inspections started its facilities were overtaken by rubbish of every sort. For the six weeks period an average of 40 tons a day of waste material came in for incineration. During the first week of the inspection over 500 Christmas trees left from the previous Christmas

were received. A total of some 3500 old mattresses came in. Ice chests, sofas and furniture of all descriptions, books, old clothing and newspapers by the ton were brought out of the basements of Providence.

Because of the success of this campaign, it has since been made an annual event in Providence, with continued excellent results. A substantial decrease in dwelling fires and a marked decline of fire losses in the city speak for the value of the plan.

Providence received the grand award in the Inter-chamber Fire Waste Contest conducted by the National Fire Waste Council for excellence in fire prevention activities in 1934. The inspection of dwellings by the firemen was a feature of the campaign.

Declines May Be Attributable To Seasonal Influences

It is difficult to estimate the exact effect the abolition of the NRA has had upon business. The seasonal declining trend has been accelerated to some extent. The decline in steel operations might be attributed to such seasonal influences. The Memorial day holiday and seasonal influences may account for the slowing up of motor activity. Some price cuts in retail trade have occurred, but how widespread this has developed cannot be learned at this early date. Most of the wage cuts and lengthening of working hours are reported to be by small concerns. Moreover, too much weight cannot be given to the fear that removal of the NRA may result in price cutting to the extent it would restart the vicious circle of deflation. Evidence shows that in actual practice deflation is not an endless process, but one that can and has ended even before all unsound situations have been liquidated. An example is the behavior of stock prices and security loans since the bull market of 1929.

The original comment of the President indicated a punitive attitude towards the NRA decision. Later it was indicated the policy will be to let the situation run its course to see what business under self-regulation can do free from the re-enactment of mandatory codes. The punitive attitude mentioned above is reflected in the desires of the administration for the Wagner labor disputes bill and centralized credit control. Even in such bills revisions are being made in order to eliminate

possibilities of unconstitutionality. Because of the revisions necessary on the bills up for consideration before Congress, it does seem likely that business will be subjected to Congressional uncertainty until well into the summer. Nevertheless, many bills are receiving greater opposition in Congress, particularly the public utility bill.

Jay H. Pettey.

Many Prices Yet to Be Tested

Withdrawal of numerous buyers from the market after the abandonment of the codes has made it difficult as yet to gauge the full effects of the Schechter decision on prices of manufactured goods.

Competitive bidding on purchases by Government agencies will furnish the first test of the effect of the Supreme Court's decision on prices in many instances. Since considerable shading of quotations is reported already by Government purchasing agents, the prospect of large-scale buying for the work relief program may encourage substantial reductions to get business.

In general, abandonment of the codes tends to strengthen the strategic position of large buyers as against smaller concerns. When these large buyers again enter the market actively, an acid test of the existing price structure should be had.

Effectiveness of the Guffey Bill

The reiterated determination of Southern operators to oppose passage of the Guffey coal regulatory bill indicates that there is small likelihood that it will provide a permanent solution of the problems of the soft coal industry.

Previously, advocates of the measure had hoped that complete abandonment of the NRA codes would cause these operators to abandon their fight on the Guffey measure. However, Southern operators are now actively engaged in reorganizing the regional marketing agencies such as Appalachian Coals, upon the assumption that the Guffey bill cannot survive a court test. Northern supporters of the measure also are to consider a reorganization of Eastern Bituminous Coals, Inc., next week.

DON'T INSURE
for
FIRE OR WIND
UNTIL YOU HAVE CONSULTED US
SOUND PROTECTION AT A SAVING

**MICHIGAN BANKERS & MERCHANTS
MUTUAL FIRE INSURANCE CO.**

Fremont, Michigan
Wm. N. Senf, Sec'y
MUTUAL SERVICE AND EFFICIENCY

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

The Federal Trade Commission has entered into a stipulation with William A. Friend, of Chicago, trading as Little & Company, dealing in dehydrated vegetable products in tablet form for use in feeding dogs. The respondent agrees to cease advertising to the effect that the product will remove worms or is a killer or preventive of worms in dogs. The stipulation says that the preparation is not effective as a killer of worms.

Thomas Hodgson & Son, Inc., of Concord, N. H., owner and operator of the Concord Worsted Mills, has entered into a stipulation with the Federal Trade Commission to cease and desist from using the word "silk" as a brand or label for products not made in whole or in substantial part of silk.

According to the stipulation, this company labeled its products "Concord Silk and Wool," when in fact they contained no silk.

Luggage of the Gladstone type sold by the Central Leather Co., Chicago, will no longer be marked or branded "genuine cowhide" when it is not made of leather which may be properly represented as such, under a stipulation entered into by this company and the Federal Trade Commission. The leather company agreed not to stamp these words on its luggage when it is not composed of leather made from the top or grain cut or layer of the cowhide. Provision is made for use of the word "cowhide" properly qualified when the products are composed of leather made from the inner or flesh cut of the hide.

The Indiana Steel & Wire Co., of Muncie, Ind., has entered into a stipulation with the Federal Trade Commission to discontinue the use of misleading representations in the sale of its clothes line wire. The company agreed to cease using the expression "75 ft." on tags or brands attached to its products when they do not contain 75 running feet of wire.

The Federal Trade Commission has issued complaints against five additional liquor distributing companies alleging unfair competition through use of the words "Distillers," "Distilleries," "Distilling" or "Distilled" in their corporate names and on labels, when in fact they are not distillers.

The respondents are as follows: Sunset Distilling Co., Chicago; Lionel Distilled Products, Inc., Chicago; Western Reserve Distilling Co., Cincinnati; West Coast Distilleries Co., San Francisco, and American Grain Distillers, Inc., of Detroit.

False and misleading representations in the sale of correspondence courses in aviation, Diesel engine operation, air-conditioning, secretarial work and other subjects, is alleged in a Federal Trade Commission complaint against O. F. Schoeck, of Alton, Ill., trading as O. F. Schoeck School. Want adver-

tisements were inserted in newspapers asking for "clean-cut young men, mechanically inclined, to train for high salaried positions" and for young women "with some knowledge of shorthand and typing to train for secretarial positions," when in fact these advertisements were to induce readers to answer them in the belief that they would obtain positions and to give the respondent's salesmen an opportunity to induce them to buy the courses of study in the belief they would be given jobs, although such jobs were not available, according to the complaint. Other representations which according to the complaint, were not true, included the allegation that the respondent maintained an employment service, that his school was housed in a modern three-story building, that the respondent had surrounded himself with a trained staff of instructors and that his educational program extended to all English speaking countries.

The solicitation and collection of fees from supposed heirs to fictitious estates of fabulous size continues to be a favorite dodge of smooth-tongued promoters. Victims are led to believe that they are heirs to an estate that has not been properly adjudicated—or are offered participating units in alleged heirs' "rights." The story is that the family or clan is banding together under the leadership of some individual or committee to file suit for recovery. Gullible members of the public are asked to "share" the legal and genealogical costs, paying a flat sum, or making monthly remittances during the period of investigation and litigation. Most of these phantom fortunes involve alleged real estate holdings in the heart of New York City, including the sites of such well known landmarks as the Woolworth building, the Pennsylvania station, the Empire State building or Central Park. The fact that recent promoters of two of these "castles in the air" schemes are now serving time in Leavenworth and the Ohio State penitentiary has apparently failed to discourage other high-pressure operators, currently active.

The Fear of Inflation

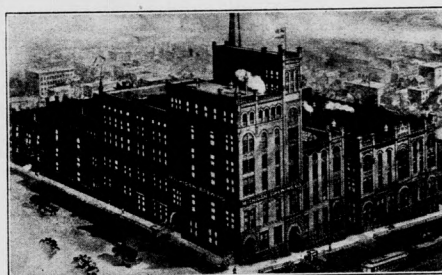
One factor seldom referred to, but which definitely affects plans as to future wage levels and commodity prices, is the fear of Congressional action to force resort to monetary inflation.

The very close vote by which the Patman bill veto was upheld has shown that a large majority of both Houses of Congress favor resort to greenback inflation in moderate degree. Price and wage cuts would further strengthen agitation for such measures, it is recognized.

Fear of inflationary measures is expected to guide the Administration, as well as industry, in policies concerning wages, hours of work and prices. This threat makes it unsafe for the Administration to overdo the use of scare tactics in obtaining co-operation from Congress and business for its economic control program.

Your Opportunity to Share in the Attractive Possibilities of This Ideally Situated Brewery

MICHIGAN BREWING CO.



Occupying the Plant of the former Grand Rapids Brewing Co.

458,360 SHARES of \$1.00 Par Value

Capital Stock now being offered for Sale in Michigan only. To be fully paid and Non-Assessable after issue.

PLANT: In addition to four beer storage buildings, the plant consists of buildings already erected which will be equipped and utilized as an office and brew house, boiler and wash house, engine room, beer cooler room, water reservoir, driveway, storage bins, grain dryer, pipe line cellar, case checker room, storage and repair shop, pitching room, and keg storehouse and bottling department.

WATER SUPPLY: The Company enjoys the unusual advantage of exclusive rights to use the total amount of spring water which flows into a reservoir, according to a chemical analysis completed by the Wahl-Henius Institute of Chicago, is such that it is exceptionally satisfactory for brewing purposes. The total flow of water is approximately 40 gallons per minute and will be used both in the beer mixture and for cooling purposes.

THE MARKET: The primary market of the Company will be Grand Rapids and Western Michigan, which is now being supplied largely by outside breweries. The market will be extended as demand justifies to include the entire territory from Northern Michigan south to the Indiana line, and eastward to Livingston County. As the present population of this area is approximately 2,250,000 people, the potential marketing prospects are excellent, especially in view of the fact that this market is now served chiefly by breweries located in other states or at considerable distance from this territory, which involves substantial hauling costs, and in the case of out-state breweries, both intra- and interstate taxes.

MANAGEMENT: MICHIGAN BREWING COMPANY will have as general manager, Mr. John F. L. Baker, who has been works manager of the Wickes Boiler Works for more than 30 years. Mr. Baker is relinquishing this position to take full charge of the MICHIGAN BREWING COMPANY and is making a very substantial investment in the new Company. Since the legalization of commercial brewing, Mr. Baker has personally supervised the installation of new equipment in several of the country's most modern breweries. He had direct charge of the construction of these breweries complete from the ground up including the installation of all equipment.

CAPACITY: The capacity of the plant will be 150,000 barrels of beer annually, or 1,950,000 cases. This output can easily be doubled by adding additional aging tanks, as there is ample cellar space to accommodate these units.

OFFICERS and DIRECTORS:

JOHN F. L. BAKER, President and General Manager, formerly Works Manager of the Wickes Boiler Works.
ROY WHITTAL, Vice President, Cities Service Distributor, Rockford, Mich.
M. T. VANDEN BOSCH, Treasurer, President of Vanden Bosch & McVoy, Inc., Insurance.
TUNIS JOHNSON, Secretary, President of Tunis Johnson Cigar Company.
The directorate will be enlarged at a later date.

CAPITALIZATION:

Offered for Public Subscription.....	Shares 458,360
Reserved for Officers and Employees.....	0
Subscribed by Directors and Others.....	69,640
Authorized to exchange for Bonds.....	79,500
Total Authorized.....	607,500

Union Bank of Michigan, Depository
The prices of these shares will be the same to every subscriber, regardless of his affiliation with the Company.

PRORATION of PROCEEDS:

To purchase land, buildings, water rights, and good will of the existing plant, together with the cost of remodeling, furnishing and re-insulating, including 31,567 shares issued for assignment of option on the property to the Company. Also this figure includes 79,500 shares provided for exchange of outstanding first mortgage bonds; if exchange is not fully effected then first mortgage bonds will continue outstanding to the extent of any difference.
Cost of installation of new equipment.....\$200,000
Organization and miscellaneous expenses, such as kegs, bottles, caps, etc.....105,000
Working capital.....57,500

Total.....\$607,500

All legal matters pertaining to this issue have been approved by Roger I. Wykes, Attorney-at-Law.

All Grand Rapids brokers are familiar with this investment. Mail the coupon to your broker or to the offices of the:

MICHIGAN BREWING CO.

Ionina and Ottawa at Michigan
Telephone 9-2511

Send this Coupon to the Company or Your Broker

Kindly send me complete information regarding the MICHIGAN BREWING COMPANY.

Name.....

Address.....

City.....

BUYING TEMPO IS SLOWER

Buying tempo slowed down considerably in commodity markets last week as industrial purchasing agents took time out to watch price and other trends in the light of developments since the Supreme Court's decision nullifying the NIRA.

Purchasing executives look for few sharp price breaks, due chiefly to the fact that few if any large industrial buyers actually paid official "code" quotations in the closing months of the Recovery Act's operation. They feel that a certain amount of price softening is inevitable, however, and see no advantage in making forward commitments until the markets have become fully adjusted to the new situation in business.

Supporting their belief that sharp price drops will not be numerous, buyers point to the fact that controlled production in the majority of commodities under NRA has left producers with no more than normal stocks on hand. In coal, lead, zinc, steel and a variety of other products, it was explained, stocks are in line with seasonal needs and any price declines developing will not be due to overhanging surpluses.

Prices showed such little change after the NRA ruling, purchasing executives pointed out, because code price enforcement under NRA had broken down months before the court ruling declaring the Recovery Act unconstitutional. In lumber, coal, several types of metals, petroleum products and the majority of other commodities purchased by industry so-called "inside prices" below minimums fixed by code regulations have been available to buyers for many months.

One purchasing executive for a large corporation estimates that less than six of the hundred or more products he buys for his company were sold at code levels in the last six months.

"Nine out of ten of the quotations fixed by code authorities," he explained, "established profit margins out of all proportion to actual costs. In several lines producers set prices sufficiently high to make up all the losses they suffered in the last six years. I was willing to pay a fair price, but have refused consistently to pay artificial figures fixed in most of the codes."

Purchasing agents as a group insist that they are not interested in contracting for goods sold at prices which endanger fair wages and working conditions in the supplier's industry. On the contrary, they point out, scores of purchasing agents already have joined in a movement to protect wage and hour regulations by insisting that all invoices carry a statement that the seller is observing wage rates and working schedules.

At present, forward commitments are being made on a rather restricted number of items. The advance buying includes such products as silver, wool rayon, cotton-seed oil, gasoline, burlap and cotton. Because of fluctuations in the cotton market, contracts for advance deliveries are being made only when prices dip.

Commodities on which caution is being shown include rubber, cement, steel and steel scrap, pig iron, tin, paper, hides, zinc, lubricating and fuel oils, coal, turpentine, lumber and a wide range of agricultural products, including wheat.

INDUSTRY HOLDS UP

Moves to continue the NIRA in the modified form required by the Supreme Court decision were followed with the greatest interest in business quarters during the week, co-incident with a rush of support from trade and industry for maintaining code wage and hour standards and fair practice regulations. The stopgap NIRA, President Roosevelt indicated, will confine itself to fact finding, legalization of certain necessary agencies and regulation of wages and hours on government contracts. The Wagner Labor Bill, the security measure and other proposals have been put on the "must" list of legislation.

For the first week of the NIRA upset, industry as well as trade went ahead. The trade index is higher for that period and only the automobile series was lower. The motor producers operated only three days during the holiday week, which would seem to show that the manufacturing peak has been passed and that retail sales have possibly slowed down somewhat.

Lacking the impetus supplied by automobile operations, it is natural to expect a continuation of the slackening in industry that has been remarked since last February. However, the building industry has picked up, particularly in the residential end. The figures for the first half of May show that private housing gained 4 per cent over the April average and was 78 per cent ahead of the same month last year.

In other directions reports are also cheerful. Sales of electric household refrigerators for the first four months of the year were 32½ per cent, over those in the same period of last year. Other electrical equipment business has also been making wide gains.

Of particular interest, however, is the information that some machine tool builders, whose operations forecast industrial activity, are sold up and cannot make deliveries before last fall.

"INSIDE" PRICES LEGALIZED

So far the trend in industrial and wholesale prices, as measured by various indices, shows little effect of the passing of NIRA. This absence of influence, however, is explained in many cases by the fact that the price barometers still reflect code and not the "inside" prices which were in common use for weeks before the Recovery Act was decided no law.

In the industrial field producers were served notice months ago that price-fixing would be eliminated from the new legislation. Where artificial code prices were in effect they were succeeded by "inside" or competitive prices. Coal, for instance, was selling 15 to 25 per cent. under the posted prices, lumber quotations were real prices for only a short time and

there have been rumors of weakness in steel.

Where basic products were not affected in recent months by this realistic conception of the future of NIRA, there was usually the opportunity for more competitive prices in the fabricating outlets. Many of these lines had no codes for the good reason that parent companies wanted no restrictions upon competition for their subsidiaries. They might sell at artificially high prices, but their manufacturing ailiates could beat independents with low prices.

Because of these conditions no sharp setback in prices or demoralization has appeared in heavy industry. Price indices may soon record radical changes, but they will be an old story to buyers and sellers.

In the lighter industries, where competition was keen over most of the NIRA period, the outlook continues to be one of comparative stability, with the trend slightly downward.

DRY GOODS CONDITIONS

Retail sales moved higher last week under the influence of more favorable weather conditions and the spur of intensive advertising and clearance prices. Local stores reported volume running 4 or 5 per cent. above a year ago, while from other centers of the country gains up to 12 per cent. were mentioned. Ready-to-wear lines were active, along with particular accessories such as shoes, handbags and gloves.

Loss-leader selling continued here but on a more restricted scale. One of the three principal competitors decided, for instance, not to sell cigarettes below cost. On the Pacific Coast a chain organization decided to meet loss-leader competition by offering to pay customers regular wholesale prices in cash for goods bought elsewhere below cost.

Beyond the more spectacular price cutting done for advertising purposes in most cases, there have been no radical changes in retail quotations except in the food lines. Clearance reductions may be somewhat deeper but the poor season would explain them. In general, retailers appear to be strongly against price pressure that will endanger wage and hour standards of manufacturers because of the inevitable reaction upon consumer purchasing power and their own business.

Leading retail store organizations have made this policy plan and at the close of the week the resident buyers' association here announced the same stand, while urging producers to confer with them on the trade practices that will replace code provisions.

Wholesale merchandise markets were more active on re-orders during the week, but price uncertainty, particularly with respect to selling terms, held up future business. Price protection was being sought.

MEETING NRA UPSET

Out of the emergency created by the collapse of NIRA four broad lines of procedure grew more definite last week. Industry in general, as shown by a wide canvass made by the Na-

tional Association of Manufacturers, is determined to hold to hour and wage standards set up by the Recovery Act. While some industrialists may be committed to that stand only as long as there is danger of labor and other restrictive legislation, for the present they are probably sincere.

The second policy goes further and puts various groups on record for the voluntary observance of former NIRA provisions. The question is raised whether such agreements are in all cases legal, with doubt thrown around many code regulations. President Roosevelt emphasized last week that all voluntary codes must now conform to the anti-trust laws.

As a third step some organizations, and individual companies as well, have decided to demand that order forms from those selling them must carry guarantees that former code wage and hour standards are being continued. Until competition grows keener, this regulation should serve a useful purpose in stabilizing working conditions.

The other move was that launched by the coat and suit group and other apparel associations last week in preparing to have their own labels to distinguish products made under proper standards. Consumer organizations have promised their support for this program.

RETAIL LOBBY INQUIRY

Outside of certain details connected with its organization, little was developed at the Washington hearings last week to prove that the recently formed American Retail Federation is a "super lobby." A new organization usually receives suggestions concerning those who may be able to exert "influence" in high quarters and its founders must also acknowledge policy proposals even when these are not of a type that will be adopted.

Denunciation, rather than evidence, seemed to be the main reliance of the chief Congressional investigator. Because Colonel Sherrill, president of the Federation, was formerly a chain store executive, Mr. Patman thought he saw a full-fledged conspiracy to wipe out independent retailers.

When the enquiry is completed, and it was temporarily concluded last week, it will undoubtedly be found that the organizers of this movement have merely sought to obtain a voice for all distribution interests in national affairs—in much the same way as manufacturers obtained their representation.

After all, a \$50,000,000 business (in normal times) is entitled to look after its interests, as long as it does so in a proper way. The various divisions of distribution are all highly competitive but they have some very important problems on which they should unite for solution.

I believe the first test of a truly great man is his humility. I do not mean, by humility, doubt of his own power. But really great men have a curious feeling that the greatness is not in them but through them. And they see something divine in every other man, and are endlessly, foolishly, incredibly merciful.—John Ruskin

OUT AROUND

Things Seen and Heard on a Week End Trip

I had the pleasure Saturday of calling on our customers at Caledonia, Middleville and Hastings. I found them all in good mood, so far as their lines of business are concerned.

At Caledonia the merchants are looking forward to the completion of three blocks of tarvia pavement on the main street of the village. They expect to celebrate the event by a festival for their patrons and a dance for the young folks as soon as the improvement is an accomplished fact.

I am certainly proud of the general store of J. R. Smith, who has been the leading dry goods and grocery merchant of the town for fourteen years. Since the death of his partner, thirteen years ago, he has been the sole owner of the business. The store improves in appearance every year.

E. J. Stanton is the first business house which confronts you as you enter the town from the West. He handles all kinds of insurance and handles himself well.

Edward F. Blake, who handled the mail for Middleville people for many years, is now connected with the Michigan Liquor Commission and spends five days each week in Lansing.

Middleville does not change much in appearance, so far as outdoor aspects are concerned. The stores continue to improve in the appearance of their contents in volume, variety and extent.

G. E. Blake, who sold his waterpower on the Thornapple River to Detroit parties, is confidently expecting to see the power developed in the near future in such a way as to be to the advantage of the village.

Hastings always looks good to transient visitors or strangers. It is one of the most outstanding county seat cities in Michigan.

George N. Fuller, editor of the Michigan History Magazine, contributes a comprehensive article to that very interesting publication for the spring and summer edition on the original settlement of Southern Michigan. In writing of Grand Rapids he said: "In Kent county, North of Grand River, there was heavy pine which furnished the early supply of tractable wood for the furniture industry of Grand Rapids."

This statement is liable to convey the impression that pine timber was used in the manufacture of furniture in the early days of Grand Rapids' most noteworthy industry. This is erroneous. The furniture industry of the Second City of Michigan owed its existence to the large supply of walnut timber which lined the banks of Grand River for about 100 miles. Soft wood was not used in Grand Rapids until about 1880, when the New England Furniture Co. made and marketed fur-

niture made of soft wood which was painted various colors. This industry did not last long. In the '60s and '70s Stow & More made spindle beds and wash stands of solid walnut which were sold to the trade for \$1.25 each. The father of Alvah H. Brown made spindle beds from walnut by water power at Alaska on the Thornapple River, brought them to the city by horse and wagon and peddled them from door to door for \$1 apiece. As the local and nearby supply of walnut neared exhaustion, the Southern states were drawn on for timber supplies. Later cherry, oak, ash, maple and birdseye maple were used to a considerable extent. Now mahogany is the wood most used. Rosewood was utilized at one time, but found to be too scarce and expensive.

One of the things which put Berkeley & Gay Furniture Co. on the rocks was the soft wood from the South in the beautiful furniture produced by that corporation.

The early manufacturers were very particular as to the kind of wood they used and the care they gave it before it was used. William Widdicomb never turned out a piece of mahogany furniture without using the same wood in the cleats.

Hon. Chase S. Osborn, speaking at a mass meeting at the Worth county, Georgia, court house, said:

"The word 'education' has always been good bait. But let me tell you something that is being thought all over America to-day. It was expressed again the other day by one of the greatest thinking educators in the country, William McAndrew. Education in America, he says, was encouraged from the beginning in order to make good citizens; that this country has spent more money on it than any other country anywhere at any period in history; and yet at this time we have more crime and more crookedness in politics than ever was known before anywhere! It is being said, everywhere, that education in this country seems to have failed. Do you know why? It is because we have forgotten to teach God and character in our schools. We have Latin and Greek and French and science and mathematics but we have left out the most important things of all. I do not need to tell you, here in Georgia, that a man can get along and do well for himself and for the world if he has nothing more than God in his heart and character in his makeup. That is all the equipment that many of the greatest men in the world have ever had. But if you have only education—without God and without character—you are nothing and often a real menace to the world. What this country needs is less emphasis on what has been wrongly called education and more stress upon character."

Wm. M. Connolly, Secretary of the Holland Chamber of Commerce, says he had the time of his life on his fortnight's vacation to Washington and cities he visited en route. He had the

good fortune to be in the Supreme Court room when Chief Justice Hughes smashed the NRA. He succeeded in getting the Interior Department to change the name of Black Lake to Lake Macatawa, which means the same thing—in the Indian language. He received much encouragement concerning the construction of a main thoroughfare from Monroe to Holland. He received and absorbed many ideas concerning community growth and betterment which he hopes to make good use of in his present position.

The recent tulip week activity proved to be a profitable undertaking—so profitable that plans are already in progress to make the event bigger than ever next year.

Wages in retail stores are usually paid on a time basis, as for example, so much per week, or month; on a commission basis, as for example 5 per cent. of total net sales; or on a combination basis of a certain percentage on all sales above a given amount. While salespeople's salaries must always bear a certain ratio to the sales made, still the regular time wage is widely used and in many ways has much to commend it. A straight commission is theoretically the ideal method of paying salespeople, but in most retail stores is very difficult to carry out properly. Unless very carefully established it may lead to much friction among the employees. Some of them are likely to rush ahead of others in trying to get an opportunity to serve customers, others will try to avoid all other work, such as care of stock, in order that they may be ready for customers all of the time. Customers with small orders are likely to be neglected for those with large ones. Salespeople will try to force the selling so as to make as many sales as possible per day. Also unless a difference is made in the commission paid for selling various goods, the salespeople are likely to sell only the newest and most desirable goods, leaving old stocks and "stickers" to accumulate. Cases have been known where some of the salespeople actually hid desirable goods so that other salespeople in the same department could not make sales from them. The results of these tendencies are hurtful, not only to the general spirit of the store, but also to the store's trade.

It is also a difficult matter to adjust commissions at the proper level for each of the great variety of goods handled by most stores. Not only should the commission be adjusted to the kind of goods, but should also be adjusted to different articles in some fair proportion to the difficulty of selling them. For example, older goods, as a rule, need higher commission rates than goods just received; novelties need a higher rate than staples; style goods and goods requiring care and time in fitting need higher commission rates than goods that are standard all of the time and which take but little time to sell. So, while the commission rate is, theoretically, the best

plan of remunerating salespeople, it seems practicable only in stores that are large enough to carry the division of selling labor to a very fine degree. When a salesperson sells nothing but handkerchiefs, for example, or hosiery, or men's collars, a flat commission rate is possible.

The combination of a straight wage and a commission is much more generally used and much more practicable for most stores. Sometimes a commission of a certain percentage, say 3 per cent. or 5 per cent. of sales, is paid after a certain sales quota has been reached. In some cases additional amounts are added to the wage in the form of a bonus or premium for sales above a certain quota, for punctuality, or for a high rating based on a consideration of sales, freedom from errors, and so on.

Still another form of premium commonly used is the "PM" or "spiff," a special payment for pushing stock that seems to have developed "sticker" qualities. Unseasonable goods, and other goods in any way undesirable, are frequently marked "PM" and the salesman succeeding in selling them gets the stated "premium" or "spiff." The amount of the PM usually runs from 10 cents up to 50 cents per article, depending upon the kind of goods. In selling women's garments, a 1 per cent. PM is quite frequently used.

Profit sharing is another device for remunerating salespeople that has been widely heralded as the solution of the wage question, but has not yielded the results generally hoped for by its advocates. With a few firms, as for example, the Great Department Store, of Lewiston, Maine, profit sharing has apparently proved very successful.

The method used in profit sharing schemes vary considerably. One of them requires that, after all expenses for the year or other period of settlement have been paid, a certain percentage of profit, say 6 per cent. is set aside as the net profit due to the management. All remaining funds are distributed among the employees. In other cases, after all expenses are paid the net profits are divided among labor, capital and management in equal parts. In other cases, certain parts of the net profits are set aside as provident funds to be paid after a term of years in the form either of an old age pension or an annuity. In still other cases, life insurance for employees is provided from the net profits. Several of these features are combined in some institutions, as, for example, in the great French store, the Bon Marché.

Among the American stores which are carrying out a plan of profit sharing, some pay a certain percentage, say 5 per cent. of all sales in excess of the sales for the same months of the year preceding, while others pay a straight percentage, say 3 per cent. on all sales above a certain point. These methods obviate the necessity of making known to the sales force the exact financial

(Continued on page 23)

FINANCIAL

Proceedings of the Grand Rapids
Bankruptcy Court

June 8. On this day the schedules, reference and adjudication in the matter of Percy S. Peck, bankrupt No. 6279, were received. The bankrupt is an unemployed resident of Grand Rapids. The schedules show total assets of \$176,070, and total liabilities of \$330,267.02, listing the following creditors:

Michigan Trust Co., G. R.	\$162,008.80
Howard Lawrence, Receiver, G. R.	\$3,599.36
William R. McCaslin, receiver, G. R.	123,166.00
Manistee River Fishing and Hunting Club	278.00
Peck's Drug Store, G. R.	272.66
W. Claire Cartier, G. R.	30.00
Charles A. Barbrage, G. R.	324.50
Colonial Oil Co., G. R.	125.00
Spohn's Glove Shop	7.51
Bixby Office Supply Co., G. R.	7.30
American Laundry, G. R.	28.90
Electric Service Station, G. R.	50.00
Philbrick Hardware Co., G. R.	3.28
Shubert Club	15.00
Wurzburg's Dry Goods Co., G. R.	115.00
Grand Rapids Herald	8.06
F. and A. M., G. R.	78.50
Jas. S. Brotherhead, G. R.	5.00
MacKenzie, G. R.	10.00
Shepard Garages, Inc., G. R.	34.32
J. Kos & Co., G. R.	25.00
Katz & Harris, G. R.	500.00
E. A. Hood & Co., G. R.	200.00
J. C. Herkner Jewelry Co., G. R.	406.89
Bennett Fuel & Ice Co., G. R.	11.85
Peninsular Club, G. R.	161.30
Warner, Norcross & Judd, G. R.	3,000.00
Baptist Church & School, G. R.	5,002.00
Soconey Vacuum Oil Co., G. R.	160.00
Edward M. Dean, G. R.	2,500.00
David E. Uhl, Receiver, G. R.	5,600.94
Arthur S. Ainsworth, G. R.	500.00
G. R. Conservatory of Music	90.00
Jacob Hefner, G. R.	75.85
Herpolsheimer's Co., G. R.	40.00
Henry Heald, G. R.	175.00
Paul Steketee & Sons, G. R.	60.00
Lake Drive Food Shop, G. R.	35.00
Charles Owen, G. R.	100.00
Florence Watson, G. R.	10,000.00
Virginia Apted, G. R.	10,000.00
Old Kent Bank, G. R.	2,700.03

In the matter of Frank J. Graham, bankrupt No. 6254. The first meeting of creditors has been called for June 17.

June 4. On this day the schedules, reference, and adjudication in the matter of Forrest Bailey, bankrupt No. 6268, were received. The bankrupt is a storekeeper of Muskegon. The schedules show total assets of \$150,000, of which \$550 is claimed exempt, and total liabilities of \$3,297 listing the following creditors:

State of Michigan, Lansing	\$ 450.74
City Treasurer, Muskegon	16.09
Oran N. Bailey	250.00
American Slicing Machine Co., Cleveland	110.00
Wesley DeLong, Muskegon Heights	215.00
Metropolitan Life Insur. Co., N. Y.	294.67
George Hume, Muskegon	800.00
Muskegon Loan Co., Muskegon	55.00
Hekman Biscuit Co., G. R.	55.00
T. Schillaci & Co., Muskegon	75.00
Shubert Biscuit	17.17
Snowwhite Baking Co.	49.57
Steindler Paper Co., Muskegon	35.00
Wit & Van Andel, Muskegon	183.82
Hume Grocery Co., Muskegon	260.00
Highland Park Dairy, Muskegon	46.53
Sanitary Dairy Co., Muskegon	15.64
Muskegon Candy Corp., Muskegon	11.00
Peter Eckrich & Sons, Inc., Muskegon	9.00
Bert Haszokamp, Muskegon	140.00
Hubert H. Smith, Muskegon	2.00
Rausser Sausage Co., G. R.	6.14
Rosen Realty Co., Muskegon	30.00
Mona Lake Ice Co., Muskegon Hts.	4.75
J. W. Oaks & Co., Grand Haven	12.00
Mercy Hospital, Muskegon	55.00
Dr. M. E. Stone, Muskegon	.34
Dr. Louis LeFevre, Muskegon	8.00
Tri-City Labor Review, Muskegon	3.60
Bishop Furniture Co., Muskegon	10.68
Pine Street Furniture Co., Muskegon	37.88
Card Seed Co., Fredonia, N. Y.	6.47

June 5. On this day the schedules, reference, and adjudication in the matter of Cornelius W. Jonker, also known as Neil Jonker, bankrupt No. 6271, were received. The bankrupt is a grocer of Grand Rapids. The schedules show total assets of \$614.83 (\$225 is claimed exempt), and total liabilities of \$7,093.43, listing the following creditors:

State of Michigan, Lansing	\$ 528.58
City Treasurer, G. R.	52.07
National Cash Register Co., G. R.	31.96
Household Finance Co., G. R.	190.00
Fidelity Corporation of Mich., G. R.	15.90
Marie Vander Male, Freeport	3,197.33
G. R. Association of Commerce	23.00
Alvord Candy Co., G. R.	11.61
Brooks Candy Co., G. R.	17.37
Besteman Fruit Co., G. R.	8.90
M. Boersma, Wyoming Park	6.00
H. R. Bekkering, G. R.	179.40
D. Cavers, G. R.	76.89
Creston Battery Shop, G. R.	5.45
Geo. Den Herder, G. R.	165.00
Ed. Donahue, G. R.	22.00
M. J. Dark, G. R.	5.62
Ferris Coffee Co., G. R.	48.87
Dr. Eggleston, G. R.	4.00

Folger Soft Drink, G. R.	22.00
French Canadian Syrup Co., G. R.	4.60
K. Gas Light Co.	3.24
G. R. Paper Co.	14.00
G. R. Press	1.62
Ed Hughes, G. R.	4.60
Hecht Produce Co., G. R.	96.32
Louis Holtman, G. R.	188.00
Hekman Biscuit Co., G. R.	101.52
John Helms, G. R.	9.00
Holsum Bakery, G. R.	2.00
Kent Storage Co., G. R.	31.68
Laug Bros., G. R.	11.00
Wm. Muller Co., G. R.	258.00
Creston Produce, G. R.	62.88
Mills Paper Co., G. R.	39.81
National Biscuit Co., G. R.	14.52
Postma Biscuit Co., G. R.	48.09
Putnam Candy Co., G. R.	9.02
Quimby-Kain Paper Co., G. R.	3.50
Quality Service Grocers, G. R.	279.00
Rudemaker-Dodge Grocer Co., G. R.	125.00
Ridgeway Dairy, G. R.	33.17
Andy Stehouwer, G. R.	7.12
C. W. Stehouwer, G. R.	50.90
M. H. Sheffield, G. R.	5.60
Smith Flavoring Co., G. R.	5.68
Swift & Co., G. R.	29.01
Schultze Biscuit Co., G. R.	46.00
Voigt Milling Co., G. R.	50.93
Wm. Van Allen, G. R.	5.75
Vandriel & Co., G. R.	57.70
Vanden Berge Cigar Co., G. R.	16.21
Van Zytveld Baking Co., G. R.	15.00
Geo. VanderVeen, G. R.	15.00
Zuiderhoek Coffee Co., G. R.	69.25
U. S. Tire Supply Co., G. R.	2.81
Mich. Bell Telephone Co., G. R.	15.80
Bradfield Insurance, G. R.	24.00
Creston News, G. R.	3.00
N. J. Grypma, G. R.	14.65
H. J. French, H. J. Heinz & Co., G. R.	206.01
Lee & Gady, Van Westenbrugge	20.20
American Service Co., G. R.	20.20
Niagara Falls, N. Y.	15.85
Beechnut Packing Co., Canajoharie, N. Y.	4.62
Conklin Creamery, Conklin	13.48
Jas. H. Forbes Tea & Coffee Co., St. Louis, Mo.	7.00
J. Hoffert, Los Angeles	14.96
Hirsch Bros. & Co., Louisville, Ky.	42.00
Horace Hall, Jamestown, Mich.	35.00
Robert Johnson Co., Milwaukee	15.28
Karavan Coffee, Toledo	281.24
Francis H. Leggett & Co., Detroit	5.00
Manville & King, Rochester, N. Y.	35.07
Palmolive Peet Co., Chicago	53.37
Proctor & Gamble, Chicago	5.12
State Accident Fund, Lansing	2.65
F. W. Wunsch, Ada	

In the matter of M. A. Guest Co., bankrupt No. 5648, final meeting of creditors was held May 27. The trustee was present and represented by attorney. Certain attorneys present on behalf of creditors. The trustee's final report and account was approved and allowed, bills of attorneys were considered and allowed and expenses of administration, receivership and preferred tax and labor claims, and a first and final dividend to creditors of 4.9 per cent. No objections made to the bankrupt's discharge. The meeting adjourned without date and the files will be returned to the U. S. District Court.

In the matter of Muskegon Brewing Co., bankrupt No. 5684, final meeting of creditors was held May 28. The trustee was present and represented by attorney. Other attorneys present on behalf of creditors. The trustee's final report and account, the receiver's final report and account, and bills of attorneys were considered, approved and allowed. The trustee's interest in claim now in litigation was transferred to Fred G. Timmer as trustee for creditors whose claims have been proved and allowed. An order was made for the payment of administration expenses, preferred claims and a first and final dividend to creditors of 52 per cent. No objections to bankrupt's discharge. The meeting adjourned without date and files will be returned to the U. S. District Court.

In the matter of Simon Vander Ploeg, doing business as Van's Grocery, bankrupt No. 6226. The sale of assets has been called for June 25 at the former place of business located at 632 Wealthy street, Grand Rapids. The assets for sale consist of store fixtures and equipment, appraised at \$551.76 and grocery stock appraised at \$55.37. All interested in such sale should be present at the date and time above stated. The property will be open for inspection the date of sale and day preceding.

June 7. On this day the schedules, reference, and adjudication in the matter of Henry Oostveen, bankrupt No. 6274, were received. The bankrupt is a justice of the peace of Grand Rapids. The schedules show total assets of \$614.00, (of which \$400 is claimed exempt), and total liabilities of \$2,106.20, listing the following creditors:

Old Kent Bank, G. R.	\$ 194.15
Primed Company, Chicago	1,140.00
American Brewing Co., Detroit	245.00
Akerman Electric Co., G. R.	72.00
Dr. E. W. Henderson, G. R.	77.60
Van Ark Grocery, G. R.	47.61
John Borgman, G. R.	12.95
Southwest Ice & Coal Co., G. R.	6.00
St. Mary's Hospital, G. R.	8.25
M. J. Van Dorn, G. R.	8.97
Floyd Herms, Byron Center	7.39
Roy Koeze, G. R.	12.00
Elenbaas Bros., G. R.	7.98
Mary Vetting, Grandville	122.50

Dr. Paul W. Willits, G. R.	15.00
Joppe's Dairy, G. R.	40.00
Jurans & Holtzwer, G. R.	30.95
Dutton Dairy, Dutton	28.15
Dr. O. H. Gillett, G. R.	30.50
June 8. On this day the schedules, reference, and adjudication in the matter of Fred H. Martinie, bankrupt No. 6275, were received. The bankrupt is a dog breeder and former funeral director of Benton Harbor. The schedules show total assets of \$8,331.02 (of which \$450 is claimed exempt), and total liabilities of \$20,654.06, listing the following creditors:	

State Board of Tax Administration	\$14.41
City of Benton Harbor	7.17
County Treasurer, Benton Harbor	114.28
Mrs. Sylvia Collins, Benton Harbor	207.50
Hove Owners' Loan Corp., Benton Harbor	6,254.56
Farmers & Merchants National Bank, Benton Harbor	5,031.86
Glen Alden, Benton Harbor	6.59
Barnard Drug Co., Benton Harbor	18.25
Boehm's Feed Store, Benton Harbor	52.73
Brown & Bigelow Co., St. Paul	23.50
Cornelius Pub. Co., Indianapolis	62.49
Walter Carlson, Benton Harbor	10.00
Cutler & Downing Co., Benton Harbor	18.63
Geo. Edgumbe Co., Benton Harbor	95.75
Enderes Co., Benton Harbor	23.27
Enterprise Cleaners, Benton Harbor	8.45
Fritz Ins. Co., Benton Harbor	6.51
Industrial Morris Plan Bank, Detroit	22.40
Dr. L. M. Globensky, Benton Harbor	156.00

Griffendorf Drug Store, Benton Harbor	7.00
Gaines Food Co., Sherburne, N. Y.	25.00
Hipp-Tratt Ins. Co., Benton Harbor	24.00
A. T. Hall Roofing Co., Benton Harbor	3.00
Hibbard Printing Co., South Bend	20.00
Holland Furnace Co., Holland	18.55
Heavens Flower Shop, Benton Harbor	53.55
Ind. & Mich. Elec. Co., Benton Harbor	25.01
Chris Kruesenga and J. M. Doddridge & Sons, Milton, Ind.	81.50
Millburg Growers Exchange, Benton Harbor	11.62
Midwest Transit Lines, Benton Harbor	5.76
Mich. Bell Tel. Co., Benton Harbor	34.50
Mich. Fuel & Lt. Co., Benton Harbor	98.45
Morticians Specialty Co., Chicago	3.30
Morton & Crystal Springs, Benton Harbor	138.00

Mansfield Metal Vault Co., Mansfield, Ohio	20.00
W. G. Newland Co., Benton Harbor	32.41
Old Trusty Dog Food Co., Needham Heights, Mass.	36.00
W. R. Payne, Receiver, Benton Harbor	1,856.00
Palladium Pub. Co., Benton Harbor	391.24
Preston Lbr. Co., Benton Harbor	541.34
Reiser Funeral Home, Benton Harbor	29.00
Rosenberg & Forbes Co., Benton Harbor	12.87
I. W. Riford, Benton Harbor	50.90
Red Cross Drug Co., Benton Harbor	27.80
John N. Raeside, Benton Harbor	23.10
Sozonian Vault Co., Bucyrus, O.	90.00
W. G. Smith Printing Co., Benton Harbor	8.60

So. Bend Engraving Co.	11.77
Sanitary Dry Cleaners, Benton H.	5.75
St. Joseph Herald Press	43.50
Henry Tober, Benton Harbor	173.94
Twin City Motor Sales, Benton H.	22.04
Twin City Chevrolet, Benton H.	7.84
Theisen-Clemens Co., St. Joseph	85.95
Thurston Coal Co., Benton H.	313.58
Valley City Milling Co., Portland	68.32
Mercy Hospital, Benton H.	26.00
Dr. Roland Brown, Benton H.	15.00
Williams & Co., Benton H.	1.50
Flora Woodward, Benton Harbor	6.50
Beecher-Hollins Co., Boston	162.1
National Casket Co., Chicago	1,231.15
Kenneth Watkins Corp., Detroit	17.70
Illinois Casket Co., Chicago	343.48
Ted Zollard, Benton Harbor	4.62
Pazzon Adv. Co., Benton Harbor	16.00
Green & Co., Benton Harbor	4.00
Producers Creamery, Benton H.	37.19

Gilmore Brothers, Benton Harbor	\$4.59
Hinners Organ Co., Pekin, Ill.	\$16.00
Ida Kasischke, Benton Harbor	356.00
F. L. Hammond, Benton Harbor	15.00
Wm. Cooper & Nephews, Chicago	2.25
Goodman & Goldbaum, Benton H.	33.90
Charles Gribble, Niles	60.00
Chet Nichols, Benton Harbor	15.75
Outdoors Magazine, Chicago	8.10
F. L. Rowe, Benton Harbor	25.37
C. F. Salnoske, Benton Harbor	10.00
W. J. Holmes, Benton Harbor	4.00
Kentucky Horseman, Lexington, Ky.	8.00
James Whitefield, Pekin, Ill.	1,500.00

Care in Garnishment

That banks must exercise the utmost care in dealing with garnishments of depositors' accounts, is indicated very emphatically in a recent Pennsylvania decision.

A garnishment was served on a bank for the purpose of attaching a depositor's account. Immediately the bank notified the depositor and advised her that prompt action on her part was necessary. In response to the interrogatories served pursuant to the garnishment, the bank filed an answer setting forth that it had a depositor of the same name as that mentioned in the garnishment, but had no knowledge as to whether or not the depositor was the same person as the defendant in the writ of garnishment. The bank also set forth, as required, the amount of the deposit. On motion by the attaching creditor, the court directed the bank to pay over the fund, which the bank did.

Later, the depositor, contending that she was not and never had been indebted to the attaching creditor, brought suit against the bank for the money which it had paid out under the garnishment.

"A garnishee," said the court, "is required to exercise a high degree of care in protecting the rights of the other parties until a legal result has been regularly reached. It follows that banks are under a duty to protect the interests of depositors.

"When the bank gave prompt notice to the depositor of the attachment, advised her that prompt action upon her part was necessary and answered the interrogatories in the manner stated, we think it performed its full duty under the circumstances of this case."

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

**OLD KENT
BANK**
2 Downtown Offices
12 Community Offices

All Issues
**CONSUMERS POWER
PREFERRED**
BOUGHT—SOLD—QUOTED
Buying and Selling orders executed
All listed and unlisted Stocks and Bonds
Your Inquiries Invited
ROGER VERSEPUT & CO.
Investment Bankers—Brokers
332-338 MICHIGAN TRUST BLDG.
GRAND RAPIDS Phone 8-1217

J. H. PETTER & CO.
INVESTMENT BANKERS
GRAND RAPIDS Phone 9-4417
MUSKEGON Phone 2-3486

Negotiable Note

Banks are not obliged to inquire into circumstances or investigate possible defenses to negotiable paper offered them for discount, according to a recent Connecticut decision.

A prospective borrower obtained from a bank a blank form of note which he had signed by a third party as maker and which he himself signed as endorser before delivery. The endorser then brought the completed note to the bank and obtained a loan on it.

At maturity payment of the note was resisted by the maker, who contended that his signature was obtained by false representations on the part of the endorser, and it appeared that this was true. The bank, it was urged, should have made inquiry before discounting the note.

"No duty," said the court, "rests upon the purchaser of a negotiable note to make inquiry as to the purpose for which the paper was given, the responsibility of the maker or endorser, or the existence of possible defenses. The test is not whether the bank was negligent in acquiring the paper, but whether it acted in good faith. The facts known to the bank at the time it discounted this note were not such as to impose upon it the duty to make inquiry as to the circumstances under which the maker executed the note."

Fraudulent Conveyance

A woman indebted to a bank conveyed to her husband a parcel of real estate for a sum considerably less than its true value. This conveyance left the woman without assets out of which the bank could recover its money.

The bank attacked the transaction under the Fraudulent Conveyances Act, but was defeated in the lower court. On appeal the appellate court dealt with the matter on broad equitable grounds. The husband, it was held, took the property for an inadequate consideration and with knowledge that the conveyance would leave the wife insolvent and unable to meet her obligation to the bank. Hence the bank was entitled to redress.

"This," said the court, "is not upon the theory of fraud between the parties, but upon the assumption that the grantee must not close his eyes to the situation as regards other creditors and have the advantage himself of a bargain which will cut out bona fide creditors. This is quite apart from the provisions of the Fraudulent Conveyances Act."

The practical action taken by the Court was an order directing the sale of the real estate, with the proviso that the husband be first repaid the money advanced by him and any surplus realized at the sale be applied to the bank's claim.

A new model auto is quickly changed from a pleasure into a commercial delivery car. It has a removable rear seat, two doors opening as in a two-door sedan, a third in the back.

A new one-coat enamel, said to be highly resistant to perspiration, is offered for use on steel office equipment, telephone, etc.

Long Distance night rates now begin at **7** P. M. instead of 8:30



THE CHANGE IN TIME OFFERS YOU
MORE CONVENIENT HOURS TO MAKE
YOUR OUT-OF-TOWN TELEPHONE CALLS

NIGHT rates on station-to-station calls, which are about 40% less than day rates, are now in effect from 7 P. M. to 4:30 A. M. on most calls for which the day rate is over 35c.*

The table at the right shows the comparative cost of station-to-station calls made before and after 7 P. M.

With minimum rates to most points effective 11½ hours earlier, today's quick, clear, low-cost Long Distance service now offers *more time and more convenient hours* in which to make your night calls.



*Reduced night rates apply only to station-to-station Long Distance calls.

TYPICAL THREE-MINUTE, STATION-TO-STATION RATES

GRAND RAPIDS TO:	4:30 A.M. to 7 P.M.	7 P.M. to 4:30 A.M.
LANSING	\$.50	\$.35
ALMA50	.35
Eau Claire, Wis.	1.50	.85
Chicago, Ill.75	.45
DETROIT95	.50
BUFFALO, N. Y.	1.60	.90
MARQUETTE	1.45	.75
TORONTO, ONT.	1.50	.85
SOUTH BEND, IND.60	.35
NEWBERRY	1.35	.70

MICHIGAN BELL TELEPHONE COMPANY

GROCERS! CLERKS!

\$5,000.00

TONY AND GUS WANT YOUR IDEAS POST TOASTIES AND



GIVE US
THE BENEFIT
OF YOUR IDEAS
AND
EXPERIENCE!

TONY



FIRST PRIZE SECOND PRIZE 25 Zenith RADIOS 50 Sets (26 pieces) genuine 200 Sets 6 genuine SPECIAL EVERYONE

JUST WRITE US A LETTER sell more POST TOASTIES and

No fancy writing—no "high-flown" language needed. No trouble, no expense, no photographs to send. Just be sincere—that's what counts. Here's all you have to do:

WRITE us a brief letter and tell us your ideas on what you can do or *have done* to cash in on the huge 1935 advertising campaigns for Post Toasties and Post's 40% Bran Flakes. Give us your ideas on how you can move more of these two famous cereals out of *your* warehouse and across *your* counters.

You're the fellows who know how to sell goods to the consumer. And we want

the benefit of your experience. That's why we're offering these generous prizes for your letters telling what you grocers, clerks and salesmen can do to promote Post Toasties and Post's 40% Bran Flakes sales this season.

And this is the year to do it! For this year, these two cereals are backed by the most sensational advertising plans ever conceived for any cereal.

"Tony and Gus"—5 times a week

First there's "Tony and Gus"—radio's newest feature hit, on the air from coast to coast 5 nights every week—Monday—Tuesday—Wednesday—Thursday and Friday. Just think of it—night after night

millions of listeners all over the country tuning in on this rollicking, lovable pair. And to give the show an added "punch", there are wonderful premiums on both products—Mickey Mouse silver-plated (Genuine Wm. Rogers & Son) cereal spoons for Post Toasties eaters, and beautiful, full-color pictures of 16 famous Americans for Post's Bran Flakes fans.

It's a wonderful program and a great sales-getter—but *that's not all!* We're backing it up with p-l-e-n-t-y of other advertising support.

Posters—Samples—Magazines

Post Toasties is getting a 2-months' billboard showing from coast to coast . . .

JOBBER'S SALESMEN! IN PRIZES!

ON HOW YOU CAN SELL MORE
POST'S 40% BRAN FLAKES

..... **\$1,000**
..... **\$500**

(LIST PRICE **\$89.95 each**)

Wm. Rogers & Son Silverware
Wm. Rogers & Son Teaspoons
**GIFT FOR
WHO ENTERS!**



WIN OR LOSE—
EVERYBODY WHO
WRITES US A
LETTER GETS A
FREE GIFT!

GUS

ON "What I can do to
POST'S 40% BRAN FLAKES"

Millions of samples of both of these cereals are being distributed from house to house—making millions of new friends for these two delicious cereals! *And*, there's a heavy schedule of big ads in a long list of farm papers! . . . as well as in a list of great national magazines, including the Saturday Evening Post.

Every Letter Wins a Gift

So, there's the kind of backing we're giving these two products in 1935.

Now, write us your plan for cashing in on it! Give us the benefit of your ideas, your experience. Remember—win or lose—everybody gets a gift!

CONTEST RULES

1. You must be in the grocery trade (no one else eligible); viz., either a grocer or employed in a grocery store, or a wholesale grocery salesman.
2. Sign not only your name, but also the name and address of the store or wholesale house with which you are connected.
3. In your letter tell us your ideas on what you can do to sell more Post Toasties and Post's 40% Bran Flakes.
4. Literary ability does not count. Letters will be judged on merit of ideas. Merit means practicability and definiteness. All decisions of judges will be final.
5. Try to keep your letter brief. But don't leave out any "red-hot" ideas.
6. All entries must be mailed to "Tony and Gus" Contest, Battle Creek, Mich., before midnight August 15, 1935.
7. All letters submitted become the property of General Foods Corporation.

SUGGESTIONS TO HELP YOU WIN

Remember the selling power of WINDOW DISPLAYS! Tell us what you're doing with GIANT FLOOR DISPLAYS.

Maybe you've had fine success with COMBINATION OFFERS of cereals and fruits or berries. How about some special TONY AND GUS DISPLAYS?

And don't forget your own LOCAL NEWSPAPER ADVERTISING. Have you had any MICKEY MOUSE TIE-UPS with your local theatre? (See cut-outs on Post Toasties packages.)

Many local radio stations have Home Economics programs that help women plan their meals and give buying suggestions. You can get plenty of extra sales by TIE-UPS WITH THESE RADIO PROGRAMS.

Remember—these are but a few suggestions as to how you might move Post Toasties and Post's 40% Bran Flakes. There are many other "red-hot" ideas. Don't miss a trick in this contest. There's real money for the winner! 277 grand prizes in all!

HARDWARE

Michigan Retail Hardware Association.

President—A. D. Vandervoort.

Vice-President—W. C. Judson, Big Rapids.

Secretary—Harold W. Bervig, Lansing.

Treasurer—William Moore, Detroit.

Suggestions for the Hardware Dealer in June

In your June trade, the seasonal wedding gift business should be a considerable factor. Of course, there are weddings in all months of the year; but June is the psychological moment to bring before the public the fact that the hardware store is in an exceptional position to cater to this business. It handles practical gift lines without which no home can be complete. They run all the way from a carpet beater or a tackhammer to a kitchen range or a washing machine.

A couple of window displays, one early in the month and another a little later, will not be too many to drive home the comprehensiveness and appropriateness of your gift lines. One of the later displays should stress the help the hardware store can render in properly equipping the new home. Such a display should appeal to the newly weds themselves.

Some personal or direct by mail work may be done with a view to securing the business of any new homes in your community. Newly-married couples quite often establish new trade affiliations, so that the wideawake hardware dealer will make every possible effort to win them as customers. A personal call may be worth while.

June brings really warm weather and with it a demand for hot weather lines. It is always good policy for the hardware dealer to push seasonable lines when the season is young. In fact, it is still better policy to start pushing such lines a little while before they are scheduled to become timely.

The shrewd hardware dealer will keep his capital constantly at work and aim to turn over his investment as frequently as possible. To this end, while buying carefully, he will push seasonable lines early in the season with a view to making a complete clean up at regular prices. Thus he will avoid, as far as possible, the necessity of cutting prices later in the season; or, in the alternative, of carrying over such timely lines to another year.

Push your hot weather lines hard. Display them at every opportunity, in the windows and inside the store. Advertise them. Talk them up to individual customers. Use aggressive selling methods all along the line. Train your sales people to call the attention of their customers to these seasonable goods.

In the course of the coming month, housecleaning lines will still be in demand. There will also be considerable call for garden tools and equipment. Refrigerators, ice cream freezers, lawn seats, garden hose, motor accessories, lawn mowers, hammocks and similar lines are all seasonable.

It is worth while, in putting on window trims of seasonable lines, to make each new display just a little more ap-

pealing and attractive than the last one. Remember the display you put on last year? Well, isn't there some little feature you can add to enhance its effectiveness?

One hardware dealer adhered for many years to the policy of merely showing the goods. A display, for him, was neat, well-arranged, clean-cut, yet had no special appeal.

One year he carpeted the window with fresh sod. Out of a graniteware dish and some sand and shells he contrived an attractive pool. Around this he arranged lawn seats and tables. A lawn mower with a grass catcher half-filled with newly-cut grass was another item. There was an ice cream freezer, and, on the table, dishes of imitation ice-cream—the ice cream contrived of plaster of paris. The display did not take a great deal of work, yet it was eminently suggestive of summer comfort and the out-of-doors. It made a lot of talk—and the talk constituted excellent advertising for that particular hardware store.

Such little realistic touches can often be worked into a display with relatively little expense or effort. The resulting effect halts the passerby. Even if in a hurry, he'll stop for a closer look. He looks, grasps the idea, and lets his eye rest for a moment or two on the goods displayed. He may go into the store, he may not; but whichever he does, he gets the idea. So if, later, he thinks of buying any of the goods displayed, he instantly remembers that store.

Novelty is a splendid thing to attract attention to any display. But—the novelty must always relate to the goods you have to sell. A miniature chicken run with a dozen newly hatched chicks in your store window will block the sidewalk. But the mere chicks and chicken run will not sell anything. Back of them you should show poultry netting, grit, oyster shell, china eggs and poultry tonics, with show cards to tell the curious crowd something about them. When you do that, your display will do more than merely attract a crowd; it will sell the goods.

So, when you're putting on some novel stunt, take care to link it unmistakably with some line you're handling.

Throughout June, sporting goods should be featured. Boating, canoeing, tennis, golf, will be in full swing; the summer exodus will have commenced; and there will still be some call for baseball and other accessories. Fishing tackle is always in demand. Then you should aim to cater to camping-out and picnic parties, motor tourists, hikers, and summer vacationists.

A Swat-the-Fly display will also be in order. This will include not merely fly swatters and fly pads, but, window screens, screen doors and similar accessories.

With the warm weather in the latter part of June comes a strong tendency to relax and let business take care of itself. It's a mistake to yield to that hot weather urge. Keep yourself and your salespeople right up to the mark. The best way to forget the hot weather is to work hard. This does not mean,

though, neglecting your summer holiday. Give yourself, and incidentally your salespeople, a thoroughgoing holiday where neither business nor thoughts of business can intrude. But, in anticipation of this holiday, keep your everyday work in the store right up to par.

A lot of business can be done in June, if you keep yourself right on the job. The ability to keep going under all circumstances is one of the crucial tests of the real merchant.

Victor Lauriston.

Battle Creek Adds to its Merchandising Reputation

Battle Creek business men dragged basic conditions out of the "commonplace" last month when they inaugurated a big trade extension and goodwill merchandising program for one week. Reports of the outcome are most optimistic, merchants declaring that the efforts to advertise their city as a "bigger and better" shopping center met with such success that "Battle Creek Week" will be made a regular monthly feature of the local retail industry.

During the week all retail stores, large and small, in the downtown and neighborhood centers carried newspaper advertising, used radio and bill boards, and decorated their stores and streets to make this one of the city's outstanding merchandising events. Community Week appeals were directed to local residents and covered a wide area surrounding the city.

Monday was set aside for automobile, tire, battery and supply dealers acting as a pace setter for the merchants to follow and to start the good will building off with a bang.

Tuesday was designated as Foods day, when grocery stores, baker shops, markets, dairies, meat markets, restaurants and hotels put their shoulders together to do their part in the success of Community Week.

On Tuesday night the merchants and manufacturers gave a free community party to the buying public. Merchants and their salespeople wore host and hostess badges, and over 3000 people crowded the largest auditorium in the city. The program was varied and interesting. Prizes were awarded, and the evening wound up with a delightful dance.

Wednesday was Men's Apparel day, and every store selling men's wear, by advance advertising and by special values attractively displayed, saw to it that Wednesday did its part in making this city-wide community week a memorable one.

Thursday was Dollar day and every store and shop in Battle Creek joined together to make this event a huge sales volume success.

Friday was devoted to home needs. Furniture stores, electric appliance and radio stores hardware and paint stores, plumbing and heating contractors and lumber companies played up their merchandise and financing facilities.

Saturday was Women's Apparel day and every store carrying apparel for women featured its early summer styles, preceding same with group and individual advertising and with special

"Window Night" displays on Friday evening.

"Buy Better in Battle Creek" was the slogan used by each merchant in his newspaper advertising, on window cards and throughout his store. Charles J. Crockett, well known to the apparel retailers in all parts of the country as a sales and advertising executive and merchandising expert, was selected as the managing director to coordinate the activities of the various committees necessary to make such a program successful.

"As a good-will and business builder," said Mr. Crockett, "the Battle Creek merchandising event left nothing to wish for. With competition between cities increasing," he said, "this plan provides the impetus necessary to successfully merchandise the shopping center idea and expansion of trading area good-will. Many cities and towns throughout the country will find that a similar program will stimulate the business activities of their own communities."

James M. Golding.

Explains Flexible Steel

The makers of razors at Sheffield and Solingen, of sword blades at Toledo and Damascus, have known for centuries that the plunging of heated steel into cold water after the hammer had done its best greatly enhanced elasticity and made possible extreme temper. No books on cutlery tell exactly why this should be so, although conjectures abound.

Professor W. L. Bragg, of Manchester University, recently elucidated the mystery in accordance with the latest atomic postulates at the Institute of Metals, London. At high temperatures, he explained, the atoms which make up the metal are "shuffled" in a random way. At lower temperatures they sort themselves out into a regular alternation. The virtue of heat treatment is therefore that the atoms are hustled past the sorting-out temperature before they have had time to take up position as they would like to do.

"The determination of the arrangement of atoms in chemical compounds," Professor Bragg stated, "has caused many of us to view many of the generalizations of chemistry in a new light, and this is conspicuously the case in metallurgy."

Just a Joke

The prisoner stood before the bar with a hopeful look on his face. The evidence against him was a small safe which likewise stood in plain view. The judge turned to the complainant and asked how far the safe had been carried away from his house.

Complainant—Fully two miles, your honor.

Judge (to prisoner)—What have you to say to this charge?

Prisoner—It was only a joke, Judge. Judge—Six months. I am sorry to say you carried this joke too far.

Maybe

Mother—You acted wrongly in disobeying me. I am punishing you to impress it on your mind.

Sonny—Aren't you proceeding under a slight misapprehension as to the location of the mind?

DRY GOODS

Michigan Retail Dry Goods Association
 President—D. Mihlethaler, Mihlethaler
 Co., Harbor Beach.
 First Vice-President—C. R. Sperry, J.
 B. Sperry Co., Port Huron.
 Second Vice-President—F. F. Ingram,
 L. H. Field Co., Jackson.
 Secretary-Treasurer—Leon F. Rosa-
 crans, Fred Rosacrans & Sons, Tecumseh.
 Directors

N. J. VanAndel, Wm. D. Hardy & Co.,
 Muskegon.
 Harry Grossman, Chase Merc. Co., Pon-
 tiac.
 Harry L. Rimes, Rimes & Hildebrand,
 St. Joseph.
 D. M. Shotwell, J. W. Knapp Co., Lan-
 sing.
 Sid Medallie, N. Medallie & Co., Man-
 celona.
 D. W. Goodnow, D. M. Goodnow Co.,
 Howell.
 W. R. Mehlhose, A. Loeffler & Co.,
 Wyandotte.

Approve 'Wilton Velvet' Label

Satisfaction over the decision by which the Federal Trade Commission cleared the Alexander Smith & Sons Carpet Co. of any intent to mislead the public in using the term "wilton velvet" was expressed yesterday by officials of the company. The Commission had originally contended that use of the term to designate a worsted, three-shot velvet fabric of dense construction tended to mislead purchasers. After a lengthy investigation, in which expert witnesses were questioned in hearings in several trade centers, the Commission has revoked its order banning use of the "wilton velvet" term.

Prices Major Fall Problem

With most of the apparel and accessory industries now operating in a between-season period, the full force of the price problem as generated by the NRA decision has yet to be felt. The major questions will arise, it is said when Fall plans are shaped within the next two to three weeks. In the meanwhile, manufacturers throughout the market are holding innumerable conferences to determine policies. Indications are, however, that regardless of possible new NIRA developments, all of the garment trades will put up the strongest united front on the discount question in the history of these industries.

Grocers to Maintain Schedules

Convinced that sales will increase sharply later this month as the result of the special promotional events being staged by retailers throughout the country, manufacturers of staple lines of grocery products will maintain their present production schedules, although buying in the market fell off considerably this week. Consumer response to the sales events has been unusually active, according to reports received by executives here. While an unsettled condition has developed in the wholesale markets following the dropping of the codes, manufacturers' prices have remained steady, the downward movement being principally on old stocks in the hands of large distributors.

Glass Orders Hold Up Well

Incoming orders for glass and glassware have not been exceptionally large in individual volume, but there has been a sufficient demand to warrant continuance of the previous month's operating levels. Flat glass production, with the exception of rolled, figured and wire glass which has been in-

creased slightly over the last ten days, remains at its previous level. Retailers are confining most of their purchases to short lines of Summer glassware, and purchases of these have been held as closely as possible to immediate demand. Orders for kitchen glassware, mixing bowls and similar lines have been better than most other divisions.

Await Word on Kitchenwares

Sales volume in the kitchen and small housewares markets declined sharply this week as buyers marked time awaiting manufacturers' announcements concerning prices and operating policies. Although most producers have indicated a determination to follow NRA wage and hour provisions, buyers are waiting until all members of the industry disclose their position. Under instructions from home offices many of the buyers now in the market are merely inspecting lines and confining orders to immediate replacement needs. To offset present inactivity several producers will bring out new items and increase sales effort this week.

May Ease Dinnerware Terms

Settlement of disputes between retailers and manufacturers over the minimum size order necessary to earn the lowest prices on dinnerware appears likely. According to reports, which lacked confirmation but were generally accepted by retailers and producers alike, buyers will drop opposition to recent price advances of 8 to 17½ per cent. on dinnerware provided pottery interests reduce the minimum fixed. Only stores ordering 1,000 dozen pieces of the same pattern are now entitled to the lowest price. Stores have held back on chinaware orders since the new regulations were announced early last month.

Appliance Orders Restricted

Buyers of electrical household appliances operated cautiously this week, purchasing only goods needed for immediate replacements. In spite of the firm stand taken by manufacturers against price reductions, retailers said they will wait a week or more before making any substantial commitments. Selling agents were not discouraged by the limited volume of purchasing. They pointed out that the annual showing of new lines is only a month away and small stocks of current goods are available now. Price trends in the Fall, manufacturers hold, will be unchanged from Spring.

Linen Group Fights Misbranding

Determined to forestall an outbreak of misbranding in their industry, members of the Linen Trade Association will meet this week to discuss substitution of trade regulations for the defunct NRA code. Pressure upon suppliers to mark linen tablecloths and other products with misleading sizes has increased steadily since early last week. The Association communicated with Senator Walsh, sponsor of a Federal law making the shipment of misbranded merchandise in interstate commerce illegal, and asked him to amend the measure to embrace all goods in- correctly marked as to size.

Dry Goods Jobbers Cautious

Dry goods wholesalers continued to hold off orders last week, pending a clarification of the NRA tangle. A few of them bought small quantities of seasonal goods to keep stocks replenished, but contracts for Fall styles failed to develop. Jobbers reported that the market in general remained extremely firm on most lines, with mills holding on to code hours and wages and refusing to break prices. The warm weather in certain sections of the country brought in some business to jobbers from their retail accounts, but the latter were also cautious and confined their purchases to a minimum.

Issues Fall Glove Color Card

Nine shades are featured in the Fall (1935) glove card issued last week by the Textile Color Card Association. The card, which is the first to be issued for the glove trade, portrays the colors in both suede and glaze leathers. The hues comprise ginger brown, Marrona, marine blue, chamois yellow, gullgray, sandpiper and the Oriental group of Hindu rust, Araby green and Oriental oxblood. Merchandising notes are shown opposite each shade, indicating the correct tie-up between the glove tones and the color trends in apparel and shoes.

Fall Shoe Lines Ready Soon

Volume shoe lines for Fall are now in the course of preparation and will be ready in another two or three weeks, manufacturers report. Some delay may be occasioned by the uncertainty created by abolition of the Recovery Act. Before the end of the month, however, it is expected that the uncertainty will be cleared up to a degree and the course of commodity prices indicated. The current intent of manufacturers is to open lines at the increased levels now prevailing, which are from 5 to 15 cents per pair above those of a month ago.

Men's Clothing Position Sound

While Fall buying has slowed down considerably, the men's clothing market has not been affected as yet by the termination of the NRA. Actual cancellations were hard to find, one of the largest resident buying groups in the field reporting that as yet it has not received one cancellation. Because of the strong position of wool and sold-up condition of fabric mills, the industry is regarded as in a firmer condition

than most lines. Consequently, buyers are not pressing for any reductions as yet.

Normandie Blue Brought Out

Arrival of the liner Normandie here has led to the featuring of a new blue designated by the name of the world's largest ship. The new hue is a variety of the popular Copenhagen blue which has usually found favor at the start of a consumer Summer season. It is also expected that the color will benefit from the strong interest which has been shown in iris and lilac tones during most of the Spring season. As was the case with these shades, Normandie blue will be featured in new ready-to-wear.

Hosiery Prices Easier

A further slight easing in hosiery prices is reported this week, principally because of the weak condition of the market and not because of any changes created by dropping the Recovery Act. Even though many mills have started to curtail production, demand has been so slow that stocks have been accumulating. The result has been constant pressure on the market and mills have been clipping 5 and 10 cents per dozen off prices steadily.

Home

I love the comforts found at home
 Its peace, its mood and friendliness
 Desiring not afar to roam
 Least unacquaintance should distress

I love
 A road that ends
 At hearthside alone
 O'er thresholds worn
 By many friends
 Though some are gone
 Fond ties been torn
 Yet memory grips
 All fellowships At home.

I love the whole environment
 The thought, the place, the cost, and
 scope
 By which a home does represent
 A temple my return can ope;

I love
 The vesper hour
 With labor done
 Whose candle bright
 Has quite the power
 Of morning sun
 To give delight
 Till memory grips
 Old fellowships At home.

My home I call a dream of dreams
 Portraying only scenes of good
 And yet is better than it seems
 However much is understood

I love
 To have my heart
 Awake, asleep
 With pulsing care
 Within, apart
 Forever keep
 My idol there
 While memory grips
 Old fellowships At home.

Charles A. Heath.

For PROMPT service and ECONOMY'S Sake

Against FIRE and WINDSTORM Hazards

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GRAND RAPIDS, MICH.

HOTEL DEPARTMENT

Greeters Had Good Time in Los Angeles

Los Angeles, June 8—The Hotel Greeters, who on the occasion of their twenty-fifth National convention have been quite in evidence here, with an attendance of approximately 400, for the past several days, have certainly put in full time and plenty of energy, demonstrating that while, in a sense, they may be classed as a labor organization, they breathe no sentiment which is other than loyalty to their employers, which is one of the chiefest reasons why they are laying up treasures and happiness for the future. Last Sunday they swooped down on the City of Angels, in a bunch, accompanied by a special air-conditioned, stream-lined train, arriving at 8:30 a.m. And were they received? Well, from the amount of enthusiasm displayed you would have thought at least one-half of the city's population were out in Sunday-go-to-meeting garb to welcome them. While my acquaintance with the Los Angeles contingent is somewhat circumscribed, I could not help but notice they were all high-grade and were headed by Leigh Fuller, one of the original founders, a quarter of a century ago, and first international president of the organization. Walter Leitzen, formerly proprietor of Hotel Frontenac, Detroit, and his estimable wife, now citizens of Los Angeles, were responsible for my meeting most of them individually, either at the train or at the general reception at Hotel Biltmore soon thereafter. This was the place of registration. Afterwards they were afforded a founders' day reception and luncheon at Hotel Clark, where shown around the city proper and ended up with a banquet at the same place. Monday, with members present from all sections of North America, the convention began activities at the Biltmore, with addresses by the governor of California, the mayor, sheriff, who handed over the city's keys, which were grabbed off by the association's president, W. R. Stead, of Hamilton, Ontario. Luncheon at noon with the men meeting in the music room and women members of the auxiliary at Hotel Clark. A business session in the afternoon, and a dinner dance at Hotel Ambassador in the evening. Tuesday a breakfast in the Indian room, at the Ambassador, for mere men, and a like affair for the ladies in Rainbow Isle, at the Mayfair. Joint luncheon in Coconut Grove, at the Ambassador; a dinner dance at the Biltmore. Wednesday—Play Day—a trip by rail and ocean to Catalina Island, the home of the Wrigleys. The gum man certainly has some island, and his descendants are very zealous in keeping up its reputation as a "show" place. We were told that it is twenty-two miles away from terra firma, or, rather, the mainland, and that when you go out angling there you use a 400 pound Leaping Tuna for bait, but we found out that in the hour's motor ride accorded the party could see more mountains and ocean views than you will discover in the Wolverine state in two. In addition to possessing all the modern civilizing influences such as golf, tennis, cocktail rooms, etc., you have here mountain trails, canyons, sun-washed bathing beaches, beautiful homes, an aviary, said to be the most comprehensive in the entire world, casinos, a wonderful replica of a grand amphitheater, and thence to the splendid Hotel St. Catherine where we were served a bountiful luncheon, which, for the benefit of my catering friends I will speak of more in detail later. We were told if we desired to remain on the Island for the remainder of our earthly career, there were plenty of apartment buildings, bungalows, as well as tents, for the multitude, but after we had

taken in the glass bottomed boats at the Marine Gardens, a surprising spectacle, the warning whistle of the steamer suggested that the walking was not so good, and we hurried aboard to be on hand at the dinner dance at Hotel Chancellor, Los Angeles. To-day, Thursday, there will be a luncheon at the Biltmore; this afternoon the annual election of international officers, and in the evening the official banquet in the Fiesta Room of Hotel Ambassador, with Leo Carrillo as toastmaster. My letter closes too early to contain the results of the election, which, naturally will be of much interest to the Greeter throng. Friday is to be Greeters' Day at the San Diego Exposition, and afterwards many of the members will return here for a more comprehensive observation of the many attractions of the Angelic City, which has given them a good time without the interference of earthquakes or "unusual" weather conditions. Come again, anytime. We like you, and feel assured of safety as well as joy in our contacts with you. Joseph Denawetz, of the Detroit-Leland, Secretary of Detroit Charter, was the official delegate from Michigan; Mrs. Tillie V. Brittain, Hotel Montcalm, represented the Auxiliary and Mrs. Elizabeth Loranger, Hotel Norton, also of Detroit, the Housekeepers division.

California now has a law outlawing prospective and incoming citizens and stopping their mad course at the state line. It seems like a hardship, but a most comprehensive survey has demonstrated the cold fact that over one-half of our indigents are aliens, and were flat-broke when they entered our domain. Consequently the flivver, and in fact, every type of transportation will be subjected to the acid test, and if the facts do not ring true, these "trekkers" will have to about-face and return to that point from whence they came or else impose on some other commonwealth. This is no joke. Whether you come by train or jitney, there will be a halt at the boundary line to give you a chance to prove by documentary unassailable evidence that you will not become an object of charity under ordinary circumstances. It being emergency legislation its effect is immediate.

Schumann-Heink declines to diet or reduce for the sake of the talkies—in fact, she intimates that the speakies can go hang, so far as she is concerned. She will go on singing in her own way so long as she can or so long as she likes it and then she will fold up and quit. But as to cutting out the things she likes to eat or reforming her menu for the sake of making a front in the moves there is nothing doing. She has raised a big family on her particular brand of home cooking, besides entertaining the public for fifty years, and does not propose to have any diet crank tell her where she detains. And some of us will agree with her.

President Green, of the American Hotel Association, in a recent press statement, has this to say concerning NRA regulations of hotel affairs, and the cessation of same: "However, every cloud has its silver lining, and in the case of the code experiment, disastrous as it has been to us all in the main, we can still find certain advantages that have been gained in our business. For one thing, we believe that it is the feeling of hotel men generally that so far as is possible we should arrange our affairs so that all employees should have at least one holiday each week. In the second place, we believe that all hotel men uniformly are opposed to the principle of child labor and will see to it in the future that present high standards in this respect will be maintained."

Admissably I concede to myself occasionally that I am possessed of phil-

osophic tendencies, though my acquaintances, as a rule, have not encouraged the idea to any considerable extent, but I feel that when you get through chuckling over the story of the bogus oil promoter who came to grief in Oklahoma, after a short but active career as a "big shot," we might take a second look at the affair. There is something rather instructive about it all. This man, as you have probably read, blew into Tulsa announcing that he was the head of a big oil company. He rented the entire floor of a bank building and established offices there. He bought a home, and arranged with a contracting firm to build a million dollar refinery. Then he got in touch with New York monied interests, sold a lot of bonds, and arranged with a railroad representative to build a spur track to his refinery. And all the while his actual assets amounted to less than a shoestring—three cents. Eventually his balloon exploded from sheer excess of hot air, and he smilingly went off to the hoosegow. But his whole venture is a beautiful illustration of the way in which we are compelled to take each other's word for things in this modern world. The only difference between this man's activities and those of a bona fide business man seeking to establish a new plant was that this man had no backing. He was able to build a beautiful framework on the mere fact that people trusted him. Not once did he lay a cent of cash on the line. Nobody asked him to. People just took it for granted that a man doing the things that he was doing was operating in good faith. There could hardly be a stronger example of the way in which modern business is

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

ALL GOOD ROADS LEAD TO IONIA AND

THE REED INN

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

New Hotel Elliott

STURGIS, MICH.
50 Baths 50 Running Water
European
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Rates \$2.00 and up
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W. H. LILLARD, Manager

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The Most Popular Hotel
in Western Michigan

300 ROOMS — SHOWERS
SERVIDOR

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

The MORTON

400 ROOMS EACH
WITH BATH

\$1.50 up

Grand Rapids' Friendly Hotel
Phil Jordan, Manager

An Entire City Block of Hospitality



Have You Seen Our New

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

Pantlind

GRAND RAPIDS

750 ROOMS \$2 UP

founded on confidence—confidence that the other fellow is on the level, that he is what he says he is, and will do what he says he will do. Once in a blue moon someone comes along and abuses this confidence. In this Oklahoma case, the result was something to chuckle at; in the Kreuger case, it was a financial holocaust. Meanwhile, in the overwhelming majority of cases, the confidence is deserved. Vast projects are undertaken simply because men trust one another. This trust takes the place of money, in a very real sense. In itself, it is riches; and in the long run it is probably the business world's most precious possession.

Joseph Brunette, of the Sherman House, Chicago, whom the most of us know through his connection with Michigan hotel affairs in the past, was elected chairman of the board of governors of Charter 17, Hotel Greeters, at a recent meeting of that organization, showing that Chicagoans appreciate real merit when they discover it.

E. T. (Eddie) Moran, formerly assistant manager of the Morton Hotel, Grand Rapids, but for the past two years manager of Hotel Stearns, Ludington, will have completed this month a two-year improvement program which has called for an expenditure of \$25,000 and has placed the house in first class condition. The hotel has been entirely redecorated, inside and out, recarpeted, and partially refurnished. New mattresses have been added, together with floor plugs and bed lamps. New rugs and furniture have been installed in the lobby, and all public rooms have been supplied with new drapes. The Ossawald Crumb taproom, seating 300, with a large dance floor, was installed last year and yielded a most satisfactory profit on the investment. Mr. Moran also plans to add a permanent orchestra and nightly floor show. A separate street entrance has also been provided.

The Hotel World-Review very justly asserts: "Hotel operators will wish the Hotel Greeters of America well in their Los Angeles convention. They should be indeed grateful for the leadership which over a long period of years has maintained this powerful body as a loyal adjunct to the American Hotel Association. With different leadership, and different basic principles, how different it might have been!"

Someone showed me an old-time bill of fare from the Bancroft Hotel, Saginaw, the exact date being New Years, 1876. On this bill were to be found charreusse of pheasants, larded partridges, salmi of grouse, sauted quail, saddle venison, roast prairie chicken, etc. To-day it would not be humanly possible to prepare such a menu anywhere in this country. The game, if it should be gotten, which is extremely doubtful, could not be served, because of the laws against such practice. In most places partridges are extinct, and quail, pheasant and grouse are only to be seen in taxidermists' displays. I almost forgot to state that the enormous price exacted for this particular meal was 75 cents.

Frank S. Verbeck.

Members of both chapters of Hotel Greeters—Michigan No. 24 of Detroit and West Michigan No. 22 of Grand Rapids—have been invited to hold a joint meeting at Johnson's Rustic Tavern on Houghton Lake over the week end. The proceedings actually start on Friday and run through Saturday and Sunday.

Personality is something you perhaps have never cultivated. It's a "hidden power" you must find how to use if you want to succeed.

MEN OF MARK

W. H. Lillard, Landlord Warm Friend Tavern

Warren Howard Lillard was born at Pauls Valley, Oklahoma, July 24, 1893. His father was descended from the French. His mother was descended from the English. When he was 15 years old the family removed to Los Angeles, Calif., where Mr. Lillard completed his high school education,

Mr. Lillard is a member of the Elks Lodge at Los Angeles. He has no other social or fraternal affiliations. His hobby is fishing and he confesses to a liking for tennis and golf. While in California his fishing was confined to deep sea fishing in the ocean.

Mr. Lillard and his wife are very fond of Michigan and what they have seen of it during the time they have been here. They are both very pleasant people and are a great addition to



W. H. Lillard

graduating on the literary course. He then attended the University of Southern California, graduating four years later on the economic course, which fitted him for a banking career. His first employment along that line was in the Security First National Bank, where he acted as teller four years. At the end of that time he was promoted to the position of assistant cashier, which he filled five years.

Concluding to transfer his life career from the bank to the hotel he took the position of chief clerk at the Hotel Clark, where he remained two years. He was then made assistant manager of the hotel, which position he occupied for eight years. He recently accepted the management of the Warm Friend Tavern at Holland where he is making marked strides in putting the hostelry on its feet, financially and otherwise.

Mr. Lillard was married about a year ago to Miss Barbara Walker, of Los Angeles. They have no children.

the social and financial life of Holland.

Personally, Mr. Lillard is a very agreeable gentleman, both on and off duty. He has made such a close and careful study of the science and art

of hotel keeping in one of the best kept hotels in the country that he is in a position to give his patrons the best there is to be had in point of house-keeping, food and service. This he is doing the best he knows how.

Eulogy to Dexter G. Look*

President Mahar has asked me to deliver a five minute eulogy of Dexter Look. No one could begin to tell all the good things about Mr. Look in this length of time, especially one who had been associated with him in his business, social and political activities for more than forty years.

As death has removed him from among us, it is fitting that we pause to pay tribute to one so closely affiliated with us—to give expression to that affection which flows so freely from all our hearts—and to offer our deepest sympathy to his wife, daughter and other relatives and friends.

His well-spent, useful life has been an inspiration to us. His loyalty to his friends and devotion to the betterment of pharmacy clearly demonstrates that there is a duty and service for us to carry on if we emulate his example.

We all remember his achievements as a member of our Executive Committee for many years and as one of the early presidents of this organization. Also his labors and accomplishments in our behalf during his twelve years as chairman of our Legislative Committee. While a member of the Legislature he was always open to suggestions for the betterment of pharmacy.

He believed in the Supreme Love of God and good will among all men. He had an abiding faith in the immortality of the soul. He was brave, approaching the grave like one who wraps the draper of his couch about him and lies down to pleasant dreams.

No one had more or better friends than Deck, who was clean of thought, honest and upright in all his dealings, an ideal friend and companion, a Christian gentleman with a heart of gold. His faults, if any, we will write upon the sand, and inscribe his virtues upon tablets of precious love and memory.

He lived for the good cause that needed assistance, for the wrong that needed resistance, for the future in the distance and the good that he could do.

*Delivered by M. N. Henry at the M. S. P. A. convention, Grand Rapids, Mich., June 11, 1935.

CLOSING OUT

Some very attractive values in grocer and restaurant refrigerators; chests and bottle beer coolers at breath taking low prices. You deal direct with the factory. Here is your opportunity, if you act quickly, to obtain high-quality refrigerators built by one of the oldest concerns in the country, and prices are so low that you will be astounded.

Write at once for low, factory close-out prices and descriptions. First come first served.

Belding-Hall Company, Belding, Michigan

DRUGS

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

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

Michigan State Pharmaceutical Association

The fifty-third convention of the Michigan State Pharmaceutical Association opened at 10 a. m. Tuesday at the Pantlind Hotel with President Jas. E. Mahar presiding. The Association has had one of the most successful years it has ever had. Secretary Allan and Treasurer Hadley report a balance in the treasury of nearly \$500. The membership of the Association is about 750. This represents the actual dues paid members. The main projects of the year were:

1. A close-relationship between the Association and its members through publicity in the Michigan Tradesman and the MSPA and DRDA Journal. The weekly co-operation of the Michigan Tradesman has been a big help in our membership drive.
 2. An active interest in the Michigan Federation of Retail Merchants. This organization has brought the various trade groups in close contact with the problems confronting the merchants of the state.
 3. An active support of the National Association of Retail Druggists in their legislative program at Washington.
 4. Support of the American Pharmaceutical Association in their program to advance the professional phase of pharmacy.
 5. To develop active county associations throughout Michigan.
 6. To work toward having an Association that can have a full time state secretary.
 7. To bring about a closer relationship between the jobbers, the manufacturers and the retail druggists.
 8. To work for a program of price stabilization.
- To build the state publication into a larger and more helpful messenger to carry the problems of pharmacy to the druggists of Michigan.

The State Association owes a debt to the jobbers and druggists of Grand Rapids for their co-operation in making the convention a success.

Clare F. Allan.

Secretary's Report

In submitting the Secretary's report of the Michigan State Pharmaceutical Association, I want

every druggist in Michigan to know that I appreciate the support that has been given the State Association in a year in which many druggists have had many problems of their own which far exceeded the problems of running a State Association.

During the year I made a trip to the Upper Peninsula to ask the pharmacists of that district to support the State Association. I believe the Upper and Lower Peninsulas are more closely associated at the present time than they have been at any time during the history of the State Association, the Upper Peninsula having nearly a one hundred per cent. membership in the State Association. The drug organization in the St. Joseph-Benton Harbor District has nearly a one hundred per cent. organization; Wayne county has turned in a very good membership, as have Kalamazoo, Battle Creek, Lansing, Traverse City; the Tri-County Association, which comprises Clinton, Gratiot and Isabella; the Shiawassee County Association; the several counties in the lower part of the state, running from Monroe to Three Rivers, Pontiac, Jackson and Flint. We have a membership of nearly 750 and I am sure that if the work which has been started is carried on next year, we can build the membership to fifteen hundred or two thousand.

The Michigan Federation of Retail Merchants has been very active and although in its first year it could not accomplish everything it set out to do, it did bring the various retail organizations of the state closer together than they have ever been before. We found we had many common problems which were very freely discussed and I am sure that if this work is carried on next year more will be accomplished in this organization as time goes on. President Mahar and myself attended a dozen meetings of this organization.

The financial condition of the State Association has improved during the year and we close the year of 1935 with money in the bank, as you will see from the financial report.

I attended as many meetings of county associations as was possible and can only say that I am sorry I could not attend more, but I did manage to attend meetings in St. Joseph and Benton Harbor, Battle Creek, Jackson, Ann Arbor and the Upper Peninsula.

I hope in the coming year that every member of the State Association will work for a larger membership and that the druggists of Michigan will work for the advancement and betterment of the profession of pharmacy in this state. If we can do this, we will not have to worry where the drug business is going. There can be only one answer and that is suc-

cess. But to reach this success it is up to every member to put his shoulder to the wheel and do some active work for pharmacy in Michigan.

Clare F. Allan, Sec'y.

Federal Licensing of Corporations Ineffective

Federal licensing of concerns engaged in interstate commerce, as proposed by the American Federation of Labor, would prove ineffective as a means of regulating competitive practices, experienced trade association executives insist.

The proposal would actually provide an incentive for corporations to decentralize their operations and organize units engaged solely in intrastate commerce, it is said. Such action would be necessary, it is pointed out, to enable larger concerns to compete with those in their industry not subject to Federal licensing provisions.

Only if very definite exemptions from the anti-trust laws were accorded licensed corporations would this tendency be counteracted.

The conviction is growing in industrial circles that some new legislation to encourage trade groups to promulgate voluntary agreements may be enacted at this session. Definite exemption from the anti-trust laws for such agreements could be provided under the supervision of the Federal Trade Commission or some new body, in exchange for commitments to maintain wages and hours.

Something Wrong

Guest: "Do you operate a bus between the hotel and the railroad station?"

Manager of Ritzy Hotel: "No, sir!"

Guest: "That's strange. All my friends said you would get me coming and going."

Certified INSECTICIDES

TO-DOT (Super Household Fly Spray—Bulk or bottled)
 FLY-DI (In bulk only to the Drug trade)
 TO-DOT—(Cattle and Dairy Sprays)

DISINFECTANTS

PAR-DIP (Disinfectant and Animal Dip—Cans or bulk)
 No. 4 CRESOL (In bulk only to the Drug trade)

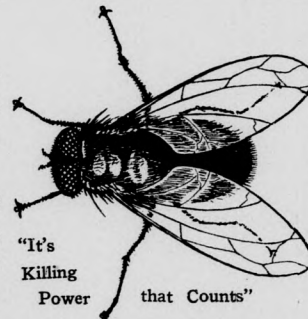
20 years Michigan Druggists have preferred Parsons bulk chemicals.

Write for Bulk Prices—

Parsons Chemical Works

MANUFACTURING LABORATORIES

GRAND LEDGE, MICH.



"It's Killing Power that Counts"

SEASONABLE ITEMS

SEED DISINFECTANTS

CERESAN DuBAY No. 738 SEMESAN BELL NU-GREEN

INSECTICIDES

PARIS GREEN LIME and SULPHUR ARSENATE of LEAD
 ARSENATE of CALCIUM BORDEAUX MIXTURE
 COPERCARB OXO BORDEAUX

SPONGES CHAMOIS SKINS POLISHES
 PICNIC SUPPLIES WAXES CLEANERS

PAINT BRUSHES—VARNISH BRUSHES

BATHING CAPS BATHING SUITS and SHOES
 SODA FOUNTAINS and SUPPLIES
 PAINTS ENAMELS LACQUERS VARNISHES OILS
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RUBBER BALLS BASE BALLS MARBLES
 GOLF SUPPLIES CAMERAS and FILMS PLAY GROUND
 and INDOOR BALLS and CLUBS

ANT ROACH BEDBUG RAT MICE MOSQUITO
 LICE FLEE TICK KILLERS, ETC.

Our prices are right and stock complete.

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Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

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

ACID			FLOWER			No. 1, lb.			17 @ 25			Xtal, lb.			20 @ 29		
Acetic, No. 8, lb.	06 1/2 @	10	Arnica, lb.	50 @	55											19 @ 27	
Boric, Powd., or Xtal, lb.	07 1/2 @	20	Chamomile													32 @ 40	
Carbolic, Xtal, lb.	36 @	43	German, lb.	60 @	70											1 85 @ 2 14	
Citric, lb.	33 @	45	Roman, lb.	@	1 40											30 @ 50	
Muriatic, Com'l, lb.	08 1/2 @	10	Saffron														
Nitric, lb.	10 @	15	American, lb.	@	75											90 @ 1 00	
Oxalic, lb.	15 @	25	Spanish, ozs.	@	1 25											50 @ 60	
Sulphuric, lb.	03 1/2 @	10															
Tartaric, lb.	33 @	40															
ALCOHOL			FORMALDEHYDE, BULK			NAPHTHALINE			NUTMEG			QUASSIA CHIPS			25 @ 30		
Denatured, No. 5, gal.	38 @	50	Pound	09 @	30											35 @ 40	
Wood, gal.	50 @	60															
ALUM-POTASH, USP			FULLER'S EARTH														
Lump, lb.	05 @	15	Powder, lb.	05 @	10												
Powd. or Gra., lb.	05 1/2 @	16															
AMMONIA			GELATIN														
Concentrated, lb.	06 @	13	Pound	55 @	65												
4-F, lb.	05 1/2 @	13															
3-F, lb.	05 1/2 @	13															
Carbonate, lb.	23 @	30															
Muriate, Lp., lb.	18 @	30															
Muriate, Gra., lb.	07 1/2 @	13															
Muriate, Po., lb.	22 @	35															
ARSENIC			GLUE														
Pound	07 @	30	Brok., Bro., lb.	20 @	30												
BALSAMS			Gro'd, Dark, lb.	15 @	25												
Copaiba, lb.	60 @	1 20	Whl. Flake, lb.	27 1/2 @	35												
Fir, Cana., lb.	2 00 @	3 40	White G'd, lb.	25 @	35												
Fir, Oreg., lb.	50 @	1 00	White AXX light, lb.	@	40												
Peru, lb.	3 50 @	4 00	Ribbon	42 1/2 @	50												
Tolu, lb.	1 50 @	1 80															
BARKS			GLYCERINE														
Cassia			Pound	19 @	45												
Ordinary, lb.	20 @	30															
Ordinary, Po., lb.	20 @	30															
Saigon, lb.	50 @	60															
Saigon, Po., lb.	40 @	45															
Elm., lb.	38 @	45															
Elm., Powd., lb.	38 @	45															
Elm., G'd, lb.	38 @	45															
Sassafras (P'd lb. 50)	20 @	30															
Coactree, cut, lb.	20 @	30															
Scaptree, Po., lb.	35 @	40															
BERRIES			GUM														
Cubeb, lb.	@	75	Aloe, Barbadoes,	@	60												
Cubeb, Po., lb.	@	40	33 called, lb. gourd.	35 @	45												
Juniper, lb.	10 @	20	Powd., lb.	@	80												
BLUE VITRIOL			Arabic, first, lb.	@	50												
Pound	06 @	15	Arabic, sorts, lb.	17 @	25												
BORAX			Arabic, Gran., lb.	25 @	35												
P'd or Xtal, lb.	06 @	13	Arabic, P'd, lb.	47 @	50												
BRIMSTONE			Asafoetida, Po., lb.	@	70												
Pound	04 @	10	Guaiac, lb.	@	60												
CAMPHOR			Guaiac, powd.	@	65												
Pound	72 @	85	Kino, lb.	@	1 00												
CANTHARIDES			Kino, powd., lb.	@	1 25												
Russian, Powd.	@	4 50	Myrrh, lb.	@	75												
Chinese, Powd.	@	3 00	Myrrh, Pow., lb.	@	85												
CHALK			Shellac, Orange, lb.	42 @	50												
Crayons			Ground, lb.	42 @	50												
White, dozen	@	3 60	Shellac, white (bone dr'd) lb.	45 @	55												
Dustless, dozen	@	6 00	Tragacanth														
French Powder, Com'l., lb.	03 1/2 @	10	No. 1, bbls.	1 75 @	2 00												
Precipitated, lb.	12 @	15	No. 2, lbs.	1 50 @	1 75												
Prepared, lb.	14 @	16	Pow., lb.	1 00 @	1 25												
White, lump, lb.	03 @	10															
CAPSICUM			HONEY														
Pods, lb.	60 @	70	Pound	25 @	40												
Powder, lb.	62 @	75															
CLOVES			HOPS														
Whole, lb.	30 @	40	1/4s Loose, Pressed, lb.	@	75												
Powdered, lb.	35 @	45															
COCAINE			HYDROGEN PEROXIDE														
Ounce	13 75 @	15 40	Pound, gross	27 00 @	28 00												
COPPERAS			1/4 lb., gross	17 00 @	18 00												
Xtal, lb.	03 1/2 @	10	1/2 lb., gross	11 00 @	11 50												
Powdered, lb.	03 1/2 @	10															
CREAM TARTAR			INDIGO														
Pound	25 @	38	Madras, lb.	2 00 @	2 25												
CUTTLEBONE			INSECT POWDER														
Pound	40 @	50	Pure, lb.	31 @	41												
DEXTRINE			LEAD ACETATE														
Yellow Corn, lb.	06 1/2 @	15	Xtal, lb.	17 @	25												
White Corn, lb.	07 @	15	Powd. and Gran.	25 @	35												
EXTRACT			LICORICE														
Witch Hazel, Yellow Lab.,	95 @	1 65	Extracts, sticks, per box	1 50 @	2 00												
gal.	50 @	60	Lozenges, lb.	40 @	50												
Licorice, P'd, lb.	50 @	60	Wafers, (24s) box	@	1 50												
MORPHINE			LEAVES														
Ounces	@	12 75	Buchu, lb., short	@	70												
1/4s	@	14 40	Buchu, lb., long	@	75												
MUSTARD			Buchu, P'd, lb.	@	75												
Bulk, Powd.			Sage, bulk, lb.	25 @	30												
Select, lb.	45 @	50	Sage, loose pressed, 1/4s, lb.	@	40												
No. 1, lb.	17 @	25	Sage, ounces	@	35												
NAPHTHALINE			Sage, P'd and Grd.	@	35												
Balls, lb.	06 1/2 @	15	Senna														
Flake, lb.	06 1/2 @	15	Alexandria, lb.	35 @	40												
NUTMEG			Tinnevelia, lb.	25 @	35												
Pound	@	40	Powd., lb.	25 @	35												
Powdered, lb.	@	50	Uva Ursi, lb.	@	30												
NUX VOMICA			Uva Ursi, P'd, lb.	@	35												
Pound	15 @	25															
Powdered, lb.	@	25															
OIL ESSENTIAL			LIME														
Almond			Chloride, med. dz.	@	85												
Bit., true, ozs.	@	50	Chloride, large, dz.	@	1 45												
Bit., art., ozs.	@	30															
Sweet, true, lb.	1 40 @	2 00															
Sweet, art., lbs.	75 @	1 20															
Amber, crude, lb.	71 @	1 40															
Amber, reot., lb.	1 50 @	2 00															
Anise, lb.	1 10 @	1 60															
Bay, lb.	4 00 @	4 25															
Bergamot, lb.	2 75 @	3 00															
Cajeput, lb.	1 50 @	2 00															
Caraway S'd, lb.	3 50 @	4 00															
Cassia, USP, lb.	2 15 @	2 60															
Cedar Leaf, lb.	1 70 @	2 20															
Citronella, lb.	1 00 @	1 25															
Citronella, lb.	85 @	1 20															
Cloves, lb.	1 85 @	2 25															
Croton, lbs.	4 00 @	4 60															
Cubeb, lb.	4 25 @	4 80															
Erigeron, lb.	3 70 @	4 25															
Eucalytus, lb.	85 @	2 60															
Fennel	2 25 @	2 60			</												

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

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

ADVANCED

DECLINED

Pure Lard in tierces—5/8c

AMMONIA

Little Bo Peep, med.	1 35
Little Bo Peep, lge.	2 25
Quaker, 32 oz.	2 10
Jack & Jill, 12 pils.	90
Jack & Jill, 12 quarts	1 35

APPLE BUTTER

Quaker, 12-28 oz.	
Doz.	1 60

BAKING POWDERS

Clabber Girl	
10-oz., 4 doz. case	3 50
2 lb., 1 doz. case	2 30

Royal, 2 oz., doz.	80
Royal, 6 oz., doz.	2 00
Royal, 12 oz., doz.	1 85
Royal, 5 lbs., doz.	20 00

Rumford's

10c, per dozen	91
6-oz., per dozen	1 40
12-oz., per dozen	2 25
5-lb., per dozen	12 25

K C

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

BLEACHER CLEANSER

Lizzie, 16 oz., 12s.	2 15
Linc Wash, 32 oz., 12s.	2 90
Clorox, 24 pints	2 80
Clorox, 12 quarts	2 56

BLUING

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

BEANS and PEAS

Dry Lima Beans, 25 lb.	2 20
White H'd P. Beans	4 05
Split Peas, yell., 60 lb.	3 35
Split Peas, gr'n, 60 lb.	4 50
Scotch Peas, 100 lb.	6 65

BURNERS

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

BOTTLE CAPS

Single Lacquer, 24 gross	
case, per case	3 60

BREAKFAST FOODS

Kellogg's Brands	
Corn Flakes, No. 136	2 40
Corn Flakes, No. 124	2 40
Pep, No. 224	2 37
Pep, No. 250	1 05
Krumbles, No. 412	1 55
Brain Flakes, No. 624	2 37
Brain Flakes, No. 650	1 00
Rice Krispies, 6 oz.	2 40
Rice Krispies, 1 oz.	1 10
All Bran, 16 oz.	3 30
All Bran, 10 oz.	2 75
All Bran, 1/2 oz.	1 10
Whole Wheat Fla., 24s	2 00
Whole Wheat Bis., 24s	2 31
Wheat Krispies, 24s	2 65

Post Brands

Grapenut Flakes, 24s.	2 10
Grape-Nuts, 24s	3 90
Grape-Nuts, 50s	1 50
Instant Postum, No. 8	5 44
Instant Postum, No. 10	4 70
Postum Cereal, No. 6	3 35
Post Toasties, 36s.	2 40
Post Toasties, 24s.	2 40
Post Bran, PBF, 12	1 74
Post Bran, PBF, 24	2 36

Amsterdam Brands

Gold Band Par., No. 5 1/2	7 50
Prize, Parlor, No. 6	3 00
White Swan Par., No. 6	8 50

BROOMS

Quaker, 5 sewed	7 50
Warehouse	7 75
Winner, 5 sewed	5 75
Eagle	4 25

BRUSHES

Scrub	
New Deal, dozen	85

Shoe

Shaker, dozen	90
Topcon, dozen	90

BUTTER COLOR

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

CANDLES

Electric Light, 40 lbs.	12 1
Plumber, 40 lbs.	12 8
Paraffine, 6s	14 1/2
Paraffine, 12s	14 1/2
Wicking	40
Tudor, 6s, per box	30

CANNED FRUITS

Apples	
Imperial, No. 10	5 90
Apple Sauce	
Hart, No. 2	1 10
Hart, No. 10	1 25

Apricots

Forest, No. 10	8 50
Quaker, No. 10	9 75
Gibraltar, No. 10	9 00
Gibraltar, No. 2 1/2	2 40
Superior, No. 2 1/2	2 70
Supreme, No. 2 1/2	2 85
Supreme, No. 2	2 25
Quaker, No. 2	2 00
Quaker, No. 2 1/2	2 75

Blackberries

Premio, No. 10	6 25
Quaker, No. 2	1 75

Blue Berries

Eagle, No. 10	4 50
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Cherries—Royal Ann

Supreme, No. 2 1/2	3 20
Supreme, No. 2	3 30
Gibraltar, No. 10	3 25
Gibraltar, No. 2 1/2	2 75

Figs

Beckwith Breakfast,	
No. 10	12 00
Carpenter Preserved,	
5 oz. glass	1 35
Supreme Kodota, No. 1	1 90

Fruit Salad

Supreme, No. 10	12 00
Quaker, No. 10	11 75
Supreme, No. 2 1/2	3 70
Supreme, No. 2	2 70
Supreme, No. 1	2 10
Quaker, No. 2 1/2	3 15

Gooseberries

Michigan, No. 10	5 35
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Grape Fruit

Florida Gold, No. 2, dz	1 35
Florida Gold, No. 5 dz	4 35

Grape Fruit Juice

Florida Gold, No. 1	75
Florida Gold, No. 2	1 15
Florida Gold, No. 5	3 90

Loganberries

Premio, No. 10	6 75
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Orange Juice

Phillips No. 1 Can, dz.	95
Phillips No. 2 can, dz.	1 35

Peaches

Bakers solid pack,	
No. 10	7 50
Premio, halves, No. 10	6 70
Quaker, sliced or	
halves, No. 10	8 50
Gibraltar, No. 2 1/2	2 00
Supreme, sliced No.	
2 1/2	2 15
Supreme, halves,	
No. 2 1/2	2 25
Quaker, sliced or	
halves, No. 2 1/2	2 15
Quaker sliced or	
halves, No. 2	1 70

Pineapple, Sliced

Honey Dew, sliced,	
No. 10	9 00
Honey Dew, 1/2 bits,	
No. 10	8 50
Honey Dew, No. 2 1/2	2 45
Honey Dew, No. 2	2 00
Honey Dew, No. 1	1 10
Ukelele Broken, No. 10	7 90
Ukelele Broken, 2 1/2	2 25
Ukelele Broken, No. 1	1 85
Quaker, Tid Bits, No.	
10	8 25
Quaker, No. 10	8 25
Quaker, No. 2 1/2	2 35
Quaker, No. 2	1 90
Quaker, No. 1	1 05

Pineapple, Crushed

Imperial, No. 10	8 40
Honey Dew, No. 2 1/2	2 40
Honey Dew, No. 2	1 90
Quaker, No. 2 1/2	2 35
Quaker, No. 2	1 80
Quaker, No. 1	1 10

Pineapple, Sliced

Honey Dew, sliced,	
No. 10	9 00
Honey Dew, 1/2 bits,	
No. 10	8 50
Honey Dew, No. 2 1/2	2 45
Honey Dew, No. 2	2 00
Honey Dew, No. 1	1 10
Ukelele Broken, No. 10	7 90
Ukelele Broken, 2 1/2	2 25
Ukelele Broken, No. 1	1 85
Quaker, Tid Bits, No.	
10	8 25
Quaker, No. 10	8 25
Quaker, No. 2 1/2	2 35
Quaker, No. 2	1 90
Quaker, No. 1	1 05

Plums

Ullikit, No. 10, 30%	
syrup	6 50
Supreme Egg, No. 2 1/2	2 20
Supreme Egg, No. 2	1 70
Primo, No. 2, 40%	
syrup	1 00

Prepared Prunes

Supreme, No. 2 1/2	2 45
Supreme, No. 10,	
Italian	6 50

Raspberries, Black

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

Raspberries, Red

Premio, No. 10	8 75
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Strawberries

Jordan, No. 2	2 50
Daggett, No. 2	2 25
Quaker, No. 2	2 35

CANNED FISH

Clam Ch'der, 10 1/2 oz.	1 35
Clam Chowder, No. 2	2 75
Clams, Steamed, No. 1	1 75
Clams, Minced, No. 1/2	2 40
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 25
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 35
Lobster, No. 1/2	2 25
Shrimp, 1 wet	1 50
Sard's 1/4 Oil, k'less	3 97
Salmon, Red Alaska	2 25
Salmon, Med. Alaska	1 80
Salmon, Pink, Alaska	1 38
Sardines, 1m. 1/4, ea. 6@13 1/2	
Sardines, Cal.	1 00
Tuna, 1/2 Van Camps,	
doz.	1 55
Tuna, 1/2 Van Camps,	
doz.	1 20
Tuna, 1s, Van Camps,	
doz.	2 45
Tuna, 1/2 Chicken Sea,	
doz.	1 85
Tuna, 1/2 Bonita	1 45

CANNED MEAT

Bacon, med. Beechnut	3 50
Bacon, lge. Beechnut	2 75
Beef, lge. Beechnut	2 25
Beef, med. Beechnut	1 95
Beef, No. 1, Corned	1 95
Beef, No. 1, Roast	1 95
Beef, 2 1/2 oz. Qua.	1 10
Corn Beef Hash, doz.	2 15
Beefsteak & Onions, s	2 70
Chili Con Car., 1s	1 05
Deviled Ham, 1/2s	1 35
Deviled Ham, 1/2s	2 20
Potted Meat, 1/2 Libby	48
Potted Meat, 1/2 Libby	75
Potted Meat, 1/2 Qua.	65
Potted Ham, Gen. 1/4	1 35
Vienna Saus. No. 1/2	90

Baked Beans

Campbells 48s	2 77
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CANNED VEGETABLES

Hart Brand	
Quaker, No. 2	2 20
Hunt Picnic	1 70
Hunt No. 1, Med. Green	3 00
Hunt No. 1 Med. White	3 15
Hunt No. 1 Small	
Green	2 70

Baked Beans

1 lb. Saco, 36s, cs.	1 80
No. 2 1/2 Size, doz.	1 10
No. 10 Sauce	4 00

Lima Beans

Baby, No. 2	1 60
Marcellus, No. 2	1 25
Scott Co. Soaked	90
Marcellus, No. 10	5 90

Red Kidney Beans

No. 10	4 75
No. 2	1 00

String Beans

Choice, Whole, No. 2	1 80
Cut, No. 10	7 25
Cut, No. 2	1 35
Marcellus Cut, No. 10	6 00
Quaker Cut, No. 2	1 20

Wax Beans

Choice, Whole, No. 2	1 80
Cut, No. 10	7 25
Cut, No. 2	1 35
Marcellus Cut, No. 10	5 50
Quaker Cut, No. 2	1 20

Beets

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

Carrots

Diced, No. 2	90
Diced, No. 10	4 25

Corn

Golden Ban., No. 2	1 55
Marcellus, No. 2	1 25
Fancy Crosby, No. 2	1 40
Whole Grain, 6 Ban-	
tam, No. 2	1 65
Quaker, No. 10	8 00

Peas

Oxford Gem, No. 2	3 15
Sifted E. June, No. 2	2 00
Marcel, S.W. W. No. 2	1 55
Marcel, E. June, No. 2	1 45
Quaker, E. Ju., No. 10	8 00
Quaker E. J., No. 2	1 45

Pumpkin

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

Sauerkraut

No. 10 Quaker	3 50
No. 2 1/2 Quaker	95
No. 2 Quaker	75

Spinach

Supreme No. 2 1/2	1 65
Supreme No. 2	1 32 1/2
Supreme No. 10	5

CURRENTS		JUNKET GOODS		FRESH MEATS		HERRING		SOAP		TEA	
Packages, 11 oz.	13	Junket Powder	1 20	Beef		Holland Herring		Am. Family, 100 box		Japan	
		Junket Tablets	1 25	Top Steers & Hef.		Mixed, kegs		Fels Naphtha, 100 box		Medium	
Dates		MARGARINE		Good Steers & Hef.		Milkers, kegs		Flake White, 10 box		Choice	
Quaker, 12s, pktd.	1 40	Wilson & Co.'s Brands		Med. Steers & Hef.		Boneless Herring, 10 lb.		Ivory, 100 box		Fancy	
Quaker, 12s, regular.	1 10	Oleo		Com. Cattle		Cut Lunch, 8 lb. pails		Fairy, 100 box		No. 1 Nibbs.	
Quaker, 12s, 1 1/2 lb.	2 00	Nut		Top		Mackerel		Palm Olive, 144 box		Gunpowder	
Quaker, 12s, 1 lb.	1 45	100% Veg Oil Grown on		Good		Tubs, 60 Count, fy. fat		Lava, 50 box		Choice	
Figs		America Farms		Medium		Pails, 10 lb. Fancy fat		Camay, 72 box		Ceylon	
Calif., 24-8 oz. case	1 80	14		Lamb		White Fish		P & G Nap Soap, 100@3		Pekoe, medium	
Peaches		MATCHES		Spring Lamb		Med. Fancy, 100 lb.		Sweetheart, 100 box		English Breakfast	
Evap. Choice	15	Diamond, No. 5, 144		Good		Milkers, bbls.		Grandpa Tar, 50 sm.		Congou, medium	
Evap. Fancy	16 1/2	Searchlight, 144 box		Medium		K K K K Norway		Williams Barber Bar, 9s		Congou, choice	
Peel		Swan, 144		Poor		8 lb. pails		Williams Mug, per doz.		Congou, fancy	
Lemon, Torrell,	90	Diamond, No. 0		Mutton		Cut Lunch		Lux Toilet, 50		Oolong	
4 oz., doz.	90	4 80		Good		Boned, 10 lb. boxes		Whole Spices		Medium	
Orange, Torrell,	90	Safety Matches		Medium		SHOE BLACKENING		Allspice, Jamaica		Choice	
4 oz., dozen	90	Red Top, 5 gross case		Poor		2 in 1, Paste, doz.		Cloves, Zanzibar		Fancy	
Citron, Torrell,	90	Congress, 5 gro. cs.		Pork		E. Z. Combination, dz.		Cassia, Canton			
4 oz., dozen	90	Standard, 5 gro. cs.		Loins		Dri-Foot, doz.		Cassia, 5c pkg., doz.			
Raisins		MUELLER'S PRODUCTS		Butts		Bixby, doz.		Ginger, Africa			
Seeded, bulk	7 1/2	Macaroni, 9 oz.		Shoulders		Shinola, doz.		Mixed, 10c pkgs., doz.			
Thompson's S'less blk.	7 1/2	Spaghetti, 9 oz.		Spareribs		STOVE POLISH		Nutmegs, 70@90			
Quaker S'less blk.	8	Elbow Macaroni, 9 oz.		Neck Bones		Black, per doz.		Pepper, White			
15 oz.	8	Egg Noodles, 6 oz.		Trimblings		Black Silk Liquid, doz.		Pepper, Cayenne			
Quaker Seeded, 15 oz.	8	Egg Vermicelli, 6 oz.		PROVISIONS		Black Silk Paste, doz.		Paprika, Spanish			
California Prunes		Egg Alphabets, 6 oz.		Barreled Pork		Enameline Liquid, doz.		Seasoning			
90@100, 25 lb. boxes	20 3/4	Cooked Spaghetti, 24c.		Clear Back		E. Z. Liquid, per doz.		Chili Power, 1 1/2 oz.			
80@90, 25 lb. boxes	20 1/4	17 oz.		Short Cut, Clear		Radium, per doz.		Celery Salt, 1 1/2 oz.			
70@80, 25 lb. boxes	20 1/4	NUTS		Compound, tubs		Rising Sun, per doz.		Sage, 2 oz.			
60@70, 25 lb. boxes	20 1/4	Whole		Pure in tins		654 Stove Enamel, dz.		Onion Salt			
40@50, 25 lb. boxes	20 1/4	Almonds, Peerless		60 lb. tubs		Vulcanol, No. 10, doz.		Garlic			
30@40, 25 lb. boxes	20 1/4	Brazil, large		50 lb. tubs		Stovoil, per doz.		Fonely, 3 1/2 oz.			
20@30, 25 lb. boxes	20 1/4	Fancy Mixed		20 lb. pails		F. O. B. Grand Rapids		Kitchen Bouquet			
18@24, 25 lb. boxes	20 1/4	Filberts, Naples		10 lb. pails		Quaker, 24, 2 lb.		Laurel Leaves			
Hominy		Peanuts, vir. Roasted		5 lb. pails		Quaker, 36-1 1/2		Marjoram, 1 oz.			
Pearl, 100 lb. sacks	3 50	Pecans, 3, star		Compound, tubs		Quaker, Iodized, 24-2		Savory, 1 oz.			
Bulk Goods		Pecans, Jumbo		Sausages		Med. No. 1, bbls.		Thyme, 1 oz.			
Elb. Macaroni, 20 lb. bx.	1 30	Pecans, Mammoth		Liver		Med. No. 1, 100 lb. bk.		Turmeric, 1 1/2 oz.			
Egg Noodle, 10 lb. box	1 22	Walnuts, Cal.		Frankfort		Packers Meat, 50 lb.		Starch			
Pearl Barley		Shelled		Pork		Crushed Rock for ice		Corn			
Chester	5 00	Almonds		Tongue, Jellied		cream, 100 lb. each		Kingsford, 24/1			
Lentils		Peanuts, Spanish, 125		Headcheese		Butter Salt, 280 lb. bbl.		Powd., bags, per lb.			
Chili	10	lb. bags		Smoked Meats		Block, 50 lb.		Argo, 24, 1 lb. pkgs.			
Tapioa		Pecans, salted		Hams, Fancy, 14-16 lb.		Baker Salt, 280 lb. bbl.		Cream, 24-1 lb.			
Pearl, 100 lb. sacks	7 1/2	Walnut, California		Hams, Fancy, Skinned		6, 10 lb., per bale		Gloss			
Minute, 8 oz., 3 doz.	4 05	MINCE MEAT		14-18 lb.		20, 3 lb., per bale		Argo, 12, 3 lb. pkgs.			
Dromedary Instant	3 50	None Such, 4 doz.		Knuckles, 3-5 lb.		25 lb. bogs, table		Silver Gloss, 48, 1s.			
Jiffy Punch		Quaker, 1 doz. case		Boiled Ham		Colonial		Elastic, 16 pkgs.			
Assorted flavors.	2 25	Yo Ho, Kegs, wet, lb.		Bacon 4/6 Fancy		Fifteen 4s		Staley 24-1 lb.			
EVAPORATED MILK		OLIVES—Plain		Beef		Twenty 2s		Maple and Cane			
Quaker, Tall, 10 1/2 oz.	3 10	Quaker, 24 3/4 oz. cs.		Boneless, rump		Iodine, 24, 2s		Kanuck, per gal.			
Quaker, Baby, 4 doz.	1 55	Quaker, 24 1/2 oz. cs.		Liver		Iodine, 36, 1 1/2		Kanuck, 5 gal. glass			
Quaker, Gallon, 1/2 dz.	3 25	Quaker, 12 11 oz.		Pork		Plain, 36, 1 1/2		Kanuck, 24/12 Glass			
Carnation, Tall, 4 doz.	3 22	Temple, 12 22-oz. cs.		RICE		Log Cabin Plain, 24, 2s		Kanuck, 12/26 Glass			
Carnation, Baby, 4 doz.	1 61	1 gal. glass, each		Fancy Blue Rose		Free Run'g, 32, 20 oz.		Imit. Maple Flavor			
Oatman's D'dee, Tall, 3 1/2	1 61	OLIVES—Stuffed		Fancy Head		Five case lots		Orange, No. 3, 24 cans			
Oatman's D'dee, Baby 1 1/2	1 61	Quaker, 24-2 oz. cs.		RUSKS		Iodized, 32, 26 oz.		Orange, No. 1 1/2, 2 dz.			
Pet. Tall	3 22	Quaker, 24-3 oz. cs.		Postma Biscuit Co.		Five case lots		Maple and Cane			
Pet. Baby, 4 dozen	1 61	Quaker, 24-5 oz. cs.		18 rolls, per case		Colonial		Kanuck, 5 gal. glass			
Borden's, Tall, 4 doz.	3 22	Quaker, 24-7 1/2 oz. cs.		12 rolls, per case		Fifteen 4s		Kanuck, 24/12 Glass			
Borden's, Baby, 4 doz.	1 61	Quaker, 12 16-oz. cs.		18 cartons, per case		Twenty 2s		Kanuck, 12/26 Glass			
FRUIT CANS		1 Gallon glass, each		12 cartons, per case		Iodine, 24, 2s		Grape Juice			
Ball Mason		PARIS GREEN		SALERATUS		Iodine, 36, 1 1/2		Welch, 24 pint case			
F. O. B. Grand Rapids		1/3s		Arm and Hammer 24s.		Plain, 36, 1 1/2		MAZOLA COOKING OIL			
One pint	7 75	2s and 5s		Sweet Small		Log Cabin Plain, 24, 2s		Pints, 2 doz., case			
One quart	9 00	PICKLES		L and C, 7 oz., doz.		Fancy Blue Rose		Quarts, 1 doz.			
Half gallon	12 00	Sweet Small		Paw Paw, quarts, doz.		Fancy Head		5 gallons, 2 per case			
Mason Can Tops, gro.	2 45	Dill Pickles		20		COD FISH		TABLE SAUCES			
FRUIT CAN RUBBERS		Gal. 40 to Tin, doz.		Playing Cards		Bob White, 1 lb. pure		Lee & Perrin, large			
Quaker Red Lip, 3 gro.		32 oz. Glass Thrown		Blue Ribbon, per doz.		Paragon, 1 lb.		Lee & Perrin, small			
carton	75	GELATINE		Bicycle, per doz.		JELLY GLASSES		Pepper			
Jelly		Jell-o, 3 doz.		Caravan, per doz.		Lake Shore 1 lb. doz.		Royal Mint			
Minute, 3 doz.	4 05	Minute, 3 doz.		POP CORN		1 90		Tobasco, small			
Knox's, 1 dozen	2 25	Jelsert, 3 doz.		Sure Pop, 25 lb. bags		JELLY GLASSES		Sho You, 9 oz., doz.			
Jelsert, 3 doz.	1 40	JELLY GLASSES		Yellow, 24 1-lb. bags		1/2 Pint Tall, per doz.		A-1, large			
JELLY AND PRESERVES		1/2 Pint Tall, per doz.		COD FISH		1 90		A-1, small			
Pure, 30 lb. pails	2 35	1 90		Bob White, 1 lb. pure		JELLY GLASSES		Caper, 2 oz.			
Imitation, 30 lb. pails	1 50	1 90		Paragon, 1 lb.		1 90		YEAST—COMPRESSED			
Pure Pres., 16 oz. dz.	2 00	1 90						Fleischmann, per doz.			
12 oz. Apple Jelly, dz.	95	1 90						Red Star, per doz.			
13 oz. Mint Jelly, dz.	1 60	1 90									
1 oz. Cranberry Jelly, dz.	90	1 90									

SHOE MARKET

Michigan Retail Shoe Dealers Association.
President—Clyde K. Taylor.
Executive Vice-President—M. A. Mittel-
man.

Vice-Presidents—J. A. Burton, Lan-
sing; A. Allen, Grand Rapids; Edward
Dittmann, Mt. Pleasant; R. H. Hainstock,
Niles; E. T. Nunneley, Mt. Clemens; Fred
Nentwig, Saginaw; E. C. Masters, Alpena;
A. G. Pone, Jackson.

Secretary-Treasurer—Robert Murray,
Charlotte.

Field Secretary—O. R. Jenkins, Port-
land.

Membership Committee—R. H. Hain-
stock, chairman, entire board to act as
committee.

Board of Directors—E. T. Nunneley,
Mt. Clemens; M. A. Mittelman, Detroit;
Edw. Dittmann, Mt. Pleasant; Steven J.
Jay, Detroit; Clyde K. Taylor, Detroit;
John Mann, Port Huron; Max Harryman,
Lansing; Wm. Van Dis, Kalamazoo; Rich-
ard Schmidt, Hillsdale; Arthur Jochen,
Saginaw; B. C. Olsee, Grand Rapids;
Fred Elliott, Flint; P. B. Appeldoorn,
Kalamazoo; Fred Murray, Charlotte; Ralph
Meanwell, Ann Arbor; John Och, Che-
boygan.

Michigan Shoe Exhibition Association.
Annual meetings held once a year at
Pantlind Hotel, Grand Rapids.
Address all communications to Rodney
I. Schopps, Secretary, Pantlind Hotel.

Will the Honor System Do It?

Repercussions from the Supreme Court decision nullifying the NRA dis-
turb trade for the moment, but a noble
attempt will be made by the shoe in-
dustry to hold to NRA wages and
hours and to eliminate child labor. A
central arbitration committee, if orga-
nized immediately, would help tremend-
ously.

With the National Boot and Shoe
Manufacturers Association, represent-
ing 85 per cent. of the production of
shoes, as measured in pair production
and dollar volume, placing itself on
record "to maintain proper cooperative
and mutual agreement on these points,"
there is some hope that the upset of
the New Deal will be minimized.

Solidarity of action on the part of
this industry may be an example to the
country of the trusteeship of basic
NRA principles to a voluntary group
who feel that they can carry on the
principles without the policing power
of government.

Free competition does not necessar-
ily mean the return of the chiseler of
prices and the exploiter of labor if in-
dustry can develop a unanimity of ac-
tion on the three fundamentals of
wages, hours and child labor and a
"cease and desist" power given to an
arbitration committee might produce
peace, production and prosperity in
shoes.

The whole house of cards seems to
have tumbled with the Supreme Court
decision, for the court ruling imperils
the whole AAA, with its control of
farm crops, the security regulation, the
control of the issuance of securities, the
regulation of the liquor trade and all
provisions for the stabilization of labor
relations—the "thirty-hour bill," and
"Wagner Bill," etc.

Cancellation of economic and social
measures centralized in the Federal
government may have its early effect
on the purchasing power of the people.
The only hope is that natural inflation,
through credit channels, the improve-
ment of business generally and inter-
national exchange of goods and serv-
ices will offset the immediate tend-
ency to reduce the price of wheat, cot-
ton and commodities that have been
buttressed by laws.

The serious side of the situation that
comes with this release of Federal gov-
ernment authority over intrastate bus-
iness, is its effect upon immediate farm
purchasing power, the decline in cot-
ton, the break in sugar and the cancel-
lation of wheat programs. These ad-
verse factors are slightly balanced by
the cheerful note that there is a decided
pickup in retail sales since the advent
of warm weather, and world-wide price
levels remain firm.

Within the shoe industry itself, the
general feeling is that the industry can
come as close to operating on code
hours and wages as any industry in
America. Undoubtedly, if we sent out
telegrams to all the shoe manufacturers
in America and leading shoe stores as
well, the replies would be unanimous
that wages and hours and child labor
regulations will be continued individ-
ually. Such a roll of honor would be
almost a complete coverage of the
trade. Words of promise stand, how-
ever, only up to the point of competi-
tive necessity and it remains to be seen
what happens in general practice with-
in other industries, and the possible re-
percussions on shoes.

The bulk of Fall orders in all indus-
try must be placed during the month
of June. Delays in placement of this
business will disorganize production
and necessitate peaks of effort in later
months. Inevitable increase of pro-
duction hours must follow to get the
goods delivered on time. Once hours
are increased, then look out for the
scale of wages in ratio to the hours of
work. Strikes, disorders, delays are
more costly than a 5 or 10 cent reduc-
tion made under the chisel. Getting
the goods for August 15 opening is
more desirable than delay.

But as we said before, the intent of
industry is to carry on and if the nor-
mal practice of ordering goods contin-
ues, the industry will "hold to the
faith" and do its part in the encourage-
ment of natural recovery.

In a way, the NRA has served its
general purpose for the period of time
of its greatest need. Now business
faces the test of its social responsibil-
ity. If we can rest a new prosperity on
the fundamental of "exchange of goods
and services" rather than on artificial
control of price levels, we will have
stepped along the path of progress with
individual effort and ambition the par-
amount factor. Freedom is a precious
thing—even in business.

The Supreme Court decision says
definitely that the collective system is
out if dictated by a central government,
but it doesn't say that the honor sys-
tem is in the discard. We are return-
ing to a competitive system that can
be less ruthless if we have the true
neighborly spirit. This is indeed the
greatest test of whether good business
practice can be carried on under the
trusteeship of industry itself. Associa-
tions have the opportunity of exerting
powerful moral pressure against all
back-sliders who operate with the axe,
the chisel and the vicious greeds that
brought about the catastrophes of 1929-
33. Human nature is inherently selfish
and it remains to be seen whether it
has learned any lessons the past two

years of voluntary operation of the
golden rules.

As an industry we live by purchasing
power and if we can accelerate the ex-
change of goods and services, we can
bridge over our difficulties to a more
secure civilization.—Boot and Shoe
Recorder.

We Are Still the Leading Meat Con- sumers

(Continued from page 3)
sumption one-sixth and increase their
endurance.

The resourceful housewife no longer
judges the nutritive value of meat by
its protein alone, but by its value when
combined with vitamin foods. An
ounce of clear fat pork may be equal in
fuel value to two pounds of cabbage,
but the nutritive quality of the meat
dish may be best achieved, government
bulletins tell her, by dressing it up, as
oxtail stewed with a purée of lentils, as
a dry curry of lamb, or by decking it
out with a garnish of chestnuts or pun-
gent cubes of onions.

Recipes supplied by Frances Foley
Gannon, Deputy Commissioner of
Markets, show fifty ways of preparing
cheaper cuts of meat. Cooking tests
prove that waste and shrinkage is not
greater in the cheaper than in the ex-
pensive cuts; that the higher price of
certain cuts, for instance, is determined
more by appearance than by food value.
The Bureau of Agricultural Econ-
omics in a pamphlet entitled "Meat
Dishes at Low Cost" urges the house-
wife to use cheaper cuts and shows her
how to make them palatable.—N. Y.
Times.

Estimate 340,000 Car Output

The output of automobiles and
trucks in the United States and
Canada for the month of June is
not likely to exceed 340,000
units, as compared with 377,754
produced in May, according to
trade estimates. June output will
doubtless remain above the levels
of the same month last year, how-
ever, it is anticipated.

Rapidly mounting stocks of
used cars are already tending to
retard new car sales in some
areas. While code restrictions up-
on trade-in allowances are no
longer effective, declining prices
for second-hand automobiles will
prevent most dealers from in-
creasing allowances to stimulate
new car sales.

On the other hand, Chevrolet
is expected to continue producing
at near capacity levels this month,
owing to the partial shutdown in
May occasioned by the Toledo
strike, precipitated by the vicious
and murderous trades unionists.
Consequently, despite some cur-
tailment in output on the part of
other manufacturers, the indus-
try's production is not likely to
decline during June more than
seasonally.

As a matter of economic security
alone, we can find it in our jails. The
slaves had it. Our people are not ready
to be turned into a national zoo, our
citizens classified, labeled and directed
by a form of self-approved keepers.—
Herbert Hoover.

TROUBLE

IN THE AIR..

TORNADO

CAN'T BE PREVENTED SO
PROTECT YOURSELF AGAINST
PROPERTY LOSS WITH MUTUAL
WINDSTORM INSURANCE

AS WRITTEN BY THE

MICHIGAN SHOE DEALERS MUTUAL
FIRE INSURANCE COMPANY

MUTUAL BUILDING, LANSING, MICHIGAN
DETROIT GRAND RAPIDS SAGINAW

SAVINGS - SERVICE - STABILITY

OUT AROUND

(Continued from page 9)

condition and net profits of the concern.

The most common method of distributing profits is on the basis of the salary received, that is to say, the salesperson whose salary is \$15 per week gets twice as big a share of the profits as the one whose salary is \$12 per week. Some concerns distribute upon the basis of sales, and others distribute in a more or less arbitrary fashion, thus hoping to equalize the difference in the conditions and the opportunities for making sales of all members working in the store.

Another common form of profit sharing is the distribution of shares of stock or other evidence of ownership to employees, either upon favorable purchasing terms or as a reward for faithful service over a term of years.

The purposes of profit sharing, premium paying and bonus granting, are, first, to get the salesman to use his own initiative and ambition in furthering the business of the concern, and, second, to tie the good employees to the concern, so that they cannot be drawn away, either into independent businesses of their own or to competitors. These purposes demand that the systems adopted must be such as to avoid such friction among salespeople as straight commissions arouse; that the rewards must be great enough to awaken their interest and ambition; and that settlements should be made frequently enough to keep the end of the period in mind from the start, and yet have it long enough so that the amount payable at its end in the form of profit, shares, bonuses or premiums may seem worth while. Bonus and premium schemes apparently work best in institutions which give every employee a chance to earn something extra besides a regular salary, and which adjust the rules or conditions of earning the bonuses or premiums so that those who are engaged in places in the store unfavorable to making a good showing are given all due allowance.

Premiums in the form of PM's and spiffs, prizes and commissions for sales above quota, are usually paid weekly or whenever the regular wage is paid. Profit shares and bonuses are generally paid annually or semi-annually. The argument for the annual payment is that in this length of time the shares or bonuses amount to a good deal in the case of the best salespeople, and the prospect of losing this amount keeps them from seeking employment elsewhere, at least until after these bonuses have been paid. Such payments are usually made at about the beginning of the calendar year or just after the holiday rush of trade.

In practice salespeople receive remuneration other than direct salaries in a variety of ways. Discounts of from 10 to 20 per cent. on merchandise purchased from the store are granted by many stores. The lower figure is the

most common. A few stores allow no discounts at all and most stores give discounts to apply only on goods for the salesperson's personal use. A few stores add the proviso that discounts shall apply only on goods for personal use or for the use of persons wholly dependent upon the salesperson. Special discounts are usually given on dress goods to be used in making uniforms required by stores for their employees.

Gifts, prizes for suggestions, Christmas presents, vacations on full pay, occasional banquets, gymnasium suits, musical instruments for bands, books and papers for the employees to read, educational courses in salesmanship, in millinery, in domestic science, in art, in elocution, in music, dancing and foreign languages are frequently supplied to employees.

Under the head of welfare work, large stores go into a great many things of interest and value to their employees. Singing societies, baseball clubs, orchestras, bands, theatrical societies, cadet corps, athletic clubs, literary societies and other organizations are established and assisted.

The largest stores encourage thrift and economy among employees by means of saving and loan associations, sick and death benefit associations, and even by building and loan associations. The purpose of the savings and loan association is to encourage all members to lay aside a fixed sum of money every pay day, and, in case of need, to make loans to individual shareholders at reasonable rates of interest. By this means the loan shark business, which has always obtained some patronage among retail salespeople, is materially reduced.

The sick and death benefit associations collect regular dues from their members during earning periods and then pay weekly benefits in case of sickness, and a stated amount to the deceased's family in case of death.

Joseph C. Grant, the Battle Creek dry goods merchant is general chairman of the banquet which will be held at the Masonic Temple (Battle Creek) under the auspices of the American Liberty League. J. J. Shouse, of Washington, who has been a member of congress, assistant secretary of the treasury and chairman of the democratic national committee, will be the principal speaker at the banquet. He has announced his address will be non-partisan and will deal solely with government and the national problems of the hour. "You Are the Government" is the subject of his address.

E. A. Stowe.

Best Grand Council Meeting Held For Years

The forty-second annual executive session of Michigan Grand Council was held at Bancroft Hotel, Saginaw, June 6, 7 and 8. After the addresses of welcome by Hon. Robert C. Weber, Mayor of Saginaw, Brothers Oren M. Leidlein, Past Counselor of Saginaw

Council, Fred A. Phillips, Senior Counselor of Saginaw Council, the gavel was handed to Allen P. Rockwell, Grand Counselor of Michigan Jurisdiction, who presided during the session.

The meeting was the "peppiest" Grand Council meeting it has been the privilege of the scribe to attend. The Saginaw Council financed the meeting in an admirable manner and there was no registration fee. The work that is a part of every convention was handled so smoothly and efficiently by those in charge of the different work to be done, that there was not a jar or a discordant note of any kind during the session. It was really a meeting that will be long remembered for its successful and pleasing features. The team work dinner on Thursday evening was attended by the largest number who have ever been present on this occasion. It was highly successful. Several good talks were delivered by our own officers, but the speaker of the evening was Major W. N. Scharaff, Automotive Engineer of Standard Oil Co., on the rather old subject, "The art and science of selling." He brought some new ideas to those present that were much appreciated. As a feature of the entertainment, the headliners were the "Dixie Eight," furnished through the courtesy of E. F. Weineke Co., ford sales and service, and the ford Motor Co.

Following the dinner, entertainment was furnished in the gold room, which was so good it was prolonged much beyond the scheduled time for it. The German band and dancing were two of the features which maintained a persistent appeal to the visitors that did not languish during the meeting.

The session of the Grand Council was very snappy, and as early as possible the routine work was done and then several discussions for the good of the order were held. The value of team work came up for analysis, and the Council went on record as favoring a continuance of the team work program, paying a director a nominal salary and his necessary expenses to continue directing it.

Two members of the Grand Executive Committee had served six years and they were succeeded as follows: A. E. Dorman, Saginaw, was succeeded by Roy B. Stanfield, of Battle Creek; Harry Northway, Owosso, was succeeded by Oren Leidlein, of Saginaw. Grand Secretary Homer H. Bradfield presented the retiring members of the Grand Executive Committee and Past Grand Counselor J. J. Beckman, of Marquette Council, with jewels denoting their rank in the order. His remarks were very appropriate and appreciated by those who heard them.

The Ladies Auxiliary entertained the visiting ladies in an unusual manner. Apparently they transplanted a rose garden to the ball room of the hotel and lunch was served amid the climbing roses on trellises and arches. The program consisted of musical numbers and a debate on the rather practical question: Resolved "That sunshiny days give you more pleasure than moonlight nights." Mrs. Gerald J. Wagner, of Grand Rapids, won first

prize in bridge.

The election resulted in the following officers being chosen for the ensuing year:

Grand Counselor—A. G. Guimond, Detroit, Mich.
Past Grand Counselor—Allen P. Rockwell, Grand Rapids.
Grand Junior Counselor—R. A. Chenoweth, Escanaba.
Grand Secretary—H. R. Bradfield, Grand Rapids.
Grand Treasurer—A. W. Munger, Saginaw.
Grand Conductor—Charles Maloney, Detroit.
Grand Page—R. N. Grien, Bay City.
Grand Sentinel—Domiick A. Michela, Iron Mountain.
Grand Chaplain—A. G. Malone, Saginaw.
L. L. Lozier.

The Secretary has read notice that Brother Jacob Irasek at 2120 No. 62nd St., Waumatos, Wis., has met with an injury and is under care of a physician.

Diesel locomotives for underground mining operations are now available. They are said to cut the cost of trimming, can be equipped with scrubbers which remove exhaust odors.

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SPECIAL SALE EXPERTS
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Grand Rapids, Michigan

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

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935 Gratiot Ave. CADILLAC 8738
DETROIT, MICHIGAN

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

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

BUSINESS WANTS DEPARTMENT

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

FOR SALE—One Burroughs bank book-keeping machine. Good shape. One safe 62"x35"x41" inside vault time lock. B. C. Ellar, Receiver, Alba, Mich. 728

To Trade—Either one or two houses in Mt. Pleasant, the growing oil city, for a good mercantile business, hardware preferred, in a good trading small town in Central Michigan. Send particulars. Lock Box 89, Mt. Pleasant, Mich. 737

FOR SALE—\$2,300 takes 1st-CLASS, WELL-ESTABLISHED GROCERY and BAKERY. Main street. Valparaiso, Indiana. Mitchell Bros. 738

For Sale—Hardware stock and building, also gas station in connection, at Silverwood, Mich. J. F. Clendenan & Son, Silverwood, Mich. 739

For Sale—Billers Department Store, Crosswell, Michigan, including stock and fixtures and good will. Store in business for forty years. Must be sold to close probate estate. Enquire Sam Fleisher, Administrator, 11202 East Jefferson, Detroit, Michigan. 740

Sidelights on Hudsonville, Zeeland and Holland

Hudsonville provides an excellent market for the fine farming section around it. Among the prosperous merchants here are N. J. DeWeerd, Yonker & Boldt, both having a general merchandise stock; B. J. Hyhuis and L. S. Vander Laan, groceries and meat. At Bauer, six miles out on rural route, Wm. E. Haas and John Koop have good stocks of general merchandise. The former is also interested in the local co-operative creamery, which he helped to organize thirty-five years ago. There is also a local flour and feed mill, which formerly did a good business, but owing to the high electric power rate, much of this trade goes elsewhere. The farmers union is strong in this section, but many of its members forget to patronize their own creamery and sell to the large corporations.

Zeeland is a fine little city, being noted for his manufacturing of furniture, clocks, etc., also it is the poultry center of this part of the state. Like many other prosperous centers, it was hit by the severe depression, which, with the inroads of chain store corporations, has cut seriously into the trade of local merchants. Unfortunately it is the policy of some merchants to drop their trade paper when times are not so good. This is a mistake, as it is just the time when every merchant should be on the alert to help in restoring better times. The Michigan Tradesman is always on the watch tower, guarding the interests of the independent business men and women. It played a big part in getting the present chain store license law through the legislature and the Supreme Court. It was the greatest victory ever won for the protection of the business interests of the towns and cities of this state. It opens the way for the next battle to liberate independent business from greedy chain corporations, which have no interest in a community, but to exploit it. Zeeland is a city of thrifty citizens, and they should awaken to their best interests by buying their needs from home merchants. By doing so they will help to keep the profits on trade at home. It was the profit on trade that built this city and made it prosperous. The chain store corporations leave only bare operating expenses here, the profits being sent away daily to stockholders outside the state.

Holland is noted for its enterprise and community pride. Its thrifty citizens realize the appeal of beauty, which is so well expressed in its annual tulip festival, its beautiful homes, schools, churches and substantial business institutions. In no other Eastern city will you find such a beautiful display of flowers as along its streets and boulevards. Thousands of visitors are attracted here each year. Holland is noted for its manufacturing and many of its products are widely used from coast to coast. It is an ideal location as a manufacturing center, having access to water, railway and truck transportation. A careful survey among the retail and wholesale dealers shows

that fifty per cent. of the trade centering here goes to the National chain store corporations and mail order houses. Merchants report trade a little above a year ago, part of which is owing to higher prices. The experience here is the same as other cities, formerly prosperous, which are selected by the greedy National chain corporations for exploitation. They come to harvest what others have planted. This city was built up in the days when home merchants served the people and they were far more prosperous than to-day. The profits on trade remained here and was invested in business blocks, stock in banks and factories and beautiful homes. Labor was well employed and times were prosperous. Then came the giant chain corporations and leased the best trade locations, and with their huge buying power set to work with low priced bait to drive out local merchants. The chain store era was new to the people and they did not realize it was but a part of the great Wall street system, designed to concentrate the wealth of the nation with a few, who are the makers of panics and hard times.

The Holland people who migrated here from the fatherland have played a large part in the development of Western Michigan. They have stood together and worked together until they have built up many communities which are a credit to this state. Loyalty to home institutions has always been strong with them. The coming of the chain store corporations has weakened this loyalty. Holland merchants are receiving but half of the trade that centers here. The chain stores get the other half—and some say more. This makes it hard for the home merchants to meet the costs of supporting schools, churches and other local societies. All are hurt by this loss of income. A merchant here told how he had gone to his pastor and explained to him his loss of trade, which had made it hard to meet his church dues and help pay the pension to aged ministers. He told how those whom he was helping were buying from the chain stores. Another merchant told of business and professional people here who do nearly all of their buying from the outside chains. One was the mayor of the city. It called to mind a food merchant who is treasurer of the men's class in his church. The pastor arranged for a banquet for the class in the church parlor. He ordered the foods and supplies. The next day he called upon the class treasurer to write a check for the banquet foods, payable to a leading National chain store. This is but an example of the thoughtlessness of many people. Like other cities have done, the Chamber of Commerce here accepts membership fees from the chain corporations. Most cities will not allow these greedy invaders to enter their organizations and make it impotent to take any action against them. A local business organization should be 100 per cent. loyal to the community. When it admits to membership corporations which take from the community the profits on trade it is helping to strangle its own

success. I had expected to find greater loyalty among the Holland people, who, in times past, have shown such a strong spirit of co-operation. I believe this is owing to their not realizing the harm they inflict upon their city by patronizing these giant corporations. How can prosperity return under these conditions? It is a fundamental principle of economic law that every community must have the profits on its own trade to remain in a healthful business condition. These truths should be preached from every pulpit, for it is a fundamental of true religion. As wealth centers to a few, unemployment increases and with it crime. Many a man is in prison to-day who, if he had a job and living wages, would never have resorted to crime. A fair and just opportunity is the God-given right of every human being. Organized greed is the enemy of the home, school and church. Two of the most popular ministers in the Nation are Rev. Chas. E. Coughlin and Rev. Preston Bradley. Both are fighting organized greed and defending the rights of the oppressed. Christ drove the money changers out of the temple at Jerusalem. He was unafraid. May there rise up in the pulpits of this state and Nation more ministers, who are unafraid to fight this monster of greed and help to restore to humanity its right to live without fear and to enjoy the comforts provided by a benevolent Creator.

E. B. Stebbins.

Items From the Cloverland of Michigan

Sault Ste. Marie, June 10—More tourists' dollars for the Upper Peninsula of Michigan will be the theme of the twenty-fourth annual meeting of the Upper Peninsula Development Bureau at Blaney Park June 12 and 13. More than 350 are expected to attend from the Upper Peninsula, Lower Peninsula and Wisconsin. In announcing the program for the meeting George E. Bishop, Secretary-Manager of the Development Bureau, said that although the Park Inn was destroyed by fire last week, the rebuilding operations had been started. A large garage at the park has been rebuilt into a dining room.

Employment during the period beginning in June and extending to the end of May, 1936, of 475 Chippewa county men in Federal forest work has been disclosed in the plans of the Federal Government to spend nearly \$3,000,000 in the employment of more than 5000 men in Michigan in the forest service, forestation and soil corrosion programs. The Michigan program will be carried on in twenty-six of the state's counties. More men will be employed in Chippewa county in the program than any other of the twenty-six counties.

Word was received here last week announcing the death of Abe Prens-lauer, of Detroit, for many years a resident of the Sault, where he was engaged in the clothing business. Mr. Prens-lauer left the Sault about fifteen years ago. He was 76 years old and had been ill only a short time. He was a life member of the Bethel lodge and had many old-time friends here.

Herman T. Crane, for the past ten years physical director and head coach at the Sault Ste. Marie high school, will not return during the next school year. Coach Crane received orders last week sending him to Fort Sheridan, Ill., where he will report Saturday as first lieutenant at the U. S. Army reserves for CCC duty. He has asked

for a year's leave of absence from his teaching duties.

They tell of a Scotchman, who bragged all over town about getting out of paying the dentist to extract his front teeth. He picked a fight with the dentist and got his teeth knocked out for nothing.

Edward T. Slack, proprietor for the past thirty years of the resort at Les Cheneaux Island, known as Slack's Camp, was a Sault visitor last week. He expresses confidence that this is to be one of the greatest tourist seasons of any of his experience. Slack's Camp is located on an Island of Les Cheneaux and is the only resort dealing with the general public which is located on Lake Huron itself. The other hotels of Les Cheneaux are on one of the many channels. The camp has been put in fine shape for the coming season. The ten buildings, which include a recreation and dance hall, dining room and sleeping cottages, are more alluring than ever in their setting of pine, spruce and balsam. The camp is four miles from Cedarville and is only accessible by boat.

The Channel View Inn, located 2½ miles east of Barbeau, was opened to the public last week. They will specialize on serving chicken dinners, as well as beer and light lunches. The location is ideal and good fishing can also be enjoyed. Percy Campbell is the proprietor and his wife will have charge of the cooking.

There comes to mind the newly rich man who was having his first tailor made suit, when the tailor asked, "How about a small deposit, sir?" "Just as you like," replied the new customer, "put it on if it's stylish."

The Soo Line Railway starts putting on a daily sleeper from the Sault to Chicago, commencing June 16, leaving the Sault at 4:45 p.m., and arriving at Chicago at 7:45 a.m., Central Standard time. The run is made over the Soo Line.

Announcement has been made by H. W. Rahn, Houghton county emergency relief administrator, that the U. S. Coast Guard cutter, Seminole, which was decommissioned last December and laid up at the Government pier here, has been secured for the passenger service between Portage Lake and Isle Royale. The vessel is 188 feet long with a beam of 30 feet. It is capable of carrying 125 passengers. It will make just the kind of a boat for the new service.

It is feared that the shortage of beef, pork and mutton will affect everything except bologna.

William G. Tapert.

Natural Law

Could I complacently but hold
That Nature's laws evolve in good
Through devious ways and manifold
Although not wholly understood
Remembering I am her ward
Whatever be my lot or plan
Would I not then have more regard
For her objective gifts to man.

Developing from age to age
With omnipresent certainty
That she increaseth heritage
To elevate humanity
Should not I have more hope and trust
A broader scope, a freer will
Nor satisfied—unless they must
Move on to more achievement still.

I always feel when Spring returns
To clothe the new fields in green
That Nature more with ardor yearns
To fairer make their lovely sheen
And day by day in fresh emprise
Would cheer our heart, inspiring men—
As often as her sun doth rise—
To buckle up for work again.

So be my vesper's pledge to her
That while upon this earth I live
Grateful like some parishoner
Receiving much does freely give
I too would seek her temple hall
Attune to that full harmony
By which the laws of Nature call
To greater blessing yet to be.

Charles A. Heath.

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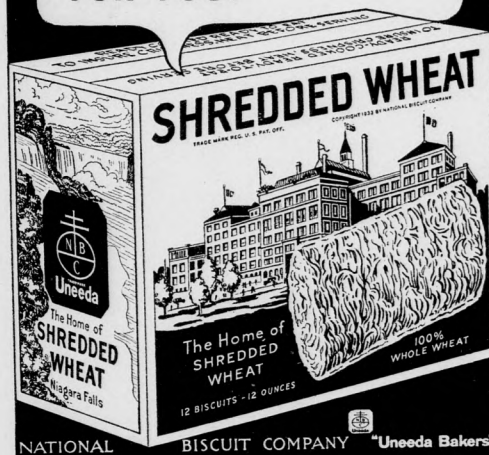
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LIFE

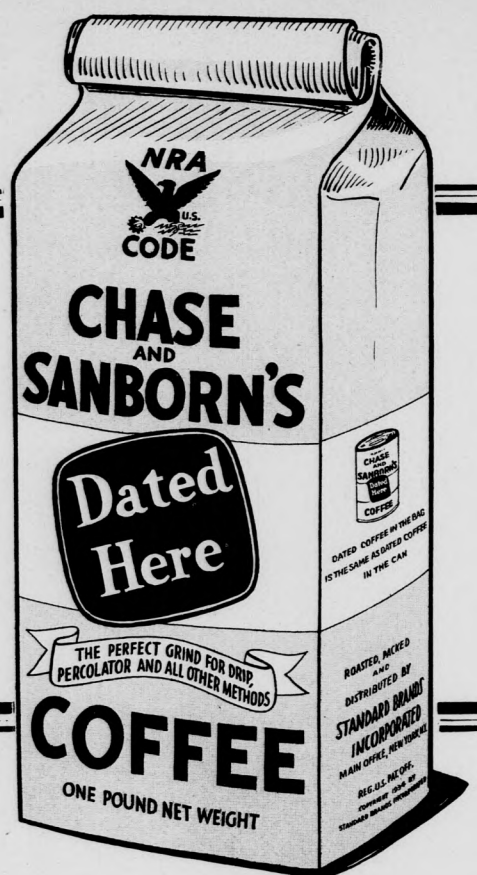
A crust of bread and a corner to sleep in,
A minute to smile and an hour to weep in,
A pint of joy to a peck of trouble,
And never a laugh but the moans come double;
And that is life!

A crust and a corner that love makes precious,
With the smile to warm and the tears to refresh us;
And joy seems sweeter when cares come after,
And a moan is the finest of foils for laughter;
And that is life!

PAUL LAWRENCE DUNBAR.

The author, probably the greatest poet the Negro race has ever produced, was born in Dayton, Ohio, June, 1872, and died in February, 1906. Dunbar was a graduate of Dayton High School and for a time was employed in the Library of Congress, Washington, D.C. His "Complete Poems" were published by Dodd, Mead & Co. in 1915.

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