

The Best We Can

When things don't go to suit us,
Why should we fold our hands
And say, "No use in trying,
Fate baffles all our plans."
Let not your courage falter,
Keep faith in God and man,
And to this thought be steadfast—
"I'll do the best I can."

If clouds blot out the sunshine
Along the way you tread,
Don't grieve in hopeless fashion
And sigh for brightness fled.
Beyond the clouds the sunlight
Shines in the eternal plan;
Trust that the way may brighten,
And do the best you can.

Away with vain repinings;
Sing songs of hope and cheer,
Till many a weary comrade
Grows strong of heart to hear.
He who sings over trouble
Is aye the wisest man.
He can't help what has happened,
But—does the best he can.

So if things don't go to suit us,
Let's never fume and fret,
For finding fault with fortune
Ne'er mended matters yet.
Make the best of whate'er happens.
Bear failure like a man;
And in good or evil fortune
Do just the best you can.

Eben E. Rexford.

If We Only Understood

If we knew the cares and trials,
Knew the efforts all in vain,
And the bitter disappointment,
Understood the loss and gain—
Would the grim eternal roughness
Seem—I wonder—just the same?
Should we help where now we hinder?
Should we pity where we blame?

Ah! We judge each other harshly,
Knowing not life's hidden force—
Knowing not the fount of action
Is less turbid at its source;
Seeing not amid the evil
All the golden grains of good;
And we'd love each other better
If we only understood.

Could we judge all deeds by motives
That surround each other's lives,
See the naked heart and spirit,
Know what spur the action gives.
Often we should find it better,
Purer than we judge we should.
We should love each other better
If we only understood.

Could we judge all deeds by motives,
See the good and bad within,
Often we should love the sinner
All the while we loathe the sin;
Could we know the powers working
To o'erthrow integrity,
We should judge each other's errors
With more patient charity.

Kipling.

SERVICE

To Detroit, Jackson, Lansing, Holland, Muskegon,
Ludington, Traverse City, Petoskey, Saginaw
and all intermediate and connecting points.

COPPER METALLIC
LONG DISTANCE CIRCUITS

Citizens Telephone Company

Good Yeast
Good Bread
Good Health

Sell Your Customers
FLEISCHMANN'S
YEAST



"I Like to Sell

**FRANKLIN
CARTON
SUGAR"**

Why?

"Because it comes ready to sell, saves my time weighing, wrapping and putting in bags, and above all my customers prefer **FRANKLIN CARTON SUGAR**. I am mighty anxious to have pleased customers because I realize that they will speak a word to their neighbors about the grocer who serves them with satisfactory goods. I know **FRANKLIN CARTON SUGAR** is clean, pure and full weight, because my wife uses it herself and I am therefore glad to recommend it.

"I lost money on sugar until I started to push **FRANKLIN CARTON SUGAR**. I keep the whole **FRANKLIN** line of Granulated, Powdered, Dessert and Table, and Cube Sugars well to the front where my customers can always see them. I am making a profit on **FRANKLIN CARTON SUGAR**."

FRANKLIN CARTON SUGAR comes to you packed in original containers of 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING CO.
PHILADELPHIA

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

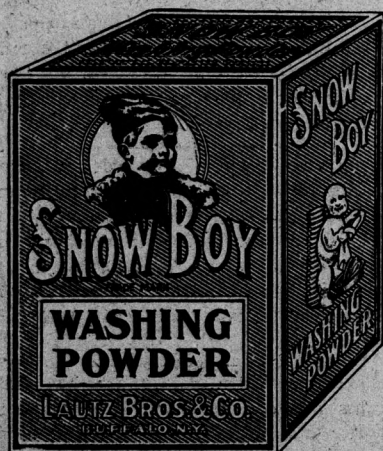
Call up our Flour Department for some
attractive prices.

Judson Grocer Co.

The Pure Foods House

GRAND RAPIDS

MICHIGAN



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 27, 1915

Number 1636

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OFFICIAL CALL

To the Retail Grocers and General Merchants.

Grand Rapids, Jan. 26.—Our seventeenth annual convention will be held in the city of Lansing, Tuesday, Wednesday and Thursday, February 23, 24 and 25, 1915. The entire Lansing Association has been divided into committees and each committee is working hard to assist the State officers in making this the best convention we have ever held.

The Association is growing numerically stronger every year and can assist you, Mr. Merchant, in handling any problem that confronts your business interests.

The hearty co-operation of each local association, together with the individual membership, gives to the State organization the strength and influence required to best cope with the many difficulties that come to you every day; therefore, it is necessary for all locals to send, if possible, a full delegation to the convention; also that merchants in all towns not yet organized also attend.

The basis of representation at the convention is one delegate for each dollar paid as per capita tax to the State Association.

The dues for individual members in unorganized towns are \$1 per year each; for associations with fifty members or less, 50 cents per year; for associations with more than fifty-one and not over one hundred members, 40 cents per year; to other associations with more than one hundred members, 30 cents per year.

Every minute of the three days' session at Lansing will be spent to the best possible advantage in the consideration of vital issues for you, Mr. Merchant. Local organizations should promptly notify the State Secretary of names of delegates as soon as elected and should arrange to see to it that the per capita tax for 1915 is paid at the convention.

A cordial invitation is extended to retail grocers and general merchants, both in organized and unorganized cities, to be present and participate in the deliberation of this convention.

Some local association or individual member will get a \$100 electric steel cut coffee mill at this convention.

Fred W. Fuller, Sec'y.

Preliminary Plans for the State Convention.

Lansing, Jan. 26.—The last meeting of our Association was one of the finest, best attended and most enthusiastic meetings ever held by our Association.

We had the reports of committees, who reported that by the present outlook, we sure would have the banner State convention.

Mr. Roller, chairman of the Entertainment

Committee, reported that the banquet would be held at 6:30 Wednesday evening, at C. of C. or Masonic Temple, definitely decided upon at next meeting. After the banquet, we are to go to the theater, which will be arranged later.

The first night of the convention will be spent at the Pure Food Show, which will be held in the State Armory building. We will have a floor space of 6,500 square feet, giving us twenty-eight booths, ranging from \$25 to \$150, nearly all of which are sold.

The President appointed A. P. Walker, O. H. Bailey, E. Clapham and Wm. Fast to assist Charles Sheldon, Tom Smith, and myself on Programme and Souvenir Book which we are to publish in connection with the convention.

This book will contain 100 pages and is to be the best programme ever gotten out by an association. It will be distributed to every association throughout the State. We hope by this means to advertise and bring more delegates to the convention.

Mr. Roe, the manager of our new credit rating system, reported that he now had about 10,000 names furnished him by grocers and meat dealers alone. A little later, we plan to take into our rating system all merchants in Lansing.

The date of the convention will be from February 23 to 25, inclusive, and the Pure Food Show will be held February 22 to 26, inclusive. One of the features in connection with the Show is to be a country store booth arranged to represent a typical country store with an Uncle Si as proprietor. All details in regard to its being a perfect counterpart of a rural emporium will be provided. Its conspicuous position—contrasting with the elaborate booths already purchased by the Williams Brothers of Detroit, the National Grocer Co., and others—will suggest to the visitors the progress that has been effected in modern merchandising. An orchestra will give the show a carnival spice. The committee on arrangements is composed of Arthur Frye, A. P. Walker, and Thomas Smith. A committee was appointed to confer with Secretary Davis with reference to arranging for a big visitation of the Reo factory while the delegates are in the city. Free street car rides will probably be given to the plant on this occasion.

The Chamber of Commerce is to be the headquarters of the State meeting.

John G. Affeldt, Sec'y.

Programme Arranged for the Convention.

Lansing, Jan. 26.—Enclosed you will find programme as arranged by our committee which met January 25. You will note the absence of speakers during the business sessions. We have come to the conclusion that what little time we have should be given over to business and, therefore, decided to have our talks at the time of the banquet.

John Affeldt, Sec'y.

Programme.

Monday, Feb. 22.

7 a. m.—Opening of Pure Food Show.

Tuesday.

11 a. m.—Reception and registration of delegates at Chamber of Commerce.

1 p. m.—Introduction of speakers. Address of Welcome—Mayor J. G. Reutter. Response—State President Wm. McMorris. Roll call of associations. Reports of officers.

7 p. m.—Attendance at Pure Food Show.

Wednesday.

8:30 a. m.—Convention called to order.

9 a. m.—Reports of local associations.

10:30 a. m.—Appointing of committees.

1:30 p. m.—Meet at Chamber of Commerce and go in body to Reo Motor Car Co.

6 p. m.—Banquet at Masonic Temple.

7 p. m.—Talks by M. R. Carrier, of Northrop, Robertson & Carrier Co., Mr. McLean, of National Grocer Co., and J. A. Lake of Petoskey.

8:30 p. m.—Theater party.

Thursday.

8:30 a. m.—Convention called to order.

8:40 a. m.—Opening of question box.

10 a. m.—Reports of committees.

11 a. m.—Selection of location of convention for 1916.

1 p. m.—Election of officers.

2:30 p. m.—Delegates meet at Chamber of Commerce and go in body to State Capitol.

4:15 p. m.—Inspection of Pure Food Show.

7 p. m.—Inspection of Pure Food Show.

Annual Banquet of Symons Bros. & Co.

Saginaw, Jan. 25.—The fourth annual banquet given the employees of Symons Bros. & Co. proved to be a very successful and enjoyable event. There were 125 in attendance, including the twenty traveling men of the house who came to Saginaw for the affair. At the conclusion of the banquet a programme of talks and entertainment numbers was carried out with J. W. Symons acting as toastmaster.

The speakers referred to the value of good fellowship and how this is promoted by such gatherings of the employers and employees. It was reported that the outlook is for greater business, this being based upon the present increase. There has been a liberal increase in the grocery and furnishing goods, and the prospects for the coming year are very good. It was suggested that as the house prospered this prosperity might be extended to the employees, but the method this division of the profits would take or when it would become effective have not been decided upon.

Those responding to talks were S. E. Symons, Jr., Harry Service, Shirley Symons, J. W. Hall, Henry Bauer, R. J. Brown and S. E. Symons. In the entertainment line an original poem and music was recited by George O'Brien and Floyd Rieder, the accompaniment being played by Miss Lenore Otto. Mr. O'Brien assisted in furnishing other entertainment during the evening. Selections were rendered by a quartet composed of Louis Goecker, Otto Shaw, Clarence Waters and Walter King, being accompanied by Miss Nettie Korn Dahl. The tables were decorated with flowers and the dining hall with streamers of ground pine.

Following the banquet and programme dancing was enjoyed until 12 o'clock in the upper hall. Miss Lenore Otto and Floyd Rieder favored the gathering with an exhibiton dance and Mr. O'Brien gave recitations between dances. Music was furnished by the Third Regiment orchestra directed by Dan Russo. The hall was decorated with festoons of ground pine, smilax, and holly wreaths, and the stage was banked with palms.

Cadillac—Carl Schwartz has purchased the interest of E. H. Liephart in the Peoples' Drug Store at 516 North Mitchell street and is now sole owner.

Dailey—Charles L. Norton has sold his stock of general merchandise to Arthur Smith, who will continue the business at the same location.

Lining Up Manufacturing Industries.

Marquette, Jan. 25.—John D. Mangum, Secretary of the Commercial Club, has returned from a trip through New York, Ohio, and Pennsylvania on which he was seeking information concerning industries which might be secured for Marquette. He got in touch with several wood manufacturing concerns which will soon face the problem of seeking new timber supplies, and they will give due consideration to what Marquette has to offer.

Mr. Mangum has found that the large wood manufacturing companies are looking for timber to run them for twenty or more years. This, he believes, they will be able to obtain in the Peninsula. They desire to purchase on a stumpage basis, rather than to purchase outright, using the timber they desire and selling the land to the first purchaser who chances to come along.

The Upper Peninsula is "Lapland," or a region within the Arctic Circle, in the opinion of many Easterners, Mr. Mangum says. Marquette's coldest weather has been six degrees below zero, while in Erie, Pa., one of the places visited by Mr. Mangum, it was nearly twenty degrees below one day recently, and they now have more or as much snow as any place in the Upper Peninsula.

Prominent men in the iron industry, particularly those in the Pittsburgh district, are now taking a more optimistic view of the business situation, Mr. Mangum says.

Bay City Names Twenty-One Delegates.

Bay City, Jan. 26.—At the last meeting of the Bay City Retail Grocers and Butchers' Association, we elected twenty-one delegates to the State convention at Lansing as follows: M. L. De Bats, C. C. Schultz, J. H. Primeau, F. P. La Rue, Geo. Tennant, Chas. Schmidt, Chas. Denton, E. W. Funnell, Archie Nolet, F. C. Kuhlrow, E. C. Hertz, I. K. Schultz, Theo. Lankey, James Cooper, Fred Menthen, Truman Miller, John Standacher, Joseph Jean, Thomas Jean, O. Nordstrom, H. J. Downer.

There were no changes in the officers of our Association this year, as they were all re-elected. Our membership is growing.

G. A. Fuller, Sec'y.

Detroit—The Knickerbocker Textile Mills, Inc., manufacturer and dealer in dresses, skirts, aprons, dust caps, hosiery, bags, sacks, etc., has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed, \$600 paid in cash and \$1,900 in property.

Detroit—The Edwards & Leary Manufacturing Co., manufacturer and dealer in upholsterers' supplies, has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed, \$2,838.73 paid in cash and \$17,161.27 in property.

Boyne City—P. Collier has sold his produce, feed and fuel stock to H. A. Arnold, who will continue the business.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Jan. 25.—Learn one thing each week about Detroit: More coin machines are made at a Detroit factory than any in the United States.

The auto show held in Detroit last week broke all records for attendance, despite poor weather conditions.

Dried orange and lemon peel are a good substitute for kindling wood, says a scientist. Next time you need kindling wood just get a bushel or so of oranges and lemons.

Arthur Casterlain, proprietor of the Hudson House, at Lansing, was an interested spectator at the auto show last week.

The entire salesforce of the Champion Spark Plug Co. attended the salesmen's annual convention in this city last Thursday. After visiting different factories, a supper at Shore Acres and a visit to the automobile show, the convention closed with a banquet at the Frontenac.

Some men are born rich, some achieve riches and others own hens that lay eggs when the price is 40 cents a dozen.

Louis Peters & Co. have let contracts for the building of a large storage and office building at 107 and 109 Larned street east. The building will be three stories high, of reinforced concrete and will have two freight elevators. The Peters Co. conducts a wholesale tobacco leaf business at 220 and 222 Jefferson avenue and is the oldest concern of its kind in the city.

J. Horn, member of the firm of Horn Brothers, dry goods jobbers, Pittsburg, was in Detroit last week on a business trip.

Even Ches Brubaker, of Mears, would smile with Republican sarcasm at the thought of maintaining a free employment bureau—and no employment.

H. M. Hamburger, former traveling man and now a successful merchant at 156 St. Aubin avenue, has always borne a reputation for honesty and integrity but he openly admits that he has cheated and, after all, it is the kind of cheating that most of us who think pretty well of our lot would be pleased to accomplish. H. M. has, after a serious illness of several months, managed to cheat the grim destroyer of another victim. He was taken ill last August with typhoid fever and the battle for life was a desperate one, but we are pleased to advise his many friends in the city and the State that Mr. Hamburger has fully recovered and within a very few days will be at the active end of his dry goods and furnishing goods business.

E. D. Smith, manager of the car order department of the Chalmers Motor Co., has announced his resignation and will become manager of the local branch of the Red Self Adjusting Weatherstrip Co., of Wichita, Kans. Mr. Smith was a former resident of Wichita, moving to Detroit when he accepted a position with the Chalmers Co.

R. J. Scott, general merchant of Brown City, was a business visitor in Detroit last week.

The city dweller often has the impression that the small town dwellers live the life of a Robinson Crusoe, the main difference being that Robinson was obliged to worship in the open, while the small town is usually well supplied with churches to accommodate the worshippers. Last week there hied into this beautiful city, Ray Fox, George Morrison and Fred Bolton, of Bolton & Bell, all live business men of Fostoria. This merry crowd was augmented by B. E. McDermid, a general merchant from the neighboring town of Columbiaville. Were the city sights enough to excite this crowd from up-state? Well, hardly. We could say that when it comes to real life they could show the flat-dwellers a few things, but for fear the folks in Fostoria and Columbiaville might misconstrue our meaning, we won't even mention it. Just to show, however, that city life, restless automobiles and countless street cars excited them naught, we will tell of their theater party, which the entire party attended en masse. We city dwellers feel it is a treat after expending our meager funds for the ordinary city necessities to be able to attend a theater and little if any stage proceedings escape our sharpened (dodging autos) gaze. Well, this crowd of business men from Fostoria, etc., enjoyed the play immensely; in fact, as Fred Bolton naively expressed himself, it was the best sleep the entire party ever enjoyed. Not even a first-class play could even jar their

equilibrium. At any rate everybody who is fortunate enough to meet them is better for it.

The Michigan Steel Boat Co. will build an addition to its plant at 1280 Jefferson avenue. The Elizabeth Grocery Co. has leased the store at the corner of John R. and Elizabeth street in the Joseph Mack building.

A. H. Bourke, dry goods merchant of Chesaning, was in Detroit on a business trip last week.

A. W. Black, of the A. W. Black Brokerage Co. and member of Cadillac Council, who was injured while cranking his automobile some time ago, is slowly improving at his home. The injury affected his heart.

The largest crowd of the season attended the first party given by Cadillac Council in their new quarters in Elk's Temple. Chairman Jim Hardy is in no small measure responsible for the success of the affair.

All the blood in a man's body passes through his heart once every two minutes. When we went to ask the boss for a raise ours passed through eight times a second.

Otto Ziegler, wholesale tobacconist of Lansing, was in Detroit last week where he attended the auto show. He was attacked by a severe case of rheumatism that compelled him to remain in the city for a few days before returning home.

Fire in the building at 90 to 96 Brush street, occupied by the Runnings Machine Co. and the R. W. Runde Machine Co., caused a loss of \$15,000 last Saturday.

Mrs. H. Ford of H. & G. Ford, North Branch, was in the city on a business trip last week.

The United Fuel & Supply Co. gave a banquet to the salesmen and officials of the company last week. Frank C. O'Meara gave an address to the assemblage in the Cadillac, where the banquet was held.

Hundreds of out-of-town business men were in Detroit last week. The prime object was to look over the new models at the auto show.

O. P. Dewitt, well-known wholesale grocer of St. Johns, accompanied by his family, visited Detroit and the auto show last week. Aside from his family and business, there are two things Mr. Dewitt is enthusiastic over—a three ring circus and automobiles.

About 20 per cent. of the weight of meat is lost in cooking, says a scientific note about 20 or more per cent. is lost when the butcher removes the bones, says the missus.

Lee Edwards, of Burnham, Stoepel & Co., is to make his debut as a traveling salesman within the next few days. He will represent the men's furnishing goods department. Lee was selected from a likely bunch of candidates for the position because of his many promising qualities which go toward the making of a successful salesman.

Harry Nichols, in the role of manager of Windy Williams, announces an invention of the latter that will fill in the amount necessary on a check and hold it absolutely fast until it is signed. Why this invention? was asked of Windy's manager. Then came the news of many of Harry Marks' absent minded escapade and the information that Windy—better known as Chicken Williams—had worked long and faithfully to perfect the new machine for Harry's sole benefit. It seems Harry has a penchant for making out a check and forgetting to sign his name, but let it be known that it is a bona fide forget. Anyone who will drop a nickel into a letter box and a letter in the fare receptacle on the street car is liable to do most anything in the forgetting line. But Harry's a man for all that.

Harle Eberstein, manager of the Traverse City office for Burnham, Stoepel & Co., stopped over in Detroit long enough last week to join the order of Benedicts. He was married to Miss Ruth Gearing, a well-known young lady of this city. The happy couple will make their home in Traverse City. The congratulations of the Tradesman are extended to Mr. and Mrs. Eberstein.

Just to show that business is not as bad as some would make us believe, we will mention that the Hupp Motor Co., of this city, is expending \$150,000 in new buildings and additions to its plant at Milwaukee and Mt. Elliott avenues. A two-story office building will be included.

George B. Forrester, of Deckerville, was in Detroit in the interests of his general store last week.

We were reminded of Christmas to-day. It said—
Please remit. James M. Goldstein.

In and Around Little Traverse Bay.

Petoskey, Jan. 25.—In a recent issue of the Metropolitan magazine we find the following: "Go out in the open air and get hardened to winter weather." The guy that wrote that is not making any fifty mile drives through Northern Michigan this winter.

From a reliable source we learn that the Petoskey Grocery Co. will erect a large fire-proof warehouse and stable. Work will begin on the new structure as soon as weather conditions will permit.

Grant Harrison, Petoskey's genial lumber inspector, was seen Sunday taking his morning plunge off the end of the breakwater. Grant says he has not missed his morning plunge thirteen years.

W. G. Tapert, Secretary and Manager of the Cornwell Beef Co., of the Soo., paid us a recent visit. He says Petoskey is almost as nice a town as the Soo. Kind of him, was it not?

John A. Lake, of the firm of Smith & Lake, of our city, will read a paper before the farmers' institute at Mancelona Wednesday of this week. Mr. Lake is one of Petoskey's enterprising young men and is very optimistic as regards the future of Northern Michigan.

Herb Hamill, Howard street's genial butcher, now has a market which covers three blocks (meat blocks), with the main entrance on Howard street. Herb's hobby is quick delivery service, if you let him tell it.

Dan Grobaski, one of Boyne Fall's popular merchants, was a caller at Petoskey and Harbor Springs Sunday. It is a long way to go to see a sweetheart, but Dan is always back in time for business.

C. P. Edison, round house foreman of the Pere Marquette, and a fellow companion were playing a game of billiard Sunday. Mr. Edison missed a shot and was heard to remark, "I used too much English that time." William Angelbeck, a spectator, cut in with "next time use a little German."

Overholt & Co., Petoskey's up-to-date bakers, will soon occupy their new quarters in the block recently purchased by them. Work is being rushed to get the building in shape and the ovens installed. The equipment when complete will be one of the finest in the State and much credit will be given Mr. Overholt for his untiring efforts to give Petoskey an up-to-the-minute bakery.

Much interest is being shown in indoor base ball circles. Such epithets as "fathead," "bonehead" and "ice wagon" are frequently heard. Petoskey has several fast teams and good games are scheduled for the near future.

Herbert Agans.

Honks From Auto City Council.

Lansing, Jan. 25.—War in Europe continues and Michigan railroads are training their guns on a 2½ cent mileage proposition.

If Henry Ford sells the English government 40,000 cars, the American people will be saved a million jolts and stand a better show of getting that \$60 rebate. What?

Prior to December 1, 1914, we were reminded of our delinquency every time we failed to come across with Honks, but since the editor committed matrimony he has shown considerable leniency, for which we are truly grateful.

January 1 we started a bunch of Honks in which we thanked Mr. Stowe profusely for the beautiful Christmas book, but the manuscript was lost before finished, so we hope he will take the will for the deed.

A. T. Vandervoort has leased the corner store which adjoins his place of business on the east. A large archway is being cut through which will make a double store fronting on Michigan avenue. This arrangement was found necessary to care for his rapidly increasing business.

O. R. Starkweather (Capitol Auto Co.) has a new \$125 watch which he prizes very highly, but it varies just enough so that he lost a dollar last Sunday in a wager with another member of our Council on its accuracy.

You are traveling on a rough road when your rubbers joggle back five seats while you ride twenty-five miles.

Mr. and Mrs. Geo. O. Tooley spent Sunday with friends at Fenton, returning to the Capitol City in time for business Monday morning.

Harry K. Thaw is again confined in the tombs, but Jim Goldstein is still at liberty.

F. H. Hastings will start on another South-

ern trip to-morrow, making his first stop at Fort Wayne, Ind.

E. H. Simpkins (Perry Barker Candy Co.) spent a greater portion of last week fishing through the ice on Saginaw Bay.

A. D. Sturgis, the genial Washington avenue druggist, suffered quite a severe loss by fire early last Monday morning. The store will be re-finished this week and a new stock of goods has been ordered shipped at once. In the meantime a fire sale is being conducted and the business will be continued.

The uncertainty of life was never more clearly demonstrated than by the recent passing of Elmer M. Holloway, a highly esteemed member of our Council, whose death occurred at Armada last Saturday morning. Bidding his aged mother an affectionate farewell last Monday morning, he left as usual, full of enthusiasm for the goods which he represented and enjoying the best of health. Tuesday, while stopping at the hotel in Armada, he was suddenly stricken with a serious illness, which later developed into pneumonia and, in spite of the very best of medical attendance and careful nursing provided by friends who flocked to his assistance, he gradually grew worse until Saturday morning, when he passed away. The funeral was held at the residence to-day at 2 p. m. and interment was on the family lot in Howell cemetery. The floral tributes, which were many and beautiful, were mute tokens of the high esteem in which our brother counselor was held. A delegation from Auto City Council and a host of friends gathered to pay a last tribute of respect to the genial traveler who had so endeared himself to all with whom he came in contact, both in a business and social way. The entire membership of our Council, as well as the traveling fraternity in general, extend their deepest sympathy to the aged, grief stricken mother and her family.

H. D. Bullen.

Boomlets From Bay City.

Bay City, Jan. 25.—The writer reached Cheboygan last Monday evening in time to witness the destruction of the Glover Company's department store. The loss was given at \$75,000, well covered by insurance. The origin of the fire could not be ascertained.

The formal opening of the Fulton plant will occur February 9. The programme for the occasion is being prepared by the officers of the Bay City Board of Commerce. The removal of this large plant from Chicago is a gratifying event in the history of our city.

C. J. Barnett, one of Bay City's most prominent business men and former Mayor of West Bay City, died suddenly last Monday evening. Mr. Barnett was active in politics for several years and was known as the fighting Mayor because he bitterly opposed the consolidation of Bay City and West Bay City.

The Lewis Manufacturing Co., manufacturer of houses ready for erection, has received a large order for houses from the French government.

Meagher Bros. have leased a building on the Hecla Cement Co. property and will put up 25,000 tons of ice, which will mean cheaper ice next summer. Maybe. Pub. Com.

One of the sacrifices the English are making is going without horseradish with their roast beef. Horseradish does not grow well in English soil and the root used in London came from Germany. The relish is missed and some enterprising American might do a good business exporting horseradish root to London. Perhaps, however, the English people would not buy it, preferring to practice self-denial in order to have more money to supply comforts to the soldiers.

Contrary to the well-known law of supply and demand, bombs are dropping steadily in Europe.

The Worden word is---Quality

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

THE PROMPT SHIPPERS

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Jan. 25.—We are advised that the sweeping epidemic around Chippewa county has increased ever since the announcement of the Trout Lake experience of Charley Hass. It seems that the hotel girls have been reading the Tradesman and have been practicing the sweeping game in numerous small hotels and some of the travelers are losing their usual amount of sleep by being woken up in the small hours of the morning. James McKenzie, the popular grocer traveler, was the first to protest against night sweeping at Blaney and, as a reward for his bravery, he found that his comforter had been taken off his bed during the night, but as Mac is a sound sleeper he is not positive whether it was the sweepers or some of his companions who played the trick. Mac is willing to buy the cigars for correct information.

The many friends of our former resident, Russel A. Norton, now of Grand Rapids, are pleased to learn that he has been promoted to Chief Clerk the first of this year in the office of the Preferred Life Insurance Company. It was predicted that Russell would make good, as he is one of the kind who cannot be kept down and if there is any ladder to climb, leave it to Russell.

The trial of Felix Wagner has come to a close and he is now to be the guest of the Government at Leavenworth prison for the next eighteen months, with five months off for good behavior. It will not take Felix long to serve that time, as his former experience has fitted him for the new position.

The Y. M. C. A. gymnasium, under the direction of Mr. Thompson, physical director, is certainly doing much for the business men's class which has grown to be the largest of any similar class in its existence. The class now consists of most all professions, including doctors, lawyers and general managers. Several new doctor shave joined lately, as they could not help but notice the improvement derived by the class physically. The only recommendation that a business man gets now when he is feeling out of sorts is to join the "gym" which is a sure cure for all ills.

The Anti-Tuberculosis Association of Cloverland is very active in its work this winter and is furnishing the grangers good speakers at their grange meetings in the various parts of Chippewa county where addresses are delivered.

The Soo hospital reports a very successful year in the one just closed, but on account of the inadequate room and overcrowding of the hospital, it was recommended that an addition be added, so as to give more room to relieve the overcrowded condition. A new set of officers were elected, consisting of a number of the Soo business men who will devote much of their time in the interest of the hospital.

Word has been received here that Peter La Londe, the murdered sent up to Marquette last year for the alleged murder of August Wellman, one of our grocers in the east end of this city, particulars of which were given in the Tradesman at the time, has become insane and been transferred from Marquette to Ionia. Mr. LaLonde had promised Sheriff Bone that he would give a full story of the tragedy on the Sheriff's next visit, but he would not give it to him at the time, stating that he was not ready to relate same. It is hardly possible now that we will ever know the real facts.

The railroad company, true to its promise to the Business Men's Association last week, started in on Thursday last with a two hour service between the two Soos until further notice, which is good news to the traveling public, who have been handicapped in getting over the river since the laying up of the ferry.

Geo. Madison, the famous Libby salesman and all round good looking salesman, tells us that prosperity has already arrived. He attributes his success to building solidly as you go, realizing that a reputation for frank statement and ever trying to accommodate is the thing that turns the sale your way when there is little room to choose. These are the old-fashioned virtues which the good salesman combines with knowledge of his own proposition. And these are the virtues which build up the personal regard of the buyer, a phase of the relation with which we must reckon.

Al Jacobs, Franklin McVeigh & Co.'s hustling salesman, is getting to be an authority on good roads from reports received from his last trip to Newberry. It is stated that some of the leading citizens tendered Al a banquet, at which he made the speech of the evening, which eventually will result in putting the trunk line in through Newberry. He was backed up in the proposition by our friend, C. O. Collins, the candy kid, and numerous others on the good road project, and if the road goes through it will be largely through the influence and hard work of the above mentioned.

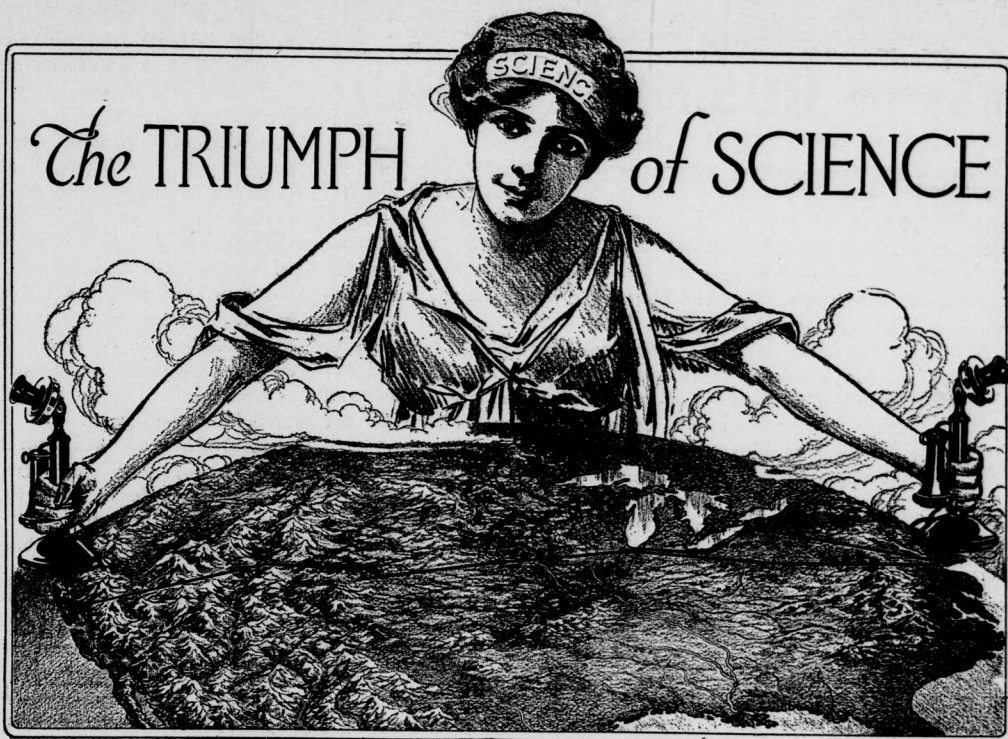
William G. Tapert.

Wrong Man.

A lady in the country recently advertised in the local papers for a "handy man."

"What I want," she said to the first applicant, "is a man that will do odd jobs about the house, run errands, one that never answers back and is always ready to do what I want."

"Ah," said the applicant as he turned away, "it's a husband you're looking for, ma'am."



THIS busy, progressive nation is today at the dawn of a new era of commercial and social development. The means by which the human voice, with its slightest inflections and indications of personality, can be carried across the continent instantly, have been provided. Talking by telephone from New York to San Francisco is now an accomplished fact.

The celebration of this latest and greatest triumph in the art of telephony has just taken place. Within a short time the public will have, ready for its use, the product of American brains, American initiative and American scientific and technical skill, a transcontinental telephone service, the equal of which is not even approached in all the other nations of the world.

It is a splendid scientific achievement of the very highest character. The power that sends the human voice out over the telephone is scarcely greater than that of a breath, yet the means have been provided by which this tiny, almost imaginary impulse, made up of as many as 2,000 separate vibrations a second, can be picked up by a delicate instrument, conserved over a distance of 3,400 miles, and reproduced perfectly and instantly across the continent. The human voice has been made to travel as fast as light, faster than sound unaided by technical apparatus; indeed, it rivals THOUGHT even, in the swiftness of its flight.

The imagination can but feebly grasp, much less attempt to measure, the far-reaching significance of such a tremendous accomplishment. One hundred million people will have for their daily use a system of communication that knows no East, no West, no North, no South. Dialects, provincialisms, sectional prejudices, must eventually yield to the closer union, the better under-

standing, the more intimate comradeship that the human voice establishes. The neighborliness of a whole nation is advanced by the brushing away of the physical restraints of centuries.

This contribution to the future happiness and prosperity of a more closely united people has not been brought about, however, by the overcoming of a few isolated, concrete difficulties. Its success has depended upon the exercise of the highest engineering and technical skill and the solution was found only in the cumulative effect of improvements great and small, in telephone, transmitter, line, cable, switchboard, and every other piece of apparatus or plant required in the transmission of speech.

In this work the experimental and research department of the Bell System of which this Company is a part, has been engaged ever since the telephone became a commercial possibility, less than 40 years ago. With no traditions to follow and no experience to guide, this department, which is now directed by a staff of over 550 engineers and scientists, including former professors, post graduate students, scientific investigators—the graduates of 140 universities—has created an entirely new art—the art of telephony, and has given to the people of this country a telephone service that has no equal.

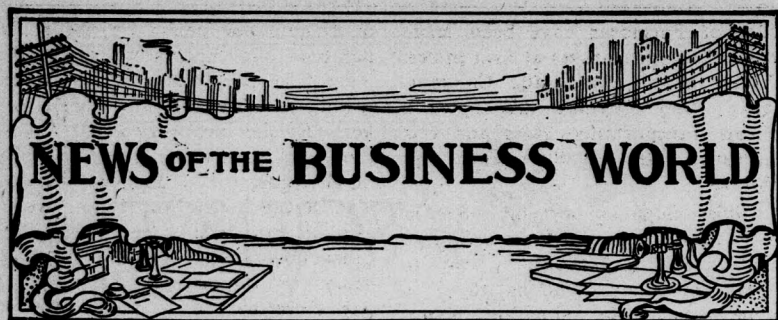
It has required vast expenditures of money and immense concentration of effort, but these have been justified by results of immeasurable benefit to the public. The transcontinental telephone line, 3,400 miles long, joining the Atlantic and Pacific, is part of the Bell System of 21,000,000 miles of wire connecting 9,000,000 telephone stations, located everywhere throughout the United States. Composing this system are the American Telephone and Telegraph Company and Associated Companies and connecting companies, giving universal service to 100,000,000 people.

Truly, This is The Triumph of Science



Michigan State Telephone Company

C. E. WILDE,
District Manager.



Movements of Merchants.

Eaton Rapids—George Lindsey has engaged in the grocery business here.

Middleville—Jay Corson has opened a meat market in the Ferguson block.

Grand Ledge—H. J. Quaife, recently of Lansing, has opened a grocery store here.

Morley—G. E. Mitchell succeeds C. E. Hawley in the hardware and implement business.

Saginaw—The J. H. Nickodemus Oil Co. has started business at 325 South Walker street.

Freeland—A. E. Terrill has purchased the I. B. Carlton grocery stock and has taken possession.

Fremont—Joseph Hoare has opened a confectionery and cigar store in the Badger building.

Harrietta—Claude Barry has purchased a stock of hardware and will consolidate it with his drug stock.

Gowen—William Moorehouse, of Jackson, has purchased the Stickney drug stock and will continue the business.

Mendon—Burt Long has sold his grocery stock to Martin Swonk, who will continue the business at the same location.

Portland—M. M. Plant has purchased the William Cassel meat stock and fixtures and will continue the business.

Lansing—Boyd Small, of Leslie, will open a men's furnishing goods store at 107 East Michigan avenue about February 15.

Tustin—Westman Bros. succeed Swanson Bros. in general trade. Swanson Bros. are undecided as to their future plans.

Saginaw—Mershon, Eddy, Parker Co., wholesale lumber dealer, has decreased its capital stock from \$500,000 to \$400,000.

Hillsdale—Charles H. Swift, grocer, was married to Miss Madge M. Chandler January 21 at the home of the bride's cousin, at Bellvue, Ohio.

Mendon—Samson & Dailey are remodeling the interior of their bakery and grocery store preparatory to adding a stock of dry goods and notions.

Plainwell—Gerald Hyder and Warren Wheeler have formed a copartnership and purchased the E. E. Martin meat stock and will continue the business.

Ludington—Joseph Knebl has purchased the stock of the Alaska Fur Co., of Grand Rapids, and will remove the stock here and continue the business.

Port Huron—James Hammell, Jr., has been transferred from the managership of the Kresge bazaar store

at Zanesville, Ohio, to the same position here.

Newaygo—Lynn and Edward Raider have taken over the drug and notion stock of their late father and will continue the business under the style of Raider Bros.

Lansing—Carmer & Oaks, jewelers, have dissolved partnership and the business will be continued by Mr. Carmer, who has purchased the interest of his partner.

Dowagiac—K. H. Nelson has sold a half interest in his drug stock to his assistant, James Pemberton, and the business will be continued under the style of the Nelson Drug Co.

Kalamazoo—Norman & Huizenga, meat dealers, have dissolved partnership and the business will be continued by Leonard Norman, who has taken over the interest of his partner.

Detroit—The Schneider Electric Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed, \$250 paid in in cash and \$1,000 paid in in property.

Coldwater—The Coldwater Co-operative Co. has been incorporated with an authorized capital stock of \$2,000, of which amount \$1,500 has been subscribed and \$500 paid in in cash.

Pierson—A. F. Petrie has purchased the interest of his uncle, Ernest C. Petrie, in the general stock of A. F. Petrie & Co. and will continue the business under his own name hereafter.

Port Austin—The Port Austin Fish Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed, \$4,000 paid in in cash and \$1,000 paid in in property.

Owosso—William Juhl, cigar manufacturer, has purchased the retail cigar and tobacco stock of Harry Walsh, at 102 West Main street, and taken a three year lease of the store building.

Detroit—Hirshfield & Rosenbery, dealer in dry goods, have been incorporated with an authorized capital stock of \$10,000, of which amount \$7,500 has been subscribed and paid in in property.

Owosso—O. Hickey and M. D. Lindsey have formed a copartnership and opened a second-hand store at the corner of Main and Cedar streets. They will also do furniture repair and cabinet work.

Detroit—The Harper Autograph Register Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$27,000 has been subscribed, \$1,000 paid in in cash and \$26,000 paid in in property.

Kalamazoo—Sigmund Salomon, who has resided in Chicago for the past four years, has opened a cigar and smokers' supply store at 120 Portage street. He will also manufacture several brands of cigars.

Owosso—E. E. Brewster has purchased the interest of his partner, A. L. Ostertag, in the tinsmith and furnace supply stock of Brewster & Ostertag and will continue the business at 206 South Washington street.

Muskegon—R. L. Boelio has opened a new and second-hand furniture business here, having sold his interest in the furniture stock in Greenville to his father, F. A. Boelio, who will continue the business at the same location.

Middleton—The J. B. Resseguie general stock has been purchased by Dan Hickey, who has been engaged in general trade at Elsie for several years. The Elsie stock will be moved to this place and consolidated with the Resseguie stock.

Ishpeming—The confectionery stock and fixtures of Tony Gavatos have been sold to Peter K. Apostle to satisfy a mortgage held by Sam Apostle. The price paid was \$600, representing about two-thirds of the amount of the mortgage.

Owosso—The American Warehouse & Storage Co. and the Owosso Creamery Co., twin concerns which occupy a large plant, have decided to enlarge materially. The plant will be doubled in capacity to handle 50,000 cases of eggs and 1,500,000 pounds of poultry and butter annually.

Petoskey—Vilan Kahler will open his grocery, hay, feed and produce store at the corner of Liberty and West Mitchell streets Feb. 1. He has purchased the remainder of the L. N. Overholt & Co. stock of groceries and will consolidate it with his own.

Bear Lake—Fred Wareham, who has lived in this village all his life and has been employed by Walker & Kingscott and the Kingscott Co. for the past five years, has resigned his position and will enter the mercantile field for himself in the near future.

Constantine—The Drake-Merritt Casket Co. has been organized to manufacture cloth covered caskets and do a jobbing business in all kinds of undertaking supplies. Its factory building is rapidly nearing completion and the plant will be in operation about February 15.

Alpena—Miss Flora Beyer trapped Ray Call, alias Earl Gillette, alias Earl Carson, a young man of white-hope dimensions who is now in the county jail on a charge of forging orders for several hundred dollars against the Richardson Lumber Co., where the brainy young woman was employed.

Kalamazoo—The Kalamazoo Corset Co. has been re-organized with a paid-in capital stock of \$137,000. Following are the directors of the new company: W. S. Dewing, Dr. W. E. Upjohn, Mrs. Mary C. Miller, A. E. Johnson, W. B. Milham, George B. Pulfer and R. T. Walton. Dr. W. E. Upjohn has been elected Presi-

dent, while George B. Pulfer has been selected as Treasurer and general manager of the company.

Northport—James Kehl has sold his interest in the general merchandise stock of Kehl Bros. to Albion Renauger and James Kimmerly C. B. and Edward Kehl retain their interest in the stock and the business will be continued under the style of the Kehl Mercantile Co. The re-organization includes the dock and all business carried under the original firm.

Cadillac—This city is to have a Great White Way. While all the requirements that must lead to this end have not yet been provided for, that this city will have one of the most modern systems of street lighting and the most desirable as well, was made certain when at the close of the last meeting of the Retail Merchants' Association a rising vote showed that every person present was in favor of the new boulevard lighting system.

South Haven—The Citizens State Bank of South Haven reports a prosperous business during the past year. W. S. Bradley, who had been President for eighteen years, has retired. The directors are R. T. Pierce, S. M. Trowbridge, Robert Adkin, C. W. Williams, J. C. Merson, T. A. Bixley, W. S. Bradley, J. K. Barden, B. G. Green, A. G. Spencer and Dr. O. M. Vaughan. The officers are Dr. O. M. Vaughan, President; R. T. Pierce, Vice-President; R. J. Madill, Cashier; C. E. Dilley, Assistant Cashier.

Manufacturing Matters.

Detroit—The Schnell Machine Co. has changed its name to Schnell-Cobb Machine Co.

Lansing—The Auto Body Co. has increased its capital stock from \$250,000 to \$500,000.

Detroit—The Detroit Brass Works has increased its capital stock from \$250,000 to \$400,000.

Detroit—The Gearless Differential Co. has increased its capital stock from \$50,000 to \$75,000.

Jackson—The Frost Gear and Forge Co. has increased its capital stock from \$300,000 to \$400,000.

Detroit—The Detroit Motor & Machine Co. has increased its capital stock from \$150,000 to \$160,000.

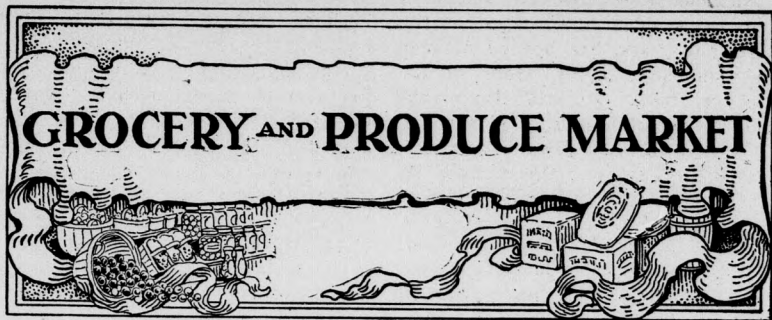
Kalamazoo—Preparations are being made by the William Shakespeare, Jr., Co., for the extensive manufacture of carburetors of a new model.

Detroit—The Waterman Marine Motor Co. has increased its capital stock from \$40,000 to \$80,000 and changed its name to Waterman Motor Co.

Detroit—The Dadco Auto Device Co. has been incorporated with an authorized capital stock of \$1,500, all of which has been subscribed and \$450 paid in in cash.

Eaton Rapids—T. J. Brace will remove his woodenware manufacturing plant from Wacousta this this place. He will have the plant in operation about March 1.

Imlay City—At the receivers sale of the Imlay City Creamery, G. M. Bowen bid it in for the directors, who will endeavor to establish it on a better financial basis.



Review of the Grand Rapids Produce Market.

Apples—The prices 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—The market is weak and lower. All markets are over supplied. Prospects are not favorable for immediate improvement. The depression is usual every January. The condition is considered normal. Lack of business is the cause, and it is in part the result of what is called the gravy season, on the market. Fancy creamery is now quoted at 30c in tubs and 32@33c in prints. Local dealers pay 22c for No. 1 dairy, 16c for packing stock.

Cabbage—60c per bu.

Celery—\$1.25 per box of 3 to 4 doz.

Celery Cabbage—\$2.50 per dozen packages.

Cocoanuts—\$4 per sack containing 100.

Cranberries—Cape Cod Late Howes have declined to \$6.25 per bbl.

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

Eggs—Owing to the very much increased receipts of fresh during the week, the market has declined to 30c and may go to 25c before the end of the week. Country merchants should keep in close touch with the trend of the market or they will find themselves paying more than they can obtain for stock. The quality of the present arrivals is running very good and the future of the market depends very largely on the weather. Storage eggs are steady, at a decline of about 1c below a week ago, local handlers holding their quotations at 24@26c.

Fresh Pork—Local dealers pay 8c for hogs ranging from 125 to 200 lbs. and 7½c for heavier.

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, \$3.25@3.50.

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.

Onions—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 \$2.75@3 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—No change in the last seven days. Trade is quiet and receipts and demand are about even. The condition applies to both the live and dressed stock. 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 are 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—40c 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—The New York refiners have advanced their quotations on granulated 10 points, but some of them are still filling orders at the old price. The pressure of the crop movement, instead of making itself felt, seems as far off as ever, owing to the unseasonable rains which have checked grinding in Cuba. But at the present moment this is overshadowed by the freight situation, which is taking on serious proportions. It is useless for planters to sell for future shipment when there is no certainty of securing freight room from the steamer lines. It costs the producer, it is figured, fully ¼c more than normal owing to the poorer yield and the higher freights, and hence the present high price of raw sugar is not so lucrative as it looks. As to the future of the market the uncertainty as to when the war will end complicates the situation and the entrance of the United Kingdom or France into the arena would further stiffen prices. The export demand for granulated has been dormant, so that the refiners feel the lack of domestic movement the more.

Tea—The market generally has improved and shows more activity, with prices higher in nearly all lines. Enquiries for Japans, especially medium and low grades, have been on the increase. Stocks in these grades are unusually low and all cheap teas are out of first hands. Some very large

sales of Formosas have been made in the Eastern markets at firm prices. Prices for all low grade Congons, Japans and Ceylons are upward. Ocean transportation rates and war insurance rates via Suez Canal are higher.

Coffee—Supplies of spot coffee in the country are comparatively large by reason of recent large arrivals in New York, and although there is some demand, the situation is not strong. This refers particularly to Rio and Santos. Mild coffees are unchanged for the week, with a fair enquiry, especially for Bogotas, which are relatively firmer than the other lines. Java and Mocha are unchanged and quiet.

Canned Fruits—There is little call at present for any of the staples from distributors in this section. None of them, however, seem to be overburdened with stocks, and the usual reselling pressure is not apparent. Everything in the line of California canned fruits is held steady up to quotations.

Canned Vegetables—Tomatoes have shown little improvement since the publication of the official statistics showing an increase of some 1,000,000 cases on the 1914 output for the country. The reason of this is that the figures covering the pack show a very large surplus from the ordinary pack in the far Western states and a shortage in the Eastern states. The high freight rates to the East from the West prevent the surplus from being shipped East and sold in competition with Eastern goods. The demand for tomatoes is fair. Corn and peas show no change for the week. The figures as to the pack have had no apparent effect upon the situation, although both showed an excess over a year ago, corn particularly. Future tomatoes, corn and peas are selling about on a basis of a year ago. Some future orders for peas have been taken at a very substantial increase over the present spot prices, although they do not show an increase from the opening prices of last year.

Canned Fish—There continues a fair demand for cheap grades of salmon, chums getting most attention, but no important transactions were noted on Saturday. The markets closed firm. Red Alaska is firm but quiet. Sardines are firm on limited supplies of all kinds, imported and domestic, but demand is rather narrow at present. Lobster remains dull and depressed, and Japanese crab meat feels the influence although it is not quotably lower. Increasing competition promised for the coming season as a consequence of new firms going into the packing business may result in lower prices later on, but the industry is still in its infancy, and the market for it, properly exploited, seems to be unlimited. Hence a large consuming demand will go far, in the estimation of authorities, to offset the effect of greater production, as this fish virtually stands alone in a class by itself.

Dried Fruits—Apricots show an advance from the recent very low point

of 1¼@c2 per pound on the coast, but here and there are holders who bought at the low prices, who are willing to sell under the present market. Raisins are very much below the combination's prices, not only on the coast, but in Eastern markets. The demand is light. Prunes are to a great extent neglected probably because they are too high. The consumer on the present market must pay close to 15c a pound for 40 prunes, which almost gets them in the luxury class. They are trying to push peaches up a little on the coast, and some holders are quoting an advance of ½c.

Rice—The export movement has been good both for Europe and the Latin-American countries. From the South the same story of advancing prices and active demand is noted, other sections of the country than New York buying in a large way.

Cheese—The market is steady and unchanged. There is a demand for consumption as well as for export, and the market is healthy without prospect of early change.

Provisions—All cuts of smoked meats, picnic, regular and skinback hams, as well as bellies and bacon, are steady, with prices about unchanged. The consumptive demand is at present very light. Pure lard is steady and unchanged, with a light demand. Compound lard is firm at an advance of ¼c. Barreled pork, canned meats and dried beef are all unchanged and in light demand.

Salt Fish—Mackerel is without change. The demand is not large and there is no indication of any material change in sight. Cod is about 1c a pound cheaper, largely by reason of the warm weather East. Hake and haddock are correspondingly reduced from the same cause.

If real civilization is worth winning and keeping, then human sentiment and judgment must be wrought up to the point of putting an effective ban on blowing old men, old women and little children to pieces by bombs dropped from the sky. There is no possible obligation of neutrality which can, with moral self-respect, be allowed to restrain the American people from making their feelings on this matter so emphatic that no American representative in any future international conference can fail to do his utmost to put an end to such barbarities. There is no serious objection to a simple statement from our State Department that the use of such methods in warfare seriously complicates the duty of maintaining a satisfactory neutrality.

Henry Watson and L. G. A. Lane, who for some time have been in business in Grandville, have organized the Suburban Ice & Fuel Co. The new firm succeeds to the business which was established by the firm of Lane & Leach.

Arthur L. Watson, formerly of the firm of Watson Bros., in the grocery business, has succeeded to the business. His brother, Henry Watson, has become a partner in the Suburban Ice & Fuel Co.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Benton Harbor business men are holding luncheon meetings with success.

Recent tests of gas at Bay City, it is alleged, show violation of the city franchise, being below an average of 18 candle power and the Common Council has ordered the company to bring the quality up to the standard required.

The Alamo Engine Co., the largest industry in Hillsdale, which was shut down December 24, due to the cutting off of foreign business, has resumed operations.

Police are enforcing an ordinance of long standing at Kalamazoo, which provides that billiard and pools rooms conducted in connection with cigar stores must be separated. No specification is made as to the sort of partition required, so that in some cases wooden gates or rope is being used.

The Ishpeming Advancement Association has closed a successful second year and the new officers for 1915 are: President, Chas. H. Moss; Vice-President, H. G. O'Keefe; Secretary, E. J. Townsend; Treasurer, J. L. Bradford.

The bureau plan of handling conventions at Kalamazoo has been adopted by the Greater Dayton Association.

The Association of Organized Charities at Jackson closes the year with \$1,050 in the treasury. George E. Luther is the newly-elected President.

The St. Joseph Common Council has instructed the City Attorney to file formal complaint with the State Railroad Commission regarding slow and inadequate freight service furnished by the Pere Marquette road. Merchants declare that some of their shipments from Chicago are carried through to Benton Harbor, then hauled back again next day, and that St. Joe is being treated only as a way station. It is declared that at least one manufacturer of St. Joseph hauls his "rush" orders to Benton Harbor in order to be assured of quick service over the Pere Marquette to Chicago.

Plans for the new pig-skin tannery at Holland have been drawn. The building will be 80x112, three stories, brick, and it will probably be located on the north side of town.

The public library at Ishpeming circulated more books for home reading in 1914 than in any previous year, the number of volumes being in excess of 91,000, a gain of 7,500 over the previous year.

City Forester Bancroft of Lansing is drafting a new tree ordinance for adoption by the Council. The Grand Rapids ordinance, held by municipal foresters to be the best in the country, is followed.

The Manistee Manufacturing Co., a furniture concern of that city, has resumed full-force and full-time operations.

The franchise of the local gas company at Kalamazoo expires within a year and the city is making a survey of local conditions to find whether a municipal plant is advisable.

Saginaw will vote February 17 on a proposition to bond for \$500,000 for a municipal electric light and power plant; also \$30,000 to construct sidewalks and crosswalks during the year.

Hesperia will hold its annual round-up and intellectual feast February 25-27.

Alpena is taking steps toward raising money by bond issue to provide for the erection of a filtration plant in connection with the city water system.

Jackson will provide skating ponds for the children. A sealer of weights and measures will also be appointed.

Representatives of the Toledo Railways & Light Co. were in Hillsdale recently to discuss with business men there the feasibility of an electric railway line between Hillsdale and Pioneer, Ohio. The railroad people estimate the cost of grading and laying rails at \$12,000 per mile.

Saginaw has been offered lower rates by the private lighting company, the new figure being \$50 per lamp a year, or a reduction of \$10 a year per light. The new rate schedule for private consumers shows a reduction approximating 31 per cent. from existing rates for residences and a greater reduction for electricity for power purposes.

Almond Griffen.

Fixing Legal Responsibility for Fires.

I am firmly of the opinion that if the assured were made legally responsible for damage to adjoining property on account of fire originating within their premises, due to carelessness and neglect, that the loss ratio in the United States would be reduced anywhere from one-third to one-half within twelve months, and as a result rates would come tumbling down in the same proportion.

The loss ratio in the United States as compared with European countries is appalling to say the least. For years our loss ratio has been approximately \$250,000,000 annually, or over \$2.50 for every man, woman and child, and to this must be added a like amount for fire insurance operations, maintenance of salvage corps and innumerable fire department, bringing the grand total up to \$500,000,000, or \$5 apiece for each and every one of us, against an average of less than 33 cents per capita in France, Germany and Switzerland, Italy, Austria and Denmark. In Italy the loss ratio per capita has been made as low as 12 cents, and in Germany it has never been over 49 cents, while in this country it has run as high as \$2.72 per capita.

Our law-making bodies can make all the laws they want to govern fire insurance companies, the rating bureaus and method of arriving at adequate rates, but not until the loss ratio has been materially reduced will there be any material reduction in fire insurance rates, for there are more companies going out of business on account of unprofitable underwriting than are being organized.

A step in the right direction has been the election of fire marshals in a great many different states and we

believe that if every state in the Union will elect a competent fire marshal and provide sufficient funds for the work to be carried on in an intelligent and systematic manner that this enormous waste can be materially curtailed. A sufficient force of deputies should be maintained to inspect every risk in every state of the Union from three to five times annually for at least five years to come, and arrest every property owner who neglects to make the improvements recommended. A few arrests and heavy fines or a few days in jail would make them clean house. A lot of our best merchants in the United States to-day lean almost entirely on their insurance policy for protection, never giving a thought to fire prevention. I know some wholesale grocers who carry stocks of from \$75,000 to \$100,000 and upward and haven't a water pail or extinguisher in the warehouse, and if an inspector makes a few suggestions the first thing they say to him is, "How much will it reduce my rate?" They do not seem to care whether they burn out or not and have absolutely no regard for the safety of their neighbors.

I also believe the decision of the Appellate Division of the Supreme Court of New York, holding the assured in whose premises the fire started (due to their own wilful neglect) would have to pay the cost for fighting their fire, is a move in the right direction. Property owners who refuse to make the necessary improvements to keep from having fires, after notice has been given should at least pay the cost of fighting them. The community certainly should not be called upon to pay for the carelessness of some pig-headed merchant.

If all the energy, oratory and newspaper space that has gone to waste in the last five years, talking about fire insurance rates had been devoted to fire protection, the loss ratio would have been anywhere from 20 to 40 per cent. lower in the United States than it is to-day.

If the joint stock companies would refuse to write insurance for those who refused to comply with improvements recommended by their inspectors, and those who collect \$1,000 for a \$100 fire, the loss ratio would be materially reduced.

According to reports from insurance authorities, in three cases out of five losses are over-paid. Companies would rather pay unjust claims than to get into a law suit, and we do not blame them, for as a rule jury decisions are against the corporations, but we do blame the companies for re-insuring those who make unjust claims.

There are many different angles from which to look at fire insurance rates and losses, but the loss ratio in the European countries is sufficient proof that if every state in the Union would pass a law providing for a fire marshal to investigate crooked losses and fixing the responsibility for fires on the property owners in whose premises the fire originates, that inside of one year our rates would be materially reduced.

Oscar B. McGlasson.

Personal Responsibility for Taxes.

Shaftsburg, Jan. 22.—In your January 13 issue of the Tradesman, I read the article about Responsibility for Taxes in the Event of Sale. I sold my stock of merchandise on October 31. Nothing was said about the taxes. Now the Treasurer informs me that I must pay the taxes. He has the authority given by the Prosecuting Attorney of Shiawassee county, namely, Seth Q. Pulver, of Owosso.

What would you advise me to do in a case of this kind?

F. H. Stevens.

Trenton, Jan. 20.—In your issue of January 13 you have an article in regard to who pays the tax on goods that have been assessed for taxation prior to sale. I sold a stock of goods last July and moved from that community. The purchaser of the goods moved them to another part of the State. The goods of course, were assessed to me at the spring assessment. They now want me to pay the taxes on the goods which I sold in July.

According to your opinion in the Tradesman, I am not liable for the taxes, yet I have been told by sufficiently competent authority that I may be held for them.

Are you sure of your ground in that statement? If so, who is liable for the taxes? Grant H. Otis.

Every tax payer is personally liable for taxes assessed on personal property owned by him on April 1 of each year, no matter what becomes of the property assessed. The obligation to pay such taxes is a personal one which he owes like any other debt.

All taxes assessed on personal property become a lien on all personal property owned by the taxpayer on and after December 1 of each year. After December 1 any of his personal property is liable to seizure by the township treasurer for the payment of his taxes.

If he sells his property before December 1—that is to say, before the taxes become a lien—he is still personally liable for the tax which may be collected from his other property, but the property so sold cannot be seized for the taxes.

Personal property sold after December 1 may be seized by the treasurer for taxes assessed against the seller and if the purchaser, in order to protect his interest, is compelled to pay the taxes, he can recover the amount of the seller, unless it was expressly agreed at the time of the sale that the purchaser should pay the taxes.

Battle Creek Grocers Adopt Slogan.

Battle Creek, Jan. 25.—"We are the Association that knocked the 'Not' out of 'Cannot'."

This is the slogan of the newly organized Battle Creek Retail Grocers and Butchers' Protective Association, which has been adopted unanimously by the forty-odd members comprising the organization. This slogan is to be made a common expression among members of the grocers and butchers profession, and will be so advertised that expression of the same readily recalls the thought of this organization.

The new Association, which was completed last Wednesday night, is a big thing for Battle Creek retail merchants, and likewise a good thing for consumers. One of the aims of the Association will be the fighting of the mail order business.

A merry sinner is at least more entertaining than a melancholy saint.

Gas Rates Compared

Lower Than Grand Rapids

POPULATION	RATE	POPULATION	RATE
Detroit, Mich. 537,650	\$.75 Net to \$.45 Net (Same management as Grand Rapids.)	Milwaukee, Wis. 417,054	\$.75 Net to \$.45 Net (Same management as Grand Rapids.)
San Francisco, Cal. .. 448,502	\$.75 to \$.58 Net (Cheap Gas making Oil.)	Indianapolis, Ind. 259,413	\$.55 Net (Natural Gas District.)
Los Angeles, Cal. 438,914	\$.70 Net and Gross (Cheap Gas making Oil.)	Worcester, Mass. 157,732	\$.75 Net (\$.95 Gross.)

Same as Grand Rapids

POPULATION	RATE
St. Louis, Mo. 734,667	\$.80 to \$.50 Net.
Grand Rapids, Mich. . 123,227	Now \$.80 to \$.50 Net.

Higher Than Grand Rapids

POPULATION	RATE	POPULATION	RATE
New York and Boroughs 5,333,537	\$.80 Net.	Memphis, Tenn. 143,231	\$1.00 Net.
Chicago, Ill. 2,393,325	\$.80 Net (Litigation.)	Scranton, Pa. 141,351	\$1.00 Net.
Philadelphia, Pa. 1,657,810	\$1.00 Net and Gross (Formerly Municipal.)	Spokane, Wash. 135,657	\$1.40 to \$1.00 Net.
Boston, Mass. 733,802	\$.80 Net.	Richmond, Va. 134,917	\$.90 Net (Municipal.)
Cleveland, Ohio 639,431	\$.80 Net (Also supplies Natural Gas.)	Paterson, N. J. 134,305	\$.90 to \$.55 Net.
Baltimore, Md. 579,590	\$.80 Net.	Omaha, Neb. 133,274	\$1.15 Net.
Pittsburg, Pa. 564,878	\$1.00 Net.	Fall River, Mass. 125,443	\$.80 Net.
Buffalo, N. Y. 454,112	\$1.00 Net (\$.90 Net to City.)	Dayton, Ohio 123,794	\$.85 Net (\$1.00 Gross.)
Newark, N. J. 389,106	\$.90 Net.	Bridgeport, Conn. 115,289	\$1.00 Net.
New Orleans, La. 361,221	\$1.00 to \$.75 Net.	San Antonio, Texas .. 115,063	\$1.25 to \$.70 Net.
Washington, D. C. 353,378	\$.85 Net.	Nashville, Tenn. 114,899	\$1.00 Net.
Minneapolis, Minn. .. 343,466	\$.80 Net.	New Bedford, Mass. .. 111,230	\$.80 Net for New Bedford—\$1.00 for the Suburbs.
Seattle, Wash. 313,029	\$1.00 to \$.60 Net.	Lowell, Mass. 111,004	\$.85 Net. (\$1.05 Gross.)
Jersey City, N. J. 293,921	\$.90 Net.	Cambridge, Mass. 110,357	\$.80 Net (Supplied by Boston Gas Co.—Boston rates.)
Portland, Ore. 260,601	\$.95 to \$.50 Net.	Salt Lake City, Utah . 109,530	\$1.30 Light—Fuel \$.90 to \$.70 Net.
Denver, Colo. 245,523	\$.80 Net.	Hartford, Conn. 107,038	\$.90 to \$.70 Net.
Providence, R. I. 245,090	\$.85 Net.	Trenton, N. J. 106,831	\$.90 Net (Supplied by Public Service Corporation—Large Central Plant.)
Rochester, N. Y. 241,518	\$.95 Net.	Tacoma, Wash. 103,418	\$1.15 to \$.60 Net.
St. Paul, Minn. 236,766	\$.95 to \$.75 Net.	Reading, Pa. 103,361	\$1.00 to \$.70 Net.
Louisville, Ky. 235,114	\$1.00 Light and \$.65 Fuel, Net.	Albany, N. Y. 102,961	\$1.10 to \$1.00 Light—Fuel \$1.00 Net.
Toledo, Ohio 184,126	\$.95 Light and \$.70 Fuel.	Camden, N. J. 102,465	\$.90 to \$.55 Net.
Oakland, Cal. 183,002	\$.90 to \$.75 Net.	Springfield, Mass. 100,375	\$.85 Net (Suburbs \$1.00.)
Atlanta, Ga. 179,292	\$1.00 to \$.70 Net.	Lynn, Mass. 98,207	\$1.00 Net.
Birmingham, Ala. 166,154	\$1.00 to \$.70 Net.		
Syracuse, N. Y. 149,353	\$.95 to \$.63 Net.		
New Haven, Conn. 144,505	\$.90 Net.		

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E. A. STOWE, Editor.

January 27, 1915.

HAS LOST SIXTEEN CRUISERS.

In some respects the battle in the North Sea is the most important naval engagement of the war; in others it merely confirms certain facts already brought out, namely, that in a running fight the advantage is with the pursuers, and that where their superiority is clear, the punishment of the losers is disproportionately great. That was true off Heligoland, at the Falkland Islands, and off Coronel. In every one of these battles the losers were "out-gunned," and this was the case Sunday. But the opposing forces were more nearly equal in the North Sea than elsewhere, save that it was a case of 13.5 inch guns against 12 inch. Off the Falkland Islands the Germans were beaten by an overwhelming numerical superiority. In the North Sea it was five ships against four, the British having their best and newest ships in line. As for the larger results, Admiral Beatty's victory will probably stop further raiding of the British coasts by cruisers, or at least make the Germans realize just what risks they are running. Certainly, we shall hear less from the German press now about England's control of the sea having been broken, and of the boasts that England's coasts are at Germany's mercy. There will probably, however, be an increased likelihood of aerial raids.

So heavy have been Germany's losses in armored and battle-cruisers that it would seem as if she would be extremely loath to risk any more in dashes towards England, which are merely pinpricks and help the British government instead of making its task more difficult. Of its most powerful cruisers the German navy has now lost six—the Bluecher, Yorck, Gneisenau, Scharnhorst, the Goeben by sale to Turkey, and the Friedrich Karl by striking a mine, if Russian and English statements about this vessel are correct. If, in addition, two of those engaged in the North Sea are seriously damaged, there are left only four battle-cruisers and five armored cruisers. The three ships that escaped from Admiral Beatty were battle cruisers of the newest type, the Derfflinger having been completed and put in service since the war began. Two others, the Hertha and Luetzow, are counted above as also

having been completed; if they are not in service, the Kaiser's cruiser fleet is still smaller. Germany is fortunate in not having lost a single battleship thus far, but in cruisers she has paid the price, having lost sixteen all told since hostilities began. The attrition of the German fleet is thus far more ominous than that of the British.

PLAN PERMANENT PEACE.

In planning for conditions that make for permanent peace, one might, as a whole, return to the plan made more than three centuries ago by Henry IV of France, and his great minister, Sully, for a federated Europe, which we of the modern times would supplement by a federated world.

1. At the end of this war of liberation, there will be readjustment of frontiers. Let this readjustment be along the lines of national and racial consciousness and aspiration, and guaranteed by a plebiscite of the provinces and states concerned.

2. Constantinople to be the capital of the Slavic races, given to Russia, thus fulfilling her national and inevitable aspiration. This capital to be a great free city, open to the unfettered commerce of the world. By its freedom, developing the immense resources in oil and minerals of the Caucasus, the products of the temperate zone of Siberia as well as its deposits of coal and other minerals. Freeing and directing the commerce of the Danube, the Dniester, the Dnieper and Don, thus developing the great grain fields and cattle ranches of Southern Russia, and the wheat fields of Hungary. From Constantinople and Scutari, as great peace hives of commercial activity, there would naturally depart the lines of railway which would develop Asia Minor and Persia.

3. The neutrality of the Kiel Canal, which shall be forever barred to warships of any nation; thus freeing and opening up to commerce all the countries bordering upon the Baltic. Tolls to be used for the up-keep of the canal and the developing of commercial conditions. A fair interest to be paid to Germany on the cost of its construction. This would seem to be an honorable procedure.

4. Heligoland's fortress to be dismantled, and in place of cannon, there be erected a statue of peace, to pre-empt this highway of commerce and fellowship, with the inscription: "To the memory of the men and women of the warring peoples who suffered and died that peace may dwell in the hearts and lives of the nations." A Rodin could symbolize the great emotion to be expressed, the great lesson to lay to heart. Or there might be raised a simple shaft like that in Washington.

If the children of these warring countries could erect this monument, would not some profound consciousness be stirred in their hearts of what this great war means, and what noble ideals it has brought into the new world which they are to build?

RIGHT TO USE KING'S ENGLISH

Owners of trade marks and specialties sold under specific names have been much interested in the recent decision handed down by United States District Judge Arthur J. Tuttle at Detroit in the case of the Kellogg Toasted Corn Flake Co. against the Quaker Oats Co., refusing to enjoin the Quaker Oats Co. from using the name "toasted corn flakes" in its advertising of a cereal product.

This is not, as has been more or less misunderstood, the famous Kellogg fixed price case, now pending in the Federal District Court, but has to do with an even more interesting controversy in the specialty field. It is one more decree declaring that no manufacturer can segregate to himself any part of the English language which might ordinarily be used by others.

The case arose because, after the Kellogg Co.—which was well established as the originator of the name "toasted corn flakes" for a certain type of cereal product—had introduced both product and name, other rival manufacturers commenced making "toasted corn flakes" of substantially the same character, although varying somewhat in flavor and quality. The Kellogg Co. claimed that the products were sold on the strength of a reputation for "toasted corn flakes" which it had created, and that sales would not have been successful but for its work and investment.

The Kellogg Co. prevailed on most manufacturers to abandon the exact phraseology, some of them calling their product some such variation as "corn flakes, toasted," and others by specific names of their own coining, while a live advertising concern like the Postum Co. banked on its own reputation and called its corn flakes "Post Toasties." But the Quaker Co. refused to quit calling its product "toasted corn flakes," although at various times it called it "maizol," "yello" and one or two other names that never took hold much.

The manufacturers generally maintained that they had a right to make the product and that when made it was clearly toasted corn flakes; words merely descriptive of the product, made up of common descriptive language which no manufacturer could monopolize. Not denying that, the Kellogg contention was that the public demand for the product, under this name, had cost it millions of dollars and that taking advantage of its reputation was unfair trading. The case has been hanging fire for the past five years and recently was decided against Kellogg. The decision will mean the loss of results in millions of dollars' worth of advertising by the Kellogg concern.

PATERNALISM GONE MAD.

When Fred Mason protested, at Philadelphia last March, against any fixed price law which would open the way for the Government to extend its supervision of private business, some laughed at him and others who agreed in the abstract disagreed in a specific sense of apprehension.

But down in Washington the other day, incidental to a patent law case, the Supreme Court held that before a patentee could recover for an infringement he must disclose—and that means to the public gaze, in the last analysis—what the profits of the invention would have been or have been. If that is good law, how much of a step is it to require that for the privilege of doing business under any other phase of paternalism—and the marketing schemes are coming to be that, almost entirely—there shall be supervision and municipal control from men who hold popular acclaim and popularity at a greater premium than fair play?

If Mr. Henry Ford succeeded in turning the inmates of Sing Sing into useful citizens, the credit would be due to the man of generous impulses, and not to the shrewd business man. Mr. Ford has repeatedly asserted that the prime secret of his notable achievements as a captain of industry is standardization. Through absolute uniformity and the absolute elimination of waste he has placed himself beyond competition in his field. But the essential characteristic of the prison inmate is that he offers such difficult material to standardize. He represents the waste products of society. Through his own fault, or that of others, society has found it impossible to give him a job in the standardized routine of the world's daily work. It is very likely that the chance to do useful work would reclaim a very large number of Sing Sing's inhabitants, but it must be work offered in the spirit of a patient humanitarianism not expectant of immediate results. Mr. Ford's statement should prove most useful in pricking the conscience of many good citizens who believe in the abstract possibility of reclaiming the convict but shrink from the trouble and risk involved in giving the ex-convict a concrete job.

The completion of the long distance telephone line between New York and San Francisco is not only an epoch-marking event in scientific development, but also the opening door to better conditions, commercial and social, throughout the Nation. It means the breaking down of old barriers. By facilitating the exchange of information and ideas it brings the most remote points in the country closer together than were points lying within a single state a quarter of a century ago. It broadens mutual understanding and appreciation and thus aids tremendously in the advance of civilization. The trans-continental service will not be established for public use until about March 1. It will cost \$20.70 for a person in New York to talk for thirty minutes with San Francisco and \$6.75 for each additional minute.

Occasionally a bad boy makes good.

If a man has no sense of humor he is sure to get funny at the wrong time.

The poorer the soil the better the crop of wild oats.

FOUNDED ON EFFICIENCY.

Ann Arbor Merchants Have Solved Delivery Problem.

Ann Arbor, Jan. 25.—The merchants' delivery plan of this city has attracted great interest in other cities, its reputation having traveled far and wide. Enquiries are coming in all the time from other cities to learn how Ann Arbor has solved its delivery problem so successfully.

By a co-operative system of delivering, the merchants of Ann Arbor give a service of five deliveries a day within the city limits which is conceded by all to be far more satisfactory than formerly, and employing only seventeen wagons where seventy would be operated by the old individual method, so that with the improved service there is also a greatly reduced expense.

This system was inaugurated in Ann Arbor in September, 1907, after a committee of local merchants had visited Fremont, Ohio, and made a study of the way the thing was being done in that city. After a thorough discussion of the report submitted by the committee it was decided to have a company incorporated. Twenty-two merchants took twenty-five shares each, providing a working capital of \$5,500.

A suitable lot was at once purchased, 80x32, at a cost of \$3,600, and a central station erected, costing \$7,800. So the new company started with a considerable indebtedness, all of which has been wiped out, however, in less than seven years, and an adjoining lot bought and paid for at a cost of \$2,500.

The company serves not only its own members, the stockholders, but deliveries are made for any merchant. Members, however, buy their coupons at a lower rate than non-members. Grocers who are members pay 3 3/4 cents for one delivery, while the charge to grocers who are not members is 4 1/2 cents. A grocery "delivery," by the way, is an order of less than 100 pounds to one address in one, two or three baskets.

Stockholding butchers pay 2 3/4 cents per delivery (up to fifty pounds), while non-stockholding butchers pay 3 1/2 cents.

All coupons are sold for cash and in lots up to 100, 200, 500 1,000 and 2,000. In using these tags, the merchant uses one tag for each order (delivery to one address), filling in not only the name and address of the customer, but also the number of the route. The entire city is divided into sixteen routes, and each merchant has a route book, printed and alphabetically arranged as to streets, so that the route number of any address is instantly ascertained by referring to the street in the index, although, of course, the merchants and their clerks are very familiar with the routes now, and are seldom obliged to refer to their books. Each merchant, also, stamps his coupons with his firm stamp, so the tag tells the whole story on its face, its price, the firm, the customer and address, and the route number.

In the morning the drivers report at the central station at 6:15 and start out with their wagons. Each driver has certain stores to which he delivers the "empties" (each merchant provides his own baskets or boxes, marked with his name) and from these same merchants he collects the orders to be delivered, returning to the central station with them. The wagons are then backed up to a long bench, or shelf, running down the center of the station, and the baskets and boxes are unloaded and shoved along according to the route numbers on the tag, thus distributing the orders to the proper wagons in a very few moments. The drivers are then ready to start out on the first morning delivery. As the driver delivers, he takes the tag off the order and these tags

are turned in at the office, tied and stacked in each merchant's name and held for a time for reference in case of complaints, or checking up, etc.

In coming back to the central station after delivering, each wagon stops at certain stores most convenient to his line of travel, leaves whatever "empties" he may have belonging to those particular stores, collects the orders that are ready, and brings them to the central station. Each merchant gets back all his "empties" at noon and in the morning. For C. O. D. orders, envelopes are furnished instead of coupons, and for these the merchants pay one-eighth cent more than for the straight delivery tag. All the drivers are under bond and the collections are quite a service. C. O. D. orders run from 200 to 300 a day, settlements being made with the merchants each day. Each driver has a collection book and a system for checking up the items and cash is entirely adequate.

On a recent Saturday the company made 3,348 deliveries, including 315 C. O. D. orders. It should be stated that the drivers work from 6:15 a. m. to 5:30 p. m. and on Saturdays to 7 p. m.

Provision is also made for delivering consignments to the merchants from out-of-town shippers. For instance, a candy manufacturer or jobber will consign a shipment to the company to be delivered to twenty merchant at a charge of perhaps 10 cents each, or \$2 for the consignment. Such items bring in a matter of \$50 a month to the company and are easily handled, the same as returning "empties" to the merchants.

Another source of revenue is the service for package delivery for citizens who phone in for a wagon to take a bundle to the washerwoman, or any service of special nature. In 1913 \$1,326.76 was realized from these phone calls.

As before stated there are sixteen routes, but the company has twenty wagons and twenty-two horses that have replaced the seventy-six rigs formerly owned by the individual merchants. Seventeen drivers are employed, the extra driver handling the special calls, which also include a service from the railroads to the merchant. A day barnman and night barnman, with book-keeper and manager or superintendent, complete the force.

An idea of the expenses may be gauged from the following figures for 1913:

Pay roll	\$13,547 65
Feed bill	2,437 02
Light and fuel	170 68
Repairs	613 85
Horse account	325 00
Wagon account	210 00
Horseshoeing	604 05
Harness	84 25
Damage claims	117 24
Miscellaneous	930 38

Still another source of revenue is the service on 5-cent and 10-cent coupons for shoe stores, clothing stores, dry goods stores, etc.

L. C. Rhoades is the company's superintendent, and has been the active manager from the beginning of operations. Mr. Rhoades is modest in speaking of the manifest success of the company and its service. He says:

"We make no claim to perfection for our system. In the making up a large number of daily deliveries it is a difficult matter to please everybody. There were always complaints under the old method of individual delivery, and we naturally have a few complaints from day to day. Yet the service is much more satisfactory to the merchants and to their customers. Not only is the expense of delivery less to the merchant, but he is relieved of the bother of handling the driver and looking out for the horse and rig, feed and stable, etc. We cleared off the last of our indebted-

ness in March, 1913, and we have bought and paid for additional property to the extent of \$2,500 besides having greatly improved our equipment in every way."

Committees from other cities are welcomed and given all the information possible by Mr. Rhoades and the officers of the company. During recent years committees of merchants have visited Ann Arbor from Helena, Montana; Escanaba, Evansville, Ind.; Pontiac, Adrian, Elgin, Ill.; Lake Forest, Ill.; Highland Park, Ill.; and other points. At the present time Knoxville, Tenn., is making enquiry regarding the system and no doubt the idea will spread and take root in many cities. The system is founded on efficiency, the watchword of the day. It combines service and low cost, eliminating lost motion and its adoption is surely the sign of progressive, up-to-date and broad-minded business men.

Propose to Amend Present Garnishment Law.

Escanaba, Jan. 25.—At a meeting of the Grocers & Butchers' Association of Escanaba, Mich., held January 15, the question of a change of the garnishment law for Michigan was considered. It was the opinion of all those at the meeting that the present law is inoperative, because of the fact that we now have two pay days per month, instead of one, as formerly. The justice of some measure of protection seemed evident to all in view of the fact that business men were practically compelled to help out with credit when men, through sickness or lack of work, importuned them for help and afterwards were disposed to ignore the merchant's just claim.

The amendment to the present garnishment law, suggested at a meeting of representative business men held at the office of Attorney Loell on the evening of January 14, was read and discussed and it was the opinion of the members of our Association that since the pay was cut by reason of two pay days exactly in half, the garnishment law should also be correspondingly amended.

The proposed amendment is as follows:

An Act to amend Section 2 of an Act entitled "An Act to authorize proceedings against garnishees and for other purposes," being chapter 35 of the Compiled Laws of the State of Michigan of 1897, as amended by Act No. 172 of the Public Acts of Michigan for the year 1901.

The people of the State of Michigan enact:

Sec. 1. That an Act entitled, "An act to authorize proceedings against garnishees and for other purposes," being chapter 35 of the Compiled Laws of the State of Michigan of 1897, as amended by Act No. 172 of the Public Acts of Michigan for the year 1901 be, and the same is hereby amended by amending Section 2 thereof as follows:

Sec. 2. The person summoned as garnishee, from the time of the service of such summons, shall be deemed liable to the plaintiff in such suit to the amount of the property, money and effects in his hands or possession, or under his control, or due from him to the defendant in such writ; provided, that when the defendant is a householder having a family, nothing herein contained shall be applicable to any indebtedness of such garnishee to the defendant for the personal labor of said defendant, for his family to the amount of 40 per cent. of such indebtedness but in no case shall more than \$15 of such indebtedness be exempt from the operation of this Act, and in all cases at least \$8 shall be so exempt;

Provided further, that in case the defendant is not a householder having a family, nothing herein before contained shall be applicable to any indebtedness of such garnishee to the

defendant for the personal labor of such defendant to the amount of 20 per cent. of such indebtedness and in no case where the principal defendant is not a householder, shall more than \$7.50 of such indebtedness be exempt from the operation of this act, although in all cases of the description mentioned in this proviso, at least \$4 shall be so exempt.

We bespeak the co-operation of the Tradesman, which we all take and read, in the pursuance of this campaign.

John A. Stromberg, Sec'y.

Lively Notes From a Live Town.

Owosso, Jan. 25.—We are again late with our Owosso dope, owing to the fact that we broke our spectacles. Fred Hanifan says we probably pushed 'em off looking for orders.

We notice, as is usual in the front end of the year, many new faces among the commercial men. It seems to us that grocery salesmen are thicker than presidents in Mexico. As is usual in past seasons, some will remain and stay by the game, while others fade. Stick to her, boys, and win, but don't forget that there are two kinds of young traveling men—yes, three—whom nobody likes and every one avoids:

The man who steps up and pulls your 5 cent pencil out of your pocket and replaces it with a cheap penny no-gooder.

The man who puts off getting a hair cut until Saturday night.

As Josh Billings once said, "the man I don't like the most of anybody is the one who don't pull the plug in the wash bowl."

We might add, don't carry off the landlord's individual towel. That's a reflection on the fraternity. Join the U. C. T. as soon as eligible. That's Safety First for the wife and babies at the home nest.

Observation brings to our notice that various New Year resolutions have been made in one approximate vicinity, both individually and corporally. Among those which have caused the commercial travelers to sit up and take notice is one made by the Grand Trunk system by taking off several trains in this part of the State, much to the chagrin and inconvenience of Michigan traveling men, as it necessitates more walk and less ride.

The main difference between riding and walking anyway is: in order to get there quicker on foot, you have simply got to start earlier. However, the old adage reads that it is an ill wind that blows nobody good, consequently this sudden and unlooked for change in railroad schedule has forced ideas from two old timers whom we didn't know had any. Bill Griffith, of Howell, and Steve Pitts, of Owosso, are out trying to sell stock for the enterprising venture of building a stilt factory. They are feeling a little sore at Gus Stephan for flatly refusing to invest. We think Gus shows good sense in steering clear of the deal, for Gus in stature is nearly seven feet tall and something like five feet of this entire appurtenance is walking apparatus. Gus says he doesn't believe a wise guy will fool away money under this administration with beans at \$3 per and flour \$9 a barrel and nickel cigars at the same old price and most everybody smoking Peerless.

J. M. Shaft, the veteran grocer and hardware man of Shaftsbury, is apparently as hale and hearty as when we first called on him thirty-one years ago. He is still in business at the old stand and, in fact, is the man who put the Shaft in Shaftsbury.

Any enterprising young man who wants to keep tavern will be received with open arms and made welcome by the good folks of that up-to-date village. Honest Grocerymen.

Gold may be the key to society, but poverty is the strongest bar.



An Interview With a Live Clothier.

On a recent visit to one of our Eastern cities my attention was particularly attracted to the changed appearance of one of its most prominent clothing stores. The 40-foot front of this store now presents a very attractive and at first glance apparently solid glass display. Two extremely high, wide and very deep show windows frame a wide entrance, which is broken by a unique glass case. The case is in the shape of a rectangular column, extending from a narrow marble base at the floor to the very handsome hardwood ceiling of the entrance. It is needless to say the furnishing of windows and casings were fully in keeping with the rest.

I found the proprietor inclined to express himself freely. He stated that he had conducted this business for upward of thirty years. The business was his pride and pleasure, and he stated he had every reason to be very well satisfied with the results. "In fact," he said, "I have never seriously regarded such things as hard times. When times are hard that is the very time that I have always felt it necessary to make extra effort. Everybody must have clothes, and a certain number of stores in every town and city must supply the demand. I believe that in strenuous times additional efforts will easily hold up the balance of business and profit for the live merchant, simply for the reason that so many are too easily discouraged, and at such times lose a share of their natural business through inactivity or inability to meet the emergency."

I congratulated him upon his attractive store, and spoke particularly of the wide expanse of glass front.

Appearance of the Store.

"In all my business experience," he said, "I have always considered the appearance of my store a great factor in its success. I know my trade because I carefully watch and study it. I have always carefully studied to furnish qualities, finish, styles and designs that would particularly appeal to that majority of people who patronize me. Steadily this business has enlarged, and I know that my trade comes here because of the reputation which my many years of attentive, conscientious dealings have made for me, because of the merchandise and selections which are here to suit them. I believe I hold and steadily increase my trade also, to a large measure, because of the manner in which the merchandise here is presented. In other words, I have endeavored from the first to have

my store present a refined attractiveness. I believe the better classes of trade find here clothes satisfactory to them when equal high-grade merchandising may, in other surroundings, appear to them like the old 'hand me downs.'

"I further attribute the success of my business to my superior help. I have taken great pains to study the help question. My clerks dress in good taste. They are extremely attentive, and are paid liberally according to their value to this business.

"I also believe a great factor in the success of every firm is the good-will of its employees, even as much as that of its customers. The proprietor or manager of a clothing store who can procure the good-will and thorough endorsement of his employees, I believe, makes a great step toward success.

"I would not have a 'grouch' on my force under any circumstances. I will not offend or hurt the feelings of my salespeople any more than I would of any friend whose good-will I desire. I believe in paying liberal salaries. I consult my clerks on many business questions, thereby not only flattering their pride, but really instigating interested and often valuable opinions.

"A second reason why I use all possible display space is my large and ever-increasing women's trade. My boys' and childrens' department is important, and I particularly aim to please the little fellows and to keep their good-will. It is much easier to sell boys' clothes when the boy wants mother to buy of you than when he does not.

The Woman Shopper.

"The women buy the men's clothes of to-day. Women like to look at pretty displays in show windows that invite them inside. Why, or how, do women buy men's clothes? Men work from 8 to 6 during store hours. It leaves them Saturday afternoon and evening for rest, for cleaning up, a ball game or a picture show, in addition to all their necessary shopping. The women locate what the men want and time and trouble are thus saved going from shop to shop. Most wives are thoroughly familiar with the sizes of clothes their husbands require, and while sales must be made to them conditionally, many sales are made by allowing them to take clothes home on approval. This gives another explanation for my liberal expenditure on the alteration of my front.

"The points which I call attention to are well known to all dealers, but I allude to them principally to tell you

that to establish this women's trade I long ago fought battles with my salesforce in order to overcome an apparent natural disinclination to make a genuine effort to sell to the woman customer. Many salesmen hold that it's better to save their time and efforts in order to wait on the men on the premises than to waste them on women who buy at best on approval only. I believe that women shopping for men's clothing have met with these opinions of salespeople in clothing stores to so large an extent that my different ideas on this matter have materially added to by custom.

"It is also my ambition to establish a trade that will add to my present custom the better classes of wage-earners. I mean a class of men who would not ordinarily pay the prices at which clothes here must sell. I mean men who believe that no suit or overcoat is worth more than \$15 to \$18, although they can well afford to pay the necessary additional cost required to shape good materials into better lines, and finished into garments more becoming to their figures. My store sells suits and overcoats at \$15 to \$50.

"Twice a year regularly I hold a great sample sale immediately after the close of the busy season. The object of this sale is to invite men who are not our customers to sample our clothes for actual comparison. The advertisements of the sale lay great stress on this point. At this sale my price reductions bring the high-grade clothes of this store down to the price at which good medium-grade clothes are ordinarily offered.

"Talking about sales and advertising, I do not believe in offering goods at one-half, one-third, or any percentage off, but I designate a reduced price on each line. I have paid close attention to results from these sales, and positively know that we have made many new and valuable customers with each. This year my new glass front shall simply show garments from one end to the other, each bearing a card, giving the sample sale price and also the actual sizes. Our former price is stamped in the garments, easily found by anyone who cares to look. This sale is held for ten days, and while talking on sales and advertising, I am willing, also, to tell you that I immediately follow my sample sale every year with my semi-annual clean-up sale of the entire stock. In this sale I also announce the specific reductions that are made on each line or garment.

"Advertising 25 or 33 per cent. reductions to most people means simply a great reduction advertisement, which in many cases they read with a certain amount of doubt. The American public is too intelligent to believe that any store can continue successfully if they sell a large part of their stock at a loss twice each year. I believe many such establishments are tolerated and prosper merely, because no better are handy. A garment sells at \$25, the one-half-price man offers the same at \$12.50. Did he buy some to look like \$25 garments or is he a

robber? How many of his trade that he depends on think that way?"—Apparel Gazette.

With one foot in the grave it doesn't take a man very long to get there with both feet.



To our Customers and the Trade:

A disastrous fire destroyed our entire stock and buildings, but we wish to inform you that we have already found a temporary location to continue business and will have a complete stock in the near future with which to serve you with our usual promptness.

All future orders placed with us, such as farm implements, harness and collars, summer goods, orders for winter goods, samples of which our salesmen are now showing the trade, will be delivered promptly and on time.

Our salesmen will continue their canvass without interruption and we will appreciate your hearty approval.

BROWN & SEHLER CO.



Trade Stimulators For Price Advertising

Our monthly catalogue of General Merchandise abounds with these.

Get acquainted with the Yellow Page Specials in each issue of "Our Drummer." They will help you pull trade to your store.

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas

Calendar for the Window Display Man.

January.

Jan. 17, Benjamin Franklin's birthday, born 1706; Jan. 29, McKinley's birthday and Carnation Day; legal holiday.

February.

Ground Hog Day is early in this month, as is also Candlemas Day. Feb. 12, Lincoln's birthday; Feb. 14, St. Valentine's Day; Feb. 15, Battleship Maine destroyed, 1898; Feb. 22, Washington's birthday.

March.

Spring openings occur the latter part of February and early part of March. Mar. 4, Inauguration Day, once in four years; Mar. 15, Andrew Jackson's birthday; born 1767; Mar. 17, St. Patrick's Day, comes about the times when green, the favorite Irish color, is especially pleasing to the eye; Mar. 21, first day of spring; Mar. 28, Palm Sunday, 1915.

April.

April 1, All Fools' Day; April 2, Good Friday, 1915; April 4, Easter Sunday, 1915; Palm Sunday, Good Friday and Easter usually fall in the latter part of March or the early part of April, dates changing from year to year. April 6, Peary discovered North Pole, 1909; April 19, Patriot's Day; April 23, Shakespeare's birthday, born 1564; April 27, Grant's birthday.

May.

May 1, Dewey's Victory at Manila Bay, 1898; May 10, Mother's Day; May 18, Peace Day; May 30, Memorial Day.

June.

June 14, Flag Day, readily lends itself to a window trim; June 17, Bunker Hill Day; June 21, Longest day of the year; June 22, Summer begins.

July.

July 4, Independence Day; July 12, Orangeman's Day, July 24, Pioneers' Day, in Utah.

August.

Aug. 16, Celebrated in Vermont as anniversary of the battle of Bennington.

September.

Labor Day, first Monday in September; Sept. 6, President McKinley assassinated, 1901; Sept. 23, First day of autumn and time for fall openings. Jewish New Year and Yom Kippur occur in the latter part of September, dates varying from year to year.

October.

Oct. 12, Discovery of America and celebrated as Columbus Day in most states; Oct. 21, Apple Day; Oct. 31, Halloween Day.

November.

The first Tuesday is election day. Thanksgiving Day comes the last Thursday.

December.

Dec. 25, Christmas.

Fuller Dress Skirts Require Petticoats Galore.

The most prominent feature of spring fashions is the increased width of skirts of all fabrics. This not only affects the yardage of all dress fabrics, but it influences women to again wear petticoats that the close-

fitting dress skirts tried to dispense with and succeeded too well.

The new skirts that are already seen on Fifth Avenue absolutely require petticoats of a graceful flare and convenient width. They must also be of light, supple texture and of fabrics resembling silk taffeta, although of mercerized cotton that does not cost as much, thus suiting all trade, and will wear far better.

There are several such fabrics on the market, all that are worth the encomiums of customers, selling under a brand name. The best are always well known and some are so beautifully finished that they resemble an all-silk fabric with the soft "feel," sheen, sheerness and pliability that can only belong to well made, fine cotton taffeta fabrics intended for petticoats.

While black petticoats will undoubtedly out rank all others, various colors will also be worn. The petticoat of such soft fabrics may be from two yards and a half to three yards wide, with flounce effect, shirred, knife-plaited, side-plaited or cut in circular form and trimmed flatly. In ready-made garments of this kind, but little width should be arranged at the top. Many of the new skirts being circular, require a scant top and flaring lower edge.

The return of the petticoat brings a wonderful opportunity to the department, window dresser and advertising manager of a retail house. So long has this honored garment been in the gloom of forgetfulness that its revival gives a chance of drawing attention to its return and agitating the question of its importance to the trade. The petticoat is coming to remain some time, probably for years, and manufacturers of the above fabrics are prepared for its demand.

Fashion writers are instructing women as to the importance of this revival and women are going to meet it. Now it is up to the manufacturer and retailer to start a successful petticoat business again.

Mathematics.

"Yes," he remarked, stretching himself lazily in the one really comfortable chair in the commercial room. "I'm the youngest child of a very big family."

"How many of you are there?" asked a fellow knight of the road.

"Well," replied the lazy one, "three of my brothers are dead, but there were ten of us boys, and each one of us had a sister."

"What!" gasped his questioner, "Do you mean to say that there were twenty of you?"

"Dear, dear, No—only eleven."

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.



Karo

(REG. U.S. PAT. OFF.)

MOVES QUICKLY from your shelves

YOU'LL find Karo listed on the majority of the orders you receive and your customers ask for it because our advertising has taught them its many uses, while its purity and quality bring them back for more. Karo is easy to sell and the demand for it is increasing throughout the entire year. It moves so quickly and gives such perfect satisfaction to your customers that you will find Karo the most profitable syrup you can handle. Display the well known Karo cans where your customers can see them—you'll find that it pays.

Cold weather is the time for griddle cakes and Karo. Place your orders now while the jobbers have good stocks and can deliver promptly. Karo sales mean generous Karo profits—liberal stocks will secure your full share of the profits.

CORN PRODUCTS REFINING CO.
NEW YORK



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.

Valencia Oranges.

The season is different from others in that a large number of growers have become packers and shippers through force of circumstances. Heretofore these operations were performed by a separate class of intermediaries. The grower had nothing to do but bring his crop to maturity and sell it on the tree to the highest bidder, which explains why the orchard-owning class has consistently prospered. The great competition among scores of packers backed by foreign capital insured the sale of crops for shipment to a number of large markets.

This season conditions are radically different. England is the only market of primary importance open to the Valencia orange, and her normal consumption ranges from 3,000,000 to 3,500,000 cases, or less than half this season's crop available for export.

The 1914 orange crop is the largest yet recorded, being roughly estimated at 8,000,000 cases (about 165 lbs. net per case). Something over 7,000,000 cases will be available for export, but it is thought between 2,500,000 and 3,000,000 cases will remain as a surplus.

A most important element, however, and one which is expected to exert a favorable influence for Valencia oranges throughout the season in England, is the cessation of the Jaffa orange trade since Turkey entered the war. The volume of this traffic in 1912 equalled 750,000 Valencia cases (1,500,000 Jaffa boxes), and local trade expects to benefit to that extent, reducing by an equal amount the surplus crop, which has been estimated at 3,500,000 cases since the loss of continental European markets.—U. S. Consular Report.

The Syrian Orange Crop.

A month ago the agent for all the leading shippers of oranges from Syria had practically completed his arrangements for shipping this country's crop, and on the following basis: From Jaffa, 1,500,000 boxes; from Tripoli, 400,000 boxes; from Alexandria, 400,000 boxes.

The greater part of these oranges were to be shipped to Great Britain and the balance were engaged for shipment to the Black Sea ports. Now, owing to the wars, these oranges, as well as lemons, cannot be

marketed, and they will probably rot and become a dead loss to the growers. These losses will fall principally upon Moslems at Tripoli; at Jaffa they will fall half upon Moslems and the other half upon Christians and Jews, while at Alexandria they will fall principally upon Christians.—U. S. Consul General at Beirut.

Tomato Packers Mean to Improve Product.

Something of the progressive character of the organization work undertaken by the National Canners' Association, in the formation of its sections, is strikingly indicated by the resolutions adopted at the recent Baltimore meeting of the tomato canners' section. Here are a few of the paragraphs adopted:

Resolved—That the tomato section shall immediately undertake to adopt a standard of quality that shall bind and control all the members thereof, to the end that there may be only one universally recognized and authoritative standard.

Resolved—That the committee into whose hands the creating of a standard of quality and quantity shall be committed be instructed to weigh well the practicability of designating the standard that shall be adopted with a mark that shall indicate the supervision or authority of the National Canners' Association; and be it resolved still further that it shall report on the feasibility of retaining a corps of inspectors whose duty it shall be to make sure that the adopted standard is in nowise violated, and to suggest the penalty that should follow the violation of the standard.

Resolved—That it is the sense of this meeting that the interests of the industry would be served by the adoption by the packers of a uniform system of cost accounting, and that a committee be appointed to arrange for this feature.

A prominent supply man explained that in many cases the canners did not properly consider the wants of the consumers as to the method of packing the goods and as to the size of the cans in which they are packed. As a result it was decided to appoint a committee of three to further look into this matter, and the committee was so appointed.

The Big Cheese.

A big cheese always draws attention and is a good advertisement. A Wisconsin firm has for several years made a few big cheese for some of its customers, and this year six have been made, two each weighing 2,100 pounds.

Threw Cold Water on Eggs by Mail.

Chicago, Jan. 25.—Richard Coyne was recently called upon by the Chicago Tribune, who wanted to know Coyne Bros.' opinion as to whether the parcels post would be a successful and suitable method for shipping eggs direct from the farmer to the consumer. Mr. Coyne's answer gave the theorists a sad jolt. He pointed out that the added cost in sending the eggs through the parcels post would more than offset the saving in the retail price. Besides, eggs sent by this method would not be tested or graded and would therefore be unreliable, and that a quantity of those shipped would, especially at this time of the year, probably be salted or held stock—in fact, eggs classed by the trade as seconds.

Strictly fresh eggs, being exceedingly scarce at this time of the year, some unscrupulous farmers—for there are some, every once in a while—might resort to the old dodge of buying storage eggs in town and reshipping them as fresh laid eggs "direct from the farm." It stands to reason, Mr. Coyne pointed out, that the consumer will best serve his own interests in buying his eggs in the usual way in the city.

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 slow 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.

Geo. L. Collins & Co.

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

29 Woodbridge St. West
DETROIT, MICH.



Mapleine

is welcomed by confectioners everywhere—indispensable as Maple coloring and flavoring for caramel, 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

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.

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.

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.



For Buckwheat Cakes

UNCLE SAM
BUCKWHEAT
COMPOUND

For Sale by All Jobbers

SAGINAW MILLING CO.

MANUFACTURERS

Use Tradesman Coupons

Status of the New York Egg Market.

New York, Jan. 25.—The radical fluctuations in prices of fresh gathered eggs that have characterized the market of late are only normal to a condition of small—at times extremely small—supplies coming at a time when a material enlargement is to be expected in the near future unless the normal increase of production is further kept back by very widespread wintry conditions. Considering the weather generally prevailing since the turn of the year the egg production has increased much more slowly than usual, or else the absorptive powers of interior districts are greater than they used to be. This latter is quite likely the fact, for in the season of light yield it seems to require a larger production than formerly was the case to provide any liberal surplus for shipment to the large seaboard consuming centers.

Of late however, there have been evidences of a somewhat more substantial increase and the great scarcity experienced here up to past the middle of last week induced shippers in all sections to hustle stock forward by express to such an extent as to somewhat overstock our wholesale market even at the liberal decline effected. A decline in prices at this season does not have a prompt effect upon the actual consumptive needs of the market, since retailers are slow to reduce prices in conform-

sured of even a moderate permanent increase it seems a doubtful policy to place limits on stock arriving while values are still reasonably high.

There were some shipments of presumably fresh gathered eggs from Southern Indiana last week that were badly mixed with limed eggs—and a very poor quality at that. Such goods make a lot of trouble when the receiver does not know their character in the first place for they are likely to be put out to valued customers, and even though they are sure to be detected there, the dependence upon them in a short market and final inability to use them, makes loss and hard feelings. If shippers send such mixtures knowingly without notifying the consignee, they can do themselves no benefit unless they defraud somebody, and there is little chance of that. Probably this shipper forwarded these eggs just as he received them from country points without re-handling—which is not very safe at this season of the year.

The outward movement of storage eggs from our local warehouses has been liberal so far this month but there is still a good supply on hand, such as it is, and some lots are continually cropping up at other places for which the owners are looking here for an outlet. High qualities are in comparatively light stock, much of the remaining supply being of late pickings.

THE NEW GROCERY BOY.

He sampled the raisins, the prunes and the rice;
He sampled the crackers, the cocoa and spice;
He sampled the apples, the coffees and teas,
But balked at the scent of the limburger cheese.
He sampled the currants, the sugar and jam;
He sampled the herring, the cheese and the ham;
He sampled the jellies and pickles in glass.
He sniffed the tabasco and said that he'd pass.
He sampled the candy, he sampled the flour,
He sampled the sweet stuff and sampled the sour;
He sampled away till daylight was sped,
When his tummy rebelled and next day he was dead.

ity with a lower wholesale price that they think may be temporary. The drop has, however, given some of the jobbing trade at little more confidence to take hold, and stimulated more or less willingness to carry a little surplus on the part of first hand owners. This appears to be based upon the recent bare condition of interior markets and the belief that the increase of express receipts here may be followed by a period of small arrivals when the decline has caused a general turning back to freight shipments. But the actual consumptive needs of our market are pretty small and unless there should come a very widespread condition of storms and cold weather it is not likely that supplies here will again be actually deficient in the near future. Kansas, Oklahoma and the far Southwest appear to be very backward with egg supply and even Texas and Louisiana have started very little stock this way as yet; but the Ohio valley points are reporting gradual enlargement of supply and the Southern Coast states from Georgia to Virginia are waking up a bit; and the production at nearby points is gradually becoming more of a factor.

When it is considered that our total egg receipts (exclusive of stock in transit for export) since January 1 were only 79,197 cases up to the close of last week, and that probably half or nearly half were held eggs, it will be appreciated that our actual needs of fresh eggs must have been cut down to pretty small proportions. Under these conditions, if we are as-

Good News for Egg Shippers.

The Excelsior Wrapper Co. has achieved a decided victory through the endorsement of its egg case cushions by the Official Classification Committee of the Transcontinental Railroads. The Committee has promulgated a ruling that where these cushions are used no dividing board will be required next to the eggs on the top of the case. This will mean a great economy to egg shippers in several respects—saving in time in packing, omission of dividing board and assurance against breakage in transit.

The full text of the ruling is as follows:

"All trays and dividing boards must be of hard calendered strawboard known as medium fillers weighing not less than three pounds to the set, and of sufficient size to fill the compartments to prevent shifting, consisting of ten trays, and twelve dividing boards, one of which is to be used at bottom and top of each compartment; bottom dividing boards to be placed next to the eggs and on top of a cushion of excelsior, cork shavings, cut straw, or a corrugated straw board cushion or fillers $\frac{3}{4}$ inch in depth made of No. 1 filler board, the dividing boards to be placed next to the

eggs on top with sufficient excelsior, cork shavings, cut straw or corrugated cushion to hold the contents firm in place except that when an excelsior packing mat or cushion (made of excelsior covered with paper) not less than 11 inches square, of uniform thickness and weighing not less than $2\frac{3}{4}$ ounces, is used, dividing board will not be required next to eggs on top.

In the use of excelsior, cork shavings or cut straw, care must be taken to see that it is evenly distributed on the bottom and not less than one-half inch in thickness."

Greater safety lies in leaving foot-prints on the sands of time than on the soil near the neighbor's poultry roost.

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

The Vinkemulder Company

Jobbers and Shippers of
Everything in

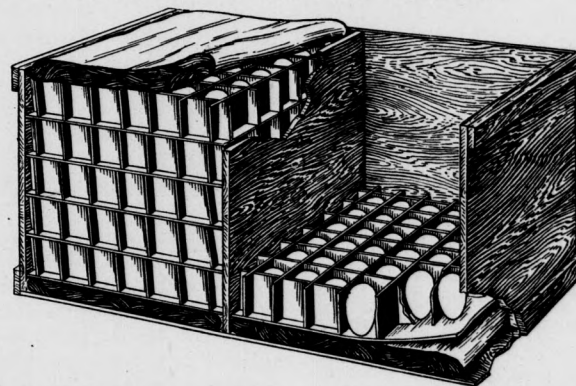
Fruits and Produce

Grand Rapids, Mich.

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 $2\frac{3}{4}$ 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.



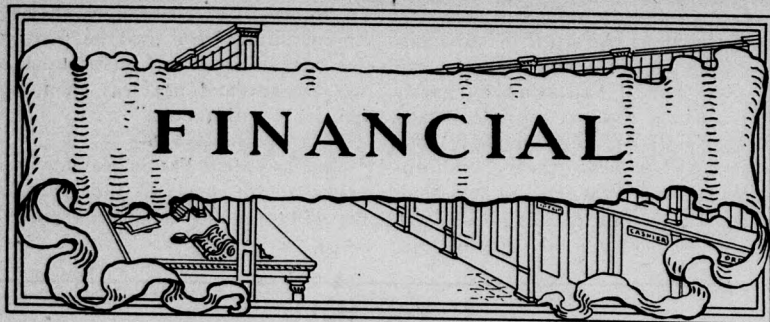
The above illustration shows very plainly just how Excelsior Egg Case Cushions are used. From this it will at once be seen that when they are used there is a great saving in time in packing, over the usual manner of distributing loose excelsior at top and bottom of the crate. This, combined with the 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.



As if the Federal Government had not exerted enough pressure against business in the past few years, some congressmen and others are now suggesting an embargo on wheat. They give as a reason the claim of certain statisticians that by the first of April the entire surplus of this commodity in the United States will be gone. As against this it may be said that the statistics of wheat are notoriously liable to error, that there are other sources of supply which will soon be available, notably Argentina and possibly Russia, and that there are plenty of other foods to take the place of those made from wheat flour. We can probably carry ourselves over until new crops are harvested without a general fainting condition of the population or any considerable loss of flesh. The idea of anything approaching famine in the United States is ridiculous in the absence of some extraordinary performance of nature. It would be a grave injustice to the growers of wheat to forbid the export of that article. They are having their turn now and after many lean years in the past half century they are entitled to all the market will afford. But people who achieve prosperity or something approximating thereto must pay the penalty of attracting the attention of those who consider prosperity a sin. The growers of wheat are now in the minds of some people a sort of Wall street that has put an unduly high price on what it has to sell. The Federal Government is solemnly investigating this matter but will investigate out nothing new. As well might you snuff out the sun because its rays are shining annoyingly in the eyes of a few people too lazy to move as to cut off the world market for wheat. There is however, little danger that such a foolish step will be taken. The President has not the power to order it unless it might be in some grave emergency as Commander-in-Chief of the Army and Navy, and the proposition will get lost among the members of Congress. It would be a mighty good thing to place an embargo on civic virtue and common sense so that we should conserve all we possess, and a good idea to offer a premium on these qualities if imported from other lands.

And after the tariff blunder, what sort of position would this country be in, if it were not for the extraordinary stimulus of our exports due to the European war? That we shall have to pay for what we are getting now, and at a high rate, later on, owing to the destruction of world

capital by this terrible contest, we need not consider profoundly at the present time but we may thank our stars for the benefits that even a war on another part of the earth is bringing us.

January to August, 1914, inclusive, the excess of our exports over imports was only \$41,326,838 against \$358,881,929 for the corresponding period of 1913. The tremendous demand for everything that the belligerents could use has changed all this so that in December 1914 there was an excess of exports over imports of \$131,863,077. The exports last month amount to \$246,000,000 which is within \$4,000,000 of the high record established in December 1912. Even with the gain which began with September we have a balance of trade in favor of this country of only \$325,235,113 for 1914 against \$692,421,812 in 1913. We have a long way to go yet in paying our bills in Europe. Therefore no restraint of any sort should be placed on the exportation of American products. The balance in our favor in 1914 is barely enough, if the estimates of qualified statisticians may be trusted, to meet interest, freight charges, insurance, etc., paid to foreigners. There is comfort in the certainty that the expenditures of American tourists in Europe will be much smaller this year than usual.

There is one other aspect of our foreign relations which is not so gratifying. The British government is holding strongly to its theories of right in the matter of the seizure of vessels on their way from this country to the ports of Europe. The case of the Dacia has in it the makings of serious trouble. It is a fair presumption however, that, both the United States and Great Britain being fair minded, some common ground will be reached; or Great Britain may be willing to perform acts which would not receive the approval of a board of arbitration and take the consequences in the form of pecuniary damages. One might guess that the German government has more of an interest in the Dacia case than appears on the surface. But that any interested party will precipitate conflict between Great Britain and the United States is unlikely.

In our domestic trade changes are small but there is a little new life all the time and the stock markets reflect a fairly good demand for securities, even speculators taking over considerable quantities of stock at

advancing figures. The iron and steel trade is making a somewhat better record than in past months, and there are further favorable advices from the petroleum interest. Yet in the aggregate trade is running below that of a year ago, when a decline in distribution and speculation had already set in. The traffic of the railroads is "spotted" but on the whole appears to be doing somewhat better than heretofore. In building this year starts from the lowest level for six years, according to Bradstreet's statistics,

the aggregate in 149 cities in 1914 being \$775,613,000, a decrease of 11.8 per cent. from 1913, and the conditions the present month are no better than those of last year. As to prices Bradstreet's index number for January 1 is 9,1431 against 9,0354 December 1, comparing also with 9,8495 August 15, the top of the recent rise in the prices of commodities.

With the Rock Island and Rumely receiverships, the past six business days have not presented an altogether

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The Michigan Trust Co.

agreeable picture, but such events do not cut so deep as they used to. So huge an affair as the Clafin failure last year failed to make a great sensation. Before the business of the country became solidified and wealth had accumulated to its present great aggregate any one of these incidents might have caused a panic but it takes a great European war to achieve such a result in these days and even that has lost its edge.

The iron and steel industry is counting up its mercies but does not get out of breath in the process. Nevertheless there is a gain. One authority measures the increase since January 1 by 13 per cent. and since the middle of November by 22 per cent. yet states that less than one-half of the capacity is now in operation. Purchases of rails this month have run up to 150,000 tons, of cars above 3,000 and locomotives 54. A purchase of 20,000 tons of rails by the New Haven road is reported this week and of the aggregate amount the New York Central wants 20,000 tons more than have been placed since last report. This country is contributing to the prosperity of Canada by orders for rails, which thus far are said to have run up to 37,700 tons. The Atchinson road has ordered 3,000 tons in this county and the Lake Shore has contracted for its bar iron for 1915, taking a larger tonnage than last year. The automobile companies are liberal buyers of material. In other lines the movement is slow, save that the pipe works appear to be ordering considerable iron and laying plans for large operations this year. Wire rods and bars are maintained at the somewhat advanced prices recently reported. The Pennsylvania Steel Company has put back 1,000 men to work who had been idle for several months. Pig iron is still in excessive supply and prices refuse to move up.

The improvement in the copper market continues and electrolytic has been quoted this week in New York at 14. Rather liberal sales are said to have been made on this basis, and there is an increased interest in the stocks of the copper mining companies. Exports of the metal are increasing and contracts by foreign countries not yet completed probably amount to 100,000,000 pounds. This in addition to the great quantity of the metal that is used in manufactured articles sent abroad.

In the market for agricultural products and merchandise directly connected therewith the strength is as great as ever. Wheat pays no heed to the threats of embargo and Government investigation but is maintained around the highest price. The export demand is the ruling influence. Cotton has made a further advance, the range for middling uplands in New York being 8.20 to 8.70. In cotton fabrics the market shows distinct improvement. An advance has been scored in bleached muslins and staple prints and the buying of the week is better than it has been for some

months. Partly this improvement is no doubt due to the advance in cotton and the expectation of still higher prices for that commodity. Its record has been astonishingly good considering its woeful position only a few weeks ago. Orders from Great Britain for khaki uniform cloth continue brisk, and there are enquiries for the same class of goods from Russia. One foreign order is reported for 300,000 field blankets. Conditions as to the wool supply in this country have improved on the announcement that Great Britain will allow the exportation to the United States of merino on stipulation that the goods shall not be re-exported. Prices are as strong as ever. Indeed London wool sales of this week are scoring advances of 5 per cent in some instances and the Melbourne sales 10 to 15 per cent.

Money is getting to be a drug. In this city paper has sold below 4 per cent. this week but the ordinary market is 4 to 4½ with counter loans up to 5. In New York paper goes at 3½ to 4 per cent. and time loans at 2¾ to 3½, while call loans have occasionally dropped an eighth below the 2 per cent. level. The trade in stocks in that market has been surprisingly good with a much more confident feeling than heretofore, but this trade has not served to lift the price of money, such is the abundance. The tendency of exchange lately has pointed to imports of gold; indeed something like \$2,000,000 is now in process of arriving in this country from the orient. London has shown some anxiety as to this movement. There have been sales lately of \$1,500,000 gold there said to be destined to the United States and over \$6,000,000 has been released at Ottawa for this country. The financial arrangements now in progress in New York will tend to check these importations for the time being, and Europe can pay the debt at a more convenient season.—Economist.

Sleep is a great beautifier, and most policemen are good looking.

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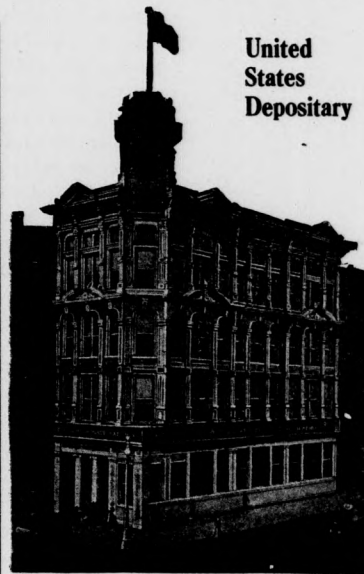
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Our Savings Certificates of Deposit form an exceedingly convenient and safe method of investing your surplus. They are readily negotiable, being transferable by endorsement and earn interest at the rate of 3½ % if left a year.



1915 a Great Year for Embroideries.

Written for the Tradesman.

It is predicted that this will be a great year for embroideries. They can be had in abundance, while laces—many kinds of them—as the present stocks become exhausted cannot be replaced, owing to the war in Europe. Therefore it is reasoned that Dame Fashion will make a virtue of necessity, bestow her favor upon embroideries and give them a great vogue.

Embroideries have been very dull for the past two years, and warehouses are filled up with them. Now these stores will come good and meet with ready disposal.

Since interest centers on embroidery, a word of history will not be out of place, although it can only be a word, for anything like complete annals of the art would extend back to the beginnings of civilization and would fill many volumes.

"Needlework took precedence of painting as the earliest method of representing figures and objects on canvass." Babylon was famous for its embroidery. The Egyptians acquired the art from the Phoenicians and in turn are supposed to have imparted it to the Jews. Mummy cloths ornamented with the needle are found, and the Egyptians even went so far as to embroider the sails of their galleys, before sending them to Tyre to be sold, and the hangings of the royal barges which were used in the great fetes on the Nile.

The ancient Arabs carried about under-tent coverings for their chieftains, embroidered in flowers. The commands of Mohammed forbade their imitating any animal or insect in such work.

There are old, old pieces of embroidery now treasured as priceless relics of the past. Among the most renowned of these are the stole and maniple of St. Cuthbert, the earliest specimens known to have been made in England, now kept in Durham Cathedral. The Syon cope, called "the most magnificent garment belonging to the church," is another example; while the Bayeux embroidery, executed by Queen Matilda in the eleventh century and representing a portion of English history, is counted the oldest piece of such needlework in existence.

During the middle ages women of all ranks embroidered. The perfection which the art attained may be judged from the fact that in at least one specimen more than two thousand stitches to the square inch can be counted.

Japan, China, Indian—each has and

for ages has had its distinctive styles of needle ornamentation. It is even held that in these lines the Orientals excel anything that Western hands ever have accomplished.

But we must not dwell upon the fascinating historic lore of "the delicate craft of the needle." Coming down to the present time, there is scarcely a number of the popular art journals, fashion periodicals, and magazines for women, that does not contain its embroidery page, perhaps illustrating some novel and beautiful design, or explaining some new stitch. Many books are written on the subject, and, taken altogether, a vast literature is devoted to it.

But this all relates to hand work, as do also the interesting historical associations of needlecraft. The merchant's concern is chiefly with machine made embroideries. These are of comparatively recent origin.

The credit of inventing the first successful embroidery machine belongs to one M. Josue Heilmann of the city of Mulhausen in Alsace-Lorraine. His machine was patented in England in 1829. With this machine or improvements based upon it, one person can guide eighty to 140 needles working simultaneously and producing so many repeats of the same design. Instead of one woman working with a single needle, it is one operator tending several scores of needles. It is just this that has made possible the exquisite products now offered at prices within the reach of the most modest purse.

M. Antoine Bonnaz invented another very successful machine, which was patented in 1868. As may be surmised, embroidery machinery is very costly. Improvements have been made from time to time and in the best work turned out it would seem that perfection has been almost or quite reached. In many of the products, the machine-made really surpasses, in artistic excellence, hand-made that costs at least three times as much.

There is some machine-made embroidery manufactured in the United States. The factories, whose work is limited to certain lines, are mostly located in the vicinity of New York City. The staunchest advocate of American manufactures has to admit that the embroidery factories on this side do not get results comparable to those obtained in the old world. As has well been said, "Aside from the eternal labor question, there seems to be an artistic skill and refinement, a resourcefulness and an originality among the foreign textile experts and

designers, that it is hard to approximate here." To this and to the lower price of labor abroad, may be attributed the fact that of goods of this class used in this country, all but a small fraction are imported. The duty paid acts in the main as a tariff for revenue only.

Glancing at unopened pieces of embroidery, you are apt to find many bearing a neat label, "Manufactured in Switzerland." To the city of St. Gall in Switzerland, in the canton of the same name, the whole world yields the palm in the manufacture of fine embroideries. In 1900, 49,000 persons in the canton were engaged in the industry. Here the skill of the craft is bred in the bone and passed down from father to son and from mother to daughter. It is especially in the work on the fine sheer materials that the St. Gall people excel.

Inasmuch as Switzerland is neutral, supplies from that great source have not been cut off, although it takes somewhat longer to get them than it did previous to the war, since they cannot be shipped quite so direct as formerly.

Plauen, a city of Saxony, is another name famous in the embroidery industry; and there are still other places, each making a certain line or kind, but no other that either in quality or probably in quantity of product can compare with St. Gall.

Looking over the stocks of embroideries now to be seen in up-to-date retail stores, one is struck by the predominance of the thin, fine, deli-

cate kinds, as compared with what prevailed even a very few years ago. Fashion's preference for what is sheer and dainty amounts fairly to a craze. Of the five materials on which most piece embroideries are made, organdy, Swiss, batiste, nainsook and cambric (these are taken in the order of their fineness) the organdy stands highest in favor. And the sheerer the cloth and the daintier the design and execution of the work, the more is it in accordance with the light, almost evanescent effects now so greatly desired.

The cambric embroideries always are staple for underwear trimmings and for children's gingham dresses, but are now relegated almost wholly to such commonplace purposes.

In the cambric goods what are called convent embroideries deserve especial mention. These came out about two years ago. They are machine made, but in designs copied from the hand work of nuns. While distinctive they are mostly very plain, simple scallop and dot patterns being much used, and only rather heavy effects being sought. These are used entirely for underwear.

The better grades of piece embroideries are made in four-and-a-half yard lengths, and are joined together

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

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

Build Up Your Overall Trade

By selling good fitting, well-made garments.



The "Empire" make is of that sort and can be retailed at the price of the ordinary kind. Our representative will be pleased to figure with you.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

at these distances. The narrower and less expensive are made in twelve yard lengths, while some of the very narrowest are twenty-four yards. These limits are fixed by the capacity of the machines.

Insertions, beadings and galloons are meeting now with only limited sale. The main demand is on edgings, flouncings, which really are simply edgings that are more than eighteen inches wide, and all-overs. The last are much used for baby dresses, waists and guimpes.

Flouncings come as wide as forty-five inches. The narrower widths are in requisition for corset covers, the wider for the skirts of white dresses. The wide ones come in batistes, cotton crepes and sometimes in voiles, as well as in organdy and Swiss. Some are of exquisite beauty. Twenty-four-inch baby flouncings, in very fine and dainty patterns, are now meeting with good sale. Edgings sell in all the widths. The narrow ones are staple, while now the five and six-inch are especially good. Wider edgings, of course, are never in so great demand.

Embroidered dresses and waists always sell. They are likely to be quite strong this year. Those having just a touch of hand embroidery are much liked. Embroidered collars sell steadily, while the sets of collar and cuffs of thin material have lately enjoyed a phenomenal popularity, which as yet shows no symptoms of decline.

Space forbids even mention of the many different articles, white and colored, in which more or less machine-made embroidery is used for ornament or decoration—articles not included under the term embroideries as we ordinarily use it.

Hand embroideries, in great variety, have some sale, particularly in stores that cater to the wealthier classes. For the ordinary pocketbook however, the relatively far better values which are offered in the machine products, insure for the latter a practical monopoly of sale.

Fabrix.

American Caviar.

The use of the roe of salmon and other American fish for the making of American caviar is growing rapidly, and, as a result, what at one time was a very serious waste, has been turned into an excellent and valuable food. The principal difference between this caviar and the Russian caviar is that the Russian article is made principally out of sturgeon roe, while excellent American caviar is made from salmon roe, whitefish roe, and the roes of other fish that are handled on a large commercial scale, as well as from sturgeon roe. This caviar is made in the same manner as the Russian caviar.

It is believed that the American caviar industry can develop a big sale of the product on its own merits, and should offer it as an article that its American makers are proud to acknowledge rather than as an imitation of an imported article.

Explaining gets to be a chronic habit with some men.

Getting the Money on Poor Accounts.

The burden of uncollectible accounts is, beyond doubt, the heaviest load that the retail merchant is compelled to carry. This fact is so well known, and so many millions of words have been written and spoken on the subject, that it requires considerable courage to say any more.

The merchant who is struggling hard to meet his bills and staring hopelessly month after month at an ever increasing volume of old unpaid accounts, finds little cheer in the reading of newspaper and magazine articles which tell him excitedly what he already knows only too well: that no matter how carefully he calculates his cost of doing business and his necessary profit, no matter with what fine regard to approved methods he manages every department of his business, the fact remains that a large number of people come into his store and take his goods and never pay for them, and thus seriously upset all his calculations.

As far as practical results go, these people might just as well break into his store in the dead of night and steal his merchandise. In fact, he might rather have them do this, because he could at least invoke the aid of the long arm of the law, and see some of the offenders punished. But the bad debtor is never punished. He takes what he needs when he needs it—but he always adopts the wise precaution of promising to pay.

It is a matter of general knowledge that very poor people seldom are bad debtors. It is also true that the really well-to-do pay their bills—although sometimes not very promptly. The vast majority of people who do not pay their bills are of that class who, through vanity or ambition, are living on a scale a little higher than is justified by their income. They spend more than they earn; someone must go unpaid. In an overwhelming majority of cases the honor of contributing to the support of these households falls to the retail storekeeper.

The truth of this statement is emphasized by the agitation which has recently been caused in a certain "fashionable" section of Long Island, New York, by the adoption by a number of retail merchants of the expedient of obtaining judgments against their delinquent debtors, and offering them for sale by means of placards in their store windows. The placards read:

"For Sale—A judgment against Mr. J. ——— S. ———. Amount, \$—. Any reasonably offer accepted."

The full name of the debtor and the amount of the judgment are given.

One can easily imagine that many a delinquent debtor who has perhaps been posing as a man of wealth and position will make every effort to pay his old grocery or meat bill, rather than face the humiliation of seeing his name blazoned forth to the community as a "dead beat."

The people who have driven these Long Island merchants almost to desperation almost invariably live be-

yond their means in heavily mortgaged houses which they nominally own. Many of them have automobiles and belong to expensive clubs, and their expenditures for dress and entertainment are out of proportion to their incomes. The result is that when their bills fall due they are unable to pay and the merchant has to wait indefinitely for his money, although he himself has had to pay promptly for the goods he has sold to them. These people never fail to protest loudly if they have to pay a penny or two more than they pay the big New York department store, which collects cash on delivery.

This expedient of the Long Island merchants can be used to good advantage in any community where people are in the habit of indefinitely deferring the payment of their bills. It would be still more effective if all the merchants in the given locality got together and appointed some one public place where all judgments could be advertised for sale. This should be a place where great numbers of people could see the notices.

Still more publicity could be obtained by from time to time advertising a public auction of the judgments, and knocking them down to the highest bidder. After one or two of these sales few people would have the courage to run up a bill unless they knew that they could pay it—and the bad debt habit would be much discouraged.

"If the merchants would only follow the wise practice of turning their old unpaid accounts into judgments," said the old lawyer, "they would very often be able to collect them."

"Not long ago I was closing title for a client who was buying a piece of property. The seller, whom I will call John Adams, came to my office at the appointed time, ready to deliver his deed and receive the purchase price."

"Among the items on the title company's report was the record of a judgment for \$58 against John Adams."

"How about this little judgment, Mr. Adams?" I asked.

"What judgment? Don't know anything about it," was the rejoinder.

"But it is here," I replied, "and must be cleared up before I can permit my client to take title to your property."

"There was a storm, of course, and Adams indignantly protested against the delay, declaring that there must be another John Adams, as he certainly had no judgments against him."

"Well, I sent a boy over to the county clerk's and got the name of the attorney who had procured that judgment, and called him on the 'phone. The result was that Adams then and there paid a ten-year-old meat bill. If he hadn't I would have held out the amount of the judgment from the purchase price, for the judgment was a lien on the property which had to be cleared off before anyone would take title."

"That butcher must have been glad that he put his claim into judgment. People don't always stay 'broke,' but when they do get some money together their memories get surprisingly bad—and the patient little old judgment is the only thing that will refresh them."

The best time to ward off a bad account is before it is opened. When the customer asks you for credit, have a little heart-to-heart talk with him, and ask him if he is willing to agree upon a definite figure beyond which his credit must not be extended. He will gladly make such an agreement, particularly at this time, when you are extending him a courtesy.

A simple way to keep a ready check on charge accounts is to arrange, on a wall or board or other convenient place, a series of little hooks, on which may be hung ordinary bill clips. Have a clip for each charge account, and keep the last sales slip always on the clip. The total should be carried forward from each slip, so that the one hanging on the clip will show the total up to date. In each clip should be a permanent red card, showing the customer's limit of credit. When this is reached a polite notification to the customer saves further trouble, and causes no ill will.

Daniel J. Lyons.

If a man is inclined to be foolish a silk hat won't save him.

OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS

THE Tisch-Hine Co.

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

Hosiery for Spring

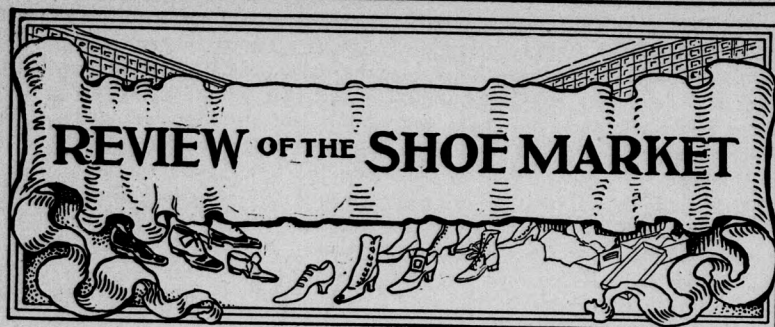
One of the most essential things in a dry goods stock is a good assortment of hosiery.

On account of the low prices of cotton, we are showing an exceptionally good line, comprising some of the best and widely advertised brands. It will pay you to see our line before placing orders.

PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.



Shoe Trade Meetings and the War.

The usual January meetings of our trade organizations are of great interest and importance this year because of extraordinary conditions brought about by the war. All branches of the shoe and leather industry are confronted by an unparalleled situation which calls for co-operation and concerted action. When great, far reaching issues arise petty jealousies vanish and members of our industry are more willing to subordinate their personal interests, pool their issues and work in harmony.

It is a far cry from hides and skins to leather and shoes. Shoe retailers are so far removed from the original raw material of the trade that basic conditions must be explained to them. The impression that any advance in the price of shoes is only a device of shoe manufacturers and tanners to increase their profits is a dangerous fallacy at this time. The war has turned all the hide and leather markets of the world topsy turvey and all merchandise made wholly or partially of leather must of necessity be raised in price. There is no escape from this result, but it will be unfortunate if the logical causes that have forced this change upon us are not intelligently understood.

That both shoe manufacturers and retailers are in search of light is evidenced by their action in calling upon experts connected with the hide and leather departments of the industry to explain what may be expected with regard to supplies and prices in sole, upper, goat and sheep leather and in the basic raw materials that enter into their manufacture.

In some instances heavy upper leather is 10 cents a foot higher than it was before the war demand was created. The highest grades of sole leather are not greatly advanced, but are much stronger, the condition being better reflected by the rise of several cents a pound in offal and the lower grades of sole leather. Hides are the highest ever known. The advance in 1914 was 5 cents a pound practically all along the line. Both domestic and imported raw material are scarce and a decline during the continuance of the war is a very remote contingency.

The value of association and organization lies in the fact that the several branches of our complex industry by meeting and fraternizing reach sound conclusions as to actual conditions and are in a better position to forecast the future. In these troublous times isolated individualism is illogical and perilous. It is

enough for any man fully to understand the problems immediately in hand. For information of what is impending from above or below it is common sense to realize that there are specialists whose information is better than our own and should be accepted as reliable and authoritative.

There have been ample evidences of late that the leading men of the trade are willing to subordinate their immediate self interest for the good of the business generally. This high minded attitude will in the final analysis redound to the general good of all. —Shoe Retailer.

Ethical Rules of Shoe Trade.

During the past ten years the National Association of Shoe Wholesalers has laid down certain fundamental rules that were crystallized in resolutions adopted at various times. These have received the approval of the National Shoe Retailers' Association, and were embodied in reports made by conference committees of the two Associations. Briefly stated, they are embodied in the following:

No allowance or rebate of patent leather except for faulty construction.

No credit for other shoes that have given reasonable wear.

No new shoes for old ones.

No cancellations after goods are in process.

No returned goods accepted, unless returned by agreement.

No credit to new accounts unless satisfied of their worthiness.

No shoes other than "samples" stamped as such.

No fictitious prices stamped upon shoes.

The manufacturer who follows strictly in the lines thus laid out for him, by the Association, directly benefits thereby. At the same time he conserves the interests of the reputable retailer and raises the standards of business that give him dignity, character and influence as a merchant.

Parlor Tricks.

Bill—Did you ever take part in any parlor magic?

Jill—Oh, yes; that's how my wife hypnotized me into marrying her.



ALL WEATHER WEAR



No. 361



Just What the Name Implies

Footwear that is durable in all kinds of weather and particularly adapted for hard wear in the barnyard. The soft pliable stock in this shoe is treated by a special tannage which makes it unquestionably the best leather for shoes to be used on the farm.

We carry shoes made from this leather in both black and tan for men and boys. Try a case.

Rindge, Kalmbach, Logie Company

"Makers of Shoes That Wear"

Grand Rapids, Mich.

When the farmer, teamster, carpenter or machinist calls for his spring work shoes, sell him—



Rouge Rex Shoes

and when he is ready for another pair he will come to you and ASK for Rouge Rex Shoes.

This is the result of satisfaction-giving footwear. You get the profits on both sales.

Rouge Rex, or "Red King" shoes are made from our own tannages of leather, and fitted over correct lasts. They are repeaters of sales and multipliers of profits for you. A card will bring our salesman with samples.

HIRTH-KRAUSE COMPANY

Hide to Shoe
Tanners and Shoe Manufacturers
Grand Rapids, Michigan

Cost of Making John Slater's Shoes.

One of the most interesting features of the programme at the annual meeting of the National Shoe Retailers' Association was an exhibit of custom and stock shoes shown by John Slater of New York, who gave an instructive talk on the cost of building high class shoes. He showed a basket weave cloth top, patent vamp lace boot with Louis heel—a military style. "We sell this boot for \$20," he stated.

"I have a full line of these on sale, gentlemen, for \$3.35," facetiously remarked President McGowin, grinning. A burst of laughter followed.

Mr. Slater came back by declaring that the President made more on his \$3.35 boot than he did on his \$20 one. "And I will prove it," he added.

These items of cost proved interesting:

Wages for making the pair of shoes, \$5.25.

With a tip, 20 cents extra; with an extra hard box toe, 45 cents more.

Fitting, or stitching, \$1.65.

Heels, made by hand, more than the price of Mr. McGowin's \$3.35 shoe.

These prices did not include the sole leather, which Mr. Slater furnishes.

Mr. Slater showed a "plain shoe" that he retails at \$14. He said the workmanship on the shoe costs \$4.50. He explained that an extra good workman can make a pair of these shoes a day. The average custom man in his employ earns from \$15 to \$19 a week, although he has men who are exceptionally fast workers who earn as high as \$28 a week.

The wages on a man's shoe for which he gets \$17 to \$18 are \$5.50 to \$6.25, so while the prices are high "there is no money in that business."

Mr. Slater showed numerous other fine shoes that won much admiration. One slipper he held up and said no one could tell what kind of a shoe it was. "It is a welt," he finally explained. It resembled a turn so closely that not a shoeman present could discover it.

Mr. McGowin said that the lesson to be learned from the exhibit and talk was that the best buyer of shoes in America could not tell, even on shoes that are retailed at \$5 a pair, within 50 cents of their cost value, unless he chanced to know the factory in which they were made.

"Why pass on to the public your ability without profit," asked Mr. McGowin, "when these conditions exist? And you don't necessarily have to take advantage of your customer. Why give your business away? Why give your brains, your time, or ingenuity? Be inventive. Do your own thinking? Don't let the manufacturers control you too far, and for Heaven's sake, sell your goods under your own name, so far as you can, unless the manufacturer is helping you to such an extent that he helps your business and helps your profits."

Mr. Slater showed other shoes, one in particular, a patent leather turn pump that had been in the box three months without a form in it. "The men that make this shoe are real artists," said Mr. Slater, admiring his shoe. "For putting the sole on that slipper we pay them \$4.25." He explained that it takes from two and a quarter to six hours to last the shoe. In a shoe factory a turn pump is usually lasted on a machine in a minute and a quarter, said Mr. Slater. The shoe in question Mr. Slater sells over the counter for \$12. A vote of thanks was extended Mr. Slater for his exhibition and talk.

Resolution on Styles.

At the recent meeting of the National Shoe Travelers' Association, the following resolution was unanimously adopted:

Resolved—That the National Shoe Travelers' Association, in convention assembled, views with alarm the growing tendency of the times to create new extremes in styles in footwear during the season, and hereby pledges its aid to the National Boot and Shoe Manufacturers' Association and the National Shoe Retailers' Association in whatever measures they may adopt for a reduction to the minimum of the creation of so-called "mid-season" styles.

The Wrong Kind.

"What caused the row?" enquired the policeman who had been sent for to quell a disturbance following a wedding in the colored section of the city.

"Yo' see, sah," explained the man who had seen it all: "we wuz throwin' old shoes afteh the happy couple, an' Sam Johnsing, wot wuz jilted, felt jallus, and he frowed a horseshoe."

A Herold-Bertsch Product**The Eureka Shoe**

Our McKAY fastened shoe line.

Its quality is up to our usual standard.



No. 902

No. 902—Men's Kangaroo, ½ Double Sole, Plain Bal	\$2.00
No. 903—Same Plain Cong	2.10
No. 873—Same Tip Blucher	2.00
No. 818—Men's Gun Metal, ¼ Double Sole, Tip Blucher	2.25
No. 819—Men's Same Plain Bal	2.25
No. 874—Boys' Eureka Tip Blucher, 3-5½	1.80
No. 875—Youths' Eureka Tip Blucher, 13-2¼	1.65
No. 845—Gents' Eureka Tip Blucher, 8-12¼	1.35

BUILT FOR SERVICE—WEAR LIKE IRON

Herold-Bertsch Shoe Co.

Mfgs. of Serviceable Footwear

GRAND RAPIDS, MICH.



We ask you to keep in mind and inspect this attractive line of

Raincoats

and

**Slickers**

Grand Rapids Shoe & Rubber Co.

Michigan's Rubber House

Grand Rapids, Michigan

Michigan Shoe Co.

Wholesale

Shoes and Rubbers

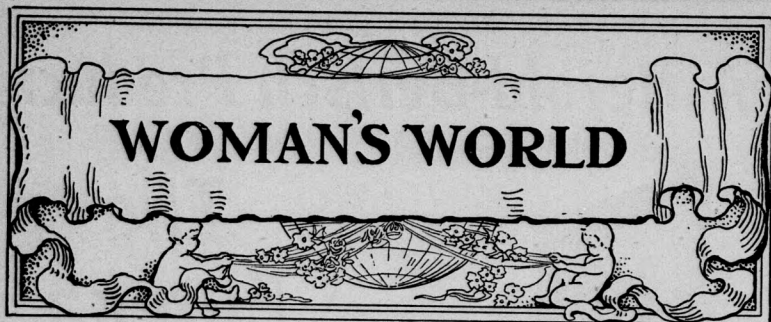
146-148 Jefferson Avenue

Detroit

Selling Agents Hub Mark and Bay State Rubbers

We Solicit a Share of Your Business

Promptness Promised



Uselessness and Folly of the Worry Habit.

Written for the Tradesman.

The worry habit defeats its own ends. We are apprehensive of evil happenings—we are afraid of this or that calamity. By conjuring up and magnifying horrible imaginings, by dwelling upon the things we dread, we bring on a condition of mind and body often actually far more terrible than the disasters we fear, even did these really occur.

Mrs. Exeter is a nervous wreck. Almost prostrated physically, unable to hear a loud sound without excruciating pain, and mentally in a state bordering on insanity, her case is pitiable in the extreme. Her physicians think that she may be able to get about the house again, but they hold out little hope that she ever can make anything like a complete recovery.

A review of Mrs. Exeter's history shows a life singularly free from real trouble or any serious misfortunes. She was a sheltered girl in her father's home. She married happily, or at least as happily as is possible for a person who is a bundle of nerves and anxiety. Her husband is an unusually considerate man, and always has been patient and gentle with her foreboding solicitude and her needless exactions—too patient and gentle perhaps for her own good. He has been careful and at the same time successful financially. She never has known a money trouble in her life. In the thirty years they have been married, Mr. Exeter has had two severe illnesses of short duration. At these times she suffered agonies of suspense, the same as any woman would, but it was over with in a few days. It was not these occasions, nor indeed any real distresses of any kind, that have brought this woman to the unhappy state she is in. Instead it has been a continual series of worries about such matters as the fading of the parlor rugs, and the spoiling of canned fruit—or, more strictly, fearing that the canned fruit might spoil, for in reality she rarely has lost a jar. She has been ever fearful that the bank where Mr. Exeter keeps his money might become insolvent. She has worried because she was so thin in flesh and suspected that she might be a victim of tuberculosis. Also because, as might be expected in a person of her temperament, her hair began to turn gray when she was only about 35. And always and always she has been almost in a panic about burglars. She has made a practice of reading the accounts of every hold-up and robbery and visualizing the cir-

cumstances in detail. No night but before retiring she has made a tour of inspection of all closets and other possible hiding places for felons lying in wait. After dark and sometimes in the daytime, she for years has been startled at every slightest noise. To have tried to stay alone in her home over night she would nearly have died of fright—fright purely subjective.

Thus has poor Mrs. Exeter foolishly and wastefully worn herself out in dread of ills that never happened, overdrawn upon her fund of strength until she is plunged into that most lamentable of all forms of bankruptcy—nervous breakdown. Would any one of the ills she has dreaded, or even all of them combined, have been likely to be as bad, or to cause her and those who are near to her such intense suffering, as she now is needlessly undergoing?

Mr. Avery is another case, not exactly the same as Mrs. Exeter's, but like it in that he has made such strenuous use of means, as practically to defeat the end sought.

Mr. Avery is a broker whose heart has been set on amassing a fortune. Recently his health failed utterly. His difficulty is diagnosed as hardening of the arteries, a typical disease of American business men and of stock exchange operators in particular. The doctors explain his case in this way: For years Mr. Avery has subjected himself to such severe and unremittent nervous strain that the walls of the arteries, sympathetically as it were, took on the tense, strung-up condition in which he kept his mind and his body, and so have lost the natural elasticity necessary for them to function properly. In his extreme desire to acquire wealth and pass his old age in ease and luxury, Mr. Avery has prematurely cut off his acquisition of riches, and has induced a condition which is likely entirely to deprive him of old age.

Instances might be multiplied, but these two are sufficient. Indeed my readers have examples all around them of mistaken persons who are surely bringing upon themselves a great calamity, by their undue anxiety to avoid lesser ones.

The people who worry are, in the main, those who as a matter of temperament, put safety first. So strong is this tendency in their natures that they are unable to grasp, or at least to be reconciled to the fact that inevitably life is one great hazard. There is no system of insurance complete and far-reaching enough to afford protection against all possible

disaster. Danger may lie in the very path chosen for its supposed safety. Perils lurk on every hand. Crossing the street you may be run over by a recklessly driven automobile. Stay where you are and you may be crippled or killed by a falling building. The vital truth that many over-careful souls fail to apprehend is just this: The best possible safeguards against all manner of dangers and misfortunes are cool, steady nerves, a hopeful, undaunted spirit, and strength that has not been spent in useless fretting. These truly constitute that most valuable mental equipment, "a heart for any fate."

It is farthest from the writer's intention to discourage the exercise of all precautions dictated by reason and common sense. The proper use of these tends to lessen worry and forebodings. But having done for safety all that it is practicable to do, the part of wisdom is to rest easy and not be hunting for trouble. "Trust in God" is fully as important as "keep your powder dry."

Often our anxieties are about wrong things; and even when we are correct in our apprehensions of evil, the pernicious worry habit does no possible good, but instead weakens our mental stamina and unfits us for bearing up under the calamity when it comes.

Quillo.

Do You Believe?

Arthur James Todd, of the Department of Sociology, University of Pennsylvania, declares that there are "from ten to twenty million people in the United States almost constantly down to the poverty line, many of them constantly below it;" that "20 per cent. of the American people are in real distress and 30 per cent. are below a physical efficiency minimum." Do you believe that the farmers of America are not able to raise food enough to keep all the people well supplied? Do you believe the artisans of America are not able to make enough things of every kind to supply the need of all? Do you believe the railroads of America are not able to carry the food and goods where they are needed? If America is able to supply all her needs, then poverty must be an artificial condition fastened on us by a vicious system. You cannot escape the conclusion.



Putnam's Menthol Cough Drops

Packed 40 five cent packages in carton
Price \$1.00

Note reduction in price

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.**



**THEY ARE GOOD
OLD STAND-BYS**

Baker's Cocoa and Chocolate



are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Registered U. S. Pat. Off.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Ltd.
Established 1780 Dorchester, Mass.

The Only Match Ever Awarded a Grand Prize

And Medal for Practical Demonstrated Safety

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At the recent Exposition of Safety and Sanitation in New York City, when the latest achievements in promoting public safety and sanitation competed for recognition, the jury of award ordered a Grand Prize—the highest award—and two Medals, struck in honor of the only match ever proved to be free from ordinary causes of accidental fire and poisoning—the "Safe Home" match. One Medal went to The Diamond Match Company and the other to the scientist in its factories who labored long and persistently to make it

The Best and Safest Match Made

Grocers who value their own safety and appreciate their responsibility to give their customers safe, uniform and superior goods—will push "Safe Home" matches first, last and all the time.

The Diamond Match Company

Bankruptcy Matters in Southwestern Michigan.

St. Joseph, Jan. 11—In the matter of Calvin Ashline, bankrupt, Allegan, the first meeting of creditors was held at the latter place. James A. Westrate was elected trustee, his bond being fixed at \$300. Roy Davidson, Lewis Hettinger and Edwin Austin, of Allegan were appointed appraisers. The receiver's report showed that the assets consisted of a small stock of plumbing goods of the estimated value of \$500. The trustee was directed to sell the entire assets of the bankrupt estate at private sale. The bankrupt was sworn and examined by the referee and attorneys present without a reporter and the meeting adjourned for thirty days.

Jan. 12—In the matter of the Kalamazoo Oil Co., bankrupt, Kalamazoo, an order was made confirming the trustee's report of sale of the estate's interest in certain real estate to J. W. Gauntlett, J. B. Martin and W. P. Crotser, of Traverse City, for the sum of \$100, the real estate being sold subject to a mortgage of \$2,700.

Jan. 13—A voluntary petition was filed by the International Banana Food Co., a corporation engaged in the manufacture of a cereal food at Benton Harbor, and in the absence of the district judge the matter was referred to Referee Banyon, who made an order adjudging the petitioner bankrupt. Loomis K. Preston, of St. Joseph, was appointed custodian pending the first creditor's meeting. The schedules of the bankrupt show the following liabilities and assets.

Creditors Holding Securities.
American National Bank, Benton Harbor, mortgage\$5,000

Unsecured Creditors.

Nevada Evening Journal, Nevada, Iowa	\$ 55.10
Already Box Co., Chicago	23.28
Benton Harbor Gas & Fuel Co.	23.69
Benton Harbor Railway & Light Co. ..	108.82
Kehm, Fliesch & Miller Co., Chicago ..	28.50
Michigan State Telephone Co., Benton Harbor ..	14.69
Mrs. Louise A. B. Murray, Peoria ..	12.19
E. H. Sonneman, Sheboygan, Wis.	12.12
J. E. Griffin, Chicago	31
C. P. Biley, Baraboo, Wisconsin ..	1,215.02
William G. Stearns, Chicago	1,945.23
J. Ellsworth Griffin, Chicago	6,333.43
Burton C. Smith, Chicago	3,167.80
Fruit Dispatch, Chicago	2,000.00
Lawrence Babst, Kankakee, Ill.	102.72
D. E. Rees, Appleton, Wis.	102.72
Louise M. Roberts, Champion, Ill.	102.57
Bert C. Reeves, Denver	102.62
Rev. W. J. Peil, Manitowoc, Wis.	102.72
Charles Mair, Portage, Wis.	500.00
Stephen V. Willcutts, Sidney, Ohio ..	60.00
Louise A. B. Murray, Peoria, Ill.	203.30
E. H. Sonneman, Sheboygan, Wis.	202.00
Paul A. Enlows, Mason City, Ill.	500.00

Assets.	\$18,153.33
Real estate	\$7,500.00
Machinery	3,000.00
Stock on hand	5,000.00
Bills and promissory notes	889.88
Bills receivable	86.00
Money in bank	2.16

Jan. 14—In the matter of Fred D. Lane and Edward Nolan, copartners as the Benton Harbor Cigar Co., bankrupt, Benton Harbor, the trustee filed his supplemental final report and vouchers showing distribution of all the funds in the estate, whereupon an order was made by the referee closing the estate and recommending the discharge of the bankrupts.

Jan. 15—In the matter of the Ross Cabinet Co., bankrupt, Otsego, the receiver, A. Brink Tucker, filed his bond and the same was approved by the referee. The schedules of the bankrupt disclose the following liabilities and assets.

Creditors Preferred by Law.
Village of Otsego, taxes\$581.77

Creditors Holding Securities.

Alex. Dodds Machinery Co., Grand Rapids	\$ 526.00
Fay & Egan, Cincinnati, Ohio.	200.00
Kalamazoo City Savings Bank, Kalamazoo	21,403.38
Wayne Machinery Co., Fort Wayne ..	175.00

Unsecured Creditors.

Adams & Elting, Chicago	\$ 4.50
Angle Steel Stool Co., Otsego	3.41
Bardeen Paper Co., Otsego	25.31
Geo. R. Brown, Otsego	9.50
D. Burss, Otsego	20.80
C. B. Clark, Grand Rapids	5.65
Walter Clark Veneer Co., Grand Rapids ..	17.80
Commonwealth Power Co., Otsego ..	11.10
Chas. A. Cote Co., Grand Rapids ..	6.37
Citizens Telephone Co., Otsego ..	6.30
A. Flanagan Co., Chicago	1.19
Foster, Stevens Co., Grand Rapids ..	8.27
Grand Rapids Wood Furniture Co., Grand Rapids ..	6.90
Grand Rapids Furniture Record Co., Grand Rapids ..	1.00
Hammacher Schlemmer & Co., Grand Rapids ..	6.07
Heystek & Canfield Co., Grand Rapids ..	26.10
Hood & Wright, Big Rapids	119.25
Ihling Bros. & Everard Co., Kalamazoo ..	.60
H. Jungnitsch, Otsego50
Kohlenstein Bros., Otsego58

MacSim Bar Paper Co., Otsego80
Monroe Brothers, Otsego75
Manufacturers Pub. Co., Detroit ..	5.00
B. A. McCall, Otsego	2.15
National Brass Co., Grand Rapids ..	17.71
Otsego Chair Co., Otsego	30.00
Peck & Hills, Chicago	37.27
C. E. Pipp, Otsego	25.33
C. H. Prentiss, Otsego30
C. R. Rathburn, Otsego	4.00
Sawyer & MacDougall, Allegan	18.20
Fred Schoolcraft, Otsego	3.50
Sherer-Gillett Co., Chicago63
Joseph Smalla, Otsego	102.21
Spengler Bros. Co., Rockford, Ill.	4.00
Toledo Plate & Window Glass Co., Grand Rapids ..	70.08
Travelers Insurance Co., Detroit ..	270.56
Tradesman Company, Grand Rapids ..	1.20
United States Glue Co., Grand Rapids ..	8.00
Weber Knapp Co., Jamestown, N.Y.	16.20
West-Williams Co., Milwaukee	14.39
Acme Lumber Co., Grand Rapids	204.26
Adams & Elting Co., Chicago	95.10
Acme Rag Co., Kalamazoo	13.23
Adams & Judson, Grand Rapids	1.00
W. D. Allen Mfg. Co., Chicago	3.67
American Specialty Co., Bridgeport, Conn.	5.50
American Vulcanized Fibre Co., Wilmington, Del.	48.45
American Wood Working Machinery Co., Rochester	3.40
Angle Steel Stool Co., Otsego	1.25
Art Metal Construction Co., Jamestown, N. Y.	5.93
Atlantic Refining Co., Cleveland ..	8.30
Babcock Paper Mfg. Co., Otsego85
Barclay, Ayers & Bertsch, Grand Rapids ..	128.62
Barcus Bros., Muskegon	35.97
Geo. E. Bardeen, Otsego	\$3,000.00
Bardeen Paper Co., Otsego	60.70
Berlin Machinery Co., Bellot, Wis.	10.18
Berry Bros., Detroit	26.00
Bixby Office Supply Co., Grand Rapids ..	4.68
Bond Supply Co., Kalamazoo	82.22
N. E. Booth, Brooklyn, N. Y.64
Geo. R. Brown, Otsego	77.51
Buss Machinery Works, Holland ..	56.00
Cadillac Veneer Co., Cadillac	56.63
Carborundum Co., Grand Rapids	80.33
Castner, Curran & Bullitt, Cincinnati ..	35.48
Catacraft Refin & Mfg. Co., Buffalo ..	5.17
Central Boiler & Supply Co., Grand Rapids ..	2.89
Central Mich. Paper Co., Grand Rapids ..	42.96
Champion Blower & Forge Co., New Castle, Pa.	3.73
Chicago Tribune, Chicago	65.00
C. B. Clark, Grand Rapids	1.25
Walter Clark Veneer Co., Grand Rapids ..	506.18
Columbus Varnish Co., Columbus ..	36.50
Commonwealth Power Co., Otsego ..	12.11
Dean-Hicks Co., Grand Rapids	52.00
A. L. Dennis Salt & Lumber Co., Grand Rapids ..	248.81
H. C. Derhammer, Otsego	4.35
Dickinson Bros., Grand Rapids	90.00
Alex. Dodds Machinery Co., Grand Rapids ..	10.15
R. G. Dunn & Co., Grand Rapids ..	36.75
Frank Edge & Co., Grand Rapids ..	40.52
Evening Press, Grand Rapids	5.85
Excelsior Wrapper Co., Grand Rapids ..	30.97
The Fair, Chicago	5.83
Marshall Field & Co., Chicago	3.00
A. Flannigan Co., Chicago36
Foster, Stevens & Co., Grand Rapids ..	127.61
German American Stain Co., Grand Rapids ..	.75
Glidden Varnish Co., Cleveland ..	220.32
L. F. Grammes & Sons, Allentown, Pa.	13.50
Grand Rapids Beltin Co.	15.56
Grand Rapids Brass Co.	81.17
Grand Rapids Tool & Stamping Co.	141.71
Grand Rapids Wood Finishing Co.	54.75
Grandy Coal & Coke Co., Toledo ..	11.58
Hanna-Breckenridge Co., Ft. Wayne ..	98.00
Heystek & Canfield Co., Grand Rapids ..	30.85
A. L. Holcomb & Co., Grand Rapids ..	32.22
Hood & Wright, Big Rapids	728.65
H. M. Hocker & Co., Chicago	4.83
Huther Saw Co., Rochester	22.45
Inland Stationer, Chicago	151.25
H. Jungnitsch, Otsego	1.00
Kalamazoo Gazette, Kalamazoo	1.77
Kokomo Nail & Brad Co., Kokomo, Ind.	29.16
L. S. & M. S. R. R. Co., Otsego ..	313.30
Amos Leighton, Otsego	567.42
Lewis Electric Co., Grand Rapids ..	13.91
J. T. Lombard, Hastings	229.37
Lussky, White & Collidge, Chicago ..	33.76
Chas. Lorenz, Otsego	6.21
MacSim Bar Paper Co., Otsego	13.40
Manning Sand Paper Co., Troy, N.Y.	27.30
Michigan State Telephone Co., Otsego ..	21.66
Muskegon Chronicle, Muskegon ..	.48
C. Muser, Otsego	4.25
B. A. McCall, Otsego	2.95
McMullen Machinery Co., Grand Rapids ..	23.57
Modern Methods Publishing Co., Detroit ..	23.75
J. J. Nartzik, Chicago	6.82
National Brass Co., Grand Rapids ..	16.91
National Trust & Credit Co., Chicago ..	1,000.00
New Albany Veneer Works, New Albany, Ind.	3.20
Newman Clock Co., Chicago	1.95

Nichols & Cox Lumber Co., Grand Rapids ..	166.50
Office Appliance, Chicago	66.50
A. E. Oliver, Plainwell	401.62
Pioneer Welding Co., Kalamazoo ..	21.85
C. E. Pipp, Otsego, Mich.	580.00
C. H. Prentiss, Otsego	2.70
C. R. Rathburn, Otsego	8.05
Rice Veneer & Lumber Co., Grand Rapids ..	16.83
Rodgers Boiler & Burner Co., Muskegon	24.48
Roebblings Sons Co., Chicago	41.49
Alice Ross, Muskegon	227.30
Geo. R. Ross, Muskegon	758.21
Sawyer & MacDougall, Allegan ..	511.84
Fred Schoolcraft, Otsego	102.02
G. H. Spile & Co., Otsego	54.63
Skillman Lumber Co., Grand Rapids ..	1,011.89
Jos. Smalla, Otsego	68.88
F. M. Smith, R. F. D. Allegan	352.21
Spengler Bros., Rockford	5.75
Standard Oil Co., Grand Rapids ..	36.02
Stearns Salt & Lumber Co., Ludington	685.12
Stewart-Hartshorn Co., Chicago ..	3.50
Stimson Veneer & Lumber Co., Memphis ..	904.93
Superior Clamp Co., Grand Rapids ..	9.72
Tannewitz Works, Grand Rapids ..	18.97
Tisch-Hine Co., Grand Rapids	1.09
Toledo Plate & Window Glass Co., Grand Rapids ..	425.91
Travelers Insurance Co., Detroit ..	7.00
Fred Tubbs, Otsego	27.69
Tyler & Hippach, Chicago	294.70
Underwood Typewriter Co., Grand Rapids ..	2.25
United States Glue Co., Grand Rapids ..	148.80
Upham & Alger, Chicago	100.00
Vulcanized Products Co., Muskegon ..	66.18
Wadams Oil Co., Milwaukee	5.00
F. W. Walerik, Otsego	25.00
Weber-Knapp, Jamestown, N. Y.	12.31
West Michigan Machine & Tool Co., Grand Rapids ..	224.47
West-Williams Co., Milwaukee	15.42
Henry Wilhelm, Pittsburg, Wis.	31.08
Wilmington Fibre Specialty Co., Wilmington, Del.	45.79
Wolverine Brass Works, Grand Rapids ..	1.20
Morris Wood & Son, Chicago	7.89
Jose. Woodwell Co., Pittsburgh ..	49.44
Chas. Luehrman Co., St. Louis ..	134.96
First State Savings Bank, Otsego ..	3,000.00
First State Savings Bank, Otsego ..	2,780.00
R. J. Darnell Co., Memphis, Tenn.	240.00
Hood & Wright, Big Rapids	190.00
Hood & Wright, Big Rapids	310.00
Sawyer & MacDougall, Allegan ..	170.00
National Lumber Co., Andalusia, Ala.	190.00
Sawyer & MacDougall, Allegan ..	170.00
Sawyer & MacDougall, Allegan ..	165.00
Kuehl-Butcher Lumber Co., Detroit ..	\$325.00
Wm. F. Galle Co., Cincinnati	335.00
Amos Leighton, Otsego	365.00
A. E. Oliver, Plainwell	300.00
Hood & Wright, Big Rapids	180.00
Chas. H. Garrett, Kalamazoo	543.21
A. E. Oliver, Plainwell	230.00
Kuehl-Butcher Lumber Co., Detroit ..	330.00
Dickinson Bros., Grand Rapids ..	225.00
Office Appliance, Chicago	45.00
Sawyer & MacDougall, Allegan ..	320.00
Hood & Wright, Big Rapids	225.00
Wm. F. Galle, Cincinnati	730.00
Office Appliance, Chicago	30.00
Hood & Wright, Big Rapids	220.00
Sawyer & MacDougall, Allegan ..	170.00
Frank Chickering, Grand Rapids ..	404.50
Chas. H. Garrett, Kalamazoo ..	271.60
George E. Bardeen, eight checks amounting to	260.80
Labor claims	2,311.76
Liabilities on Notes.	
Sherer Gillett, Chicago	\$1,460.94
G. H. Easton, Otsego	50.00
Taylor Office Supply Co., Memphis, Tenn.	23.60
H. R. Walter, Otsego	200.00
Will Fullerton, Otsego	50.00
Unfile Mfg. Co., Chicago	225.00
	\$2,009.54

Assets.	
Real Estate, buildings, etc.	\$13,511.50
Stock in trade	22,794.37
Checks and accounts receivable ..	375.29
Bills receivable	6,218.56
	\$42,524.43

Jan. 16—In the matter of the Hickory Grove Distilling Co., bankrupt, Kalamazoo, an order was entered calling the first meeting of creditors at Kalamazoo on January 29 for the purpose of proving claims, the election of a trustee, the examining of the officers of the bankrupt and the transaction of such other business as may properly come before the meeting.

Although a fool and his money may be easily separated they are hard to find!

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

AS SURE AS THE
SUN RISES

Voigt's
CRESCENT
FLOUR

Makes Best Bread
and Pastry

SCALES
and
COFFEE MILLS

All Kinds and Sizes—New and Used
Bought, Sold and Exchanged

Grand Rapids Merchandise & Fixture Co.

803-805 Monroe Ave.

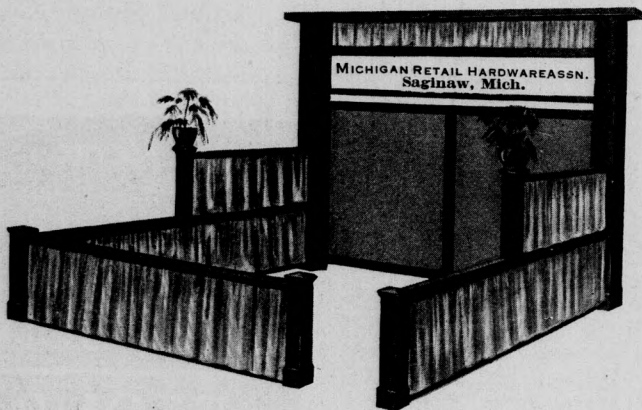
Grand Rapids, Michigan



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.

Largest Hardware Exhibit Shown in the State.

Kalamazoo, Jan. 25.—I am pleased to note the space you are devoting to the twenty-first annual convention of the Michigan Retail Hardware Association, which will be held at Saginaw February 9, 10, 11, and 12. I very much appreciate the publicity given our coming exhibit and in behalf of the officers of our Association I wish to thank you for this publicity. Agreeable with your request, I am sending you to-day under separate cover a cut of the booth which I would ask that you kindly return to me as promptly as possible, after you are through with it. I also enclose a list of our exhibitors. From a perusal of this list, you will note what a versified collection of exhibits we will have. I am sure we are going to have one splendid convention. Enclosed with the electrotype



you will find a sample of cloth which shows the color of the curtains to be used in front of the booths, also dividing the booths, and a narrow curtain run along top of the sign at the back of the booth. This with the green mission finishing and the signs finished with old rose shaded by air brush darker and with two palms for each booth is going to bring out a very pretty effect.

J. Chas. Ross, Chairman.
The list of exhibitors is as follows:
Allen, S. L. & Co., Philadelphia.
Allith Prouty Co., Danville, Ill.
Adams, E. B. & Sons, Racine, Wis.
Asphalt Roofing Co., Saginaw.
Atlantic Stamping Co., Rochester.
Buhl Sons & Co., Detroit.
Buhl Stamping Co., Detroit.
Brueck Sectional Bookcase Co., Saginaw.
Boydell Bros., Detroit.
Benjamin Moore & Co., Chicago.
Brown Stamping Co., Toledo.
Blickensderfer Manufacturing Co., Cleveland.
Buffalo Sled Co., North Tonawanda, N. Y.
Celina Manufacturing Co., Celina, Ohio.
Cochran Pipe Wrench Manufacturing Co., Chicago.
Cornell Wood Products Co., Chicago.

Daisy Manufacturing Co., Plymouth.
Delamater Hardware Co., Detroit.
Detroit Blau Gas Co., Detroit.
Detroit Vapor Stove Co., Detroit.
Dangler Stove Co., Cleveland.
The DeLaval Separator Co., New York.
Dietz, R. E. & Co., New York.
Eagle White Lead Co., Cincinnati.
Easiest Way Manufacturing Co., Sandusky.
Edwards, H. D. & Co., Detroit.
Engman-Matthews Range Co., South Bend.
Eureka Vacuum Cleaner Co., Detroit.
Excelsior Cycle Co., Chicago.
Independent Stove Co., Owosso.
Johns-Manville Co., W. H., Detroit.
Leonard, H. & Sons, Grand Rapids.
Louden Machinery Co., Fairfield, Ia.
Lufkin Rule Co., Saginaw.
Minneapolis Heat Regulator Co., Minneapolis.
Majestic Sanitary Chemical Co., East St. Louis.
Malleable Iron Range Co., Beaver Dam, Wis.

Marlin Firearms Co., New Haven, Conn.
Martin-Senour Co., Chicago.
Merchants' Syndicate Catalogue Co., Chicago.
Meyers Furnace Co., Peoria, Ill.
Morley Bros., Saginaw.
Michigan Hardware Co., Grand Rapids.
Michael McNamara Varnish Works, Detroit.
National Cash Register Co., Detroit.
National Cycle & Manufacturing Co., Bay City.
Pennsylvania Rubber Co., Jannette, Pa.
Paragon Refining Co., Lansing.
Portland Manufacturing Co., Portland.
Regina Manufacturing Co., New York.
Rochester Stamping Co., Rochester.
Schwab, R. J. & Sons Co., Milwaukee.
Standard Stamping Co., Marysville, Ohio.
Schroeder Paint & Glass Co., Detroit.
Shakespeare, Wm. Jr., Co., Kalamazoo.
Shapleigh Hardware Co., St. Louis.
Sheboygan Wagon & Coaster Co., Sheboygan, Wis.
Standart Bros. Co., Ltd., Detroit.

Security Lightning Rod Co., Burlington, Wis.
Standard Varnish Works, Chicago.
Sturgis, A. L., South Bend.
Standard Aluminum Co., Two Rivers, Wis.
Sherwood Bros. Co., Canastota, N. Y.
Tire Service Co., Saginaw.
United States Register Co., Battle Creek.
United Refrigerator Co., Peru, Indiana.
Valley Stove & Range Co., Saginaw.
Victor Manufacturing Co., Leavenworth.
Walz Hardware Co., Saginaw.
White Lily Manufacturing Co., Davenport, Ia.
Wagner Manufacturing Co., Sidney, Ohio.
Wooley, F. W., Ann Arbor.

One Way to Make Money.

It has always been said that a dollar saved is a dollar made. If this be true, and we believe it is, then the hardware associations have made for their membership several hundred thousand dollars. There are in successful operation to-day ten hardware mutual fire insurance companies, each of which is saving its policyholders a handsome dividend of from 20 to 50 per cent. of the premiums. In our own association we have had many members who are saving from one to two hundred dollars annually, on the cost of their insurance by carrying it in the hardware mutuals. Our own association mutual, although it had a hard time getting started, and notwithstanding the fact that some so-called mutuals in Texas proved to be utter failures, and thereby caused a great many of our dealers to be scared of mutual insurance, has grown and prospered, and is fast climbing toward the million mark.

The Texas dealers are carrying something over twenty million dollars insurance and are paying approximately three hundred and sixty thousand dollars in premiums, enough to build up one of the best mutuals in the country. Now let us suppose a little. Suppose all of this insurance was carried in hardware mutuals, and suppose these mutuals all paid a 50 per cent. dividend (and that would be very likely if they were properly supported), it would mean a saving to the Texas dealers of about one hundred and eighty thousand dollars, or an average of ninety dollars per dealer. Now some one may think that our supposing such things is foolish, but

not so; as a matter of fact conditions in some states are fast approaching just such a state, and why not in Texas, the greatest State of all? The writer will never be satisfied until the supposings above outlined are real facts.—Texas Dealers' Digest.

It was once thought that tinplate could not be made in this country. There were a few mills at that time and practically all of them failed. One of those that had been shut down stood in a lonely spot in Indiana. Then, driving by at one time, a young Indiana banker saw the mill. He looked into its failure and decided in his own mind that the fault lay in too light machinery. So he got together capital and bought the mill. Six years later this same man—Daniel G. Reid—owned thirty other mills and was known as "the tinplate millionaire."

Many a man who poses as a leader is merely a driver.

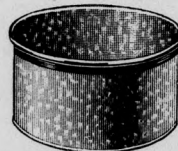
Make Out Your Bills

THE EASIEST WAY

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

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.

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.

Foster, Stevens & Co. Wholesale Hardware

157-159 Monroe Ave. :: 151 to 161 Louis N. W.
Grand Rapids, Mich.

THE MEAT MARKET

The Fish Department.

In developing a new department in your meat market, such as an all the week round fish department would be, the first thing to be done is to investigate the demand for fish among your present customers and also among the prospective ones from which you could hope to draw trade.

Take the ordinary city meat market, for instance, doing a middle-class trade. Such a market usually handles fish upon Friday and does a fair business in that article. The rest of the week no stock is carried, mainly because the proprietor believes that there is no demand for it.

The people who deal in this sort of a market have been hard hit by the recent increases in the price of meat. Their incomes have remained almost static, and therefore they have been compelled to economize to a certain degree. For meat, in some cases, they have substituted other articles to an extent that has curtailed the purchases, which ordinarily, they have been making at the meat market. The butcher begins to feel the cut in his trade; other merchants, handling other lines, begin to feel an increase.

That is the first indication of the latent demand which exists for fish in the trade of practically every meat market catering to consumers of this class. And that is the fundamental reason why so many butchers have established fish departments in their markets.

Yet this demand in many cases scarcely warrants the care and attention which the establishment of a new department requires. The butcher finds himself in a predicament resembling the traditional "devil and the deep sea." He must either lose an amount of trade which he cannot by any means afford to lose, yet his efforts to hold it by establishing a fish department do not seem to him to hold much chance of future profit. There is only one answer to this—the butcher must establish the department and push the article until it becomes profitable enough because of increased volume of sales. In other words, he must make it a "leader" in his market, not by means of low prices and special sales and all the other things which are usually connected with this word, but because of the quality and freshness of the product which he carries.

This must be done by advertising, handsome displays and good salesmanship in the market itself. The butcher may object that this will subordinate his meat department to his fish department. That is not so.

The customer who buys meat will buy meat just the same, as most people are meat eaters. But there will come trade from other districts who are drawn by the certainty that they can obtain good fresh fish in this market, and who eventually will purchase meat as well.

In other words, the fish department properly handled does not cut into your sales of meat, but actually increases them. It serves as a "leader" for your market.

A Dazed Inspector.

From a backwoods town where a new post office had been established there came complaints that mail was not being sent as promptly as it should be, and an inspector went to the town to investigate. He told the postmaster of the complaints. The postmaster pointed to a bag about one-fourth full and said:

"Wal, I send the mail out ev'ry time I git the bag full. You don't expect me to send it out when it ain't got more than a dozen letters in it, do you? Soon as I git that bag full I'll send it out all right. I reckon that will be within a week or so, the way letters air comin' in now!"

The war is affecting the egg and poultry industry in more ways than one. While it has been making a market for eggs that has helped many holders out of the hole, evidently, the feather business is going to be hit adversely. One of the leading feather dealers of the country advises us that the real question with the feather men now is where the feathers they have on hand and may buy this season can be turned into money. Europe will not take them, consequently the fancy feather game is dead. There are still on hand heavy stocks of 1914 stuff and the 1915 crop is in sight.

Buying Fish.

The first requisite in buying fish is quality. First-class stock must be purchased if you are to have a successful and permanent department of this character. There is nothing that shows up poor quality more quickly than fish. And there is nothing more important than good, first-class quality in fish.

The second requisite is to buy often. You must not allow stock to accumulate upon your hands, as fish will spoil rapidly and soon become a dead loss upon your hands. Buying in small amounts and buying often is the cardinal rule for success in conducting this department.

Buy in a wide variety. There is a very large number of species of fish upon the market, each one having its ardent devotees, who declare that it is the best of all of them. You must be in a position to fill their demands at all times. So you must carry a wide variety.

A word on the proper way to keep fish is valuable to every butcher who is engaged in building up such a department. Air causes fish to rapidly decompose. Therefore you must keep your stock away from it as much as possible. For instance, in displaying it bed it in clean, cracked ice, only allowing as much as is necessary of it to show.

The best means of displaying fish, unless you have regular fish counters, is in shallow, zinc-lined box top tables, built on an incline with a vent at the lower end, so that the water from the melting ice may easily escape. Line these boxes with clean, cracked ice, and lay the fish upon it, garnishing it with green seaweed, if obtainable, or if not, some other green stuff. This sets it off.

Handling Frozen Fish.

If you sell hard, frozen fish to your customers, as the law in some states require, you must inform them how

to handle it in the proper manner, if you do not thaw it yourself.

Tell your customer that it is absolutely essential that all frost be withdrawn from the fish before placing it upon the fire. This may be done either by placing it in the ordinary household icebox overnight or, if time be pressing, by allowing it to remain in cold water for some hours. Remember all fish are flaky. Ice collects in the freezing process among these flakes and must be dissolved before the fish is placed in the pan. After thawing the fish should be thoroughly dried with a cloth.

Long advances have been made in late years in the freezing of fish, and nearly all are being frozen but a few hours after the fish are caught and under the best and most sanitary conditions. These goods when properly handled are equal to the fresh.

Most Satisfactory.

"My dear," said the young husband, "did you speak to the milkman about there being no cream on the milk?"

"Yes; I told him about it this morning, and he explained it satisfactorily. I think it quite a credit to him too."

"What did he say?"

"He said he always filled the jug so full there was no room on top for cream."

A candidate who "also ran" says there is nothing quite so uncertain as a sure thing.

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.



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.



MONEYWEIGHT Scale Co.
GENERAL DISTRIBUTORS FOR
The Computing Scale Co.
Dayton, Ohio.

**THE FIRST AND FOREMOST
BUILDERS OF COMPUTING SCALES**

GENERAL SALES OFFICE
326 W. MADISON ST. CHICAGO
ALWAYS OPEN TERRITORY TO FIRST CLASS SALESMEN



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. Thompson, 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. Cornelius.
 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.

The question of handling a customer in making a sale is naturally a local issue to some extent, as merchants in widely separated localities conduct their business according to the usages of their particular sections.

It is also true that dealers in small towns require different tactics from the large city merchant; but no matter what the conditions may be, the old saying "Business is business," holds true pretty much the world over.

With the arrival of interurban electric cars and rural free deliveries and telephones and many other improvements in rural districts, a pace of progression has set in, even in the most out-of-the-way village, that is rapidly changing the ideas and methods of the country merchant. With the farmer buying automobiles, and the prosperous small-town business man sending his sons off to college, it is high time for the traveling salesman to begin to realize that a new era is dawning for him also.

It is no longer necessary in making a town to begin the day before by planning some new and wonderful strategy that will insure the selling of a bill to this or that customer; no need of a "Samantha Allen" visit, with a dance at the village hall in the evening with your favorite customer's friends and family.

Tact? Why, yes, that is necessary, of course. You can no more interest the man whose store has just been robbed, or whose head salesman has just left to take a position with his worst competitor, now than you could twenty years ago. But you can approach the merchant the country over, small town or large, under ordinary

circumstances, and gain and hold his attention with the right kind of selling-talk, all on business and delivered straight from the shoulder. Even the "before-breakfast grouch" will listen to you if there is a resolute ring in your voice and a good-natured sparkle in your eye.

One of the most successful business men of my acquaintance started life with a shoestring, and worked his way up from stock-boy to salesman, from salesman to buyer, from buyer to the head of the greatest house in the world in his line, besides holding large outside responsibilities.

The most prominent feature of his character was his remarkable earnestness of purpose. There was not a salesman in the long list of those in his employ who could begin to approach him in selling-talk, and he had some of the best men in the business. As buyer, before he became an employer, it is said of him that he could take prospective customers into his office for fifteen minutes, from among the largest and hardest merchants to sell to in the country, and turn them out with an immediate and enthusiastic desire to go through the great establishment and select goods.

He had no time to bandy idle words, and rarely indulged in useless sentences or light remarks. He believed buyers came into his store bent on business; and he despatched them with courtesy, backed up by arguments, every word of which put new ideas into his customers' minds and helped to swell the accounts on the right side of his ledgers.

Basing my calculations on actual experience with a large number of salesmen of all classes, sorts, and conditions, I assert without any hesitation that the really big men, those who have made the profession worth while, are the ones who have employed the highest degree of science in their work—not an acquired science, perhaps, but natural, established, and classified knowledge of men and things relating to the daily routine of their work:

"Brain stuff and soul stuff."

I am not the one to gainsay that an acquired science of professional salesmanship will be generally recognized by employers of large numbers of salesman within the next five or ten years, in fact, an exact science of successful salesmanship has already been formulated, and is being taught with success; it fits the needs of our profession, just as the science of law or of materia medica fits the requirements of those respective professions, and is receiving widespread

attention on the part of thinking salesmen and employers of salesmen.

Failures may be due to lack of natural ability, or adaptability, but they are more often due to lack of intelligent application.

There are many industrious salesmen who have always applied their energies in commonplace ways—for instance, with territories that could easily be made to yield much larger returns from their labor—who have little idea of the great values that may be produced on a given territory subject to high culture in salesmanship.

There is a natural tendency, when big sales are made by the really successful men, to suppose that they are peculiar to some distant or especially favored location, that the golden harvest, the good things, are away off somewhere else, in the other fellow's territory. Those failing to see advantages at home, who are disposed to seek the gold at the rainbow's end, may well ponder the story of the old Persian who sold his little hillside farm, wandered far over land and sea in a vain search for diamonds, and finally died a pauper in a strange land; while the stranger watering his flock at the stream on the little farm found a peculiar pebble glittering in the brook, which proved to be the first of a wealth of gems such as the old man had gone to seek.

All salesmen start with an equal chance, but many are soon distanced in the race. They are content with a steady, plodding, uniform way of doing things, and while they are methodical and obtain good results, those who win figure out some way of getting better results and getting them more easily. They take chances on doing things in other than the prescribed way, often finding the new way the better. Few have the energy to break out and get away into the wild fields of effort worth while.

We get into a certain circular routine, and we go around and around, week in and week out, year in and year out, not realizing that life's really important work is the doing of something new.

The opportunities of the present are superior to the opportunities of the last two or three decades. The needs of our great commercial machine multiply with its growth; and he is the fortunate salesman who has learned the immense value of educated enthusiasm, for to him is open the pathway to high-salaried positions that appear as dreams of Aladdin's Cave to his less ambitious brother.

True, the mountain seems high, but he who finds the right road will surely get to the top. Every mountain seems insurmountable at first, but little by little the distance is laid behind, and at last, half wondering whether it is a mountain after all, we find ourselves at the top. But to find the easy ascent to the golden mountain of salesmanship, the salesman must first dig, dig, dig, deep into the fields of knowledge of his profession.

Successful salesmanship carries with it large salaries—often of from five to fifteen thousand dollars per annum.

"Oh, but such salaries are not for me," wails the timorous one. Listen! The salesman who lies down at the beginning with, "Oh, I never had any luck. By the time I get there I'll find some one else already there ahead of me," would better stay out of the salesmanship business—or any other kind of business, for that matter. He is of little faith, a pessimist, a failure at heart to begin with, and wouldn't hold a position long with any house at a thousand dollars per year, to say nothing of five.

To the bright salesman it is not a difficult task to map out a promising line of action for his career on the road from among the failures and middleweights, and a persevering hustle will do the rest.

A shrewd, perceptive faculty, together with a convincing perseverance, is one of the main essentials to success in promoting any enterprise.

Away with easy-going rollicking ways and debauching influences! Away with small salaries, "water-tank" towns, and "one-night stands!" Let there be more lucrative fields and broader knowledge! That is the twentieth century salesman's slogan; and that he is manfully living up to his battle-cry, the pay-rolls of large institutions all over this broad land will attest.

W. D. Moody.

Copyright, 1907.

Business Men Needed in Congress.

In six years we have had three different tariffs, accompanied by the tariff agitation so unsettling to business. We have had almost continuous sessions of Congress, with disturbing legislation, until the business men of the country have been nearly distracted. So long as we send men to Congress who do not understand business, we shall be constantly harassed and annoyed. The men we send to Congress should be men who understand business, who are not theorists, but who know what practical business is; and if we had in Congress the proportion of business men that we have professional men and theorists, it would be a grand thing for the country.

Mixed Metaphors.

There is no place like the British House of Commons for a "nice derangement of metaphors." It will be a long time before we have a "mixture" equal to the outburst of an effusive orator who said: "The British lion, whether it is roaming the deserts of India or climbing the forests of Canada, will not draw in its horns or retire into its shell."

HOTEL CODY

EUROPEAN

GRAND RAPIDS, MICH.

Rates \$1 and up. \$1.50 and up bath.

EAGLE HOTEL

EUROPEAN

GRAND RAPIDS, MICHIGAN

\$1.00 PER DAY—BATH DETACHED

Excellent Restaurant—Moderate Prices

Gabby Gleanings From Grand Rapids.

Grand Rapids, Jan. 25.—Stewart Newell, of the firm of J. S. Newell & Co., pioneer merchants of Coral, who was operated on in Butterworth hospital about two weeks ago, is getting along nicely and expects to be able to go home in a short time. While Mr. Newell speaks very highly of the excellent care and attention he has received at the hospital, he says there is no place like home and he will be very glad when he is able to take the trip back. His many friends will be glad to know of his recovery and extend best wishes for his permanent good health.

Otto Weber had the misfortune to slip on the icy sidewalk last week and sustained a broken collar bone. Pete Anderson spent the week end at Greenville visiting his father.

A. Clucas, who conducts a prosperous implement and harness store at Deerfield, has moved into a brand new fireproof brick and cement building of his own construction. Within the past year Mr. Clucas has gone through two fires, sustaining heavy losses each time, and he says if there is any virtue in fireproof building material he is going to find out what it is. We might say very emphatically that Mr. Clucas is a living example of the "never say die" kind, for many with less perseverance would have given up the ship after the experience he has had, but Mr. Clucas looks on the bright side of things and says 1915 will be the banner year of them all.

Mrs. William E. Sawyer has been very sick the past week, but is better at the present writing.

G. J. Koning & Son, 2020 South Division avenue, have sold their grocery stock to Cornelius Fryling, who took possession Monday.

Mr. and Mrs. Earl Cassada, 402 Union avenue, are the parents of a fine 8 pound girl.

Mrs. Ira Gordon is in St. Mary's hospital, suffering from a severe attack of throat trouble.

There will be a meeting of the Grand Rapids Traveling Men's Benefit Association at the Association of Commerce rooms January 30 at 2:30 p. m. All members are requested to attend and bring a new member.

The Ways and Means Committee of Absal Guild, A. M. O. B., met Saturday evening at the residence of J. J. Dooley, 311 Auburn avenue, when plans for entertainment of the members for the remaining winter months were discussed and final arrangements were completed for the first mid-winter ball, which will be held Saturday night, January 30, at Herald hall. After the business session the committee was royally entertained at dinner, such as only Mrs. Dooley knows how to serve, and afterwards were favored with choice selections of music. The party wended its way homeward in the wee sma' hours with many pleasant thoughts of an evening well spent.

The sixth annual Western Michigan Automobile show, which will be held in the Exposition building February 15 to 20, promises to be larger and more complete than any similar show ever held in Michigan. The big building has the largest single exposition area in the country and every available inch of space has been taken. Even this has not been sufficient to supply the demands and accessory section exhibition space had to be provided. Space in each section was allotted by drawing.

The Grand Rapids Railway Co. held a dance and card party at the dancing academy Monday afternoon for the benefit of its night employees. Nurses were on hand to care for the children.

Peter Halleman, Harry De Weerd and Albert De Weerd have formed a copartnership and will conduct a garage at Byron Center.

The Hotel New Era has exchanged

hands and is now occupied by its owner, August Van Dyke. He has overhauled and improved the rooms by placing new and up-to-date furniture and larger stoves in place of the old. The improvements he has introduced make it one of the most pleasant and up-to-date hotels of its size. The livery barn which he runs in connection with the hotel has also been overhauled and a number of spirited horses added. He also has a number of new rigs and as soon as the weather opens up will add an auto to his livery.

Gordon C. Dudley, real estate dealer, is erecting four one-story and basement stores at 508-14 Division avenue. The building will have a facing of red pressed brick and the foundation will be sufficient to accommodate two additional stories if they are needed in the future.

E. L. Wellman has bought a 7,000 bushel bean elevator at Alto.

The Carpenter Construction Co., of this city, has been incorporated with a capital stock of \$30,000.

The Powers & Walker Casket Co. has moved into its new quarters on Front avenue, near Pearl. The old factory was remodeled into a five-story modern building which has 50,000 feet of floor space.

The Kent Electric Co. has placed on the market a new dimmer for auto headlights, which complies with the new traffic ordinance.

Byron E. Parks & Son have completed plans for the new factory of the Michigan Canning & Extract Co. at Petoskey.

The Board of Health has decided to ask the Common Council to incorporate in its spring budget an appropriation for a new and larger tuberculosis sanatorium to cost between \$25,000 and \$50,000.

Paul L. Westphal, representing Chase, Roberts & Co., varnish makers, Long Island, N. Y., has moved to Grand Rapids and will establish Western Michigan headquarters for his company.

Tickets for the thirteenth annual banquet of Grand Rapids Council are now in the hands of the committee and may be secured by writing or telephoning any of the following: Alvah W. Brown, J. J. Dooley, O. W. Stark, William Francke, William E. Sawyer or F. E. Beardslee. The banquet will be held March 6 in the Association of Commerce rooms and will be the best banquet ever given under the auspices of the U. C. T. S. Tickets are \$1.50 per plate.

The Four Leaf Clover Club met Thursday, January 21, with Mrs. Art Borden. The following won prizes: Mrs. Pete Anderson, first; Mrs. B. Ellwanger, second; Mrs. Fred J. Hanifan, third. The club will meet again February 4 at the home of Mrs. Burr, 1835 Thomas street.

Charles G. Graham, general salesman for J. V. Farwell & Co., Chicago, is showing his summer line at the Pantlind Hotel this week. Mr. Graham has represented the Farwell house twenty-five years and represents the highest type of traveling salesman. Mr. Graham has also achieved high Masonic honors, having served as Grand Commander of the Grand Commandery of Michigan.

William E. Sawyer.

The Michigan Tradesman was the first journal in the United States to devote a department to the traveling fraternity and it has always been the steadfast friend of the commercial salesman. It has assisted him to fight his battles, rejoiced with him in his victories, sympathized with him in his defeats. During the past thirty-two years it has published over 2,500 biographical sketches of traveling salesmen, and the good work is still going on.

Sparks From the Electric City.

Muskegon, Jan. 25.—William Engle, the hustler, is getting a little Swift-er on the job.

A. Kooman, who has been superintendent for the Brooks Candy Co., of Grand Rapids, for fifteen years, has accepted a similar position with the Walker Candy Co., of this city.

Traverse City is building an up-to-date public school, which will cost the citizens \$63,000 when completed.

Won't some one tell N. Ludoff when and where our next meeting will be held?

Nate Branch, of White Cloud, who likes to sell for dead ones, reports a fine business for last year.

Al. Kolkema, brother of Ed. and John Kolkema, who run first-class grocery stores in Muskegon, has accepted a position with M. Piowatty & Sons and will cover territory close to Muskegon. If Al. will work as hard as his two brothers have, we see no reason why he should not prove successful.

C. Wilson, the leading merchant of White Cloud, is ill in a hospital at Elkhart, Ind. Mr. Wilson is on the road to recovery and we hope to see his broad smile soon.

Whether Grand Traverse county shall be wet or dry will be decided at the next election.

The night train on the P. M. that used to run to Traverse City has been changed and now runs to Ludington instead.

Dust off your full dress uniform and come to the A. M. O. of Bagman on Jan. 30 at Grand Rapids for a good time.

William Engle may come to our next meeting if all the cows get milked early.

There are almost as many Presidents in Mexico as traveling men in Michigan.

C. P. Lillie & Sons, of Coopersville, have improved the appearance of their store by putting in glass floor cases throughout their dry goods department. The grocery department is neatly arranged and one can not help admiring the general appearance of the store. Mr. Lillie has been in business in Coopersville for the last thirty years and has the confidence and respect of the community.

Have you got a new member? If not, why not?

While the coal man is receiving our pittance, the ice man is getting busy and laying for us in the good old summer time.

Bert Waalkes was caught measuring his limbs and when asked the reason he replied he wanted to see if he would fit in a ford. E. Welton does not have to measure. He knows.

L. Caplon, of Baldwin, has gone on a business trip to Saginaw, Detroit, Chicago and Milwaukee. Mr. Caplon figures on being gone three weeks.

Survey on the Muskegon-Casnovia interurban will begin in the spring. Milton Steindler.

Bankruptcy Matters in Southwestern Michigan.

St. Joseph, Jan. 18.—In the matter of the Hickory Grove Distilling Co., bankrupt, Kalamazoo, an order was made for the first meeting of creditors to be held at the latter place on Jan. 29, for the purpose of proving and filing claims, the election of a trustee and the examination of the officers of the bankrupt.

Jan. 19.—In the matter of William Dannenberg, bankrupt, Allegan, the adjourned final meeting of creditors was held at the referee's office. The bankrupt not showing cause why the trustee's final report and account should not be approved and allowed, the same was considered and allowed. The final order of distribution was made and the first and final dividend list of creditors was filed, on which a dividend of 8.6-10 per cent. was paid to unsecured creditors. The final meeting of creditors was then adjourned without day.

Jan. 20.—In the matter of the Ross Cabinet Co., bankrupt, Otsego, the first meeting of creditors was held at the latter place. Hollis Baker, of Allegan,

was elected trustee, his bond being fixed at \$5,000. John Eesly, of Plainwell, William Oliver, of Allegan, and William Whitworth, of Grand Rapids, were appointed appraisers. The receiver made his report and the same was accepted and the receiver directed to file a written report. The meeting was adjourned to Feb. 2, at Kalamazoo, for the purpose of examining the officers of the bankrupt.

Jan. 21.—In the matter of Calvin Ashline, bankrupt, Allegan, the inventory and report of appraisers was filed showing total assets of the appraised value of \$813.16. The trustee also filed his report of exempted property.

Jan. 23.—Joseph Correll, a monument dealer at Hartford, filed a voluntary petition and he was adjudged bankrupt and the matter referred to Referee Banyon. The schedules show no assets except the exemptions, there not being sufficient funds to pay the filing fees. The following debts are scheduled:

Albert Andrews, Hartford	\$ 40.00
Geo. W. Merriman, Hartford	100.00
Albert Andrews, Hartford	600.00
Knapp & Co., Hartford	35.00
Eugene Duffy, Hartford	35.00
Edward Finney, Hartford	40.00
Walter Finney, Hartford	19.00
Hartford Day Spring	20.00
F. W. Hubbard, Hartford	5.00
Hiram Hinkley, Watervliet	29.00
Karnsen Drug Co., Hartford	16.00
J. M. Brown, Hartford	6.00
Sam Witz, Bangor	25.00
Roy Hinkley, Hartford	17.00
F. T. Hendryl, Hartford	250.00
John Mantel, Hartford	15.00
Wm. Coon, Hartford	14.00
Mount Avery Stone Co., Hartford	200.00
A. B. Palmer, Bangor	40.00
Asa Simpson, Grand Rapids	100.00
D. L. Cole, Bangor	40.00
Clare Leach, Hartford	30.00
Kibbie Telephone Co., Hartford	26.00

\$1,702.00

Assets Claimed as Exemptions.
 Stock in trade \$100.00
 Household goods 100.00
 Books, prints, etc. 15.00
 Machinery 100.00
 Debts on open account 12.26

\$327.26

Representative John Schmidt, of Reed City, has in preparation a bill to put in effect the constitutional amendment adopted last November to permit members of the legislature, students in attendance at an institution of learning and commercial travelers away from their place of residence on election day, to vote.

Edward Frick (Judson Grocer Co.) is confined to his home by an attack of gall stones. Mr. Frick's friends made dire predictions when they learned that he took a two day vacation last week and their worst fears are now realized.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Jan. 27.—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@37; cold storage candled, 26@27c.

Poultry (live)—Cox, 11@12c; fowls, 13@16c; geese 15@16c; turkeys, 18@21c; chicks 13@15c; ducks, 15@17c.

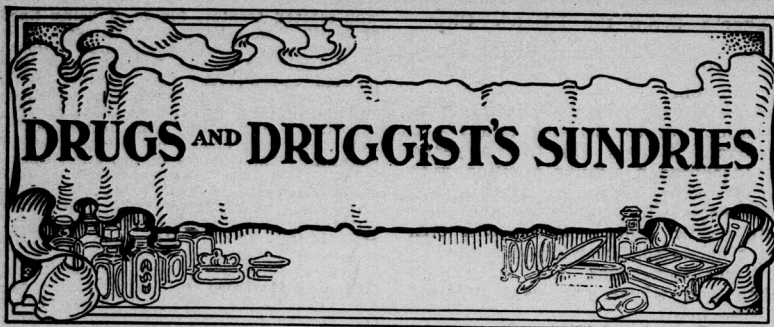
Poultry (dressed)—Turkeys, 20@24c; chicks, 14@17c; fowls, 14@16c; ducks, 16@17c; geese, 13@15c.

Beans—Medium, new, \$3.25; pea, \$3.10@3.15; Red Kidney, \$3.50; White Kidney, \$3.50@3.75; Marrow, \$4.

Potatoes—\$30@40c per bu.
 Rea & Witzig.

Detroit—The Magnus Co., Inc., has been incorporated with an authorized capital stock of \$100,000, all of which has been subscribed and paid in in property. This concern will engage in the manufacture and sale of metals and metal products.

Gladstone—H. W. Coburn, of Escanaba, has purchased the Neville & Neveaux drug stock and has taken possession.



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.

Does It Pay to Supply Dispensing Physicians?

Unqualifiedly, yes; it does. I base this assertion on years of experience in a city of 12,000 inhabitants, and for these reasons:

First. Such a policy enables the druggist to buy in quantity lots, and so take advantage of the generous discounts offered.

Second. The risk is small, the profits large.

Third. Selling physicians their pharmaceuticals paves the way for an extensive trade in cottons, dressings, ligatures, elastic hosiery, trusses, surgical instruments, biologicals, office furniture, etc., the profits on which are exceptionally large.

Fourth. It opens a channel for a pharmacist to put out a line of his own pharmaceuticals, dressings, and specialties at a handsome profit.

Fifth. There is no better advertising medium. It will build up a prescription trade and give a store prestige.

Sixth. It greatly enlarges a firm's territory and so makes it comparatively independent of local conditions.

Seventh. It minimizes the purely mercantile features and emphasizes the professional side of the drug business, and so insures the mental and professional growth of the pharmacist.

In further discussion of this question I would mention the following conditions as essential to success, and offer a few suggestions:

First. Cultivate the patronage of only such physicians as are reputable and good pay. Let your competitors have the others.

Second. Be absolutely loyal to the interests of these physicians, and be discreet. Fill their orders promptly and accurately.

Third. Make it a point to connect yourself with the reputable manufacturing chemists whose goods these physicians prefer. First-class manufacturers are only too eager to make attractive propositions to pharmacists who can use quantity lots and who pay their bills promptly. Their special discount concessions enable the buyer to resell to the physician on satisfactory terms at a decided profit.

Fourth. Next bring to the physician's notice and push in every way, surgical supplies and sick-room necessities, and have as many of these goods as possible under your own label. Profits on these lines range from 30 to 80 per cent., and the advertising derived from the laity seeing your name on each article is worth considerable.

Fifth. Stand for quality, first, last and always. A physician and his patients want results. If a store is known as a physician's supply store, where the best of everything can be procured without delay, it will be heartily endorsed by the leading physicians, and both physician and patient will gladly pay well for the superior article and service offered.

Sixth. By means of correspondence and personal visits get in touch with physicians in the outlying districts within a radius of fifty miles. They dispense practically everything, so their orders are usually larger than the city customer's, and the cost of selling proportionately smaller. When, because of local industrial or other conditions, trade would otherwise be dull, the accounts of these physicians in the suburban sections help to tide over until local conditions become normal again.

Seventh. If you would successfully and profitably cultivate the patronage of the dispensing physician you must read pharmaceutical journals and study trade catalogues. You must be thoroughly conversant with all that is newest in pharmaceuticals, appliances, etc., and so make yourself invaluable to the busy practitioner. Cultivate the friendship of the traveling salesman who cover your territory. They may have many an opportunity to offer you something worth while, or speak a good word for you that will mean added profits.

I know of a drug firm whose business, conducted along these lines, has increased tenfold in fifteen years, with losses averaging less than half of 1 per cent.

Arthur S. Wardle.

When Rome burned Nero might have made a hit with the people if he had played the hose instead of the harp.

Saving Time and Labor in Dispensing.

Every pharmacist in the United States has his own particular ideas in regard to the general appearance of his shop interior, the arrangement of stock, the display of certain lines of goods—including the numerous side lines which have become a feature of the business during the past few years—all of which, in a measure serve to reflect the atmosphere or personality of the store. The prescription department of a first-class drug shop, if properly conducted, should also be a good criterion of the character of the place. In a paper recently read before the Pennsylvania Pharmaceutical Association by P. Henry Utech, he referred to a few of the special features and conveniences of the dispensing department of his business. First of all he mentioned a stationary granite iron sink with open plumbing which is located in the very center of the prescription room, so as to be easily approached from every side. This is found to be a great convenience and can be kept in a much more sanitary condition than the old-fashioned corner sink. Water and sand baths are also arranged on a similar open plan, which greatly facilitates their use in minor laboratory operations.

Perhaps the handiest implement on his prescription counter, and one which is most frequently used, is a funnel holder, which is made of metal with an adjustable ring and which can be fastened to any upright standard. His practice is to filter all liquids in which solid substances have been dissolved, through a pledget of absorbent cotton. More delicate solutions, such as eye lotions or those containing potent drugs, are filtered through paper.

Occasionally there is a call for a few odd tablet triturates. The delay incident to procuring them from the manufacturer is oftentimes quite embarrassing. A small hard rubber hand tablet machine has paid for itself many times over in just such emergencies.

The trituration of many fine powders such as calcined magnesia, wood charcoal, bismuth, etc., is oftentimes a tedious and fussy job. By placing the powder in a device known as a prescription sieve (which is nothing more than a nickelplated cylinder fitted with covers on either end and a fine mesh sieve fastened in its center) and shaking gently for a few moments the operation is thoroughly and quickly done.

The speaker said he hesitated quite a while before deciding to invest in a typewriter for use on the prescription counter, but since making the purchase the numerous expressions of approval—by physicians and customers alike—together with the improved appearance and neatness of the typewritten labels proved the wisdom of the investment. Another important necessity is an automatic numbering machine. A few points in favor of the machine over the old method of writing the number with pen and in are absolute accuracy, economy and expediency.

In compounding liquid eye prescriptions a dropper bottle, which is fitted with a rubber base and a detachable cap, is used. Antisepsis is thus reduced to a minimum. A small red sticker, "For the eye," so as to distinguish this class of medicines from other similar in appearance is appended. These dropper bottles are also used for all prescriptions calling for drop doses of toxic substances, and have met with the warm approval of physicians.

Triturations of calomel, strychnine, sulphate, etc, diluted with sugar of milk, one part in ten, afford a quick method of manipulating minute quantities of these medicaments in powder form.

Solutions of the following chemical substances are kept in stock constantly to facilitate time in dispensing: Sodium bromide, potassium acetate, sodium salicylate, in 50 per cent. solutions. Saturated solutions are kept of potassium chlorate, boracic acid, sodium phosphate, potassium iodide.

Folk Remedies of To-day.

The age of superstition has not ended yet. Folk medicine and charms of many kinds still play a great role among the ignorant classes all over the world. Even in the cities, where the standard of intelligence is higher than in the country towns and villages, love philters and remedies of the "signature character" are in demand. An English correspondent, says that a brisk trade in articles of this kind is carried on in the more obscure parts of London. Dragon's blood appears to be a favorite for attracting love. "I have myself been asked for this," says the writer, "apparently for the same purpose, although the applicant was shy and would not state precisely what she was going to do with it."

Tormentilla is another love charm, used to bring back a lost lover. The correspondent remarks that it is curious that astringents should be supposed to have the power of exciting love, as there is no apparent connection between their therapeutic and supposed magical powers.

Mandrake is still a popular drug, and we are told that a herbalist in the East End of London is doing a thriving business by selling penny slices of this root—only the slices are of white bryony and not of mandrake. Amulets are made of the supposed mandrake and are thought to help children through their period of teething.

Orris root is popular among the Jews of Whitechapel to promote teething; it is rubbed on the gums, a "he" root being used for boys and a "she" root for girls.

Polish For Automobiles.

Yellow Wax 1 oz.
 Deodorized Benzine 7 ozs.
 Alcohol 30 mins.
 Ammonia Water 15 mins.
 Oil Lavender Flowers 15 mins.

Shake well before applying. The polish is said to be effective only when accompanied by a hard rubbing with a soft cloth.

WHOLESALE DRUG PRICE CURRENT

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

Acids					
Acetic	6 @	8	Mustard, true	9 00@	9 50
Boric	10 @	15	Mustard, artifl	3 50@	3 75
Carbolic	85 @	90	Neatsfoot	65 @	75
Citric	68 @	75	Olive, pure	2 50@	3 50
Muriatic	1 1/2 @	5	Olive, Malaga,		
Nitric	5 1/2 @	10	yellow	1 75@	2 00
Oxalic	20 @	25	Olive, Malaga,		
Sulphuric	1 1/2 @	5	green	1 65@	1 90
Tartaric	55 @	60	Orange sweet	2 75@	3 00
Ammonia			Organum, pure	2 @	2 50
Water, 26 deg.	6 1/2 @	10	Organum, com'l	2 @	2 50
Water, 18 deg.	4 1/2 @	8	Pennyroyal	2 @	2 50
Water, 14 deg.	3 1/2 @	6	Peppermint	2 25@	2 50
Carbonate	13 @	16	Rose, pure	14 50@	16 00
Chloride	10 @	25	Rosemary Flowers	21 @	35
Balsams			Sandalwood, E.		
Copaiba	75 @	1 00	I.	6 50@	6 75
Fir (Canada)	1 50@	1 75	Sassafras, true	2 @	10
Fir (Oregon)	40 @	50	Sassafras, artifl	2 @	10
Peru	2 50@	2 75	Spearment	3 25@	3 50
Tolu	90 @	1 20	Sperm	90 @	1 40
Berries			Tansy	5 00@	5 50
Cubeb	85 @	90	Tar, USP	30 @	40
Fish	15 @	20	Turpentine, bbls.	60 @	65
Juniper	10 @	15	Turpentine, less	60 @	65
Prickley Ash		50	Wintergreen, true	2 @	5 00
Barks			Wintergreen, sweet		
Cassia (ordinary)	25 @	30	birch	3 00@	3 25
Cassia (Salgon)	65 @	75	Wintergreen, art	1 10@	1 40
Elm (powd. 30c)	25 @	30	Wormseed	3 50@	4 00
Sassafras (pow. 30c)	25 @	30	Wormwood	4 00@	4 25
Soap Cut (powd.)			Potassium		
25c	20 @	25	Bicarbonate	25 @	30
Extracts			Bichromate	20 @	25
Licorice	27 @	30	Bromide	2 @	94
Licorice powdered	30 @	35	Carbonate	20 @	30
Flowers			Chlorate, xtal and	33 @	40
Arnica	30 @	40	powdered	33 @	40
Chamomile (Ger.)	55 @	60	Chlorate, granular	2 @	40
Chamomile (Rom.)	55 @	60	Cyanide	25 @	40
Gums			Iodide	2 @	77
Arnica	25 @	30	Ferriamanganate	25 @	30
Acacia, 2nd	45 @	50	Prussiate, yellow	30 @	35
Acacia, 3d	40 @	45	Prussiate, red	65 @	70
Acacia, Sorts	30 @	35	Sulphate	15 @	20
Acacia, powdered	50 @	55	Roots		
Aloes (Barb. Pow.)	22 @	25	Alkanet	30 @	35
Aloes (Cape Pow.)	20 @	25	Blood, powdered	20 @	25
Aloes (Soc. Pow.)	40 @	50	Calamus	40 @	70
Asafoetida	75 @	1 00	Elecampane, pvd.	15 @	20
Pure	1 @	1 00	Gentian, powd.	15 @	25
U. S. P. Powd.	1 @	25	Ginger, African,		
Camphor	56 @	60	powdered	15 @	20
Gualac	50 @	55	Ginger, Jamaica	22 @	25
Gualac, powdered	55 @	60	Ginger, Jamaica,		
Kino	70 @	75	powdered	22 @	28
Kino, powdered	75 @	80	Goldenseal pow.	6 50@	7 00
Myrrh	40 @	45	Ipecac, powd.	3 @	50
Myrrh, powdered	40 @	45	Licorice	18 @	20
Opium	10 00@	10 20	Licorice, powd.	12 @	15
Opium, powd.	12 00@	12 20	Oris, powdered	30 @	35
Opium, gran.	12 50@	12 70	Poke, powdered	20 @	25
Shellac	28 @	35	Rhubarb	75 @	1 00
Shellac, Bleached	30 @	35	Rhubarb, powd.	75 @	1 25
Tragacanth			Rosinweed, powd.	25 @	30
No. 1	2 25@	2 50	Sarsaparilla, Hond.		
Tragacanth pow	1 25@	1 50	ground	2 @	65
Turpentine	10 @	15	Sarsaparilla Mexican,		
Leaves			ground	30 @	35
Buchu	2 25@	2 50	Squills	20 @	35
Buchu, powd.	2 50@	2 75	Squills, powdered	40 @	60
Sage, bulk	25 @	30	Tumeric, powd.	12 @	15
Sage, 1/2 loose	30 @	35	Valerian, powd.	25 @	30
Sage, powdered	30 @	35	Seeds		
Senna, Alex	30 @	35	Anise	20 @	25
Senna, Tinn.	18 @	25	Anise, powdered	2 @	25
Senna Tinn powd	25 @	30	Bird, is	12 @	15
Uva Ursi	18 @	20	Canary	12 @	15
Oils			Caraway	15 @	20
Almonds, Bitter,			Cardamon	2 00@	2 25
true	6 50@	7 00	Celery (powd. 40)	2 @	30
Almonds, Bitter,			Coriander	2 @	25
artificial	1 50@	1 75	Dill	20 @	25
Almonds, Sweet,			Fennel	25 @	30
true	1 25@	1 50	Flax	4 1/2 @	8
Almonds, Sweet,			Flax, ground	4 1/2 @	8
imitation	50 @	60	Foenugreek, pow.	3 @	10
Amber, crude	25 @	30	Hemp	2 @	10
Amber, rectified	40 @	50	Lobelia	2 @	10
Anise	2 25@	2 50	Mustard, yellow	16 @	20
Bergamont	5 00@	5 25	Mustard, black	16 @	20
Cajeput	1 35@	1 60	Mustard, powd.	20 @	25
Cassia	1 75@	2 00	Poppy	15 @	20
Castor, bbls. and			Quince	1 00@	1 25
cans	12 1/2 @	15	Rape	2 @	15
Cedar Leaf	90 @	1 00	Sabadilla	2 @	35
Citronella	1 00@	1 10	Sabadilla, powd.	2 @	40
Cloves	1 60@	1 75	Sunflower	10 @	15
Cocoonut	20 @	25	Worm American	15 @	20
Cod Liver	1 25@	1 50	Worm Levant	75 @	85
Cotton Seed	75 @	80	Tinctures		
Croton	2 00@	2 25	Aconite	2 @	75
Cupbebs	4 25@	4 50	Aloe	2 @	65
Euclyptus	2 00@	2 25	Arnica	2 @	75
Hemlock, pure	2 @	10	Asafoetida	2 @	35
Juniper Berries	2 00@	2 25	Belladonna	2 @	65
Juniper Wood	70 @	80	Benzoin	2 @	65
Lard, extra	80 @	90	Benzoin Compo'd	2 @	65
Lard, No. 1	65 @	75	Buchu	2 @	65
Lavender Flowers	1 25@	1 40	Cantharides	2 @	65
Lavender, Ger'n	1 25@	1 40	Capsicum	2 @	65
Lemon	2 00@	2 25	Cardamon	2 @	65
Linseed, boiled, bbl.	69 @	73	Cardamon, Comp.	2 @	65
Linseed, bbl. less	69 @	73	Catechu	2 @	65
Linseed, raw, bbls.	69 @	73	Cinchona	2 @	65
Linseed, raw, less	68 @	72	Colchicum	2 @	65
			Cubeb	2 @	65
			Digitalis	2 @	65
			Gentian	2 @	65
			Ginger	2 @	65
			Gualac	2 @	65
			Gualac Ammon.	2 @	65
			Iodine	2 @	65
			Iodine, Colorless	2 @	65

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,

Hazeltime & 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.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

Coffee
Seeded Raisins
Scotch Peas

DECLINED

Giant Tobacco
Jelly

Index to Markets

By Columns

Col.	1	2
Ammonia	AXLE GREASE	AXLE GREASE
Ammonia A	1 lb. wood boxes, 4 doz. 3 00	1 lb. tin boxes, 3 doz. 2 35
Ammonia B	1 lb. tin boxes, 2 doz. 4 25	1 lb. pails, per doz. 6 00
Baked Beans	15 lb. pails, per doz. 7 20	25 lb. pails, per doz. 12 00
Bath Brick	No. 1, per doz. 45 @ 90	No. 2, per doz. 75 @ 140
Bluing	No. 3, per doz. 85 @ 175	
Breakfast Food		
Brooms		
Brushes		
Butter Color		
Candles	BATH BRICK	BLUING
Canned Goods	English	Jennings'
Carbon Oils		Condensed Pearl Bluing
Catsup		Small C P Bluing, doz. 45
Cheese		Large C P Bluing, doz. 75
Chewing Gum		Folger's
Chicory		Summer Sky, 3 do. cs. 1 20
Chocolate		Summer Sky, 10 doz bbl. 4 00
Clothes Lines		
Cocoa		
Cocoanut		
Coffee		
Confections		
Cracked Wheat		
Crackers		
Cream Tartar		
Dried Fruits	BREAKFAST FOODS	AXLE GREASE
Farinaceous Goods	Apelito, Biscuits	1 lb. wood boxes, 4 doz. 3 00
Fishing Tackle	Bear Food, Pettijohns	1 lb. tin boxes, 3 doz. 2 35
Flavoring Extracts	Cracked Wheat, 24-2	3 1/2 lb. tin boxes, 2 doz. 4 25
Flour and Feed	Cracked Wheat, 24-2	10 lb. pails, per doz. 6 00
Fruit Jars	Cracked Wheat, 24-2	15 lb. pails, per doz. 7 20
Gelatine	Cream of Rye, 24-2	25 lb. pails, per doz. 12 00
Grain Bags	Quaker Puffed Rice	No. 1, per doz. 45 @ 90
Herbs	Quaker Puffed Wheat	No. 2, per doz. 75 @ 140
Hides and Pelts	Quaker Brkfst Biscuit	No. 3, per doz. 85 @ 175
Horse Radish	Quaker Corn Flakes	
Jelly	Victor Corn Flakes	
Jelly Glasses	Washington Crisps	
Macaroni	Wheat Hearts	
Mapleline	Wheatena	
Meats, Canned	Evaporated Sugar Corn	
Mince Meat	Farinose, 24-2	
Molasses	Grape Nuts	
Mustard	Grape Sugar Flakes	
Nuts	Sugar Corn Flakes	
Oilies	Hardy Wheat Food	
Pickles	Holland Rusk	
Pipes	Krinkle Corn Flakes	
Playing Cards	Mapl-Corn Flakes	
Potash	Minn. Wheat Cereal	
Provisions	Ralston Wheat Food	
Rice	Ralston Wheat Food	
Rolled Oats	Roman Meal	
Salad Dressing	Saxon Wheat Food	
Saleratus	Shred Wheat Biscuit	
Salt Soda	Triscuit, 18	
Salt	Pillsbury's Best Corl	
Salt Fish	Post Toasties, T-2	
Seeds	Post Toasties, T-3	
Shoe Blacking	Post Tavern Porridge	
Snuff		
Soap		
Soda		
Spices		
Starch		
Syrups		
Table Sauces	BROOMS	BRUSHES
Tea	Fancy Parlor, 25 lb.	Solid Back, 8 in.
Tobacco	Parlor, 5 String, 25 lb.	Solid Back, 11 in.
Twine	Standard Parlor, 23 lb.	Pointed Ends
Vinegar	Common, 23 lb.	Stove
Wicking	Special, 23 lb.	No. 3
Woodenware	Warehouse, 33 lb.	No. 2
Wrapping Paper	Common Whisk	No. 1
Yeast Cake	Fancy Whisk	No. 3
		No. 7
		No. 4
		No. 8
		No. 9
		No. 10
		No. 11
		No. 12
		No. 13
		No. 14
		No. 15
		No. 16
		No. 17
		No. 18
		No. 19
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3

CHEESE	
Acme	@16
Carson City	@16
Hopkins	@16
Brick	@15
Leiden	@15
Limburger	@13
Pineapple	@40
Edam	@85
Sap Sago	@24
Swiss, domestic	@20

CHEWING GUM	
Adams Black Jack	62
Adams Sappota	59
Beeman's Pepsin	62
Beechnut	62
Chiclets	1 33
Colgan Violet Chips	65
Colgan Mint Chips	65
Dentyne	62
Flag Spruce	59
Juicy Fruit	59
Red Robin	62
Spearmin, Wrigleys	64
Spearmin, 5 box jars	3 20
Spearmin, 3 box jars	1 92
Trunk Spruce	59
Yucatan	62
Zeno	64

CHOCOLATE	
Walter Baker & Co.	22
Germans Sweet	22
Premium	28
Caracas	28
Walter M. Lowney Co.	29
Premium, 1/4s	29
Premium, 1/2s	29

CLOTHES LINE	
No. 40 Twisted Cotton	95
No. 50 Twisted Cotton	1 30
No. 60 Twisted Cotton	1 70
No. 80 Twisted Cotton	2 00
No. 50 Braided Cotton	1 00
No. 60 Braided Cotton	1 25
No. 80 Braided Cotton	1 85
No. 50 Sash Cord	1 75
No. 60 Sash Cord	2 00
No. 70 Sash Cord	2 25
No. 80 Sash Cord	2 50
No. 90 Sash Cord	2 75
No. 100 Sash Cord	3 00
No. 110 Sash Cord	3 25
No. 120 Sash Cord	3 50
No. 130 Sash Cord	3 75
No. 140 Sash Cord	4 00
No. 150 Sash Cord	4 25
No. 160 Sash Cord	4 50
No. 170 Sash Cord	4 75
No. 180 Sash Cord	5 00
No. 190 Sash Cord	5 25
No. 200 Sash Cord	5 50

COCOA	
Baker's	37
Cleveland	41
Colonial, 1/4s	35
Colonial, 1/2s	35
Colonial, 3/4s	33
Epps	42
Hershey's, 1/4s	30
Hershey's, 1/2s	30
Huyler	36
Lowney, 1/4s	34
Lowney, 1/2s	34
Lowney, 3/4s	33
Lowney, 5 lb. cans	33
Van Houten, 1/4s	12
Van Houten, 1/2s	12
Van Houten, 3/4s	12
Van Houten, 5 lb. cans	12
Webb	36
Wilber, 1/4s	32
Wilber, 1/2s	32

COCOANUT	
Dunham's	per lb.
1/4s, 5 lb. case	30
1/2s, 5 lb. case	29
1/4s, 15 lb. case	29
1/2s, 15 lb. case	28
1/4s, 15 lb. case	27
1/2s & 1/4s 15 lb. case	28
Scalloped Gems	10
1/4s & 1/2s pails	16
Bulk, pails	13
Bulk, barrels	12
Baker's Brazil Shredded	2 60
10 5c pkgs., per case	2 60
25 10c pkgs., per case	2 60
16 10c and 33 5c pkgs., per case	2 60

COFFEES ROASTED	
Common	19
Fair	19 1/2
Choice	20
Fancy	21
Peaberry	23
Common	20
Fair	20 1/2
Choice	21
Fancy	23
Peaberry	23

COUGH DROPS	
Fair	24
Choice	25
Choice	25
Fancy	26
Guatemala	25
Fair	25
Fancy	28
Private Growth	26 @ 30
Mandling	31 @ 35
Aukola	30 @ 32
Mocha	25 @ 27
Short Bean	25 @ 27
Long Bean	24 @ 25
H. L. O. G.	36 @ 28

4

Bogota	
Fair	24
Fancy	26
Exchange Market, Steady	
Spot Market, Strong	
Package	
New York Basis	
Arbuckle	17 1/2
McLaughlin's XXXX	17 1/2
McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago	

CONFECTIONERY	
Stick Candy	Pails
Horehound	9
Standard	9
Standard, small	10
Twist, small	10
Jumbo	9 1/2
Jumbo, small	10
Big Stick	9 1/2
Boston Sugar Stick	14

Mixed Candy	
Broken	Pails
Cut Loaf	8 1/2
French Cream	10
Fancy	10
Grocers	7
Kindergarten	12
Leader	10
Majestic	10
Monarch	10
Novelty	11
Paris Creams	11
Premio Creams	14
Royal	8
Special	10
Valley Creams	13
X L O	7 1/2

Specialties	
Auto Kisses (baskets)	13
Autumn Leaves	13
Bonnie Butter Bites	17
Butter Cream Corn	15
Caramel Dice	13
Cocoanut Kraut	14
Cocoanut Waffles	14
Coffy Toffy	14
Dainty Mints 7 lb. tin	16
Empire Fudge	14
Fudge, Pineapple	14
Fudge, Walnut	14
Fudge, Filbert	14
Fudge, Choco. Peanut	13
Fudge, Honey Moon	14
Fudge, Toasted Cocoa	14
Fudge, Cherry	14
Fudge, Cocoanut	14
Honeycomb Candy	16
Iced Maroons	14
Iced Gems	15
Iced Orange Jellies	13
Italian Bon Bons	13
Lozenges, Pep.	11
Lozenges, Pink	1

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 00
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	
per doz.	
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	10½
Evapor'd Fancy pkg.	
California	11@14
Corsican	16½
Currents	
Imported 1 lb. pkg.	9
Imported, bulk	8½
Peaches	
Muir's—Choice, 25lb.	6½
Muir's—Fancy, 25lb.	7½
Fancy, Peeled, 25lb.	12
Pearl	
Lemon, American	12½
Orange, American	12½

Raisins	
Cluster, 20 cartons	2 25
Loose Muscatels, 4 Cr.	7½
Loose Muscatels, 3 Cr.	7½
L. M. Seeded, 1 lb. 8½@9¼	
California Prunes	
90-100 25lb. boxes	7½
80-90 25lb. boxes	8½
70-80 25lb. boxes	9¼
60-70 25lb. boxes	9½
50-60 25lb. boxes	10½
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
Hominy	
Pearl, 100 lb. sack	2 25
Maccaroni and Vermicelli	
Domestic, 10 lb. box	50
Imported, 25 lb. box	2 50
Pearl Barley	
Chester	3 50
Portage	5 00
Peas	
Green, Wisconsin, bu.	3 00
Green, Scotch, bu.	3 00
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	
¼ to 1 in.	6
1¼ to 2 in.	7
1½ to 2 in.	9
1¾ to 2 in.	11
2 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 B C Brand	
Extract Lemon Terpeneless	
Extract Vanilla Mexican	
both at the same price	
No. 1, F box ¼ oz.	85
No. 2, F box, 1¼ oz.	1 20
No. 4, F box, 2¼ oz.	2 00
No. 3, 2¼ oz. Taper	2 00
No. 2, 1¼ oz. fat	1 75

FLOUR AND FEED	
Grand Rapids Grain & Milling Co.	
Winter Wheat	
Purity Patent	7 00
Sunburst	7 50
Wizard Graham	6 90
Matchless	6 80
Wizard, Gran. Meal	4 70
Wizard Buckwht cwt	3 40
Rye	7 25
Valley City Milling Co.	
Lily White	7 25
Light Loaf	6 75
Graham	3 10
Granena Health	3 20
Gran. Meal	2 25
Bolton Med.	2 15
Voigt Milling Co.	
Voigt's Crescent	7 25
Voigt's Royal	7 65
Voigt's Flourist	7 25
Voigt's Hygienic Graham	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
Marshall's Best Flour	7 00
Worden Grocer Co.	
Quaker, paper	7 00
Quaker, cloth	6 90

Kansas Hard Wheat	
Calla Lily	7 25
Worden Grocer Co.	
American Eagle, ½s	7 50
American Eagle, ¼s	7 40
American Eagle, ⅓s	7 30
Spring Wheat	
Roy Baker	
Mazepa	7 25
Golden Horn, bakers	7 15
Wisconsin Rye	6 35
Bohemian Rye	6 75
Judson Grocer Co.	
Ceresota, ½s	7 80
Ceresota, ¼s	7 90
Ceresota, ⅓s	8 00
Voigt Milling Co.	
Columbian	7 75
Worden Grocer Co.	
Wingold, ½s cloth	8 20
Wingold, ¼s cloth	8 10
Wingold, ⅓s cloth	8 00
Wingold, ½s paper	8 05
Wingold, ¼s paper	8 00
Meal	
Bolton	4 50
Golden Granulated	4 70
Wheat	
New Red	1 35
New White	1 33
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, ½ 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 oz.	1 50
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	13½
Calfskin, cured, No. 1	16
Calfskin, cured, No. 2	14½

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 30
15lb. pails, per pail	85
30lb. pails, per pail	1 25

JELLY GLASSES	
½ pt. in bbls., per doz.	15
1½ pt. in bbls., per doz.	16
3 oz. capped in bbls.	
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. 2½	1 75
Red Hen, No. 5	1 75
Red Hen, No. 10	1 65

MUSTARD	
½ 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)	
14 oz.	2 25
Manzanilla, 8 oz.	90
Lunch, 10 oz.	1 35
Lunch, 16 oz.	2 25
Queen, Mammoth, 19	
oz.	4 25
Queen, Mammoth, 28	
oz.	5 75
Olive Chow, 2 doz.	cs
per doz.	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 25
No. 20, Rover, enam'd	1 50
No. 572, Special	1 75
No. 98 Golf, satin fin.	2 00
No. 808, Bicycle	2 00
No. 632 Tourn't whist	2 25

POTASH	
Babbitt's, 2 doz.	1 75
PROVISIONS	
Barreled Pork	
Clear Back	22 00@23 00
Short Cut Clr	21 00@22 00
Bean	13 00@19 00
Brisket, Clear	27 00@28 00
Pig	
Clear Family	26 00
Dry Salt Meats	
S P Bellies	14½@15
Lard	
Pure in tins	11½@12
Compound Lard	8@8½
80 lb. tubs	advance ½
60 lb. tubs	advance ½
50 lb. tubs	advance ½
20 lb. pails	advance ¾
10 lb. pails	advance ¾
5 lb. pails	advance 1
8 lb. pails	advance 1

Smoked Meats	
Hams, 2 lb. av.	17 @18
Hams, 14 lb. av.	16 @17
Hams, 16 lb. av.	15 @16
Hams, 18 lb. av.	
Ham, dried beef	
sets	29 @30
California Hams	12½@12
Picnic Boiled	
Hams	19½@20
Boiled Hams	24½@25
Minc'd Ham	14 @14½
Bacon	17 @23

9

Sausages	
Bologna	10½@11
Liver	9½@10
Frankfort	12 @12½
Pork	11 @12
Veal	11
Tongue	11
Headcheese	10

Beef	
Boneless	20 00@20 50
Rump, new	24 50@25 00

Pig's Feet	
¼ bbls.	1 05
¾ bbls., 40 lbs.	2 10
¾ bbls.	4 25
1 bbl.	8 50

Tripe	
Kits, 15 lbs.	90
¼ bbls., 40 lbs.	1 60
¾ bbls., 80 lbs.	3 00

Casings	
Hogs, per ¼	35
Beef, rounds, set	24@25
Beef, middles, set	80@85
Sheep, per bundle	85

Uncolored Butterline	
Solid Dairy	12½@16½
Country Rolls	13 @19½

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, ¼s	55
Potted Meat, Ham	
Flavor, ¼s	95
Deviled Meat, Ham	
Flavor, ¼s	55
Potted Tongue, ¼s	55
Potted Tongue, ½s	95

RICE	
Fancy	7 @7½
Japan Style	5 @5½
Broken	3 @4½

ROLLED OATS	
Roll'd Avena, bbls.	6 25
Steel Cut, 100 lb. sks.	3 20
Monarch, bbls.	6 00
Monarch, 90 lb. sks.	3 10
Quaker, 18 Regular	1 45
Quaker, 20 Family	4 50

SALAD DRESSING	
Columbia, ¼ 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 04
Wandotte, 100 ¼s	3 09

SAL SODA	
Granulated, bbls.	88
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	@ 7½
Strips or bricks	9@13
Pollock	@ 5½

Smoked Salmon	
Strips	9
Chunks	19

Holland Herring	
Y. M. wh. hoop bbls.	
Y. M. wh. hoop ¼ bbls.	
Y. M. wh. hoop kegs	
kegs	
Standard, bbls.	11 75
Standard, ½ bbls.	6 13
Standard, kegs	80

Trout	
No. 1, 100 lbs.	7 50
No. 1, 40 lbs.	2 25
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	8½
Caraway	15
Cardamom, Malabar	20
Celery	45
Hemp, Russian	5
Mixed Bird	9
Mustard, white	12
Poppy	16
Rape	10

SHOE BLACKING	
Handy Box, large 3 dz.	3 50
Handy Box, small	1 25
Bixby's Royal Polish	85
Miller's Crown Polish	85

SNUFF	
Scotch, in bladders	37
Maccaboy, in jars	35
French Rattle in jars	43

SODA	
Boxes	5 1/2
Kegs, English	4 1/4
SPICES	
Whole Spices	

SPECIAL PRICE CURRENT

12

Smoking

Bull Durham, 5c	5 85
Bull Durham, 10c	11 52
Bull Durham, 15c	17 28
Bull Durham, 8 oz.	3 60
Bull Durham, 16 oz.	6 72
Buck Horn, 5c	5 76
Buck Horn, 10c	11 52
Briar Pipe, 5c	5 76
Briar Pipe, 10c	11 52
Black Swan, 5c	5 76
Black Swan, 14 oz.	3 50
Bob White, 5c	6 00
Brotherhood, 5c	6 00
Brotherhood, 10c	11 52
Brotherhood, 16 oz.	5 05
Carnival, 5c	5 70
Carnival, 1/2 oz.	39
Carnival, 1 oz.	40
Cigar Clip, Johnson	30
Cigar Clip, Seymour	30
Identity, 3 & 16 oz.	40
Darby Cigar Cuttings	4 50
Continental Cubes, 10c	90
Corn Cake, 14 oz.	2 55
Corn Cake, 7 oz.	1 45
Corn Cake, 5c	5 76
Cream, 50c pails	4 70
Cuban Star, 5c foil	5 76
Cuban Star, 16 oz. pls	3 72
Chips, 10c	10 30
Dills Best, 1 1/2 oz.	79
Dills Best, 3 1/2 oz.	77
Dills Best, 16 oz.	73
Dixie Kid, 5c	48
Duke's Mixture, 5c	5 76
Duke's Mixture, 10c	11 52
Duke's Cameo, 5c	5 76
Drum, 5c	5 76
F. F. A., 4 oz.	5 04
F. F. A., 7 oz.	11 52
Fashion, 5c	6 00
Fashion, 16 oz.	5 28
Five Bros., 5c	5 76
Five Bros., 10c	10 53
Five cent cut Plug	29
F O B 10c	11 52
Four Roses, 10c	96
Full Dress, 1 1/2 oz.	72
Glad Hand, 5c	48
Gold Block, 10c	12 00
Gold Star, 50c pail	4 60
Gall & Ax. Navy, 5c	5 76
Growler, 5c	42
Growler, 10c	94
Growler, 20c	1 85
Giant, 5c	5 76
Giant, 10c	9 96
Hand Made, 2 1/2 oz.	50
Hazel Nut, 5c	5 76
Honey Dew, 10c	12 00
Hunting, 5c	38
I X L, 5c	6 10
I X L, in pails	3 90
Just Suits, 5c	6 00
Just Suits, 10c	12 00
Kiln Dried, 25c	2 45
King Bird, 7 oz.	2 16
King Bird, 10c	11 52
King Bird, 5c	5 76
La Turka, 5c	5 76
Little Giant, 1 lb.	28
Lucky Strike, 10c	96
Le Redo, 3 oz.	10 80
Le Redo, 8 & 16 oz.	88
Myrtle Navy, 10c	11 52
Myrtle Navy, 5c	5 76
Maryland Club, 5c	5 00
Mayflower, 5c	5 76
Mayflower, 10c	96
Mayflower, 20c	1 22
Nigger Hair, 5c	6 00
Nigger Hair, 10c	10 70
Nigger Head, 5c	5 40
Nigger Head, 10c	10 56
Noon Hour, 5c	48
Old Colony, 1-12 gro.	11 52
Old Mill, 5c	5 76
Old English Crve 1 1/2 oz.	96
Old Crop, 5c	5 76
Old Crop, 25c	20
P. S., 8 oz. 30 lb. cs.	19
P. S., 3 oz., per gro.	5 70
Pat Hand, 1 oz.	63
Patterson Seal, 1 1/2 oz.	48
Patterson Seal, 3 oz.	96
Patterson Seal, 16 oz.	5 00
Peerless, 5c	5 76
Peerless, 10c cloth	11 52
Peerless, 10c paper	10 80
Peerless, 20c	2 04
Peerless, 40c	4 08
Plaza, 2 gro. case	5 76
Flow Boy, 5c	5 76
Flow Boy, 10c	11 40
Flow Boy, 14 oz.	4 70
Pedro, 10c	11 93
Pride of Virginia, 1 1/2	77
Pilot, 5c	5 76
Pilot, 14 oz. doz.	2 10
Prince Albert, 5c	48
Prince Albert, 10c	96
Prince Albert, 8 oz.	3 84
Prince Albert, 16 oz.	7 44
Queen Quality, 5c	48
Rob Roy, 5c foil	5 76
Rob Roy, 10c gross	10 52
Rob Roy, 25c doz.	2 10
Rob Roy, 50c doz.	4 10
S. & M., 5c gross	5 76
S. & M., 14 oz., doz.	3 20
Soldier Boy, 5c gross	5 76
Soldier Boy, 16c	10 50

13

Pilot, 7 oz. doz.	1 05
Soldier Boy, 1 lb.	4 75
Sweet Caporal, 1 oz.	60
Sweet Lotus, 5c	5 76
Sweet Lotus, 10c	11 52
Sweet Rose, 2 1/2 oz.	4 60
Sweet Tip Top, 5c	50
Sweet Tip Top, 10c	1 00
Sweet Tips, 1/4 gro.	10 08
Sun Cured, 10c	98
Summer Time, 5c	5 76
Summer Time, 7 oz.	1 65
Summer Time, 14 oz.	3 50
Standard, 5c foil	5 76
Standard, 10c paper	6 64
Seal N. C. 1 1/2 cut plug	70
Seal N. C. 1 1/2 Gran.	63
Three Feathers, 1 oz.	48
Three Feathers, 10c	1 02
Three Feathers and	
Pipe combination	2 25
Tom & Jerry, 14 oz.	3 60
Tom & Jerry, 7 oz.	1 80
Tom & Jerry, 3 oz.	76
Trout Line, 5c	5 90
Trout Line, 10c	11 00
Turkish, Patrol, 2-9	5 76
Tuxedo, 1 oz. bags	48
Tuxedo, 2 oz. tins	96
Tuxedo, 20c	1 90
Tuxedo, 80c tins	7 45
Twin Oaks, 10c	96
Union Leader, 50c	5 10
Union Leader, 25c	2 60
Union Leader, 10c	11 52
Union Leader, 5c	6 00
Union Workman, 1 1/2	5 76
Uncle Sam, 10c	10 98
U. S. Marine, 5c	5 25
Van Bibber, 2 oz. tin	88
Velvet, 5c pouch	48
Velvet, 10c tin	96
Velvet, 8 oz. tin	3 84
Velvet, 16 oz. tin	7 68
Velvet combination cs	5 75
War Path, 5c	6 00
War Path, 20c	1 60
Wave Line, 3 oz.	40
Wave Line, 16 oz.	40
Way up, 2 1/2 oz.	5 75
Way up, 16 oz. pails	31
Wild Fruit, 5c	5 76
Wild Fruit, 10c	11 52
Yum Yum, 5c	5 76
Yum Yum, 10c	11 52
Yum Yum, 1 lb., doz.	4 60

TWINE

Cotton, 3 ply	20
Cotton, 4 ply	20
Jute, 2 ply	14
Hemp, 6 ply	13
Flax, medium	24
Wool, 1 lb. bales	10 1/2

VINEGAR

White Wine, 40 grain	8 1/2
White Wine, 80 grain	11 1/2
White Wine, 100 grain	13
Oakland Vinegar & Pickle	
Co.'s Brands	
Highland apple cider	22
Oakland apple cider	16
State Seal sugar	14
Oakland white pickling	10
Packages free.	

WICKING

No. 0, per gross	30
No. 1, per gross	40
No. 2, per gross	50
No. 3, per gross	75

WOODENWARE

Bushels	1 00
Bushels, wide band	1 15
Market	40
Splint, large	4 00
Splint, medium	3 50
Splint, small	3 00
Willow, Clothes, large	8 75
Willow, Clothes, small	7 25
Willow, Clothes, me'm	8 00

Butter Plates

Ovals	
1/4 lb., 250 in crate	35
1/2 lb., 250 in crate	35
1 lb., 250 in crate	40
2 lb., 250 in crate	50
3 lb., 250 in crate	70
5 lb., 250 in crate	90

Wire End

1 lb., 250 in crate	35
2 lb., 250 in crate	45
3 lb., 250 in crate	55
5 lb., 20 in crate	65

Churns

Barrel, 5 gal., each	2 40
Barrel, 10 gal., each	2 55

Clothes Pins

Round Head	
4 1/2 inch, 5 gross	65

Cartons, 20 2 1/2 doz. bxs	70
Egg Crates and Fillers	
Humpty Dumpty, 12 dz.	20
No. 1, complete	40
No. 2, complete	28
Case No. 2, fillers, 15	
sets	1 35
Case, medium, 15 sets	1 15

14

Faucets

Cork lined, 3 in.	70
Cork lined, 9 in.	80
Cork lined, 10 in.	90

Mop Sticks

Trojan spring	90
Eclipse patent spring	85
No. 1 common	80
No. 2 pat. brush holder	85
Ideal No. 7	85
12lb. cotton mop heads	1 30

Pails

2-hoop Standard	2 00
2-hoop Standard	2 25
3-wire Cable	2 30
Fibre	2 40

Toothpicks

Birch, 100 packages	2 00
Ideal	85

Traps

Mouse, wood, 2 holes	22
Mouse, wood, 4 holes	45
10 qt. Galvanized	1 55
12 qt. Galvanized	1 70
14 qt. Galvanized	1 90
Mouse, wood, 6 holes	70
Mouse, tin, 5 holes	65
Rat, wood	80
Rat, spring	75

Tubs

20-in. Standard, No. 1	8 00
18-in. Standard, No. 2	7 00
16-in. Standard, No. 3	6 00
20-in. Cable, No. 1	8 00
18-in. Cable, No. 2	7 00
16-in. Cable, No. 3	6 00
No. 1 Fibre	16 50
No. 2 Fibre	15 00
No. 3 Fibre	13 50
Large Galvanized	5 50
Medium Galvanized	4 75
Small Galvanized	4 25

Washboards

Banner, Globe	2 50
Glass, Single	3 25
Glass, Single	3 25
Single Acme	3 15
Double Peerless	3 75
Single Peerless	3 25
Northern Queen	3 25
Double Duplex	3 00
Good Enough	3 25
Universal	3 15

Window Cleaners

12 in.	1 65
14 in.	1 85
16 in.	2 30

Wood Bowls

13 in. Butter	1 75
15 in. Butter	2 50
17 in. Butter	4 75
19 in. Butter	7 50

WRAPPING PAPER

Common Straw	2
Fibre Manila, white	3
Fibre Manila, colored	4
No. 1 Manila	4
Cream Manila	3
Butchers' Manila	2 1/2
Wax Butter, short c't	10
Wax Butter, full c't	15
Wax Butter, rolls	12

YEAST CAKE

Magic, 3 doz.	1 15
Sunlight, 3 doz.	1 00
Sunlight, 1 1/2 doz.	50
Yeast Foam, 3 doz.	1 15
Yeast Foam, 1 1/2 doz.	85

YOURS TRULY LINES

Pork and Beans	2 70 @ 3 60
Condensed Soup	3 25 @ 3 60
Salad Dressing	3 80 @ 4 50
Apple Butter	@ 3 80
Catsup	2 70 @ 6 75
Macaroni	1 70 @ 2 35
Spices	40 @ 85
Herbs	@ 75

AXLE GREASE



1 lb. boxes, per gross 9 00
3 lb. boxes, per gross 24 00

CHARCOAL

Car lots or local shipments,
bulk or sacked in paper or jute.
Poultry and stock charcoal.
M. O. DEWEY CO., Jackson, Mich.

15

BAKING POWDER
K. C.

10 oz., 4 doz. in case	85
15 oz., 4 doz. in case	1 25
20 oz., 3 doz. in case	1 60
25 oz., 4 doz. in case	2 00
50 oz., 2 doz. plain top	4 00
50 oz., 2 doz. screw top	4 20
80 oz., 1 doz. plain top	6 50
80 oz., 1 doz. screw top	6 75
Barrel Deal No. 2	
25 oz. each, 10, 15 and	
With 4 dozen 10 oz. free	
Barrel Deal No. 2	
25 oz. each, 10, 15 and	
With 3 dozen 10 oz. free	
Half-Barrel Deal No. 3	
4 doz. each, 10, 15 and	
25 oz. each, 10, 15 and	
With 2 doz. 10 oz. free	
All cases sold F. O. B.	
jobbing point.	
All barrels and half-	
barrels sold F. O. B. Chi-	
cago.	

Royal

10c size	90
1/4 lb cans	1 35
6 oz cans	1 90
1/2 lb cans	2 50
3/4 lb cans	3 75
1 lb cans	4 80
3 lb cans	13 00
5 lb cans	21 50

CIGARS

Johnson Cigar Co.'s Brand	
Dutch Masters Club	70 00
Dutch Master Grande	68 00
Dutch Masters, Pan.	68 00
Little Dutch Masters	
(300 lots)	10 00
Gee Jay (300 lots)	10 00
El Portana	33 00
S. C. W.	32 00
Johnson's Hobby	32 00
Johnson's As It Is	33 00

Worden Grocer Co. Brands

Canadian Club	
Londres, 50s, wood	35
Londres, 25s tins	35
Londres, 300 lots	10

COFFEE

OLD MASTER COFFEE

Old Master Coffee	31
San Marto Coffee	

Fitzpatrick Brothers' Soap Chips

White City (Dish Washing)	210 lbs. 3c per lb.
Tip Top (Caustic)	250 lbs. 4c per lb.
No. 1 Laundry Dry	225 lbs. 5 1/2 c per lb.
Palm Pure Soap Dry	300 lbs. 6 1/2 c per lb.

16

Roasted

Dwinnell-Wright Co's B'ds



White House, 1 lb.	
White House, 2 lb.	
Excelsior, Blend, 1 lb.	
Excelsior, Blend, 2 lb.	
Tip Top, Blend, 1 lb.	
Royal Blend	
Royal High Grade	
Superior Blend	
Boston Combination	
Distributed by Judson	
Grocer Co., Grand Rapids;	
Lee & Cady, Detroit; Sy-	
mons Bros. & Co., Sag-	
naw; Brown, Davis & War-	
ner, Jackson; Godsmark,	
Durand & Co., Battle	
Creek; Fielbach Co., To-	
ledo.	



Royal Garden Tea, pkgs. 40
THE BOUR CO.,
TOLEDO, OHIO.

SOAP

Lautz Bros.' & Co.		
Acme, 30 bars	4 00
Acme, 25 bars, 75 lbs.		4 00
Acme, 25 bars, 70 lbs.		3 80
Acme, 100 cakes	3 75
Big Master, 100 blocks		3 90
Cream Borax, 100 cks		3 85
German Mottled	3 15
German Mottled, 5bx.		3 15
German Mottled, 10 b.		3 10

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.

For Sale—Clean salable stock of dry goods and shoes, in Springfield, Mo. Invoice \$6,000. Established fifteen years. Good city, farm and railroad trade; in the trade center of the best business street. Near \$2,000,000 "Frisco" shops, employing thousands of men. Owner's death, reason for selling. Attractive proposition at a discount. Address No. 853, care Michigan Tradesman. 853

For Sale—\$800 bankrupt stock of plumbers' materials and supplies. Must be sold at once. James Westrate, Trustee, Allegan, Michigan. 854

General Merchandise For Sale—In Eastern Iowa; good clean stock and a money maker; own my building; will sell or lease to right party who wants to take hold and continue the business; I want to retire from mercantile business. No traders answered. H. W. Kettleson, Wyoming, Iowa. 836

For Sale—A live implement, vehicle and harness business in growing farming and coal mining community. A splendid business and a perfect climate. Box 338, Raton, N. M. 837

For Sale or Exchange—120 acre farm; good location, good buildings, good land; can use \$5,000 stock of merchandise. C. J. Stockwell, Grand Ledge, Mich. 838

Wanted—An experienced wholesale shoe salesman to represent us in Michigan. Can take our line as a side line if desired. We specialize on men's shoes from \$1.60 to \$2.75. Stock on hand ready for immediate delivery. Standard Shoe Co., 134-136 Duane St., New York City, N. Y. 839

A Drug Store—Centrally located, on one of the best corners in Vincennes, Indiana. P. O. Box 263, Vincennes, Ind. 840

Wanted—Small hardware, specialties and stampings to manufacture. Write us at once. C. & E. Manufacturing Company, Marshalltown, Iowa. 841

For Sale—Steam heated brick hotel, located at Fife Lake, Michigan. Sixty-seven miles from Petoskey, twenty-eight miles from Traverse City. Twenty-three sleeping rooms, furnished complete. In wet county. Will sell cheap for cash. M. Hobbs, Proprietor, Fife Lake, Mich. 842

For Sale—Two sets of ice tools in good condition—2 ice plows, 5 saws, 3 splitting bars, 14 ice hooks, 7 pairs tongs. Address Wills-Jones-McEwen Co., 1515 North 26th St., Philadelphia, Pa. 843

Mr. Business Man—Do you own a farm? Do you know that some of our leading business men are buying farms for commercial and recreation purposes? A good farm will make a business man feel like living. Just write me about this farm: 120 acres. Only two miles east from the city limits on a gravel road. Land is level and has all kinds of natural resources. Fine brick house and a good tenement house. Fine barns and silo. Land is the very best. This is something that is first-class. Price \$20,000. R. Van Dellen, Corner Wealthy street and Diamond avenue. Citiz. 9959, Pell 1929. 844

For Sale—General store in a small but good town; has a large territory; thickly settled farming district; no better opening in this State, as it's the only store in the town; no opposition; can give time on part. Address Wm. Ryman, Postoria, Kansas. 846

For Sale—Good, clean, general stock; small town Northern Michigan. Will bear the closest investigation. A big money maker. No agents. No. 848, care Tradesman. 848

Cash for your farm or business; we bring buyers and sellers together; sell or exchange what you don't want, for what you want, anywhere; established 16 years. Write us. A. Campbell & Co., 105 W. Monroe, Chicago. 849

For Sale—Meat market, complete with tools and ice house. Double store, two story building. Price \$1,000. Address No. 850, care Tradesman. 850

Opportunity for a business man who knows the furniture installment business, to step into a concern established for twenty-five years, and shows a gain every year, including the depressed 1914. A stockholder to the extent of \$35,000 wishes to step out on account of other interests. Act; it is worth while. The Brown Furniture Co., 135 E. 5th St., Dayton, Ohio. 851

For Sale—Best located suburban grocery store, stock and fixtures, in Sturgis. Modern building, room for dwelling on lot. Clean stock. A bargain. For particulars address G. R. & I. Grocery, Sturgis, Michigan. 852

For Sale—Stock of dry goods about \$15,000. Established thirty-six years. Want to retire from business. Lehman's, Columbus, Ind. 826

Wanted—To purchase stock of clothing in small town, good location, Central Michigan. Address Box 247, Saranac, Michigan. 832

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

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, Iare 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

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 Exchange—For stock of merchandise, good eighty acre Illinois farm, price \$65. Incumbrance, \$2,000. Address Box 97, Greenup, Ill. 827

Wanted—Stock of merchandise about \$20,000. Will exchange fine, well improved Illinois farm. Address Box 222, Greenup, Ill. 795

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

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

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. 738

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

Large catalogue Farms and Business Chances, or \$50 selling proposition free. Pardee, Traverse City, Michigan. 519

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. Krulsenga, 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. 859

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

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.

Salesman Wanted—With established following among medium size dry goods trade in Michigan, to handle strong line popular price muslin underwear as side line in connection with lines now carried. State what lines now carried and 1914 volume of business on same. Strictly commission basis. Greig Muslin Underwear Co., Potsdam, N. Y. 845

Wanted—Salesmen for Western New York, Eastern Pennsylvania, Indiana, Illinois, Northern Ohio, Iowa, Kansas and Missouri to sell the strongest line of outing and work shoes made in the West by a company owning and operating its own tannery and factory. Address Michigan Shoemakers, Rockford, Michigan. 847

Wanted—Sideline salesmen for a new "business getting" proposition without cost to the merchant. Allan Company, Joplin, Mo. 794

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

SITUATIONS 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

SOMETHING MORE

THE chances are that you want something more than printing when you want a job of printing—ideas, possibly, or suggestions for them; a plan as likely as possible to be the best, because comprising the latest and the best; an execution of the plan as you want it and when you want it. This is the service that we talk about but little, but invariably give.

Tradesman Company :: Grand Rapids

Conservative Investors Patronize Tradesman Advertisers

FLAVORING AND SEASONING.

Improvement of Standards in Manufacturing Conditions.*

*Paper read at annual convention of Michigan Association of Master Bakers by C. C. Jenks.

The false notions that the palate is the organ of taste and that flavor is distinguished by the tongue are errors which should be corrected in the minds of all operatives, as well as managers or superintendents, of plants manufacturing food products if the highest personal efficiency is to be attained. And personal efficiency is now receiving—and very properly—more attention in the industrial world than ever before.

The real facts are that the tongue is the organ of taste, but has no faculty for identifying flavor, while through the olfactory or smelling nerve is obtained all the intelligence received concerning the quality and character of aromatics—which include both what we call flavors as well as odors.

Evan Kant, one of the most noted of philosophers, held the mistaken idea that the sense of smell was hardly worth cultivating, supposing, presumably, that flavors were sensed by the organs of the mouth, like the tongue, palate, etc., while a very simple demonstration, which will be mentioned later, would have shown the fallacy of such a belief.

Yet the same belief is still so general that one trying to explain the phenomena, is sometimes laughed at or regarded with suspicion.

Referring to the tongue as the prime organ of taste, we find that those substances commonly called seasonings or condiments, such as sweets, acids, or sour, bitter things and salt, are distinguished by it through certain nerves and at more or less distinct localities on the tongue about as follows: Sweet is prominently apprehended in the middle of the tongue, while bitter is more intensely discerned through the large taste buds at the base or back portion; sour or acid solutions are detected more acutely at the sides or edge of the tongue near the front, and salt and prickling sensations are most noticeable at the tip.

With the nostrils tightly closed by the thumb and finger, practically no other sensations than these four can be conveyed to the mind by any food product placed in the mouth for mastication. Of course, there are also the general sensations of heat and cold and the mechanical sensations of greasy (slippery) things and mucilaginous (or sticky) things.

By trying out this demonstration with closed nostrils, taking liquor chocolate, for instance, you will identify the volume and character of the bitter quality of the chocolate on the back part of the tongue and by practice learn to match with more ease and accuracy your grades of bitter chocolate and thereby maintain your output of chocolate icing, etc. nearer to a given standard.

By keeping guide samples for comparative testing and using this method of tasting you can adjust in any

product the sour, sweet or salt sensations with more correctness and dispatch—bearing in mind that a proper balance or equilibrium between these four tongue sensations coupled with the flavor, constitute the highest art or science of preparing delicious food.

It is vastly more important that the right proportion of the various ingredients of your pastry or other products be maintained than to give a large bulk of flavor and condiments put together with little or no discrimination.

It is desirable, therefore, in all food product plants, where there is a genuine desire for increased excellence, to work out definite fixed recipes by the methods outlined, tabulating the experimental quantities used and when the highest perfection is attained, to write out the choicest formula and manner of its manipulation in exact detail as to weight or measure of each ingredient, and then to use this standardized recipe continuously so long as the same quality of ingredients can be obtained. By all means do not guess at the quantities put into any recipe or permit of its being done by any employee, no matter how skillful a "guesser" may be possessed by any individual.

To return to the phenomena of judging the quality of chocolate—either liquor, coating or powdered cocoa—as to its bitter characteristics by clapping the nostrils with the thumb and finger for thirty to sixty seconds, you will discover that upon releasing the nostrils and slowly exhaling through the nose, that the true flavor of chocolate—which resides mostly in the cocoa butter—will seem richer than usual and more intensified; as the mind is receiving impressions from only one nerve center instead of two or more when food is eaten with open nostrils.

Now, while certain wise guys have made the objection that they could not expect their patrons to hold their noses while eating their pastry or other products, there is about as much sense in this objection as for a jeweler to expect the man to whom he sells a watch, to shut one eye when he wants to know the time of day—but when the jeweler is putting the works together or repairing a hair spring, he not only closes one eye, but puts on his monocle or eye piece, so his mind concentrates through a single nerve, at shortest range possible to obtain the best results.

While holding the nose in testing the quality of your primary material of judging of the condiment or flavor proportion in your finished product, to see if it is up to standard, may appear to the uninitiated somewhat freakish or even undignified, the smack and eating quality of foods prepared after this up-to-date method will in time make the practice good form; so it is worth while to begin at once and retain the habit.

Next to chocolate and in some instances preceding it in popular favor, is vanilla. The awful stuff that for years was—when no food laws prohibited—and still is with the word

"compound" or "imitation" added or prefixed—palmed off under the reputation of vanilla is an appalling nightmare, which some of the more progressive food product manufacturers are finding they can dispel by the intelligent use of pure extract of vanilla of not less than 10 per cent. bean strength.

Within the past few days, we have had experiments tried out at a large well-appointed commercial bakery in this city—the Jackson Baking Co.—in which three different samples of our vanilla extracts, all pure vanillas—were used for flavoring a white cake, and all three came through the trial successfully. Each cake had as fine a flavor as any that mother used to make. With these was baked from the same dough for the purpose of comparison, a blank cake to which no flavor was added. It is worth noting that this blank or unflavored cake, although the shortening used was a purified cotton seed oil product, thought to be devoid of odor, showed, in the baked cake, the objectionable flavor usually observable when a fixed oil has been subjected to heat.

It should be understood at the start that flavor of any sort is not the major ideal in a food or beverage, as the flavor adds no food units in the way of nutrition; but flavor is the most important minor ideal in all foods or beverages; its functions being first, by its agreeable odor to stimulate the desire to eat, and increase the relish of food when eaten. It also tends to neutralize the odor of the shortening, gluten, etc., generated sometimes by heat of baking or cooking, and further in connection with the condiments to give zest and pleasure to the mind while mastication proceeds, so that the flow of saliva and gastric juices may be produced in sufficient quantities to properly digest the meal.

Lemon, originally, was the leading flavor in the old days, thirty to fifty years ago, when the housewife did practically all the fine cake and pastry baking, but, on account of the tendency, of the (then called) "lemon essence" turning to turpentine and spoiling otherwise fine sweet goods, its use was gradually superseded by vanilla or chocolate and "lemon" became almost, if not quite a by-word, as we still often hear of people being handed a lemon.

It may be added that the volatility or non-volatility of any flavor is more or less dependent on the nature of the vehicle or menstrum in which it is in solution. Therefore, as pure glycerine is practically non-volatile, it will tend to prevent evaporation of the aroma by combining it with lemon or other flavors in about equal proportions when preparing any mix for baking. Glycerine, moreover, has large food value and also tends to keep pastry or cakes from drying out.

In cake or cookie baking the flavor is best mixed with the sugar, butter, eggs or other trimmings and well stirred or beaten together before putting into the general batch.

News of another President in Mexico has necessarily a sardonic cast.

This one, too, is called "Provisional." like his two predecessors of the past few months. Known only as a revolutionary chief, and now put forward as the puppet of others, it cannot be said that there is in him any promise of stability or of peace. His coming to ostensible and temporary power in the capital, while a large part of the country is contested for by the quarreling insurgent generals and their armies, will be received both in Mexico and here as but a further melancholy proof of a reversion to chaos in our neighbor republic. No cause, no principle, seems involved; only a wretched wrangle over who shall succeed to the military control of the government. We must still hope that the mere instinct of self-preservation will induce the Mexicans to stand behind some man or faction that can at least restore order and give the people a chance to earn their living. But at present all that can be said is that the sordid disputes among the leaders of the revolution are a great disappointment and a constant danger.

John E. Witherspoon, of Sacramento, Cal., who claims to have had more than ten years' experience in shipping eggs to the Philadelphia market from a suburban point, is firmly of the belief that the efforts of the present Democratic administration to persuade farmers to generally make use of the parcel post as a means of direct trading with consumers is bound to end in failure because "business, like religion and courtship, naturally takes the path of least resistance instead of the path of orthodoxy and economy."

St. Joseph—The Holland Rod Manufacturing Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in in cash. This concern will manufacture and sell fishing tackle and novelties.

Lansing—E. S. Gouf & Son, manufacturers of hardware specialties and small agricultural implements, will remove their plant from St. Catharines, Ont., to this place and erect its building on North street, on land recently purchased by Mr. Gouf.

Detroit—The Ritter Armstrong Co. manufacturer and dealer in office fixtures, household hardware and furnishings, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$5,000 paid in in cash.

BUSINESS CHANCES.

For Sale at a bargain—Stock of general merchandise and fixtures at Elmdale, Michigan. One of the best trading points in Michigan. This store has been closed four months on account sickness and death in family. Inventory about \$1,700, all clear. Will be at the store Feb. 1 and 2. A. C. Hayes, Elmdale, Michigan. 857

For Sale—Good second-hand McCaskey account register cheap. M. L. Brown, Room 511, Minnehaha Building, Sioux Falls, South Dakota. 855

For Sale—First-class business in town of 1,000 population. Established fourteen years. Best location. Clean stock. Ill-health reason for selling. Am willing to sacrifice. A veritable gold mine for ambitious young man with moderate amount of capital. Address C. L. B., care Michigan Tradesman. 856

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



THE MODEL COFFEE—for people who are dissatisfied with the unreliability of many advertised coffees, and who would really like to obtain a brand embodying the highest elements of quality with unvarying uniformity. Perchance some of your "people" feel this way. Brother Retail Grocer. Better be on the safe side.

Distributed at Wholesale by

Judson Grocer Co., Grand Rapids, Mich.

Purity Guaranteed

under all State and National Pure Food Laws. You can pay a higher price, but you cannot get a baking powder that will raise nicer, lighter biscuits, cakes and pastry, or that is any more healthful.

Your money back if K C fails to please you. Try a can at our risk.



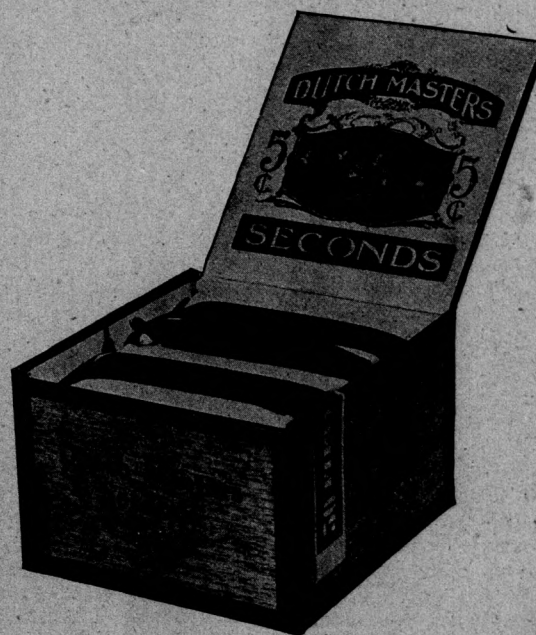
The above is one of a series of advertisements we are running in daily papers throughout the country. We are spending thousands upon thousands of dollars doing this to help the sales of

K C BAKING POWDER

THIS ALSO HELPS YOU. All grocers like to sell standard goods—particularly if they comply with the Pure Food Laws and pay a profit. Of course you sell it.

JAQUES MFG. CO., CHICAGO

DUTCH MASTERS SECONDS



Will stimulate your trade. Handled by all jobbers.

G. J. JOHNSON CIGAR CO., Makers
GRAND RAPIDS

FINANCIAL STATEMENT

DECEMBER 31, 1914

Preferred Life Insurance Company of America

GRAND RAPIDS, MICHIGAN

ASSETS

Cash on Deposit in Banks	\$ 53,527.68
First Mortgage Loans on Real Estate	263,019.00
Bonds, Cash Value	9,250.00
Policy Loans on This Company's Policies as Collateral	9,847.77
Premium Notes of Which None is for First Year's Premiums ..	2,693.74
Interest Due and Accrued	7,357.73
Net Amount of Deferred and Uncollected Premiums	23,431.95
Total Admitted Assets	\$369,127.87

LIABILITIES

Net Reserve Including Disability Reserve	\$243,065.00
Losses Unpaid—Proofs Not Received	2,272.00
Premiums Paid in Advance	345.17
Dividends Set Aside for Policy Holders in 1915	2,384.00
All Other Liabilities	1,529.64
Admitted Capital and Surplus to Policy Holders	119,532.06
Total Liabilities	\$369,127.87

PROGRESS IN 1914

New Insurance paid for during 1914	\$2,146,730.00
Admitted Assets December 31, 1913	\$280,900.54
Admitted Assets December 31, 1914	369,127.87
GAIN [31%]	\$88,227.33
Reserve December 31, 1913	\$159,084.00
Reserve December 31, 1914	243,065.00
GAIN [53%]	\$83,981.00
Insurance in force December 31, 1913	\$6,129,904.00
Insurance in force December 31, 1914	7,327,930.00
GAIN [19%]	\$1,198,026.00

PROGRESS BY YEARS

	ADMITTED ASSETS	INSURANCE IN FORCE
1910	\$129,444.32	\$1,206,249.00
1911	\$190,114.44	\$2,325,130.00
1912	\$217,594.03	\$4,096,573.00
1913	\$287,660.91	\$6,129,904.00
1914	\$369,127.87	\$7,327,930.00

OFFICERS

WILLIAM A. WATTS, President
E. GOLDEN FILER, Vice-Pres.

CLAY H. HOLLISTER, Treasurer
CLAUDE HAMILTON, Vice-Pres.

R. S. WILSON, Secretary
WILLIAM H. GAY, Vice-Pres.