

The Reaper and the Flowers

There is a Reaper, whose name is Death,
And with his sickle keen
He reaps the bearded grain at a breath
And the flowers that grow between.

"Shall I have naught that is fair?" saith he.
"Have naught but the bearded grain?
Though the breath of these flowers is sweet to me,
I will give them all back again."

He gazed at the flowers with tearful eyes;
He kissed their drooping leaves.
It was for the Lord of paradise
He bound them in his sheaves.

"My Lord has need of these flowerets gay,"
The Reaper said and smiled.

"Dear tokens of the earth are they
Where he was once a child.

"They shall all bloom in fields of light,
Transplanted by my care,
And, saints, upon their garments white
These sacred blossoms wear."

And the mother gave in tears and pain
The flowers she most did love.
She knew she should find them all again
In the fields of light above.

Oh, not in cruelty, not in wrath
The Reaper came that day!
'Twas an angel visited the green earth
And took the flowers away.

Henry W. Longfellow.

A Lost Chord

Seated one day at the organ,
I was weary and ill at ease,
And my fingers wander'd idly
Over the noisy keys.

I do not know what I was playing
Or what I was dreaming then,
But I struck one chord of music
Like the sound of a great Amen.

It flooded the crimson twilight
Like the close of an angel's psalm,
And it lay on my fever'd spirit
With a touch of infinite calm.

It quieted pain and sorrow
Like love overcoming strife;
It seem'd the harmonious echo
From our discordant life.

It link'd all perplexed meanings
Into one perfect peace
And trembled away into silence,
As if it were loath to cease.

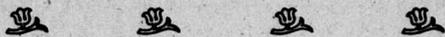
I have sought, but I seek it vainly,
That one lost chord divine
That came from the soul of the organ
And enter'd into mine.

It may be that death's bright angel
Will speak in that chord again;
It may be that only in heaven
I shall hear that grand Amen.

Adelaide Anne Procter.

FLOUR

is the cheapest food product on the market



OUR WELL KNOWN BRANDS

Ceresota—Spring Wheat
 Red Star—Kansas Hard Wheat
 Aristos or Red Turkey
 Fanchon—The Kansas Quality Flour
 Barlow's Best Michigan Winter Wheat
 Barlow's Old Tyme Graham

Call up our Flour Department for some attractive prices.

Judson Grocer Co.

The Pure Foods House

GRAND RAPIDS

MICHIGAN

*There is no risk
 or speculation*

in carrying a good stock,
 and pushing the sale of

KC BAKING POWDER

Guaranteed pure and wholesome.



Guaranteed satisfaction.

Guaranteed to comply with the pure food laws of all states and with the national pure food laws.

Contains no albumen

(Sometimes called white of egg)

Good Yeast
 Good Bread
 Good Health

Sell Your Customers

**FLEISCHMANN'S
 YEAST**



Putnam's Menthol Cough Drops

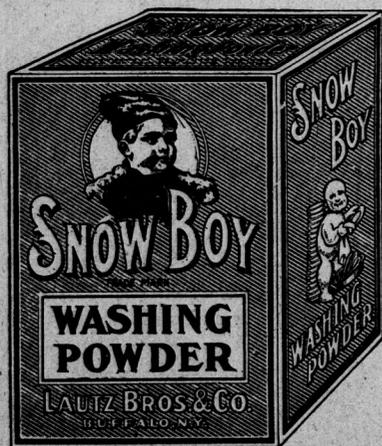
Packed 40 five cent packages in carton
 Price \$1.15

Each carton contains a certificate, ten of which entitle the dealer to

**ONE FULL SIZE CARTON
 FREE**

when returned to us or your jobber properly endorsed

PUTNAM FACTORY, National Candy Co.
 MAKERS
 GRAND RAPIDS, MICH.



SNOW BOY FREE!

For a limited time and subject to withdrawal without advance notice, we offer

SNOW BOY WASHING POWDER 24s FAMILY SIZE

through the jobber—to Retail Grocers

25 boxes @ \$3.60—5 boxes FREE
 10 boxes @ 3.60—2 boxes FREE
 5 boxes @ 3.65—1 box FREE
 2½ boxes @ 3.75—¼ box FREE

F. O. B. Buffalo: Freight prepaid to your R. R. Station in lots not less than 5 boxes.

All Orders at above prices must be for immediate delivery.

This inducement is for NEW ORDERS ONLY—subject to withdrawal without notice.

Order from your Jobber at once or send your order to us giving name of Jobber through whom order is to be filled.

Yours very truly,

Lautz Bros. & Co.

BUFFALO, N. Y., January 2, 1914.
 DEAL NO. 1402.

MICHIGAN TRADESMAN

Thirty-Second Year

GRAND RAPIDS, WEDNESDAY, JANUARY 20, 1915

Number 1635

SPECIAL FEATURES.

Page	
2.	Detroit Detonations.
4.	News of the Business World.
5.	Grocery and Produce Market.
6.	Upper Peninsula.
8.	Editorial.
10.	Clothing.
12.	Butter, Eggs and Provisions.
14.	Financial.
16.	Dry Goods.
18.	Shoes.
20.	Woman's World.
22.	Stoves and Hardware.
23.	The Meat Market.
24.	The Commercial Traveler.
26.	Drugs.
27.	Drug Price Current.
28.	Grocery Price Current.
30.	Special Price Current.
31.	Business Wants.

Manufacturing Matters.

Monroe—The Weis Manufacturing Co. has increased its capital stock from \$250,000 to \$500,000.

Detroit—The Velvet Brand Ice Cream Co. has increased its capital stock from \$12,000 to \$100,000.

Clio—The May Lumber Co. has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in property.

Grand Haven—Joseph Koeltz has sold his cigar factory and retail cigar and tobacco stock to William Gurnst, who will continue the business.

Eaton Rapids—Floyd Raymer has rebuilt his cement block factory which was recently destroyed by fire and will resume business about February 1.

Benton Harbor—The Colby-Hinkley Co. has decreased its capital stock from \$40,000 to \$35,000. This concern is engaged in the manufacture of fruit packages.

Detroit—Scripps Motor Co., has been incorporated with an authorized capital stock of \$250,000, of which amount \$200,000 has been subscribed and paid in in property.

Pontiac—The Pontiac Motor Castings Co. has increased its capital stock from \$15,000 to \$35,000 and changed its name to the Pontiac Motor Castings and Manufacturing Co.

Jackson—The Jackson Auto Trailer Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed and \$1,000 paid in in cash.

Mt. Pleasant—The Mount Pleasant Motor Co. has been incorporated with an authorized capital stock of \$5,000, of which \$3,700 has been subscribed and \$1,500 paid in in cash.

Lachine—The Rosewood Lachine Creamery Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed, \$3,000 paid in in cash and \$2,000 in property.

Brown City—The Brown City Manufacturing Co. has been incorporated with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in cash. This concern will engage in the manufacture and

sale of farm implements, automobile parts, castings, etc.

Detroit—The Jansen Manufacturing Co., manufacturer of leather and imitation leather goods, has been incorporated with an authorized capital stock of \$24,000, all of which has been subscribed, \$454.37 paid in in cash and \$23,545.63 in property.

Detroit—The Detroit Trust Co., trustee for the bankrupt Detroit Electric Appliance Co. has sold parcel No. 1 for \$24,350 to Lipson & Smitt. The sale was confirmed by Lee Joslyn, referee in bankruptcy. The court will pass later on other bids.

Detroit—The Retlaw Accessories Co., manufacturer and dealer in automobile and other accessories, has been incorporated with an authorized capital stock of \$5,000, of which amount \$2,600 has been subscribed and \$1,000 paid in in cash.

Lenox—The Hygienic Laboratories, manufacturer and dealer in pharmaceutical preparations, drugs, perfumes, etc., has been incorporated with an authorized capital stock of \$3,000, of which amount \$2,110 has been subscribed and \$1,710 paid in in cash.

Detroit—The E. J. Woodison Co., manufacturer and dealer in foundry supplies, has been incorporated with an authorized capital stock of \$70,000 common and \$30,000 preferred of which amounts \$50,000 has been subscribed and \$48,400 paid in in property.

Jackson—The Commonwealth Motor Specialty Co., manufacturer and dealer in automobiles and accessories, has been incorporated with an authorized capital stock of \$5,000, of which amount \$3,100 has been subscribed, \$600 paid in in cash and \$2, in property.

Saginaw—The Cartwright-Murray Co. has been incorporated with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in cash. This concern will conduct a department store and a general manufacturing and mercantile business.

Detroit—The National Trimming Co., manufacturer and dealer in automobile tops and other specialties and trimmings, has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed, \$100 paid in in cash and \$4,900 in property.

Flint—The Flint Cigar Co. and the Iroquois Cigar Co. have effected a consolidation, Joseph A. Roser purchasing the interests held in the Flint Cigar Co. by W. S. Kendrick and L. B. Wells, later purchasing the interest of W. C. Wells in the Iroquois Cigar Co. The business of both concerns will be continued at the plant of the Iroquois Cigar Co., the per-

sonnel of the new organization including Joseph A. Roser, Joseph J. Carscadden and Chester M. Rood.

Wells—The Delta Chemical Co., manufacturer and dealer in charcoal, wood alcohol, acetate of lime and other by-products from wood, has been incorporated with an authorized capital stock of \$300,000, of which amount \$150,010 has been subscribed and \$150,000 paid in in cash.

Ypsilanti—The Ypsilanti Dairy Association, which operates a co-operative creamery in Ypsilanti, with skimming stations at Cherry Hill and Stony Creek, did a business last year of a little more than \$98,000, a falling off of about \$3,000, which is due, the farmers say, to the scarcity of help on the farm.

Lakeview—H. A. Black, proprietor of the Lakeview creamery, has concluded arrangements to install an ice cream plant at Bad Axe and will take active management of same. Frank Bettys, formerly buttermaker, has been promoted to the management of the Lakeview creamery.

Flint—Albert E. Schaefer, formerly of Cincinnati, now of Flint, has filed a petition in bankruptcy, giving his liabilities at \$191,500 and his assets at only \$125. Schaefer was connected with the defunct Ohio Motor Car Co. and the greater portion of his indebtedness was incurred in efforts to keep that concern going.

Clio—Boyd W. Doyle, one of the first organizers of the Clio Condensed Milk Co., and who has been the manager since it began operations about nine months ago, has resigned as manager but still retains an interest in the company. It is announced that he will continue in the business in some other locality. H. R. Franzen, of Stratford, Wis., has been engaged to succeed Mr. Doyle as manager.

Wholesale Grocery Profits.

In addition to the regular annual cash dividend of 10 per cent. directors of Lee & Cady, recently authorized distribution among the stockholders of a stock dividend of 50 per cent.

With capital stock of \$750,000, the company is engaged in the wholesale grocery business operating two stores in Detroit, two in Saginaw and in Bay City and Kalamazoo one each.

The 50 per cent. stock dividend is equivalent to stock of the par value of \$375,000, which will increase the paid-in capital stock of the company to \$1,125,000. The stock is closely held and, while listed on the Detroit Stock Exchange, is classed with the inactive issues. The price ranges around \$175 per share, the par value being \$100.

On the basis of \$175 a share, the 3,750 shares of new stock will represent to the stockholders the equivalent of a distribution of \$653,250, which with the 10 per cent. cash dividend of \$75,000 makes a total payment of \$728,250.

The company's condensed balance sheet, as of April 1, 1914 shows surplus of \$500,365.87, which would seem to indicate a substantial balance remaining in surplus after the transfer to capital stock of \$375,000 to cover the new issue of stock. The present year is the eighth for which the company has maintained the annual cash dividend of 10 per cent.

Manufacturers and Merchants Meet in Trade Papers.

If you don't use the trade papers, there's little use of your using other media. For the local merchant whose good-will you haven't secured through trade papers, and whom you haven't educated to the quality and uses of your product through trade papers can undo all the influence you have been at such cost to build in the community. Sell the merchant first. He will push and recommend and build confidence in your goods. Moreover, by using trade papers you know you are getting to the right type of merchant. The dealer who pays anywhere from \$1 to \$5 per year for his trade paper is the progressive type of merchant whom it is worth while for you to reach.

But remember this one thing. The retail merchant is not a pawn. Don't try to coerce him, for it won't work. He's getting to a higher standard of merchandising every day and he's demanding more, and unless you meet him on a high level and co-operate intelligently, you'll never get the benefit of his influence with the local public.

J. E. Kresmer.

The Corbett Vanden Bos Carburator Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$34,000 has been subscribed, \$3,800 paid in in cash and \$5,200 in property.

The vessel on which William Judson was to sail from Philadelphia Feb. 17 has postponed its sailing date until spring. Mr. Judson is debating whether to put in a few weeks at Bermuda or Jamaica.

Edward Frick (Judson Grocer Co.) surprised his friends to-day by taking the noon train for Chicago, where he will remain a couple of days in pursuit of pleasure.

Think before you act is a good motto, but a lot of people think and then fail to act.

DEROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Jan. 19.—Learn one thing each week about Detroit: More aluminum is cast in Detroit each year than in any city in the world.

There are many other household utensils cast in Detroit, also, as many married persons can testify.

John Rummel, pioneer general merchant of Sebewaing, was a business visitor in Detroit last week, incidentally enjoying the many sights and places of interest that only Detroit can boast of.

From all sources comes the news of renewed business activity in all lines by traveling men who have been out since January 1. Very seldom is found a traveling man who does not find not only more business than was anticipated, but the optimism expressed by business men savors well for the coming year. It is now up to everybody to keep up the good work by boosting.

A Cole Blease seems to be needed temporarily in the case of Van Vorce, who is serving time in Jackson.

Detroit's fourteenth annual automobile show opened Saturday night and, despite inclement weather, all records for attendance were broken.

William Clements, having finally received a delayed shipment of linens from Europe, has opened his new exclusive linen store in Wyandotte, which is located in the Roehrig building. It was Mr. Clements' intention to have started the business several months ago, but owing to the outbreak of the war he was obliged to postpone the opening.

Undoubtedly the warring countries would have preferred to have had the big earthquake break loose in the enemy's country.

Jimmy Carboneau, for many years in the employ of the R. G. Peters Salt and Lumber Co., at East Lake, is now a real live merchant, having purchased the grocery stock of his former employers. Jimmie has had many opportunities to dispense favors to traveling men in the past and never once did he fail. The wishes of all who know him will be extended, with the hope of success in his undertaking.

As a rule, former residents of New York or Chicago are wont to look with pity upon a native of Detroit who has the temerity to mention that this is a real city. Lester Ivory, a former New Yorker, now a merchant in Lakeview, was in Detroit, accompanied by his wife, last week. After spending the first few days getting the lay of the land he decided to show his other half the sights. Detroit boasts of many fine hotels and Lester just dotes on fine hotels, so he decided that Mrs. Lester should view these fine hostleries. He showed her the Statler and then, after a short walk, took her to the Ponchartrain. From there he decided the Cadillac would afford a sight for Mrs. Lester's soft brown eyes to feast on. A walk of a few more blocks and the Cadillac loomed up before them and they entered. One of the remarkable things that struck Mrs. Ivory was the similarity in the construction of Detroit hotels and when the couple reached the home of the friends with whom they were stopping, she mentioned the fact to them. The friends who had received an inkling of what was to follow by the conversation asked for descriptions of the hotels and discovered the fact, much to Lester Ivory's discomfiture, that on each occasion he and his wife had visited the same hotel, the Ponchartrain, but each time finding different entrances, on different streets and in different parts of the building. We still maintain that Detroit is some city and even if others do come from New York or Chicago they are bound eventually to coincide with our views.

At the annual meeting of the stockholders of the Michigan Wire Cloth Co., last week, Hugh O'Connor was elected President and Treasurer. Other officers elected were Frank H. Croul, Vice-President; Clarence E. Botsford, Secretary; Hugh O'Connor, Frank H. Croul, Wm. T. Barbour and Arthur C. O'Connor, directors.

Detroit Council held its first meeting in Elk's Temple last Saturday night and if that meeting is a criterion to go by, the Council will enjoy one of the most prosperous seasons in its history. There is no doubt that the fine location and beautiful hall will be instrumental in bringing out more members to attend the meetings. The dancing parties will be resumed, the first to be held in the new location on Saturday February 6. Something in the nature of a surprise will be sprung on those who attend. With the removal from the old hall on Congress street, the enthusiasm of the members is sure to be—in fact it has already been—revived. Visiting members of the United Commercial Travelers are cordially invited to attend the regular meetings. Cadillac Council meets the second Saturday and No. 9 Council on the third Saturday, both in Elk's Temple.

H. D. Hoffman, of Monroe, was in Detroit on a business trip last week.

It is a wonder, after reading of our total unpreparedness for war, that some of those South American countries don't get real sassy with Uncle Sam.

Nearly 500 members of the Walkover Shoe Dealers' Association from all parts of the country are attending the annual convention in Detroit this week. These are men who conduct Walkover stores, each owning his own store, but backed by the George E. Keith Co. Between business sessions at the Tullar, the members were entertained with motor rides, visits to theaters and the motor show. J. E. Wilson is manager of the local Walkover store, 153 Woodward avenue.

L. W. Burch, 1501 Fort street, is having a one-story factory building erected on Military avenue.

Among some of the good that has come of the war is the ban placed on Turkish cigarettes by the enemies of Turkey.

D. A. Jolliffe, dry goods merchant of Plymouth and well known in Detroit, was in the city on a business trip last week.

The grocery store of Antoine Reno, Ecorse, a suburb of Detroit, was entered last week by thieves, who carried away a quantity of flour.

With a chest expansion of several inches and an almost uncanny smile, Lee Edwards, of Burnham, Stoepel & Co., is strutting about like a man of millions these days, all over the arrival of a 7 pound boy at his home last week. Mother, father and 7 pound boy doing nicely.

Listen to what General Counsel Russell, of the Michigan Central, said last week while discussing the proposed action of the railroads to ask for a permit to increase steam railroad fares to 2½ cents by roads operating in the State; to do away with the difference between State and interstate rates: "All we have asked in the past is that we be permitted to live, but now we are going to request that we be allowed to make a little profit." All they asked when getting 3 cents a mile, while the State was fighting for a 2 cent fare was that they be allowed to live—and fought the proposed 2 cent rate. Strange that they just manage to live, no matter what the rate of fare is. Inasmuch as the traveling men and their employers also desire the privilege of living, a strong fight will be waged against the proposed passenger fare advance. The U. C. T. has already taken the matter up and will, undoubtedly, be heard from later.

W. A. Dudley, of Armada, was in

Detroit on a business visit last week. Mr. Dudley has been connected with the mercantile business for thirty years.

Burglars nearly cleaned out the grocery store of Henry R. Stubenski, 261 Grand River avenue Sunday, January 10. When Mr. Stubenski opened the store on Monday he discovered that nearly the whole stock was gone. Investigation showed that the goods had been peddled in the neighborhood and sold.

The clothing and furnishing goods store of Sol Rosenthal, 3142 Jefferson avenue (River Rouge) was destroyed by fire last week.

Albert Wohlfeiler, representative for Brehmer & Nicoli, wholesale grocers, died after an illness of a few days January 12. He was formerly a member of the firm of N. Wohlfeiler & Co. A widow, two children, three brothers and a sister survive.

At a meeting of the stockholders of the Peoples' State Bank last week a plan was authorized whereby the 200 employes will soon receive the benefits of a pension plan. Some of the other Detroit banks give their employes pensions and the Dime Savings Bank has an insurance proposition.

N. B. Johnston, who was killed in an automobile accident last week in San Pedro, California, at one time was a traveling representative for Edson, Moore & Co., of this city, resigning his position to engage in the dry goods business in Ludington. Later he sold out and became associated with the I. M. Smith Mercantile Co. when that firm bought out the Morse department store in Grand Rapids. He remained a member of the Smith Co. for three years and, after selling his interests to Ira M. Smith, moved to San Pedro, where he again engaged in the dry goods business and, as in his other ventures, prospered. Mr. Johnston received his early training in the dry goods business in Gowen, clerking in a general store owned by a man named Neilson. From there he went to Detroit to work for Edson, Moore & Co. His rise from then on was rapid. Honest, conscientious, an active church worker and a most pleasing personality, N. B. Johnston was admired and respected by all with whom he came in contact. His parents reside on a farm near Greenville. He died as he lived. He was killed when he swerved his auto sharply to avoid striking a dog.

Death is dreadful to the man whose all is extinguished with his life; but not to him whose glory can never die.—Cicero.

Charles W. Reattoir, who has engaged in the brokerage business, has added the S. Munday & Sons (Brooklyn) line of little cigars to the lines he already represents.

Mr. Honsinger, the popular young merchant of Reese, was a business visitor in Detroit last week. One of his specialties when he visits the city is to observe the up-to-date styles and the modern methods in use by the different stores. The firm name is Honsinger Bros.

D. Hayden Brown, Simons Boot & Shoe Co. representative, who makes his home in Eaton Rapids, was in Detroit last week. No casualties.

J. W. Harvey, former department manager for Burnham, Stoepel & Co., now a merchant in Cadillac, was in Detroit last week en route to Waterbury, Conn., where he was to be married to Miss Florence P. Reed. Jack Harvey has many friends in Detroit where he was a member of the D. A. C. and a charter member of the Detroit Golf Club. Congratulations are extended to both Mr. and Mrs. Jack Harvey.

The Fraternal Voters League, which is in no small measure responsible for the defeat of the pernicious fraternal amendment to the constitution last fall, is going to give a dancing

party at the Knights of Columbus hall, January 28. Boxes that will be taken by different fraternal orders will be decorated in the lodge colors. A. G. McEachron, member of the Grand Executive Committee, U.

T., has been appointed chairman of the floor committee, which consists entirely of U. C. T. members as follows: Frank Ferris, Elmer Cheney, Tom Burton, A. W. Woods, Jim Oullette, O. E. Jennings, C. W. Reattoir and H. B. Jickling.

With eggs at 40 cents a dozen, hens are once more the aristocrats of the barn yard.

At the stockholders annual meeting held last Saturday, the following officers and directors of the Burroughs Adding Machine Co. were re-elected: Joseph Boyer, President; C. W. Gooch and H. Wood, Vice-Presidents; B. G. Chapman, Secretary and Treasurer; A. J. Lauver, General Manager; Joseph Boyer, C. W. Gooch, H. Wood, Edward Rector, A. MacCaulley, E. P. Wenger, G. A. Buder, W. B. Manny and B. G. Chapman, directors.

John Dietrich, of the G. J. Johnson Cigar Co., of Grand Rapids, was in Detroit last week en route to Buffalo and Cleveland on a business trip for the house. While in the city, John was seen nosing around every new automobile he spied and he also stopped over long enough to visit the automobile show, which leads one to think that in the near future the Secretary of the G. J. Johnson Cigar Co. will be the owner of a new machine. Mr. Dietrich states that so far this year the business of the company is 30 per cent ahead of a year ago.

H. H. Knepper, formerly special representative for the H. M. John-Manville Co., has resigned to accept a position with the National Electric Starter Co., of this city.

As a measure of Safety First we refuse to give the name of the traveling man who handed us this one: "An operatic star may serve high bawls and yet be a lady."

Clayton A. Eddy, for the past two years advertising manager of the Toledo Computing Scale Co. and previous to that for five years in the same capacity with the Detroit Stove Works, has become a member of the advertising staff of the Studebaker Corporation and will assist in editing the Studebaker News.

One of those German howitzers couldn't have done more than the earthquake did in Italy.

Traveling men in general and members of Cadillac Council in particular are proud of C. C. Starkweather, President of the D. A. D. A. and prime mover of the Automobile show held in Detroit this week. Mr. Starkweather is manager of the local branch of the Buick Motor Co. and is recognized as one of the best informed automobile men in the country. He is a charter member, as well as one of the most enthusiastic members of Cadillac Council. Mr. Starkweather has been President of the Detroit Automobile Dealers' Association for two years.

Cadillac Council gives its first dancing party in the new hall in Elk's Temple Saturday, January 23. Jim Hardy, chairman, predicts one of the best crowds of the season and promises that it will also be one of the best parties. Finzel's orchestra will furnish the music.

Mr. Hirschberg, general merchant of Bad Axe, was a business visitor in Detroit last week.

The Michigan Central only asks for always thought that the profit made always thought that the profits made in their cafe service was enough to maintain the rolling stock of the road.

William Lehman, of Saginaw, representative for A. Krolik & Co., of this city, was in Detroit for a few days last week. William is the biggest little salesman in Central Michigan. Welcome, William, at any time, to our beautiful city.

The Detroit Retail Hardware Dealers' Association will hold their annual ball at the Knights of Columbus hall. As an added attraction, a chorus of twenty-four voices, under the leadership of William Moore, will dispense vocal music by the load. O. J. Darling is Secretary and J. W. Draper is President of the Association.

The clothing and furnishing goods store of S. Cohen, 2265 Jefferson avenue, was damaged by fire last week.

The Detroit Creamery Co. is erecting a three-story reinforced concrete building to be used as a garage and wagon shed. The company, which has built up a large business in this city through its sanitary methods, has used the same care and detail in building its wagon and horse stables as it has its office buildings.

G. W. Tiffany, for the past two years with the Goodyear Tire and Rubber Co., has joined the force of the Gibney Tire Co., of this city.

The Cadillac Builders' Supply Co. has been incorporated as successor to Closser Bros., which concern last November disposed of its business to John W. Cullen, one of its members. Mr. Cullen is President and General Manager of the new company. Associated with him are N. V. Cullen, Secretary, and William Oakes, of Port Huron, Treasurer. The concern has opened offices in room 26 Campau building.

The many friends and acquaintances of F. P. McCormick, for many years connected with Burnham, Stoepel & Co., were shocked to hear of his death last Friday after a short illness. He was 59 years old. A widow survives.

Mr. Hibbler, of Heenan Bros & Hibbler, general merchants of North Branch, was a business visitor in Detroit last week.

Mr. Green, of the Bullock-Green Hardware Co., 1120 Fort street, west, left last week for a trip through the East, where he will look after the interests of the six hardware stores owned by the company in this city.

C. F. Smith, the grocer, with stores in every part of the city, has let the contract for a warehouse, eight stories high, to be built of reinforced concrete, on Vinewood avenue.

George Gougeon, West Bay City merchant, accompanied by his wife, was in Detroit this week on a combined business and pleasure trip. George is the father of thirteen children and we don't blame him for taking a trip occasionally.

The new President of Mexico is Senor Garza.

But then this was written on Tuesday.
James M. Goldstein.

John Ferwerda, formerly employed as a cabinetmaker by the Grand Rapids Show Case Co., has started in the upholstery and cabinet making business at his home, 1318 North Lafayette avenue.

Chirpings From the Crickets.

Battle Creek, Jan. 18.—Lynn Johnson, formerly with Redner & Cortright, is now with Lee & Cady out of Detroit.

E. E. Mills is now with the Lakeside Bakeries out of Detroit.

Robert Concannon, of Kalamazoo, with Kirk, of Chicago, has had a dandy business all the time all along the line.

Good old "253" met in session last Saturday afternoon and put Ed R. Strain over the hilly path and into the fold. Grand Counselor Mark Brown and his deputy, Harry Hydorn, were with us. In the evening our entertainment committee put on a bounteous dinner, followed by a musical and remarks by the shining lights present. We all had a dandy time and are looking forward to another spread in the future. The Venetian Trio furnished the music for the evening. Rev. George Barnes spoke on "Human Nature" and did the subject full justice. Messrs. Brown and Hydorn responded to their names and gave short talks. Mr. Ward, Secretary of the Chamber of Commerce, delivered a good address. Messrs. Adams and Longman were also on their feet. We were pleased to welcome our visiting brothers, as the councils which they hail from have been hosts to our councils the past two years. Full credit must be given our new entertainment committee for the successful event they planned and carried out.

Guy Pfander.

Boomlets From Bay City.

Bay City, Jan. 18.—The municipal skating rinks that are being established in Bay City are almost completed. Come and skate with us, the ice is fine.

The capital stock of the Bay City Bank has been increased from \$200,000 to \$250,000 and \$50,000 has been added to the \$200,000 surplus, making the surplus \$250,000, which, with the individual profits of \$50,000, gives this bank a working capital of \$550,000, making it one of the largest banks in Michigan.

Charles M. Clute, one of Bay City's best known business men, died last Monday.

Robert C. Bialy has disposed of his interest in the West Bay City sugar factory and will go to Fulton, Nevada, where he is heavily interested in the Nevada Sugar Co.

The Du Pont de Nemours Powder Company, which owns a large chemical plant in this city, has closed negotiations for the erection of a similar institution at Grayling and will commence work on the necessary buildings within a short time.

The Gregory Farm Seed Co., of this city, has received a consignment of seeds from France. This proves that the water lane between Europe and the United States is not completely blocked.

Bushler Bros., who have forty-five meat markets throughout the United States, are fitting up a store here preparatory to opening a market.

Pub. Com.

More Entries Than Ever for Saginaw Convention.

Kalamazoo, Jan. 19.—It is a source of much satisfaction to be able to report to you the manner in which space is being picked up for the exhibit which will be held in connection with the twenty-first annual convention of the Michigan Retail Hardware Association. There can be no better indication of the optimistic view which the jobbers and manufacturers take of the business situation.

As a comparison with one year ago, we have sold space far in excess, notwithstanding the financial conditions of the country. January 12, 1914, we had sold space to fifty-two firms who had contracted for sixty-two booths. At this date there were forty-one to dispose of. On the same date of this year, we had sold seventy firms a total of eighty booths leaving only thirteen more to be disposed of, with orders coming daily and still thirty days before the convention. This certainly speaks well for Saginaw as a convention city, for the committee who has had the work in charge and is the best proof of the value of an exhibit at the Michigan convention.

The officers of our Association are endeavoring to specialize on their exhibits, realizing that it is one of the greatest advantages to the Association. In order to make it satisfactory to all concerned, it is not only necessary to secure the exhibitors and give them the very best of service, but it is even of more importance that their members patronize the exhibitors when they do get them and every effort is being put forth to encourage the members to make purchases when in attendance. Valuable premiums will be given to those who place three orders or more and everything points to our holding the very best convention in the history of the organization.

A rather new departure from previous exhibits will be the giving away of premium ribbons to the exhibitors. There will be three premium ribbons given—one to the best decorated and most attractive booth; one for the most interesting display of merchandise and one for the largest variety of merchandise in one display. Exhibitors are already showing a great deal of interest and many of them have expressed their intention of going after one of these prizes. While the monetary value is of small consideration, it is the sense of pride of progression that spurs them on to be winning man. Those who miss the coming convention will miss the best that has ever been held in the State.
J. Chas. Ross.

Deceptive Advertising by the Department Store.

Chicago, Jan. 19.—I do not know whether or not you have large department stores in Grand Rapids. We have them here to our sorrow.

The Tradesman, going to merchants in all lines of trade, would be a valuable medium to urge the enactment of laws prohibiting the cutting of prices on trade marked high grade goods and in putting a stop to deceptive, misleading advertising.

I have been gathering evidence for some time of deceptive advertising and have secured some letters from department stores, clearly admitting their advertising to be misleading.

I enclose herewith an advertisement which appeared in the Chicago Daily News. I ordered from the Fair, C. O. D., one each of 10 and 12 inch Stillson pipe wrenches at the advertised price, 45 and 55 cents respectively, and received, in reply, the following: "Your order received, but you are mistaken, as we do not carry in stock the wrenches advertised. The Fair, Mail Order Department, M. Strack, Mgr."

The letter is exactly what I expected. They didn't have the wrenches and would not have filled our order if they had had them at the time.

The department store deceptive advertising is a direct injury to legitimate trading and destroys confidence in business methods. Merchants in large cities feel this keenly.

Hardware Supply Co.

Michigan has an excellent law prohibiting fraudulent advertising, but, so far as the Tradesman's information goes, it has never been invoked except by the clothiers of Grand Rapids, who recently secured the conviction of a local clothier who had turned his stock over to the Chicago Salvage Co., which immediately put into execution a number of questionable methods peculiar to institutions of that kind. The law is being violated every day in the year—several times a day—and the violators are not prosecuted, as they should be, because no one is willing to take the trouble to make complaint.

Now that the Legislature is again in session, the merchants all over the State are clamoring for more laws, in the face of the fact that they do not attend to the enforcement of the laws already placed on the statute books to protect them from freaks, cranks, imposters and frauds.

Laws are good, but courage to enforce already existing laws is infinitely better.

Troubles of most men are feminine.

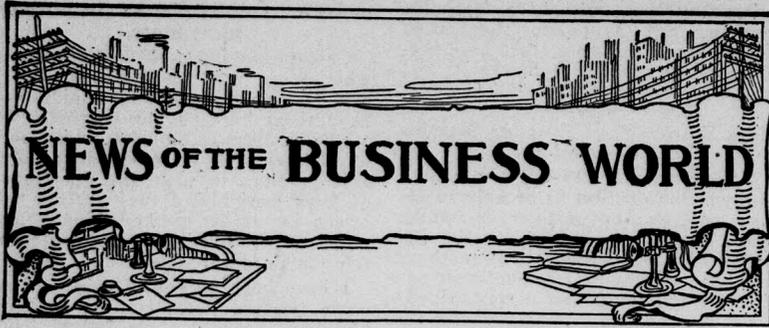
Worden's Coffee

When it trickles down your throat in realms of ecstasy you float

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

THE PROMPT SHIPPERS



Movements of Merchants.

Williams—L. Haas, of Kalamazoo, has opened a grocery store.

Eaton Rapids—R. G. Ferguson has engaged in the garage business.

Leonidas—E. Thomaston succeeds James Boussau in general trade.

Crystal—John H. Orcutt & Son have opened a hardware store here.

Berlin—Roger Cheney has engaged in the grocery and meat business here.

Austerlitz—George Landheer succeeds William Harman in general trade.

Otsego—Ray Squires has engaged in the meat business in the Kent building.

Moore Park—Healy & Hinkle succeeded J. Cromley & Co. in the general store business.

Detroit—The Monroe Jewelry Co. has decreased its capital stock from \$5,000 to \$3,300.

Ludington—Ed and Lena Doudono succeed George M. Cluchey in the restaurant business.

Eau Claire—Sharpe, Sanders & Co. has changed its name to W. G. Sharpe Lumber Co.

Owosso—Marion Mason succeeds Andrew Sternaman in the restaurant and cigar business.

Jackson—The Moloney-Cosgrove Co., plumber, has changed its name to Moloney-O'Dwyer Co.

Battle Creek—Strickland, Raynor & Carney, clothing dealer, has changed its name to Strickland's.

Reese—The Pardee stove and heading mill was destroyed by fire January 14. Loss, about \$10,000.

Detroit—The Superior Sand and Gravel Co. has increased its capital stock from \$200,000 to \$500,000.

Jackson—The Betsey Ross Candy Co. of Chicago, has opened a branch store at 121 West Main street.

Ellsworth—D. E. Clow and F. H. Show have engaged in general trade under the style of D. E. Clow & Co.

Zeeland—The Zeeland Baking Co. has dissolved and the business will be continued by M. Hirdes & Sons.

Owosso—N. Roth is closing out the J. J. Davis & Co. stock of general merchandise for the estate of the late J. J. Davis.

Harrison—Claude Ritter has leased a store building and will occupy it February 1 with a stock of general merchandise.

Owosso—The West Side Grocery has engaged in business at 820 West Main street under the management of R. S. Day.

Covington—The Covington Co-operative Trading Co. has been incorporated with an authorized capital stock of \$10,000.

Petoskey—A. J. Cable has purchased the Petoskey Iron Works of the P. Middleditch estate and will continue the business.

Greenville—F. W. Busse, recently of Grand Rapids, has purchased the Ada McGowan bazaar stock and will continue the business.

St. Johns—Allen Cressman has purchased the flour, feed and produce stock of William Gillison and will continue the business.

Burlington—The Miller Drug Co. succeeds A. D. Stark in the drug business. The Miller Co. also conducts a drug store at Union City.

Marquette—The Nathan D. Forgostein bankrupt stock of men's furnishing goods at 109 West Washington street, has been sold by the trustee.

Cheboygan—James Love and Percy Dudley have formed a copartnership and leased the Cheboygan Creamery plant and will continue the business.

Charlotte—M. S. Coffin of Chicago, has purchased the Henry A. Zander confectionery stock and ice cream parlor and will continue the business.

Park Lake—Glenn West lost his store building and stock of general merchandise by fire, January 11. The loss was partially covered by insurance.

Jackson—The Great Four Co. announces its retirement from the clothing trade here. The Lansing store conducted under the same name will be continued.

Hillman—W. W. Murphy is remodeling the store building adjoining his meat market and will occupy it with a stock of general merchandise about February 1.

Hancock—The farmers Co-operative Trading Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$360 has been paid in in cash.

Charlotte—B. P. Moyer has sold a half interest in his drug stock to his clerk, Lee Chandler, and the business will be continued under the style of Moyer & Chandler.

Muskegon—The Rodgers Electric Co. has dissolved partnership and the business will be continued by John E. Rodgers, who has taken over the interest of his partner.

Belding—D. E. Brackett has removed his shoe stock from Alma to this place, and consolidated it with the Guy E. Alexander shoe stock which he recently purchased.

Lansing—The F. N. Arbaugh Co. will erect an addition to its department store which will be a duplicate of the block it now occupies. The building will be completed in August.

Three Rivers—O. G. Deal, who has conducted a grocery store here for the past nine years, has sold his stock to Fred Haeger, who has taken possession and will continue the business.

Grand Haven—Hendricks & Presley, druggists, have dissolved partnership and the business will be continued by Ora W. Hendricks, who has taken over the interest of his partner.

Alma—William N. Parker has engaged in the confectionery, peanut and pop-corn business here, removing his stock from Ithaca, where he has been engaged in business for the last fourteen years.

Eaton Rapids—M. P. Bromeling, dealer in hardware and automobiles, has admitted to partnership, his nephew, George Pettit, and the business will be continued under the style of Bromeling & Pettit.

Lansing—Huckett & Kennedy, shoe dealers at 301 East Franklin avenue, have dissolved partnership and the business will be continued by R. L. Huckett, who has taken over the interest of his partner.

Owosso—Jacob A. Barie, who has conducted a meat market on West Main street for the past twenty-five years, has sold his stock to John Blazley, of Lansing, who will take possession January 23.

Detroit—The Ralph Ainsworth Co. wholesale and retail footwear dealer, has been incorporated with an authorized capital stock of \$50,000, of which amount \$40,700 has been subscribed and \$5,000 paid in in cash.

Lapeer—Charles H. Tuttle has sold a half interest in his grocery and seed stock to his son, Harold, recently of Dixon, California, and the business will be continued under the style of C. H. Tuttle & Son.

Carson City—George Siple, of Greenville, has purchased the Murphy estate implement stock and will continue the business under the style of George Siple & Son, having admitted to partnership his son, Elmer.

Tecumseh—The mercantile interests of this place face a disagreeable experience through the introduction of a blue sky co-operative experiment in the distribution of merchandise by a gang of Chicago exploiters.

Cedar Springs—The Cedar Springs Co-operative Co-partnership Creamery Association Limited, has been incorporated with an authorized capital stock of \$4,500, of which amount \$2,250 has been subscribed and paid in in cash.

Battle Creek—M. L. Nolan & Co., dealer in books, stationery, novelties and office supplies, has been incorporated with an authorized capital stock of \$2,000, of which amount \$1,600 has been subscribed and \$1,100 paid in in cash.

Gladwin—Samuel Goldberg, who has conducted a general store here for the past twenty-seven years, has sold a half interest in the stock to his son, Harry, and the business will be continued under the style of S. Goldberg & Son.

Ionia—Allen Bros., dealers in hardware, groceries and dry goods, have

purchased the Hanigan grocery stock, on East Main street, and will continue the business at the same location as a branch store under the management of Herman Hacker.

Reading—The bankrupt grocery and shoe stock of J. C. Neufang, has been sold to L. J. Orr, who will consolidate the shoe stock with his own. Mr. Orr has sold the grocery stock to Otis D. Abbott, who will continue the business in the Opera House block.

Saginaw—Samuel E. Oppenheimer, veteran Michigan tobacco dealer and owner of the Oppenheimer cigar stores in seventeen cities in Michigan, Ohio, Indiana and Illinois, is dead. Three nephews of Mr. Oppenheimer will manage the stores in the future.

Owosso—No bids were received for the Ferguson drug stock and fixtures at the second offering of it and the sale will be held open a week to give others a chance to raise the bid of \$1,600 made two weeks ago by L. C. Hall, which was so low the bankruptcy referee refused to confirm it.

Alma—The First State Bank of Alma has increased its capitalization from \$30,000 to \$50,000 and has also announced that in the spring it will construct a new bank building on the lot recently purchased from E. Brearly, proprietor of the Wright House. The new Pollasky block, owned by the Bank for several years has been sold to the Merchants' Building Association and will be completely remodeled.

Manistee—F. C. Larsen, whose department store and stock were destroyed by fire November 15, 1913, will shortly begin the erection of a new building on the same location, which he expects to have ready for occupancy by July 1. The building will be 65x100 feet in dimensions, three stories and basement. It will be equipped with a sprinkler system and made as nearly fire proof as possible.

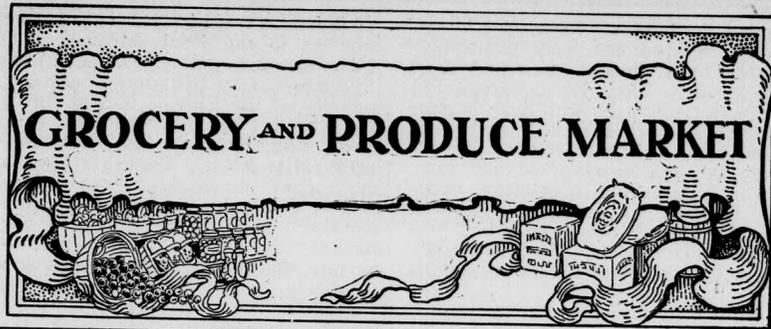
A swindler signing checks as "F. H. Parent," "M. J. Parent" and "G. F. Reed" has been passing bogus checks on the Brooklyn State Bank in Jackson, Howell, Byron and Toledo during the past ten days. The total is nearly \$200, the largest check being for \$100 cashed in Howell. A number of small checks were passed in Jackson.

Archie R. Wilson has engaged in general trade at Carleton Center, the Worden Grocer Co. furnishing the grocery stock and P. Steketee & Sons the dry goods.

The Grand Rapids Rag and Metal Co. has increased its capital stock from \$12,000 to \$50,000 and has changed its name to the Grand Rapids Salvage Co.

J. Lee Morford has sold his stock in the Otsego County Bank of Gaylord and resigned as Cashier, a position which he has filled for over ten years.

The Grand Rapids Cooperage Co. has decreased its capital stock from \$50,000 to \$10,000.



Review of the Grand Rapids Produce Market.

Apples—The price ranges from \$2.25@4 per bbl.

Bananas—The price has declined to \$3 per hundred pounds. The price per bunch is \$1.25@2.

Beets—60c per bu.

Brussels Sprouts—20c per qt. box.

Butter—All grades have declined 1 @2c per lb. The average quality of butter arriving is very good for the season. The consumptive demand is about normal. Fancy creamery is now quoted at 30c in tubs and 32@33c in prints. Local dealers pay 24c for No. 1 dairy, 16c for packing stock.

Cabbage—60c per bu.

Celery—\$1 per box of 3 to 4 doz.

Celery Cabbage—\$2.50 per dozen packages.

Coconuts—\$4 per sack containing 100.

Cranberries — Cape Cod Late Howes are in steady demand at \$6.50 @6.75 per bbl.

Cucumbers—\$1.50 per doz., for hot house.

Eggs—Receipts of fresh have increased so much during the past week that the price has dropped to 32c for candled stock. Cold storage stock is still moving on a basis ranging from 25@28c.

Grape Fruit—\$2.25@2.50 for Florida all sizes.

Grapes—Malagas, \$5@6 per keg.

Green Onions—35c for Shallots.

Honey—18c per lb. for white clover and 16c for dark.

Lemons—Californias and Verdellis, \$3@3.25.

Lettuce—Southern head, \$1.75@2 per bu.; hot house leaf 12c per lb.

Nuts—Almonds, 18c per lb., filberts, 15c per lb.; pecans, 15c per lb.; walnuts, 19c for Grenoble and California; 17c for Naples; Michigan chestnuts, 18c.

Onion—The market is steady at \$1.50 per 100 lbs. for red and yellow and \$1.75 for white; Spanish, \$1.50 per crate.

Oranges—California Navels are in large demand at \$2.50@2.75 per box for all sizes. Floridas fetch \$2.25 @2.50.

Pop Corn—\$1.75 per bu. for ear, 4c per lb. for shelled.

Potatoes—The condition is unchanged. Country buyers are paying 22@25c. Locally, the wholesale price is about 40c per bu.

Poultry—The market is unchanged, except fowls, which are a little weaker. Local dealers pay 10@11c for springs and fowls; 6c for old roosters; 10c for geese; 12c for ducks; 12@15c for No. 1 turkeys and 10c for old

toms. These prices 2c a pound more than live weight.

Radishes—30c per doz. bunches for round or long, hot house grown.

Squash—\$1.50 per 100 lbs. for Hubbard.

Strawberries—45c per qt. for Florida.

Sweet Potatoes—Kiln dried Delawares command \$1.75 per hamper.

Turnips—50c per bu.

Veal—Buyers pay 8@12c according to quality.

The Grocery Market.

Sugar—Eastern refined is unchanged—4.95c, New York basis. Michigan refiners have practically withdrawn from the market. They have all ceased grinding and announce their intention of holding present stocks for higher prices, which expectations are pretty sure to be realized. Distributors, partly through dictates of conservatism and partly because of the dull industrial conditions, are going very slow and the active replenishment of stocks may be further delayed. If this is the case, the market later on will certainly be none the worse, for a January boom is proverbially detrimental to the following spring and summer business. The export movement is light and support from this quarter has, consequently, not been much of an influence, although some circles expect England and France to resume operations before many weeks. The Tradesman advised its readers to buy sugar when the market was low last summer. Those who acted on the Tradesman's advice reaped a handsome profit. The Tradesman now advises its readers to carry full stocks of sugar and to hold themselves in readiness to buy liberally on the first indication of an upward movement. With the beet sugar crop of Europe nearly annihilated by the war, high prices must necessarily rule.

Tea—The markets remain firm, particularly in blacks and late crop Japans. Locally the trade is quiet and buying is only for immediate wants, the demand being principally for good quality teas. The total importations of the 1914 crops Japans amount to about five and one-half million more than last year, which about equals the 1912 record. The general tea situation is satisfactory and war risk freights are practically eliminated.

Coffee—The demand is light, buying being from hand to mouth only. Coffee options have made some slight declines during the week. The market can be said to be quite stagnant and there is no immediate indications of any great improvement. Coffee

is selling every day, but there is no under current of speculation in the demand and no indication of any intent to anticipate wants.

Canned Fruits—Although consuming demand at present is slow, the feeling among holders of California and Southern fruits is steady. Gallon apples are dull, with prices nominal.

Canned Vegetables—Although it was stated some days ago by authorities well informed that the official statistics on the pack of the various staple vegetables would be made public last week the figures of the pack have not yet been given out from any quarter. Meanwhile all sorts of estimates were being made as to the size of the tomato pack, and they ranged all the way from 12,500,000 to 15,000,000 cases, although there were many who thought that the smaller figure would be more nearly right. In the absence of official figures the market for the several standard products in corn, peas, beans and tomatoes was somewhat nominal. On the whole, though, there seemed to be a stronger tone in tomatoes. There is no change in corn or peas on spot. There is some trading in futures, mostly on well-known brands and fancy goods for buyer's label. The various lines packed in Baltimore are unchanged, with the usual demand at this season.

Canned Fish—Business of fairly large volume is being done in 1915 pack Columbia River chinook salmon, subject to approval of opening prices. Other grades of salmon are firm here and on the Coast, but not active, buying being regulated by current needs of consumption. Sardines, both imported and domestic, are firm, although the movement is slow at present. Other fish are quiet. The general tone of the market on everything but lobsters is steady. In the last named commodity, while prices favor the buyer owing to the curtailment of foreign outlet, holders are reluctant to make any further decided concessions from quoted prices.

Dried Fruits—Prunes are decidedly strong and are tending higher. In peaches the Coast market appears to be firm, based on the strong statistical situation, although at present comparatively little business is being done for forward or immediate delivery. Apricots are firm on the finer grades, with a continued enquiry from interior distributing markets. In spot stocks the feeling is decidedly strong as a result of an increased demand from local and nearby distributors. Nothing new is presented in the market for California or imported raisins. The demand is limited, but the tone is steady in all lines, and no price changes occurred. Currants are firm in sympathy with advices from Greece but no quotable change in spot prices have occurred and the market here is dull. More interest is being shown by buyers of bulk Persian dates. Figs are quiet but strong as a result of limited supplies here and uncertainty as to further shipments from primary sources.

Rice—The market is firm. Distribu-

tors are replenishing stocks as they become depleted and have yet to take hold aggressively.

Tapioca—The market is firm, reflecting the higher cables of late from abroad. Quite a good business is reported on this development, as the statistical position is considered strong.

Molasses—The movement for consuming needs is larger, and a fair withdrawal demand is reported in the trade. New business is light as usual at this time of the year, when distributors are provided for immediate requirements. The arrivals from New Orleans are smaller.

Cheese—The market is steady at unchanged prices, with only a moderate consumptive demand. Stocks in storage are reported to be larger than usual, but as there is considerable cheese being exported, the market is in a fairly healthy condition and not likely to change for some time.

Provisions — Everything in the smoked meat line is steady at unchanged prices, with only a moderate consumptive demand. Pure lard and compound are in fair demand at prices ranging about the same as last week. Barreled pork, canned meats, dried beef are all unchanged, with very light consumptive demand.

Salt Fish—All grades of mackerel are in quiet demand, for actual wants only, at unchanged prices. There is no indication of any remarkable movement in mackerel. Cod, hake and haddock are about unchanged and in fair demand.

H. J. Vinkemulder has his plans all perfected to join the excursion of the Western Fruit Jobbers' Association, which will leave Chicago February 7, arriving at San Diego February 12, remaining two days and proceeding to Los Angeles, where it will remain three days; thence meandering to San Francisco, where the party breaks up. Mr. Vinkemulder will take in the fair and then proceed to Portland, Seattle and Tacoma, returning via Spokane. He will be gone about a month and will be accompanied by Mrs. Vinkemulder.

The Maultiple Tool Co., manufacturer and dealer in all kinds of tools, mechanical devices, hardware specialties, etc., has been incorporated with an authorized capital stock of \$75,000 (\$50,000 common and \$25,000 preferred), of which amount \$50,000 has been subscribed and paid in in property.

Eli Runnels and C. H. Grady, the former for some time previously a local merchant and the latter a traveling salesman, have started the Second Tire Store in the Fourth National Bank building.

Sidney B. Drake, manager of the local branch of the Standard Oil Company, is gradually recovering from the illness which overtook him about a month ago.

Mrs. George E. Shireling, widow of the late George E. Shireling, has assumed the management of the grocery business on Maple street.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Jan. 18.—While making a trip through Canada and Lower Michigan during the past two weeks, I met a number of the old boys who are still on deck and prospering. We were pleased to meet our old friend Geo. Laird, one of our former Saginaw salesmen who wishes to be remembered to the boys in Michigan. George is still in the oyster business and reports having had a prosperous year throughout the Canadian dominion, while John McKay, his associate in the business, who was also a Saginaw boy, is enjoying prosperity and feels somewhat more joyous than his partner, George, as John's family has increased by one member since the first of the year. This does not swell Mac's head, however, and he was pleased to hear from his old friends of former days. They enjoy a copy of the Tradesman each week, which is their principal source of news from the States and old acquaintances. While at Saginaw, we found that good times were, apparently, in line there. The kickers had all left and only the boosters remained and to hear them tell it, Saginaw is the metropolis of Eastern Michigan in business activity. Bill Perkins, the Crown Prince of the Saginaw Beef Co., predicts a very bright future for the coming year. He has all the statistics that go to show that we are entering upon the verge of prosperity. He has compiled the figures from the various financial centers and feels positive that 1915 will be one of the banner years.

Nels Simpson, head of the oyster department of the Saginaw Beef Co., and a member of the Booster Club, informed us that he looks eagerly each week for the Tradesman and attributes much of his success to the valuable information contained therein. Our old friends, John Balzer, D. A. Bentley, George Schiller, A. L. Davies, W. L. Longstreet, C. C. Waller and many others of the office staff all wish to be remembered to the boys in the various parts of the State through these columns. At Petoskey we found H. A. Agans, one of Petoskey's prominent men and commercial travelers, as well as Roy Bradford, still doing business at the same old stand. They have also lived through a year of prosperity and are looking for improved business conditions in the near future.

We are pleased to learn that James McDonald, Jr., member of the firm of Goetz & McDonald, of DeTour, has been appointed postmaster of the village, succeeding Postmaster R. W. Munroe. While Mr. McDonald is but a young man he has been unusually successful in his business ventures and will make one of the best postmasters DeTour has ever had, while Mr. Munroe will have more time to devote to his other business interests.

A. E. Cullis, general manager of the Soo Woolen Mills, one of our largest industries, is making an extended Western trip to Seattle and other points in the interest of the company.

John P. Olds, one of our leading insurance agents, is wearing an unusual smile these days and when asked by his many friends the reason, he states that his wife has gone to the country, hurrah, hurrah, hurrah! We find, however, that they went to California instead to spend the winter, but as John has the reputation of being a royal entertainer and has arranged for a series of stag parties during his bachelorship, his many friends will see that the time does not drag on John's hands during the family's absence.

Geo. A. Bond, for the past several years local agent and assistant superintendent of the Metropolitan Life In-

urance Co., has been transferred to the Detroit office and has moved with his family to Detroit. Mr. Bond was one of our popular young men and well known throughout Cloverland. His many friends will miss the family, but wish them every success in their new field.

The Soo Co-Operative Mercantile Association lost out in a suit against one of the stockholders last week. This was a test case to determine the liability of a subscriber to capital stock under an agreement drawn up and signed before the Association became incorporated and this is one of eleven similar cases which the Association has started. The litigation was of unusual interest here, being the first of its kind ever tried here.

Plans for the new Soo high schools have been drawn up and the contract awarded to John D. Chubb, architect, of Chicago. The brick structure will cost about \$130,000 and it is expected that the building will be completed within the next year. This will fulfill a long felt want, as the public schools have been over crowded and scholars have been turned away on account of lack of room.

F. E. Hollingsworth, for the past few years Secretary of the Lock City Manufacturing Co., has resigned his position and is now associated with the Corrigan Lumber Co., of the Canadian Soo. Mr. Hollingsworth is one of our most popular young men and has the best wishes of all in his new enterprise.

The Great Lakes Mission has elected some of our principal business men as officers for the ensuing year. Mr. Eddy, proprietor of the Eddy food emporium, was elected President and, in appreciation of the honor bestowed upon him, put up a banquet for the officers, board of directors and their wives at his commodious apartments in the Eddy store. The banquet was one of the best ever pulled off by Mr. Eddy and an affair long to be remembered by his guests.

The Canadian Soo is well pleased with the news that the Algoma Steel Co. secured the contract for 8,000 tons of rails for the Pere Marquette Railway, being able to underbid the American firms who were also after the contract. This good news makes the merchants of the Canadian Soo feel exceedingly happy, especially at this time.

A. D. Kinsey, one of our popular young men and local manager of the Western Union Telegraph Co., is taking a week off, visiting friends in Detroit and other Lower Michigan cities. This is the first vacation Mr. Kinsey has had in the past year and, no doubt, is being appreciated.

Leon LeLievre has taken the position of manager for the Soo Co-Operative Mercantile Association. Mr. LeLievre needs no introduction. He is of a cheerful disposition and a member of the Booster Club. That he is also a hard worker cannot be denied and his energy and activity in business will be a big asset to the Soo Co-Operative Association.

John G. Stradley, one of our leading citizens and abstractor of titles, real estate and loan investment agent, has moved his office from the county court house to the Adams building.

Norman Webb, for the past year chief baker for the Soo Co-Operative store, has severed his connections with that house and moved to Port Huron, where he expects to engage in the bakery business. Mr. Webb was well and favorably known here and his many friends regret to see him leave and wish him every success in his new field.

John Haller, who has been visiting his mother, Mrs. J. P. Haller, has left for Mt. Clemens, where he expects to engage in the meat and grocery business.

This is the first time in history that the Pittsburg Steamship Company laid off its office and warehouse staff

during the winter months and all activities around the local plant have ceased until business is resumed in the spring. This was a surprise to the many employes who have heretofore been kept on during the winter months, it being customary to operate the year around.

The partnership heretofore existing between F. B. Campanaro and Frank Gillott in the grocery and provision business on Magazine street, has been dissolved, Mr. Frank Gillott retiring.

A. Harper expects to be moved into his new store some time this week, his former place of business having been destroyed by fire a few months ago. The new structure consists of a one-story building, which is being restocked and will be conducted by Mr. Harper, as he has had much experience in the grocery line.

At a conference held at the Soo Club Saturday evening by the officials of the Soo Line Railway, satisfactory arrangements were made with the business men whereby the railway company expects to arrange for a schedule of running trains across the river every two hours during the day. This will be of much interest to the residents and traveling public that have been handicapped in getting to and from the Canadian Soo since the ferry has been laid up for the winter. The business men in general have a kindly feeling toward the railway officials in negotiating for so favorable a service.

James Coulter, Jr., member of the firm of Royce & Coulter, the Soo's hustling grocer, has been seized with political fever and James, being a public spirited man, always working for the welfare of his city, has announced his candidacy for City Treasurer. This is Jim's first appearance in political circles and being favorably known as a man of sterling qualities and exceptionally good habits it will have a great prestige in his candidacy and he will make one of the best City Treasurers that the Soo has ever had.

John P. Fetz, Deputy State Food Inspector, is not satisfied as yet with the enormous amount of business he has picked up at the Soo and has still a few more cases that will take up more of his time as several of the unfortunates had their cases adjourned until February 15.

Many of the younger generation have entered into the new industry of killing sparrows at 2 cents per head and some of the lads are reaping quite a revenue as the crop of sparrows in Cloverland seems unusually large at this time. Some of the boys, however, are getting reckless, as it was reported last week that Fred Ladric, of Newberry, almost instantly killed John Kohloff with a 22 caliber rifle. The bullet struck Kohloff just above the heart and he lived only a few minutes.

The U. S. District Court and the County Supervisors are holding sessions in the Soo this week and much activity in the legal lines is noticed and an unusually busy week will be put in, as many important cases are to come up in the Federal Court, the principal one being that of Felix Wagner, Chinese smuggler. This is his third offense and, if convicted, it will mean much to some of his friends especially to his family at the Soo. The Supervisors will also be very busy, as they will be asked to authorize a vote on local option at the spring election; also a bond issue of \$150,000 which will be asked for the making of State trunk line highways in this county.

It is predicted that the Prince of Wales must have a stand-in, as he has been promoted to full lieutenant.

From present indications there will be a surplus of applications for the Soo postmastership at the expiration of C. H. Scott's term. Many announcements are being made and

much interest will be manifested from now on in the local skirmish.

The Soo's population is again being increased by Benjamm Obermann, member of the firm of Barrish Bros. Co., who has just returned from New York, bringing back his bride, formerly Miss Flossie Barrish. This is the second marriage to take place in this firm during the past six months. They are welcome to our city, as we still have room to accommodate many more, and will welcome all newly weds with open arms.

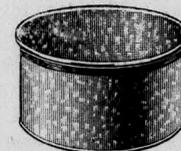
Fred Taylor, one of Pickford's leading business men, is doing his share to build up his home town and will erect a two-story building this year. This will be quite an addition to Pickford and speaks well for the town which has a reputation of being one of the liveliest inland towns in Cloverland. It is well known as the town of hustlers consisting of young business men who are all wide awake.

Kibby & Shields, who for the past several years have been conducting the boat livery at the east end of this city, where they have been continually adding to their quarters, are now putting in a commodious addition to stalls to make room for more boats during the summer and, when completed, they will have one of the most modern boat livery in the State. Narrow walks have been placed between the stalls, as it is planned to conserve the space in order to allow as much boat room as possible. The building is well constructed and will stand the heavy winds and seas that sometimes occur.

The business men in the Canadian Soo are awake to the situation that the mobilizing of troops will be a great benefit to their home town. They will furnish accommodations for 1,000 men of the Third Contingent, mobilized in Northern Ontario. This will give the Soo a chance to increase its earning power during the winter months and means the bringing into the city of \$15,000 per month from the government. With 1,000 men housed here it will mean upwards of \$30,000 expended each month, all coming from outside sources. This will benefit all lines of business and it is hoped that the business men will be successful in their endeavors, as it would be a great help, especially during the present conditions. William G. Tapert.

Rudyard is to have a new State bank according to rumors which are current at the Soo. It is known that some stock has been disposed of in the Soo, but it is reported control of the new bank will be in the hands of outsiders. It is proposed to incorporate as a State Bank with a capital of \$20,000 or \$25,000. If present plans materialize, Rudyard will have two banks.

Wm. Brummeler's Sons Co. Sheet Metal Goods and Tinner's Supplies



Galvanized Dry Measures

Our measures are made to conform with the state law. Each measure has the approval stamp of the Sealer of Weights and Measures.

Price per set \$1.75, consisting of one each 1 qt., 2 qt., 4 qt., 1 peck and half bushel.

Send us your orders.

431 Ionia Ave., S.W., Grand Rapids, Mich.

Brown & Sehler Co. Rises Phoenix Like.

What was perhaps the most stubbornly fought fire in the history of the Grand Rapids fire department occurred Friday night, January 15, when the large wholesale saddlery house of Brown & Sehler Co., together with its contents, and Schantz Bros.' retail store of implements, hardware, etc., was entirely destroyed by fire. As near as can be learned, the fire started in the northeast corner of the basement. The night watchman made his regular rounds of the building at 6 o'clock in the evening and, finding everything all right, went to the office to do some work. About 7 o'clock, smelling smoke, he went to the basement and, finding a small fire, he turned in the alarm. In a very short time firemen from No. 3 engine house were on the ground, but the flames were already shooting up in the large elevator shaft and onto the second floor. Assistance was summoned and, in spite of the fact that every available fire fighting apparatus in the city was on hand, by 8 o'clock half of the east wall fell into the canal and flames were shooting out of every window of the building. But for the heroic fighting of the firemen the entire block and possibly the adjoining blocks would have been swept out, as there was a stiff east breeze to fan the flames.

The Brown & Sehler Co., which carries a full line of wholesale saddlery goods, harness, collars, fur

coats, work coats, trunks, suit cases, bags, farm implements, etc., is one of the largest concerns of its kind in the Middle West. It has a large patronage in this and adjoining states, which it has secured by integrity, honesty, industry and square dealing. Mr. John Sehler, President and General Manager, when asked what his plans are for the future replied: "We must forget the past and work entirely in the future."

The entire traveling force went out Monday morning as if nothing had happened and within two weeks the Brown & Sehler Co. from its temporary headquarters will be shipping goods and by March 1 or sooner will be supplying its trade with harness, collars and other saddlery goods in its line. All future orders will be promptly taken care of and by the time the spring trade opens up, Mr. Sehler says they will be taking care of their customers with their usual promptness.

The estimated loss of the Brown & Sehler Co. is placed in excess of \$100,000 on the contents and \$60,000 on the building, partly covered by insurance. The loss sustained by the Schantz Co. will be approximately \$15,000, also partially insured.

John Huban and George Dykehouse, who for the past two months have been conducting club billiard parlors on Campau Square, are to open a new billiard room in the Goodspeed building, opposite the new Pantlind.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Escanaba wants a through boat line and the Business Men's Association will try to get the Goodrich boats to stop there this summer.

The Northeastern Michigan Development Bureau will hold its annual meeting and banquet in Bay City January 27.

Harry Folz is the new President of the Kalamazoo Advertising League.

The school bonding proposition at Lowell was defeated for the second time by a slender majority.

Sumner Hamlin, the new Mayor-editor of Eaton Rapids, has ordered slot machines, card tables and punch boards out of commission.

The Ludington Board of Trade is preparing a booklet showing the attractions of the city and surrounding summer resorts.

Grayling has secured a \$150,000 plant for the manufacture of by-products from refuse of the lumber mills.

Lansing has passed an ordinance which makes it unlawful for any person under 21 years to smoke cigarets in the city.

Bay City aldermen have taken the first step toward the removal of all signs which extend over sidewalks.

Four bids have been received by the Kalamazoo Board of Health for collection and disposal of garbage. They are considered to be too high and will probably be rejected.

Sault Ste. Marie will erect a school building costing \$130,000. The archi-

tect selected is John D. Chubb of Chicago.

While many cities have ordinances requiring property owners to keep their sidewalks clean, Hancock is taking an opposite stand and the people there must allow snow to stay, on the ground that bare walks are slippery and dangerous.

Owosso has been worrying along for fifteen years without additional school buildings and the board of education reports an overflow of 700 children, with part-time sessions and other makeshifts.

The Michigan Association of Sportsmen will hold its annual meeting in Lansing January 27 and 28.

Water meters at Bay City will be read monthly hereafter instead of once in three months. Over 300 meters have been installed in the past six months, or since the reduction in the minimum rate to 50 cents a month.

Almond Griffen.

The latest weekly returns of the British Exchequer indicate more than \$10,000,000 per day being now spent for war by England. The Chancellor of the Exchequer estimates that the average cost is now \$225,000,000 per month, or say \$7,500,000 daily. The London Economist remarks that such figures as to cost of war "strengthen the contention of those who believe that no financial devices will enable it to last very long."

The State Bank of Gladwin has been converted into the First National Bank of Gladwin.

PROFIT INSURANCE

Buying at lowest, net *guaranteed* prices, and with the privilege of returning the goods if you are not satisfied—this is *profit insurance*.

The *Profit Insurance* features of our February catalogue, now in the mails, show clearly why this catalogue has become the Price Maker and Pattern Setter for all America in the field of general merchandise.

Don't overlook this issue. It has some prices of particular importance.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK CHICAGO ST. LOUIS MINNEAPOLIS DALLAS



(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY,
Grand Rapids, Mich.

Subscription Price.

One dollar per year, if paid strictly in advance; two dollars if not paid in advance.

Five dollars for six years, payable in advance.

Canadian subscriptions, \$2.04 per year, payable invariably in advance.

Sample copies 5 cents each.

Extra copies of current issues, 5 cents; issues a month or more old, 10 cents; issues a year or more old, 25 cents.

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

January 20, 1915.

IS MONOPOLY SHIFTING?

It has been a long time coming, but there is good ground for suspecting that the field of monopoly and "trusts" is shifting from the realm of the great manufacturing corporation to the arena of retail competition.

The rapid growth of the chain store idea is commencing to be recognized as a menace to individual small merchandising, and the rapid concentration of the retail outlet in fewer and fewer hands is a trend which leads, logically at least, to the most inevitable monopoly of the public's food supply. And, whether one favors strict or liberal anti-trust policies, it is difficult to doubt that the ultimate welfare of the public lies in as widespread a control of distributive machinery as possible.

Students of this trend of mercantile development are discovering interesting food for thought in the recent fate of the big Claffin Company. True, it isn't a food-trade concern, but in it are all the elements on which to base an analogy of what is taking place in the grocery trade. And if the analogy holds good it would not be surprising to find it a fair barometer of what might happen in the case of some of these big chains of food stores.

The Claffin business in its latter years was based on the theory that if a given management could conduct one store successfully it might just as well manage several stores. And if there was opportunity to buy advantageously by reason of the largeness of retail outlet, why not combine many stores in one buying system and get the lowest prices—prices that no individual small dry goods store could enjoy? On the one side it would permit the advantages of buying as a wholesaler, and on the other selling as a retailer, thereby capturing both profits.

Of course, the same old familiar argument was advanced that it was all for the benefit of the consumer. Buying cheaper would permit selling cheaper, and the unnecessary middleman would be eliminated for the public welfare. The economies worked out nicely on paper and were too obvious to be disputed. And so the concern rolled up like a snowball,

gathering greatness and seeming power, furnishing a reasonable degree of superior public service as against the little neighborhood dry goods shop, it is true, but all the time—again like the snowball—piling up a structure which ultimately could not hold itself together by sheer weakness of materials.

Of course, intelligent discussion along these lines presupposes that the jobber and the retailer in question are true to their type and function. The actual efficient performance of their respective work is all that ensures their perpetuation as essential middleman, rather than the unnecessary sort. In the grocery trade, the organized movement is always aiming to keep each breed of cattle in its own pasture, lest mongrel types develop and the value of the type be lost.

There is not the slightest probability that the notion of an embargo on wheat exports from the United States will be seriously considered, in or out of Congress. The proposal is one more instance of an unhappy tendency to rush excitedly into extreme conclusions from phenomena which have not been studied, and to insist on violent remedies without the least consideration of what they would involve. Ever since the war broke out, intelligent observers have recognized that the greatest bulwark of this country's position, in the world-wide economic storm, was the fact of an American wheat crop larger by 17 per cent. than the largest previous harvest, and the certainty of an unusual demand for our surplus wheat by European markets. The results of that situation have been remarkable. In June, our farmers had begun to talk of unremunerative prices, in consequence of a surplus beyond the market's power to absorb. But Europe, under war conditions, has taken so great a part of that surplus as to insure wealth and prosperity to the farming West, and to play an essential part in turning all the foreign exchanges in this country's favor. A month ago, people emotionally disposed were talking of these conditions as a sign that Providence is on the side of the United States. The emotions of to-day would strike down this industrial and commercial bulwark at one blow.

It is authoritatively stated that the Crown Prince of Germany takes great delight in stealing spoons from the French and Belgian homes where he is frequently an unwilling guest. Americans hold no brief to condemn this titled gentleman for this lapse from the pathway of rectitude. Visitors to New Orleans are still pointed out the home on St. Charles street where Gen. Benjamin F. Butler committed larceny by taking possession of the silver spoons and sending them to his home in Massachusetts. True, we may condemn Butler for such a nasty trick, but we should not find fault with the Crown Prince when our own dooryard is foul with the weeds of dishonor.

CHAIN STORE MONOPOLY.

A recent article printed in the Law Review of the University of Pennsylvania concerning the proposition for the owner of brand to dictate the resale price of his specialty has stirred up grocery circles of Philadelphia and produced some interesting facts.

One of the statements made by the writer was that within the past five years the growth of chain stores in Philadelphia had driven half the independent grocery stores of that city out of business. This is disputed by the officials of the Philadelphia Retail Grocers' Association, but it is commonly thought in trade circles that the error of the writer was due to his having referred to the last five years rather than to a period of years just preceding five years ago. Incidental to the dispute it crops out as probable that organization and a better sentiment on the part of friendly manufacturers and jobbers has actually stemmed the tide of extermination and that independent retailers are now almost holding their own in the city.

While no trustworthy statistics are available it is estimated at the Retail Grocers' Association headquarters in the Bourse that there are 6,000 retail grocery establishments in Philadelphia, including chain stores and delicatessen shops. Several years ago a census showed 4,200. There were at that time 1,062 chain stores, of which there now are, it is estimated, 1,500.

There was a time when independent stores were disappearing very rapidly as a result of a cut-price campaign by chain stores. Since that warfare was discontinued corner groceries have been bobbing up all over the city until their number is probably greater than ever.

Price cutting is not confined to chain stores. Several drug stores handling cereals and soaps use these staples, at intervals, as leaders, and usually enjoy a run during the cut-price period. Producers of some lines of staples refuse to sell to these stores; but the stores appear to get the goods, which are sold purely for advertising purposes, rather than for direct profit.

The freedom with which inferior articles of food are sometimes passed along to unsuspecting consumers at the popular price for similar staples of good grades was demonstrated last week by the Philadelphia Retail Grocers' Association and serious overcharging by several small stores was disclosed, according to a story in the Public Ledger.

An emissary visited twenty-five stores, at each of which he purchased a 15 cent can of peas. These were taken to the Grocers' and Importer's Exchange, where they were inspected as to brand and quality of contents. One store, it was found, was getting 15 cents a can for peas selling by jobbers at 60 to 75 cents a dozen, or 5 to 6½ cents a can. While this store was the worst offender among the twenty-five put to the test, several were found to be getting exorbitant prices for peas so low

in quality that some wholesale houses refuse to handle them. The enormous profits on this class of goods, it is explained, enables the cut-price store to sell standard goods at no profit at all, as a trade coxer, and to make up the losses on unknown brands, sold in good company and therefore accorded better repute than they deserve.

ECONOMY OF INDEPENDENCE.

The essential elements of structural strength in any mercantile structure are limited by two insurmountable facts, viz., that there are only 100 cents in a dollar and human effort is subject to the frailties of flesh and blood. When the limitations of one man are reached, he must call for help and two men seldom produce twice the economy of one man, if that one be a master mind. A master mind may build up a gigantic theoretical structure, but when the details of execution are entrusted to others an inevitable economic loss results. And then starts the fatal patchwork process.

Economies on paper are not always realized in practice and profits should not be safely counted until they are actually net and withdrawn. The economies of a big business are not to be measured by the parallel ones of a smaller concern, and it often develops that the savings made in quantity buying are lost in the intricacies of an adequate system. Then come the schemes to correct this and that detail until, in the end, the whole affair is anything but what it was planned to be and "its own father would not know it."

There are distinct functions in wholesaling and equally distinct ones in retailing. They cannot be eliminated, and when one man, or system, undertakes to assume both classes of functions it is questionable whether he can perform them any more cheaply than when they are performed each in its own class. The Claffin business, under the microscope of the receiver, has shown that the distinct functions refused to blend. No more would the ability and brain of one man merge into a composite of many without lost efficiency. Self restraint is not co-operatively successful.

Out of it all has come the inevitable "unravelling" process and in future the wholesaling will be done by a wholesale house, while the retailing will be in hands distinct from those at the head of the jobbing business. Jobbing and retailing need not necessarily be enemies, each to the other, but the rights of each are so selfishly distinct from the other that the best form of mutual economy is conserved by a co-operation of entities rather than a merger of functions.

The Postoffice Department under the Wilson administration is circularizing postmasters, asking them to co-operate in a "farm to flat" system of marketing through the parcel post, cutting out the middleman, in other words curtailing the transactions and profits of the retail merchant.

MAY BE AN ISSUE IN 1916.

The demand for larger appropriations for National defense is liable to be favorably received in Congress, although it is understood that the Wilson administration will oppose it if it runs into very large figures. It has been openly and frequently charged that the coast defenses are entirely inadequate and that a modern naval vessel could draw up near enough to shell any coast town and be perfectly safe from the shore guns. Then it is claimed there is imperative need for more big armored cruisers and other boats and as well a million dollars for torpedoes. The sum suggested for the purchase of air craft is \$1,350,000. Aviators have played a very important part in the European war and are bound to be more and more in evidence in subsequent engagements. To make that branch of the service attractive it is proposed to give aviators 50 per cent. additional pay and double pension in case of accident. Representative Hobson is very eager and earnest in his desire to make large expenditures on behalf of the navy in which he is naturally interested because it was in that connection he won fame at Santiago.

The entire appropriation suggested for naval improvement approximates \$150,000,000, but it is hardly probable that the whole sum asked for will be forthcoming. What perhaps may prove an unfortunate feature in this connection is that if the Democratic administration is able successfully to oppose this programme, it may be made a part of the Republican National platform in 1916. In that event the Democratic argument against it would be that it was looking toward militarism which has been attended by such unfortunate results in Europe and which would be decidedly unpopular in this country. The Republican claim would, of course, include no defense of that proposition, but would insist upon more preparedness than at present. It would be a good talking point as salesmen say and afford opportunity for unlimited argument by the spellbinders. The effect on the country, however, might not be good and the war-like spirit had better be quieted than kindled. The United States can not profit by going to battle with any other nation. That is a game in which there is heavy loss even when it is won. To make it one of the issues in a National campaign can not be regarded as otherwise than unfortunate.

There was a heart to heart talk in the British House of Lords the other day on the war situation. The published reports of it presumably helped to put more heart into the English and more confidence and they had a good deal before. They are settling down to a realization of the fact that the war will last some time and that they must be steady and solid in its support. They have and ought to have unlimited confidence in Kitchener, a man who knows his business. It is said that recruiting is going on acceptably and satisfactorily. The best news they had, however, is that a new big gun is being made which

will equal or surpass the best the Germans have. The Allies have not been as well equipped in artillery as their adversaries and if the report is true, they will be put on more nearly equal terms. The British ought also to get more service out of their navy than they have thus far. They have lost a good many ships. It was thought that the English navy was invincible, the greatest ever, but it has not yet given as good an account of itself as was expected. Meantime the war goes on with its terrible losses in dead and wounded and no one has given a real good explanation or reason why it was necessary. It remains for the United States to do what it can to mitigate and alleviate the suffering of the innocent on whom terrible and unnecessary hardships are imposed. Be it said to the credit of this country that the appeal has not been made in vain.

One of the most pleasing aspects of the rejection by the House of Representatives of the Senate amendment to the Immigration bill, excluding from the United States immigrants of "the black, or African, race," was that opposition to this intolerant and indefensible measure was led by Southern Democrats. It is particularly gratifying that the man who spoke most forcibly against this unwarranted reflection upon the "millions of Americans of African descent" was a Democrat from Alabama, Booker Washington's State, and the home Tuskegee. In general, the debate brought out a becoming indignation against the action of the Senate in fastening such an abhorrent clause upon the bill, and the final vote against it, 252 to 75, ought to make some Senatorial ears tingle. One motive of the House may have been to remove from the bill a feature so offensive that it would have compelled a Presidential veto. Yet the mistaken and insincere literacy test remains, which of itself ought to lead Mr. Wilson to refuse his signature to the bill. However this may be, it was a manly and patriotic thing for the House to set its foot so heavily upon the foolish and unfair and treaty-breaking amendment aimed at our colored citizens.

A New York hotel man who is described by the paper quoting him as one of the "oldest and best known," says that he has never before noticed anything like the enthusiasm being shown by everyone in anticipation of business this year. It is unquestionably true that a hotel man who meets and talks with many of his guests is in a very excellent position to know what business men from all over the country are thinking and talking. There is every reason for believing it to be true that those who visit the hotel referred to and all the others, believe that this year will see a great deal of good business and big business and that this country is entering upon an era of remarkable prosperity. It was not necessary to wait for the new year to know this, because there were evidences and indications of it before. It is natural, of course, to mark pro-

gress by something, and New Year's day is an excellent milestone for that purpose. The return of confidence as much as anything else marks the return of prosperity. The fact that traveling men are talking good times in New York hotels would actually have a good deal to do with bringing them.

It is gratifying to note that the year 1914 shows a considerable falling off in the number of lynchings in this country, in fact, it is the lowest since account was kept. Booker Washington is interested in these statistics and is the authority for saying that during the year fifty-two persons, forty-nine of whom were colored, were lynched in this country. Of these, twenty-four cases occurred in Mississippi and Louisiana, which leaves a very low average for the other states. There was a woman in the case only in seven instances, much less than the usual ratio, and a corresponding increase and disposition to lynch for comparatively minor offenses, such for instance as stealing shoes, a mule, or aiding an escape. An unusual fact in this connection is that three women were lynched. There is comfort, however, in the assertion that there is a large falling off in the total number and that certainly is encouraging. There really is no defense at all for lynching.

We in this country are familiar with the boastful phrase, "Where the flag has once gone up it must never be hauled down." The Germans vary it. Herr Basserman, the leader of the National Liberals in the Reichstag, is quoted by the Vorwarts as saying: "We shall hold fast for all time Belgium and the other countries which have been fertilized by German blood." He adds: "Over and above that, let us acquire all that we need." In line with this governmental policy, Germany has appointed civil administrators for parts of Poland occupied by German armies, and also in Belgium. Similarly, as if in reply, the French authorities have restored, on paper, their ancient Department of the Haut-Rhin, and have named a prefect for it. But all these things are no more than gestures of defiance in time of war. All the countries concerned are well aware that the final settlement will be made in complete disregard of these assumed acts of sovereignty over a conquered region.

One of the good features of the war is that many men—even those who are partisans of the Allies or the Germans—are beginning to write fairly and dispassionately on the subject with due regard to the rights and sentiments of their opponents. This is a wonderful development. It offsets, to a great extent, the unfortunate influence of such unscrupulous and untrustworthy publications as the Fatherland, which is very generally regarded as an outrage on decency, because by its intemperate utterances and its wholesale vituperation, vilification and abuse of every one who does not regard the war in the light

of Prussian militarism it tends to prejudice many good people against Germany who might otherwise regard her in a more friendly light.

Some misguided advocate of the cigarette has been pointing out that the dispatches gave prominence to the statement that the captain of the British warship Formidable went down with his boat and that amid the danger he stood on the bridge smoking a cigarette. That is no argument in favor of a bad habit. Perhaps he smoked a cigarette because there was not time or opportunity to get a cigar or a pipe. A man sufficiently wise and competent to command a big vessel could be depended on to have sense enough to prefer either to what he had to put up with in an emergency. Doubtless he would have done differently if he could.

A woman of Holyoke, Mass., is going to celebrate the fiftieth anniversary of her marriage to her first husband, even though she was divorced from him, then married again and has lost track of her second husband. A little thing like having the husband present to participate in the celebration is not going to stop her. Some women would not have the courage to celebrate an anniversary that brought painful recollections, but perhaps time has healed all wounds and she looks back on her first marriage as a happy occasion worth celebrating and recalling. At any rate, she is going to keep the festival without either of her two husbands.

Knitting needles have clicked at all sorts of places this winter. Although a few complaints were made by music lovers who object to hearing the clicking of the needles at concerts, the knitting has not stopped and women are seen knitting on trains, on street cars, and at places of amusement. But there is one place where they can not knit. A Boston lady who took her knitting to the Superior Court was told she must stop and that her act was contempt of court. Her work for the Belgians was suspended and she has a clearer idea of the majesty of the law.

The high cost of living is going to have a little slap in about a month. At that time it is expected that a new butter is to be put on the market in this country. The "butter" will be made from the oil of cocoanuts from Philippine trees. Some secret process is used in the manufacture, but the cocoanut oil product is said to be like genuine milk butter. Cocoanut butter may become a rival of the genuine butter, but it will be known as nut margarine.

The gold and silver output for 1914 showed an increase over the previous year. California was the largest producer with Colorado second and Alaska third. In silver production Nevada led, Idaho was second and Utah third. The amount of gold produced was 4,490,336 fine ounces, valued at \$92,825,800. This was an increase of nearly four million dollars over 1913. Silver to the amount of 67,929,700 fine ounces was produced in the United States.



Making Live Ones Out of Dead Ones.

Keeping accounts alive is one of the big problems of every men's wear store of any size. Such a store will have anywhere from 25,000 to 100,000 names on its books, representing customers who have done business with it at one time or another within a period of five or six years; but the percentage of active accounts out of this big number is very small. Ten per cent. is probably a fair average of the proportion, although it may be larger or smaller, depending on the methods of the individual house.

Of course, it is easy enough by going over the books to find out who are buying regularly and who have dropped out as active customers. But in order to make this information of any value, from the standpoint of converting the backslider into a regular customer, the store should have more definite information. It should know what his last purchases consisted of, when they were made, something about the price and general character of the goods, etc. In other words, the information which may be gleaned from reference to the ledger is not sufficiently complete to satisfy the man in charge of the selling work, whose job it is to rejuvenate the host of former buyers and make them present buyers.

That is why many stores are now using a card system which is independent of the book-keeping system. It is not only independent of it, but it is specialized as to each department, the clothing, hats, shoes and other sections all having their special files of customers. The books, too, show only the charge accounts, while a complete file of cards in a department shows the name of every customer who has visited it, no matter whether the purchase was charged or paid for. The customer is asked for his name and address, even if the goods are bought with cash and carried out of the store by the purchaser, and it is seldom that a patron refuses point-blank to give it. This means that the card index in the department is a mine of detailed information about the people who have done business there, and consequently it supplies ammunition for the guns which may be trained upon what might be called delinquent customers by the advertising department. They are delinquent not in paying their bills, of course, but in buying at all.

The cards used in the various departments provide for the name and address of the customer, the lot number, style, price, and description of the goods, with the size, and also the name of the clerk. Properly filled

out, each card has the "history" of the sale, much as the doctor or dentist keeps the history of each of his cases. And just as reference to the card of the patient by the profession man is the best way to begin a fresh attack on the case, so a study of the cards of inactive customers by the men's wear merchant gives the best possible basis for working up new business.

Every sale is recorded on the card, and as there are enough spaces on it, front and back, to provide for over a dozen sales, one card will carry a name over several years. Hence there is no difficulty about keeping all of the facts in compact, convenient form, and being able to see at a glance how long it has been since the customer patronized any one department.

It has been found that specialization and concentration pay the best dividends in selling work, as elsewhere. That is to say, it is better to go after a man and say, "You haven't bought a suit from us since you purchased that \$25 serge in 1912. Why don't you come around again?" than merely to get after him about not patronizing the store at all. Hence the process of rejuvenation may properly be handled with reference to departments, rather than for the store as a whole, as this will then open the way to a description of the special offerings in the department from which the cards are drawn.

It requires tact to handle a proposition of this kind. Lack of tact may kill the prospect of regaining the business. Merely to want a thing does not necessarily entitle one to it. Knowing that the customer hasn't been in to buy is merely a start toward getting him in; and the fact must be brought to his attention in such a way that he will feel complimented by having been thought of, instead of offended by being solicited with a reminder of his neglect. That a thing of this sort may be done wrong was shown by the letter issued recently by an automobile concern, which had been giving its patrons such poor service that most of them took their cars elsewhere for repairs and adjustments. The company got a new foreman, however, and put out a letter to owners of cars which it had sold, asking them to come again, and concluding by saying, "We are entitled to your business, as we sold you your car." Of course it is not "entitled" to it, as it had already lost it by lack of attention.

The right way to approach the problem was illustrated by a successful letter which was recently put out

by a big men's wear store in an Ohio Valley city, which went after clothing business from old customers who had not been dealing with it for some time. The letter, which the store states was one of the most successful publicity efforts it has used in a long while, was as follows:

Dear Sir:

When we picked your card from our clothing file to-day, we found to our regret that we've not been favored by you for either a suit or overcoat this year?

Is it possible some lack of service or fault of merchandise is responsible for this? We have always wanted you—and every customer—pleased to the smallest detail. If we've failed, we're sorry, and ask for the chance to right the trouble now, if there is any. May we have it? Having worn our famous Blank clothes, you know their style and quality; but we take the liberty of sending a few "proofs" of the style they show this season. The quality can't be proven this way; but we guarantee it will be a worthy credit to the reputation we've held for many years.

As to values, for \$15, \$20, \$25, or whatever you prefer to pay, the premier values of years await you. Better than for many seasons past; values even we can't duplicate next season, in suits, overcoats, balmacaans and raincoats.

From top to toes you see from the well-known lines mentioned on this letterhead how we're fortified with fine wearables. Our enlarged store, three times our former space in our main building, is filled with the kind of goods you like, and the kind we always sell—the best.

Won't you let us show you how we appreciate your personal business? Won't you step in when you're by our "bigger-better" store and look it over? There are three entrances; it's as easy to get out as in. Won't you call soon?

Yours very truly,
Blank & Blank.

Those connected with the store reported that the letter hit the mark, and that it brought back a lot of customers who had not bought in several seasons. It was diplomatically worded, putting the enquiry on the basis that the store wanted to rectify any error that might have been made, and that it was seeking out complaints that might have been overlooked. Then, after having established a legitimate approach, it followed with a description of what it had to offer, closing with an assur-

ance of appreciation of business—something the customer always likes to have told him.

This letter was interesting in another way. It was not one of the usual form letter kind, with the name type-written in, and matched up with the body of the letter, so as to try to make the customer think that he was getting a personal letter. On the other hand, the name wasn't filled in at all. The firm took it for granted that the customer would have intelligence enough to see that it was a general circular, and would know it was not an individual communication, and hence regarded the omission of the name as a good way to save unnecessary expense. The fine results secured seemed to show that the concern had the right idea.

Many of these letters got to customers who had moved away and resulted in mail order business, which was easily filled by reference to the cards. In fact, the store reported that it makes a point of letting customers know that their cards were on file, with the result that the calls are frequently received from all over the country, the customer merely stating, "Please send me a suit of the size and price, and about the same style and material, as last time. I am enclosing check."

This is simplicity itself, and saves the chance of error, which would be involved in selling ready-made clothes by mail in any other way—G. D. Crain Jr., in Clothier and Furnisher.



Winter Goods

Now for the Winter Trade

Square Blankets, Stable Blankets, Plush and Fur Robes, Fur Coats, Sheep-Lined Coats, Blanket-Lined Coats, Duck and Corduroy, Mackinaw Coats.

Our catalogue is ready, and, if you have not received a copy, say so, and one will be sent immediately.

When you come to compare values, send in a trial order and see for YOURSELF how "Sunbeam" Winter Goods will brighten your store.

BROWN & SEHLER CO.

Home of Sunbeam Goods

Grand Rapids, Michigan

TALK—

Over Citizens Long Distance Lines connecting with 200,000 telephones in the state—Detroit, Grand Rapids, Jackson, Holland, Muskegon, Ludington, Traverse City, Petoskey, Saginaw and all intermediate and connecting points.

Citizens Telephone Company

The Small Dealer and the Big House. Written for the Tradesman.

It is hardly necessary to define the terms employed in this discussion. They are familiar terms used in the usual sense. Although perhaps it might not be amiss to observe that the word "house" may mean either a manufacturer or a jobbing concern.

As hitherto stated, the relation between the small dealer and the big house is far more cordial than it used to be. And this is because everybody nowadays has a better understanding of the laws and conditions of business success than people used to have. Formerly it used to be each for himself; but it's, Come on and let us work together.

When the small dealer realizes that the big house is really his friend; that it really wants to lend a helping hand at all times—and more especially in the day of need; that the big house wants to help him develop from a small dealer into a larger one—the small dealer certainly should not be anything but frank and fair in his dealings with the house. And if the house understands how vital it is, merely from a purely business point of view, to maintain co-operative relations with its customer, the small dealer, it will strive to do by him even as it would have others do unto it.

Now this golden rule precept, as between the small dealer and the big house, is thoroughly capable of application. And it is surely to the credit of some of the real leaders among the so-called "big houses," that they are willing to put themselves at pains and expense to make known their position on this question. They speak in no uncertain tones. And they are willing to be put to the test. They say, in effect, We have made up our minds that the small dealer is essential to our scheme of distribution. We don't want to load him with goods he cannot sell. We had rather miss an order to-day than jeopardize our prospects of a larger order to-morrow. We are glad to supply him with advertising and selling helps—in fact, glad to do anything within our power to help him sell his goods at a profit—not only the goods he buys from us, but also the goods he buys from other houses. If we can cause him to understand that we are really his friend while he is yet a small dealer, when he grows up to be a larger dealer, he will not forget us.

The Value of the Helping Hand.

Every small dealer who has passed through troublous times knows, of course, the value of the helping hand. It is in such trying hours that the spirit of one house differs so perceptibly from the spirit of another house. And then it is the small dealer learns to know his real friends from those who merely pretend friendship.

And right here is where the representative "big house" of to-day differs so materially from the big house of other days. Only recently this was phrased so admirably by a credit man, I think I could do no better than to quote his words. He said: "All men are naturally honest. Those of us who have been in busi-

ness for many years have discovered this fact by experience. The percentage of business failures, that are due wholly to dishonesty, is very small. Conditions such as great floods, strikes and other industrial disturbances, epidemics and high taxes are the chief causes for failures. It is our purpose to improve conditions to protect the credit grantor and also to make it safe for the small retail merchant to carry on his business. The men who do not do business on the level, under our system of credit, soon find themselves at a disadvantage. Ours is really an ambition towards the ideal state, an uplift movement in correcting the abuses of trade."

Now, in view of the large number of business failures that occur annually throughout the country—most of them among retail dealers—it is fortifying to hear a seasoned credit man declare that "all men are naturally honest." To be sure there are many reasons for business failures aside from those mentioned by the credit man from whom I quote. And, as has often been said, perhaps the most prolific cause of all is the lack of business experience. But the quotation is given, not because it is an exhaustive statement of the causes of failure among small dealers, but rather because it reflects the attitude of the credit man—and incidentally, also, the attitude of the big house—towards the small dealer.

The Multiplication of Selling Helps.

Yes, the man who fails and deliberately tries to beat the big house out of the money that he is expected to pay for goods bought—is really the exception. And the National Association of Credit Men, with the cooperation of local associations of credit men throughout the country, have a way of making the career of the scoundrel and thief masquerading in the garb of a dealer, both brief and perilous.

But the time and effort spent in safeguarding its own interests are comparatively slight as compared with efforts and time spent in directly and indirectly helping the small, honest dealer become a larger one.

To-day the better houses pride themselves upon efficacy of their selling helps. They realize that their customer isn't going to be actively in the market for more goods of a certain nature until he has sold the ones he now has. The quicker the goods move, the better for the house; and the oftener the stock is turned, the larger the annual volume of business from a given source.

Therefore the house prepares selling helps.

They are of many kinds, varying from special displays to general publicity. They include window cards and transparencies, metal and wood and cardboard signs, posters, hangers, inserts, circular letters, leaflets, folders, booklets, catalogues, etc. There are newspaper advertisements, electros, borders, half-tones, zinc etchings, name-plates and what not, for use in local advertising. In addition to all this, the big house is frequently willing to go to almost any

length in helping the small dealer to solve his local problem. They are anxious to get into the shell of the local situation and see what is needed; willing to describe and explain special trade-winning plans, schemes and stunts that have elsewhere been tried out successfully with the lines in question; and often willing to supply—either at cost, for the cost of mailing, or without any expense whatever—the materials for a sharp and decisive business-getting campaign for the local dealer.

Now this is highly specialized—and often extremely high grade—service. And it is absolutely free to the small dealer who wants to link up with the big house and get into the game of modern business. Of course the success of such a combination rests largely with the small dealer. If he spurns the house's selling helps and dumps their advertising literature into the stove, the house can't do much for him. But if he is the sort of man who can visualize the possibilities of real team work, there is a big chance for him to profit by this combination. The size of the trade he may ultimately swing is limited only by the buying capacity of his constituency.

One of the most frequent complaints one hears from the big house, is that the small dealer is so often indifferent to this willingness of the house to help. Advertising literature prepared by high salaried men and superbly printed on excellent paper—is often wasted. The small dealer is too frequently content to go along

in a small way. Under the mistaken idea that outside co-operation cannot help him, the small dealer is content too frequently to plod along. And all the while he is losing fat opportunities of business that he never dreams of.

Now this isn't ingratitude; it's what I call honeheadedness. But the name doesn't signify; it's the thing itself that hurts—and it hurts both the small dealer and the big house. But it hurts the small dealer most.

Frank Fenwick.

Many a candidate who imagines the eyes of the whole world are upon him isn't even known outside his own precinct.

Reduction Sales—Closing Out Sales

MERCHANTS—Legitimate special sales are a necessity. My plan will bring crowds of buyers to your store and fill your cash drawer every day. All sales personally conducted by the man who knows how. Time I put in at your store attending to all details previous to sale costs you nothing. You set your own price on the merchandise and approve the advertising. I will get more cash for you in a 10 days' sale than any sales company in America. No matter where located, wire or write for terms to-day. References—Hundreds of merchants, also wholesale houses. Address

W. A. ANNING, Aurora, Ill.

OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

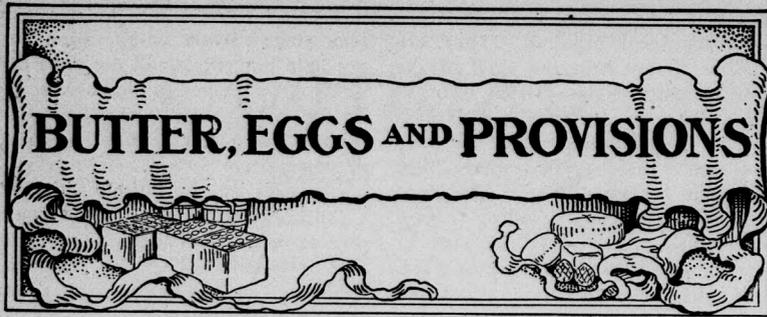
237-239 Pearl St. (near the bridge) Grand Rapids, Mich.

Henry Smith
FLORIST
139-141 Monroe St.
Both Phones
GRAND RAPIDS, MICH.



The persistent claims of superiority for the superb "White House" are substantiated *wherever and whenever people CAN HAVE AN OPPORTUNITY TO COMPARE IT* with any brand that may be offered—by anybody. Give your customers the "opportunity"—"White House" will do the rest.

Distributed at Wholesale by
Judson Grocer Co., Grand Rapids, Mich.



Michigan Poultry, Butter and Egg Association.

President—H. L. Williams, Howell.
Vice-President—J. W. Lyons, Jackson.
Secretary and Treasurer—D. A. Bentley, Saginaw.
Executive Committee—F. A. Johnson, Detroit; Frank P. Van Buren, Williams-ton; C. J. Chandler, Detroit.

Criticize Proposed Cold Storage Law.

A committee representing the American Public Health Association handed in the following report on the proposed uniform cold storage bill at the annual convention of that body.

Your committee begs to state that since its last report very definite progress has been made in legislation for the regulation of cold storage and cold storage products.

1. The National Commission of Uniform Laws have agreed upon the bill which is to be brought before the committee of Congress this year (as well as probably before different legislatures) while the federal government of Canada passed "An Act to Regulate Cold Storage Warehouses."

2. While this association will be gratified to know that such legislation is to some extent the outcome of the efforts of its committee, yet it will see, by reference to the clauses of these bills, that the whole meaning of cold storage from the public health standpoint has not yet been grasped by the framers of these bills. Thus in neither act is fruit, nor, indeed, any vegetable food, included among foods liable to inspection in cold storage. "Articles of food" in the American bill includes "fresh meat and meat products, fresh fish, game, poultry, eggs and butter," while the Canada act includes meats (except meat in process of manufacture) or fish, poultry, eggs and butter. The Canada act includes, however, the valuable provision "and such other foods as may be designated by order in council," which, of course, can be made to include fruits, etc.

3. Both acts are defective and crude in their attempts to define cold storage. The American bill says: "Cold storage shall mean the storage of articles of food at or below a temperature of 45 degrees F. in a cold storage warehouse," while the Canada act says: "Cold storage means the storage of articles of food at or below a temperature of 40 degrees F. in a cold storage warehouse."

Your committee submits that a clause to be added to such definition as the following: "The term 'cold storage' shall apply to any cold-producing process which keeps any designated article of food at such temperature as will maintain it in the highest state of wholesomeness."

4. The subsequent provisions of the American bill are comprehensive and are intended to prevent evils which, through lack of knowledge and in the absence of inspection, have grown up alongside the development of the cold storage business. The Canada act, without giving specific details, provides that "Orders in council may be passed to deal with the several matters specifically treated in the bill." Each method has its advantages and illustrates different methods of legislation. * * *

Now that so much is known with regard to the best methods of handling the various foods in cold storage, it would seem that such clause at (g) could with advantage be replaced by something such as this: "That the period of time during which any article of food can be legally kept in cold storage will be determined by its keeping qualities, its actual condition at any time of inspection and the seasonal scarcity of the article, as set forth in regulations under this act."

With experts increasing constantly in knowledge, experience and numbers, it ought not to be difficult to have a commission selected from the state, Federal and municipal officers, professional chemists and bacteriologist, and from persons engaged in the business to report on these most important points; while this association might very properly by resolution direct the attention of the federal governments of the different countries and those of states and provinces to the need for the standardization of periods of storage for each individual article of food based upon experiments:

(a) As to changes in normal tissues with different lengths of time of storage.

(b) Formation of decomposition products in tissues, injurious to health.

(c) The optimum temperatures at which the various articles are preserved longest without deleterious changes.

(d) The relative humidity at which each food maintains best its normal condition with minimum development of fungi, moulds or bacteria and with least loss of weight.

Inasmuch as the development of the ideal in cold storage methods means directly the conservation of the largest proportion of stored products, both as regards quality and quantity, and therefore has a direct relation to their marketable value, it is apparent that, with the ever increasing quantities of food products being placed in cold storage, no subject has a more direct relation to health, since it means both

the savings of large quantities of foods, otherwise destroyed, in their most wholesome condition, and the lessening of prices in those periods of ordinary scarcity when certain foods are produced in smallest amounts.

Proved by Analogy.

A prominent actor who recently played Louisville was telling of his early experiences. The terrors of the road was the principal theme of his discourse. Before his hard-won recognition brought him financial recompense, he once went on a road trip with a troupe that played the small towns around the Great Lakes. In a Wisconsin town where the best hotel was a disgrace to civilization, the actor in hungry despair, sought out a little restaurant that at least looked clean and inviting.

Chicken pie was headlined on the bill of fare and the actor took a chance. When it was served, he pried up the crust and explored the interior. Then he called the colored waiter.

"Look here," he enquired with some irritation, "what do you call this?"

"Chicken pie, sah."

"Chicken pie. Why there isn't a bit of chicken in it and there never was."

"That's right, sah," explained the waiter. "They don't have to be no chicken in chicken pie. They ain't no dog in dog biscuit, is they?"

Wine and women get credit for making a fool of many a man who was born that way.

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.

Manufactured by Wells & Richardson Co. Burlington, Vt.

HART BRAND CANNED GOODS

Packed by

W. R. Roach & Co., Hart, Mich.

Michigan People Want Michigan Products

Rea & Witzig

PRODUCE
COMMISSION
MERCHANTS

104-106 West Market St.
Buffalo, N. Y.

Established 1873

Liberal shipments of Live and Dressed Poultry wanted, and good prices are being obtained. Fresh eggs plenty and selling s'low at quotation.

Dairy and Creamery Butter of all grades in demand. We solicit your consignments, and promise prompt returns.

Send for our weekly price current or wire for special quotations.

Refer you to The Peoples Bank of Buffalo, all Commercial Agencies and to hundreds of shippers everywhere.



Mapleine

is welcomed by confectioners everywhere—indispensable as Maple coloring and flavoring for caramels, candies, ices, etc. Won't cook out or freeze.

Order from

Louis Hilfer Co.
4 Dock St., Chicago, Ill.

Crescent Mfg. Co., Seattle, Wash.

Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

Grand Rapids Grain & Milling Co.
Grand Rapids, Mich.

Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

The Vinkemulder Company

Jobbers and Shippers of
Everything in

Fruits and Produce

Grand Rapids, Mich.

BEANS

Pea Beans, Red Kidney, Brown Swedish. Send us samples of what you have for sale. Write or telephone. Always in the market to buy beans, clover seed.

Both Phones 1217

MOSELEY BROTHERS

Grand Rapids, Mich.

OPEN WIDE THE DOOR.

Policy Much Desired in the Commercial World.

Written for the Tradesman.

Both figuratively and literally the "open door policy" is one much to be desired in the commercial world. Considered in its broadest sense it gives the greatest advantage and widest freedom of choice to those who have products to buy, and offers the freest competition among those who have products to sell. Applied to the individual, and especially to retail merchants and their business there is much to be said in favor of the open door, which is recognized the world over as a symbol of invitation and welcome. An open door lets in lots of good things and permits the exit of many objectionable things. This is true both of the doors to one's mentality and of those which swing on the hinges at the entrance to your store.

The conscious and subconscious tendencies of the human personality are so closely connected that even the most astute students of hidden things have been unable to detect the point where one ceases and the other begins. It is often very difficult to explain why simple little things effect one in a certain way, but the fact remains that they do. A certain class of merchants in the larger cities recognizing the influence which an open door has upon the public which passes by on the streets make a specialty of utilizing it to its utmost limit. In many cases the door remains standing wide open—except in the most inclement weather—while others station a man just inside whose duty it is to watch passersby closely and when one pauses ever so short an instant to look at the window display the door is opened, the man steps back as if to allow one to pass, and the ruse lures many a one within who had no intention of entering and would not have done so had not the door been invitingly opened. If one does not respond promptly to the opening of the door frequently the tender will step out and try more direct persuasion.

This, of course, is carrying the idea to an extreme that is not countenanced by the more substantial establishments and those who do not resort to undignified and unduly compelling methods to get people into their stores. Yet the fundamental idea is of value, and there are hundreds of stores in the smaller communities which would be benefited if the doors were occasionally thrown wide open and allowed to indicate a potent welcome to the people.

Next thing to an actually open door offering temptation to the passerby is the door with the big, clear glass that swing easily on the hinges, and offers no resistance to the one who lifts the latch. There is something distinctly annoying about a door that sticks and does not respond to a slight push, and certainly no business dependent upon customers coming and going constantly will thrive as it should with a man at its head who does not look well to his doors and see to it that

they are in condition not to cause anyone to enter the place with an unpleasantly disturbed state of mind.

A clerk of mechanical ability in one store utilized his spare time one stormy day when few people left their homes, to attach wires to the front door latch and strung them on pulleys to points where clerks in sight of the door could pull the wire when a customer was seen to turn in, and thus open the door. It was so noticeable as to cause general remark among the salespeople that hardly an individual who came into the place and the door was unexpectedly opened before him, that did not smile in a pleased, albeit at first bewildered way, and the proprietor pronounced it a great success.

Then there are a large number of storekeepers who seem to consider every inch of the space in the front part of their stores so valuable that they pile goods around so close to the doorway as to interfere with a comfortable entrance; especially if it should happen as is frequently the case, that someone else should be near looking at goods, it is necessary for the different ones to step out of each other's way. No intelligent dealer needs to have it suggested to him that such a condition should be promptly remedied.

Many merchants advertise the "open door policy" and place in their advertisements in the local papers the invitation, "Come in and look around, no trouble to show our goods," but in reality are peeved when a person takes them at their word, and accepts the invitation. It is scarcely necessary to say that it is always a mistake to allow visitors at the store to feel that they have imposed upon the time of the one who waits upon them.

All of the foregoing applies to the open door and what is inside the store. There is also an outside to the open door theme, and it won't do a bit of harm for a merchant to step outside his own door once in a while and give people a special invitation to come in. A certain amount of business will come to an ordinarily well conducted store by natural gravity. An open door with easy working hinges will attract a certain number of people. But the man who wants to build up a big business and get a current of some volume and force flowing his way will cultivate the long reach that stretches out and pulls people to him who had no intention originally of turning in at his threshold, and perhaps would not respond to the passive invitation of the open door. For these the resourceful merchant will find ways to "go out and compel them to come in" and partake of the feast of good values "inside the open door." E. E. Reber.

Governmental Inspection and Weighing Supervision.

New York, Jan. 18.—Probably the most serious evils connected with the live poultry trade of this city have originated at the freight yards where the stock is received, inspected and delivered. The inspectors doing this work are men appointed by an association of poultry dealers—who are, of course, interested in part of it of course, interested parties—and the cost of this inspection has been sad-

dled upon the wholesale receivers, who have made it a charge as an expense of sale.

Charges of over cropping and false weighing have been frequent as well as of partiality in the inspections and last August, when the matter was brought to the attention of Joseph Hartigan, the Commissioner of Weights and Measures, a trade committee was appointed to confer with that official in the effort to devise a better system. After the first meeting the commissioner devoted much time to a study of the conditions prevailing and at a further meeting held on Monday of this week plans were formulated which, it is hoped, will put the trade in a more satisfactory condition. It is proposed that the United States Department of Agriculture be induced to take over, as an interstate proposition, the entire supervision of live poultry destined for the New York market, and that the Mayor's Bureau of Weights and Measures should establish stations in live poultry markets where the poultry may be weighed and complaints investigated. The poultry men showed a disposition to pay the cost of Governmental inspections if necessary to secure them.

Commissioner Hartigan said that the great value of the business entitled the city of New York to Federal inspection so there would be no "over-cropping" of chickens in order to increase their weight. If Government inspectors found cases of "over-cropping" the Commissioner's plan provided that the poultry should be condemned on the spot.

The chief objection to maintaining private inspectors at the poultry yards, it was agreed, was that they discriminated against certain buyers and favored others, all of which was bad for the business generally. Federal inspection here would apply to four terminals, and the Bureau of Weights and Measures could take up the question of inspection in the 200 slaughter houses in the city, thus following the poultry until it reached the consumers.

In a statement reported by the Sun Commissioner Hartigan said: "It will be necessary to impress upon the Bureau of Animal Industry the great growth of the live poultry business here. It is entitled to the same consideration as the cattle industry in the West. Personally I think the people of New York who buy live poultry are entitled to this inspection. Federal inspection would remove the conditions which have heretofore been supervised by private inspectors, and there will be no more assaults in the markets."

Iowa Egg Case Ruling.

According to press reports from Des Moines, Iowa egg dealers returning egg cases to a consignor at the original point of shipment may substitute new cases for the old and still get the benefit of the rate. This is in accordance with the State Railroad Commission in a case brought by E. H. Draper of Marshalltown. The consignor must show on way-bill the original inbound movement of eggs and the return movement must be made within thirty days.

If you don't take all the advice some men try to hand you, they tell others that you lack brains necessary to enable you to make good.

POTATO BAGS

New and second-hand, also bean bags, flour bags, etc. Quick shipments our pride.

ROY BAKER

Wm. Alden Smith Bldg. Grand Rapids, Mich.

Geo. L. Collins & Co.

Wholesale Live and Dressed Poultry, Calves, Butter, Eggs and Country Produce.

29 Woodbridge St. West
DETROIT, MICH.



For Buckwheat Cakes

UNCLE SAM BUCKWHEAT COMPOUND

For Sale by All Jobbers
SAGINAW MILLING CO.
MANUFACTURERS

If You Have
GOOD POTATOES

to offer let us hear from you.

If you are in the market, glad to quote you delivered prices in car lots.

H. E. MOSELEY CO.

F. T. MILLER, Gen. Manager

30 Ionia Avenue

Grand Rapids



TANGLEFOOT


The Non-Poisonous Fly Destroyer

46 cases of poisoning of children by fly poisons were reported in the press of 15 States from July to November, 1914.



The Old National Bank of Grand Rapids has made a shift in its executive staff which speaks well for the recreative power of that institution. Willard Barnhart, who has been a director for over thirty years and President since the death of James M. Barnett, retires at his own request to take the position of Chairman of the Board. He is succeeded in the Presidency by Clay H. Hollister, who entered the Old National as a clerk in 1888 upon the completion of his college course, was made Assistant Cashier in 1889, Cashier in 1905 and Vice-President in 1910. He now is made President of the Bank of which his father, the late Harvey J. Hollister, was one of the founders and with which he was for many years identified. William Judson was re-elected Vice-President and Carroll F. Sweet, who has been a director several years, was also elected Vice-President and will take an active part in the management of the Bank. Geo. F. MacKenzie, who has been Cashier of the Bank for several years, continues in that capacity and also becomes a Vice-President. H. A. Woodruff and Robert Speir continue as Assistant Cashiers.

Mr. Barnhart relinquishes the arduous duties of President with a record of which any man may well be proud. A man of marvelous personal gentleness and inward simplicity, his clear, lucid brain invariably wins the respect of great financiers. His life has been marked by clear integrity, personal purity, constructive ability and shrewd sense. He is one of the best men ever known to the business world of Grand Rapids and Michigan—one of the most businesslike men Grand Rapids has ever developed.

Mr. Hollister has richly earned the preferment that has come to him comparatively early in life. He has been connected with the Bank since 1888 and has gone up, step by step, as his ability developed and his experience justified. He is identified with various business interests, in which his counsel and advice are highly esteemed. Personally he is a most agreeable gentleman and draws around him numerous friends who are very fond of him and who hold him in high regard. Genial and companionable, honorable and courteous, he is in every respect a useful as well as a popular citizen. Mr. Hollister possesses the rare faculty of looking far into the future to see the unfolding developments that are to end in attained success. But unlike many who possess remarkable pow-

ers of perception, he also possesses ability and determination to accomplish great works. In many ways Mr. Hollister is active in promoting the welfare of the public, and particularly that of the city of his residence. Numerous instances might be recorded here, some conspicuous, others obscure, in which his great talents are frequently exercised for the benefit of mankind.

Mr. Sweet is a masterful man who has won success in other lines of endeavor and who will give his time and his energies to the service of the Bank cheerfully and unstintedly.

Mr. MacKenzie, Mr. Woodruff and Mr. Speir will continue to work like Trojans for the continued success of the institution they have so long been identified with.

A Cadillac correspondent writes as follows regarding the newly-appointed State Banking Commissioner: That he would have to know more as to the several recommendations for changes in the State banking laws made by Banking Commissioner Doyle before declaring in favor of them, was the statement made this afternoon by Frank W. Merrick, newly appointed State Banking Commissioner, who was in Cadillac on his way from Lake City to his home at Pigeon. Mr. Merrick is a director of the Lake City State Bank, and attended a meeting of this institution's board of directors last night. He was accompanied on his trip by A. L. Wright, of Bad Axe, who is interested with Mr. Merrick in twelve other Michigan banks, several of them being private ones. Mr. Merrick indicated he does not agree with Commissioner Doyle in his opposition to private banks. He intimated he might not join Mr. Doyle in his recommendation that ownership of private banks by stockholders or directors of State banks be prohibited by law unless the State is given authority to examine them. "The small private banks are performing a big service," said Mr. Merrick. "I would want to study the recommendations more before declaring in favor of, or against, them," Mr. Merrick said. The newly appointed Commissioner said he met Governor Ferris for the first time some ten days ago.

The directors of the Bay City Bank have voted to increase the capital stock of the Bank from \$200,000 to \$250,000 and add \$50,000 to the surplus of \$200,000, making the surplus \$250,000, which with the undi-

vided profits of \$50,000 gives the Bay City Bank a working capital of \$500,000.

Geo. H. Abeel, Vice President of the Gogebic National Bank of Ironwood, has taken a position as managing director of that institution. Hereafter he will devote his entire time to the management of the Bank's affairs. Mr. Abeel is a well-known Gogebic range mining man.

Plans for the enlargement of the

Citizen's Savings Bank, of Owosso, were completed at the monthly meeting of the directors on January 12. It had already been decided to double the size of the Bank by the addition of an adjoining store building which has been purchased, and the directors voted a stock increase of \$25,000, making the total capital stock \$75,000.

O. C. Townsend, the well-known banker of Hubbardston, and a gallant soldier serving in the Twenty-first

Pantlind Hotel Bonds

5½% Tax Exempt

There are only \$150,000.00
left unsold

We recommend them



The Michigan Trust Co.

City Bank Officers

offer their personal services in the advice and purchase of securities, for banks, bankers and private investors, and the absolute security of the City Bank vaults for the protection of valuables.

Resources Over
Eleven Million Dollars



THE PREFERRED LIFE INSURANCE CO. OF AMERICA OFFERS

OLD LINE INSURANCE AT LOWEST NET COST
WHAT ARE YOU WORTH TO YOUR FAMILY?
LET US PROTECT YOU FOR THAT SUM

The Preferred Life Insurance Co. of America Grand Rapids, Mich.

infantry, is in a hospital at Ionia, where he was taken to undergo an operation. His condition is critical enough to cause his friends anxiety.

The developments of the past week have been favorable and action is as rapid as could be expected under the circumstances. Some of our best authorities on investment and speculation show impatience at the attitude of the people in regard to investments, but one need not look for recovery in an instant from the long period of suffocation to which they have been subjected. Better it is that production and distribution shall attain a larger scale than that operations in securities shall be active for the present. Evidently the corporation men take this view, for they are not offering new securities to any considerable extent although in many instances there are large aggregates of bonds and notes maturing this year. The railroad companies are responding to the recent order for an increase in freight rates by the purchase of rails and other supplies. That action, along with moderate revival here and there in other industries, has produced encouraging results. The increase of 512,051 tons in unfilled orders on the books of the United States Steel Corporation in December is surprisingly large. Doubtless much of this gain is due to orders from the belligerents in Europe but it helps just the same. Here and there comes a dividend reduction, two cuts by railroad companies being announced this week, and one last week, but the main flight appears to be over, and the opinion is now expressed by good authorities that many of these reductions were unnecessary. It was natural however for every corporation to take the "safe side" during the period of this alarm, and in view of the general success in steering the country out of its troubles it would seem ungracious to criticise now. There is a fairly good investment demand for securities and some speculative demand but every stock exchange in the country has a brick in its hat, and no definite idea of what is going to happen can be had until that abnormality is removed. The increased buying of miscellaneous commodities is visible in many directions, and it is by no means all attributable to the European demand. Chicago has had a moderate lift, which is evidenced in the bank clearings. Pittsburg reports 2,000 heretofore idle men brought into action this week, the change being visible not only in the iron and steel interest, but in glass and some other lines of manufacture. The industrial district of Wheeling, W. Va., re-employs 10,000 men belonging to quite a variety of industries. Even petroleum, which was in a bad way before the war began and has suffered severe declines, is now looking up, prices having been advanced in the Ohio, Kentucky and other districts. The rubber industry gets a lift by the partial release of the embargo on the crude article by the British government, conditions being exacted which will prevent the shipment of

the goods to the enemies of Great Britain. A relaxation of the stress in the ocean traffic will no doubt result from the correspondence now going on between the United States and Great Britain. Cotton is already under better conditions so that the Government Bureau of Insurance is accepting cotton to Bremen at 3 per cent. instead of 5 per cent. Ocean freight rates are still an embarrassment. It was in evidence in a lawsuit at Philadelphia this week that vessels that could be had at \$5,000 per month in time of peace now command as high as \$40,000 per month.—Economist.

Private Bank Stock Escapes Taxation.

Lansing, Jan. 15.—In deciding the case of J. M. Perry & Co., private bankers of Tustin, against the township of Burrell, Osceola county, the Supreme Court upholds the plaintiff's contention that as their bank was a private one, it was entitled to the same exemptions as an individual, hence its \$10,000 stock was not subject to taxation, inasmuch as it had paid the specific tax on \$17,000 worth of mortgages and land contracts under the mortgage tax law of 1911.

The Court, in its opinion, draws attention to the discrimination in the law in favor of private banks as against incorporated banks, and broadly hints that the correction of such discrimination is a matter for the Legislature to consider. It says:

"The contention that plaintiff is not entitled to the benefit of the law because incorporated banks under the law applicable to them are precluded from availing themselves of it, and as a result private banks have a decided advantage over incorporated banks in loaning money on mortgages and contracts, is an argument, and properly, appealing rather to that branch of the government which makes and repeals the law than to the courts. The plaintiff's general rights and duties are the same as any private individual who might engage in the banking business.

"In the application of this law we conclude that no controlling distinction can be drawn between plaintiff and any private person who has invested in such securities, and as the law now stands we are impelled to hold that the learned judge rightly construed and applied it."

Ask for our Coupon Certificates of Deposit
Assets over \$4,500,000

GRAND RAPIDS SAVINGS BANK

Kent State Bank

Main Office Fountain St.
Facing Monroe
Grand Rapids, Mich.

Capital - - - - \$500,000
Surplus and Profits - \$400,000

Resources
8 Million Dollars

3 1/2 Per Cent.

Paid on Certificates

Largest State and Savings Bank
in Western Michigan

The Old National Bank

GRAND RAPIDS, MICH.

Our Savings Certificates of Deposit form an exceedingly convenient and safe method of investing your surplus. They are readily negotiable, being transferable by endorsement and earn interest at the rate of 3 1/2 % if left a year.

This company will act for individual trustees. It will care for trust property, assist in making instruments and in selling securities, collect the income, and pay it over as directed and will render accounts in the form required by the courts.

Correspondence and interviews
Invited

GRAND RAPIDS TRUST COMPANY

123 Ottawa Avenue, N. W.

Both Phones 4391

Fourth National Bank

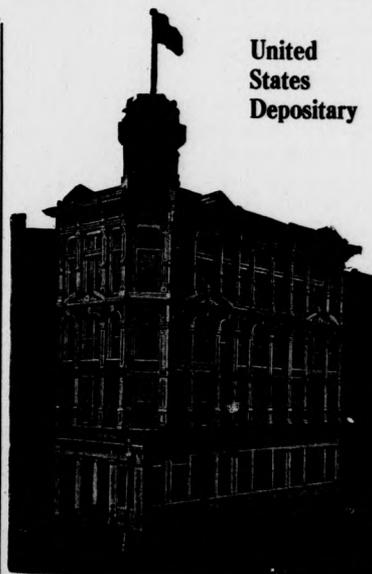
Savings Deposits

3

Per Cent Interest Paid on Savings Deposits

Compounded Semi-Annually

Wm. H. Anderson, President
John W. Blodgett, Vice President
L. Z. Caukin, Cashier
J. C. Bishop, Assistant Cashier



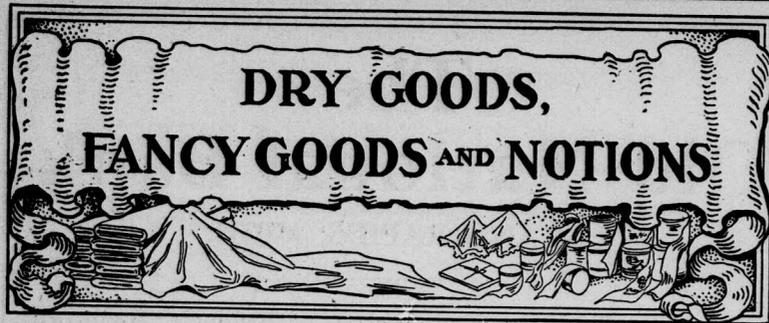
United States Depository

Commercial Deposits

3 1/2

Per Cent Interest Paid on Certificates of Deposit Left One Year

Capital Stock and Surplus
\$580,000



Shop Where Burnt Leather Goods Are Made.

Written for the Tradesman.

This shop is located in a beach city on the Pacific Coast, 2,500 miles from most Tradesman readers. But inasmuch as the goods handled are in popular demand throughout the country, and their manufacture and sale present some unique features in merchandising, a brief description may be of interest both to merchants and to general readers.

The proprietor is an old-timer in bazaar wares. He is a transplanted resident of Petoskey, Michigan, where he began thirty years ago, buying baskets from the Indians and selling them to tourists. In the very early days of burnt leather work, he went into it. As the retail season is so short in Petoskey, he sold his burnt leather products at wholesale also, having customers from Pennsylvania to Kansas. The grade of his goods may be judged from the fact that he regularly sold to Marshall Field & Co.

On coming to the Pacific Coast some five years ago he engaged in the same line. Here he has confined his energies mainly to the retail.

Pyrography—"poker burning"—as a decorative art, came into popularity about fifteen or sixteen years ago. In its beginning wood as a material stood in just as high favor as leather, and it was predicted that it would hold out equally well. Either because so many amateurs took up wood burning, or for some other reason hard to explain, the burnt wood seems to have dropped very dead, while of the burnt leather more is sold now than ever before.

With the exception of moccasins, pocketbooks, coin holders and kindred articles, this shopkeeper manufactures all that he sells. He buys the skins, which are sheepskins, of tanneries in San Francisco. Whether they sometimes are split he cannot say, but if they are it is the grain side of the split that is used in the burnt leather work. It is not used grain side out, however. The inner side of each skin is run over a rapidly revolving carborundum wheel—a wheel shaped like a barrel. This, and without any apparent injury, imparts a "velvet finish" as it is called, which is very popular.

The skins come dyed in almost any desired color—green, red, purple, gray, and especially brown. There are also some light skins, some that are seemingly almost of the natural color, and others that have undergone a whitening process. The shades that are most used are soft pretty

browns, varying from light to medium dark. These retain their color best, seem peculiarly fitting for this form of art, and harmonize well with most household furnishings.

This shop makes quite a wide range of articles. Pillow covers, table covers and mats, wall banners, shaving pads, necktie holders, book marks, magazine and book covers, kodak books, post card albums, handkerchief cases, embroidery silk cases, blotters, pen wipers, recipe books, address books, calendars and cases for clippings may be mentioned.

Pillow covers occupy the position of prominence. They are about the highest priced articles, but are also by all odds the greatest sellers of the larger pieces. The styles with slashed fringe are very popular, but those with plain edges are seen also. The decorations in demand here are mostly floral, the poinsettia and the yellow California poppy being the great favorites. The flowers are cut out of skins of proper color, or sometimes out of velvet, and applied on with glue. The leather flowers are found more satisfactory, since they have no raw edges. Besides, they seem more in keeping with the character of the goods. Poinsettia and poppy foliage is put on in the burnt work. They are lately using pepper spray decorations a great deal, these being painted on. The graceful drooping leaves and bright berries of the pepper tree, which is planted so much in California, are admirably adapted to artistic uses.

Some pillow tops have a pyrographic picture in addition to the floral decoration. This being a beach city, a view of the pier is a good seller. Pictures of the old San Gabriel Mission, showing the bells hung in the walls, have an unflinching popularity. Almost every pillow cover has on it in good-sized letters either California or the name of this tourist city where it is made.

In Petoskey, up to five years ago when he left, this man found that Indian head patterns were the great sellers. Some other Indian designs and elk heads were also quite well liked there. Out here, since he first came, floral patterns have been about the only ones in demand. Now some of his Middle-West customers are also using the same. Indian heads evidently are not so much of a rage as once they were.

In Petoskey he used many split seal skins, getting the inner portion of the split, the outer part being used for pocketbooks, hand bags, etc. The seal skins have a distinctive shape from the flippers of the seal. They

will outwear the sheepskin two to one, but they do not have so artistic a surface. Besides, he never has been able to buy satisfactory sealskins except in Philadelphia, which is a long way off, with a correspondingly high freight rate.

For small items the floral applied decorations used on pillow tops and table covers are not available. Smaller designs, each suited to the character of the article, are either burnt in or sometimes painted on.

Next to pillow covers, little wall banners are perhaps the best sellers of all the articles made. These mostly contain some popular stanza or a brief sentiment in prose. Any subject matter will be put on a banner made to order, but for regular stock some forty or fifty inscriptions that have proved good sellers are used.

"It is easy enough to be pleasant
When life flows by like a song,
But the man worth while
Is the one who will smile

When everything goes dead wrong," is an example "Home—the place where you are treated the best and grumble the most," and "When you feel down in the mouth, think of Jonah—he came out all right," are both popular. The latter has, of course, an accompanying picture of a very large fish. The simple, homely verse that is a little hackneyed, or the joke that is not too new, seems to be best for a stock wall card.

The pyrography outfit is simple. A bottle for gasoline, fitted with two rubber tubes, one running to the bulb, which, worked with either hand or

foot, supplies the air pressure, and the other extending to the platinum point which does the work—this outlines the essentials. The point is heated red hot by the burning fumes of the gasoline, and must be kept moving while on the leather. A young lady who is a very skillful pyrographer was decorating blotting pad covers and printing banners. Much of the work she does entirely free hand. For a stanza she merely draws lines with a ruler and stylus, and then deftly and swiftly puts on the matter in a neat style of lettering. The velvet finish of the skin comes in to good advantage here. Just running the finger across will lay the nap so it will serve as a guide line. For a large word this young lady first puts on a little layout with the stylus to get the spacing right.

Some bazaars make their burnt leather goods, others buy of manufacturers. It is a great advantage to be able to make them. Not so much stock has to be carried, and special orders can be far better taken care

We are manufacturers of TRIMMED AND UNTRIMMED HATS for Ladies, Misses and Children, especially adapted to the general store trade. Trial order solicited.

CORL, KNOTT & CO., Ltd.
Corner Commerce Ave. and Island St.
Grand Rapids, Mich.

Make Out Your Bills

THE EASIEST WAY

Save Time and Errors.
Send for Samples and Circular—Free.
Barlow Bros., Grand Rapids, Mich.



"Goodbye Old Hook and Eye"

Because

The Koh-i-noor Dress Fastener cannot pull open—the patented Waldespring is there to prevent it.

Says Worth:

"It is a pleasure to state that we use Koh-i-noor Dress Fasteners, which we have always found satisfactory."

Try our Notions and Fancy Goods Department for this and other items required in an up-to-date Dry Goods and General Store.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

of. At this shop, family crests, lodge emblems, or anything that is desired is gotten up. A feature that is very pleasing to customers, particularly with goods bought as gifts, is having any desired name burnt on an article without extra charge. A retailer who does not manufacture, may or may not be able to do this.

This man's best month here in California is December. In Petoskey it was August. While the burnt leather goods are handled by department and other stores all over the country at holiday time, their great sale is at resort places, and their stronghold is their souvenir quality. A pillow top, table cover or kodak book, with some distinctive local decoration and bearing the name of the place where it is purchased, is a most pleasing memento of a vacation. Such articles make very acceptable presents to take or send home to friends

Ella M. Rogers.

Senseless Buying.

[Every country merchant should request his local editor to print this.]

Bargain buying commonly is foolish buying. Benjamin Franklin, one of the wisest men in the management of his business affairs, said: "Never buy anything because it is cheap." This advice means, of course, that a prerequisite of every purchase is positive need of the thing bought.

Practically the only selling inducements offered by catalogue concerns are price, not need; and cheapness, not quality. The mail order buyer who habitually pores over the mail order catalogue inevitably acquires the habit of considering price rather than quality, and every purchase he makes is a speculation. He seldom or never at the time needs the things he buys. On the contrary, he buys them in anticipation of needs that may never arise; and he does so under the delusion that he will be unable to buy them so cheaply again.

Advantage is taken of this bargain-hunting, gambling instinct by including with needed or staple items at low prices other items that are not so generally bought and that pay the seller bigger profits. Thus the 50 cents the mail order buyer "saves" on a sugar purchase, say, he loses many times over on the coffee, tea and other items included in the "bargain" offer.

The net results of this kind of buying are extravagance and loss. The buyer, in his eagerness to save a few cents on his sugar purchase, is blinded to the larger losses on other items. In other words, he "strains at the gnat" of price and "swallows the camel" of quantity.

When Charles A. Stevens was making his first big splash in the Chicago merchandising field it occurred to him that there was no particular reason why silks could not be sold by mail. Consequently he went to his room and wrote out a small advertisement. This he sent to a magazine of National circulation. The advertisement itself cost but a few dollars, yet it was the real turning point in Steven's success.

Inventions Which Will Bring the Inventors Millions.

1. A cotton harvester, which can be driven through the fields and collect all the cotton without waste.

2. A satisfactory smoke preventer, which would actually do away with the smoke nuisance common to our larger cities.

3. Malleable glass, an art once known to the Egyptians which needs to be rediscovered.

4. A rain-producer, which would greatly aid agriculture as well as act as a preventer to wasteful forest fires.

5. An unbreakable china and a non-corrosive drain pipe—neither unreasonable to expect within the near future.

6. A substitute for wood in the manufacture of paper, a needed discovery owing to the growing scarcity of wood.

7. A substitute for wooden railroad ties, which are too great a drain on our forest and too weak for the greater demands now put upon them.

8. A cheaper and newer means of power, possibly to be obtained by means of harnessing the tides, the winds and the sun.

9. A substitute for leather which would overcome the disadvantage of present substitutions.

10. An efficient and improved device for holding a nut against independent rotary movement upon a bolt or an improved device for preventing independent movement of two nuts upon a bolt.

11. A simple and comparatively inexpensive means of cleaning the bottom of a ship which would do away with the expense of dry-docking.

12. A simple and comparatively reasonable ice-making machine which could be sold to housekeepers.

13. A means for preserving wooden piles against the attack of the tere-do and other forms of marine life.

14. The production of a practical mechanism whereby ocean steamers can be coaled at sea.

15. Efficient automatic machines for the making of bread and pastry.

16. A thoroughly practical and marketable electric cooking stove which could be attached to the ordinary electric light socket.

17. A simple, inexpensive device for tying bundles, without employing the usual knot.

Why Buy at Home.

The Delaware County Boosters, of Muncie, Ind., offered a prize of \$10 for the best statement of reasons for patronizing home merchants. The prize was won by Warren Jackson, merchant of Muncie, with the following:

Why It Pays to Buy at Home.

Because you get what you want and what you pay for from a man who is reliable—whom you know—and whose purse is always open for public betterment. This benefits you and your family. It pays to support a business that helps the town that supports you.

Buy at home where good merchandise at low prices is sold. It costs car fare to see goods, no better, in other cities—and at home there is:

No freight—no drayage—no unpacking—no breakage.

Home money circulates at home and you get your share. Spend your money at home—it pays.

Latest Coupon Scheme.

The latest form of coupon scheme is reported from Minneapolis, and although it does not appear to hit jobbers or retailers in the grocery trade in any way, it is full of interest as showing how large a proportion of the retail price a manufacturer can afford to throw in for advertising purposes. In fact, most manufacturers will seriously question just how any one can afford to do it with flour trending as it does now.

A large baking concern of Minne-

apolis is advertising in full pages in the local papers that from January 1 until July 1 it will wrap with every one of its 10 cent loaves a coupon worth 5 cents; in other words, ten of the coupons, delivered at a certain bank, will be accepted as the basis of a deposit savings account of one dollar, if accompanied by 50 cents. So far as appears in the plan, there are no limitations as to how often the ten coupons may be used for opening new accounts, or how far any depositor may use "dummies" in starting accounts.

Instead of trying to stir up trouble in this old world, let us get busy and help those who are in trouble and see how much we shall enjoy the change.

Embroideries and Laces

For Spring and Summer, 1915
Are Now Ready

Patterns are more beautiful than ever before and the demand promises to be greater than in any past season on account of the return to favor of the petticoat. Anticipating your requirements we are now well prepared to meet them. All grades and all prices.

PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

Ha-Ka-Rac

Misses' Coats

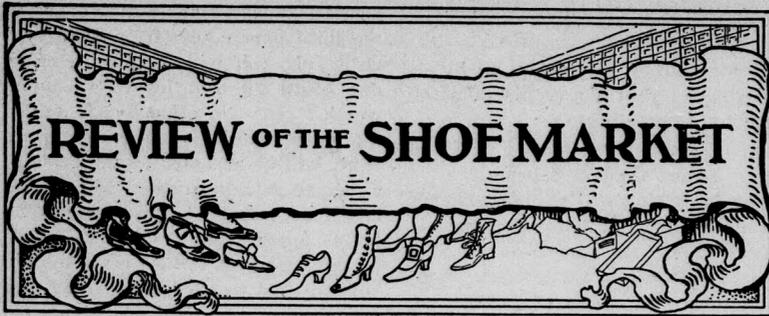
We carry a complete line of these coats in many different styles and good range of prices. Write for catalogue, or better still ask for samples. We will send them prepaid.



The Perry Glove & Mitten Co.

PERRY, MICHIGAN





Retail Shoe Business Sure to Improve.

It seems to me that the good ship "General Business," which has been scarping along the rocks for a great many months, now has probably reached its lowest ebb, and that with the onset of the New Year it will float triumphantly on the flood tide of prosperity. I do not feel that with the simple chalking up of another number on the calendar of years business will take a sudden and unexpected rise, but I do feel that the business mind will slowly recover its equilibrium and that by the onset of spring normal conditions, or better, will prevail.

I do feel that a lot of people have been responsible for their own depression in business by not acting for themselves in an optimistic way, and by not attempting to instill in others the same optimism. Every year is made up of sunshine and rainy days and if a man finds too much rain in his heart and mind, it is invariably reflected in his business. Optimism is the keynote of successful retailing, and the smiling countenance must be seen above if one expects it to be reflected throughout an organization.

We have continued to smile throughout the year, and we have continued to progress. We have opened a new store, expressing in it the highest ideal of shoe retailing, and it has been a conspicuous success—and this in a year of so-called "business depression;" simply another expression of optimism and a little smile for the benefit of everyone in our organization.

I have repeatedly told those who have approached me on the subject, that in my opinion shoe retailing is still being conducted in a radically wrong manner. I have repeatedly reiterated that the average retailer carries a stock that is too large and too badly assorted, and that his profits are not commensurate with his business risks and his business turnover.

Co-incident with this state of affairs there is one which I have noticed recently as becoming more and more prevalent—the tendency to sell cheap shoes. By this I do not mean the selling of shoes at low prices, but the exploiting of inferior material and workmanship at these low prices.

We believe, and I believe it is a good rule for all retailers to hold—that only good shoes shall be sold, and in exploiting this idea and applying it to our business, we set a definite standard of manufacture. When this standard cannot be obtained we raise the price, or to put it in perhaps a better way we dis-

continue the price and establish a new "low price" at a higher point than that previously maintained.

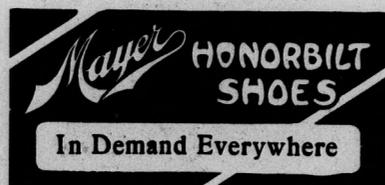
I think it is a fallacy for the retailer to feel that he must sell shoes at certain prices. It is rather better to feel that for protection in the form of foot covering known as shoes, proper construction of wearable materials should be our first consideration and price afterward. One can not build a reputation which is to last—which is to become enduring, to become valuable—by selling anything but that which will not only look well but wear well. If a man cannot find a wearable shoe in the market to retail at \$2.50 he should not sell it at \$2.50. The price should be discontinued, and so on up the scale.

Now as to style! I don't know what the style is going to be for spring. The shoe business is becoming a "millinery business," from the women's side, and will, I think, continue to more and more resemble that type of business. Staples, or so-called staples, will be from now on, and for some time, of secondary importance, and, being a "millinery business," there will be no set or fixed style except in a general way.

If women are going to use colors we shall provide them with color combinations which are appealing—not by ordering thousands of pairs of a style, but a few pairs of many styles.

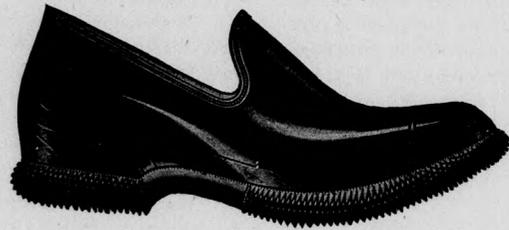
I was talking to a retailer in a small near-by town, who is the agent of our men's shoes, and I told him that he had no fancy top shoes in stock, yet I had seen a number of pairs worn by his fellow town's women, and I asked him why. He told me that all he could sell would be a few pairs, and pictured to me the effect of, say twenty-four women in his town of three thousand, all walking up Main street with shoes exactly alike. I agreed with him that this would not be a profitable idea.

What I am pointing out is that a variety of properly selected styles—in his case perhaps not more than three or six pairs of a style—in properly selected sizes, would have given him a prestige in his town, and giv-



A Great Rubber for the Man Who Works

Hood's Celebrated Plymouth Lines



	Plymouth Waverley	Plymouth Over
Men's.....6-12.....	\$0.82	\$0.80
Boys'.....2½-6.....	.70	.66
Youths'.....8-2.....	.60	.56
Women's.....2½-8.....	.63	.60
Misses'.....11-2.....	.55	.50
Child's.....4-10½.....	.48	.43

An Extra Quality Compound in the Soles

Extra Wear Where the Wear Comes

Save that 5% Discount

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

Quality is Always Recognized

in whatever form it may be expressed. No person can fail to see in the

Bertsch and H. B. Hard Pan Shoes

all that the art of good shoe making can put into a shoe to form that unusual combination of **STYLE** and **WEAR RESISTING QUALITIES** which these lines possess.

You simply cannot go wrong on the **BERTSCH** (dress) and **H. B. HARD PAN** (service) Shoes, Mr. Dealer. Every shoe must measure up to the high standard of quality set for our goods. That's why there is such a tremendous volume of sales on shoes which bear our name.

Get started on these lines. You'll find them all high class, honest money makers.

BUILT FOR SERVICE—WEAR LIKE IRON

Herold-Bertsch Shoe Co.

Mfgs. of Serviceable Footwear

GRAND RAPIDS, MICH.

in his town's people what they wanted, and what they were actually buying by mail from us, or were actually purchasing it in their visits to neighboring larger cities.

It is perfectly useless to talk style, apparently, outside of the larger centers of shoe retailing, and it will be so long as this man's view prevails. I hope that this man's view will not prevail, and that the shoe business will come to more and more resemble a millinery business, inasmuch as it will give us the opportunity to express in our shoes the artistic thoughts and theories too long subdued, and give us the opportunity also of obtaining retail profits commensurate with our mechanical skill in construction.

Just as long as shoes are sold solely for wear, just that long will it be impossible for us to obtain proper profits. It is the comparison of labor and the artist; one paints a sign for \$3.50 a day and the other paints a picture which sells for a thousand dollars.—Louis M. Hart, in Shoe Retailer.

The Importance of Personality in Business.

The stores of fifty years ago, compared with the stores of to-day, look like little candles compared with the present 500-watt tungsten lamp. In the best type of the modern store the floors are all level from street to street. There are no crowded aisles. There is abundant light everywhere. The ventilation is perfect. A complete stock of merchandise is kept up the year around.

Safety first, no matter what the expense, is the daily duty a store holds to its ever-increasing patrons. As yet nobody has said that we have made a mistake in providing comfort and securities for the safety of our customers.

It will naturally follow that no one connected with a store will be lacking in politeness to the visitors, lookers and purchasers, who care for civility but not for familiarity. No matter how many advantages we have to offer in our continually fresh-reinforced stocks of merchandise and however carefully it is priced at attractive prices, nothing is so much appreciated as prompt quick and good service at every counter and corner of the store.

Few persons understand that there are "seconds" in almost every class of goods, that cost the dealer less, and should be sold to the consumer at a lower price, but are frequently palmed off on customers at the top price, or, what is worse, the goods are advertised as the standard goods, selling at an off-price, when the price charged is what the same goods are sold at by reputable houses.

It is hardly to be expected that all customers know the tricks of the trade; nor can they know the actual values. Therefore, it is well worth while to try to ascertain facts and compare merchandise. With few exceptions goods can be sent home from more than one store, and this house was the first to accept returns of purchases not wanted by buyers. The only business that will satisfy us is that which is genuinely right and gives full value for money paid.

From the first letter of the alphabet to the last a store must make good in the character of the advertising. In shaking an apple tree the first to fall are the rotten apples. To shake a store by its own advertising pole will often reveal its fictitious claims.

It is always difficult to get definite facts on any subject. It is certainly important that everything put into type be accurate. Advertisements must be news of fresh goods. They must be printed in good English, must be devoid of mis-statements, must convey information to clerks and customers, must offer fair service, and must tell of just prices.

From every room under the vast roof we have barred out—deception, dishonesties, delusive statements, disguised goods, and pilfering prices. Our store will play fair or not at all.

To be personally "on the job" as President Wilson says is the fundamental law of all successful store-keeping. Business is not a matter of machinery. It is not iron and steel and rock: It is the human force that is in it. It is the man.

John Wanamaker.

Self Evident.

"Shoes are made from all kinds of skins."

"What kind are made from banana skins?"

"Why, slippers, of course."

Michigan Shoe Co.

**Wholesale
Shoes and Rubbers
146-148 Jefferson Avenue
Detroit**

**Selling Agents Hub Mark and Bay State Rubbers
We Solicit a Share of Your Business Promptness Promised**

A Dreadnaught

with cast iron armour plate might look all right to the novice, but where would she be in a sea fight?



**Rouge Rex
Shoes**

are made inside and outside to stand the test of actual service.

Upper leather of our own tannage; outsoles of most carefully selected stock; and these reinforced by solid leather insoles. Counters and heels combine to make a man's work shoe that measures up to the demands of the working man.

Prosperity is just ahead for the merchant who has the foresight to prepare for it. What you need is *good merchandise, on hand, at the right time, and that means right soon.*

Drop us a card to-day—now—requesting salesman and samples.

HIRTH-KRAUSE COMPANY

Hide to Shoe
Tanners and Shoe Manufacturers
Grand Rapids, Michigan

MADE IN AMERICA



Last No. 60

Is the slogan for Americans, and

MADE IN MICHIGAN

should be adopted by MICHIGAN PEOPLE.

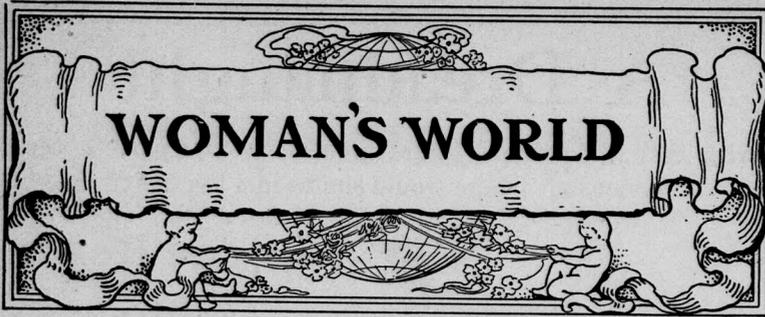
The above cut represents a fine welt shoe made by this concern in Grand Rapids. Embodied in it are excellent materials, comfortable good looking last, and that substantial workmanship peculiar to all R. K. L. Shoes.

MADE IN ALL GRADES

Rindge, Kalmbach, Logie Company

Michigan Shoe Manufacturers

Grand Rapids, Mich.



Marriage Should Include Full Financial Partnership.

Written for the Tradesman.

It would be an excellent thing if the marriage contract and even the marriage vows were made to include a full and unlimited partnership in finances. "With all my worldly goods I thee endow" is too indefinite. Whether it means much or little depends on temperament, point of view, education, opinion. For it there should be substituted something larger and stronger, and at the same time more specific. Put into plain English the amplified obligation would read about like this: You are to share equally with me my houses, lands and other property. You shall have an equal voice as to what we buy and sell. Earnings and income derived from whatever source we will regard as joint possessions. Your labors in the home shall offset mine in the field of paid industry. You shall have free access to all the money. To this might be added, If we win, we both win. If we lose, we both lose.

On the face of it this seems a sweeping concession to the interests of the wife. And in many a cautious masculine brain there will arise the question, "Suppose the wife, through ignorance or wilful selfishness should abuse the so great power conferred upon her—what then?" And this further line of reasoning is apt to follow. "Isn't it wiser for the husband to keep the controlling hand in money matters himself? Won't he be likely to come to regret it if he so rashly shares a prerogative that is conceded by law and custom to be his alone?"

Superficially this is all plausible, but in reality it isn't wiser for the husband to keep the controlling hand. Such a change as that suggested would profit the husband often more than the wife. Many men have of their own wit and sense of justice adopted it. Many others are missing it that they do not. They are suffering losses, constant and in the long run heavy, by pursuing in their domestic finances a policy dictated by a blind and shortsighted prudence, and not one governed by farseeing wisdom and sagacity.

Mr. Lundy a short time ago engaged in the moving picture business. Mrs. Lundy is an excellent musician and for a few weeks she played the piano for his theater. Then, having a similar position offered her by another movie proprietor, she accepted and has since been playing for the rival show. The Lundys seem a fairly harmonious and affectionate couple. By those who know them well it is

not thought that there is any difficulty between them. The explanation which Mrs. Lundy gave to one of her friends regarding her rather unusual proceeding is simply this: "Richard never offered to pay me anything. At this other place I get my check every Saturday night. I enjoy having some money I can call my own and do as I have a mind to with."

Mrs. Lundy is bright and apt, but the fact that her husband is having to pay to a pianist just as much as she is receiving, and to one not nearly so skilful and capable as herself, that her superior services are furthering the interests of a competitor while her husband has to accept such playing as he can get, and that not one penny is being gained by a course of action which is unbusinesslike and which, while not in the least out of character, naturally arouses comment—these perfectly obvious facts do not seem to occur to her. She is thinking of her pay check—of the little sum of money she can call her own.

Mr. Lundy has made the mistake of never taking his wife into partnership in his money matters. He always has made it a point to keep from her all details of his affairs. He has been engaged at different times in a number of projects, with varying success, but whether his business was yielding him much or little she never knew. When she asked him for money he usually gave it to her, in amounts varying with the state of his pocket-book. When she didn't get as much as she wanted or expected, she called him a tight-wad and pouted for a few minutes, but as he always furnished her with enough to keep the house running nicely and dress herself well, she never complained seriously. As is usual when the wife is kept in ignorance, she always supposed that her husband was more prosperous than he actually was.

Naturally, she retained this childlike freedom from responsibility when he engaged in this last venture, in which her services could be of great assistance. Had she felt that she really was a partner in the concern, her attitude would have been entirely different. She wouldn't have thought of such a thing as her husband's paying her wages. She would have considered that after bills and expenses were met, what was left belonged to her as much as to him and she would have been bending all her energies to making that remainder as large as possible. Playing the piano would have been only a part of her help. She would have devised clever ways of advertising, she would have discussed with him and advised as to the

relative merits and drawing power of different films, she would have filled in here and there whenever possible, and at all times and in all places would have talked and worked for the success of their picture show. She would have been a partner—one of the proprietors. Those in business very well know, in starting an enterprise as well as in times of depression and hard luck, proprietors have to take their pay largely in the satisfaction of being at the head of things, and in hoping for better profits in the future. The wife who is admitted to partnership is ready to share the downs as well as the ups of money matters.

There is an occasional woman—just as there is an occasional man—who never can learn the value of a dollar, nor have any practical sense where money is concerned. In extreme cases these have to be declared incompetents by the courts and their hands kept off from even their own purse-strings. Such are freaks and not to be considered with the general run of humanity; but when a man sees fit to lord it over the family exchequer and keeps his wife in blindness and ignorance of his affairs, of his own act he releases her from all responsibility and is very liable to make an incompetent of one

who is capable of being and gladly would be the hardest-working, shrewdest, most economical and self-devoted financial partner with whom he possibly could be associated.

Quillo.

He Had a Good Defense.

"A good story was told me recently by a lawyer friend of mine," says Dr. Charles W. Eliot, President Emeritus of Harvard University, "of how he secured a verdict in favor of an Irishman charged with assault with intent to kill.

"The lawyer secured the client's acquittal on the ground of temporary insanity. Several months later he met the Irishman and said:

"Well, Dan, don't you think it is about time you handed me that \$1,000?"

"What \$1,000?" queried Dan.

"Why, the fee of \$1,000 that you promised me I should have if I saved you from prison," said the lawyer.

"Shure, an' did I promise ye that?" asked Dan, "I don't raymimber."

"Don't remember!" cried the lawyer, sternly, "Why, you were so grateful at the time you promised me over and over again that I should have it within a week!"

"Dan gave a sickly smile. 'Shure I think th' claim is not a good wan,' he said, 'ye know, I was crazy thin!'"

Knowledge and Sales

THE salesmen with the best record are invariably those who are thoroughly familiar with every detail of the goods they sell. In other words, they *know their goods*.

Every grocer's clerk can become invaluable to his employer through his knowledge of the goods on the shelves, and this knowledge can be gained by a study of N. B. C. advertising.

It's easier to sell advertised goods. A favorable opinion has already been created by the advertising.

Such easy-to-sell goods are the various products of the National Biscuit Company. Their superior quality is widely recognized. To offer N. B. C. products is to sell them; less argument is necessary, for people know them to be dependable.

NATIONAL BISCUIT COMPANY

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, Dec. 30—In the matter of William E. Eyles, bankrupt, a special hearing on the order to show cause as to sale of certain of the assets was held. Sale aggregating \$270 was confirmed and the trustee was directed to transfer the same by proper bill of sale. All of the assets of this bankrupt have now been sold and it is expected a dividend will soon be paid.

Jan. 4—In the matter of the Handy Things Co., bankrupt, the final meeting of creditors was held this day. The supplemental final report and account, showing judgment against the Stearns Salt and Lumber Co., with interest to Dec. 14, amounting to \$21,895.02, to which is to be added interest at the rate of 2 per cent. to the date of the order of distribution, and also the sum of \$25.34, balance of fund advanced by the Standard Varnish Works for expenses of litigation, was considered, and the same approved and allowed. The petition of Messrs. Cleland & Heald for the allowance of fees and expenses as special attorneys for the trustee was considered. Witnesses sworn as to the value of their services. Objections to petition filed by Stearns Salt and Lumber Co. Hearing on the matter of this petition and decision as to final order for distribution adjourned to Jan. 7.

In the matter of William A. Reynolds, formerly doing business as the Independent Plumbing and Heating Co., the trustee has filed his final report and account, showing total receipts of \$439.85, disbursements of \$3.60 and a balance on hand of \$436.25; also showing liabilities incurred and not yet paid aggregating \$20.00, and the final meeting of creditors has been called for the 15th day of January, next. The matter of the bankrupt's right to exemptions has not yet been determined, and if allowed will have to come out of this fund. The petition of certain of the creditors to determine their right to priority in the funds in the hands of the trustee will be considered at the final meeting also. It is doubtful if there will be a dividend for general creditors.

In the matter of the Valley City Candy Co., bankrupt, the bankrupt has filed its schedules in court and the first meeting of creditors has been called for Jan. 15, at which time creditors may appear, elect a trustee, prove their claims and transact such other and further business as may come before the meeting. C. Roy Hatten is in charge as receiver. The assets have been sold by the receiver. The bankrupt lists assets of the value of \$4,961.55, of which \$2,122.65 is book accounts of doubtful value, certainly very materially less than listed value, the balance being perishable candy stock, and liabilities are shown as \$6,176.25. The following are listed as creditors:

Secured or Preferred.	
City of Grand Rapids	\$ 19.22
City of Grand Rapids	81.43
E. C. Bason	46.00
E. D. Compton, Grand Rapids	37.18
Eli Lyons (disputed)	29.05
Unsecured.	
Bunte Bros., Chicago	\$ 37.16
Sen Sen Co., New York	26.40
Ambrosia Choc. Co., Milwaukee	115.82
Reinhart & Newton, Cincinnati	50.00
W. H. Luden, Reading	39.75
Hawley & Hoops, New York	55.25
Stein & Salsbury, New York	27.40
C. Close Co., Cambridge	52.89
Hersey Co., Hersey, Pa.	89.80
Oriental Candy Co., Chicago	80.25
National Candy Co., Detroit	99.08
F. Lipps Co., Baltimore	24.00
H. Henschell, New York	18.00
Bishop Co., Los Angeles	29.25
New England Conf. Co., Boston	18.00
Bradus & Gheens, Louisville	232.57
R. McKenzie Co., Cleveland	27.00
W. DeVoise, Brooklyn	61.90
Gardner Lucas Co., Brooklyn	26.40
Muss Conf. Co., Cincinnati	20.00
G. Ziegler Co., Milwaukee	27.41
Brown Candy Co., Philadelphia	78.23
Franklin Co., Long Island	39.00
Shotwell Co., Chicago	40.00
American Candy Co., Milwaukee	344.00
Crown Choc. Co., McKeesport	37.50
W. Wrigley Jr., Chicago	199.94
Snyder-Chaffee Co., Columbus	35.38
American Carmel Co., Lancaster	95.02
F. B. Washburn Co., Brockton	50.00
Sisco Bros. Co., Chicago	126.00
Tisch-Hine Co., Grand Rapids	52.20
Henler Co., Chicago	48.80
Yankauer Co., New York	37.60
Bordens, Chicago	26.22
National Candy Co., Buffalo	93.17
Reuckhelm Bros. & Eckstein, Chicago	314.29
Rochester Candy Co., Rochester	32.40
Bain Peanut Co., Norfolk	50.00
Loin Fig & Date Co., Chicago	87.43
Farley Candy Co., Chicago	115.83
Central Candy Co., Chicago	50.00
Fisher Candy Co., Hoboken	15.20
Smith & Peters, Philadelphia	23.38
Two Star Conf. Co., Chicago	22.04
Boex-Holman, Fon Du Lac	50.00
P. Wunderle, Philadelphia	30.00
Cleveland Cocoa Co.	23.50

J. Hinman Co., Chicago	45.00
Geo. Boyd Co., Chicago	42.61
A. Q. Pryor Co., Rochester (disputed)	84.00
Niagara Choc. Co., Niagara Falls, New York	26.00
Pierrett & Collins, Minneapolis	25.00
Bartholomew Co., Peoria, Ill.	20.00
Thompson Candy Co., Jamestown	37.50
Flows Candy Co., St. Louis	41.73
Shelby Candy Co., Shelby, O.	144.11
Wescott Choc. Co., Camden	20.00
Foster, Stevens & Co., Grand Rapids	3.50
National Bank of Ionia	24.46
Creston News, Grand Rapids	18.00
Aldrich & Ford, Grand Rapids	21.75
Columbia Conserve Co., Indianapolis	80.28
J. Renihan, Grand Rapids	7.50
Remington Typewriter Co., Grand Rapids	3.00
Brown Paper Box Co., St. Louis	33.79
Package Conf. Co., Boston	30.83
J. Kolehse, Grand Rapids	14.29
A. H. Lansberg, San Francisco	99.00
Knorpp Candy Co., Brooklyn	34.00
Creek Products Co., New York	12.75
Cruver Mfg. Co., Chicago	39.28
Citizens Telephone Co., Grand Rapids	13.45
Uncle Sam Macaroni Co., Tecumseh	144.00
Auto Sales Cum & Choc. Co., Boston	89.52
Reed-Tandler Co., Grand Rapids	38.75
Nuggett Co., Chicago	27.00
Michigan State Telephone Co., Grand Rapids	13.10
Dale Bros., Grand Rapids	4.00
Nonotuck Silk Co., Grand Rapids	16.21
Up-to-date Candy Co., New York	22.00
Lewis Bros., Newark	137.50
Runkle Co., Canton	50.05
W. M. Hardie, Cleveland	71.53
A. Casiabanca & Son, Grand Rapids	16.05
Forbes Stamp Co., Grand Rapids	2.50
National Biscuit Co., Grand Rapids	1.90
Knickerbocker Co., Chicago	22.00
American Chicle Co., Cleveland	27.00
H. C. Heckerman, Bedford, Pa.	63.94
Mfg. Co. of America	54.33
Suffolk Peanut Co.	145.49
Mich. Store & Fixtures Co., Grand Rapids	32.30
H. D. Smith Co., Cincinnati	61.00
Hansen Co., Chicago	20.00
Denney Tag Co., West Chester	6.00
Daskal Co., Chicago	34.30
R. E. Reedy Gum Co., Chicago	44.00
Thuest Bauman Han Co., Cleveland	21.60
Aikman Bakery Co., Port Huron	10.00
M. Kratchule Candy Co., La Crosse	26.82
Thomas Pub. Co., New York	5.00
Yecker Choc. Co., New York	14.95
J. G. Gardella, Grand Rapids	9.20
Rademacher-Dooce Co., Grand Rapids	8.16
Proudfit Co., Grand Rapids	3.50
Mass. Choc. Co., Boston	30.00
Planters Nut Co., Wilkesbarre	85.20
Cocoonut Spec. Co., Philadelphia	80.50
Detroit Chicle Co., Detroit	3.20
Standard Augar Co., Chicago	34.40
W. L. Trowbridge, Meadville, Pa.	50.00
Diruberger Pop Corn Co., Buffalo	37.67
P. F. Beich Co., Bloomington	66.20
Commercial Credit Co., Grand Rapids	5.98
W. Dok. Grand Rapids	2.80
D. M. White, Cedar Springs	53.00
Gas Co., Grand Rapids	.50
Bixby Co., Grand Rapids	4.40
Western Union, Grand Rapids	.40
Postal Co., Grand Rapids	.25
Diehl Candy Co., York, Pa.	55.28
Mrs. E. C. Bason, Grand Rapids	504.45

Jan. 5—In the matter of DeWitt-Porter Company, Grand Rapids, the first meeting of creditors was held this date. Claims were allowed. By unanimous vote of creditors Richard J. Prendergast, of Grand Rapids, was elected trustee, bond of \$3,000. F. J. Watrous, J. F. Gaskill and D. F. Helmer, of Grand Rapids, were appointed as appraisers. Bankrupts were sworn and examined by attorneys.

Jan. 6—John J. Thompson, of Grand Rapids, has this day filed his voluntary petition in bankruptcy, the adjudication has been made and the matter referred to Referee Wicks, who has also been appointed as temporary receiver. George S. Norcross is in charge as custodian. The first meeting of creditors has been called for Jan. 15, at which time creditors may appear, prove their claims, elect a trustee and transact such other business as may come before the meeting. The schedules on file at this office show liabilities of \$1,658.09 and assets are listed at \$1,240.26. The following are listed as creditors:

Secured.	
City of Grand Rapids	\$ 2.66
John Harper Co., Chicago	72.45
F. W. Stewart, Grand Rapids (questionable)	486.84
S. Babey, Grand Rapids	28.00
Unsecured.	
L. Meyer & Son, Chicago	\$110.00
Stekettee & Sons, Grand Rapids	28.14
Alaska Fur Co., Grand Rapids	8.00
G. R. Herald	11.00
Schoenbrun & Co., Chicago	14.00
Nonatuck Silk Co., Chicago	51.89
Letellier Co., Grand Rapids	7.00
Gas Co., Grand Rapids	20.20
The Evening Press, Grand Rapids	7.72
Central Michigan Paper Co., Grand Rapids	4.00
Yorkshire & Co., New York	49.50
Brunor Woolen Co., Cincinnati	29.97

Schwartz Bros., Chicago	232.92
American Paper Box Co., Grand Rapids	5.00
D. D. Cody, Cleveland	180.00
B. J. Omen, Battle Creek	35.00
American Pub. Co., New York	21.80
Review of Reviews, Chicago	12.00
Commercial Savings Bank, Grand Rapids	185.00
J. D. Snell, Grand Rapids, (not scheduled)	500.00
Martin J. VandenBerge and the Sargent-VandenBerge Basket Co. have this day been adjudged voluntary bankrupts on the petition of said Martin J. VandenBerge. The matter has been referred to Referee Wicks, who has also been appointed receiver. The first meeting of creditors has been called for Jan. 20, at which time creditors may appear, prove their claims elect a trustee and transact such other business as may properly come before the meeting. The schedules on file at this office show the following: Individual liability, \$5,121; individual assets, \$1,450; partnership liability, \$2,411.55; assets, \$1,298.42.	

The following are listed as creditors:

Individual.	
Grand Rapids Savings Bank	\$500.00
Edw. Hayward	325.00
G. R. Nat'l City Bank	650.00
Commercial Savings Bank, Grand Rapids	654.00
F. E. Pulte, Grand Rapids	400.00
F. E. Pulte, Grand Rapids	78.00
F. E. Pulte, Grand Rapids	39.00
Old Nat'l Bank, Grand Rapids	35.00
Farmers & Merchants Bank, Lake Odessa	1,545.00
Tony De Fliger, Grand Rapids	300.00
Grand Rapids Savings Bank	550.00
Copartnership.	
City of Grand Rapids	\$ 25.00
L. V. Moulton, Grand Rapids	547.00
Belding Basket Co., Belding	310.00
G. R. Veneer Co., Grand Rapids	215.00
Clyde Nelson, Greenville	500.00
E. J. Savage, Grand Rapids	350.00
W. Zeller, Grand Rapids	70.00
W. Ing, Ionia	70.00
Nippon Kushua Trade Co., Chicago	75.00
Ft. Pitt Spring Co., Pittsburgh	53.90
Glasgow Coöperage Co.	49.00
Veenstra & Son, Grand Rapids	33.00
Great Western Oil Co., Grand Rapids	35.00
S. Gardner, Iowa	66.00
Frank Edge, Grand Rapids	6.00
iMichigan State Telephone Co., Grand Rapids	6.65

Jan. 7—In the matter of Handy Things Co., the matter of the petition of Cleland & Heald for the allowance of fees as special attorneys for the trustee further considered and submitted to the referee, briefs of counsel to be filed. The final order for distribution was held up, pending decision as to this petition.

Jan. 8—In the matter of Pearl Hill, bankrupt, Muskegon, the first meeting of creditors has been adjourned to Feb. 2. In the matter of Maynard & Andrus, bankrupt, Sparta, the adjourned final meeting of creditors was held this date. The estate did not contain sufficient assets to pay the administration expenses and preferred claims in full and no dividend was declared for general creditors. Preferred claims aggregating about \$1,500 were allowed and paid in this matter. A certificate will be issued recommending that the bankrupt, Vern G. Andrus, be given his discharge and that the bankrupt, Ward R. Maynard, be not given his discharge, because of a false statement given for the purpose of securing credit of the Mishawaka Woolen Manufacturing Co.

In the matter of Le Roy A. Smith, bankrupt, Grand Rapids, the final meeting of creditors was held this day. The final report and account of the trustee showing total receipts of \$100, disbursements of \$41 and balance of \$59, was considered and allowed. No dividend for creditors, not sufficient assets to pay expenses.

In the matter of William Eyles, bankrupt, Grand Rapids, trustee has filed first report and account, showing total receipts of \$801.49, disbursements as follows: administration expense, \$62.50; preferred claims, \$237.05; total, \$299.25; balance on hand, \$502.24. A special meeting of creditors has been called for Jan. 21, and first dividend will be paid at that time.

Jan. 9—In the matter of Shelby Home Furnishers, bankrupt, special hearing on bankrupt's right to exemptions held this date. Trustee contends that the bank-

rupts are not entitled to exemptions out of the trade assets, for the reason that they failed to file the certificate of partnership and certificate of doing business under an assumed name required by the laws of the State. Matter was submitted, no decision yet rendered by the referee.

In the matter of the Central Foundry Co., Muskegon, the trustee has received an offer of \$3,000 for all of the assets of the bankrupt and order to show cause why the same should not be accepted has been issued for Jan. 21.

Jan. 11—In the matter of James N. Hanigan, bankrupt, Ionia, the trustee's report of sale of the assets to Allen Bros., Ionia, for the sum of \$500, has this day been confirmed by the referee.

Jan. 12—In the matter of the Empire Cloak & Suit Co., alleged bankrupts, Grand Rapids, special hearing held this date to consider the alleged bankrupt's offer of composition at 20 per cent. Claims allowed. Bankrupt officers examined and meeting adjourned to Jan. 19. No decision as to the acceptance of the offer. Inventory and report of appraisers filed showing appraised value of the assets to be about \$3,000.

In the matter of Harry J. Moore, trustee has filed petition and offer for certain of the assets an order to show cause as to sale issued, returnable before the referee on Jan. 22.

What has become of the old-fashioned mother who thought that her small son was destined to become a great musician because he could get a tune out of a mouth organ?

Are Your Net Profits Satisfactory?

Probably not, if you are like nine out of ten merchants.

Your trouble probably is (1) you have too much of some items; (2) not enough items.

If you will buy the "many lines in one bill" offered by our monthly catalogue of General Merchandise, you easily can apply the remedy.

Butler Brothers

Exclusive Wholesalers of General Merchandise

New York Chicago

St. Louis Minneapolis

Dallas

Public Seating For All Purposes

Manufacturers of

American Steel Sanitary Desks

In use throughout the world

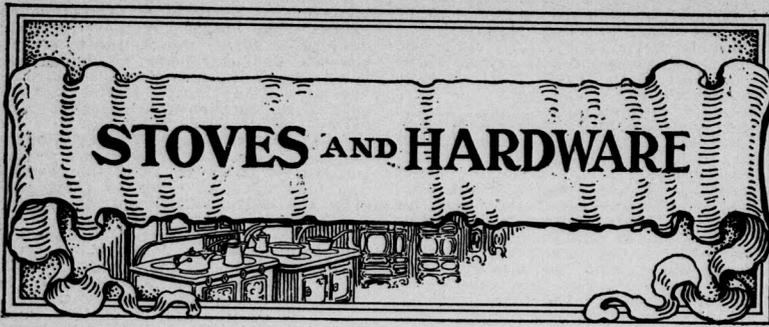
World's Largest Manufacturers of Theatre Seating

American Seating Company

General Offices: 14 E. Jackson St., Chicago; Broadway and Ninth St., Grand Rapids, Mich.

ASK FOR LITERATURE





Michigan Retail Hardware Association.
President—C. E. Dickinson, St. Joseph.
Vice-President—Frank Strong, Battle Creek.
Secretary—A. J. Scott, Marine City.
Treasurer—William Moore, Detroit.

The Merchant Who Had a Reasonable Grouch.

Bill was a knight of the grip. On this particular morning he felt like spelling it n-i-g-g-h-t, for he had passed some ten hours of darkness on a snowbound local and his spirits were at ebb-tide. His customer was Mr. Timothy Treadwell, whom the traveling men recommended as a tightwad with about as much red blood in his system as is usually allotted to an oyster.

Mr. Treadwell had been in the hardware business for many years; still he had many, many things to learn. He had a quiet, near-sighted little method of looking a hole through people that augured well for collections but was not famous as a sales promoter. His store was spick and span, and his clerks were afraid to say their souls were their own.

When Bill had negotiated connections with a plate of beans and a couple of flapjacks at the local restaurant he headed straight for Treadwell's and found that gentleman standing behind his counter listening to a charity appeal from a local social light who looked as if she had been bottled in bond. "Now, Mr. Treadwell," she was saying, "you know you really ought to give ten dollars to a cause like this; all the ladies are good customers of yours and I told them I was sure you would be glad to have a part in this splendid work." She paused to pull a silken garment a few creases closer around her knees, and Treadwell folded his hands and looked like a revised version of the Twenty-third Psalm. Then to Bill's utter amazement he nodded an affirmative, but for the life of him the old cuss could not throw a smile for full measure.

Bill stood there rubbing his chin to make sure he wasn't dreaming. Was this Treadwell falling for a touch? Did the old skinflint really have a spot in his anatomy that wasn't bombproof? Could it be that Timothy, who laid off clerks for two or three weeks at a time when things were a little dull, was loosening up? Was it possible that Treadwell, who had taken back old Mrs. Brown's cook stove and shielded himself by saying that "she didn't have anything to cook on it, anyway," was really giving up a ten-spot at one full, fell swoop?

Gee whiz, this was certainly worth sitting up all night to get to! Bill's meditations roamed up and down a

long list of events that had branded his customer a confounded old skinflint and was about to vote himself a back number on observation when Timothy's face cracked open and he opened fire on Mrs. Freddie De Lance, of the Lehigh Woman's Club.

"Yes," he said, in a voice about as dry as the great Sahara, "you wummen are sure a-goin to make this town over. You're educatin' the young fry to automobiles and yourselves to limousines at such a rate that if somethin' don't stop you there'll be a fresh bunch of bankrupts in this town. I said I'd give you ten dollars and by cracky I will. The President of that new fangled club of yours has owed me sixteen dollars since before the time our Secretary of State spent a busy season with his sixteen-to-one theory. If he could Chautauqua her into paying one out of sixteen I'd agree to vote for him now and forever more. An' while I'm about it, why didn't you send Mrs. Grady down here to solicit me? I see she's spellin' it 'Gradie' now, but I still send her monthly statements under the name she opened an account on here about four years back. I've got her graded as a splendid assortment of question marks. The only thing there's no question about is her desire to pay up. A d— fool society aspirin' clerk I once had sold her a fireless cooker and an electric iron one day when I was out to lunch, and I've carried my lunch and eaten it right here in this store ever since.

"Then there's old Mrs. Green. She went to school with me, an' to see her rustling silk skirts around the corner of this town you'd think she was born with a silver spoon in her mouth and that she'd since had it gold-plated. She's got a good boy and he'd be all right if she give him half a chance, but she seems to anticipate every extra figure that gets into his pay check. Ann Green don't know that business weight hitched to a feller's neck. She swimmin's hard enough without a dead ain't satisfied with bein' a drag, though. She's sprouting social prongs that's going to turn her into an anchor sooner or later. If Charley keeps on tryin' to buck the current with his fool mother anchored to the Social Uplift League he's goin' to get ducked proper. I'm going to dun her just once more for the money that's due me for the chafing dish that coy young thing wanted and then I'm going to Charley and tell him he needs a society wife to help his mother chase him out of his job at the bank."

Old Treadwell didn't seem to get heated up. Bill watched him closely and followed him through three more

cases, and finally heard him sum up in the same ice-cold, calculating voice that had branded him the human refrigerator.

"Now, Mrs. De Lance," he continued, "I'll give you an order for ten dollars on any one of that lot and if you're enough of a success as a collector to pry loose any more of the money they haven't got, I'll split it with you fifty-fifty. You're a pretty good little woman and like a lot of other folks you think I'm a crabbed old miser. Mebbe I am, but if you was my girl I'd tell you to go home and tend to your own knittin' before you tackled collectin' money for a woman's club that's made up largely of poor pay petticoats. When you've lived as long in this town as I have you'll know that I've got the pedigrees of that crowd just about right."

Mrs. De Lance tried to walk quietly to the door, but habit was strong and she glided out of the village hardware emporium with a semi-tango movement. As the door closed Bill walked up to Timothy Treadwell and clasped his hand. Their eyes met and without a word there was a new understanding.

Moral—Good nuts are generally protected by hard shells.—Hardware Age.

Fifty Years Ago.

One of the daily newspapers in Appleton, Wis., prints a "Fifty Years Ago" column in which important items of news are reproduced. One of the latest half-century items to appear mentions the prices of paper and meat.

"Print paper has gone up to 25 cents per pound; \$25 per hundred. One can buy a pound of beefsteak at our markets for 8 cents, and the butcher will throw in a pound of calf's liver to go with it."

What has a half-century done for the two commodities mentioned in the above items? Print paper price has gone down to about one-twelfth of what it was in those days, while the price of beefsteak has jumped more than three times its price in those days and the butcher who then "threw in" a pound of calf's liver now sells the latter at about 15 cents a pound.

Unless a man who claims to have religion uses it in his business, he has the wrong brand.

When Is Ice Cream Ice Cream?

A case of Ice Cream vs. the State of Iowa is on appeal before the United States Supreme Court at the instance of two manufacturers against whom the Iowa courts have decided. The issue is open the question of how many kilowatts, so to speak of butter fat is the purchaser of a five-cent dab of ice cream entitled to for his or her money. In the fulness of time we will be educated upon this long-mooted and really important matter.

Real Pain.

The most ghastly superstition has often its base in a ludicrous fact. It is like the case of Jones.

"Jones," said a man, "tells me that his wooden leg pained him horribly last night."

"Nonsense!" was the reply. "How could his wooden leg pain him?"

"His wife," explained the man, "hit him over the head with it!"

Weed Tire Chains

All the regular sizes carried
in stock

Write us for the jobbing price

Sherwood Hall Co., Ltd.
30-32 Ionia St. Grand Rapids, Mich.

Reynolds Shingles

Water-proof
Fire-resisting

Heavy long fiber felt saturated and coated with asphalt, surfaced with crushed granite and slate in colors—red, green, gray, garnet—welded to body.

Will not fade, crack, split or buckle.

Approved by the National Board of Fire Underwriters.

Samples and details on request.

H. M. Reynolds
Asphalt Shingle Co.

Est. 1868

Grand Rapids, Mich.

Foster, Stevens & Co. Wholesale Hardware

157-159 Monroe Ave. :: 151 to 161 Louis N. W.

Grand Rapids, Mich.

THE MEAT MARKET

Meat Cutters and How to Handle Them.

One of the greatest problems in the retail meat market is the clerk behind the counter. Call him benchmark, journeyman, or whatever you like, he is a salesman, or should be one, and, in the last analysis, he is practically your sole point of contact with your trade. Your success or failure depends to a great extent upon the way he handles it, and the way he does depends upon the training which you give him.

Hiring a clerk for a meat market is a more difficult thing than hiring a clerk for any other retail store. In the average shop, where he not only sells meat, but cuts it as well, he must combine the essentials of good salesmanship with a certain amount of technical skill that will make him a neat and economical cutter. This is a combination that is hard to find in the raw material that comes to hand; in a majority of cases the applicants lack either one or the other of these two things. It is therefore the master butcher's task to supply the deficiency either by instructing the clerk in the rudiments that go to make up the successful retail salesman or else in imparting to him the necessary technical skill which will make him a competent meat cutter.

In the larger markets this difficulty has been overcome by separating these two functions and making two classes of workmen behind the benches—the cutter and the salesman. This plan is correct, but in a great majority of markets it is impractical because there are not enough of men employed to work it out and because the volume of sales is not such as would warrant the employing of one man to serve as a cutter. Therefore, some other plan must be adopted.

The most practical one appears to be a compromise between the employment of men who do nothing but cut meat and men who cut each order themselves as they sell it. For instance, take a market which employs four men upon the bench exclusive of the proprietor. Among these four there is bound to be one who is a better cutter than any of the others. On him should fall the greater part of the cutting, a system that is easy if there is an intelligent arrangement of the work which has to be done. This leaves the other three with the greater part of their time to devote to straight salesmanship, a factor that will soon make itself felt in the increase of the volume of trade.

It is a peculiar fact, and, I think, most butchers have noticed it, that few men who are good meat cutters

are at the same time good salesmen. From my experience, the two things do not seem to go well together. That is an additional reason why the plan outlined above should be adopted. Each man under it does the work to which he is best adapted by his natural abilities.

The personality of the clerk is usually no more than the reflection of the personality of the master butcher. That is perfectly natural. Man is an imitative animal, and no one is he more prone to imitate than the man who is above him. Show me a boss butcher dealing with a customer, and, in nine cases out of ten, I can usually tell you how his clerks would have dealt with her.

Bearing this fact in mind, it is easy to see how important the methods and personality of the master are in setting the policy of a meat market. The one best way of training clerks is simply to set them a good example; unconsciously the majority of them will do as you do. The master butcher who is a poor salesman, and there are many of them, will have clerks that are poor salesmen, and vice versa.

Make each clerk you employ responsible for a certain duty in your market. This will cultivate his feeling of responsibility and gain his interest. In his own department let him be supreme. Do not constantly interfere with him or nag him about petty details. Make him understand that you have left this matter in his entire charge, and so long as he is handling it in the correct way you will not have a word to say.

Too many master butchers err in this direction. They seem to be imbued with the idea that they must do everything themselves if it is to be done correctly, and thus they make their clerks mere automatons, whose sole interest is in the speed with which the hands of the clock approach closing time. And these are the men who are constantly complaining that, try as they will, they cannot get clerks who will take an interest in their business. Of course, they can't; they never gave the clerk an opportunity to work up an interest in it.

The poor clerk is usually the result of poor training, and poor training is the fault of the master butcher alone. Greater care is being given to the retail sales people to-day than ever before; many of the large mercantile establishments maintain special schools just to train their salespeople. Of course, the average retail butcher cannot do that, but he can obtain almost the same results by taking an intelligent interest in his employes,

and sparing no time or trouble to make them competent. Few and far between are the men who will not respond to such efforts.

The writer was talking to the manager of one of the largest retail markets in the East not very long ago. That gentleman is one of the new school butchers, a man who has learned that to be successful in these days he must be a merchant as well as a butcher in the ordinary sense of the word. In the course of conversation he told how, for the past two years he has gradually been working up a scheme of rewards for ideas which his employes submit to him, and how his plan had been in operation for the past six months.

"Has it been successful?" he repeated my question. "Well, I should say so. Every employe we have to-day takes as much interest in the business as if he were a stockholder himself. The few dollars we have spent in prizes for ideas have paid us big dividends. Why, the first one we got showed us how we could decrease our delivery expense 10 per cent. by just a rearrangement of routes. And the man who gave us the idea was nothing but an ordinary driver."

Training is what makes the good clerk and upon the master butcher depends the responsibility for that training. If he sets the proper example and takes a certain amount of trouble with them, if he always remembers that they are human beings and that their friendship is worth more than their enmity to him, he will have no cause to complain of the difficulty of securing good and competent help. J. C. Brander.

Lyon Sausage German Style.

The German variety of Lyon sausage is manufactured in the following manner. For a quantity of 40 pounds take 25 pounds of pork, 10 pounds of beef from a young bullock, which should be chopped up when warm, and pounded in a mortar; 5 pounds pork fat, cut into dice the size of peas, and then boiled a short time in water; 12 ounces salt, 2 ounces cane sugar, 1 ounce pulverized saltpeter.

Mix the two lean meats, then mix the salt, saltpeter and sugar together. Rub them into the meats and let the mass stand for 48 hours in a cool room in sum-

mer, in a warm room in winter. Now chop up the meat fine, then mix the seasonings and add them. They are 2 ounces white pepper, ½ ounce white ginger, ½ ounce grated nutmeg, 2 eschalots, salted and finely grated.

Before the pork fat is put in, the spices should be thoroughly worked into the mass along with a small amount of water, if you consider it necessary. Put in the fat in the little dice-shaped pieces. Mix in quickly and lightly, being careful that the pieces do not lose their shape. Put the meat into medium beef nuddles, 15 inches long, press it in very tight. Dry the sausages well before smoking, when they are smoked to a fine red color, cook them for one-half hour at a heat of 203 degrees F.

If the sausages show wrinkles in the skins when cooling, place them in pairs in boiling water for not more than 15 seconds. This will remedy that defect.

If you can't talk of anything but your troubles, why talk?

MAAS BROTHERS Wholesale Fish Dealers



Sea Foods and Lake Fish of All Kinds

Citizens Phone 2124 Bell Phone M. 1378
1052 Ottawa Ave., N. W. Grand Rapids, Mich.

AS SURE AS THE SUN RISES

Voigt's CRESCENT FLOUR

Makes Best Bread
and Pastry

Cash Registers and Account Registers

Let us quote you on either "New" or "Used"

Grand Rapids Merchandise & Fixture Co.

803-805 Monroe Ave.

Grand Rapids, Michigan



Grand Council of Michigan U. C. T.
 Grand Counselor—M. S. Brown, Saginaw.
 Grand Junior Counselor—W. S. Lawton, Grand Rapids.
 Grand Past Counselor—E. A. Welch, Kalamazoo.
 Grand Secretary—Fred C. Richter, Traverse City.
 Grand Treasurer—W. J. Devereaux, Port Huron.
 Grand Conductor—Fred J. Moutier, Detroit.
 Grand Page—John A. Hach, Jr., Coldwater.
 Grand Sentinel—W. Scott Kendricks, Flint.
 Grand Executive Committee—E. A. Dibble, Hillsdale; Angus G. McEachron, Detroit; James E. Burtless, Marquette; L. P. Thompkins, Jackson.
 Next Grand Council Meeting—Lansing, June.

Michigan Division T. P. A.
 President—Fred H. Locke.
 First Vice-President—C. M. Emerson.
 Second Vice-President—H. C. Corneilus.
 Secretary and Treasurer—Clyde E. Brown.
 Board of Directors—Chas. E. York, J. W. Putnam, A. B. Allport, D. G. McLaren, W. E. Crowell, Walter H. Brooks, W. A. Hatcher.

Essentials to Success as a Traveling Salesman.

I wish to write, not of the doctrine of "luck," "chance," and "good fortune," but of the doctrine of effort and result; to proclaim that highest form of twentieth century salesmanship which brings success, not to the indolent, the improvident, and the dreamer, but to the striving, the intelligent, and the busy man.

The commonplace salesman who is content with a mediocre degree of success, who lacks either desire or power to labor for the best that his profession contains, is little worthy of the name "salesman."

Work of the type most needed in the field of salesmanship is the successful carrying out of that which reflects the most credit upon the profession.

Little that is worth having is secured in this world except by unceasing toil. The salesman must be glad to do a salesman's work.

"Few battle are ever finally won. There are always positions to be held and new ones to be conquered."

The enormous pressure of new business and the constant tightening of competition seem to crush out the hope and energy of a large proportion of salesmen. The great problem of modern business progress to the salesman is how to deal with this tendency—how to prevent being crushed out and shoved to one side in the mad commercial whirl for conquest.

The well-rounded salesman who has husbanded his strength for the crush will find methods to preserve his talent and energy from decay. The preservation will come, not through boasting or through the acquisition of new territory and accounts, nor through the magnification

of past achievements, but through the natural law of infinite patience, constant study of new conditions, clearer adaptation of means to ends, infinite devotion to instant duty, and absolute fidelity to his house as it is and yet may be.

There can be no more accepted time than the present as the arena of this action. The success of the efficient salesman will be greater in proportion to the number of those who are yet unaware of the changing times and the growing feeling that professional salesmanship must supersede the old school of unorganized ways and methods.

The crowding of the field of salesmanship, and the exhaustion of old-time resources in the art of selling goods, have forced a revolution in this special branch of industry. The pressure of business intensified, manufacturers and merchants who employ large forces of traveling salesmen are looking for a new degree of greatness in salesmanship based on scientific methods.

More zealous care is needed that no talent may be neglected, that employers may not constantly be obliged to seek outside forces with which to replenish their depleted sales ranks.

The successful salesman will not lose his character. His proud claim of leadership on the sales force of his house will not pass into the hands of others if he recognizes the fact that his first duty to himself, and his highest duty to his house, is to have his ship constantly cleared for the action of the present strenuous day, and to be prepared for the coming era of unparalleled commercial activity.

To the twentieth-century salesman it is of the utmost moment to look at coming conditions and make sure the defence of his selling methods against the creeping foe lurking behind commonplace ways—the foe that only newer, better, and quicker methods can halt in his conquest of the indolent, the over-anxious, the old-timer and all other types of negative salesmen that go to make up the vast crowd of the improvident and unwise.

A salesman of experience realizes that ideas—practical methods of selling goods—are of the greatest value, and he also knows that it pays him to search for them. It takes brains to influence brains. Some one has said: "For every ten dollars that a high-salaried man draws, he gets nine dollars for what he knows and one dollar for what he does."

The same old way of doing things cannot be successfully employed month after month and year after

year. The salesman must be modern—up-to-date—as much as the men of other professions. The physician or lawyer finds that to compete successfully he is compelled to read, read, read, all the time, in order that he may learn of advancement in treatments or procedures.

"To the man who fails belong the excuses." The more good ideas, the better the basis for good work. The best of salesmen fail at times to sell to certain buyers, without being able to give a reason for falling down. The methods employed successfully for many years seem to count for nothing. In such cases, no doubt, a very little thing, a mere oversight, perchance, has caused the trouble. To locate the "nigger in the wood-stack" in one's methods means much. The only hope lies in putting the plumb-line of the experience of others beside one's own.

Every new idea aids in the salesman's ultimate triumph—adds a sound piece of timber to the structure of his final success.

Failure does not come through making mistakes, but in refusing to learn by mistakes how to avoid them.

Experience is a good teacher, but it is a great thing to be able to learn from the experience of others, for we cannot all have the same experiences or the same view of similar experiences. There are many pathways to success, but the road of the individual's experience is narrow and rugged.

The old time "minstrel" traveling man is a thing of the past, and with him have gone the days of getting business by means of circus tricks, chicanery, and sleight-of-hand performances in tact. True knowledge properly applied is the power behind the throne winning the big business of to-day.

That vast army of business-getters known as traveling salesmen have attained a dignity fitted to promote the interests of their houses in the field, realizing that scientific methods have placed their vocation in the list of professions.

The real purpose, character, caliber, and life of the commercial traveler have too long been depreciated by the general public. He may be suffering in this respect for the sins of his forefathers on the road; but things have changed. No one has a right to look upon any phase or sphere of American manhood as subject matter for a joke-book, and the traveling salesman is becoming very tired, and justly so, of being regarded as a five-ring circus, or a wild beast going about seeking whom he may devour.

True, the law of "the survival of the fittest" has caused business on the road to become a contest of wits; but it is also true that the traveling salesman has elevated himself and his work by force of character and dint of his own energies.

Many writers on matters pertaining to salesmanship have not yet discovered the real character and work of road salesmen. We are looking to a higher and better sphere of useful-

ness in the business and social world than much of the stuff written to portray real road life would indicate.

"John Henry," "It's Up to You," and other modern compilations are side issues compared to the vernacular of the road as served up by some writers in object-lesson style to attract the attention of salesmen as a guise for a course in salesmanship.

The salesman who regards his work from a serious, high-grade standpoint is constantly seeking instruction of a meritorious nature—new ways and methods. He does not want stories of road life veneered in the coarsest slang, all tending to assign to him a serio-comic role.

What the world of salesmanship wants is educated enthusiasm. The purest of king's English will secure an audience and hold attention for the salesman anywhere, while slang and short cuts of speech often excite distrust and offend the ear of the truly refined. The field is ripe for educated salesmen—the sort that refuse to give their customers credit for knowing more about their business they they know themselves—salesmen who can go out and put up a selling-talk that is earnest, logical, and clean-cut from the time they strike one town until the train carries them to the next with their pockets full of orders.

W. D. Moody.

Copyrighted, 1907.

Rights of the Non-Union Man.

Nothing I have said or shall say should be construed into an attitude of criticism against or unfriendly to the workingmen who for any reasons did not join unions. Their right to labor for such wages as they choose to accept is sound, and any lawless invasion of that right cannot be too seriously condemned. All advantages of trades-unionism, great as they are claimed to be, cannot weigh a feather in the scale against the right of any man lawfully seeking employment to work for whom and at what price he will.

William H. Taft.

Good Word for Satan.

An old Scotch woman was famous for speaking kindly. No sheep was so dark but she could discover some white spot to point out to those who could see only its blackness. One day a gossiping neighbor lost patience with her, and said, angrily:

"Wumman, ye'll hae a guid word for the deevil himself!"

Instantly came the reply:

"Weel, he's a vera industreous body!"—Glasgow Herald.

Hope is what leads us to expect the unexpected to happen.

EAGLE HOTEL
 EUROPEAN
 GRAND RAPIDS, MICHIGAN
 \$1.00 PER DAY—BATH DETACHED
 Excellent Restaurant—Moderate Prices

HOTEL CODY
 EUROPEAN
 GRAND RAPIDS, MICH.
 Rates \$1 and up. \$1.50 and up bath.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Jan. 20—Much to the satisfaction of the committee in charge of the annual banquet of Grand Rapids Council, Governor Woodbridge N. Ferris and United States Senator Charles E. Townsend have both accepted invitations to grace the banquet board. As both of these gifted gentlemen are great favorites with the commercial men and have a National reputation as platform orators and after dinner speakers, the committee feels confident that the thirteenth annual banquet, with these gentlemen on the program, will be the best in the history of the organization. The banquet will be held in the Association of Commerce rooms, following the annual meeting of the Council March 6, commencing promptly at 7 p. m. Rev. Daniel Roy Freeman, of All Souls church, will respond to a toast and Alvah W. Brown, chairman of the committee in charge, will act as toastmaster. It is planned to lay covers for 300. The annual banquets of Grand Rapids Council have always been a pronounced success. On these occasions the wives and sons and daughters join with the husbands and fathers in enjoying this event. The influence of the commercial travelers as forerunners of prosperity, moulders of public thought, champions of honest politics and representatives of the best business interests, has long been recognized. The members of Grand Rapids Council are proud of their organization and the annual banquet is one of the social events of the season.

The G. R. & I. Railroad will soon begin work on improvements in three cities along the line. Sturgis, it is said, will get new passenger and freight depots. Grand Rapids is to have a new boiler house and improvements in the freight yards at Ninth street. Cadillac is to have a new freight house to replace the old shack that has been used forty years.

The city ticket offices in the Morton House maintained by the different railroads for the last six years will, it is stated, be closed this spring, the business to return to the station ticket windows. Two reasons are given for the abandonment of the city offices. One, and probably the most important, is the matter of economy, as closing the offices will save rent, clerk hire and incidentals. Another reason advanced by the railroad interests is that the traveling public has not shown a sufficient appreciation of the city ticket office advantages to make it worth while to keep these offices open.

The Union station is being remodeled to provide several additional windows and with these new windows it is said it will easily be possible to safeguard against congestion at the busy hours.

H. A. Gish has returned from West Unity, Ohio, whither he was summoned by the death of his father, A. S. Gish, who was nearly 81 years of age when he was called. He had been a member of the U. B. church fifty-one years. Six children are left to mourn his loss. The local papers speak at much length of the many virtues of the deceased. Mrs. Gish accompanied her husband on the sad mission.

The New Russell, at East Jordan, is now open again for business, having been rebuilt and refurnished complete since it was destroyed by fire in September last. It has steam heat, electric lights, hot and cold running water, private and public baths and sample rooms. It is conducted under the same ownership and management as before by Mrs. H. W. Prior (formerly Mrs. E. Newson).

Chas. Ferguson, of Hart, has taken a position with the Badger Candy Co., of Milwaukee, and is out on his first trip. Mr. Ferguson has four counties in Western Michigan. He has traveled for this company before.

C. M. Mattison, formerly manager of the Cobb & Mitchell's store, at Springvale, and who for several months has been in the shoe department of the Fochtman store, at Petoskey, has gone to Mishawaka, Ind., where he has taken a position as traveling salesman for the Mishawaka Woolen Manufacturing Co. His territory will be in North Dakota.

Albert A. Mueller, of Milwaukee, one of the most widely known salesmen in the Upper Peninsula, is dead. Mr. Mueller was 67 years of age and was in the employ of the Milwaukee Vinegar Co. He was a salesman for thirty-five years in the same line, going with the Milwaukee Vinegar Co. when that concern took over the Paul Bechtner Co.

The United Commercial Travelers of Grand Rapids Council No. 131, have held many dancing parties in the past famed for their dash and brilliancy, but the one given last Saturday night under the auspices of the ladies will linger in the memory of those present as long as the terpsichorean art is practical in our midst. Promptly at 9 o'clock, Mr. and Mrs. Harvey Mann headed the grand march and from that time until the owl cars began to depart there was something stirring every second. The hall was tastefully decorated with potted palms, flower baskets, bunting, etc., and presented a very pleasant appearance. The refreshments consisted of punch and wafers. Tuller, the old reliable, and his band of braves, furnished the music. The dance was in charge of a committee consisting of Mrs. Harvey Mann, chairman, Mrs. Wm. Bosman, Mrs. A. F. Rockwell, Mrs. Harry Hydorn, Mrs. Franckie and Miss Bertha Lawton. The next party will be held Feb. 20 in Herald hall and if it puts anything over this one in point of attendance, finance and good fellowship, it will have to Fox trot some.

The Holland Furnace Co. will give a banquet to its salesmen at Hotel Holland next Friday evening. The selling force numbers sixty. These represent the company in five of the Middle Western states.

A meeting of the Grand Rapids Travelers' Benefit Association will be held Saturday, Jan. 30, at 2:30 p. m. in the Association of Commerce rooms. A full meeting is hoped for and each member is requested to bring with him an applicant for membership in the Association.

At the close of Jan. 16 there had been 829 furniture buyers registered from twenty-nine different states and Canada. Last year there were 880 registered up to the same date. Monday's arrivals were heavy. The present week looks as though it will be a good one and will draw the season to a close.

It is expected that the Grand Rapids National City Bank will be in its new offices in the building now going up on Campau Square by April 15. The City Trust & Savings Bank will move into the same building some time the fore part of June.

The W. R. Roach Canning Co. expects to establish a cannery at Sparta next August. The establishment will employ about 100 women during August and September.

The town of Grand Junction was visited by a very bad fire Jan. 8. The feed and seed store of L. F. Davis and the livery barn of H. W. Williams & Son were burned. The fire resulted from an explosion in the feed store, caused by the owner trying to thaw out a gasoline engine which was frozen. The elevator was full of grain and seed. Mr. Davis had just recently bought about 2,500 bushels of beans. His stock was completely destroyed. The loss is covered by insurance. Fortunately, H. W. Williams had time to get his horses and motor car out of the livery barn before the building burned. His loss was about \$2,000, with \$1,500 insurance. Both concerns

were popular in Grand Junction and it is to be hoped that both will rebuild.

J. Harvey Young, Jr., who has been connected with the Standard Oil Company agency at Ludington for several years, has engaged to travel for the house. His territory will include the towns from Big Rapids to Cadillac and West to the Lake. He will continue to reside at Ludington.

Something for our executive committee to think about: New York Council has permanent quarters in the new Hotel McAlpin. We wonder if something like this couldn't be arranged for our own hard working committee?

Secretary-Treasurer H. D. Hydorn, visited Battle Creek Council, Saturday, Jan. 16, in his official capacity as one of the district deputies.

M. L. Evans, Junior Counselor of Coldwater Council, representing the Michigan Wire Fence Co., has been elected to the State Legislature.

Grand Rapids Council is wondering what our Grand Legislative Committee is doing. We haven't heard from them.

The first annual midwinter ball will be given by Absal Guild, A. M. O. B., Saturday evening, Jan. 30. Members of the Patrol will appear in their uniform. Members, don't forget to bring your fez.

Next Saturday, Jan. 23, Sheffer Bros., of Fennville, will have their opening in the building recently vacated by the Hub clothiers. The members of the firm have placed an order with a Grand Rapids florist for a large number of carnations which will be presented to the ladies who attend the opening of their new store.

William E. Sawyer.

Sparks From the Electric City.

Muskegon, Jan. 18.—For the first time in years all officers of Muskegon Council were present at our last meeting. This was such a surprise to our good looking Secretary, Harold Foote, that he got up and cheered.

Our bible has been missing now for two months. We have made diligent search for it, but somehow it has not been found. Anyone knowing the whereabouts of same will please notify any of our members.

Herman Anderson had his talking clothes on at the last meeting. He did not give any one else a chance to say a word. We thought at first it was Ches. Brubaker or, perhaps, Will Sawyer making a political speech but imagine our surprise when we beheld the Kandy Kid.

The Fleichenfeld Leather Co. is a new industry which is coming to Muskegon. It will occupy the old Browne-Morse plant and expects to employ about fifty men to start with. The cost of moving the machinery will be paid by the Muskegon Chamber of Commerce.

The Superior Seating Co. is running its factory full force.

Time tables have been changed considerably by the different roads operating in Michigan. Be careful in making up your routes or you will get left.

E. P. Munroe is on the road selling oil tanks and store specialties for the Beman Oil Can Co. and the National Stores Specialties Co. Mr. Munroe is well known through the State and well thought of and we see a bright future for our Senior Counselor.

While roaming in South Haven, I came across E. Kagel, of the M. Hale & Co. stores. I asked him if he had any news for the Tradesman. "Well," said Kagel, "I can give you a few pointers. Look at this," and he handed me a Hale's Good Goods News, of which he is the editor. The get-up of the paper is fine and M. Hale & Co. are to be congratulated in having so efficient an employe with them. In fact, Mr. Kagel, we would suggest

that you send a copy of your dope once in a while to the Tradesman. If same is not poetry, we think Editor Stowe would print it.

The Grand Trunk has discontinued its afternoon train on the Muskegon-Owosso branch.

The Grand Rapids-Muskegon inter-urban has changed its schedule from one hour service to one and a half hour service.

D. Christie, the veteran grocer of Muskegon, is ill at his home. We sincerely hope for a speedy recovery. Mr. Christie is putting on a new front to his store and, when completed, it will be one of the finest retail grocery stores in Western Michigan.

Our next meeting will be held Saturday afternoon, Feb. 20. This is done to give our many out-of-town members a chance to attend the meeting and get home the same day. We have about twenty-five out-of-town members and most of them would gladly attend meetings if they would not have to stay away from home Sunday. This will give them the opportunity to show their new clothes.

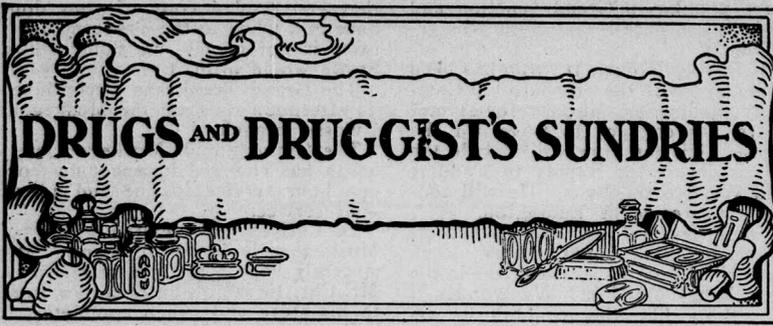
Our annual meeting will be held in March when, perhaps, our committee will provide something to eat for the starving commercial army.

C. Follrath is some letter writer to get fifteen boys to attend our last meeting. If you don't think Hollrath is on the job, look at the letter you received last week.

Milton Steindler.

The day when the free silver agitation was large and strong and widespread passed a good while ago. There is a revival, however, of interest in the white metal, and already a conference or convention of those interested is being arranged to be held in Denver. This will be the first meeting of the kind since that held in St. Louis in 1889. It is urged that the cost of the war in Europe is forcing governments to issue large amounts of paper money, to guarantee which the gold supply will not be sufficient, and there must necessarily be a demand for some other precious metal, and silver proposes to have its innings. One of the avowed purposes of the proposed convention is to fix, if possible, upon some ratio between gold and silver and provide for the unlimited coinage of each. There was a time when 16 to 1 was talked about a great deal, as well as unlimited silver coinage without waiting for the consent of any other nation. Undoubtedly conditions are such as to promote and improve silver interests, but it is to be hoped that the free silver fallacy will not be brought up as a National issue again.

Owing to the great number of brands of coffee packed by roasters and jobbers, the National Coffee Roasters' Association has undertaken to compile an accurate list of such brands and is urging upon its members the filing of such brand names as they use or know of. The circular letter to the members cites the resolution adopted at the last convention, and also adds: "This information when compiled will not be made public, but will be kept on file in this office and will be freely available to you, without expense, for making enquiry as to whether any contemplated brand is already in use or not, thereby enabling you to avoid duplicating."



Michigan Board of Pharmacy.
 President—E. T. Boden, Bay City.
 Secretary—E. E. Faulkner, Delton.
 Treasurer—Charles S. Koon, Muskegon.
 Other Members—Will E. Collins,
 Owosso; Leonard A. Seltzer, Detroit.
 Next Meeting—Hotel Tuller, Detroit,
 January 19, 20 and 21.
 Spring Meeting—Press Hall, Grand
 Rapids, March 16, 17 and 18.

Michigan State Pharmaceutical Association.

President—Grant Stevens, Detroit.
 Secretary—D. D. Alton, Fremont.
 Treasurer—Ed. C. Varnum, Jonesville.
 Next Annual Meeting—Grand Rapids,
 June 9, 10, and 11.

Michigan Pharmaceutical Travelers' Association.

President—John J. Dooley, Grand Rapids.
 Secretary and Treasurer—W. S. Lawton,
 Grand Rapids.

Grand Rapids Drug Club.

President—Wm. C. Kirchgessner.
 Vice-President—E. D. De La Mater.
 Secretary and Treasurer—Wm. H.
 Tibbs.

**Executive Committee—Wm. Quigley,
 Chairman; Henry Riechel, Theron Forbes.**

Waging War on Household Remedies.

Dr. Sigmund Goldwater, Commissioner of Health for Greater New York, and the New York Tribune have inaugurated a campaign against "patent medicines," in which they include all ready-made remedies. The object of the campaign is to eliminate the use of simple household remedies as far as possible, and force everybody needing medicine to consult a physician and pay for a prescription.

It has been estimated by one of the political doctors of the A. M. A. that if this programme could be carried out all over the United States the average income of every licensed physician in the United States would be increased by \$2,400 a year. This is regarded as a stake well worth fighting for, and, according to the Tribune the American medical association is backing the propaganda of Dr. Goldwater.

As an opening wedge the New York City Board of Health intends to pass an ordinance providing that all proprietary medicines shall bear on the label the formula of all ingredients used in the preparation, "quantitatively and qualitatively stated."

Dr. Goldwater says this plan has been successfully enforced in the Philippines, and evidently he believes that what is good enough for the half-developed Filipinos is good enough for the people of Greater New York. He says the effect of the enforcement of such a law in the Philippines has been to "eliminate patent medicines," and whatever may be the pretext for passing an ordinance of the same purport by the Health Board, it is the obvious purpose of the Board to put an end to the sale of patent medicines or other household remedies in the metropolis.

It is boldly declared that after the ordinance has been passed in New York, the boards of health in all the other cities of the United States and in all large towns will be urged to enact the same ordinance for local application. State boards of health will be enjoined to use their influence to secure state laws or regulations of the same character, so that within a few years, proprietary household remedies will be under the ban throughout the entire country.

This is a very pretty little scheme if the manufacturers, proprietors and retail druggists of the country will only adopt a policy of non-resistance. Obviously the political oligarchy of the A. M. A. will not hesitate to Belgianize the drug trade if they are allowed to execute their own sweet will.

Two-thirds of all the medicines now used in the United States are dispensed by physicians, and if retail druggists can be prohibited from selling household remedies, the medical profession will have a vice-like grip on the dispensing and sale of all medicines used by the American people.

However, it is extremely doubtful whether the courts of the country will sanction this daring plan for the wholesale confiscation of the proprietary rights of manufacturers and the professional and trade rights of retail druggists. Unquestionably the retail druggists' organizations of Greater New York and of the entire United States will unite in fighting to the last ditch the Goldwater plan of confiscating a large portion of their trade for the benefit of the medical profession, and in this they will have the co-operation and support of all manufacturers of proprietary household remedies.

The American people as a whole will resent and rebuke this attempt to make them only sheep to be sheared by the medical profession. They will insist upon the right which they and their ancestors have enjoyed from time immemorial to buy and use such simple household remedies as they see fit for the treatment of minor ailments. They will not stand for the payment of a physician's fee, besides the cost of the medicine, every time they have a slight cold, a sour stomach, a sluggish action of the bowels, a blistered heel or an itching scalp.

Oddly enough the New York Tribune began its campaign by attacking certain fake remedies advertised by quack doctors. A glance at the daily papers will show many fraudulent statements made by advertising medical quacks playing upon the credulity of the sick in order to get their coin.

Thousands of reputable doctors make a practice of prescribing proprietary preparations in whose medicinal virtues they have confidence. Many of them dispense drugs that are inert or adulterated, for the state laws do not require inspection of a doctor's stock of drugs, although a druggist's stock is subject to a rigid inspection.

Dr. Goldwater et al might well occupy their time in correcting the abuses and irregularities in their own profession before they undertake to regulate or destroy the business of the retail druggist. They should obey the Scriptural injunction to remove the beams from their own eyes before trying to pick notes out of the eyes of the pharmacist.—Voice-Salesman.

The Postage Stamp Customer.

Almost every one has at some time been made to feel uncomfortable by a druggist who considered it a hardship to hand out a two-cent stamp. The "postage stamp" and "telephone customer" does not always receive a warm welcome. However, many druggists are beginning to take an entirely different tack and do their utmost to accommodate such visitors no matter how little profit is at stake.

Grocers also join in the movement. The following editorial from Blodgett's Store News (Spokane) reveals the commendable attitude of this progressive concern toward the public:

"Have you stopped to think of the many ways we make you welcome and the numerous little services we perform without asking or expecting a cent of remuneration? For instance, these:

"We cash your checks.

"We sell you postage stamps.

"We write your money orders.

"We send you this paper each month free.

"You can have items of general interest printed in it if you like.

"In short, this is your store. We are running it for you."

Retailers are coming to realize that a pleased customer, whether he proves profitable or not, is "bread cast upon the water." It doesn't follow because a man happens to be buying a two-cent stamp to-day or investing the price of a telephone call that this is all he will need to-morrow. The retailer may have in such a visitor the nucleus of a life-long patron. It might be a serious mistake to let him go away dissatisfied.

Regulating the Sale of Alcoholic Beverages in Drug Stores.

The suggestion is made in a note recently prepared by the United States Public Health Service that the pending Harrison bill be also applied to drug stores which sell alcohol. The harm done by the surreptitious sale of liquors in some of the so-called drug stores in prohibition territory has long been considered a disgrace to the drug business generally. The Public Health Service officials, in commenting upon this, say:

Reputable members of the drug trade have frequently discussed ways and means for eliminating the drug

store saloon, but their efforts have usually failed, as the requirements of Federal internal revenue laws virtually make those who desire to sell alcohol or alcoholic beverages for medicinal or mechanical purposes pay the regular retail liquor dealer's tax and be classed as such.

As a practical outcome of this requirement it is found that the retail druggist who wishes to carry on his business in accordance with existing laws, and who pays the internal revenue tax as a retail liquor dealer, is suspected of doing an illegitimate business, while the man who runs the risk of doing an illegitimate business, so far as the Federal law is concerned, is usually immune so far as the enforcement of the local option or prohibition laws go. Retail druggists who are desirous of complying with the law have long since become a unit in their desire to eliminate the widespread suspicion that all drug stores are dope shops, and have frequently requested that a new class of dealers be created under the internal revenue laws to provide for the legitimate sale of alcohol for medicinal purposes. Up to the present time, however, they have had little or no precedent to guide them.

In the Harrison anti-narcotic bill now pending in Congress it is proposed to license druggists and others as dealers in narcotic drugs. This feature of the law will establish a precedent that should make it easy for retail druggists to secure an extension of the classification and provide for a class of dealers in alcohol and narcotic drugs, the requirement that dealers in this class keep a record sufficient to show the amount of alcohol or alcohol-containing drugs purchased.

A provision of this kind would serve to locate all dealers in alcohol and alcoholic liquids for medicinal or mechanical purposes, would suffice to class them apart from dealers selling alcoholic liquids for beverage purposes, would practically preclude the sale of alcohol for beverage purposes under the guise of medicine, and would afford to officials in prohibition or local option territory an opportunity to enforce this type of legislation in a way hitherto impossible.

To Waterproof Blankets.

First immerse the article in a 1 per cent. aqueous solution of aluminum acetate and boiling it for 15 minutes. On removing press off the surplus liquid and hang out the article to dry spontaneously. On no account should they be wrung out. Instruction go on to say that all that is necessary to give coats, trousers, etc., that have been so treated a glossy, new appearance, is to sponge them lightly on the outside with a solution of gelatin in 400 parts of hot water and press them.

We have no personal experience with the method, but it looks likely and costs little to try it. It must be remembered that the process does not make clothing, blankets, etc., absolutely waterproof, but it renders them highly repellant to water and practically proof against moisture.

WHOLESALE DRUG PRICE CURRENT

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

Acids	Acetic 6 @ 8	Boric 10 @ 15	Carbolic 53 @ 60	Citric 68 @ 75	Muriatic 1 1/2 @ 5	Nitric 6 1/2 @ 10	Oxalic 20 @ 25	Sulphuric 1 1/2 @ 5	Tartaric 55 @ 60	Ammonia	Water, 26 deg. .. 6 1/2 @ 10	Water, 18 deg. .. 4 1/2 @ 8	Water, 14 deg. .. 3 1/2 @ 6	Carbonate 13 @ 16																																																																																																																																																										
Balsams	Copaiba 75 @ 1 00	Fir (Canada) .. 1 50 @ 1 75	Chloride 10 @ 25	Fir (Oregon) .. 40 @ 50	Peru 2 50 @ 2 75	Tolu 90 @ 1 20	Berries	Cubeb 85 @ 90	Fish 15 @ 20	Juniper 10 @ 15	Prickley Ash ... @ 50	Barks	Cassia (ordinary) 25 @ 30	Cassia (Saigon) 65 @ 75	Elm (powd. 30c) 25 @ 30	Sassafras (pow. 30c) @ 25	Soap Cut (powd. 25c) 20 @ 25																																																																																																																																																							
Extracts	Licorice 27 @ 30	Licorice powdered 30 @ 35	Flowers	Arnica 30 @ 40	Chamomile (Ger.) 55 @ 60	Chamomile (Rom) 55 @ 60	Gums	Arnica 25 @ 30	Acacia, 2nd 45 @ 50	Acacia, 3d 40 @ 45	Acacia, Sorts @ 30	Acacia, powdered 50 @ 55	Aloes (Barb. Pow) 22 @ 25	Aloes (Cape Pow) 20 @ 25	Aloes (Soc. Pow.) 40 @ 50	Asafoetida 75 @ 1 00																																																																																																																																																								
Potassium	Bicarbonate 30 @ 35	Bichromate 20 @ 25	Bromide @ 94	Carbonate 20 @ 30	Chlorate, xtal and powdered 30 @ 35	Chlorate, granular @ 40	Cyanide 40 @ 50	Iodide @ 3 77	Permanganate .. 25 @ 30	Prussiate, yellow 30 @ 35	Prussiate, red .. 65 @ 70	Sulphate 15 @ 20	Roots	Alkanet 30 @ 35	Blood, powdered 20 @ 20	Calamus 40 @ 60	Campanane, pwd. 15 @ 20	Gentian, powd. 15 @ 25	Ginger, African, powdered 15 @ 20	Ginger, Jamaica 22 @ 25	Ginger, Jamaica, powdered 22 @ 28	Goldenseal pow. 6 50 @ 7 00	Ipecac, powd. .. @ 3 50	Licorice 18 @ 20	Licorice, powd. 12 @ 15	Orris, powdered 30 @ 35	Poke, powdered 20 @ 25	Rhubarb 75 @ 1 00	Rhubarb, powd. 75 @ 1 25	Rosinweed, powd. 25 @ 30	Sarsaparilla, Hond. ground @ 65	Sarsaparilla Mexican, ground 30 @ 35	Squills 20 @ 35	Squills, powdered 40 @ 60	Tumeric, powd. 12 @ 15	Valerian, powd. 25 @ 30																																																																																																																																				
Seeds	Anise 20 @ 25	Anise, powdered @ 25	Bird, ls 12 @ 15	Canary 12 @ 15	Caraway 15 @ 20	Cardamon 2 00 @ 2 25	Celery @ 30	Coriander @ 25	Dill 20 @ 25	Fennel 25 @ 30	Flax 4 1/2 @ 8	Flax, ground 4 1/2 @ 8	Foenugreek, pow. 8 @ 10	Hemp @ 50	Lobelia @ 20	Mustard, yellow 16 @ 20	Mustard, black 16 @ 20	Mustard, powd. 20 @ 25	Poppy 15 @ 20	Quince 1 00 @ 1 25	Rape @ 15	Sabadilla @ 35	Sabadilla, powd. @ 40	Sunflower 8 @ 12	Worm American 15 @ 20	Worm Levant .. 75 @ 85	Tinctures	Aconite @ 75	Aloes @ 65	Arnica @ 75	Asafoetida @ 1 35	Belladonna @ 1 65	Benzoin @ 1 00	Benzoin Compo'd @ 1 00	Buchu @ 1 50	Cantharides @ 1 80	Capsicum @ 1 80	Cardamon @ 1 50	Cardamon, Comp. @ 1 00	Catechu @ 1 65	Cinchona @ 75	Colchicum @ 1 20	Cubebs @ 80	Digitalis @ 75	Gentian @ 95	Ginger @ 1 05	Gualac @ 80	Gualac Ammon. @ 2 00	Iodine @ 3 00	Iodine, Colorless @ 2 00	Ipecac @ 75	Iron, clo. @ 60	Kino @ 80	Myrrh @ 1 05	Nux Vomica @ 70	Opium @ 2 75	Opium, Capmh. @ 90	Opium, Deodor'd @ 2 75	Rhubarb @ 70	Paints	Lead, red dry .. 7 @ 8	Lead, white dry 7 @ 8	Lead, white oil 7 @ 8	Ochre, yellow bbl. 1 @ 1 1/2	Ochre yellow less 2 @ 5	Putty 2 1/2 @ 5	Red Venet'n bbl. 1 @ 1 1/2	Red Venet'n less 2 @ 5	Vermillion, Eng. 90 @ 1 00	Vermillion, Amer. 15 @ 20	Whiting, bbl. ... 1 1-18 @ 1 1/2	Whiting 2 @ 5	L. H. P. Prepd 1 25 @ 1 35	Insecticides	Arsenic 12 @ 15	Blue Vitrol, bbl. @ 5 1/2	Blue Vitrol less 7 @ 10	Bordeaux Mix Pst 8 @ 15	Hellebore, White powdered 20 @ 25	Insect Powder .. 20 @ 35	Lead Arsenate .. 8 @ 16	Lime and Sulphur Solution, gal... 15 @ 25	Paris Green .. 15 1/2 @ 20	Miscellaneous	Acetanalid 60 @ 65	Alum 5 @ 8	Alum, powdered and ground 7 @ 10	Bismuth, Subnitrate 2 97 @ 3 00	Borax xtal or powdered 6 @ 12	Cantharades po 4 00 @ 8 00	Calomel 1 20 @ 1 25	Capsicum 30 @ 35	Carmine @ 4 50	Cassia Buds @ 40	Cloves 30 @ 35	Chalk Prepared 6 @ 8 1/2	Chalk Precipitated 7 @ 10	Chloroform 37 @ 43	Chloral Hydrate 1 00 @ 1 20	Cocaine 5 10 @ 5 30	Cocoa Butter .. 55 @ 65	Corks, list, less 70% @ 01	Copperas, bbls. .. 2 @ 5	Copperas, less .. 4 @ 6	Copperas, powd. 4 @ 6	Corrosive Sublm. 1 15 @ 1 25	Cream Tartar ... 36 @ 40	Cuttlebone 35 @ 40	Dextrine 7 @ 10	Dover's Powder .. @ 2 50	Emery, all Nus. 6 @ 10	Emery, powdered 5 @ 8	Epsom Salts, bbls @ 2	Epsom Salts, less 3 @ 5	Ergot 2 00 @ 2 25	Ergot, powdered 2 75 @ 3 00	Flake White 12 @ 15	Formaldehyde lb. 10 @ 15	Gambler 10 @ 15	Gelatine 40 @ 50	Glassware, full cases 80%	Glassware, less 70 & 10%	Glauber Salts bbl. @ 1 1/2	Glauber Salts less 2 @ 5	Glue, brown 11 @ 15	Glue, brown grd. 10 @ 15	Glue, white 15 @ 25	Glue, white grd. 15 @ 20	Glycerine 25 @ 35	Hops 45 @ 60	Indigo 1 50 @ 1 75	Iodine 4 55 @ 4 80	Iodoform 5 20 @ 5 80	Lead Acetate 15 @ 20	Lycopodium 95 @ 1 00	Mace 90 @ 1 00	Mace, powdered 1 00 @ 1 10	Menthol 3 50 @ 3 75	Mercury @ 1 25	Morphine 5 90 @ 6 35	Nux Vomica @ 15	Nux Vomica pow @ 20	Pepper, black pow @ 30	Pepper, white ... @ 35	Pitch, Burgundy @ 15	Quassia 10 @ 15	Quinine, all brds 30 @ 40	Rochelle Salts .. 26 @ 30	Saccharine 5 50 @ 6 00	Salt Peter 10 @ 15	Seidlitz Mixture. 25 @ 30	Soap, green 15 @ 20	Soap, mott castile 12 @ 15	Soap, white castile case @ 6 25	Soap, white castile less, per bar .. @ 68	Soda Ash 1 1/2 @ 5	Soda Bicarbonate 1 1/2 @ 5	Soda, Sal 1 @ 4	Spirits Camphor @ 75	Sulphur roll 2 1/2 @ 5	Sulphur Subl. 3 @ 5	Tamarinds 15 @ 20	Tartar Emetic .. @ 60	Tartar Emetic .. 40 @ 50	Turpentine Venice 40 @ 50	Vanilla Ex. pure 1 00 @ 1 50	Witch Hazel ... 65 @ 1 00	Zinc Sulphate .. 7 @ 10

1 9 1 4

Is Now a Matter of History.
We Have a Running Start for

1 9 1 5

Our sundry salesmen will call in a few days and have with them a superb line of samples. It will be to your advantage to reserve your sorting up order for them.

Yours respectfully,

Hazeltine & Perkins Drug Co.

The way to keep good resolutions for 1915 from rusting is to use them.

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless Lemon and High Class Vanilla

Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to FOOTE & JENKS, Jackson, Mich.

Economic Coupon Books

They save time and expense

They prevent disputes

They put credit transactions on cash basis

Free samples on application



Tradesman Company

Grand Rapids, Mich.

6

Graham Crackers Red Label, 10c size ... 1 00
Kaiser Jumbles ... 1 00
Lemon Snaps ... 50
Mallomars ... 1 00
Oysterettes ... 50
Premium Sodas ... 1 00
Royal Toast ... 1 00
Saratoga Flakes ... 1 50
Social Tea Biscuit ... 1 00
Uneda Biscuit ... 50
Uneda Ginger Wafer ... 1 00
Vanilla Wafers ... 1 00
Water Thin Biscuit ... 1 00
Zu Zu Ginger Snaps ... 50
Zwieback ... 1 00

Other Package Goods
Barnum's Animals ... 50
Chocolate Tokens ... 2 50
Soda Crackers NBC Family Package ... 2 50
Fruit Cake ... 3 00

In Special Tin Packages
Adora, 10c size ... 1 00
Festino ... 2 50
Nabisco, 10c ... 1 00
Nabisco, in bulk, per tin ... 1 75
Festino ... 1 50
Bent's Water Crackers 1 40

CREAM TARTAR
Barrels or Drums ... 38
Boxes ... 39
Square Cans ... 41
Fancy Caddies ... 46

DRIED FRUITS
Apples
Evapor'd Choice blk ... 10 1/2
Evapor'd Fancy pkg ... 10 1/2

Apricots
California ... 11 @ 14
Citron
Corsican ... 16 1/2

Currants
Imported 1 lb. pkg. ... 9
Imported, bulk ... 8 1/2

Peaches
Muir's—Choice, 25lb. ... 6 1/2
Muir's—Fancy, 25lb. ... 7 1/2
Fancy, Peeled, 25lb. ... 12

Peel
Lemon, American ... 12 1/2
Orange, American ... 12 1/2

Raisins
Cluster, 20 cartons ... 2 25
Loose Muscatels, 4 Cr. ... 7 1/2
Loose Muscatels, 3 Cr. ... 7 1/2
L. M. Seeded, 1 lb. ... 8 1/2 @ 9

California Prunes
90-100 25lb. boxes ... 7 1/2
80-90 25lb. boxes ... 8 1/2
70-80 25lb. boxes ... 9 1/2
60-70 25lb. boxes ... 10 1/2
50-60 25lb. boxes ... 11 1/2
40-50 25lb. boxes ... 11

FARINACEOUS GOODS
Beans
California Limas ... 7
Med. Hand Picked ... 2 95
Brown Holland ... 2 90

Farina
25 1 lb. packages ... 1 50
Bulk, per 100 lbs. ... 4 50
Original Holland Rusk
Packed 12 rolls to container
3 containers (40) rolls 3 20

Heminy
Pearl, 100 lb. sack ... 2 25
Maccaroni and Vermicelli
Domestic, 10 lb. box ... 60
Imported, 25 lb. box ... 2 50

Pearl Barley
Chester ... 3 50
Portage ... 5 00

Peas
Green, Wisconsin, bu. ... 2 90
Green, Scotch, bu. ... 2 90
Split, lb. ... 6

Sago
East India ... 5
German, sacks ... 5
German, broken pkg. ... 5

Tapoca
Flake, 100 lb sacks ... 5
Pearl, 100 lb sacks ... 5
Pearl, 36 pkgs. ... 2 25
Minute, 36 pkgs. ... 2 75

FISHING TACKLE
1/4 to 1 in. ... 6
1/4 to 2 in. ... 7
1/4 to 2 in. ... 9
1/4 to 2 in. ... 11
3 in. ... 15
3 in. ... 20

Cotton Lines
No. 1, 10 feet ... 5
No. 2, 15 feet ... 7
No. 3, 15 feet ... 9
No. 4, 15 feet ... 10
No. 5, 15 feet ... 11
No. 6, 15 feet ... 12
No. 7, 15 feet ... 15
No. 8, 15 feet ... 18
No. 9, 15 feet ... 20

Linen Lines
Small ... 20
Medium ... 26
Large ... 34

7

Poles
Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

FLAVORING EXTRACTS

Jennings D C Brand
Extract Lemon Terpeneless
both at the same price
No. 1, F box 1/4 oz. ... 35
No. 2, F box, 1 1/4 oz. ... 1 20
No. 4, F box, 2 3/4 oz. ... 2 00
No. 3, 2 1/4 oz. Taper ... 2 00
No. 2, 1 1/4 oz. flat ... 1 75

FLOUR AND FEED

Grand Rapids Grain & Milling Co.
Winter Wheat
Purity Patent ... 6 90
Sunburst ... 7 50
Wizard Graham ... 6 75
Matchless ... 6 70
Wizard, Gran. Meal ... 4 70
Wizard Buckwh't cwt ... 3 40
Rye ... 6 00
Valley City Milling Co.
Lily White ... 7 25
Light Loaf ... 6 75
Graham ... 3 10
Granena Health ... 3 20
Gran. Meal ... 2 15
Bolted Med. ... 2 05

Voigt Milling Co.
Voigt's Crescent ... 7 25
Voigt's Royal ... 7 65
Voigt's Flour-oigt ... 7 25
Voigt's Hygienic Gra-ham ... 6 30

Watson-Higgins Milling Co.
Perfection Buckwheat
Flour ... 6 20
Perfection Flour ... 7 10
Tip Top Flour ... 6 65
Golden Sheaf Flour ... 6 25
Marshalls Best Flour ... 7 00

Worden Grocer Co.
Quaker, paper ... 7 00
Quaker, cloth ... 6 90

Kansas Hard Wheat
Voigt Milling Co.
Calla Lily ... 7 25

Worden Grocer Co.
American Eagle, 1/2s ... 7 50
American Eagle, 1/4s ... 7 40
American Eagle, 1/8s ... 7 30

Spring Wheat
Roy Baker
Mazzeppa ... 7 00
Golden Horn, bakers ... 6 90
Wisconsin Rye ... 6 90
Bohemian Rye ... 6 75

Judson Grocer Co.
Ceresota, 1/2s ... 7 80
Ceresota, 1/4s ... 7 90
Ceresota, 1/8s ... 8 00

Voigt Milling Co.
Columbian ... 7 50

Worden Grocer Co.
Wingold, 1/2s cloth ... 8 00
Wingold, 1/4s cloth ... 7 90
Wingold, 1/2s cloth ... 7 80
Wingold, 1/4s paper ... 7 85
Wingold, 1/2s paper ... 7 80

Bolted ... 4 50
Golden Granulated ... 4 70

Wheat
New Red ... 1 31
New White ... 1 28

Oats
Michigan carlots ... 55
Less than carlots ... 57

Corn
Carlots ... 75
Less than carlots ... 77

Hay
Carlots ... 13 00
Less than carlots ... 15 00

Feed
Street Car Feed ... 30
No. 1 Corn & Oat Feed ... 30
Cracked Corn ... 30
Coarse Corn Meal ... 30

FRUIT JARS
Mason, pts., per gro. ... 3 50
Mason, qts., per gro. ... 3 90
Mason, 1/2 gal. per gro. ... 6 25
Mason, can tops, gro. ... 1 15

GELATINE
Cox's, 1 doz. large ... 1 45
Cox's, 1 doz. small ... 90
Knox's Sparkling, doz. ... 1 25
Knox's Sparkling, gr. 14 ... 00
Knox's Acid'd doz. ... 1 25
Nelson's ... 1 50
Oxford ... 75
Plymouth Rock, Phos. ... 1 25
Plymouth Rock, Plain ... 90

GRAIN BAGS
Broad Gauge ... 18
Amoskeag ... 19

Herbs
Sage ... 15
Hops ... 15
Laurel Leaves ... 15
Senna Leaves ... 25

HIDES AND PELTS
Hides
Green, No. 1 ... 14
Green, No. 2 ... 13
Cured, No. 1 ... 16
Cured, No. 2 ... 15

8

Calfskin, green, No. 1 15
Calfskin, green, No. 2 13 1/2
Calfskin, cured, No. 1 16
Calfskin, cured, No. 2 14 1/2

Pelts

Old Wool ... 60 @ 1 25
Lambs ... 75 @ 1 00
Shearlings ... 75 @ 1 00

Tallow

No. 1 ... @ 5
No. 2 ... @ 4

Wool

Unwashed, med. ... @ 20
Unwashed, fine ... @ 15

HORSE RADISH

Per doz. ... 90

Jelly

5lb. pails, per doz. ... 2 40
15lb. pails, per pail ... 65
30lb. pails, per pail ... 1 25

JELLY GLASSES

1/2 pt. in bbls., per doz. ... 15
1/4 pt. in bbls., per doz. ... 16
3 oz. capped in bbls. ... 18
per doz. ... 18

MAPLEINE

2 oz. bottles, per doz. ... 3 00
1 oz. bottles, per doz. ... 1 75

MINCE MEAT

Per case ... 2 85

MOLASSES

New Orleans
Fancy Open Kettle ... 42
Choice ... 35
Good ... 22
Fair ... 20

Half barrels 2c extra
Red Hen, No. 2 1/2 ... 1 75
Red Hen, No. 5 ... 1 75
Red Hen, No. 10 ... 1 65

MUSTARD

1/2 lb. 6 lb. box ... 16

OLIVES

Bulk, 1 gal. kegs 1 00 @ 1 10
Bulk, 2 gal. kegs 95 @ 1 05
Bulk, 5 gal. kegs 90 @ 1 00

Stuffed, 5 oz. ... 90
Stuffed, 8 oz. ... 1 25
Stuffed, 14 oz. ... 2 25
Pitted (not stuffed) ... 2 25

Manzanilla, 8 oz. ... 90
Lunch, 10 oz. ... 1 35
Lunch, 18 oz. ... 2 25
Queen, Mammoth, 19 oz. ... 4 25
Queen, Mammoth, 28 oz. ... 5 75
Olive Chow, 2 doz. cs. ... 2 25

PICKLES

Medium
Barrels, 1,200 count ... 7 50
Half bbls., 600 count ... 4 25
5 gallon kegs ... 1 90

Small

Barrels ... 9 50
Half barrels ... 5 25
5 gallon kegs ... 2 25

Gherkins

Barrels ... 13 00
Half barrels ... 6 25
5 gallon kegs ... 2 50

Sweet Small

Barrels ... 16 00
Half barrels ... 8 50
5 gallon kegs ... 3 20

PIPES

Clay, No. 216, per box ... 1 75
Clay, T. D. full count ... 60
Cob ... 90

PLAYING CARDS

No. 90, Steamboat ... 75
No. 15, Rival assorted ... 1 50
No. 20, Rover, enam'd ... 1 25
No. 57 1/2, Special ... 1 75
No. 88, Goll. satin fin. ... 2 00
No. 808, Bicycle ... 2 00
No. 632, Tourn't whist ... 2 25

POTASH

Babbitt's, 2 doz. ... 1 75

9

Sausages
Bologna ... 10 1/2 @ 11
Liver ... 9 1/2 @ 10
Frankfort ... 12 @ 12 1/2
Pork ... 11 @ 12
Veal ... 11
Tongue ... 11
Headcheese ... 10

Beef
Boneless ... 20 00 @ 20 50
Rump, new ... 24 50 @ 25 00

Pig's Feet
1/2 bbls. ... 1 05
3/4 bbls., 40 lbs. ... 2 10
1/2 bbls. ... 4 25
1 bbl. ... 8 50

Tripe
Klts, 15 lbs. ... 90
1/2 bbls. 40 lbs. ... 1 60
3/4 bbls., 80 lbs. ... 3 00

Casings
Hogs, per 1/4 ... 35
Beef, rounds, set ... 24 @ 25
Beef, middles, set ... 80 @ 85
Sheep, per bundle ... 85

Uncolored Butterine
Sold Dairy ... 12 1/2 @ 16 1/4
Country Rolls ... 13 @ 19 1/4

Canned Meats
Corned beef, 2 lb. ... 4 80
Corned beef, 1 lb. ... 2 70
Roast beef, 2 lb. ... 4 80
Roast beef, 1 lb. ... 2 70

Potted Meat, Ham
Flavor, 1/4s ... 55
Potted Meat, Ham
Flavor, 1/2s ... 95
Deviled Meat, Ham
Flavor, 1/4s ... 55
Deviled Meat, Ham
Flavor, 1/2s ... 95

Potted Tongue, 1/4s ... 55
Potted Tongue, 1/2s ... 95

RICE
Fancy ... 7 @ 7 1/2
Japan Style ... 5 @ 5 1/2
Broken ... 3 @ 4 1/2

ROLLED OATS
Rolled Avena, bbls. ... 6 25
Steel Cut, 100 lb. sks. ... 3 00
Monarch, bbls. ... 6 20
Monarch, 90 lb. sks. ... 3 10
Quaker, 18 Regular ... 1 45
Quaker, 20 Family ... 4 50

SALAD DRESSING
Columbia, 1/2 pt. ... 2 25
Columbia, 1 pint ... 4 00
Durkee's, large 1 doz. ... 4 50
Durkee's, small, 2 doz. ... 5 25
Snider's, large, 1 doz. ... 2 35
Snider's, small, 2 doz. ... 1 35

SALERATUS
Packed 60 lbs. in box
Arm and Hammer ... 3 00
Andotte, 100 1/4s ... 3 00

SAL SODA
Granulated, bbls. ... 80
Granulated, 100 lbs. cs. ... 90
Granulated, 36 pkgs. ... 1 25

SALT
Common Grades
100 3 lb. sacks ... 2 60
70 4 lb. sacks ... 2 40
60 5 lb. sacks ... 2 40
28 10 lb. sacks ... 2 25
56 lb. sacks ... 40
28 lb. sacks ... 20

Warsaw
56 lb. sacks ... 26
28 lb. dairy in drill bags ... 20
Solar Rock
56 lb. sacks ... 26

Common
Granulated, Fine ... 1 10
Medium, Fine ... 1 15

SALT FISH
Cod
Large, whole ... @ 8
Small, whole ... @ 7 1/2
Strips or bricks ... 9 @ 13
Pollock ... @ 5 1/2

Smoked Salmon
Strips ... 9

Hallbut
Strips ... 18
Chunks ... 19

Holland Herring
Y. M. wh. hoop bbls. ... 11 75
Y. M. wh. hoop 1/2 bbls. ... 6 13
Y. M. wh. hoop kegs ... 90

Standard, bbls. ... 11 75
Standard, 1/2 bbls. ... 6 13
Standard, kegs ... 90

Trout
No. 1, 100 lbs. ... 7 50
No. 1, 40 lbs. ... 2 35
No. 1, 10 lbs. ... 90
No. 1, 2 lbs. ... 75

Mackerel
Mess, 100 lbs. ... 15 00
Mess, 40 lbs. ... 6 50
Mess, 10 lbs. ... 1 70
Mess, 8 lbs. ... 1 45

No. 1, 100 lbs. ... 14 00
No. 1, 40 lbs. ... 6 10
No. 1, 10 lbs. ... 1 60

Lake Herring
100 lbs. ... 4 25
40 lbs. ... 2 10
10 lbs. ... 62
8 lbs. ... 54

10

SEEDS
Anise ... 20
Canary, Smyrna ... 3 1/2
Caraway ... 15
Cardomom, Malabar ... 20
Celery ... 45
Hemp, Russian ... 5
Mixed Bird ... 9
Mustard, white ... 12
Poppy ... 16
Rape ... 10

SHOE BLACKING
Handy Box, large 3 ds. ... 50
Handy Box, small ... 1 25
Bixby's Royal Polish ... 85
Miller's Crown Polish ... 85

SCOTCH, in bladders ... 37
Maccaboy, in jars ... 35
French Rapple in jars ... 43

SOBA
Boxes ... 5 1/2
Kegs, English ... 4 1/2

SPICES
Whole Spices
Allspice, Jamaica ... 9 @ 10
Allspice, lg Garden ... @ 11
Cloves, Zanzibar ... @ 22
Cassia, Canton ... 14 @ 15
Cassia, 5c pkg. dz. ... @ 25
Ginger, African ... @ 9 1/2
Ginger, Cochlin ... @ 14 1/2
Mace, Penang ... @ 70
Mixed, No. 1 ... @ 17
Mixed, No. 2 ... @ 16
Mixed, 5c pkgs. dz. ... @ 45
Nutmegs, 70180 ... @ 30
Pepper, Black ... @ 15
Pepper, White ... @ 25
Pepper, Cayenne ... @ 22
Paprika, Hungarian
Pure Ground in Bulk
Allspice, Jamaica ... @ 15
Cloves, Zanzibar ... @ 22
Cassia, Canton ... @ 22
Ginger, African ... @ 18
Mace, Penang ... @ 75
Nutmegs ... @ 35
Pepper, Black ... @ 18
Pepper, White ... @ 32
Pepper, Cayenne ... @ 24
Paprika, Hungarian ... @ 45

Corn
Kingsford, 40 bs. ... 7 1/2
Muzzy, 20 lb. pkgs. ... 5 1/2

Silver Gloss, 40 lb. ... 7 1/2
Muzzy, 40 lb. pkgs. ... 5

Argo, 24 5c pkgs. ... 90
Silver Gloss, 16 3lbs. ... 6 1/2
Silver Gloss, 12 6lbs. ... 8 1/2

Muzzy
48 lb. packages ... 5
16 3lb. packages ... 4 1/2
12 6lb. packages ... 4
50lb. boxes ... 3 1/2

SYRUPS
Corn
Barrels ... 28
Half barrels ... 30

Blue Karo, No. 1 1/2, 4 doz. ... 3 45
Blue Karo, No. 2, 2 dz. ... 1 90
Blue Karo, No. 2 1/2, 2 doz. ... 2 95

Blue Karo, No. 5, 1 dz. ... 2 25
Blue Karo, No. 10, 1/2 doz. ... 2 15
Red Karo, No. 1 1/2, 4 doz. ... 4 00

Red Karo, No. 2, 2 dz. ... 2 30
Red Karo, No. 2 1/2, 2 dz ... 2 60
Red Karo, No. 5, 1 dz. ... 2 75
Red Karo, No. 10, 1/2 doz. ... 2 55

Pure Cane
Fair ... 16
Good ... 20
Choice ... 25

Folger's Grape Punch
Quarts, doz. case ... 6 00

TABLE SAUCES
Halford, large ... 3 75
Halford, small ... 2 25

TEA
Uncolored Japan
Medium ... 20 @ 25
Choice ... 23 @ 33
Fancy ... 36 @ 45

Basket-fired, Med'm ... 23 @ 30
Basket-fired, Choice ... 35 @ 37
Basket-fired, Fancy ... 38 @ 45
No. 1 Nibs ... 30 @ 32
Siftings, bulk ... 9 @ 10
Siftings, 1 lb. pkgs. ... 12 @ 14

Gunpowder
Moyune, Medium ... 28 @ 33
Moyune, Choice ... 35 @ 40
Moyune, Fancy ... 50 @ 60

Ping Suey, Medium ... 25 @ 30
Ping Suey, Choice ... 35 @ 40
Ping Suey, Fancy ... 45 @ 50

Young Hyson
Choice ... 28 @ 30
Fancy ... 45 @ 55

Oolong
Formosa, Medium ... 25 @ 28
Formosa, Choice ... 32 @ 35
Formosa, Fancy ... 50 @ 60

Congou, Medium ... 25 @ 30
Congou, Choice ... 30 @ 35
Congou, Fancy ... 40 @ 45
Congou, Ex. Fancy ... 60 @ 80

Ceylon
Pekoe, Medium ... 28 @ 30
Dr. Pekoe, Choice ... 30 @ 35
Flowery O. P. Fancy ... 40 @ 50

11

TOBACCO
Fine Cut
Blot ... 1 45
Bugle, 16 oz. ... 3 84
Bugle, 10c ... 11 00
Dan Patch, 8 and 16 oz. ... 32
Dan Patch, 4 oz. ... 11 52
Dan Patch, 2 oz. ... 5 76
Fast Mail, 16 oz. ... 7 80
Hiawatha, 16 oz. ... 5 40
Hiawatha, 5c ... 5 40
May Flower, 16 oz. ... 9 36
No Limit, 8 oz. ... 1 80
No Limit, 16 oz. ... 3 60
Ojibwa, 8 and 16 oz. ... 40
Ojibwa, 10c ... 11 10
Ojibwa, 5c ... 1 85

Petoskey Chief, 7 oz. ... 2 00
Petoskey Chief, 14 oz. ... 4 00
Peach and Honey, 5c ... 5 76
Red Bell, 16 oz. ... 3 96
Red Bell, 8 foil ... 1 98
Sterling, L & D 5c ... 5 76

Sweet Cuba, canister ... 9 16
Sweet Cuba, 5c ... 5 76
Sweet Cuba, 10c ... 9 50
Sweet Cuba, 1 lb. tin ... 4 50
Sweet Cuba, 1/2 lb. foil ... 2 25
Sweet Burley, 5c L&D ... 5 76
Sweet Burley, 8 oz. ... 2 45
Sweet Burley, 16 oz. ... 4 90
Sweet Mist, 1/2 gro. ... 5 70
Sweet Mist, 8 oz. ... 11 10
Telegram, 5c ... 5 76
Tiger, 5c ... 6 00
Tiger, 25c cans ... 2 40
Uncle Daniel, 1 lb. ... 60
Uncle Daniel, 1 oz. ... 5 22

Plug
Am. Navy, 16 oz. ... 32
Apple, 10 lb. butt ... 48
Drummond Nat. Leaf, 2 and 5 lb. ... 60
Drummond Nat. Leaf per doz. ... 96

Battle Ax ... 32
Bracer, 6 and 12 lb. ... 30
Big Four, 6 and 16 lb. ... 32
Boot Jack, 2 lb. ... 90
Boot Jack, per doz. ... 96
Bullion, 16 oz. ... 46
Climax Golden Twins ... 48
Climax, 14 1/2 oz. ... 44
Climax, 7 oz. ... 47
Days' Work, 7 & 14 lb. ... 38
Crema de Menthe, lb. ... 62
Derby, 5 lb. boxes ... 28
5 Bros., 4 lb. ... 66
Four Roses, 10c ... 90
Gilt Edge, 2 lb. ... 50
Gold Rope, 6 & 12 lb. ... 58
Gold Rope, 4 & 8 lb. ... 58
G. O. R., 12 & 24 lb. ... 40
Granger Twist, 6 lb. ... 46
G. T. W., 10 lb. & 21 lb. ... 36
Horse Shoe, 6 & 12 lb. ... 43
Honey Dip, Twist, 5 & 10 ... 45
Jolly Tar, 5 & 11 lb. ... 40
J. T., 5 1/2 & 11 lb. ... 40
J. T., 5 1/2 & 11 lb. ... 35

Keystone Twist, 6 lb. ... 46
Kismet, 6 lb. ... 45
Nobby Spun Roll 6 & 8 ... 58
Parrot, 12 lb. ... 32
Patterson's Nat. Leaf ... 93
Peachey, 6-12 & 24 lb. ... 41
Picnic Twist, 5 lb. ... 45
Piper Heidsick, 4 & 7 lb. ... 69
Piper Heidsick, per doz. ... 96
Polo, 3 doz., per doz. ... 48
Redicut, 1 1/2 oz. ... 38
Scrapple, 2 &

SPECIAL PRICE CURRENT

15

16

17

Table with 2 columns: Item Name and Price. Includes categories like Smoking, Pilot, Bull Durham, and various tobacco products.

Table with 2 columns: Item Name and Price. Includes categories like Faucets, Mop Sticks, Palls, and various hardware items.

Table with 2 columns: Item Name and Price. Includes categories like Traps, Washboards, Window Cleaners, and various household goods.

Table with 2 columns: Item Name and Price. Includes categories like Baking Powder, Royal, and CIGARS.

Table with 2 columns: Item Name and Price. Includes categories like COFFEE, SOAP, and FITZPATRICK BROTHERS' SOAP CHIPS.

Advertisement for White House Coffee, featuring an image of the coffee tin and descriptive text.

Advertisement for Soap, featuring an image of a soap box and descriptive text.

Table with 2 columns: Item Name and Price. Includes categories like German Mottled, Proctor & Gamble Co., and various cleaning products.

Large advertisement for American Beauty Display Case No. 412, featuring an image of the display case and descriptive text.

Advertisement for Mica Grease, featuring an image of the grease container and descriptive text.

Advertisement for Charcoal, featuring an image of the charcoal container and descriptive text.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

- Wanted—Stock of merchandise for \$5,000 farm, or \$15,000 timber tract, no encumbrance. Phillips, Manchester, Tenn. 812
- Wanted—A stock of general merchandise. Must be a good clean stock, well located, and established business. Will pay reasonable price. Can handle a medium sized stock. Address No. 813 Michigan Tradesman. 813
- For Sale—Clean and up-to-date ward grocery, in good manufacturing city of 12,000 in Northern Indiana. Stock clean and new—fixtures first-class and complete. Address 814 care Tradesman. 814
- For Sale—Hardware, furniture and garage. Invoice stock and fixtures \$5,000. Sales 1914, \$22,000; best location in town. This business has been built up from \$8,000 to \$22,000 in four years with prospects of \$30,000 this year. Will sell hardware and furniture separate from garage. Alfred Patras, LaVeta, Colo. 815
- Wanted—General stock value up to \$12,000 in exchange for farm property. Will pay part cash. N. L. Gage, Houghton Lake, Mich. 816
- For Sale—Up-to-date drug store, doing good business. Several exclusive lines. County seat, 2,500 population. New railroads forms junction. Reason: retiring. Address Owner, care Tradesman. 817
- Millinery Locations For Sale—One at 527 Division Ave., S. E., 1511 Plainfield Ave. N. E., 1007 Wealthy St. S. E., Charlevoix, Mich. If interested enquire Corl Knott & Co. Ltd. 818
- Buy Palace Hotel—\$1,000 Profit per month guaranteed; thirty days' trial. Address Palace Hotel, Roundup, Mont. 819
- For Sale—Long-established general store business in town of 500 in a good farming community in Central Michigan. Best store in the town. Low rent. Brick building. Stock about \$7,000. Could be reduced. Owner wishes to retire. Address No. 820 care Michigan Tradesman. 820
- Moving Picture Theater For Sale—Seating 200. Good business, good location. Best equipped theater in city of its size in Michigan. Write for particulars. Crystal Theater, Grand Ledge, Mich. 821
- For Sale—Stock of staple and fancy queensware and glassware. Invoices about \$7,000. Good fixtures. Town 20,000. Cheap rent. A bargain. Opening for jobbing and retail. C. E. B. DeWolfe, Leavenworth, Kansas. 822
- Business Chance—Make, sell and apply liquid marble. Fire-proof, durable, looks like marble. White or any color; flat or polished. Cost 25 cents per gallon. No machine needed. Formula to one man in a town or county. Cheap. For price and terms address E. R. Stowell, Oden, Mich. 823
- For Sale—Stock clothing will invoice \$4,000. One hundred sixty-nine men's suits, 223 young men's and boys' suits, 53 overcoats, men's, boys' and youths'. Will sell cheap if taken at once. Reason for selling, want the room for other lines goods. Can rent a store here. F. H. Smith, Fremont, Mich. 825
- For Sale—Stock of dry goods about \$15,000. Established thirty-six years. Want to retire from business. Lehman's, Columbus, Ind. 826
- For Exchange—For stock of merchandise, good eighty acre Illinois farm, price \$65. Incumbrance, \$2,000. Address Box 97, Greenup, Ill. 827
- Wanted—Established business. Must stand rigid investigation. Will not invest over \$3,000. C. R., care Tradesman. 793
- For Sale—80 acre farm in Southern Michigan. Good buildings and fences. Address Lock Box 282, Pellston, Mich. 796
- Eighty acre farm ten miles west of Kalamazoo, for sale or will exchange for general merchandise stock in good condition. Address H. E. McComb, Mattawan, Mich. 797
- For Sale—General stock, invoicing \$4,000. Last year's sales \$15,000. Progressive town of 2,000 population in Southern Michigan. Wish to retire from mercantile business. Can make good proposition. Address Lock Box 188, Union City, Michigan. 798
- For Sale—120 acres, good eight-room house, small barn. One-half mile from railroad. Joins two beautiful lakes. Ideal location for resort. Price right. Easy payments. Address J. H. Mowers, Fennville, Michigan. 799
- Hotel DeHaas, a thirty-five room brick hotel, fifteen other rooms available, on main corner in Fremont, a live growing town of 2,500 in the fruit belt of Western Michigan; this is a money maker, as it is the only first-class hotel here; cost \$30,000; will sell for \$15,000; easy terms; will not rent; reason, age. No license and four sub-rentals. Address Dr. N. DeHaas, Fremont, Michigan. 801
- For Sale—Clean, up-to-date dry goods, clothing, shoe and furnishing store. Located in Northern Michigan, on the main line of the G. R. & I. railroad. Invoice \$9,000 to \$10,000. Good reason for selling. Address No. 803, care Tradesman. 803
- General merchandise with dwelling attached, invoice \$6,000; monthly sales \$1,500. Part cash or trade for farm. No. 804, care Tradesman. 804
- For Sale—Royal meat chopper. Practically unused. 1/2 h. p. alternating current. Will ship subject to approval. Rhinelander Creamery & Produce Co., Rhinelander, Wis. 805
- Administratrix's Sale in Bulk. Men's and boys' clothing and furnishing business of E. Smith & Co. Chance to buy established business for years. Good location. Good town. Prosperous country. Address if interested, Maude C. Harrison, Paw Paw, Michigan. 780
- For Sale—Up-to-date paying restaurant, marble fittings; best location; cause, retiring from business. Address Lock Box 382, Erie, Pa. 782
- Let an expert auctioneer reduce or close out your stock entirely by a retail auction sale in your store to your old customers. It is a quick, sure and satisfactory method and you realize more this way than by any other. I have conducted successful sales for the past twenty years, and have been employed as instructor and lecturer in the leading leading school of auctioneering in the world for ten years. My terms are low compared with service rendered. Address A. W. Thomas, 14 N. Sacramento boulevard, Chicago. 783
- Will pay cash for any kind of merchandise or any amount of it if cheap enough. Harold Goldstrom, 65 Smith Ave., Detroit, Michigan. 788
- For Sale—Grocery stock and fixtures, inventorying about two thousand. Brick building and cheap rent. Have other business. Write or phone, R. D. Miller, Fremont, Michigan. 723
- For Sale—Store building with dwelling house and barn on same premises, located in hustling town in Upper Peninsula, surrounded by excellent farming country. Good opening for any kind of business. Has been general store for ten years, but closed out to attend to other business. Address N, care Michigan Tradesman. 790
- Wanted—Clothing, furnishings, shoes. Cheap for cash. E. C. Greene, Jackson, Michigan. 775
- For Sale—Stock of groceries, china, bazaar goods and ladies' and gent's furnishings. Only store of the kind this side of Detroit or Pontiac. Reason for selling—have decided to go out of the mercantile business. For particulars address M. Brock & Co., Northville, Mich. 732
- Wanted—Clothing Salesman—To open an office and solicit orders for Merchant Tailoring. Full sample equipment is free. Start now and get into business "on your own hook." We build to-order the best clothes in America. If you have faith in your ability to do things, you are the fellow we are looking for! Full details will be supplied on request and I can call and talk it over if you are interested. E. L. Moon, General Agent, Columbus, Ohio. 707
- Large catalogue Farms and Business Chances, or \$50 selling proposition free. Pardee, Traverse City, Michigan. 519
- For Sale—A well located stock of general merchandise in town 1,500. Doing good business. About \$5,000 invested. No agencies. Address No. 712, care Tradesman. 712
- Move your dead stock. For closing out or reducing stocks, get in touch with us. Merchant's Auction Co., Reedsburg, Wis. 725
- For Rent—Store building. Good location for clothing or department store, in a live Michigan town. Address No. 328, care Tradesman. 328
- Cash for your business or property. I bring buyers and sellers together. No matter where located, if you want to buy, sell or exchange any kind of business or property, write me. Established 1881. John B. Wright, successor to Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Bldg., Chicago, Ill. 326

We buy and sell second-hand store fixtures. Grand Rapids Merchandise & Fixtures Co., 803 Monroe Ave. 204

If you are interested in selling or buying a grocery or general stock, call or write E. Krusenga, c-o Musseman Grocer Company, Grand Rapids, Michigan. 154

Merchants Please Take Notice! We have clients of grocery stocks, general stocks, dry goods stocks, hardware stocks, drug stocks. We have on our list also a few good farms to exchange for such stocks. Also city property. If you wish to sell or exchange your business write us. G. R. Business Exchange, 540 Houseman Bldg., Grand Rapids, Mich. 659

Do you want to sell your business or farm for cash? Our charges are less than 1 per cent. We advertise each individual sale. Our System long established means quick results. Augsburg Co., Kenton, Ohio, Dept. 5. 729

We pay CASH for merchandise stock and fixtures. Grand Rapids Merchandise & Fixtures Co., 803 Monroe Ave. 203

Farm—For exchange for merchandise, 640 acres, bottom farm, close in, clear, \$25 per acre. Leslie Land Co., Leslie, Ark. 811

Safes Opened—W. L. Slocum, safe expert and locksmith. 97 Monroe Ave., Grand Rapids, Mich. 104

PRINTING.

1,000 bill heads, envelopes, statements or bond letter heads, \$2.50. 1,000 letter circulars and your letter head on bond paper, \$2.50, 10,000 \$15.75. Copper Journal, Hancock, Michigan. 785

HELP WANTED.

Wanted—Sideline salesmen for a new "business getting" proposition without cost to the merchant. Allan Company, Joplin, Mo. 794

SITUATIONS WANTED.

Dry goods salesman and window trimmer, general all around man wants position. G. W. Grove, Toledo, Ohio. 824

Drug Clerk Wants Position—Six years' experience; also expert show card writer and window trimmer. Address No. 828 care Tradesman. 828

Position Wanted—Plumber and steamfitter. Young married man. Six years' experience. No. 800, care Tradesman. 800

ENGRAVING

A. D. WOODY

For many subjects of a mechanical nature wood engravings are not only better for printing and for making electrotypes but are cheaper than halftones. Both are made by

TRADESMAN COMPANY
GRAND RAPIDS, MICHIGAN.

Economic Coupon Books

They save time and expense.
They prevent disputes.
They put credit transactions on cash basis.
Free samples on application.

TRADESMAN COMPANY, Grand Rapids, Mich.

Conservative Investors Patronize Tradesman Advertisers

The Influence of a Store of Departments.

The genius of any kind of business is in the capacity of work and in the method of its manager. It is his thought and his spirit that is the factor to inspire and broaden the work, whether it be in the office, in the mill, or in the store. It is fortunate to be possessed of a quality of mind that is congenial as it is quite necessary to meet the demands of the times.

The influence generating from a store of departments is apt to prompt many men and women to give more consideration to others. It is observed in all our large cities, the location of a store composed of departments, the environments become a scene of activity. And the enterprise of a store of that kind invites the attention of all the citizens, and its offerings and attractions are commented upon. How eagerly the advertisement is looked for, and the imagination is enlarged and it is read with interest. In fact, it is now important to give some editorial upon the page. Something to interest the scholar, the pupil of a school of music, of art, the philosopher, the financial center, the historian.

The daily contact with those who are in search of some article on display or a number of things to be selected is interesting. The alertness and aptness of the salesman, and the promptness in comprehending the desire of the purchaser is a movement of influence. There are many problems yet to be solved in the effort to promote efficiency, to decrease the cost of developing a department, and in the purpose of correcting erroneous methods, the sphere of influence is improving.

The store of departments is aiding the many to improve their talent, to aim higher in their effort to cultivate a latent power. The influence for promoting education and travel is presented and fostered in the store of departments. The enlightenment of children and their entertainment has always become a very great influence. It is always interesting to be present upon an occasion when the children are present. They imbibe the influence, and the young are always watching the new devices and the latest invention. We all welcome the store of departments. Its influence is valuable in promoting fellowship, a patriotic thought, and aiding in the improvement of home comforts.

The Rubber Embargo Situation.

The crude rubber situation is still complicated by the uncertainty of getting continuous supplies of Eastern rubber. About 60 per cent. of the normal imports of crude rubber into the United States are under British control and the embargo on this large percentage of the available supply is a serious matter.

Cable advices from the committee sent to London by the Rubber Club of America are to the effect that crude rubber will continue to come under the permission of the English government in instances where as-

surances are given that neither the material nor the articles manufactured from it will be permitted to reach the countries now at war with Great Britain.

There are several angles from which to view the matter. The embargo will not be permanently lifted at the present time. In the even of information reaching the English authorities that rubber or its products are being diverted to Germany, Austria or Turkey, or through neutral ports with one of the belligerent countries as the ultimate destination the embargo will be reinforced. This would apply to ships on the sea which would be liable to search and possible seizure. In the present sensitive situation there is a probability of complications arising at any moment that would put the matter back to where it was before the embargo was modified.

The other side to the situation is that stocks of crude rubber are accumulating, the production of plantation rubber has been greatly increased and the British government is anxious to encourage trading, except for the fear that some of the rubber may find its way ultimately to the countries at war with England.

It should be understood that the embargo has not been officially lifted nor is it likely to be. The plan is to issue permits for exports to the United States subject to instant revocation whenever it appears that the conditions imposed are not being lived up to.

A barrel is not always a barrel, for according to a Massachusetts judge, the matter of state lines has considerable to do with it. Some time since a Boston man purchased 200 barrels of sweet potatoes in the State of Maryland. When the sweet potatoes arrived in Boston the purchaser sold one barrel just as it had come from Maryland, but it appears that the barrel weighed only 129 pounds, instead of 150 pounds, the legal weight in Massachusetts. In that State, when a person buys a barrel of potatoes the weight must be not less than 150 pounds. The Massachusetts courts ruled that the purchaser of the Maryland sweet potatoes violated the law when he sold the barrel that was under weight, although the barrel was a legal one in Maryland. Therefore, a barrel is not a barrel in Massachusetts when it weighs less than 150 pounds.

The war has brought a new industry to this country. The rough glass of which large lenses and prisms were made used to come from Germany. After the war the glass was not available and a number of factories in this country are now turning out the glass to fill a rush order for 50,000 pair of field glasses for the British government. There is no reason why the glass could not be made here, but until the war the manufacturers of the lenses and prisms did not attempt it.

The more children a woman has the fewer theories she has about raising them.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Jan. 20.—Creamery butter fresh, 28@33c; dairy, 24@28c; poor to good, all kinds, 18@23c.

Cheese — New fancy, 15c; new choice, 14½@15c. Held fancy, 16½@17c.

Eggs—Choice fresh candled 36@37c; cold storage candled, 26@27c.

Poultry (live)—Cox, 11@12c; fowls 13@16c; geese 15@16c; turkeys, 18@21c; chicks, 13@15; ducks, 15@17.

Poultry (dressed) — Turkeys, 20@23c; chicks, 13@17c; fowls, 13@16c; ducks, 15@17c; geese, 13@15c.

Beans—Medium, new, \$3.25; pea, \$3.10@3.15; Red Kidney, \$3.50; White Kidney, \$3.50@3.75; Marrow, \$4@4.10.

Potatoes—New, 35@40c per bu. Rea & Witzig.

The Frenchman who has spent \$3,500 in six years on cable messages, telegrams, wireless messages, letters and postal cards in seeking a job of Andrew Carnegie, might better have saved his money to live on. For six years a retired sugar merchant, past middle age and living in Paris, has been bombarding Mr. Carnegie with requests for a job. None of his appeals has been answered but this fact has not deterred him from keeping up his urgent messages. All he gets out of it is the fun—if it has been fun—of writing and sending the numerous requests.

Why is Europe at war? Is it because the people of Europe delight in death? Is it because the men like to leave their wives and children to the tender mercies of hurrying armies that often destroy with the torch

what they have failed to destroy with sword and shell? Did the men of Louvain and Termonde go gayly to the front because they were in quest of a summer holiday? Did the Germans who have died and the Germans who are about to die—did they seek death because life was not sweet? In short, are the people of Europe at war because war fits their natures?

A good man has no time to waste on a "good fellow."

BUSINESS CHANCES.

Wanted—To purchase stock of clothing in small town, good location, Central Michigan. Address Box 247, Saranac, Michigan. 832

Remnant of clothing and furnishing stock of O. G. Munroe at Nashville, for sale cheap. Probably about \$700 worth of stock left. Write Len W. Feighner, Trustee, Nashville, Michigan. 833

For Sale—Clean stock of general merchandise, invoicing about \$2,000. Doing \$8,000 a year business. Located on Muskegon interurban and among well-to-do class of people. Address No. 834, care Michigan Tradesman. 834

For Sale—Grocery stock, invoicing about \$2,000 in live Southern Michigan town of 2,000. Cleanest stock in town. Good lease can be secured on building. Address 835, care Tradesman. 835

For Sale—Exclusive shoe store in prosperous town of 1,400 population in fruit belt Western Michigan. Stock absolutely clean, invoice about \$3,800. Only shoe store in town, will sell building if desired. No. 829, care Tradesman. 829

Gilt-edge popular hardware and implement stock, normally \$15,000, net gain for past eight years of \$18,000. Michigan town of 1,700. Reasonable rent. Modern new store. Loyal customers. Want to retire. Address 830, care Michigan Tradesman. 830

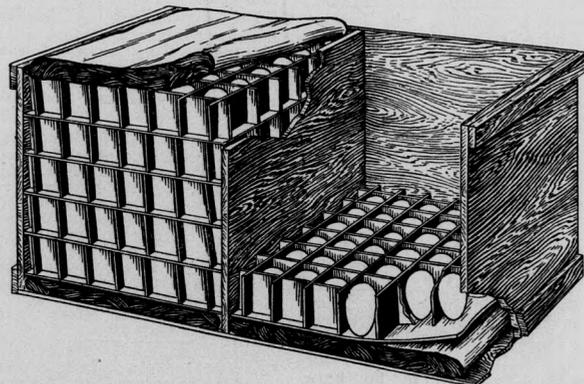
POSITION WANTED.

Position Wanted—By a first-class tinner, experienced in all branches of hardware work, desiring position with some reliable firm. Wisconsin or Illinois preferred. Address 831, care Tradesman. 831

Endorsed by the Railroads

The Official Classification Committee of the Transcontinental Railroads has issued the following order, effective Feb. 1, requiring the use of a dividing board in egg cases—"except that when an excelsior packing mat or cushion (made of excelsior covered with paper) not less than eleven inches square, of uniform thickness and weighing not less than 2½ ounces is used, dividing board will not be required next to eggs at top."

In the wording of these specifications there is an evident testimonial to Excelsior Egg Case Cushions in preventing breakage. It means that the experimental stage of these cushions is passed. They have been tried, tested and now are approved as the best.



The above illustration shows very plainly just how Excelsior Egg Case Cushions are used. From this it will at once be seen that when they are used there is a great saving in time in packing, over the usual manner of distributing loose excelsior at top and bottom of the crate. This, combined with the practically absolute assurance against breakage (one egg saved in each crate will pay for the packing), puts the egg packing situation into a place where it is scarcely an economy not to use Excelsior Egg Case Cushion and a very distinct economy to use them.

They may be used repeatedly with ordinarily careful handling, as they are made from odorless basswood excelsior, evenly distributed throughout the cushion, enclosed in the best quality of manila paper, thus reducing their cost to a minimum. You really can't afford to take the chances necessary, on other methods of packing. Let us give you prices and samples.

Samples and prices can be obtained from any of the following addresses:

Excelsior Wrapper Co. - - - Grand Rapids, Mich.
Excelsior Wrapper Co. - - - Sheboygan, Wis.
Excelsior Wrapper Co. - - - 224 West Kinzie St., Chicago, Ill.

Our Facilities are such that Promptness is our slogan.



She Wants the Carton
with the head of

Franklin
on it

Your customers know the familiar trade-mark in the neat blue Franklin Sugar Cartons, and they know the fine quality of FRANKLIN CARTON SUGAR.

Keep this full line of fast selling sugars prominently displayed where your customers can see them. The demand for FRANKLIN CARTON SUGAR is increasing every day because the convenient air-tight, dust-proof carton is universally approved and because FRANKLIN CARTON SUGAR is being constantly demonstrated and sampled to create a demand for it.

Take advantage of the opportunity and tell your customers about the convenience of buying the whole line of FRANKLIN CARTON SUGARS at one time. She'll like the suggestion and it means increased sales and extra profits for you.

You can buy FRANKLIN CARTON SUGAR in the original containers of 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING CO.
PHILADELPHIA

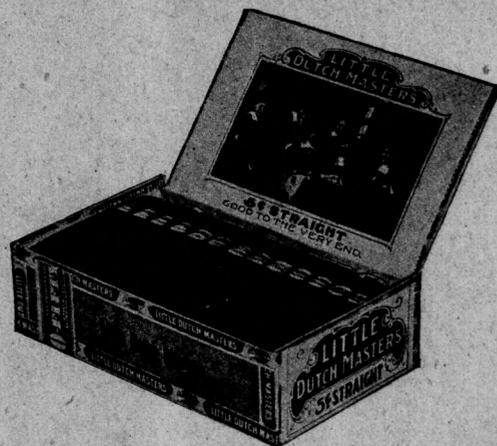
LITTLE DUTCH MASTERS CIGARS

Made in a Model Factory

Handled by All Jobbers

Sold by All Dealers

Enjoyed by Discriminating Smokers



They are so good we are compelled to work full capacity to supply the demand

G. J. JOHNSON CIGAR CO., Makers
GRAND RAPIDS

They Would Not Listen to Noah

Will You Heed Our Warning?



While it happened a number of years ago, you are undoubtedly familiar with the story of the flood, hence we shall touch upon it but lightly.

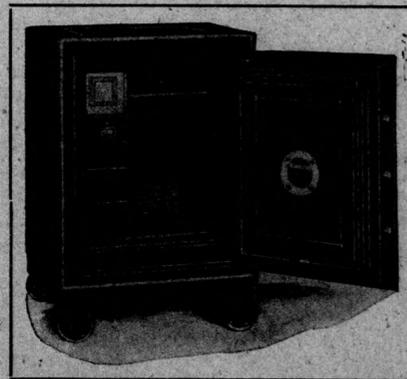
Down through the ages there have been Noahs and Paul Reveres who have shouted warnings into stone deaf ears. It always has been and always will be easier for people to rush blindly forward than to occasionally stop, look, and listen.

We are not alarmists, hence we most certainly are not trying to scare you into buying a safe. We do say this, however, in truth and soberness, that however good a business man you may be in other directions, if you fail to provide yourself with a dependable safe in which to place your valuable papers and books of account, there is a mighty weak place in your business armour.

Write us to-day for prices.

Grand Rapids Safe Co.

Tradesman Building
Grand Rapids, Michigan



Don't Depend on Relatives

To manage your estate. It is not good business. Not that the relatives couldn't do it, but because it is not their business. They have other things to do.

You Will Be Surprised

To learn how little it costs to have your affairs handled by the Michigan Trust Company. How often have you heard of money being lost, property sold for too small a price, and funds not properly invested?

The Michigan Trust Company, being a corporation never dies, it is always here, the records are always at your command, and easily understood.

Ask us to send you Blank Wills and Booklet giving the inheritance laws of Michigan.

Let us tell you how small our fee is, and how well we do our work. Come in and talk it over, or write us, and we will call on you.

The Michigan Trust Co.

Grand Rapids, Michigan

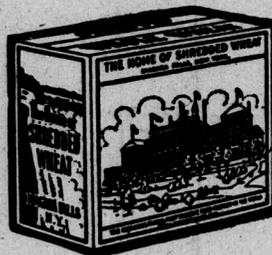
Not Sold by Weight



The nutritive value of a prepared food is not determined by weight. The purity and food value of

Shredded Wheat

are in the shredding process—the best process ever discovered for preparing the whole wheat grain in a digestible form. We are not selling the raw wheat at so much per pound. Considering its high nutritive value Shredded Wheat is the cheapest food on earth. It is the one universal staple breakfast cereal, always clean, always pure, always the same.



TRISCUIT is the Shredded Wheat wafer—a crisp, tasty whole wheat toast—delicious with butter, cheese or marmalades.

Shredded Wheat Biscuit is packed in odorless spruce wood cases which may be readily sold for ten or fifteen cents, thereby adding to the grocer's profits.

MADE ONLY BY

The Shredded Wheat Company
NIAGARA FALLS, N. Y.

Regular Customers From Occasional Buyers

As a dealer you are interested primarily in increasing sales and larger profits. Every occasional buyer whom you convert into a regular customer is a stride toward greater success for your store. Upon the quality of your stock depends your ability to catch new trade and hold it. PERFECTION OIL, the most efficient illuminating oil obtainable, attracts new business for the dealer who handles it and occasions "repeat" orders.

Perfection Oil Pleases Customers

By a new refining process the STANDARD OIL COMPANY—an Indiana Corporation—has been enabled to produce PERFECTION OIL. It has met with instant success. It pleases the customer because it is a "clean" oil; because it burns 20 per cent longer and gives 20 per cent more light than any other oil. It burns without odor and without charring the wick. It is adapted admirably for use in oil-burning cook stoves and heaters, and is an ideal fuel for incubators.

A Service Organization

Perfection oil is all that is claimed for it. Dealers may recommend it with perfect confidence in its merits. It is a guaranteed product of STANDARD OIL COMPANY—the most perfect consumers' service organization in America. Establish a PERFECTION trade in your locality before your competitor seizes the opportunity. For further information address any distributing station of the

Standard Oil Company
An Indiana Corporation
CHICAGO