

## MEN UNCHANGED

The centuries pass—  
But the young spring grass  
Is the same each year as before.  
The centuries pass  
But the sons we bear  
Are the same as Eden bore.

The Modern Man sat in his modern club  
And boasted a modern boast;  
"Men are different now than of old," said he,  
"Brutal nature is gone from such men as we.  
We pity our ancestor's savagery,  
But it is forgotten—almost."

The Modern Man's vaunt reached the ears of Jove,  
Who frowned: "I created that fool;  
"Does he think he has changed the man that I made  
To another being of higher grade?  
He shall learn that my law will be obeyed,  
In spite of his man-made rule."

Jove dropped a spark on the dry brown Earth,  
Then grimly leaned back in his place.  
"Now, my fine fellow, we'll see how far  
You have changed yourself from what you are.  
Will your culture act as a hindering bar  
When some one has spit in your face?"

A roar spread over the dry brown earth  
Like the roar of Attila's Huns.  
"Now learn," thundered Jove, "that, first and last,  
Man is just as I made him—that Present or Past  
Has not altered his nature one jot from the cast  
Where I molded the earliest ones."

Oh, men may talk and men may boast,  
But take you this secret in,  
That underneath each Christian shirt  
Is a savage's naked skin.

Oh, men may vow that the price of peace  
Is never too great to pay.  
Yet the blood they shed flows as free and red  
As the blood of Caesar's day.

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But the young spring grass  
Is the same each year as before.  
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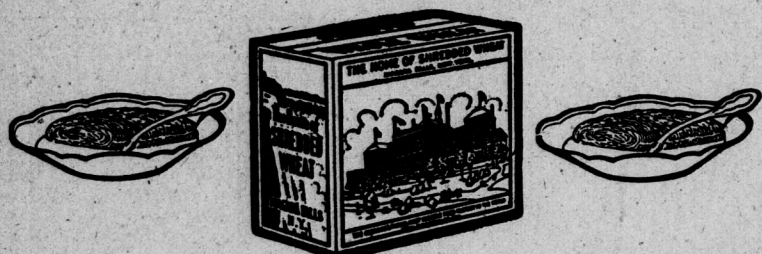
*Anna Tressler Long.*



## THE NATURAL DEMAND

created by advertising based on the positive purity and goodness of the food and a fair selling policy will pay the grocer better in the long run than free deals or premiums of any kind.

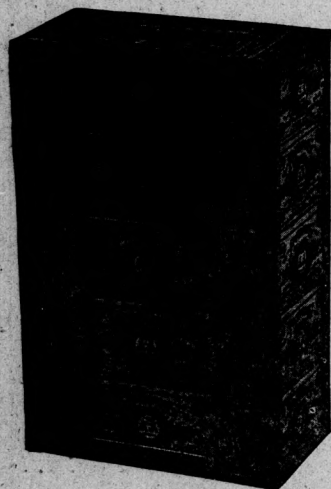
## Shredded Wheat



is a steady seller all the year 'round because it is the best advertised breakfast cereal on the market and because the shredding process is now recognized as the best process ever discovered for making the whole wheat grain digestible. It is ready-cooked and ready-to-serve. Always the same high quality and the same price.

The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

The Shredded Wheat Co., Niagara Falls, N. Y.



### 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.



As sure to rise as the Sun

You can't always make everything "just so." Sometimes you will get in more shortening than usual; or make the batter a little thin; or it may not be convenient to put a cake in the oven the moment it is mixed; or your oven may not bake evenly and it is necessary to turn the pan around—none of these little uncertainties make the slightest difference in results if you use

### KC BAKING POWDER

This modern, double-raise baking powder has unusual strength and is absolutely certain to raise your biscuits, cakes and pastry light and feathery. It generates an abundance of leavening gas both in the mixing bowl and in the oven. The raising is sustained until the dough is cooked through.

Housewives who use K C never have "bad luck" with their baking. Try K C at our risk. Your grocer will refund your money if you are not pleased in every way.

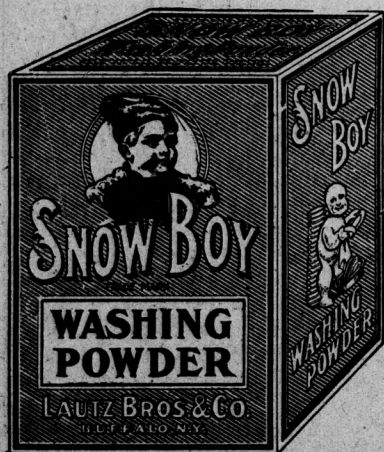
Mr. Dealer:

Above is a specimen of the K C copy now appearing in the local papers throughout the country. Read it carefully. There is something new in it that will give you a "talking point" on K C Baking Powder. Take advantage of this advertising and make it pay you.

JAQUES MFG. CO.

Good Yeast  
Good Bread  
Good Health

Sell Your Customers  
**FLEISCHMANN'S  
YEAST**



## 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—½ 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, FEBRUARY 17, 1915

Number 1639

## SPECIAL FEATURES.

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### Interesting Meeting of the Retail Grocers' Association.

Grand Rapids, Feb. 16—Regular meeting of the Retail Grocers' Association was called to order promptly at 8 o'clock last evening with President Wood in the chair.

After the minutes of previous meeting were read and approved, the new firm name of Zebra, Mussey & Cedry, located at 1430 Division avenue, South, was presented and received into the Association.

A communication from the Kalamazoo Association seeking the support of the Grand Rapids delegation at the Lansing convention in trying to pull the convention to Kalamazoo was read and due consideration was given the matter. There seems to be a certain tender cord binding Grand Rapids and Kalamazoo. However, the matter was left open until we meet face to face in Lansing.

A letter from the Association of Cadillac was read stating that it is the intention of its delegates to accompany the Grand Rapids delegates in their special car to the convention. This news was received with outbursts of joy.

In our agreement with the Association of Commerce for the use of their rooms was the right of the Grand Rapids Retail Grocers' Association to select two men to represent the retail grocers in the Association of Commerce. President W. A. Wood and A. J. Michershuizen were appointed. These men will represent the grocers for the term of one year.

Fred W. Fuller at this time extended to the Grocers' Association his hearty thanks for the kindness shown him by visits and flowers during his illness in the hospital. Fuller likes bouquets, even if they are thrown at him.

A communication from Lansing was read in regard to the action taken by the Grocers' Association of that city against the house-to-house canvassing which has proven to be a nuisance to the retail grocers.

The action against the concerns using this method of distribution was taken because of the fact that the jobbers refuse to take back the unclaimed goods, thus causing the grocer many times to carry in stock goods which are slow sellers, and sometimes he is obliged to hold these goods for a long time on which a very small margin is made.

The subject of house-to-house canvassing was made a special subject for discussion at our next regular meeting, March 1. Every grocer in the city should be present and hear the discussion.

The chain store was a matter of discussion for some time, everybody taking a hand and relating history of the chain store from the time of Adam in the garden up to the present war in Europe, and no one seemed to show where the chain store ever hurt anyone, and its finally resulted in congratulations to them in their new venture.

An invitation having been given Edward Kruisinga, of National Grocer Co., to address the retail grocers' at our next regular meeting, March 1, he accepted, and he will be with us. We should have our rooms crowded with grocers to welcome Mr. Kruisinga. He will speak of mutual benefits to both the grocer and jobber.

Frank Merrill stated that arrangements had been made for a special car to leave union depot Tuesday, Feb. 23, at 7 a. m., arriving in Lansing at 9 a. m.

Carfare of the Grand Rapids delegates will be paid both ways by the Association, it being understood that the money will be returned to delegates after returning from the convention.

We extend the invitation to all surrounding towns to plan on going with our delegation.

Wm. P. Workman, Sec'y.

### Last Appeal for the Lansing Convention.

Grand Rapids, Feb. 16—Have just received word that everything is in readiness at Lansing for our annual meeting on Tuesday, Wednesday, Thursday, February 23, 24 and 25, and you will miss the best convention you ever attended if you are not present, so do not fail to answer the roll call Tuesday afternoon at the opening session. However, if it is impossible to be present the first day, we will be glad to see you at any time during the three days that it is convenient for you to attend. I take the liberty once more of extending to you, my Brother Merchant, an invitation to join with us at this convention, knowing that if you attend this time you will become so enthused that nothing will keep you from attending any of the future conventions of the State Association.

One merchant, as well as many others, has told me that the time and money expended at these annual meetings was the best profit-getter of any investment made during the year. In nearly every mail I am receiving lists of delegates, also letters from various cities about the State that are anxious to entertain the convention next year; also many others are writing requesting the Association to go on record favoring the changing or amending of various laws that are at present on the statute books. If you are interested in helping or having any of these laws changed, do not fail to come. Come to Lansing and make your wants known. Get together in the small towns, especially if not yet organized, and bring enough merchants with you and we will perfect an organization for you at Lansing.

The Lansing Association would appreciate it if as many as possible of

the delegates bring their wives with them.

Again urging you to be present, I beg to remain,

Yours for the banner convention.

Fred W. Fuller, Sec'y.

### Sparks From the Electric City.

Muskegon, Feb. 15.—Last week Benton Harbor reminded us somewhat of a Presidential election. The Harbor was organizing a Chamber of Commerce. As soon as ten members were secured a loud blast was given. At 6 o'clock over 600 members were secured. At this rate the reader can readily see the cause of our first remark.

Justice Oosterbaan has been appointed postmaster of Muskegon, succeeding P. P. Schnorbach. Mr. Oosterbaan has resided in Muskegon for twenty-seven years. He originally was a baker and is another one of those men who rose from the ranks by hard work.

C. C. Moulton, President of the Moulton Grocer Co., and wife have left for the Pacific Coast. Mr. Moulton figures on taking in the San Diego and the San Francisco expositions and expects to be gone about sixty days.

We notice that the House of Representatives of Texas has passed a law similar to our Michigan Amendment allowing traveling men to vote away from home. Good for Texas! Let some more states follow her lead!

Some time ago in these columns we called attention to some places of amusement which sell standing room. This ought to be stopped before it is too late and we are brought forth to witness a catastrophe like the Iroquois fire in Chicago.

J. H. Lee, formerly correspondent for the Tradesman and still a member of 404, has been elected a director for two years in the Michigan Retail Hardware Association. The Tradesman and 404 tender brother Lee their heartiest congratulations.

Frank Smith, proprietor of the Smith department store, at Fremont, has left for a trip through Florida with his wife.

C. E. Wilson has recovered from his recent illness and is now spending a short vacation with his parents at St. Joseph.

P. P. Schnorbach, formerly postmaster of Muskegon, has been elected Secretary of the Chamber of Commerce. Mr. Schnorbach is an able man and we think he will show a good account of himself in his present capacity.

Muskegon Council has sent a protest to Lansing against the proposed increase of passenger rates from 2c a mile to 2½c. It would do no harm to have all who are against the amendment to write to their representative at Lansing.

Milton Steindler.

### Bismarck's Theory of War.

"You must leave the people through whose land you march only their eyes to weep with."

St. Johns delegates at the State convention at Lansing next week are C. A. Putt, Mrs. Kitty Kuhns and A. E. Hotchkiss.

Many a friendship has been cut short by a long tongue.

### Kalamazoo Grocers After Next Convention.

Kalamazoo, Feb. 16—Kalamazoo delegates from the Kalamazoo Retail Grocers' Association will try when they attend the meeting in Lansing next week to land the next year's convention for this city. Every effort will be put forth to that end.

The local Association will hold a pure food show in this city at that time should it land the convention. Hundreds of manufacturers from all over the country would send many representatives of their companies to the city to attend the affair. There has been already many who have offered to put up exhibits.

Various organizations of the city have offered their assistance in the matter and others will follow likewise should the convention be landed.

The Kalamazoo Chamber of Commerce was the guest of the commercial body at South Bend last Thursday. The Kalamazoo people were entertained at luncheon and then visited the "made-in-South-Bend" exhibit. The two commercial bodies have been co-operating a good deal of late.

### Fremont Merchants Form Local Organization.

Fremont, Feb. 15—A large and enthusiastic meeting of local merchants was held Wednesday evening, Feb. 10, at which every retail grocer in Fremont, except one, was present, and he was on his way to Florida. State Secretary Fred W. Fuller gave them in detail many of the benefits that are to be derived from such an organization. After Mr. Fuller's talk, they voted unanimously to join both State and National Associations. The following officers were elected for the ensuing year:

President—C. Pikaart.  
Vice President—A. C. Brink.  
Secretary—Ray Brink.  
Treasurer—George Sausman.  
Peter H. Boven and A. C. Brink were elected delegates to the State Convention.

Pontiac—Alabra Manufacturing Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$9,000 has been subscribed and paid in in property. This concern will engage in the manufacture and sale of racks for holding paper bags, shock absorbers and automobile accessories.

Niles—The Michigan Wire Goods Co. has increased its capital stock from \$20,000 to \$30,000 and will begin the erection of a new four-story factory building 60 x 200 feet to replace the building destroyed in November. The business was owned and operated by William Reddick before the fire.

Detroit—The Carpenter Chemical Co., Co-operative, manufacturer and dealer in drugs, chemicals, etc., and dealer in supplies for the drug trade, has been incorporated with an authorized capital stock of \$100,000, of which amount \$50,680, has been subscribed and \$15,000 paid in in cash.



## DETROIT DETONATIONS.

## Cogent Criticisms From Michigan's Metropolis.

Detroit, Feb. 15.—Learn one thing each week about Detroit: The paint and varnish output of nine concerns in the business in this city amounts to \$10,000,000 annually and it goes all over the world.

William H. Graham, formerly with George C. Weatherbee & Co., has acquired a stock interest in the Charlotte Chair Co. and will become manager of its sales department, with offices in Detroit. Mr. Graham also has charge of the company's exhibit at the Grand Rapids furniture exposition.

M. G. Esch, proprietor of a racket store in Portland, was in Detroit on a business trip last week.

When a fellow begins to find out how little he really knows, he is on the right road to learning.

At the meeting of Cadillac Council last Saturday night a resolution was endorsed condemning the action of the railroads in their campaign for an increase in passenger fares. Lou Birch, chairman of the Legislative Committee, was appointed by the Council to appear before the Railroad Committee of the House at Lansing this week to present the traveling men's petition.

The Carpenter Chemical Co., 54 State street, manufacturer of liquid court plaster, has been taken over by a syndicate of retail druggists who will boom the sale of the court plaster. E. E. Carpenter, who founded the company, will retire. The following officers were elected at the meeting of the stockholders: John W. Webster, President; A. T. Young, Vice-President; Albert M. Evans, Secretary and sales manager; Grant W. Stevens, Treasurer and general manager.

John Schram, for many years Secretary of Cadillac Council, has announced his intention of giving up the arduous duties of that office and will not be a candidate at the next election to be held March 13. Two of the Council's live wires have announced their intention of making a fight for the position—Art Woods and Howard Jackling—either of whom has all the qualifications of a successful secretary.

Everybody would be willing to pray if the Lord answered all of their prayers.

Harry Stickel, for a number of years special representative for Burnham, Stoepel & Co. has resigned to accept a position with the Grand River furniture Co. Harry's many friends predict that his success in the retail world is an assured fact and it will be but a matter of time before he rises to the uppermost heights of the mercantile world.

We still maintain there is not a trace of animosity in our system toward the Lansing scribe. We do think, however, that there are times when the truth should be withheld from the public. He intimated that the writer was of unsound mentality.

After twenty-eight years of service, Norman D. Carpenter has retired as manager of the Detroit branch office of the Carnegie Steel Co. Frank E. Spencer, of Pittsburg, will succeed Mr. Carpenter, who leaves with a most pleasing record. Under his direction it is said the losses of the branch in bad accounts have amounted to less than \$1,000.

If wishing were doing then beggars might work.

Thomas Burton, representative for the Lisk Manufacturing Co., of Canandaigua, N. Y., and one of the most active U. C. T. members in the State, scored a decided hit with his speech at the meeting of the Michigan Retail Hardware Association in Saginaw last week. Tom told the dealers in plain everyday English a few of their mistakes and it is to be hoped that

the talk made an impression on many of the "hard crusted" merchants. The programme announced the title of his talk as the "Traveling Man and the Merchant." One of the interesting points brought out by Mr. Burton was the relationship of the merchant to his clerks. He contended that when making purchases from the traveling men, the merchant should call in his clerks, as the information garnered from the traveling man's talk would prove of inestimable value to them in making sales to the customers, to say nothing of the added interest a clerk will take in his work. Mr. Burton also took occasion to rap the catalogue houses who claim to sell their wares at less prices by dispensing with the services of the traveling salesmen. Here's what the Saginaw News had to say of Tom Burton's speech. "The associated members were given an inning at the morning session and batted 1,000 per cent. T. F. Burton, a Detroit traveling representative, gave a talk on the relations of the traveling man to the merchant which earned him much applause. He talked from the standpoint of one who has had experience of the matters of which he discoursed and the talk made a hit."

General C. R. Hawley, Bay City business man and merchant, was in Detroit last week on a business trip.

Frazer & Puffer is the style of a new hardware firm who will begin business March 1 at 1851 Grand River avenue.

William Moore, Detroit hardware merchant, 1522 Russell street, as is usually the case at all of the hardware association's conventions, had charge of the singing at Saginaw last week and again—as usual—his work proved a sensation. No hardware convention seems complete without "Billy" Moore and his "trained" voices.

Millionaire Breitung gave his gardener son-in-law a job carrying dynamite—and he seemed perfectly satisfied for his son-in-law to blow himself, too.

L. S. Schueller, of Rochester, was a business visitor in Detroit last week.

W. S. Bacon, of St. Clair, has purchased the drug stock of C. A. Drake, of the same place. Mr. Bacon, who is one of the most popular young men in St. Clair, was employed for some time in the drug store owned by Dr. Ward. His popularity is not confined to his home town, however, as right here in Detroit are many who are proud to be numbered among his friends. If good will and wishes count for anything, Mr. Bacon is destined to become a rich man.

"Women bear the brunt of war," reads a headline, which is the first intimation we have had that women in general do not always bear their full share of man's burden.

Jarvis S. Jennings, one of the best known tailors in the West, having been engaged in that business in Detroit for the past forty years, has become President of a new corporation known as the Jennings-Coltington Co. Raymond C. Jennings has been elected Secretary and Treasurer of the new concern.

H. Church, veteran merchant and member of the dry goods firm of Church & Linabury, Pontiac, was a Detroit business visitor last week.

Uncle Sam appears perfectly willing that the foreign navies make mistakes, providing that the stars and stripes are not the mistake.

William S. Crane, who died in Baltimore last week and was buried in Los Angeles, was a former Detroit resident and was one of the pioneers in the bakery business. In 1872, with George M. Vail, he established the Vail & Crane Cracker Co., which was finally succeeded by the United States Baking Co. Later the business was sold to the National Biscuit Co. He acted as manager of the branch for the National Biscuit Co. until 1901, when he moved West. Mr. Crane at one time

was President of the Detroit Board of Commerce. At the time of his death he was proprietor of the Hotel Leighton, one of Los Angeles' finest hostleries. Albert Crane, former Grand Rapids attorney, is a brother, as is George H. Crane, Secretary of the Vail Crane Realty Co. Before coming to Detroit Mr. Crane made his home in Ypsilanti.

Owing to a change in the original plans of the W. B. Jarvis Co., the concern will continue in business in Detroit, instead of moving to Grand Rapids and consolidating with the Grand Rapids store, as was first announced. Alterations in the store will give the company a frontage on Clifford street, instead of Woodward avenue. It manufactures the "Ty Cobb" line of athletic goods.

A small fire in the Griswold House caused a hurried exit of the guests early Sunday night. Small damage was caused by the blaze, which broke out in the hotel store room.

Detroit is the mecca this week for the brick manufacturers of the country who are holding their annual convention here. Incidentally, Detroit ranks third in the manufacture of brick in the United States, the output in 1914 being about 300,000,000.

Leon Sweenskaduka, of Wyandotte, is mourning the loss of a portion of his shoe stock by fire. The blaze that caused the mourning occurred early Sunday morning.

A Kansas member of the Legislature presented a bill which, if passed, would prohibit—or rather attempt to prohibit—women under 45 from using powder, perfume or ear rings. That man is a member of the wrong house. He should hold the highest office in the bug-house.

Leo Leipziger, who made his first trip as a traveling salesman a few months ago, has already scored a decided success—at least at the advertising game. Leo, who has lived in Detroit so many years that he is obliged to omit a few on account of his bachelorhood, built up a reputation, locally and in the neighboring cities, as a comedian of real class. He accepted a position a short time ago as representative for the B. J. Johnson Soap Co., of Milwaukee, and while we cannot say what his sales have been, we do know that his work as a comedian and entertainer has done much to advertise both himself and the company he represents. On February 24 he is billed to entertain at the grocers' convention in Lansing and on February 26 he will give a crowd of grocery specialty salesmen at Grand Rapids an opportunity to split their sides. Besides his ability as a monologist, Mr. Leipziger is considered some pumpkins as a magician.

Mr. Ballentine, of the Ballentine Dry Goods Co., of Port Huron, was a business visitor in the city this week.

The John W. Ladd Co., distributor of creamery and dairy machinery and supplies, has moved into its new building at the corner of Lafayette boulevard and Vermont avenue. The company recently opened a new branch store in Saginaw.

Edward A. Feters, florist, has leased a part of the store occupied by the W. B. Jarvis Co., on Woodward avenue, and will move as soon as the remodeling and alterations are completed.

Mr. Cook, manager, and Jay Thompson, Jr., of the Jay Thompson Co., of Bay City, were business visitors in Detroit this week. Mrs. Thompson recently purchased the interests of outside stockholders and now is sole owner of the store, the largest department store in West Bay City.

You cannot believe all you read about newspaper men and poets. A Michigan man, editor for fifty years, died a few days ago and was buried in a regular cemetery.

Thomas R. Stackable, for several years city sales manager for the United Fuel and Supply Co., has purchased an interest in the James Leonard Coal Co. and entered the employ of the company. The Leonard Co., a retail concern, under the new arrangement will also enter the wholesale jobbing business, Mr. Stackable acting as Vice-President and general sales manager.

E. H. Cranston, of Springport, was in Detroit on a business trip last week.

We must all take off our hats to Grand Rapids. She showed Detroit politicians how to play the game and win without stacking the cards.

Miss Estelle Blumenthal, talented daughter of Phillip Blumenthal, well-known merchant of West Branch, has returned to her home after a week's vacation spent in Detroit. One of the worst features about Detroit is that most people who visit here are loth to leave.

To give an idea of the advancing values in Detroit real estate, the McDiarmid Candy Co. sold its lease on the Parker Webb building to Wine Bros. for \$30,000. Wine Bros. took over the property on speculation.

Within the next year Detroit will see several new skyscrapers, either finished or started. When the big financial interests have faith in business conditions we who are always broke should worry.

Newspaper says that a Chicago came to Detroit to patronize the free soup kitchen and then knocked it—That's pretty thin.

James M. Goldstein.

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

Buffalo, Feb. 17.—Creamery butter, fresh, 28@32c; dairy, 22@28c; poor to goods, all kinds, 18@22c.

Cheese — New fancy, 15c; new choice 14½@15c; held fancy, 16½@17c.

Eggs—Choice fresh, 26c; cold storage candled, 20@22c.

Poultry (live)—Cox, 11@12c; fowls, 15@17c; geese, 15@16c; turkeys, 20c; chicks, 15@17c; ducks, 18@18c.

Poultry (dressed) — Turkeys, 20@24c; chicks, 16@19c; fowls, 16@18c; ducks, 18@19c; geese 14@15c.

Beans—Medium, new, \$3.50; pea, \$3.40; Red Kidney, \$3.50@3.65; White Kidney, \$3.50@3.75; Marrow, \$4.

Potatoes—30@35c per bu.

Rea & Witzig.

## The Aggrieved Versifier.

When I git my thoughts a-goin'  
As I sit and woo the muse,  
And the rhymes begin a-flowin'  
Just as easy as you choose,  
It is mighty aggravatin'  
When my wife looks in and roars  
In a voice that's irritatin':  
"Jim, go out and do the chores!"

When I've struck a happy meter,  
And am grindin' out the dope  
That will make some life the sweeter,  
And fill some poor soul with hope,  
To the ground my jingles tumble,  
And I am a flustered bard,  
When my wife begins to grumble:  
"Jim, I wish you'd mow the yard."

Lots o' times when I'm inditin'  
Lines to some swell, handsome girl,  
I am bothered at my writin'  
Till my thoughts are all a-whirl.  
For, just as a line runs through me  
In a grand poetic roll,  
Then her strident voice yells to me:  
"Jim, bring in a little coal!"

I am filled with indignation  
When I'm diggin' out a rhyme,  
And am deep in meditation  
At a very busy time,  
If, just as the meter's flowin',  
My good wife is sure to say:  
"Mercy! how the weeds are growin',  
Won't you pull a few to-day?"

It's a tough old proposition  
Writin' jingle, at the best.  
Lots of times I get to wishin'  
I could cut it out and rest.  
And I'll bet my bottom dollar  
That I'll do it, if my spouse  
Keeps up that infernal holler  
'Bout my workin' 'round the house!  
James M. Goldstein.



## UPPER PENINSULA.

## Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Feb. 15.—E. S. Taylor, one of Pickford's hustling grocers, was a business visitor here last week on his way to Chicago where he expects to take in the sights of the windy city and see what they have to offer in the line of bargains in automobiles, as we understand he is in the market for a larger truck this year.

Many favorable comments have been made on the new map of Chippewa county just finished by Ross A. Frederick, our local engineer. It is certainly a splendid map of this county and a fine piece of work. The map is of large size and all marks are distinct, showing excellent workmanship. St. Mary's river and inland streams and lakes are shown, also the township, tanges, sections and subdivisions, highways, railroads and towns.

"Some people look at things, others see them and a few see through them."

J. W. Moffly, of the firm of Moffly & Chippley, real estate dealers, accompanied by Mrs. Moffly and son, Charles, left last week for New Orleans to attend the Mardi Gras, after which they expect to spend the remainder of the winter in California.

Elmer Fleming, one of the hustling salesmen at the Leader, who has been putting in a strenuous winter, has taken a leave of absence for a few days, during which he will visit relatives at Flint.

Chase S. Osborn, accompanied by Mrs. Osborn, left last week for Washington, D. C., where Mr. Osborn will address members of the Geographic Society. The subject is Africa. They will visit friends at Montclair, N. J. before returning to the Soo.

"Of course you do not have to talk business every minute, but there is no law against thinking it most of the time."

James Waybrant, for the past year proprietor of Pickford's leading hotel, has discontinued the hotel at Pickford and moved with his family to his home at Stalwart, leaving the Pickford hotel vacant. Pickford is a dry town, but this may not be the cause for the discontinuance of the hotel there, as the inhabitants are well able to drink cider and buttermilk and we see no reason why the hotel should not pay and do a thriving business.

Two of our well known conductors on the Soo Line, Geo. Hill and F. E. Swift, had an amusing experience in the Canadian Soo last week and many hearty laughs were heard in railroad circles over the experience. From reports the two conductors journeyed across the river on the special train last week and alighted at the Canadian end of the international bridge, where they were promptly picked up by a couple of Canadian militiamen and taken to the guard house, which is the customary place for making explanations, as the Canadians are practicing "Safety First." The part that the general public cannot understand is how any Canadian officer could have taken our popular conductors for Germans, as they might pass for Irish or Scotch, but neither one of them speaks broken English.

"Most every one can do it now, if some one will tell them what to do and how."

J. B. Melody, local traveling salesman for Swift & Company, with headquarters at the Soo, tells us of the new work being taken up by Swift & Company at the general offices, Chicago, in which a room on the first floor is fitted up for a Continuation School, where office boys meet, about 115 in number, in classes of from four to five boys, where intensive work is

done on the things the boys need most in their present work for future advancement. The boys under a certain age are required to devote a certain part of their time to school work. Small prizes are offered for excellency and improvement and the boys so far have made a creditable showing.

Wm. Kirkbridge, Pickford's prosperous butcher, was a business visitor here last week. William reports the roads in the best of condition and states that he had a very satisfactory business up to the present time and is looking for an improvement in his business the coming summer, as he says there is every indication of a prosperous year and he is enlarging his business interests accordingly.

T. E. Logan, proprietor of the Logan bazaar and one of our busy men, has made a success in his venture since opening up on a small scale a few years ago. Mr. Logan is also one of our leading plumbers and while he is attending to large plumbing contracts, Mrs. Logan is always to be found on the job in the store, so that the hard times scare has little effect upon their prosperity.

The traveling fraternity have been trying to figure out the occasion for F. A. Allison's purchasing large quantities of flowers last week, as there was no record of any funeral on the territory during the week, and as Frank has a happy home at the Soo, it certainly could not have been for any of the gentler sex. The few that have ventured to enquire as to the cause of the fragrance have met with no success and it may be possible that Frank intends to plant them in his garden which has been his hobby for the past year. Possibly by that time we may get further explanation.

We appreciate the position of our co-correspondents at Grand Rapids and Detroit, who extended their sympathy in the interest of the crushed poetic ambitions in these columns a couple of weeks ago, but instead of passing resolutions to offer our available poetry to outside concerns, it might be for the best to impose a fine upon all poetry in these columns, which would probably have the same effect.

The Soo is to have a new industry which is just materializing. One of our citizens, J. H. Hanson, local compass adjuster, has perfected a compass to be used on automobiles which will overcome the magnetization caused by the electrical connections of the average machine. This will also be a handy instrument for the next inventor who will be able to put a contrivance on the present automobile so that it can be used as a hydroaeroplane. However, we understand that the compass will be in big demand, according to the automobile manufacturers. A. J. Jean, the man of many ideas and a genius in this line, is to be associated with the new firm which assures the new concern success.

The Soo hockey team still holds the record, so far this year, cleaning up all of the regular leagues that have crossed their path, and our local band is getting much extra work in consequence. The merchants are also working up more enthusiasm and if our team keeps on at the present clip, they will have to buy new hats of a larger size at the close of the season.

W. G. Miller, local freight agent, who recently came here from St. Ignace to succeed G. Gilbert, moved his family here last week. Mr. Miller seems to like his new field and it is hoped that he will feel at home among us.

"Take care of the night before and the morning after will take care of itself."—Hass.

P. T. McKinney, member of the firm of Peppard & McKinney, leading Portage avenue grocers, is enjoying his annual vacation this week. Mr. McKinney went by way of Chi-

cago to West Baden mineral springs and other Southern points. He is one of our never tiring hard workers and the much-needed rest will undoubtedly be of much benefit to him.

D. Demun, proprietor of the Hotel De Tour, De Tour, was a city visitor last week. He has been taking a trip around the State and when calling on his friends here was the picture of health and happiness and goes back to De Tour with a smile that won't come off.

Miss Leila Seaman, for the past few years head book-keeper for the Watson-Bennett Co., De Tour, has tendered her resignation and expects to leave for Phoenix, Ariz., where she will visit friends. Miss Seaman is one of De Tour's highly respected and popular young ladies and her many friends will miss her. Miss A. Fanson succeeds Miss Seaman and needs no introduction, as she has been assistant to Miss Seaman for the past year and is also one of De Tour's society belles.

De Tour reports another wedding last week, which was an event long to be remembered, as De Tour is noted for its wedding celebrations which are always an event hard to surpass. The latest being Murdock Montgomery, one of De Tour's popular young men, who was united in marriage to Miss Lillian King, of Rhinelander, Wis., at De Tour, February 4, by Rev. J. R. Kay. Mr. Montgomery is a member of the band and got all that was coming to him from that organization. The happy couple expect to make their home at De Tour in the residence of Mrs. Norma Sims.

C. Y. Bennett, proprietor of the industries at See Why, the enterprising new town on the D., S. S. & A., was a business visitor here last week. Mr. Bennett reports much activity in his lumbering operations this winter and is well pleased with the success he has had during the short time he has broken ground for the new town. He

is a member of the Booster Club and one of the men having made a mark which is a credit to Cloverland.

The many friends of our esteemed fellow citizen, Capt Marshall Duddleson, took him by surprise last week. It being the anniversary of his birth, they took possession of his premises and gave a fancy dress party. That it was a total surprise to Capt. and Mrs. Duddleson is vouched for by his numerous friends. The Captain stated that he has had much pleasure on the lakes and at various sports in other lines, but this was the biggest affair ever pulled off on him since he became of age. The Captain is a talented vocalist, also a fantastic artist, but he was too much surprised to give any exhibition or entertainment during the entire evening.

Harry Mather, book-keeper for the Cornwell Beef Company, was called to Bay City last week on account of the death of his brother, Roy Mather, who was hurt in the Y. M. C. A. gymnasium at Bay City during the early part of the winter. He and Mrs. Mather have the sympathy of their large circle of friends here.

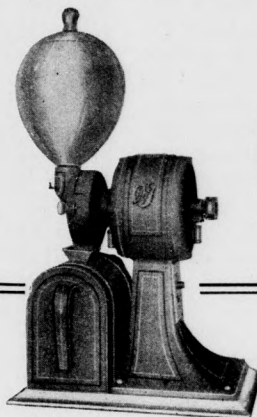
Many a good idea is wasted because the man who has it won't work.

Learn one thing about the Soo: The walking pedestrian will vouch for the fact that there is one thing about the two Soos that no other city in the United States can come up to and that is in the cost of mileage for ferry service crossing the river on the ice. There is a space of about fifty feet of open water where the ferry carries the crowds each way at a cost of only 10c, which if figured up at fifty feet, has got the increase in mileage over the railroads beat a mile. However, there are no rebates or mileage books issued and as it is a long way to Tipperary, there are few but cheerfully give up the price for the pleasure of so short a ride.

William G. Tapert.

\$100.00  
Electric-Cut  
Coffee Mill

All New  
Electric-Cut  
Features



## Who Will Win This Mill At the State Convention?

The best  $\frac{1}{4}$  H. P. Coffee Mill on the market.

All of these new construction features:

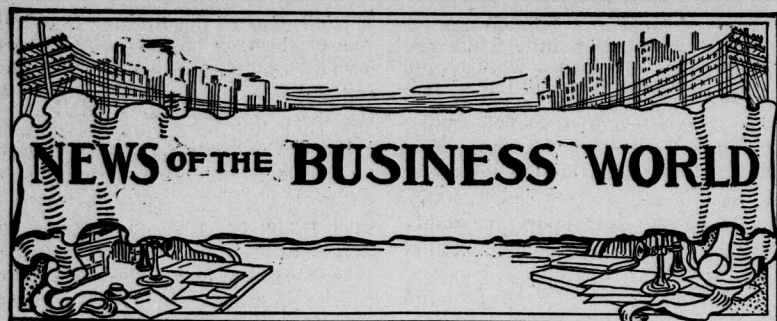
Safety Nail Release  
Special Steel Burrs  
Special Designed Motor  
Push Button Electric Switch  
Nickel Egg Shaped Urn  
Nickel Sub Base



Don't fail to see the complete line of Canton Electric Cut Coffee Mills Combinations and Meat Choppers—on display at the convention.

Canton Electric-Cut Co.  
Canton, Ohio





### Movements of Merchants.

Mikado—E. O. Hyde has engaged in the drug business here.

Cheboygan—Hagadorn & Co. have engaged in the jewelry business here.

Elsie—Mrs. J. L. Baldwin has engaged in the millinery business here.

Grand Ledge—N. J. Streeter has added a line of bazaar goods to his grocery stock.

Fennville—The Old State Bank has increased its capital stock from \$15,000 to \$25,000.

Manistee—J. P. Cederberg has engaged in the harness business at 115 Washington street.

Pottsville—George Potter is closing out his stock of groceries and will retire from business.

Spring Lake—Spencer & Dunlevy succeed Hillies & Stokes in the auto and boat supply business.

Eaton Rapids—J. B. Rockwell succeeds Fred Rorabeck & Son in the restaurant and cigar business.

Zeeland—Mr. Loyengood will open a hardware store at the corner of Main and Maple streets about Mar. 1.

Lansing—Elmer L. Jarvis & Co., undertaker and furniture dealer, has changed its name to Jarvis-Estes Co.

Saginaw—The Peoples Savings Bank of Saginaw has increased its capital stock from \$50,000 to \$100,000.

Clare—Farmers Independent Produce Co. has been incorporated with an authorized capital stock of \$10,000.

Lapeer—Mike Bonfiglio & Co., fruit dealers at Pontiac, have opened a branch store in the Gibbons building.

Saline—William Minnett, of Friis & Minnett, millers, died at his home, Feb. 9, after an illness of but a few days.

Dighton—P. D. McNaughton has sold his feed stock and mill to E. E. Cusick, who will continue the business.

Quincy—The Quincy Co-operative Shippers and Buyers Association has increased its capital stock from \$1,000 to \$5,000.

Evart—Peter Filice, who conducts a confectionery, fruit and cigar store at Reed City, has opened a branch store here.

Kalamazoo—G. N. Coats has sold his grocery stock to Tom Gould, who will continue the business on Lake street.

Hamilton—M. N. Frost has purchased the G. Hinnen & Son stock of meats and fixtures and will continue the business.

Carson City—G. E. Siple & Son have taken over the Murphy estate implement stock and will continue the business.

Hillsdale—J. Williams & Sons, who removed here from Ludington, will open a general store in Galloway building, March 1.

Fowlerville—The C. S. Teel Co. taken over the F. N. Arbaugh Co. stock of general merchandise and will continue the business.

Saginaw—The Sharp Cigar Co. has been incorporated with a capital stock of \$7,000, to do a general wholesale and retail cigar business.

Homer—Fire destroyed the store building and grocery stock of James Gordon Feb. 5. The loss was partially covered by insurance.

Albion—Burglars entered the G. W. Schneider clothing and men's furnishing goods store Feb. 13 and robbed the safe of about \$115.

Grant—Fire destroyed the store building and grocery stock of Mrs. Edith Fenlon, Feb. 10. The loss was partially covered by insurance.

Lum—H. L. Van Wagoner has sold his meat and grocery stock to Miss Daisy Spencer, who will continue the business at the same location.

Waldron—E. J. Wilson has sold his stock of vehicles and implements, also his grain elevator, to Luther Martin, who will continue the business.

Alpena—J. J. Stoll, who has conducted a restaurant here for the past twenty-two years, has sold it to John Fraser, who will continue the business.

Northport—Fire damaged the W. F. Gill grocery and shoe stock to the extent of about \$500, Feb. 13. The loss was partially covered by insurance.

Cambria—Fire destroyed the L. H. VanVlack store building and stock of dry goods and groceries Feb. 15. The loss was partially covered by insurance.

Lansing—Jay McNaughton has purchased the Ackley shoe stock and will continue the business at the same location, 110 East Franklin avenue.

White Pigeon—S. E. Coats, recently of Constantine, has purchased the Alfred Wickett undertaking and furniture stock and will continue the business.

Leonidas—G. H. Tucker has sold a half interest in his hardware stock to Bert Banta and the business will be continued under the style of G. H. Tucker & Co.

Fremont—Gerrit Schuiteman and Gerrit Dobben have formed a co-partnership and purchased the Roy Miller grocery stock and will take possession March 1.

Flint—The Builders Supply & Fuel Co. has been incorporated with an

authorized capital stock of \$15,000, of which amount \$8,150 has been subscribed and paid in cash.

Allen—The Allen Farmers' Co-operative Co. has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and \$250 paid in cash.

Detroit—The S. G. & M. Cigar Co. has been incorporated with an authorized capital stock of \$2,000, of which amount \$1,000 has been subscribed and \$500 paid in cash.

Bad Axe—The Meredith Construction Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in cash.

Saginaw—Fire destroyed the store building and grocery stock of Lawrence Mlynerek, at the corner of Twelfth and Perkins streets, Feb. 13. The loss was covered by insurance.

Nashville—Townsend Bros., grain dealers, have dissolved partnership and the business will be continued by Ray C. Townsend, who has taken over the interest of his brother, Earl.

Port Huron—The Michigan Farm Products Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed and paid in cash.

Jackson—G. J. Martin, of Albany, N. Y., formerly manager of the H. H. Butler chain of stores, is now general manager of the People's Credit Clothing Co., 222 South Mechanic street.

Reed City—Charles and Edward Goldammer have formed a co-partnership and purchased the C. Goehrend meat stock and fixtures and will continue the business under the style of Goldammer Bros.

Alpena—The Wilson-Asselin Co. is closing out its clothing stock and will remove to Lachine, where it has purchased the John McClure & Co. stock of general merchandise and will continue the business.

Hamtramck—The I. T. Becker Coal Co., dealer in coal, lumber, building material, etc., has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and paid in cash.

Zeeland—C. Dykwell has sold his interest in the sheet music and musical instrument stock of Smits & Dykwell to Bernard Grinwis, recently of Holland and the business will be continued under the style of Smits & Grinwis.

Muskegon Heights—The C. G. Fleckenstein Co. has been incorporated with an authorized capital stock of \$75,000, of which amount \$40,000 has been subscribed and \$7,500 paid in cash. This concern will engage in the general leather and shoe finding business.

Kalamazoo—The Underwood-Diehl Co. has been incorporated with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and \$1,500 paid in cash. This concern will engage in the general contract, furnishing and decorating business.

Detroit—Creditors of Bernstein Bros., grocers at 1454 Michigan avenue, accepted a settlement of 20 per

cent. of the liabilities of the company at their first meeting in Referee Lee E. Joslyn's office. Liabilities total \$43,000. Harry A. Eberline was elected trustee under a \$10,000 bond.

Alpena—When the new Cronin Co. opens for business in the Greenbaum block next month, it will have under its feet more floor space than any other store in Northwestern Michigan. The new store will have a salesroom space 28,372 square feet and a store room space of 5,828 feet, a total of 34,200 square feet.

Muskegon—Charles F. Moore, 55 years old, a prominent retail lumber dealer of this city, died early Tuesday morning at Lansing, according to word received here. Mr. Moore was in Lansing the guest of Dr. F. D. Jones, an old friend, when he was taken suddenly ill. Mr. Moore was a brother of Mayor John H. Moore, of Muskegon.

Tecumseh—The Tecumseh Co-operative Association, capitalized at \$25,000, has opened for business at this place. The concern is composed of 125 farmers of the vicinity. Profits will be distributed among the patrons of the organization after stockholders have been paid a dividend of 6 per cent. The organization is to handle implements of all kinds, harness, feed, coal and other products demanded by the trade.

Detroit—The trade promotion and executive committees of the wholesalers bureau of the Board of Commerce met at luncheon last Thursday to consider plans for a trade promotion trip to be held early in April. Various suggestions were to take a trip into the northern part of the State as proposed last fall, to charter several interurban cars and to tour the State, making a day's visit in the larger towns, and to charter a train to bring merchants from round about in the State to Detroit, as was done last year. No decision was reached.

### Manufacturing Matters.

Alma—The Republic Truck Co. has declared a 100 per cent. stock dividend, payable at once.

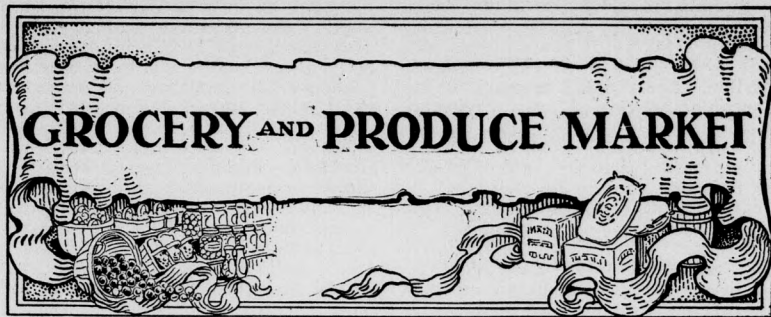
Charlevoix—The Charlevoix Rock Product Co. went into the hands of a receiver Tuesday. Robert F. Sloan was appointed receiver by Judge Mayne. The company is one of the largest in this part of the State.

Yale—The Yale Engine Co., manufacturer of chemical fire engines, has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$4,500 paid in cash.

Detroit—The American Show Case & Manufacturing Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$6,100 has been subscribed, \$1,407.84 paid in cash and \$4,692.16 in property.

Caro—The Thumb Creamery Co. has declared a dividend for the first time in several years. The company operates three plants, two of which increased their output 25 per cent. last year. The product of the plants is sold to neighboring cities.





### Review of the Grand Rapids Produce Market.

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

Bananas—The price is steady at \$3 per hundred pounds. The price per bunch is \$1.25@2.

Beets—60c per bu.

Butter—Receipts appear to be about normal for the season. The consumption demand is good, considering the high prices, but the market can be said to be but barely steady at present quotations, which are about 1c lower than a week ago. Fancy creamery is now quoted at 30@31c in tubs and 31@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. for homegrown; \$2.50 per case of 3 to 4 doz. for Florida; 50c per bunch for California.

Celery Cabbage—\$2 per dozen packages.

Cocoanuts—\$4 per sack containing 100.

Cranberries—Cape Cod Late Howes have declined to \$5.50 per bbl.

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

Eggs—The market is still downward. The quality of the receipts is good and the quantity is increasing regularly. There are still some storage eggs available, but they are not worth very much in comparison with fresh, and the price is nominal. The future depends largely upon the weather. Local dealers pay 23@24c for case count, selling candled at 26@27c.

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

Grape Fruit—\$2@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, \$2.25 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 has declined to \$1.25 per 100 lbs. for red and yellow and \$1.50 for white; Spanish, \$1.50 per crate.

Oranges—California Navels are in large demand at \$2@2.50 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 un-

changed. Country buyers are paying 22@25c. Locally, the wholesale price is about 40c per bu.

Poultry—Local dealers pay 12@13c for fowls; 6c for old roosters; 10c for geese; 10c for ducks; 14@15c for No 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—35c 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 Michigan branch of the American Specialty Manufacturers' Association will hold a banquet at the Livingston Hotel (Grand Rapids) Friday evening, Feb. 26. James S. MacRae, Michigan representative for the Corn Products Co., who is President of the organization, will preside at the banquet. Covers will be spread for 100, to include about thirty-five members of the branch, six local brokers and about sixty representatives of the local wholesale grocery trade.

Harry C. Hagy is the happy father of a girl baby. This is the second time J. H. Hagy (Hazeltime & Perkins Drug Co.) has been made grandfather and he is as happy over the affair as a boy with his first pair of boots and can talk about little else. Those who are familiar with Mr. Hagy's reticence in referring to family matters realize how joyous he must feel to break over the traditions of a lifetime.

John Benson, formerly engaged in the provision business at Coopersville is preparing to start in the retail furniture business at 312 Bridge street. He is now procuring the stock and expects to open his new establishment March 1.

R. M. Jorgensen, who is in charge of the land department of the Buckley & Douglass Lumber Co., of Manistee, is in the city this week to look over the automobile show.

Traverse City—The John C. Morgan Co., cider manufacturer, has increased its capital stock from \$30,000 to \$50,000.

C. Fryling has purchased the grocery stock of Koning & Son, 2020 South Division avenue.

### The Grocery Market.

Sugar—Raws are a little lower and refined grades are weaker in sympathy with the recession in raws. It is possible, of course, that refined grades may drop ¼c—from 5¼c to 5½c—but it will be simply the lull before the storm, because the market is statistically strong and must inevitably reach a high range. The crop in Cuba is 210,000 tons behind last year and the pressure may be delayed until England and France decide to renew purchases. They will need supplies, for, although the European beet crop is only 1,200,000 tons less than the previous year, most of it is tied up in Germany, Austria and Russia. Sowings will be smaller abroad owing to the war—25 per cent. less in the case of Germany. Hence, on the theory that the fighting will be continued during the summer, firm prices are pretty sure to prevail. Of course, should peace develop into an early possibility, calculations must be altered, but present indications point to strength, barring the usual intermittent reactions.

Coffee—The demand for Rio and Santos coffee is just about seasonable, with nothing notable about either. Mild coffees are not substantially changed for the week. Good grades of milds are firmly held and not very plentiful, although the supply in different grades is good. Mocha is still very high on account of scarcity. Java is unchanged.

Canned Fruits—Apples are firm and in some cases higher. California fruits are steady. Supplies here are moderate, and stocks in first hands on the Coast are reported to be closely cleaned up. Southern and Western fruits are steady but quiet. Hawaii produced 1,000 times as much canned pineapple in 1914 as it did in 1901; in round numbers, 2,000,000 cases in 1914, as compared with 2,000 cases in 1901. This is a most remarkable development in the face of active competition from the older canning centers of the Far East. The up-to-date machinery and the cleanliness that characterizes the Hawaiian factories are in sharp contrast with the hand labor and the general untidiness that is the rule in most of the other pineapple centers.

Canned Vegetables—It is still possible to buy tomatoes at 67½c in a large way, f. o. b., but some packers are holding out for 70c. The week's business was interfered with by the canners' convention in New York. Corn and peas are unchanged and in quiet demand. Futures are selling moderately.

Canned Fish—In salmon there is moderately active jobbing demand, and, with stocks here comparatively small and offerings from the Coast light, the market is firm, particularly in the cheaper grades, which are just now the subject of greatest demand from the consumers. All imported sardines are firm on limited offerings, and the market for domestic goods is firm on small offerings. Demand in all lines is on the hand-to-mouth order. Tuna fish is growing steadily in popular flavor. The market is firm

but not quotably higher. Crab meat has a steady outlet at the quoted prices. Lobster is steady, but at the rather higher range of prices prevailing there is not much demanded.

Dried Fruits—Stocks of prunes in California are reported to be closely cleaned up so far as growers are concerned, and packers' holdings are reported to be light. Seedless varieties of raisins are moving steadily into consumption but on small orders. With stocks closely absorbed on the Coast and spot supplies here in few hands the market is strong, but not quotably higher. Seeded raisins are quiet but steady on the basis of previously quoted prices. Currants are quiet, as demand from consumers at this time of the year is light. The tone of the market, however, is firm in sympathy with advices from Greece. A good demand and a generally firm market are reported for figs, although prices are more in buyers' favor, especially on the finer grades, which are getting less attention than the ordinary stock. Bag figs are strong, recent purchases by Canada of some 20,000 bags having very materially reduced the supply available in this market.

Rice—Local distributors are unable to replenish in the South as cheaply as here, hence the recourse to jobbers who have cheap supplies. Quite a good volume of rice has swapped hands in this way, and spot stocks have consequently been materially diminished. It is pointed out that the mills are asking full list, and, with the demand from other sections of the country, see no reason to make concessions.

Cheese—The demand is good—so good, in fact that the market is firm at an advance of ¼c. Stocks are lighter than usual, almost entirely because of the unusual export demand due to the war. A continued strong consumptive demand is looked for with a possible advance in the near future.

Provisions—Smoked meats are steady. The consumptive demand is moderate. Both pure and compound lard are firm and in good consumptive demand at prices which show an advance of ¼c. Barreled pork is steady, at a decline of 25c per barrel; demand is very light. Dried beef and canned meats are unchanged and in light demand.

Salt Fish—No change has occurred in mackerel during the week. There is some small sign of interest on account of the approaching Lenten season, but it has not had any effect as yet upon prices. Norway mackerel is steady on a moderate basis of price and quiet. Cod, hake and haddock are about unchanged for the week.

John Kingsbury, who with Ira M. Smith and T. M. Ditman conducted the Merchants Gold Stamp Co., announces that he has purchased the interests of the other two and for a time at least will continue as the sole proprietor of the business. Headquarters will still be maintained at the Ira M. Smith department store.



## BIGGER THAN EVER.

## Annual Meeting of Hardware Dealers at Saginaw.

The twenty-first annual convention of the Michigan Retail Hardware Association, which was held at Saginaw last week, was well attended. The programme covered four days—Tuesday to Friday inclusive—and was replete with interesting features from start to finish. The exhibits were the most complete and comprehensive ever assembled in this State.

The first session, which was open to all interested, was called to order Tuesday afternoon by President C. E. Dickinson, of St. Joseph. P. F. H. Morley, with a few remarks introduced the local speakers. Rev. Emil Montanus, of Saginaw, gave the invocation, followed by the rendition of America, by the delegates, led by William Moore of Detroit. Hearty addresses of welcome were delivered by Mayor Ard E. Richardson and President W. S. Linton of the Saginaw Board of Trade. The response was given by Fred A. Rechlin of Bay City.

The annual address by President Dickinson was full of valuable hints and suggestions. It was published verbatim in last week's Tradesman.

The appointment of the usual special committees was announced.

The programme was closed with an instructive address by Frank Stockdale, of Chicago, on "Keeping Up With Rising Costs." He gave a chalk talk, showing by the use of figures why it is better to keep turning stock oftener to make more sales on less profit and thus increase the business. The meeting adjourned about 4:30 o'clock. The exhibit hall was open from 4 to about 6:30.

In the evening the delegates and their ladies enjoyed a splendid programme of moving pictures and vaudeville at the New Franklin theater.

The Wednesday morning session began promptly at 8:30 a. m., and after a song by the delegates, Treasurer William Moore, of Detroit, made his annual report, which showed that the financial condition of the Association was in very satisfactory condition, followed by the annual report of Secretary Arthur J. Scott of Marine City, which is published entire elsewhere in this week's paper.

Charles M. Alden, of Grand Rapids, read a paper on "The Ideal of Excellence," which was published verbatim in the last issue of the Tradesman.

M. L. Corey, Secretary of the National Retail Hardware Association, and Charles A. Ireland, Ionia, formerly President of the National Association, then spoke on the work of the Price and Service Bureau.

The remainder of the morning session was given up to discussing the Question Box, and this was continued during the entire afternoon and evening sessions, under the leadership of Fred A. Rechlin, Bay City.

The morning session Thursday was opened at 8:30 with a song, after which T. J. Burton, of Detroit, de-

livered an address on "The Traveling Salesman and the Merchant," in which the speaker pointed out some of the many benefits the progressive hardware dealer gains from the visit of the traveling salesman, such as keeping in touch with the market conditions, new articles on which extra profits can be made, successful methods adopted by other dealers.

Richard Talbot, N. B. Hutton, Heinrich Pickert and others then entertained the convention with "A Little Diversion," as the programme gave it, songs and witty stories forming a pleasant change from the routine.

Leslie H. Wildey, Graettinger, Iowa, then spoke on "Mail Order Competition," citing numerous instances of how the dealers in his town had won back mail order customers by convincing them that on the average the local dealer gives as good or better value and service than the mail order houses.

"Selling Efficiency" was the subject of a splendid address by Edward F. Trefz, Chicago, Field Secretary of the Chicago Association of Commerce. Mr. Trefz emphasized the necessity for acquiring a complete knowledge of his line if the dealer were to become truly efficient as a distributor to the consumer.

At 7:30 p. m. the delegates met at Hotel Vincent and marched in a body to Arbeiter Hall, where a fine banquet and vaudeville entertainment was enjoyed.

Friday forenoon was devoted to the exhibits. In the afternoon R. A. Peterson, Chicago, delivered an address on "Getting the Price," after which the reports of the committees were read and adopted followed by the election of officers and selection of Grand Rapids as the convention city for 1916.

On recommendation of the Committee on Nominations, of which Charles H. Miller, of Flint, was chairman, the following officers for the ensuing year were elected:

President—Frank E. Strong, Battle Creek.

Vice-President—Fred F. Ireland, Belding.

Secretary—Arthur J. Scott, Marine City.

Treasurer—William Moore, Detroit.

Directors, Two-year terms—C. E. Dickinson, St. Joseph; Karl S. Judson, Grand Rapids; J. S. Lee, Muskegon; John H. McGraw, Jackson; and Frank Trude, Traverse City.

Ernest Wise, Kalamazoo, was elected director for one year to fill the unexpired term of Fred F. Ireland who was elected Vice-President.

The Committee on Resolutions presented the following report:

Whereas—We have been shown by Mr. Wildey what can be accomplished by one man alone fighting the mail order houses; therefore be it

Resolved—That we recommend to our Executive Committee that they formulate a plan so that we can do a united work along the line as laid out by Mr. Wildey, and further be it

Resolved—That we have a promise from every member present that they will co-operate with the officers in this work and especially write letters when asked to do so.

Whereas—The abolishment of uniform retail prices on standard goods

is directly in the interest of large aggregations of capital operating through systems of chain stores and mail order houses which, whenever possible, have adopted the practice of advertising articles of known merit and established value at cut rates or below cost for the purpose of creating the impression that their entire stocks are bargains, and

Whereas—In this way the uninformed consuming public is attracted to buy large quantities of unknown goods at unwarranted cost, and

Whereas—It is in the public interest that dishonest methods of doing business injuring honest merchants and encouraging a monopoly in retailing should be prevented, and

Whereas—The business welfare of every merchant not in the control of said combinations of capital is threatened, and

Whereas—House bill 13,305, introduced in Congress by Representative Stevens, of New Hampshire, is a measure that will protect the public and give independent merchants an opportunity to do business under legitimate conditions; therefore be it

Resolved—That the Michigan Retail Hardware Association heartily endorses the Stevens bill, and calls on the United States Senators from this State and the Congressmen from this district to favor that measure and to use their influence to have it enacted by Congress

Resolved—That the Secretary be instructed to send a copy of these resolutions to the President of the United States, to each member of the Federal Trade Commission, to every member of the United States Senate and the House of Representatives, and be it further

Resolved—That we commend the utterance of President Wilson at Philadelphia, on Oct. 29, 1912, when, in defining his policy, he said:

"Safeguard American men against unfair competition and they will take care of themselves. \* \* \* If you make the processes by which small men are undersold in particular markets, criminal; if you penalize in the same way those discriminations by which retail dealers are punished, if they deal in the goods of anybody except the big manufacturers; if you see to it that raw materials are sold upon the same terms to everybody; if you see that the closed market for credit is opened up by a very different banking system, then you have freed America, and I for my part am willing to stop there and see who has the best brains;" and we pledge him our earnest support in any efforts he may make to enforce the principles of equal rights and equal opportunity to honest dealing with the consuming public

Whereas—There are now, and for years have been, large net profits annually on first-class (letter) mail, and whereas such profits have been entirely dissipated by the losses incurred in handling other classes of mail, (notably the second-class mail or periodical literature) at less than cost of service, thus working injustice on all users of first-class postage; Therefore be it

Resolved—By the Michigan Retail Hardware Association that it is the sense of their organization that existing legislation fixing our postal rates is unfair, improperly balanced in application and unjust in its effect on the people of the country. It was never the purpose and should never be the effect of the law regulating rates of postage that the handling of the mails for the people should be a source of large revenue and net profit to the country, yet the two cent rate for the ordinary letter shows an enormous profit over cost of handling, and moreover there is no excuse for this high rate because the revenue is not used in defraying the general expenses of the Government, but in making up the loss

incurred in distributing second-class mail at the present low rate of one cent per pound (\$20 per ton) which is so low as to be almost a franking privilege. We maintain that each and every class should be made to pay the expenses of its own handling and delivery. We state it to be our unalterable opinion that a reduction should be made in the present charge of handling the ordinary letter from a two cent to a one cent rate. We ask that our representatives in Congress shall use their utmost endeavors to secure a revision of our postal rates as shall require each class of mail to pay cost of the service rendered.

Whereas—The post office department has seen fit to abolish the special parcels post stamps, the only way of arriving at the exact cost of the parcels post system; and

Whereas—This Association believes this department is creating a great deficit; therefore be it

Resolved—That this Association recommend that steps be taken to establish a system that will correctly inform the public as to the true condition of this department and such rates be adopted to make it self-sustaining.

The Secretary of this Association is hereby instructed to send copies of this resolution to our Senators and Representatives in Congress.

Whereas—The objects of the American Fair Trade League are as follows:

1. To aid in the re-establishment and continuance of fair competitive commercial conditions.

2. To promote honesty in manufacturing, in advertising and merchandising, for the mutual interest of the consumer, the middle man and the manufacturer.

3. To bring to public attention the existing evils in merchandising methods which operate to the injury of society.

4. To act as a clearing house of information concerning trade practices and systems and legislation relating thereto.

5. To aid in securing the enactment and enforcement of laws, state and National, that will

(a) Prohibit and penalize unfair competition;

(b) Prohibit and penalize dishonest advertising;

(c) Prevent the elimination of the smaller business men by unfair methods.

6. To secure to the public the benefits and protection of stable uniform retail prices upon all trade-marked and branded goods.

Whereas—We believe this league can accomplish much to our advantage along the lines mentioned; therefore be it

Resolved—That this Association strongly endorses the work of this league and also urge its members to always be ready to assist this organization whenever they are asked to do so.

The Secretary is instructed to send a copy of this resolution to the Secretary of the American Fair Trade League.

Whereas—The Trade Relations Committee of the National Association, with the help of various State Trade Relations Committees, have accomplished and are doing such good work in our behalf; therefore be it

Resolved—That this Association heartily endorse the work of this important Committee and the Secretary is instructed to send a copy of this resolution to each member of the National Trade Relations Committee.

Whereas—The price question is the most important problem now confronting the retailer and

Whereas—It is absolutely necessary for the retailer to secure prices that will enable him to compete if he is to continue in business; therefore be it



Resolved—That this Association recommend our own Price and Service Bureau and urge all our members to at least give it a fair trial.

Whereas—The farm press of this country has seen fit to change its attitude toward the retail merchants and is now excluding from its columns unfair advertising and copy reflecting on the retail merchants, therefore be it

Resolved—That this Association commend the farm press for this action.

Whereas—The Michigan Federation of Retail Merchants composed of the officers of the different trade associations of the State, are desirous of having the Michigan Hardware Association affiliate with them, therefore be it

Resolved—That we would recommend that our Association affiliate with this Federation, provided they can assure us of the affiliations of three-fourths of all the retail State associations and membership of this Federation to be composed of the President and Secretary of the Retail Trade Associations of Michigan.

Whereas—The advertisers in the Bulletin and our souvenir programme and also the exhibitors at the State convention have contributed so largely to the success of our National and State Associations; therefore be it

Resolved—That we urge our members to give them due consideration.

Whereas—Our Vice-President Frank Strong, of Battle Creek, has had the misfortune to fall and break his arm, and hence is unable to be present at this convention; therefore be it

Resolved—That this Association extend to Mr. Strong our sympathy in his misfortune and our sincere regret at his enforced absence.

The Secretary of this body is instructed to send a copy of this resolution to Mr. Strong.

We heartily endorse the untiring efforts and splendid results accomplished by the National officers, the Secretaries' Association of Affiliated States and the staff of the National Bulletin. At this time we wish to especially express our appreciation to the officers of the various committees and all who have contributed to make this, the twenty-first annual convention, the most successful in the history of the Michigan Retail Hardware Association.

The report was adopted and the convention then adjourned.

#### The Right to Labor.

The right of a man to labor  
And his right to labor in joy—

Not all your laws can strangle that right,  
Nor the Gates of Hell destroy.

For it came with the making of man and  
Was kneaded into his bones,

And it will stand at the last of things  
On the dust of crumbled thrones.

Edwin Markham.

#### Exaggeration and Misstatement Still Too Common.

A prominent house advertised "all-wool sweaters at \$2.95, value \$5." One was bought and subjected to the "boiling" process, showing it to be 75 per cent. cotton.

A lady showed me six towels on which she had embroidered a beautiful monogram. I felt cotton in the towels, and, without thinking, said, "Why in the world did you put such elaborate and beautiful work on towels that are part cotton?" She was surprised and said they had been sold to her as all linen.

An advertisement read, "Silk petticoats, \$2.65, good value for \$5. The advertisement also said they were part of a large purchase. The exact counterpart of the petticoats was being sold every business day in the year, by other houses, for \$2.65, and the actual amount purchased in this instance by the advertiser was four dozen.

"Walrus bags, London make," were advertised at a special price. They were made in Newark, N. J., and the special price was not low. "Umbrellas, \$1.85, value \$3"—the same articles, same cover, handle made by the same manufacturer, were being regularly retailed around town at \$1.50.

Cases of this kind might be multiplied by the score, but houses who advertise in this manner lose the confidence of the public in the end. Slowly and gradually they find themselves passed in the race by the merchant who will not overvalue his goods.

It was my great good fortune to be with James McCreery for many years. He was a merchant of the best school, honest and straightforward. He never lent his name to deception.

I remember that on one occasion a very fine semi-made satin robe embroidered and with pearls applique was sent over by our European buyer. The retail price was \$1,000. It was suggested to Mr. McCreery that we tell customers this robe had been made for the Empress Carlotta, who became insane after her husband, the Emperor Maximilian, was shot in Mexico! Mr. McCreery's quick and positive reply was, "No sir, if we can not do business without lying we will not do it at all."

There is no doubt that in many cases of over-valuation and misrepresentation

the head of the house is not aware of each and every instance, but certain it is that a buyer or advertising manager would not continue that sort of advertising if he knew his chief was opposed to it. Feeling that it is winked at, he persists.

I call to mind an advertisement that 50,000 pieces of a certain line of merchandise was on sale. The actual fact was that less than 5,000 pieces had been stocked. Why was the larger figure advertised? Simply to impress the public with the idea that a house purchasing such an immense quantity must have obtained it at a very low figure.

About two years ago a well-known dry goods store advertised gloves at \$1, value \$2. I bought a pair out of curiosity. They were years old, dried out, hard, and had no "life." Upon being tried on, they split and cracked. Gloves at this price would probably be purchased by women who were obliged to be unusually economical, and they would not only be disappointed with the goods but would suffer a loss they could not afford. It might be said that in such case the articles could be exchanged or returned, but the fact is that customers of this class would hesitate to exchange or ask for credit on the gloves.

Merchants who print false and misleading advertisements do not stop to think of the money loss and inconvenience they cause customers. They are careless or indifferent. They would be brought up with a round turn in case a buyer invoked the law and proved, as could be done with ease, that misrepresentation had been practiced. It would give the reputation of the house a blow that would take some time to recover from.

Dry goods concerns divide into two classes—those who are honest and straightforward in their dealings with the public; they probably lose many a sale, for a time, to the unfair advertiser, and they undoubtedly struggle against a form of competition that is disagreeable, irksome and hard to meet. But they build up a permanent business and their customers return to them. The other class works on the principle that a sucker is born every minute, and that if a deceived customer never comes back, another will in his or her place.

Of these two classes, which in the

long run will profit? The truthful merchant, or the one who misstates and overvalues? The question is not hard to answer. Frank Stowell.

#### What Some Michigan Cities Are Doing.

Written for the Tradesman.

Three pickle companies have been flirting with Battle Creek and one of them, the Chicago Pickle Co., has assured the city of a plant this year.

Weekly luncheon meetings inaugurated by the Eaton Rapids Commercial Club are proving successful. Outside men are investigating the excellent sanitarium and bath house opportunities that the city affords.

The Kalamazoo Council has passed an ordinance providing that near-side stops be made by all cars at the intersection of paved streets. Far-side stops will be continued on all dirt streets.

The Benton Harbor Chamber of Commerce is the title of the new civic organization there.

Many cities are making enquiry of the Pontiac Commercial Association regarding the modus operandi of the Merchants' Central Delivery system of that city.

Manistee now proposes to step into front rank among the summer resorts of Michigan and is starting early and working hard for patronage.

Menominee is up in arms over the new interstate passenger schedule which takes effect March 1. The rate to Milwaukee will be \$4.11, while from Marinette, two miles distant, the rate will be 87 cents less. This will mean that most people will buy their tickets in Marinette. Almond Griffen.

George Hendershot and John Knotternus, for some years employed in local grocery stores, have purchased the stock of H. B. Elhart & Son, 1071 South Lafayette avenue, and are conducting it under the style of the Hendershot Grocery.

Harm Boerman, who for some years has been a farmer near Grandville, has traded his farm property for the general stock owned by H. Sweet, at Beverly, and has started in business.

George Landheer, who has had some previous experience in the grocery business, at one time in this city, has purchased the general stock of William Harman, at Austerlitz.

# Quaker Coffee is Renowned--- Excellence in Every Pound

## WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

THE PROMPT SHIPPERS





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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

February 17, 1915.

## AMERICA'S REAL INTEREST.

America is concerned vitally in the outcome of this war, but not in its prosecution. The first we may possibly influence and should strive to, but the last we are powerless to affect. By outcome the Tradesman does not mean with which nation victory shall ultimately rest, but what results the terms of peace shall guarantee. Is there not danger that we lose sight of this paramount interest and thereby lessen the great moral strength of our exceptional democratic position in the many-sided and confusing war discussions now engrossing us?

The Tradesman would, as much as possible, confine American discussion and American attention for the future to what the terms of peace should be. As the most important neutral nation and the world's greatest democratic power, we owe it to ourselves and to the world to create and lead a public opinion for terms favoring no one nation at the expense of others, but writ only in the interests of mankind; a public opinion that by its size and overwhelming unanimity could not fail to influence governments. How else can we count in this gigantic crisis?

The part each nation took in the outbreak of the war and all that has followed since, the trespass on Belgium's neutrality, Belgian atrocities, breaches of international usages and laws, have all been pretty thoroughly reviewed and discussed by us, and most of us have shaped our opinion accordingly. But, after all, these are only details of a war's prosecution wherein, as neutrals, we cannot participate, and prolonged dwelling on them threatens only to raise disputes that befores the real issue in which our interest lies.

The most important party to this war is not Germany nor England, France, or Russia, but Mankind, and we are on its side. What it is going to lose or gain, is the important question for us. Mankind loses this battle if a peace is concluded on the old basis of to the victors belong the spoils of territories and their inhabitants, with the principle of might making right left in the saddle, and with rulers able in the future as in the past to plunge their helpless peoples into

war. Mankind wins if a peace is concluded whose terms brook no transfer of territory from one government to another without a plebiscite and which provide for the limitation of armaments and for international co-operation in maintaining international peace. Mankind's interest in this war is that the outcome shall ensure permanent peace. If the outcome fails to do this and leaves Europe just where the beginning of the war found it—its peoples at the mercy of rulers for their world power contests, its soil the bloody competing ground of governments for territory and subjects—well may Mankind despair and well may the United States look to its defenses.

This is the situation that confronts us and calls for the duty of bombarding each warring nation with this burning question: What terms of peace will you dictate if victorious? It should be our 42-centimeter howitzer with which to batter down all arguments that avoid the issue. We can dispute indefinitely on past motives and what has taken place, but each answer to this question will speak for itself. Germany, do you want our sympathy? You have the key to it in the right answer to our question. Allies, has public opinion been justified in siding with you on the ground that you are fighting for democracy and internationalism—Mankind's battle? Reassure us on the question of peace terms you would dictate if victorious.

For giving world prominence and world influence to the strong public opinion in America that is already back of this question, would a Presidential utterance or a Congressional resolution be unneutral?

### "PAY UP WEEK."

Over in Wisconsin the merchants have inaugurated a movement which grew out of the conviction that once each year citizens should make a systematic effort to put their business affairs in order. The movement appears to have originated in Waukon, where it was fostered by the Commercial Club, which put up a purse of \$50 as a capital prize. On the payment of each account the payer was given a ticket entitling him to a chance at the prize. The merchants sent out about 8,000 statements and more than 2,000 accounts were settled. The campaign was productive of such good results that other neighboring towns took up the matter also and report equally satisfactory returns.

The Tradesman has made a requisition on the Waukon Commercial Club for copies of its working plans and hopes to present them to its readers in next week's paper.

Married women are to be the first ones laid off at the Bureau of Engraving and Printing in Washington. This is on the principle that their husbands ought to be able to support them and that single girls have to support themselves, without any help. Some of the married women earn more than their husbands, although the situation ought to be reversed.

## BOOM CANNED FOOD VIRTUES

During the Canners' convention last week there was more or less discussion around the lobbies about a proposed general scheme for raising an immense Canned Food Education Campaign, in the hope of persuading the people of the United States to make more general use of canned foods.

As nearly as can be ascertained—for the promoters of the scheme have been working in the dark and devious ways of secrecy about it until they could feel sure of their personnel and have some line on the prospects of raising the money—the scheme is well outlined on paper and has been broached to those who are to be interested in it in the form of personal letters setting forth the scheme. The hopes of the committee are set forth in this way:

We plan the raising, through subscriptions from the individual members of the food canning industry, and of all the trades—notably the grocers, the brokers, the machine and supplies trade and the label, the seeds and nursery men—in any way affiliated therewith, of \$200,000, to be expended for a series of educational articles to take the form of "editorial advertisements," the same to appear once a week for one year in the leading dailies and in a selection of the household magazines, and to discuss the true value of canned, in contrast with the (so-called) fresh foods. This may seem a large amount, but it must be a large sum in order to cover what we wish to accomplish. And it is understood that no subscriptions are in force unless the entire \$200,000 is subscribed.

We believe we can raise it.

This committee will canvass the metropolitan district for subscriptions. And it desires to procure the formation of auxiliary committees in some eighty trade centers throughout the country, which will undertake similar work in their tributary territories.

Since there are some 10,000 concerns in the food canning and affiliated trades, subscriptions from a fair representation from that number, commensurate with their interests and means, would yield the amount required; and—since all suffer from the ill-founded prejudice which alone prevents the universal consumption of those products—they should come forward readily.

### PERMANENT PROBER.

If the bill introduced in the Michigan House of Representative a few days ago by Representative Fred B. Wells becomes a law, James W. Helme, State Dairy and Food Commissioner, and his successors in office will have greatly increased powers in numerous ways and will be made permanent investigators of the high cost of living.

The aim of this bill is to make the Dairy and Food Commissioner also a "commissioner of foods and markets," and for this work would pay \$1,000 a year salary, in addition to the salary received as Dairy and Food Commissioner.

This bill in specifying what the duties shall be of the "commissioner of foods and markets" embraces them under six subheads as follows:

The first is that he shall investigate the cost of food production and marketing in all its phases.

The second is that he shall aid in

the formation of co-operation societies which will bring the farmer and the marketman closer together.

The third empowers him to issue subpoenas and take evidence in all cases which he shall investigate.

The fourth empowers him to assist personally in the starting of markets where they are needed, but do not exist.

The fifth empowers him to prescribe and enforce rules and regulations governing markets and goods shipped to them.

The sixth requires him to make an annual statement to the Legislature on what he has done in the year past and what he proposes for the year following, and also submit a budget of his expected cash requirements to conduct his department.

The other day Col. John A. Joyce, a unique character in Washington, died. He loved poetry and composed many verses himself. So fond was he of rhyme that he left his last will and testament in two stanzas. The document is said to be the first poetic will ever offered for probate at the National capital. It is duly witnessed and signed, and reads like this: "To my daughters, Libbie and Florence, in equal proportions to share, I give all cash and property, When my spirit is soaring in air. And appoint Mr. James J. Lampton, to execute this, my last will, When I rest 'neath the bloomy flowers in lot 444 on Oak Hill."

Automobile tires are also useful as life preservers. A New Jersey woman, hearing cries of distress from a pond, unstrapped an extra tire from her motor car, fastened to it a rope and threw the tire to the man struggling in the pond. She was not strong enough to pull the man out, so she tied the rope to the automobile and let the motor do the work. Life saving by automobile is strictly modern, but if the man and maid should wed after this episode that would be the old fashioned ending of the life saving.

The National Cannery Association adopted a resolution at their convention in New York recommending to Congress and the various state legislatures that a metric system be adopted in lieu of the standard avoirdupois system. Such action has long been advocated by manufacturers of foodstuffs doing business in foreign countries where the metric system is in vogue.

You may be able to say "Just out" to a customer once without damage, but the second time it creates an impression that it will require much time and expense to remove.

Throwing goods down and leaving the customers to take them or leave them is about as apt to make sales as throwing the bare hook into the water is to catch fish.

When you read an advertisement from which the price of the goods has been omitted, does it occur to you that they cost less than you had expected?



**CHARACTER OF WASHINGTON.**

History, so sad and so glorious, which chronicles the stern struggle in which our rights and liberties passed through the awful baptism of fire and blood, is eloquent with the deeds of many patriots, warriors and statesmen; but these all fall into relation to one prominent and commanding figure, towering above the whole group in unapproachable majesty; whose exalted character, warm and bright with every public and private virtue, and vital with the essential spirit of wisdom, has burst all sectional and National bounds and made the name of Washington the property of all mankind. This illustrious man, at once the world's admiration and enigma, we are taught by a fine instinct to venerate. The might of his character has taken strong hold upon the feelings of all classes of men. His genius, it is true, was of a peculiar kind, the genius of character of thought and the objects of thought, solidified and concentrated into active faculty. He belongs to that rare class of men—rare as Homers and Miltons, rare as Platos and Newtons—who have impressed their characters upon nations without pampering to national vices. Such men have a nature broad enough to include all the facts of a people's practical life and deep enough to discern the spiritual laws which underlie, animate and govern those facts. Washington in short had that greatness of character which is the highest expression and last result of greatness of mind, for there is no method of building up character except through mind. Indeed, character like his is not built up, stone upon stone, precept upon precept, but grows up through actual contact of thought with things. In him loftiness did not exclude breadth, but resulted from it; justice did not exclude wisdom, but grew out of it; and, as the wisest as well as justest man in America, he was pre-eminently distinguished among his contemporaries for moderation.

In scrutinizing the events of his life to discover the process by which his character grew gradually up to its amazing height, we are arrested at the beginning by the character of his mother, a woman temperate like him in the use of words, from her clear preception and vigorous grasp of things. There is a familiar anecdote recorded of her, which enables us to understand the sincerity and genuine heroism she early instilled into his strong and aspiring mind. At a time when his glory rang through Europe; when excitable enthusiasts were crossing the Atlantic for the single purpose of seeing him; when poets all over the world were sacking the dictionaries for hyperboles of panegyric; when the pedants of republicanism were calling him the American Cincinnatus and the American Fabius—as if our Washington were honored in playing the adjective to any Roman, however illustrious—she in her quiet dignity, simply said to the voluble friends who were striving to flatter her mother's pride into an expression of exulting praise, "that

he had been a good son, and she believed he had done his duty as a man." Under the care of a mother who flooded common words with such a wealth of meaning, the boy was not likely to mistake mediocrity for excellence, but would naturally domesticate in his heart lofty principles of conduct, and act from them as a matter of course, without expecting or obtaining praise. The consequence was that in early life, and in his first occupation as surveyor, and through the stirring events of the French war, he built up character day by day in a systematic endurance of hardship; in a constant sacrifice of inclinations to duty; in taming hot passions into the service of reason; in assiduously learning from other minds; in wringing knowledge, which could not be taught him, from the reluctant grasp of a flinty experience; in the complete mastering of every subject on which he fastened his intellect, so that whatever he knew he knew perfectly and forever, transmuting it into mind, and sending it forth in acts.

Intellectual and moral principles, which other men lazily contemplate and talk about, he had learned through a process which gave them a toughness of muscle and bone. A man thus sound at the core and on the surface of his nature; so full at once of integrity and sagacity; speaking ever from the level of his character, and always ready to substantiate opinions with deeds; a man without any morbid egotism or pretension or extravagance; simple, modest, dignified, incorruptible; never giving advice which events did not endorse as wise, never lacking fortitude to bear calamities which resulted from his advice being over-ruled; such a man could not but exact that recognition of commanding genius which inspires universal confidence. Accordingly, when the contest between the colonies and the mother country was assuming its inevitable form of civil war, he was found to be our natural leader in virtue of being the ablest man among a crowd of able men. When he appeared among the eloquent orators, the ingenious thinkers, the vehement patriots of the revolution, his modesty and temperate professions could not conceal his superiority; he at once, by the very nature of great character, was felt to be their leader; towered up, indeed over all their heads as naturally as the fountain sparkling in the July sun, which, in its long, dark, downward journey, forgets not the altitude of its parent lake, and no sooner finds an outlet in our lower lands than it mounts by an impatient instinct, surely up to the level of its far-off inland source.

**Man's Selfishness.**

An aged German and his wife were much given to quarreling. One day, after a particularly unpleasant scene, the old woman remarked with a sigh: "Vell, I vish I vas in heafen!"

"I vish I vas in a beer-garden!" shouted her husband.

"Ach ja," cried the old wife, "always you try to pick out the best for youreself!"

**SHALL WE EAT ALFALFA?**

The logic by which a publicity agent of an automobile concern argues that every horse killed and permanently displaced by the European war means an increased supply of grain to be consumed by mankind has its reflection in the report from Ohio that a number of business men in Columbus recently demonstrated that alfalfa is a practical food for humanity. The report states that twenty-four business men were present. Alfalfa flour was used in the making of the bread and of the puddings that were served. It was very palatable, but gave these eatables a peculiar appearance on account of the flour being green in color. Alfalfa salad was also an item of the bill of fare, the green leaves of the plant being used. Tea was also brewed from the leaves. This gastronomic innovation was put on by the owner of a local wholesale delicatessen store, who is likewise the owner of a farm and an enthusiastic alfalfa grower. The table decorations were of alfalfa surrounding a farm house and apple trees mades of candy, with candy roses in the alfalfa.

Another food material is suggested by a Belgian, Valentine Henneman, of Bruges, which is of special interest to those who live on the shores of the ocean. He has proved to his own satisfaction that rockweed, which grows in profusion all along the coast can be used as an article of food, and when properly prepared is not only nutritious but is appetizing as well. His method of preparing this newly discovered article of food is as follows: Gathering a quantity of the weed he boiled it in fresh water for three hours, then baked it in a hot oven and ran it through a coffee mill, grinding it to a fine powder. The boiling took out the salts, and it was ready to be prepared. Mixed with potatoes and bacon, well seasoned with salt and pepper, it made a fine dinner. He made a rockweed soup by combining the ground substance with onions, beef bone, sorrel and bay leaves. Boiled rockweed powder, pork, vinegar, salt and pepper made a fine breakfast. Another mixture was composed of onions, rockweed, a spoonful of flour, and the whole fried in lard. He claims that rockweed alone has a most delicious flavor.

Jolly ex-President Taft is having such a good time going about the country as a wandering professor from Yale and making six speeches a week, that it may seem unkind to remind him of his more troublous past. Yet it is impossible to forget this. When one reads of his inveighing against the over-regulation of business and against the tendency to have the Government thrust its thumb into every pie, one wonders if it is the same Mr. Taft who backed up every proposal of this kind made by President Roosevelt, and who was himself, while in the White House, one of the most ardent regulators that we had. Has he already forgotten that he was the inventor of the corporation tax, and that he defended it

upon the ground that it would enable the Government to keep a firm hand upon big business? Times change, of course, and a man has a right to change with them, but Mr. Taft's conversion is almost too nimble for one of his build. To be really consistent, he ought to make his present-day ultra-conservative speeches standing before his audience in a white sheet. Even that he could carry off, no doubt, so unbounded is his good humor, so infectious his smile. If he were to pose as a penitent, everybody would say that a more engaging sinner was never seen.

A man is never as big as his job until he can make his job as big as himself, for the job is not the man until he makes it so. A little man in a big job can never stretch himself to cover the job, but a big man can always bring his job to his own size, and Nature pays men not according to what they do but how they do it. Your job will always give back to you just what you put into it. If you tackle it with a grouch it will give back a greater grouch. If you go after it as if nothing in this splendid spherical world was better worth doing, it will give back the thrill of genuine accomplishment, than which there is no greater gain in life. Just doing a thing will never get you anywhere; you must learn to like doing it and then do it for the joy you find in it. Tackled in this spirit the meanest job becomes a beautiful thing—beautiful both to the creator and to the intelligent beholder. That man who lights a spark of pride in his eyes while showing the tools of his craft and the manner of it is living a larger life than a great many whom we look up to as bigger men. Bigness is mental in men, after all, and if we were all bigger ourselves we would always see the truth of it in measuring men and their jobs.

When Rudyard Kipling lived in the United States he had trouble with his wife's relatives and decided that England was a better country in which to live. He also had trouble with publishers who issued garbled versions of his poems, and he had everything he wrote copyrighted. Since the war began many of Mr. Kipling's poems have been going the rounds of the newspapers, and his publishers have felt called upon to send out warning that they expect pay for every poem published. Sometimes a person reads one of Mr. Kipling's poems and thinks it contains sentiments which others should know. This person sends the poem to his favorite newspaper, asking its publication and is disgruntled because he does not see the poem in the next issue of the paper. It does not occur to the admirer of the poem that the newspaper has no right to publish the poem without permission from the publishers.

It is a little further around the corner of a square deal, but the road is better.

We cannot blame some men for not taking their own advice.



## MUST DEAL CLOSE BY.

### Merchants Needn't Worry About Long Distance Competition.

Written for the Tradesman.

Well, I guess I'll get a little more of Tom Waters' trade after this. I'd been waiting for a chance at him and when he came in to get a quarter's worth of sugar, I opened on him. Asked him in an offhand way if he had been out West lately. No? Why, I hadn't seen him for a long time. "No," says he, "You fellows have been robbing me long enough; I get my stuff wholesale now and it saves me about 25 cents on every dollar."

I was weighing up the sugar. "Better take a dollar's worth," says I; "this won't last you any time; it's down to sixteen for a dollar now and you'll want a lot for canning."

"That's just it," he says; "I got eighteen pounds for a dollar; had to get a little because we're all out and I got an order on the way now."

"Well," says I, "if you can get eighteen pounds for a dollar f. o. b. Buffalo Hump I wish you would put me next. But you better let me sell you the other things because if they lose money on sugar they got to make it up somewhere else. Let me supply the things they are making the long profit on."

"I didn't say 'twas f. o. b. Buffalo Hump," he admitted.

"Oh," says I, "then you don't get eighteen pounds for a dollar; you get eighteen pounds for \$1.15. I'll do better than that; I'll give you nineteen pounds for \$1.15. That ain't wholesale price, that's retail."

"They give you ninety days, I suppose," I says.

"You know better," he says; "I pay cash in advance when I order from them."

"Well," says I; "of course I can't compete with wholesale prices because it costs me money to do business. I have to deliver the goods right off because my customers won't wait five days or a week, and I have to be ready to sell a quarter's worth of sugar any minute. That ought to be worth something. But I'll tell you what I'll do. Next time you want a bill of goods, you give me chance to figure on it, that's all I ask. Just give me a chance to figure. Maybe I can meet the wholesale price you have to pay and maybe I can't. I'll figure up my regular prices and I'll give you 3 per cent. off for cash, and then if you would rather deal with the other people it's up to you. If I can do as well as the other fellows, I suppose you'd be willing to give me an even break?"

"Sure I would," he says.

We worked round to his last order, the one he had coming. I managed to slip it into him twice more that my stuff was right here, and all he had to do was load it on his wagon. Small stuff, if he was in a hurry he could order it by telephone and have it sent out by rural carrier the same day, no trouble, no letter to write, no money order to buy and no waiting. He had never thought of that.

What do you know about that? And I had been advertising for the last

three months that I would pay the postage on all parcels within twenty-five miles; I figure it doesn't cost me any more to send by post than it does to deliver round town.

So we went over his order together. I played straight on prices though I was tempted to shave them in one or two places where I suspected the mail order house was jockeying quotations on us. I was a little doubtful about coffee for 18 cents. I told him frankly that if he could get good coffee for 18 cents I couldn't meet it; I had some but I hated to let it go out of the store; got it for a chap who has a construction camp up the road.

"I'll give you a sample of my 18 cent coffee," I says, "and I wish you would try it; if it isn't as good as what you get wholesale, then I haven't anything more to say. But I'd rather sell you my 30 cent coffee; it's the cheaper of the two for real value, but you can have which you want."

Then came to shoes at \$2.00. I can't sell a pair of shoes for two dollars.

"Are those you have on the same kind?" I asked him. They were. "Wear pretty well?"

"Oh, yes, as well as you can expect for the price," he says.

"You must have had those about three months," I says—they were pretty near all gone.

"Let's see, he says, "I got those the last order but one," and he figured out he had worn them not quite sixty days.

"Well," says I, "I can't sell you a pair for \$2, but I can quote you \$2.50 give you another pair. At that rate your shoes that you got wholesale," says I, "are costing you 25 cents a month; maybe you happened to get a pair this time that wasn't quite up to average. But according to my proposition it would cost you just half that. I think probably you'll find my shoes cheaper of the two."

Well, we figured it out, and leaving out the coffee and the shoes, and allowing a cash discount I offered him, and adding freight, he was just 28 cents ahead on his mail order prices. Deducting postage and money order brought it down to 21 cents.

"Well," I said, "you came in the first time with your order; you'd a had to do that if you bought the goods of me. But you came in again and the stuff hadn't arrived; you have got to make one more trip before you get your goods. Think it would have been cheaper to pay 21 cents more and save those two trips?"

"I was coming to town anyhow," he says.

"Well, in that case," I says, "you're 21 cents out if you buy that bill of me. I'm sorry, because really I'd like your trade."

"Oh, well," he says, "next time I order I'll get you to quote prices, and if it isn't any more than 21 cents in \$12 maybe we can do business. Maybe if you figured a little closer you could meet those other fellows."

"I tell you, Tom," I says, "I don't guarantee to meet their prices every single time on every item. There may be some things they can get

cheaper than I do; more often they sell specialties at cut prices to draw trade. I don't meet every cut price that is made; I depend on prompt service and satisfactory dealing to hold my customers more than I do on cut prices. But you give me a chance to figure anyhow, and any time you find I'm not giving you a square deal, I give you permission to buy in Chicago or Denver or New York or any other old place. All I ask is, you give me a chance!"

So we parted on good terms and I hadn't knocked his wholesale house once.

But I do think he might have taken it back where he called us fellows robbers.

And I do think those pirates ought to be called down good and hard for advertising themselves as wholesalers, making wholesale prices at retail. Suppose the pure advertising law will stop that?

Oh, well, what's the difference? No mail order house can compete with the local dealer one minute in service. When a man wants a quarter's worth of sugar or a yeast cake or a stick of candy he has to come to us. I'm not going to worry about long distance competition.

John S. Pardee.

### Kitchen Cabinets Good Sellers.

There are so many good lines of kitchen cabinets, but best are those that are most extensively advertised and it is not hard for a dealer to satisfy himself as to the one he wants to carry. It is hardly worth while to carry more than one line, although many dealers do; rather strive to get the exclusive agency for a popular line and then work out your own salvation as to how you are going to make the most of the opportunity you certainly have to greatly enhance, not only your store's popularity, but your income as well.

Every manufacturer will co-operate to the limit with the dealer that handles his goods and the kitchen cabinet maker has not only perfected his wares but his selling policy and advertising methods as well.

There is no article sold in either department that will merit the time to "talk and demonstrate" as does the cabinet, and it seems strange to realize that at this day there are some dealers who do not even stock them, let alone go out after the trade to come to the store and see them, and then sell them. Profit is made on the goods that are sold. Cabinets that are stuck under the stairs leading to the basement and never see the light of day, or whose fine selling points are never brought to your customers' attention might as well be in the factory back in Indiana.

### Bankruptcy Proceedings in Southwestern Michigan.

St. Joseph, Feb. 1—In the matter of H. W. Patterson and J. Earl Patterson, copartners as H. W. Patterson & Son, of Kalamazoo, bankrupt, the trustee filed his supplemental final report and vouchers and an order was made by the referee closing the estate and recommending the discharge of the bankrupts.

Feb. 2—In the matter of the Ross Cabinet Co., bankrupt, Otsego, the adjourned first meeting of creditors was held at Kalamazoo for the examination of the officers of the bankrupt. The trustee filed his bond and the same was approved by the referee. The inventory

and report of appraisers, showing assets of the appraised value of \$33,000, was filed, whereupon an order was entered directing the trustee to sell the entire assets of the bankrupt estate at public sale on Feb. 16. The Vice-President, Secretary and two directors of the bankrupt were sworn and examined by the trustee's attorney and referee. The reclamation petitions of the Dodds Machinery Co., Fay & Egan Machinery Co., and Wayne Machinery Co., were considered and the petitioners allowed to reclaim the property described in the petitions. The meeting was then further adjourned for three weeks.

Feb. 3—In the matter of the Hickory Grove Distilling Co., bankrupt, Kalamazoo, the inventory and report of appraisers was filed, showing appraised assets of the sum of \$3,300. The trustee filed his bond and the same was approved by the referee. An order was entered directing the trustee to sell the entire assets of the bankrupt estate.

Feb. 8—In the matter of Herman Veten, bankrupt, Kalamazoo, the trustee having filed his supplemental final report and vouchers an order was made closing the estate and recommending the discharge of the bankrupt. The record and files were returned to the clerk of the court.

Feb. 8—In the matter of Joseph Correll, bankrupt, Hartford, the first meeting of creditors was held at the latter place. No creditors presented claims and it appearing there were no assets in the estate an order was made that no trustee be appointed and that the bankrupt be allowed his exemptions as claimed. The bankrupt was sworn and examined by the referee without a reporter and the meeting adjourned without day.

In the matter of the Kalamazoo Oil Co., bankrupt, Kalamazoo, the trustee filed his final report and account, showing total receipts of \$3,780.29 and disbursements of \$1,223.53, leaving a balance on hand of \$2,556.76, whereupon an order was entered by the referee, calling the final meeting of creditors at his office Feb. 24, for the purpose of passing upon the trustee's final report and account and the declaration and payment of a final dividend. Creditors were also directed to show cause why a certificate should not be made recommending the discharge of the bankrupt.

Feb. 9—In the matter of Calvin Ashline, bankrupt, Allegan, an order was entered by the referee approving the sale of the bankrupt's assets to Marilla Griswold for \$42. An adjourned first meeting of creditors was held at the referee's office and claims to the amount of \$4,000 approved and allowed. The creditors' objections to the allowance of the bankrupt's exemptions were withdrawn upon the payment by the bankrupt to the trustee of the sum of \$92.34. The trustee's report of exempted property was confirmed by the referee and the meeting adjourned for three weeks.

Feb. 10—In the matter of the Hickory Grove Distilling Co., bankrupt, Kalamazoo, the bankrupt by its President filed its schedules showing the following debts and assets:

Cook & Bernheimer Co., New York	\$139.17
Corning & Co., Peoria	205.42
Chas. Denney & Co., Chicago	210.00
Lash's Bitters Co., Chicago	36.00
Liebhenthal & Bros. Co., Chicago	37.00
Garret & Co., Cleveland	42.50
Naring, Hart & Co., Norfolk	292.25
Morand Bros., Chicago	80.40
Ohio Stoneware Co., Akron	22.14
Pleasant Valley Wine Co., Rheims, Ohio	53.35
Rock Spring Distilling Co., Pittsburg	456.20
S. Rosenbloom & Co., Chicago	107.03
Chas. Sterns & Sons, Chicago	90.00
H. H. Shufeldt, Chicago	2,605.53
Union Distilling Co., Cincinnati	1,669.55
Chas. H. Werner & Sons, Detroit	43.10
Mrs. Ella Witwer, Kalamazoo	50.00
Woolner & Co., Peoria	130.52
J. W. Wupperman, New York	47.55
Julius Kessler & Co., Chicago	90.00
Illinois Glass Co., Chicago	50.00

Total ..... \$6,757.95

Assets.	
Stock of liquors	\$2,000.00
Accounts receivable	1,000.00
	\$3,000.00

Feb. 11—In the matter of the International Banana Food Co., bankrupt, Benton Harbor, the trustee filed his bond and the same was approved by the referee. The trustee also filed his first report. The inventory and report of appraisers showing total assets of \$3,837.96 was filed, whereupon an order was made by the referee directing the trustee to sell the assets at private or public sale.

Feb. 12—In the matter of the Tiffany Decorating Co., bankrupt, Kalamazoo, the trustee filed a report showing sale of the assets of the bankrupt estate to Frank A. Boyce, of Kalamazoo, for \$826. Unless cause to the contrary is shown, the same will be confirmed by the referee within five days.

The rich man eats what's right and the poor man eats what's left.



### "Hello" News of General Interest. Written for the Tradesman.

Business of the Michigan State Telephone Co. at Flint has shown good growth during the past year, with 275 additional phones installed in the city, bringing the total to 4,100. Four new toll lines have been built at a cost of about \$15,000. These are copper circuits going to Flushing, Saginaw, Detroit and Holly and the Flint exchange toll board has been enlarged to accommodate twelve operators.

The Blissfield Telephone Co. reports a successful year with 692 phones now in service. During the year 5,412 feet of cable has been added. The new officers are: President and Secretary, Chas. Frary; Treasurer, W. C. Jipson; Manager, Henry Ross.

The Michigan State plans to spend more than \$100,000 in improvements at Jackson this year. Practically all poles will be removed in the blocks bounded by Cortland, Francis, Pearl and Jackson streets and an aerial cable will take the place, also much underground conduit work.

The Citizens Telephone exchange at Newaygo has 275 subscribers and has connection with twelve farm and resort lines.

The Southern Michigan Telephone Co. has absorbed the Michigan State at Union City and John Morseman is in charge. A new outfit has been ordered for the exchange of the Southern Michigan, which will handle all local business as well as toll line service.

Manager Norton, of the Michigan State at Eaton Rapids, has signed a contract with the Eaton Rapids and West Aurelius company and connections are made with three lines, adding thirty subscribers to the Bell exchange.

Reports made at the annual meeting of the Grand Ledge Telephone Co. showed undivided profits for the year of over \$4,000, with net gain of over \$300. The board of nine directors was re-elected. The company has 1,000 subscribers.

The Crystal Telephone Co. of Montcalm county has voted in favor of purchasing a building at Crystal for exchange purposes. L. R. Phillips was elected President and J. G. Deyoe Secretary.

A new switchboard costing \$6,000 is being installed by the Interlaken company at Alpena.

The Michigan State has increased its charge for pay station service between Calumet and Houghton from 5 cents to 15 cents. The reason given is that pay station users often hold up the Calumet trunk lines for long periods, as for example a traveling man copying orders, and that they should be willing to pay for this service.

The Michigan State exchange at Alma has made connections with two independent lines in the southern part of the country, the Perrinton and the Middleton companies.

Judge McDonald, of the Kent Circuit Court, in a recent decision sustains the demurrer filed by the State

Railroad Commission in connection with injunction proceedings brought by the Michigan Independent Telephone and Traffic Association. The Independents sought to enjoin the Commission from enforcing its order of December 19, permitting the merger of certain independent lines with the Michigan State. The case will be taken to the Supreme Court and until then the temporary restraining order will remain in force.

The Michigan Railroad Commission has approved a bond issue of \$500,000 by the United Home Company of Muskegon and Ludington, to provide for future expansion and improvements. Automatic phones will be installed and a new exchange building will be erected in the spring on Terrace street, Muskegon.

H. H. Hutchins gives an interesting history of the ups and downs of the Saugatuck and Ganges Telephone Co., in the Fennville Herald. The S. and G. was the first co-operative rural telephone system in the State, if not in the United States, so he says. It was incorporated in 1895 for \$1,000 and in 1896 was reincorporated for \$2,000, which is the present capital stock. There was no thought of dividends and all contributions were for service. Nobody knew anything about a telephone and few members had any idea of after expenses, due to electric storms, wind, ice, instrument and battery troubles and all the rest. When expenses came on and expenses were levied a general howl went up. New boards of directors and new officers chosen every year, try as hard as they would, could not stop the financial drain, until in 1910 the liabilities reached \$3,547.80. Then C. W. Bowles was made Secretary and manager and through previous experience with telephones and careful management the deficit has been wiped out. Equal credit for this happy outcome is also due to Fred Thorsen, in charge of the wires and mechanical end. In addition to paying its debts the company has added two attendants and raised the wages of others, installed a new switchboard at Douglas at a cost of \$375, replaced 18 miles of old poles with new ones and built 17½ miles of new pole line.

Hillsdale now has only one phone, the Michigan State having taken over the Southern Michigan company. The deal also includes exchanges at Litchfield, Allen and Hudson. The Fayette Rural company, with about 400 patrons in Jonesville and vicinity, also independent farmers' centrals at Litchfield, Allen, Mosherville, Moscow, Osseo, Pittsford and other points find themselves cut off from free communication with Hillsdale, the county seat. Another angle of the rather complicated situation is this: by recent decision of the State Railroad Commission the Fayette company of Jonesville must connect with the Reading company on a toll basis. If free exchange can no longer be enjoyed with Hillsdale city then it is regarded as likely that the independent companies will profit by the decision and compel exchange on a pay

basis. The policy of the co-operative rural companies has always been for free exchange as far as possible.

Reading has been in the thick of the telephone muss in Southern Michigan. Some months ago the Reading Central company bought the Michigan State lines and equipment and all went well until the recent merger in Hillsdale when the Michigan State refused to transmit toll calls that came into the Hillsdale office. A meeting was held in Hillsdale and an official of the State Railway Commission held that the Reading company had the right to use the independent circuit, not only to all parties in Hillsdale but throughout the State.

Almond Griffen.

### Protecting Merchants From Questionable Solicitors.

Lansing, Feb. 15.—To the complaints of Lansing merchants who claim to have been victimized by an undorsed advertising scheme, ministers of a number of local churches have added their disapproval. On the ground that they were not aware of the nature of the scheme, the ministers have informed Secretary Davis that they will not be a party to it and will not authorize the use of the name of their church in connection with the plan.

"Conditions demand that Lansing money be spent at home," said Secretary Davis in a discussion of the proposition, Tuesday. "The solicitors for this project avoided the Chamber of Commerce, saying that they knew their plan would be approved, I am told. Such schemes, and in fact any solicitation for money, should be able to present the Chamber of Commerce endorsement when approaching merchants. Merchants and business men are warned to have nothing to do with undorsed projects."

Despite the fact that their offices bear cards announcing that they will have nothing to do with schemes not indorsed by the Chamber of Commerce several business men were taken in on the scheme. The statement that various local churches were behind the project was taken as sufficient recommendation, until the ministers learned the facts and refused to stand sponsors for it.

Not only is the project in question undorsed by the Chamber of Commerce, but it solicits printing for an out-of-town firm and otherwise encroaches upon legitimate local fields, say the committee. "Investigation of just such projects as this save to Chamber of Commerce members many times the amounts of their annual dues," said an officer of the organization.

"Of course there is no way of anticipating when a merchant will ignore the safeguard and 'fall for' a proposition that is not approved by the Chamber of Commerce committee. If a project is worthy, it need have no fear about coming before the Chamber of Commerce committee for an investigation of its merits; if it does not so do, there may be reasons to look upon it with suspicion."

### Boomlets From Bay City.

Bay City, Feb. 15.—The World's Star Knitting Co. is planning to teach young men how to knit socks. The law prohibits the employment of women at night and the large war contracts for woolen socks which this company has secured necessitates the operation of the plant twenty-four hours per day.

The Loose block, corner of Midland and Henry streets, has been sold by Mrs. William Loose to T. L. Handy. The Bay City Bank branch will occupy the corner store of this block.

A report recently issued by Postmaster A. M. Miller shows that over \$1,500,000 was handled by the Bay City postoffice in 1914 and that the business has doubled in the last eight years.

It is not generally known that every match manufactured in the United States contains in its ingredients a Bay City chemical laboratory's product.

Pub. Com.

### Mears Delegation Larger Than the Wayne Delegation.

Mears, Feb. 15.—The Tradesman man was here in my absence and my wife understood him to say my subscription had run out. Think that is an error, as I believe I have ten more coming. However, I take unbounded pleasure in enclosing a check for another year's subscription. I thank my lucky stars that you have not raised the price, while the "Jimmy Crats" are so busy reducing the high cost of living. I would have to come across if you did double your rate, because a man may as well try to run a grocery store without scales on his counter as to run a big business like mine without the Michigan Tradesman on his desk.

I was a delegate to the State convention on Lincoln's birthday. Please mention to Jim Goldstein, for me, that while he is puzzling his brain about "Learn one thing each week about Detroit," to bear in mind that little Mears seated one more delegate at the convention than not only Detroit but the whole of Wayne county. Wow!

I put myself as chairman of the Entertainment Committee, but when I went to the Coliseum Saturday evening to report to the central committee, I found the meeting had adjourned on Friday evening. I don't think they would have put that over on us if it hadn't been for the fact that the Kalamazoo bunch was anxious to get home for a banquet. It is beyond my ken why anyone who resides in Kalamazoo would be in a rush to return there.

This is the first time I have broken my New Year's resolution to quit writing foolishness. That committee report I referred to has been mailed to the sporting editor of the war cry, but there wasn't much in it of importance, except that we turned down the proposition of removing Wayne from Michigan and annexing it to Mexico.

Ches. Brubaker.

The Chronic Kicker.

### Believes Business is What You Make It.

Detroit, Feb. 15.—I have been out on my territory since January 5 and business is much better than last year in the sweater line and workmen's line of shirts, overalls, etc.

I have been covering my territory for twenty years and business is up-to-the-minute now. I hear a good deal about depression in business, but I can not see it. My customers claim they have made a gain in the last few months. Now I think if the commercial travelers would omit that sympathy that they extend on approaching customers and tell them that business is fine and forget this hard time conversation, it would help us all.

For instance, I was in a customer's store last week. A commercial traveler selling shoes came in. The first thing he said was, "Will, how is business?" The merchant said, "A little slow." He replied, "Yes, I find it that way all over." He went away without an order. About an hour after another traveler came in. He said, "How is business?" and got the same reply. "A little slow. How are you finding it?" He said, "Why, I had a fine business since I came out the first of the year." He got an order.

Now what I want to know is, Is there a depression in business or only in a few lines? What is your view of it?

Geo. H. Fleetham.





### Producing Business During February and March.

When the January sale stops there comes the hectic days of stock-taking, and then what? Nothing. Trade stops short. The occasional customer lackadaisically buys a collar, a shirt stud or possibly an overcoat, if it is marked a few dollars less than cost. The clerks fall into the slough of despond, do little or no stock work and watch the clock for the time to go home. Every year the live merchant feels that he will "do something" in February, but he does not get around to it. He unconsciously falls into the attitude that you cannot get business when there isn't any, and so February is a bad month, to be gotten over with as little loss as possible, and, truth to tell, with as little effort.

It is a bad way to fall into, for there is always some possibility for the merchant who has a new idea, or an old one well developed and carried out. There is a little business around in February, enough, perhaps, to make you break even, if you plan for it and make up your mind you will get it. Of course, it would be utterly useless to spend a large amount of money in advertising, because it is, at the best, but the betwixt and between season. There are some plans however, that have been tried with profit by the live merchant in February.

Most men dislike to buy new clothes, even if they stand in urgent need of them. There is always that vast crowd of men who have not had the money, and who need clothes, but wait until they can buy a little lighter suit, which can be used for spring and summer. This is particularly true in manufacturing and mill towns, where seasonable products are made. Their dull period is from just before until after Christmas, and men are just going to work again, and have money in their pockets for the first time, perhaps in several weeks.

In a shoe town in the East one merchant decided to do business in February, and he did, but he made up his mind to this far enough in advance so that it gave him ample opportunity to prepare for the business he hoped to get in February. In December he went to New York, told his situation to a manufacturer of cheap and moderate priced clothing, and together they figured out a plan for producing excellent suits, and in new spring styles, to be delivered to the merchant on February 1. They selected a good assortment of all-wool cassimeres and worsted suitings,

to be made in spring models, and to be sold to the retailer so that he could dispose of them at a fair profit by selling them at \$10.

These suitings were remarkable values at the price. The manufacturer had had the retailer's account on his books for many years, and went half-way with him. The retailer himself was contented with comparatively small profit, but the consumer got more for his money than he could anticipate finding in the spring season. Half a dozen of the most desirable patterns were selected, and swatches were furnished the merchant in time for him to mail them broadcast through his city before the sale.

In this line at \$10 an excellent all-wool cheviot and blue serge suit was featured. No large advertising was used in the newspapers, but moderate space presented the conditions as they were. That is, the man who found himself in need of clothing at this time would not be forced to select from the already well-picked stock of winter suits that remained in the merchant's store. It was forcibly presented that these were a number of new, up-to-the-minute suits, suitable for spring and summer wear, but at the same time heavy enough to be comfortable to put on at once, for particular pains had been taken to find the most weighty summer materials.

In the city where this sale was so successful it so happened that a condition similar to the one spoken of previously in this article existed. That is, the shoe workers had just started cutting shoes for spring and summer. Many of them needed clothes, and this opportunity to buy a new style suit at a very moderate price appealed to them at once. One hundred suits were sold on the opening Saturday, and about 250 during the week the sale ran. Besides this unusual offer of clothing the merchant had taken care to display moderate priced new spring hats, an excellent line of 59-cent shirts and new neckwear of every description, but all moderately priced.

The sale took hold. It was a success, and it has proven a greater success every season since it was first tried. It put a new lease of life into the clerks of the store; it gave them a greater enthusiasm, and the merchant proved to himself that business could be done in February. Perhaps the moral effect on customers, employees and employers was of greater significance than the actual sale. It satisfactorily demonstrated that there is not a time when the

right man with the right idea cannot produce business.

It was possible for this enterprising merchant, and it is possible for every merchant in this country, in some way to increase his February business so that his organization will not hibernate during the months of February and March—Apparel Gazette.

### He Who Is Prompt Profits Most.

Lord Nelson said, "I owe all my success in life to having always been a quarter of an hour before hand."

We wonder how these words will appeal to the army of workers who manage to just arrive on time, or who are always a little late reporting daily at their place of business.

Surely the way to block advance is to be forever tardy, as it's the surer sign in the world that the helper has no interest in their work and of course, without interest, will soon fall by the wayside, also to complain the loudest when advancements are handed out and they find their name not on the list.

In a large concern employing many thousands of people, the loss in minutes is a mighty one, totals in a year many a golden hour, all gone to waste by reason of the fact, a minute here and a quarter of an hour there goes by the boards.

As an example of how the late problem can be dealt with, and all will agree it is a problem and a serious one too, note the plan adopted by a well known concern in the West who states, "Our system of time-keeping in based on time clocks which are located in a corridor through which all employees enter.

"These clocks have to be 'punched' four times a day.

"A time keeper removes the records daily and checks them, sending to each department head a list of the tardy ones, once a week.

"In looking for an adequate check on tardiness, it was felt a system of fines should be used.

"Thereupon, a notice was given all employees that every time they reported late, a fine of 10 cents would be imposed—the money so collected would be placed to the credit of the Employees' Beneficial Association, to be used in any way the officers should see fit.

"This system reduced the number of late ones to a noticeable degree, but it did not stop it altogether, as some people would as leave pay 10 cents fine for the joy of sleeping a bit later.

"Once a month the various managers get together for a meeting.

"At one of these meetings the management brought to the attention of those assembled, the tardy list, using a table of percentage as a basis of these figures; that is to say, five tardies in a department employing ten people would mean a worse average than the sum of twenty in a department employing fifty.

"The grading was therefore fair to all departments.

"For a couple of months after this innovation was started no great re-

duction in tardies was noted, when suddenly the managers of the various departments woke up to the fact that this was a contest.

"The heads of departments whose helpers made a bad showing began to stir up their people, so at the next meeting they would not have the 'honor' of having their people making a bad showing, in fact there was a spirited competition to see what manager could make the best showing, and be as near perfect in the list of 'lates' as possible.

"Inside of six months the tardy list all over the entire building was reduced 50 per cent., and at this writing still a greater reduction can be noted, in fact, in time, after the helpers get to knowing the value of these golden early morning minutes, the late will be a rarity."

The chronic late erects barriers he himself must surmount and at times this is impossible.

### Fined for Imitating Label.

In a case brought by the Monroe Cheese Co. through George G. Battle as counsel, John Popper, of the firm of Popper, Gray & Co., New York, was fined \$500 in Court of Special Sessions.

It was proved that Popper had been selling a cheese packed and prepared like the Liederkrantz brand made by the Monroe Co. Popper's cheese bore the label, "Eichenkrantz," printed in the same type as the Monroe Co.'s "Liederkrantz."

Presiding Justice Collins, in imposing sentence, said that a repetition of the offense would result in a jail sentence.

Some women are never old enough to marry while they are young enough to flirt.



We are pleased to announce that we are in our new location and are installing a full equipment of the most modern up-to-the-minute machinery especially designed for rapid and accurate work.

In short our plant will represent the best in everything that pertains to the production of *Harness and Collars*, and a cordial invitation to inspect it is extended to all friends and patrons.

As in the past, we shall continue to center our best efforts for the success of all distributors of the "Sunbeam" products.

### Brown & Sehler Co.

Cor. So. Ionia Ave. and Bartlett St.  
2 blocks south of Union Depot  
Grand Rapids, Mich.





## IMPS OR MASCOTS.

## They Lead Toward Either Success or Failure.

Written for the Tradesman.

There is a trace of superstition in all of us and we much prefer lucky signs and emblems to those which are reputed to exert the opposite influence. "Hard headed business men" as well as "silly women" freely acknowledge to possessing "pet superstitions" which they do not choose to ignore. Mascots, animate and inanimate, abound and are enthusiastically coddled by men half earnestly and half jestingly. To attempt to classify and bring out with revealing prominence the characteristics of a man which are his good and evil, his strong and weak, influences and assign to them commercial value is something not every one would think to do.

Not long ago, however, an expert who had studied men with a special view to discover the qualities that go to make proper timber for developing good salesmanship compiled a list of common human traits, dividing them as to their positive and negative character. The positive, helpful qualities he chooses to designate as mascots; the negative and hurtful or weak tendencies he classified as imps. The list will be valuable to assist the average business man who wishes to develop himself to the point of highest efficiency to make an analysis of himself, and to inventory the qualities he may have that lead toward success or failure as the case may be.

To express these lists in commercial terms one might call them assets and liabilities. Every quality in the mascot list can be made to yield an actual monetary return to its fortunate possessor, while, adversely, every trait in the imp classification can safely be said to drive desirable business away from the man who allows it to dominate him. To expect to count among one's active assets all of the mascot qualities would be unreasonable, and there may be comfort in the knowledge likewise that no man could be in any kind of business and carry such a weight as is represented in the entire imp column. Here is the list. Cut it out and put it in a conspicuous place where you can consult it often:

Mascots	Imps
Mentality	Ignorance
Activity	Indolence
Concentration	Inattention
Optimism	Pessimism
Self Control	Impatience
Tact	Insincerity
Sincerity	Instability
Tenacity	Forgetfulness
Memory	Inertness
Initiative	Sophistry
Reason	Lack of Judgment
Judgment	Indifference
Enthusiasm	Fear
Courage	Selfishness
Utility	Incivility
Sobriety	Intemperance
System	Carelessness
Punctuality	Tardiness
Honesty	Dishonesty
Fidelity	Infidelity
Loyalty	Treason

Affability	Irritability
Chastity	Immorality
Provident	Improvvidence
Emotional	Callousness
Trustfulness	Suspicious
Perception	Imperception
Gracefulness	Awkwardness
Neatness	Slovenliness
Calmness	Rashness
Faith	Doubt
Health	Sickness

The wholly encouraging thing about the above list is that the qualities enumerated are such as it is possible to cultivate in the case of those it is desirable to develop, and to overcome and discard those that constitute handicaps.

One of the writer's old professors used to have a favorite quotation for those he caught with thoughts a-wool gathering and he would make the offender stand up before the school and repeat it after him. It was: "Attention is the one safe, sure indispensable, available quality; it will grow in the poorest soil and with cultivation will yield both flower and fruit." The same statement might be said with equal truth of the traits in the above list, "They will grow in the poorest soil," and anyone who takes the trouble to cultivate the desirable qualities will find that they "will yield both flower and fruit."

While these lists were made up with the primary object of specifying the qualities desirable for a man to foster or eradicate in order to acquire power as a salesman in the business world, and success in commercial endeavor, it is interesting to note that few of them represent what are commonly regarded as strictly "business talents." They are qualities that indicate "the measure of the man," and the inevitable conclusion must be that one must first be a real man if he hopes to become a real merchant.

It is only accomplishing a one-sided half-development to learn the science of commerce, business systems and principles, if there is neglect in developing the right personality to go with the technical knowledge. The character elements here enumerated are those that make or mar an individual's personality, that repel or attract people; and a successful merchant must attract people.

One might choose the finest business location in a town, erect upon the site the finest kind of a building and equip it with all modern furnishings and conveniences; stock it with the most attractive merchandise priced on close margins, but if the place is presided over by an embodiment of imp characteristics it will be a mighty tedious task to build up a satisfactory trade. The same conditions under mascot control would accomplish the feat in half the time.

It cannot be urged too insistently that the temper of present times is such that it becomes more and more clearly apparent that it pays in dollars and cents to possess good moral and mental character. But the paradox of the matter is that such character cannot be successfully devel-

oped under the motive of a material reward, and mascots will only thrive and develop to their highest usefulness when the qualities they represent are cultivated from unselfish motives and for their own sake.

E. E. Reber.

## Cash or Credit to Farmers?

There is no doubt that farmers are much inclined to expect long-time credits. Many country merchants carry on their books accounts that run for several months or even a year before being paid. Hardware and Metal (Toronto) reports an interview with a dealer in Ontario who believes that the country dealer should do a cash business. His opinion follows:

"Times have changed since the farmer only received his money once a year, when he sold his crop in the fall. Now, with mixed farming, cattle feeding, hog raising and so on, he has sources of income that bring money to him at all seasons of the year.

"Such being the case, it appears to me that the time is ripe for merchants to get together and educate the farmers to the idea of paying cash instead of asking for credit."

It is not quite so easy to do a cash business with farmers as with city workers, for in spite of the above fact, their source of income is still more or less irregular. However, as this writer says their failure to pay promptly is largely a matter of the habits they have been allowed to get into. To continue:

"The farmers have become so accustomed to making us wait, that a bill that is a year old is nothing to them. It is almost a science with some of them. They buy from the merchant and put off payment for so long that the latter has to go to the bank and borrow to carry the load. It resolves itself into a case of the merchant paying the customer's interest, for the latter can rarely be depended upon to pay any interest to the merchant on the old bill.

"They intend to pay in their own good time doubtless, but they refuse to borrow to do so. They much prefer that the merchant pay interest at the bank than that they should. I don't find it so much a case of lack ability to pay as a lack of inclination to do so."

These seem like rather discouraging comments, but many merchants who have done business with farmers will agree with this writer. "There is a big difference between selling a barrel of flour and making a dollar in profit on the sale and selling another man the same thing and then waiting a year for the money." There is not much profit left on that sale by the time it is paid for. The amount represented by the transaction should have gone into other stock which could have been turned over several times during the year.

Everybody looks up and takes notice when his or her name is spoken. In no better way, certainly in no easier way, can you get the attention of the customer entering the store.

## An Argument Against Advertising.

"Why don't you advertise?" asked the editor of the home paper. "Don't you believe in it?"

"I'm agin' advertisin'," replied the proprietor of the Haysville racket store.

"But why are you against it?" asked the editor.

"It keeps a feller too durn busy," replied the proprietor. "Advertised in a newspaper one time about ten years ago and I never even got time to go fishin'."

## Coming Conventions To Be Held In Michigan.

## February.

Michigan State Association of County Drain Commissioners, Lansing.  
Michigan State Rexall Club, Detroit.  
Michigan Retail Grocers and General Merchants' Association, Lansing, 23-25.  
Michigan Soda Bottlers' Association, Grand Rapids.  
Farmers' Institute, Saginaw, 24-26.

## March.

Michigan Sheet Metal Contractors' Association, Grand Rapids, 10-11.  
Michigan Master Steamfitters' Association, Detroit.  
Michigan Press and Printers' Federation, Grand Rapids, 11-13.  
Master Plumbers' Association, Detroit.  
Michigan Threshmen's Association, Saginaw, 10-12.  
Michigan Good Roads Association, Grand Rapids, 9-12.

## April.

Michigan State Association of the Master Horseshoers National Protective Association, Grand Rapids.  
Michigan State Bowling Congress, Grand Rapids, 17. This meet will last eight or ten days. About forty visitors will arrive each day, the total attendance probably reaching 400.  
Michigan State Dental Society, Grand Rapids, 15-17.

## May.

Michigan Camp Modern Woodmen of America, Flint.  
Grand Conclave, F. & A. M., Bay City.  
Michigan State Association of Post-office Clerks, Grand Rapids, 31.

## June.

Elks Grand Lodge, Grand Rapids, 3-4.  
Michigan State Pharmaceutical Association, Grand Rapids, 9-11.  
Michigan Pharmaceutical Travelers' Association, Grand Rapids, 9-11.

## July.

Grand Commandery of the Knights Templar (Colored), Detroit.  
Michigan Retail Jewelers' Association, Kalamazoo.  
Michigan State Association of Stationery Engineers, Jackson.  
Michigan State Firemen's Association, Petoskey, 13-15.  
Polish National Falcons, Saginaw.

## August.

Michigan State Association of Local Fire Insurance Agents, Jackson.

## September.

Michigan State Medical Society, Grand Rapids, 7-9. This is the fiftieth anniversary of the organization and an attendance of not less than 1,200 delegates is expected. Additional information may be secured from Dr. F. C. Warnshuis, Sec'y Grand Rapids.  
Michigan State Association of Methodist Churches, Hastings.  
Michigan State Association of County Superintendents, Ludington.  
Michigan Federation of Labor, Traverse City.  
Michigan Rural Letter Carriers, Saginaw.  
West Michigan State Fair, Grand Rapids, 20-24.  
Michigan State Teachers' Association, Saginaw, 28-29.

## October.

Michigan Association for the Prevention and Relief of Tuberculosis, Grand Rapids.  
Michigan State Association of Osteopaths, Grand Rapids.  
Michigan Presbyterian Synod, Sault Ste. Marie.

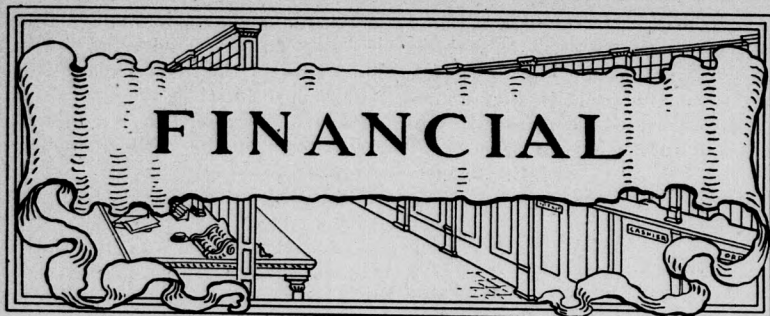
## December.

Michigan Bee Keepers' Association, Grand Rapids.  
State Bricklayers and Masons' Union, Grand Rapids.  
Michigan State Potato Association, Kalamazoo, 4-5.  
Michigan State Grange, Battle Creek.  
Michigan State Horticultural Society, Grand Rapids, 7-9.  
Michigan Association of Commercial Secretaries, Ann Arbor, 19.

## January.

Michigan Tax Association, Detroit.  
Michigan Engineering Society, Grand Rapids, 18-20.





The Grand Rapids Trust Co. is now fully settled in its new quarters in the Peninsular Club building. Nothing in the way of furniture was moved over from the old location. Everything is new and up-to-date and every facility is present for the accurate and economical handling of the business of the institution. As now constituted the official staff is as follows:

**Officers.**

Robert D. Graham—President.  
 Lee M. Hutchins—Vice-President.  
 Joseph H. Brewer—Vice-President.  
 Alexander W. Hompe—Vice-President.  
 Hugh E. Wilson—Sec'y. and Trust Officer.  
 Adolph H. Brandt—Treasurer.  
 Joseph H. Carroll—Assistant Treasurer.

**Employees.**

Lemuel S. Hillman—Bond Department.  
 James R. Hooper—Probate Department.  
 Leon T. Closterhouse—Real Estate Department.  
 George W. McKay—Custodian Safety Deposit Vault.

The stockholders of the German-American Bank of Detroit will meet February 27 to authorize the increase of the capital stock from \$250,000 to \$500,000, recommended by the directors. Subscriptions for the issue of stock must be sent in before March 15. The new plan goes in effect April 1.

On the charge of swindling the Fort Dearborn National Bank of Chicago out of \$7,700, Adolph Schmidt, former manager of the foreign exchange department of the People's Stock Yards Bank of Chicago, was arrested in Detroit February 10. Schmidt admitted the crime, according to detectives and signed a waiver of extradition. Schmidt told a thrilling story of his escape to London following the passing of a forged check on the Chicago Bank, his arrest by the Scotland Yard detective, his return to Chicago as a prisoner and of his subsequent escape through bribery of a detective, whose name he refused to disclose. Schmidt declared that the detective asked him if he was willing to put up \$1,000 for the privilege of beating it. He said that he paid the \$1,000 and escaped as arranged.

The Bank of Middleton has become the People's State Bank and starts with a capital of \$20,000, all paid in and a surplus of \$525. Grant H. Slocum, J. M. Ealy, Geo. M. Slocum

and John R. Hudson, the original stockholders, continue with the new organization, Mr. Hudson remaining as Cashier. The following have also taken stock: Jas. J. Cross, Edwin Rasor, Ernest Shinline, Jos. Sellmyer, Henry P. Fitzpatrick, Theron J. Wood, Frank Simmit and Abram Underwood.

The Grand Ledge State Bank, W. R. Clarke and R. A. Latting won a big victory in Circuit Court at Charlotte last Wednesday when Judge Smith directed the jury that these parties were in no way responsible for the damages claimed by George J. Schofield growing out of the Andre failure and they should not be considered in fixing the damages because of the alleged misrepresentation. The jury then proceeded to vote a judgment of \$6,522.77 against Bert L. Moore, Cashier of the Bank at the time of the Andre crash. This is precisely the same amount with interest that Schofield secured against Andre at a former trial. It is stated that neither men are financially responsible for the judgments. Judge Smith said he would not under any circumstances let a verdict be returning against Mr. Latting, "whose testimony was clear as a bell." "The facts are," said Judge Smith, "the case against the Bank and Clarke and Latting had not been strengthened by the new proof, but in my judgment Mr. Latting's testimony clearly exonerated them from all blame without considering the Supreme Court opinion which clearly stated that the proof of the former trial was not such as to make them liable." "I understand," added Judge Smith, "that Moore is now out of the Court's jurisdiction." Moore was not present and made no defense.

Harry Simpson, former Cashier of the First Commercial and Savings Bank of Durand, sentenced to the Jackson prison for a term of two to ten years for embezzling the funds of the Bank, has been paroled after serving two years.

The American State Bank of Detroit has taken a long-term lease of the rear portion of the building at the northwest corner of Woodward avenue and Clifford street, occupied by the W. B. Jarvis Co., dealers in sporting goods and will establish what is to be known as its Woodward avenue branch. The American State Bank was organized in 1907 as the Fairview Savings Bank. It opened offices on Griswold street a year ago. The Woodward avenue branch will

be the seventh operated by the Bank.

Upper Peninsula bankers affiliated with the Michigan Bankers' Association will assemble in Marquette February 18 to form a district organization. Nearly every banker in the Northern part of the State is a member of the State Organization.

The National City Bank of New York has smashed all banking records for the United States. Its total

assets for the first time in the 103 years of its existence, have passed the \$420,000,000 mark. Gross deposits exceed \$280,000,000 and its reserve has risen above \$135,000,000. The bank is engaged in a movement toward the building up of a greater foreign outlet for American manufacturers.

The impressive change in our own financial and commercial situation, from what it actually was last autumn and from what most people then ex-

**THE PREFERRED LIFE INSURANCE CO. OF AMERICA OFFERS**

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

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

Affairs of concerns temporarily embarrassed are ably administered by this company, and the business of insolvent corporations or individuals is operated with due regard to all interests involved. It has a fine record of successful receiverships.

Consultation Invited.



**THE MICHIGAN TRUST CO.**

**City Bank Officers**

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

**Resources Over  
 Eleven Million Dollars**



**GRAND RAPIDS  
 NATIONAL CITY  
 AND CITY TRUST & SAVINGS BANKS**



pected it would be in 1915, has developed some altered views, even of the longer future. The question of actual destruction of capital in warfare doubtless stands by itself. But even as regards the effects of war itself, certain considerations pointing the other way begin to get a hearing.

On one point, there seems to be fairly large consensus of opinion. It is that the war, instead of diminishing the initiative of mankind, will greatly increase it. The revivals, even of arts and letters, that have been born of great periods of strife in the past, may or may not have their counterpart in the months and years now before us; but that a situation analogous to them will be witnessed in the domain of industry is regarded as more than likely. This possibility has not played much part in the world's thought, during the last six months; but recently it has received large consideration from thoughtful minds.

What puzzles us is to know the means by which such new initiative could vent itself. On this point there is a good deal of interesting conjecture. The supply of capital will have to be replenished by industry; but some observers find encouragement in studying the statistics of gold production. If the war were not so overshadowing a factor in the problem that confronts us, one might say without hesitation that the gold showing is such as to foster belief in a much earlier recovery from the present depression than from similar great catastrophes in the past. The Napoleonic wars were fought at a time of stationary gold production, and the world's gold output decreased in the years which followed that long conflict. Its average annual output in the decade, 1801-1910, was \$11,800,000, about the same as in the twenty years preceding; but for the decade 1811-1820 (in the middle of which the period of warfare ended), the annual average was only \$7,600,000, and it was ten years more before the earlier average figure was regained.

In the decade ending with 1914, however, the annual rate of the world's gold output had increased \$50,000,000; it bids fair to increase, or at any rate not to fall materially, during many years to come. This is why the gold reserves of the fighting states stand at figures so much higher even than before the war. It is possible to view the extraordinary financial contingencies of Europe with something of equanimity when the above facts are recalled. Reverting to the question of human initiative, it is a fair assumption that the burdens of debt and taxation which Europe is now assuming may prove a stimulus rather than otherwise. It is at least an admissible theory that the more the European governments take from their subjects in the way of taxation, the harder their subjects will work to offset such a burden by increased industrial gains. This was

certainly the case in England after 1815 and in France after 1871.

To sum it all up, the best sentiment here is that this is a very rich world, and that it is not going to be disastrously impoverished by this war; that both here and abroad, every one is going to be keener than ever before to get down to work; that Europe, instead of selling us out, will be eager to cultivate closer and more binding financial and industrial relations with us than in the past. This is looking at the situation in the largest way. If one looks at it in any other way, he finds himself in a maze.

#### Collection Scheme That Worked.

Why a request for a fraction of an overdue bill should be specially productive is rather a mystery, but A. H. Palmer, hardwareman, writes that he collected \$500 in three days with perfect ease by mailing the following notice to delinquents:

Dear Sir:

Three hundred and twenty-four of my customers are owing me \$1,960.46 or an average of about \$6 each.

About one-third of this amount I need to pay bills coming due, so I am sending this notice to all my customers to-day with the request for one-third of their account if unable to pay all.

If you can pay this promptly it will enable me to square up my bills at once and will be greatly appreciated by

Yours truly,  
A. H. Palmer.

#### The Saloon Bar.

A bar to heaven, a door to hell,  
Whoever named it, named it well.  
A bar to manliness and wealth,  
A door to want, and broken health.  
A bar to honor, pride and fame,  
A door to sin and grief and shame.  
A bar to hope, a bar to prayer,  
A door to darkness and despair.  
A bar to honored, useful life,  
A door to brawling, senseless strife.  
A bar to all that's true and brave,  
A door to woe and pauper's grave.  
A bar to joys that home imparts,  
A door to tears and aching hearts.  
A bar to heaven, a door to hell,  
Whoever named it, named it well.  
William T. Pearce, Jr.

However, the city chap who imagines he could get rich raising chickens on a two acre farm may be perfectly sane on all other subjects.

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

**GRAND RAPIDS SAVINGS BANK**

### Kent State Bank

Main Office Fountain St.  
Facing Monroe

Grand Rapids, Mich.

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

Resources Over  
8 Million Dollars

**3½ Per Cent.**

Paid on Certificates

Largest State and Savings Bank  
in Western Michigan

## Fourth National Bank

Savings  
Deposits

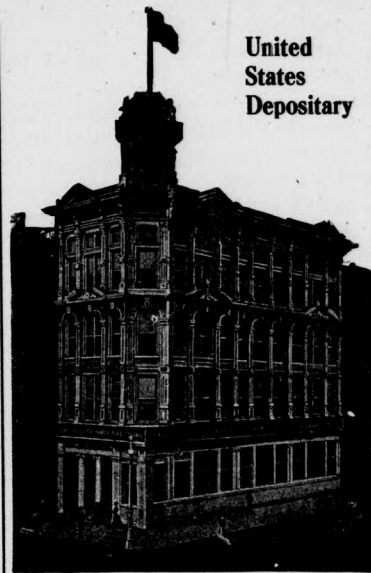
**3**

Per Cent  
Interest Paid  
on  
Savings  
Deposits

Compounded  
Semi-Annually

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

United  
States  
Depository



Commercial  
Deposits

**3½**

Per Cent  
Interest Paid  
on  
Certificates of  
Deposit  
Left  
One Year

Capital Stock  
and Surplus  
\$580,000

## The Old National Bank

GRAND RAPIDS, MICH.

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

We offer  
a limited amount

## City of Muskegon

4½% School Bonds—due 1919  
to net 4¼%

**GRAND RAPIDS TRUST COMPANY**

Ottawa Avenue and Fountain Street  
Grand Rapids, Mich.



## BIG DRAIN ON PROFITS.

### The Accumulation of Unsalable Odds and Ends.

Written for the Tradesman.

One of the safest rules for merchandising that one can follow is that it pays to give the public what it wants. The main problem, of course, comes in determining just what it is that is wanted. The elusive "public," composed of everybody in general and nobody in particular, is hard to lay a finger on, and no one has yet solved the problem of how to interview the public and determine its desires in any direction. Not even a straw vote, or a secret ballot, either, will always indicate the wishes of this heterogeneous, powerful, mysterious public.

Yet the general merchant, like every other business man, must constantly study demand, because when he has located it, he is in a much better position to buy intelligently. One of the biggest drains on the profits of any store is the accumulation of odds and ends of stock that sold just well enough to cause a loss. That is, enough sales were made to justify putting in a fair stock and most of the last lot is still on hand, unsold. If all of the goods which the merchant who is honest with himself charges off his inventory could be converted into cash at invoice prices, net profits would be far larger than they really are.

Evidently, then, a good many merchants have difficulty in finding out what the public wants. Some of them are poor guessers and stock up with merchandise which the local public, at any rate, irrespective of what that in New York and Paducah, Chicago and Kalamazoo may want, does not take to. While no one can offer a system which is a specific for eliminating losses of this kind, inasmuch as nobody is on familiar enough terms with the public to analyze its wants very far in advance, or even at the present, there is a way to find out to some extent, at least, in which directions its wants lie.

Strange to say, the way which is referred to is open to everybody and has been open all the time, yet comparatively few have taken advantage of it. The chances are that the value of the information which is gratuitously presented is not appreciated or that it is taken hold of from another standpoint. Certain it is, however, that the opportunity to make use of it as a kind of merchandising compass, to point toward the pole of public demand, has seldom been developed.

Suppose a customer comes into your store and asks for a certain branded article which you do not happen to carry.

What is your mental operation on this request?

The chances are that you will think of something similar in quality and price to the goods asked for, with which you are probably familiar to some extent, and your next act will be to show this, in the hope of diverting the demand from what you have not to that which you have.

This is a perfectly legitimate operation and is not open to criticism, provided, of course, that the fact is made clear to the customer that something else and not the original is being sold. Those who declaim against "substitution," including in this sales of goods other than those asked for by the customer, but sold for what they are, are certainly unreasonable and are assuming that the merchant should carry a universal stock and be prepared to supply anything whatsoever that the fickle and changeable public may happen to ask for.

If the second choice does not sell, you will likely see the customer depart and will feel some regret, but probably will not think further of the incident.

After you have forgotten the happening, and perhaps a week or more later, somebody else may ask for that same article, and the original operation will be repeated, with the same or better success. But this, too, will make an impression on your mind only along the line of having to offer and sell something different from what the customer really intended to buy.

Now, as suggested above, nobody can afford to carry everything. Even assuming that capital and space permitted, it would be out of the question to handle every brand of every line of goods represented in the general store. Therefore, the merchant is up against the question of making a right selection. The stock which is well bought, meaning one which is representative and well selected, is indeed half sold, while the one which is not intelligently put together will fail to coincide with the popular demand which has been referred to, and the troubles of the merchant will be multiplied in converting his goods into cash.

Good buying is not a sleight of hand, however, but consists chiefly of finding out what the community wants and then having it on hand. That emphasizes the point which has been made, that every opportunity to discover what is wanted should be made use of. In the instances suggested, the merchant did not attempt to make use of the information which was presented to him, at least not in this direction. It did not mean anything to him in connection with the proper organization of his store nor as to the stocks which he ought to carry.

Suppose every time a customer came in and asked for an article which you do not happen to carry, you were to make a note of it, and put it in a file kept for the purpose. Suppose you looked through this file at frequent intervals, noting the number of calls for different things which you did not have on hand, and trying to determine whether these calls represented a substantial, permanent demand, or merely a fleeting, evanescent impulse on the part of some one individual. Such a record, kept over a considerable period, would not only be interesting and illuminating, but would be a real guide to efficient buying. It would enable the operations

of the store to be based on experience whereas the usual plan means that an extremely valuable kind of experience is discarded without any attempt being made to take advantage of it.

Even when the merchant sells the customer something other than that which was originally asked for, the item should be put down, because it does not follow that every consumer who wants that particular brand will be satisfied with something else; and if there are many calls, it is a good bet that the merchandise should be put in stock. One swallow doesn't make a summer, and one call doesn't indicate an overwhelming demand; but certainly it is a straw showing which way the trade wind is blowing, and that sort of indication is too valuable to be overlooked.

If this information is worth while in connection with competitive brands, where the merchant is able to supply the demand with another brand of the same kind of goods as those asked for, how much more is it to be considered when it relates to lines which are not handled at all. A good many shrewd merchants determine their policies of expansion wholly by means of the demand which is indicated and studied in the manner described. And when they follow the line of least resistance, as this policy might be called, they are pretty sure to be able to meet a real demand, and not a fancied want, as sometimes turns out to be the case.

The merchant who handles most of the trade himself may be tempted to rely on memory for facts about goods called for, but not carried. He should not attempt to burden himself in this way, but make a permanent record which can be compiled, if necessary, and gone over from various angles. The store with many clerks should have an iron-clad rule on the subject, and every call for goods not carried should be reported. This is a live tip which is worth as much to the merchant as inside information on the cotton market to the broker or speculator.

G. D. Crain, Jr.

### Bringing Trade to the Corner Grocery.

Written for the Tradesman.

"There's no satisfaction in buying at these corner stores. I buy at Jones' sometimes; but Blank's is just on my way home from work, and they have the So-and-so cereal that Jones does not handle, and when I call at Blank's every Saturday on my way home, I order quite a bill of goods and have them sent up."

This actual comment inferentially diagnoses the ailment of many corner groceries.

The corner store has to battle with the prevalent beliefs that its prices are higher and its selection less varied than is the case with the store down town. On the other hand, it has the advantages of lower rents, smaller overhead expenses, and close proximity to a certain section of the buying public. Its territory is limited; it cannot aspire to city-wide trade; but careful management has made many a corner store a relatively bet-

ter business proposition than its competitor down town.

The corner grocer's problem is to secure the largest possible amount of trade from a limited clientele.

Diligence can largely overcome the handicaps already mentioned. The best answer to the price superstition is to sell on the same terms as the down town store. Careful buying will leave the merchant as good a margin of profit.

To carry as large a stock as the down town grocery is neither necessary nor advisable. There is a more effective way of overcoming the "lack of variety" complaint. The grocer must study his clientele. He ought to have at least an occasional buying and selling acquaintance with every individual in his neighborhood; he should aim to make the personal acquaintance of all; and, buying and selling, should study the demands of his customers with a view to supplying exactly the class of goods they want. Much, indeed, will depend on the general nature of the locality. An average residential section will, for instance, want nothing better than a common 15-cent grade of pickle; a high class section will take a 25 cent line and afford opportunities for novelties in sauces and jams. But, beyond these general demands, individual preferences must be closely studied.

Given time, it is not a difficult matter to secure an understanding of the class of trade to which the grocer must cater. Next, he must supply the goods his people want. Here it is necessary in most instances to purchase in relatively small lots, and very carefully, aiming to avoid being overstocked; for he has not the down town merchant's facilities for unloading superfluous stock.

It is not sufficient, however, merely to satisfy an existing demand. The shrewd and far-sighted grocer will, very carefully and without plunging too deeply, aim to introduce to his customers such new lines as would most likely appeal to them. Through lack of space he must stock sparingly; but he should ever be on the alert for attractive new lines.

For instance, a short time ago, a substitute for coffee was put on the market. A grocer always on the lookout for good things bought a sample tin, tried it, pronounced it a likely "hit" and stocked the article, and took the trouble to personally introduce it to his customers. The result was that, when the article came into fairly general vogue, this grocer's clientele, instead of buying down town, bought at his store. Not merely did he, as a result of his foresight, add a profitable new line to his business, but he helped to hold trade which, had he not been alert, would have gone down town with orders for "cereallette." Every new line which "catches on" brings more than the immediate sale; it helps to hold business in sugar, salt, tea and other staple lines. William Edward Park.

The uphill road is the hardest one to travel, but it is the only one that rises.



### Trade Pirates and Other Things.

Recently the writer was consulted by a clergyman concerning the probable cost of making an analysis of a proprietary rheumatism remedy.

Upon gently suggesting that the expense of an analysis would probably exceed the cost of half a dozen packages of the stuff, and also that it might be safer to consult a physician for the treatment of a case of "rheumatism," it developed that the sample had been furnished by a physician who had been using it in his private practice with extraordinary success, and that if the formula could be obtained he and his ministerial emissary were to go "cahoots" in its manufacture and sale to rheumatic humanity.

Other interesting details were likewise developed, but the most significant features of the negotiations were the theologian's complete inability to sense the moral obliquity of appropriating the fruits of some one else's labors without consent or compensation, and the readiness of the Aesculapian, who is a man of "some standing" in medical circles to exchange the garment of professional regularity for the purple and fine linen of a patent medicine king, provided his actual connection therewith could be concealed under the convenient and all-embracing disguise of Co.

While it may be uncommon to find divinity and medicine uniting in a project of this kind, it is not unusual to find both physicians and laymen who condemn the use of patent medicines in the abstract, but are quite

ready to engage in the manufacture of one, provided they can find a good seller, their idea of a "good seller" being one that already enjoys a good sale, and to appropriate without compunctions of conscience the ideas and enterprise of other men for their own benefit.

Apparently the bulk of the real thinking of the world is done by a comparatively few men, while the most of us, consciously or unconsciously, just appropriate their ideas and turn them around or inside out, and persuade other people, and perhaps ourselves as well, that they are our very own. In fact, a real new thought is about as rare as a new chemical element; most of those we think are new are combinations of thought elements that are as old as Greek philosophy.

Of course, there is a kind of special smartness required for the marketing of ideas, and this of itself is a kind of creative ability deserving of a certain amount of credit. So, also, a new combination of old things, or the standing of an old idea the other end up, may add real value not present before the combination or inversion, and for these improvements the combiners or inverters may justly claim reward.

The great naturalist, Alfred Russell Wallace, said the other day that the natural morality of man had not progressed beyond that of the maker of the first stone implement. From which, if correct, we may infer that for what seeming morality there is we are indebted to art rather than to

nature, and that twentieth century honesty is either the enforced honesty of blue sky laws and pure food and drugs acts or the mechanical honesty of cash registers and other automatic devices of wood and metal.

J. H. Beal.

### What Would You Think?

When the conductor reached out his hand and said, "Fares, please," the woman shook her head.

"I have no money," she replied, "My husband will pay for me."

The conductor looked around suspiciously.

"Where is 'e?" he asked.

"Out on the back platform," said the woman.

The conductor worked his way through to the rear of the car, then returned.

"Say," he said confidentially, "which is him? There's a half a dozen out there. Which one belongs to you? Who does he look like?"

"He's very good looking," said the woman proudly. "He's tall, and wears a blue serge suit and a soft hat with a gray band around it. You can't mistake him for anybody else or anybody else for him."

Again the conductor went out in quest of the missing fare, and again he returned.

"I found him all right, but 'e won't pay. He says you ain't his wife. He says 'e ain't never been married."

"What!" exclaimed the woman. "He says I'm not—that he has never

been—good gracious! I'll see about this. You tell him for me, please, that I am tired of this kind of fooling. I won't put up with it any longer. Tell him to pay my fare or I'll come out there and see why he won't pay it."

"All right, ma'am," said the conductor.

The next time he appeared he nodded encouragingly.

"It'll be all O. K.," he said. "I told him what you said and he paid."

A few blocks further on, the woman left the car by the front door. As she stood on the corner waiting for a line of trucks to go by, another car stopped and a man got off. The woman looked at him with bulging eyes.

"You!" she said. "You—and on this car! Why, I thought you came up in the car with me."

"I did try to," said the man, "but the conductor rang the bell too soon and I got left. I had to take the next car."

The woman's eyes bulged still more.

"I'd like to know," she said, "what the man thought that paid my car fare."

### Result of Advertising.

A hen, as you have doubtless heard, is counted a peculiar bird. And yet there are some ways of hers that other manufacturers might imitate. For instance, when she doth produce an egg, the hen proclaims the fact both far and near in such a way that all may hear; with the result that the demand for eggs is constant in the land. And, though the output is immense, "Two fried" still cost us twenty cents.

## These Two New Packages

are the latest addition to the famous

## CRYSTAL DOMINO

FAMILY

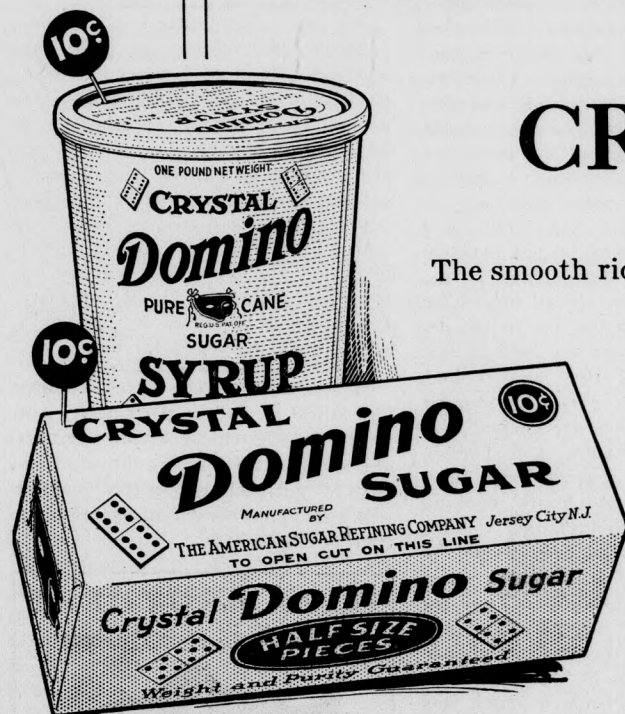
The smooth richness and delicious flavor of Crystal Domino Syrup has instantly made this 10c cup, containing 1 lb., one of the strongest sellers in every store where it has been introduced.

As for the 10c. carton of Crystal Domino Sugar half-size pieces—we don't believe any grocer will require persuading to stock up on this package.

Here are the prices:

Crystal Domino Syrup—to retail at 10c. per cup—packed 2 doz. to a container—\$1.80 per container.

Crystal Domino Sugar—to retail at 10c. per carton—packed 4 doz. to a container—\$3.80 per container.



The American Sugar Refining Company  
NEW YORK



## THE MEAT MARKET

### An Old Time Butcher to His Son.

Some time ago I wrote you how successful a butcher up here had been in installing a canned goods department in his meat market. In your reply to my suggestion you intimated that you did not think so much of my suggestion, but that you would think it over.

Since that time two other butchers up here have followed the first one's example, and they have been just as successfully as he. It seems to me that you ought to give this idea quite a little thought, so that you can get on the bandwagon before the cream is all taken up by your more progressive competitors.

There is every reason in the world why a retail butcher should handle canned goods. In the first place, the line is a profitable one, with a fair margin of profit for the butcher who handles it. In the second place, the goods are salable; they require no great amount of pushing in order to mount up to quite a respectable total of sales. In the third place, the department requires no great expense for its installation; no expensive fixtures are required, and it will occupy waste space in your market, turning a liability into an asset. What more could you want than that?

Too many butchers turn the canned goods proposition down with the remark that they are butchers and not grocermen. That's true as far as it goes, but, like a good many other snap statements, it doesn't go very far. The groceryman on the next corner is a groceryman, and knows nothing about meat, but that doesn't prevent him from working up a nice little trade in provision and managing to take business away from you. A good many fellows in our own trade ought to take a leaf from his book and pay him back in his own coin. And the canned goods department gives you the opportunity to do it.

Let me tell you about a butcher up here who has had canned goods for two years now. He started it as a flier, mainly on the sayso of a salesman who came in and finally convinced him that there was profit in it. His equipment consisted of a few shelves and an ordinary counter, and the space it occupied was where the boys had put their baskets when they had returned from making their deliveries. His first stock represented a mighty small investment, but it consisted of well-known brands that moved rapidly and gave satisfaction to his trade.

At the end of two months he was selling between \$60 and \$70 worth of

these goods weekly, at a fair margin of profit, which was practically all velvet, as he could find no increase in his selling expense. And, mind you, that business had practically established itself, because, as he himself said recently, he had devoted no particular attention to selling the goods. The display which the salesman had arranged for him had done the trick.

The gradually growing increase in this business woke him up to his opportunity, however. He discovered that only a few of his customers were making purchases, and that these had been practically on their own initiative. He figured that if he devoted a little attention to them it would not be long before this business amounted to a respectable volume of trade; in fact, he figured that it might even pay the running expenses of his market, leaving him in the enviable position of selling meat without a selling expense.

So he instructed his clerks to lose no opportunity of pushing them. When a woman came in and purchased a leg of lamb there were instructed to tell her what a fine brand of peas was carried in stock. When a woman bought a roast of mutton the current jelly that goes with it was duly brought to her attention. And in all his advertisements the fact that he carried canned goods was mentioned where it could not be missed. As a result his expectations have been more than realized.

His rules for success in canned goods are simple. Although they are not in the true sense of the word perishable stock, still, at the same time, he claims that buying frequently and in small quantities conduces to a larger volume of trade because of the fresh appearance and the absence of rusted and dingy-looking cans. He claims that even if a quantity price has to be sacrificed for this, it is worth while.

Secondly, he claims that only well-known brands should be handled. These, he says, are practically sold for you through the advertising the packers put behind them. Always give a salesman who offers you inducements to buy his line the go by, because if he offers you inducements to buy you usually have to offer your customers inducements as well, to the detriment of your profit, and usually to the loss of their good will as well. Don't substitute, for when you do you take the guarantee of the goods upon your own shoulders and have to make good personally if anything goes wrong. And the worst of it is

that you get a dissatisfied customer even if you do make good.

Put in canned goods by all means. They give you greater profits, they draw trade, at practically no increase in your expense. What better proposition could you want?—Butchers' Advocate.

### Boiling Hams.

There are two methods of cooking hams; one is to steam them in a retort or some other vessel where they are cooked by the heat generated by steam; another is to cook them in water. The latter process, from careful observation, seems to be the one that will give the best results as regards the shrinkage, although steaming makes the ham more palatable. Many people wrap the hams tightly in cloths or sacks for this purpose, feeling that this prevents in a measure some of the shrinkage. However, the results thus obtained are thought by many not to warrant the extra labor and maintenance of the cooking sacks. The hams before being cooked should be bound and wrapped with twine, which holds them in shape. A form is also used successfully, made of galvanized iron or tin, with the ham tightly clamped on the inside. The ham is cooked and chilled in this mold.

It is much preferable to use fully cured hams instead of old cured hams, as the shrinkage is much greater on over-cured meats. It is also advisable to sort the hams as to size, having each vat or tank of hams uniform. If not uniform as to size there is an excessive shrinkage on the smaller hams, which are invariably overcooked. In all cases the hams should be soaked, thereby removing the surplus salt. The length and time of soaking depends altogether on the age of the meat. The hams should be thoroughly washed, and if they are to be branded, this should be done before cooking or boning. The method most commonly adopted is to cook the hams first, then smoke very little. Some smoke first, boiling afterward, which is a very expensive method owing to the excessive shrinkage.

When the hams are boned and wrapped they should be put in a vat of water, temperature about 70 degrees F., and the steam turned on slowly until it reaches 160 to 165 degrees F. The hams are held at this temperature until they are cooked, which requires a somewhat longer time than when they are cooked with a higher temperature. A twelve-pound ham will require from four and one-half to five hours' cooking when boiled in this manner. After the hams are cooked they should be allowed to cool off in the same water—not taken out, nor drained, nor set in the cooler, for in this water are many juices of the meat, which are again absorbed by the hams as they cool, and the shrinkage is much less than if taken out immediately. They should then be taken to the smoke-house, laid on racks and given a very slight smoke.

Just think what a happy world this would have been if Adam hadn't hankered after a spare rib stew.

### Treating Blood Fertilizer.

In the handling of blood all foreign matter should be kept from it, especially water, for if this gets into it it must be taken out when the blood is cooked, and then carries away with it a large amount of ammonia. It is a matter of great importance that the blood be kept as pure as possible. As fast as the animals are bled the blood should be run into large vats or receptacles where it can be held until a sufficient amount is obtained to justify cooking it. It should then be pumped or drawn into the cooking tank. Any ordinary tank or vat may be used for this purpose. After the blood is in the receptacle live steam is turned on and the material allowed to cook until it is thoroughly heated. As soon as the steam begins to show fully through the blood it is cooked, the object of the cooking being simply to congeal or thoroughly coagulate it. Overcooked blood is very hard to press and dry, causing waste of ammonia.

The blood after being cooked should be drawn into vat, allowing all the water to drain off. It is then put into a hydraulic press, the cakes being built very thick—from eight to ten inches. These are pressed lightly, thereby extracting all the moisture possible without compressing them too hard. If blood is pressed too hard it is difficult to dry, as it will come through the dryer in small globular balls, which is broken open and examined will show considerable quantities of moisture; but if pressed in large cakes and lightly the blood readily granulates. After the blood dries it is ready for market. It is then known as "unground" blood. If purchasers wish it ground it is simply put through the mill and screen and furnished as desired.

### Pig Souse.

Scrape and clean the pigs' ears and feet, put in cold water and place them over a fire to boil. When tender put them in a jar or other receptacle, depending on the quantity you are making, and cover with a pickle of cider vinegar, in which whole black pepper, mace and cloves have been boiled. See that the pickle entirely covers the meat, keeping the latter down with a weight if necessary. Let it stand for three or four days, when it will be ready for use.

If a few thousand more city men buy "little farms" in the country and go to raising chickens and trouble and a few ditto farmers move to the city to get rich quick this country will soon rival Brazil in the production of "nuts."

### 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.



## FOOD REFORMERS

## Whose Motives Are Open to Severe Criticism.

The cost of living entered the political arena at the last Presidential campaign. The increased economic pressure has reached such a stage that in order to bid for the popular vote each party advertised that it held the key to the solution of this problem. I ask in sober earnestness, as a woman studying economic problems as they affect the home, why must our prosperity depend upon any party? Why must our very living, our bread and butter, be at the mercy of politicians and political quarrels?

You say a woman's place is the home. We all know it is. Moreover, we want it to be. I have never known but one person who endeavored to argue that it was not, and he was a man writing suffrage articles for a woman and using her name. Soberly, what you have seen is this—you have seen women start out hot-footed after some reform, and in spite of your protests, secure it, to the upsetting of all business concerned with that particular thing. You have seen them unwittingly add, and add, and add to the cost of living by their demands for right and proper things, but things which cost four times as much to make, sell or deliver as the former ones which, to your mind, do quite as well.

You are afraid, legitimately afraid of women, when they get the bit in their teeth, and you misunderstand them and we misunderstand you. So I believe it one of my duties, a great privilege also, to be one of those who may try to help in developing a better understanding and closer co-operation between those who make the things that we must use and those who use the things that you produce. My business is to state, from my viewpoint, some of the things that should be done; and not only to speak of the things to be established but some of the steps by which we may hope to accomplish these aims.

The need of greater uniformity of food and drug legislation has already been presented. Doing is always easier than thinking. Perhaps the most difficult thing we have to do at present is just this—to get the actual facts before people. Those who traduce facts, those who subvert them to their own ends, those who do not even care to prove that they are facts, those who lack the knowledge, experience and training in science, or even the fundamental education along food lines which would make judgment possible, seem to hold the center of the stage and the women follow. Public sentiment cannot be aroused without education, but the most difficult task in the world is that of the constructive educational campaign; for this is not sensational; does not lend itself to head lines; does not tear, or rend, or agitate, but must quietly build.

You know, and I know, that for some years the consuming class has steadily had its confidence undermined. It has been told that increasing prices were the effect of greed, un-

scrupulous methods of creating values, the producers' or the grocers' or the butchers' desire for quick profits, or the evil machinations of the middlemen, each of whom has been pictured as taking fat pickings from the commodities passing through his hands. When the prices of certain goods took an immediate jump upon war being declared the cry of "stop thief" went up in many different tones of voice.

Was there any thief? I think it is yet to be proved. But you know all this better than I. For the present your secondary aim should be to sell your goods, the primary one should be to educate the consumer as to the actual facts, or the value of these goods, and then they will sell themselves if they are worth selling.

This leads me to expose my ignorance and the courage which ignorance breeds by venturing to criticize misleading and uneducational forms of advertising. You know more about advertising than I will ever know, but I do know this, that women buy household goods and more and more are trying to buy them with intelligence and judgment. Knowledge always precedes judgment so when one magazine prints an attack on alum baking powder from the opinion of one whom they at least suppose to be a scientist, and there is no answer in reply, no other article giving the actual facts printed where they can see it, they are quite naturally misled. An effort to build up confidence in advertising is a great step forward, but it must be supplemented by other things. First, it must be a genuine effort. I do not know what can be done to deter those who follow the good things simply for the "loaves and the fishes," but something ought to be done to establish advertising censorship on such broad and proper principles as to make it right. I only know what my part in this matter is. It is a very difficult, dangerous task to state honestly and openly that I do not approve of the methods of that magazine or persons who put forth such things; of so-called pure food lists; of so-called pure food shows; of misleading advertisements; of untruths; of attacks on public officials the moment they begin constructive work; of attempts to mislead the buyers of products; and especially unproved, unscientific statements made in the name of truth.

It must be your aim, and my aim, and the aim of all those who work with us to labor together on this most difficult task of educating the consuming public as to the scientific and practical facts which underlie and affect the manufacture and sale of your products. It is necessary that we work together to show the ridiculous and costly discrepancies in state laws which regulate the production and sale of food materials. It is imperative that we co-operate in giving to the public a new popular vocabulary in which "safe food" is emphasized instead of that misnomer "pure" of which there is no such thing.

I am confident that there is everywhere evident an increase and growth

in what we may call the civic conscience—a righteousness shown in our attitude toward our fellow men. The answer to "where is thy brother Abel?" no longer comes the usual easy reply. "Am I my brother's keeper," but in the acceptance of that responsibility and the knowledge that we have the welfare of others to consider as our own.

It is even outside the proved fact that "honesty is the best policy." Of course this is an astonishing acknowledgment, but I find many food manufacturers who do certain things because they believe them to be right regardless of consequences. We all know that the chief cause of wrongdoing is ignorance, hence it becomes our business to try to remove the cause and not attack the effect. How to do this is yours to work out on one side, on the other it is mine and my co-workers. Our chief need is to get together. Helen Louise Johnson.

## Heard in a Restaurant.

"Where's my baked potato?" asks a customer. "Mrs. Murphy in a seal-skin coat!" shouts the waiter.

"Two fried eggs. Don't fry 'em too hard," says a customer. "Adam and Eve in the garden! Leave their eyes open!" shouts the waiter.

"Hash," says a customer. "Gentleman wants to take a chance!" shouts the waiter. "I'll have hash, too," says the next customer. "Another sport!" shouts the waiter.

"Glass of milk," says a customer. "Let it rain!" shouts the waiter.

## Isn't It Funny?

Funny, isn't it? The more producers there are in the world the harder it is to make a living.

Funny, isn't it? The men and women who produce the wealth can never call it their own.

Funny, isn't it? The people who have the wealth of the world never produce any.

Funny, isn't it? The producers of the world keep on producing wealth for the non-producers and never get wise to the game.

Funny, isn't it? The non-producers are always fearful lest the producers get some fool Socialist idea into their heads.

Funny, isn't it? That so few workers get any of those ideas.

Funny, isn't it? The non-producers evidence so great an interest in the welfare of the workers.

Funny, isn't it? The fool worker can't see through the little joke being played on him all the time.

Funny, isn't it? The interests of the producer and the non-producer are identical.

Funny, isn't it? Their mutual interests make it necessary for them to vote the same ticket.

Funny, isn't it? The politician thinks so much of the workers before each election and immediately after the vote is counted forgets them so quickly.

Funny, isn't it? The workers even forget they have been forgotten.

Funny, isn't it? There are so many funny things in this world. Why don't you laugh—or do something?

## 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, Mich.



## LOOKING BACKWARD.

### Detailed Report of Growth and Prosperity.\*

Events of world wide importance have transpired since the time of our last meeting and it becomes necessary for us to analyze the situation and determine to what extent the interests of the retail hardware men will be affected by the disastrous European War now in progress.

A review of the situation brings out strikingly the fact that in the State of Michigan the effect of present unsettled conditions is less noticeable than in almost any other state that might be mentioned. The crops were good last year and the great variety of the nature of the products manufactured here has prevented the serious ill effects which have been noticeable in cases where communities are dependent upon a limited number of industries.

The hardware trade appears to have been least affected and it is going to be largely up to us to overcome the adverse effect of present conditions by displaying confidence in the outlook for the coming year and by employing our best efforts to go after business even more aggressively than we have in the past. It may be that the slowing up in general business will prove a blessing in disguise in that it will make us give more intensive thought to advertising and the development of new business in our respective communities.

From the standpoint of the Association 1914 has been a year of progress, and our accomplishments in the matter of increasing our membership and also in securing results for the members compares very favorably with that made in any previous year.

#### Membership.

You have probably all read the Association's record printed in our Souvenir Programme and if you have glanced over the membership figures contained therein, you will note that in practically every year since 1905 we have increased our membership over the previous year and we have gotten to the point where Michigan is regarded as one of the strongest organizations affiliated with the National Retail Hardware Association.

At the time of our last convention we had a total membership of 948.

There have been a very large number of business changes this year, seventy-four concerns having either sold out or gone out of business entirely, while twenty-one have either resigned or been dropped for non payment of dues. Deducting these ninety-five names, there are still 853 of our old members on the list.

We have added 138 new members this year made up as follows:

Taken in at the last convention	26
Brought in by Mr. F. W. Davis	49
Received direct by mail	33
Received through out associate members	30

This gives us a total membership at the time this report was prepared of 991 and I believe by the time the report is read through new members will be added to bring our membership past the 1,000 mark.

#### Legislation.

Our State Legislature is now in session and we are keeping in touch with events that transpire at the Capitol so as to be prepared to take action on any measures that may come up either inimical or favorable to the interest of our members. I believe that every retailer ought to give some thought to this matter of legislation and if there are any of our members who have suggestions to offer relative to needed legislation, the Secretary and our committee on legislation will be very pleased to have the same brought to their attention. This organization can yield a most potent influence in behalf of or in opposition to legislation when the occasion arises.

In the matter of National legislation we are right now especially interested in two measures, one being the Stevens Price Maintenance bill, which it has been decided at State and National conventions to be of great benefit to the retail dealer.

We are also giving our support to the National One Cent Letter Association, which has been working hard for years to have the rate of postage on drop letters reduced to one cent. If this reform is secured it will be a big step in advance towards universal one cent letter postage.

#### National Convention.

At our National convention held in Indianapolis on May 19th to 22nd, the affairs of that Association were shown to be in an unusually prosperous condition.

As a full report of this convention was published in the June edition of the Bulletin, a copy of which was sent to all of our members, it was not deemed advisable to prepare a special report to be submitted at this meeting.

At the above convention the reports \*Annual report of Arthur J. Scott, Secretary Michigan Retail Hardware Association, presented at Saginaw convention.

of the committee on Trade Relations and also of the Price and Service Bureau were especially interesting and the benefits which have accrued to the hardware dealers of the country as a result of the work of these two departments can not be over estimated. It was recommended that each separate State Association appoint a Trade Relations Committee and President Dickinson has in conformance with this suggestion appointed a committee, whose work I take it will be largely along the lines of co-operating with the National committee.

Those who have used the Price and Service Bureau report that they have derived substantial benefits therefrom. Unfortunately only a small percentage of our members have taken advantage of the service which is available in this connection and it is hoped more of us will do so in the future.

It was decided in order to avoid confusion in the future, to recommend one uniform official button to be adopted in all states and the style of emblem pre-

Some of our members condemn and some commend the different concerns of this character with which they have been connected and for the benefit of those who have not yet had any experience along this line, it is to be hoped that those who have had will make it a point to express themselves upon the subject when it is brought up under the Question Box.

#### Secretaries Conference.

On October 13th, 14th and 15th your Secretary attended the annual meeting of the National Association of Retail Hardware Secretaries held in Chicago and arrangements were made for a joint meeting with the trade relations committee at the same time.

Practically the entire three days were devoted to the discussion of practical questions which arise in the carrying out of the business of the several State Associations and the suggestions and ideas which were gained through the discussions have done a great deal towards bringing our various affiliated associa-

The average fire loss since the organization of these companies is about 35 per cent., so you can see that in 1914 we were far above the average. I mention this fact for while none of us would intentionally do anything calculated to increase our percentage of fire loss, we are probably more or less careless in the matter of adopting precautionary measures against fire.

There is a good field for study right here and I believe that if we will all give attention to the matter, we can succeed in cutting down the fire loss in 1915.

#### Liability Insurance.

There has been organized in connection with the Wisconsin Association a Hardware Mutual Liability Company operated along the same lines as the Mutual Fire Insurance Companies and their report issued on December 31, 1914, shows a ratio of loss to premiums of only 15 1/2 per cent. an da return premium to policy holders for the first year of 25 per cent.

The matter of Liability Insurance is a fixed expense with all of us and I am in hopes that within a very short time the Wisconsin Company will be able to make a showing which will justify its being admitted to this State. When that time arrives we can all effect a material saving by carrying out our Liability Insurance with this Company.

#### Traffic Department.

Our Freight Traffic Department has performed conscientious service for the members, but here again we find that only a small percentage avail themselves of this opportunity to have their freight bills carefully audited.

In a number of cases absolutely no errors have been found, but the man who is fortunate enough to have his bills gone over and to receive a report that he has paid no overcharges has every reason to congratulate himself, for he can feel that he has not had any money tied up uselessly and is not obliged to pay the commission charged when claims are recovered.

During the coming year I am in hopes that every member of this Association will send in his freight bills covering any period within the past five years and you may rest assured that each individual bill will be gone over by an expert and a claim placed for every case of overcharge.

#### Local Organization.

In a limited number of cities in the State local associations have been formed and in every case substantial benefits have accrued therefrom.

It isn't necessary to go to any great expense to get the dealers in one locality together and in sections of the State where there are no large cities, it would be a fine thing if the merchants in the several towns would get together and form county organizations.

There are local problems and buying opportunities open which can best be solved by getting together in this way and the Secretary of the State Association will be glad to extend co-operation in bringing about the formation of those local organizations wherever the opportunity is presented.

#### Parcel Post.

No Secretary's report would be complete if it failed to make reference to the subject of "Parcel Post," which we have been called upon to consider from many different angles during the past fifteen years.

The authority given to the Postmaster General appears to be too great as has been evidenced by various reforms instituted since this law went into effect.

Whereas it was not originally intended, or we were at least so told, that Mail Order houses would under the provisions of this law be directly benefited, we learn that these concerns saved upwards of a million dollars during the past year by the opportunity given to them to ship their catalogs by Parcel Post. By sending large freight shipments of these books to different parts of the country they have been able to mail them out at a cost of a few cents apiece, whereas the postage under the third class rate used to be forty cents per book.

I believe it behooves us to forcibly express ourselves in regard to this matter and regret exceedingly that the department officials saw fit to do away with the use of special Parcel Post stamps, thereby dispensing with the opportunity which we had of determining whether or not this branch of the service is self-sustaining.

#### The Press.

The association movement in general has received the loyal support of the hardware trade papers during the past year and I believe that we all ought to read regularly as many of these publications as we can.

The National Hardware Bulletin has been steadily improved and every member of the Association ought to watch every issue not only for the helpful trade ideas which are contained therein, but also that he may at all times be familiar with the progress of the Association movement nationally and in the different states. The more we read about what the other fellow in our line is doing, the better will we be able to retain the high standing which the retail hardware man enjoys in his community.

While the work connected with an As-



BEAUTIFUL WHILE THEY LAST

viously used in Michigan but with the red enamel background was selected as the official emblem. The name of each state will be distinctly stamped on the shackle of the padlock.

A new form of associate emblem in the form of a gold and enamel key was also decided upon.

The advantage of this system of uniform emblems will appeal to all as it was found that previously the associate emblem in one state closely resembled the active emblem in some other state and this caused confusion at state conventions.

The new style of emblem is being distributed at this convention and I believe that all of us ought to make it a point to wear these emblems the year round. They are not cumbersome and the workmanship is of such a character that we may all feel proud to wear them and at the same time feel proud of the fact that we are identified with the organization.

#### Buying Agencies.

We have received many enquiries from members in regard to various buying agencies and Syndicate Catalog propositions and find opinions based upon experiences somewhat divided in regard to the benefits derived from these organizations.

tions closer together and enabling each one to benefit by the experience of the others in handling problems affecting our common interests.

Ways and means to increase our membership and render better service for our members were brought out at these meetings, and it is at conferences of this kind that ideas such as the inauguration of a Freight Traffic Bureau, the publication of Bargain Sheets and other innovations are developed.

#### Hardware Mutual Fire Insurance.

The matter of insurance is one which is of vital importance to all of us and I find that Michigan is really better off than any other state in the Union as I am told that this is the only state where more than one Company paying 50 per cent. dividends is legally authorized to do business. We have for several years received back 50 per cent. of the premiums paid to two of the Hardware Mutual Companies in spite of which these concerns have built up a net surplus of \$411,000. I can not personally understand why every hardware dealer in the State does not take full advantage of this great saving. Michigan has been unfortunate during the past year in the matter of fire losses. One of our Hardware Mutuals reports a loss ratio of 90 per cent. and another 69 per cent. of the premiums.



sociation of this kind increases with the growth in membership, the co-operation of the officers and the keen personal interest which each one has taken in your welfare has simplified the work of the Secretary during the past year.

It isn't necessary to personally refer to the work of each one of these officers and the various committee men who have given so liberally of their time to carry on the work during the year and to arrange for this convention and our hardware exhibit. You, I believe, appreciate the sacrifice made by those who are responsible for these results and I have no doubt that the organization will suitably express themselves in regard to their efforts.

Personally, I feel under heavy obligation to the officers and to the members for the consideration which they have given me in carrying out the work which devolves upon the Secretary. It is a pleasure and an honor to serve an organization which is made up of such men as those which compose the Michigan Retail Hardware Association.

#### Manufacturing Matters.

**Cheboygan**—The Cheboygan Dairy Co. succeeds the Cheboygan Creamery Co.

**Charlevoix**—Bracken & Feuleless succeed Charles Novak in the cigar manufacturing business.

**Clio**—The Clio Condensed Milk Co. is now putting its own powdered milk on the market.

**Detroit**—The American Pattern Works has increased its capital stock from \$10,000 to \$50,000.

**Ypsilanti**—The Michigan Crown Fender Co. has increased its capital stock from \$10,000 to \$20,000.

**Detroit**—The Detroit Electric Welder Co. has increased its capital stock from \$10,000 to \$25,000.

**Detroit**—The Detroit Dental Manufacturing Co. has increased its capital stock from \$40,000 to \$60,000.

**Detroit**—The Simon J. Murphy Co., chair manufacturer, has increased its capital stock from \$2,000,000 to \$4,000,000.

**Petoskey**—The Blackmar Rotary Pump, Power & Manufacturing Co. has changed its name to the Blackmer Rotary Pump Co.

**Constantine**—The Constantine Creamery Co. has closed temporarily and in the meantime the South Bend Creamery Co. has opened a branch here.

**Muskegon**—The Continental Motor Manufacturing Co. is adding about 60,000 square feet of floor space to its plant, to enable it to take care of its increased business.

**Detroit**—The Dabrooks' Perfume Co. has been incorporated with an authorized capital stock of \$1,000, of which amount \$500 has been subscribed paid in in cash.

**Trout Creek**—A co-operative creamery company, to operate a plant here, has been organized. A building, 26 x 40 is being erected and will be completed about April 1.

**Muskegon Heights**—The Michigan Washing Machine Co. reports orders on hand valued at more than \$225,000. About 140 machines have been manufactured daily for the last six months.

**Detroit**—The Bell Pump and Manufacturing Co. has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed, \$300 paid in in cash and \$19,700 in property.

**Flint**—The John P. Ryan Co., manufacturer and dealer in jewelry, optical goods, cut glass, etc., has been incorporated with an authorized capital

stock of \$18,000, all of which has been subscribed and paid in in property.

**Chelsea**—The factory building of the National Peat Fuel Co. has been purchased by the Detroit Wagner Auto Spring Wheel Co., and a new industry will be established as soon as the necessary machinery can be installed.

**Bay City**—The North American Chemical Co., has placed an order with the Westinghouse Electric Co. for electrical equipment to replace the old-style machinery now in use in the manufacture of chemicals. It will take two months to fill the order.

**Detroit**—The Federal Manufacturing Co., manufacturer and dealer in automobile horns, lamps and other accessories, has been incorporated with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and \$1,000 paid in in cash.

**Marquette**—The Marquette Art Glass Co. has been incorporated with an authorized capital stock of \$4,000, of which amount \$2,000 has been subscribed and paid in in property. This concern will engage in the manufacture and sale of glass, mosaics, emblems, statues, etc.

**Fenton**—The A. J. Phillips Co. has been awarded a verdict of \$650 by the Lenawee Circuit Court in a suit for damages against Frank W. Prentice & Co., of Adrian, screen door manufacturers. Suit was brought by the Fenton concern when the Prentice firm refused to pay for a screen press, alleging it was worthless.

#### Gave the Boys Buttons.

An enterprising merchant in one of the Eastern cities made a big hit with the kids by distributing buttons bearing the name of the firm and a number. A few of the buttons were in duplicate. He advertised that whenever two boys met whose buttons bore the same numbers they could come to his store and get a suit of clothes free. The result was thousand of boys wore the buttons advertising the store and all of them boosted it. You can bet none of them forgot the store, especially those lucky enough to draw a new suit free.

#### Quotations on Local Stocks and Bonds.

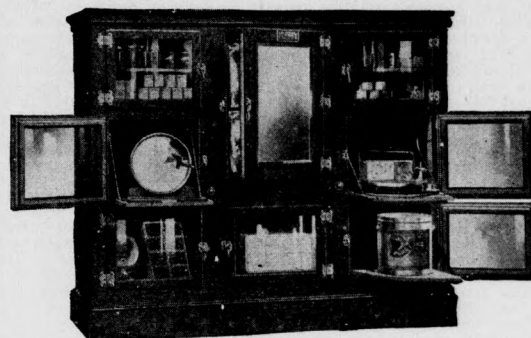
Public Utilities.			
	Bid	Asked	
Am. Light & Trac. Co., war'ts	313	317	
Am. Light & Trac. Co., Com.	313	317	
Am. Light & Trac. Co., Pfd.	108	111	
Am. Public Utilities, Pfd.	64	66	
Am. Public Utilities, Com.	34	37	
Cities Service Co., Com.	50	53	
Cities Service Co., Pfd.	50	51	
Comw'th Pr. Ry. & Lt., Com.	54	56	
Comw'th Pr. Ry. & Lt., Pfd.	81	83	
Comw'th 6% 5 year bond	98	100	
Holland St. Louis Sugar	4	6	
Michigan Sugar	59	61	
Pacific Gas & Elec. Co., Com.	42	45	
Tennessee Ry. Lt. & Pr., Com.	8 1/2	10 1/2	
Tennessee Ry. Lt. & Pr., Pfd.	35	40	
United Light & Rys., Com.	44	46	
United Light & Rys., 2d Pfd.	65	67	
United Light & Rys., 1st Pfd.	68	70	
United Light 1st and Ref. 5% bonds	82	85	
Industrial and Bank Stocks.			
Dennis Canadian Co.	80	90	
Furniture City Brewing Co.	50	60	
Globe Knitting Works, Com.	130	140	
Globe Knitting Works, Pfd.	98	100	
G. R. Brewing Co.	90	110	
Commercial Savings Bank	216		
Fourth National Bank	215		
G. R. National City Bank	169	175	
G. R. Savings Bank	255		
Kent State Bank	245	250	
Old National Bank	190	195	
Peoples Savings Bank	250		

February 10, 1915.

## Two Extra Profits

Waste and Spoilage Stopped

Goods well displayed Sell Quicker



THE perishable goods you waste every year because they spoil through lack of proper refrigeration amounts to quite an item in dollars and cents. Figure it up and see. In addition you can greatly increase your business and profits by an inviting, attractive display of your goods. Merchandise—especially foods—well displayed is half sold. You know that. Enterprising grocers and butchers have discovered these two unlooked-for profits are easy to secure by installing

### McCray Grocers' Display Refrigerators

The McCray keeps all food and dairy products in perfect condition—attractive-ly displayed and of easy access for your clerks.

The McCray patented system of refrigeration produces a circulation of pure, cold, dry air in every compartment. All odors and moisture are automatically discharged through a water-sealed drain and trap. Food is kept absolutely fresh and wholesome, free from taint and danger of souring from contact with other foods. The McCray complies with all legal requirements in regard to the display of perishable food products.

The McCray may be arranged for either ice or mechanical refrigeration. We have them in a great variety of stock sizes or built to order to fit any space or arrangement.

Ask us to send you the following catalogues:

No. 69—For Grocers.

No. 92—Regular Sizes for Residences.

No. 61—For Meat Markets.

### McCray Refrigerator Company

775 Lake Street

Kendallville, Indiana

For Branch Salesrooms in Principal Cities, See Your Local Telephone Directory

When a trust company, under a will, is appointed executor or trustee, the law declares what investments shall be made, determines how accountings shall be prepared and presented, and supplies in the persons of bank commissioners and bank examiners, the supervisory authority which assures the fulfillment of the requirements of the law. Thus the interests of those to whom property is left are thoroughly safeguarded if this company is selected to handle the estate as executor or trustee. It has had twenty-five years' experience.

Send for blank form of will and booklet on descent and distribution of property.

## THE MICHIGAN TRUST CO.

Michigan Trust Building

Grand Rapids, Mich.



## BANKRUPTCY MATTERS.

## Proceedings in the Western District of Michigan.

Grand Rapids, Jan. 26—In the matter of I. N. Hillard & Son, bankrupt, Kaleva, the final meeting of creditors was held this date. Claims were allowed. The final report and account of the trustee, showing total receipts of \$386.75, disbursements of \$188.61 and a balance on hand of \$198.12, was considered and allowed. Decision as to allowance of attorney fees was reserved and the final meeting held open. It is evident there will be no dividend for general creditors in this matter.

In the matter of Alfred Mitting, bankrupt, Holland, formerly operating a nursery business, the final meeting of creditors was held this date. The final report and account of the trustee showing that he had neither taken in or paid out any money belonging to this estate was considered and allowed. The meeting was held open pending decision as to creating a lien on the bankrupt's exemptions for actual administration expenses. There will be no dividend. The creditors in this matter are numerous and represent for the most part parties who had advanced money for stock.

also filed objections to the allowance of the exemptions. The contention of the objecting parties is that the bankrupts waived their statutory exemptions by reason of trustee mortgage given prior to bankruptcy. The matter of exemptions has been set down for hearing on Feb. 13.

Jan. 29—In the matter of Charles A. Konkle, bankrupt, Grand Rapids, the first meeting of creditors was held this date. It appearing from an examination of the bankrupt's schedules and from the examination of the bankrupt in open court that the estate contained no assets not claimed as exempt it was accordingly ordered that no trustee be appointed in the matter. The estate will be closed at the expiration of twenty days.

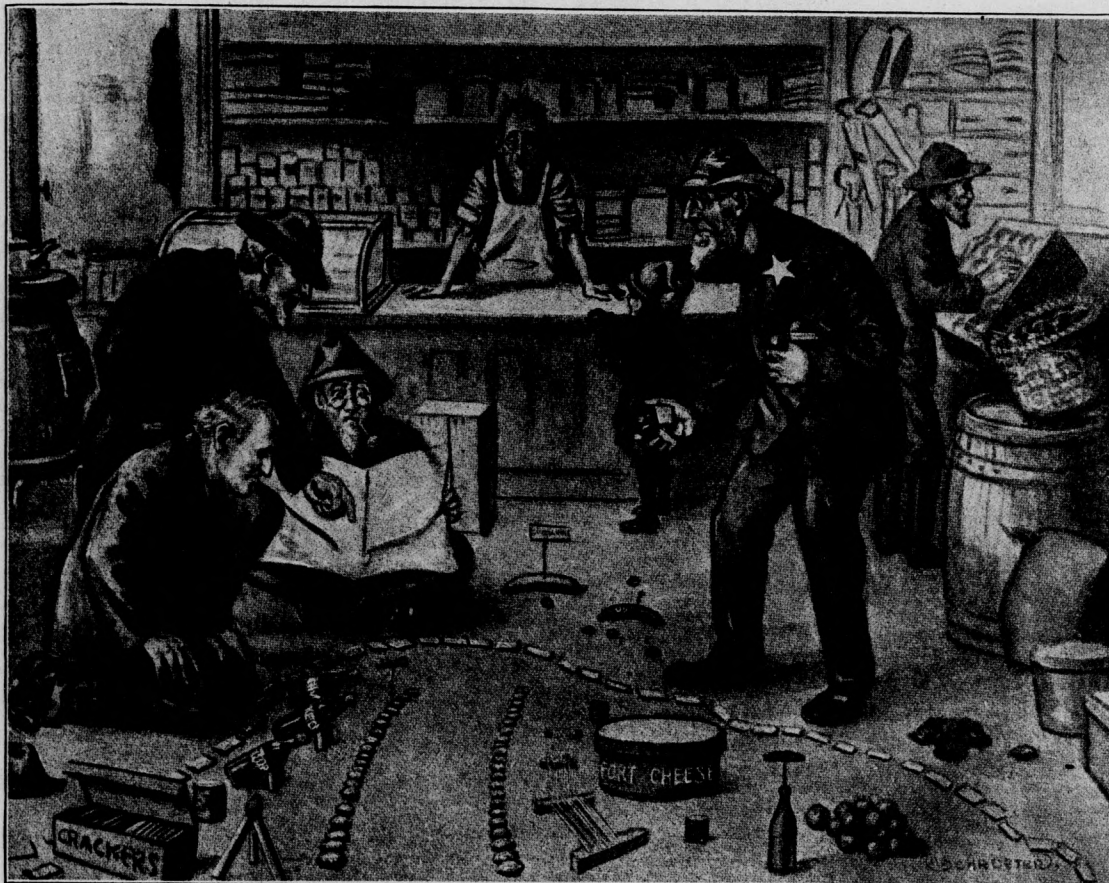
Feb. 1—In the matter of the Sargent-Vanden Berge Basket Co., bankrupt, Grand Rapids, the adjourned first meeting of creditors was held this date. The bankrupt Vanden Berge was sworn and examined by attorneys and the meeting further adjourned to March 1.

In the matter of Mrs. W. S. Godfrey, bankrupt, Hastings, formerly conducting a clothing store at that place the final report and account of the trustee has now been filed and the final meeting of creditors called for Feb. 11. The final report shows the following: Balance on

first meeting of creditors was held this date. Claims were allowed. The first report of the receiver, filed Jan. 13, showing balance on hand of \$215.91 and the final report of the receiver showing additional receipts from sale of merchandise, \$215.67, sale of stock of bankrupt, \$1,249.10, deposit on sale of fixtures, \$100, total \$1,780.68, and disbursement for administration expenses of \$62.72 and a balance on hand of \$1,717.96 was considered and allowed. John Snitsler, of Grand Rapids, elected trustee and bond fixed at \$2,000. Written appointment filed. A first dividend of 5 per cent. was declared and ordered paid. The estate will pay further dividends, but the amount thereof it is impossible to state at this time. This bankrupt offered a composition of 20 per cent. prior to bankruptcy, but the offer was not accepted by creditors.

Feb. 5—In the matter of Handy Things Co., bankrupt, Ludington, the referee has declared the first dividend of 15 per cent. in this matter. The funds in this estate are the result of judgment rendered in favor of the estate against the Stearns Salt and Lumber Co. An appeal has been taken to the District Court on an allowance granted by the referee to the attorneys representing the trustee in

Secured.	
A. Van Duren, Holland	\$2,505.00
A. Van Duren, Holland	659.92
Unsecured.	
Holland Printing Co., Holland	\$100.00
Union Paper Co., Detroit	32.14
Vogue Co., Chicago	17.80
Newman Adv. Co., Holland	98.85
Carson, Pirie & Scott, Chicago	478.75
E. H. Kluge Weaving Co., New York City	6.50
Harris Co., New York	16.83
Thread Co., New York	110.04
Prefrock-Setton Furn. Co., St. Louis	20.00
A. Nelson, Seattle, Wash.	22.10
Edw. Rose, New York	75.20
General Paper & Twine Co., Chicago	83.65
L. Greene, Chicago	34.80
Proudfit Loose Leaf Co., Grand Rapids	41.30
Chicago Mill & Lumber Co., Chicago	17.20
Spool Cotton Co., New York	33.54
Lyon Furn. Agency, Grand Rapids	60.00
Michigan Tinting Co., Kalamazoo	18.45
William Blom, Holland	95.05
John Vander Veen, Holland	16.00
Boome Bros., Holland	89.75
Etheridge Co., Grand Rapids	1.46
B. W. Adams, Holland	51.10
L. M. Ross, Scranton	19.79
Vaupell & Walworth, Holland	293.30
Dean-Hicks Co., Grand Rapids	



THE WORLD WAR

In order to visualize the struggle, the Board of Strategy has to utilize all its resources

Jan. 28—In the matter of George De Weerd, bankrupt, Holland, the final meeting of creditors was held this date. The final report and account of the trustee, showing total receipt from all sources, \$3,411.37, disbursements for preferred claims and administration expenses, \$2,031.79, and balance on hand of \$479.58, was considered and allowed. Attorney fees and expenses were allowed and there being insufficient funds to pay a dividend to the general creditors, the estate was accordingly closed. The bulk of the funds of this estate went to pay preferred creditors who had attached property of the bankrupt by way of mechanic liens, thus defeating the general creditors and other preferred creditors who had not so attached the funds.

In the matter of DeWitt-Potter Co. bankrupt, Grand Rapids, the trustee has filed a report showing offer for a part of the assets consisting of stock of groceries, crockery, etc., fixtures and book account of the appraised value of \$2,400 from D. F. Helmer in the sum of \$1,500 and an order to show cause has been made and served, returnable Feb. 10, next, why the offer or any other or further offer or offers should not be approved and the sale confirmed at that figure. The trustee has also filed his report of exempted property of the two individual copartners, and also a petition and objections to the allowance of the objection. Various creditors have

hand, as per first report and account, \$2,897.70; disbursements, as follows: administration expenses, \$113.83; bankrupt's exemptions paid in cash, \$200; preferred claims, paid by order of court, \$133.87; first dividend of 15 per cent. heretofore declared, \$1,115.65; total, \$1,563.35 and a balance on hand of \$1,334.35. The estate will pay a further dividend, but the amount thereof it is impossible to state at this time.

Feb. 2—In the matter of Pearl Hill, bankrupt, Muskegon, formerly doing a garage business, the first meeting of creditors was held this date. Claims were allowed. The referee appointed Ernest Ter Veen, of Muskegon, trustee and fixed his bond at \$200. Appraisers were appointed and the assets will be sold within a short time. The estate is very small and it is not expected will pay a dividend.

Feb. 3—In the matter of Adrian De Young, bankrupt, formerly conducting a meat market at Grand Rapids, the first meeting of creditors was held this date. Claims were allowed. Edward L. Smith, of Grand Rapids, was elected trustee and his bond fixed at the sum of \$500; the assets have been sold for the sum of \$410, which does not include the accounts and bills receivable. The bankrupt's exemptions have not been determined.

Feb. 4—In the matter of Empire Cloak & Suit Co., bankrupt, Grand Rapids, the

special litigation involved in the suit that recovered the judgment, and anticipating some delay before the matter may be finally settled this first dividend is paid at this time. The estate will, no doubt, pay in the neighborhood of 30 per cent. in all.

In the matter of P. G. Mayhew Co., bankrupt, Holland, attorneys for the petitioning creditors have filed schedules of the bankrupt and the first meeting of creditors has been called for Feb. 23, at which time creditors may appear, prove their claims, elect a trustee and transact such other business as may properly come before the meeting. The schedules are not complete for the reason that information to make them so is not now available and the exact amount of assets and liability is in doubt. The following have been listed thus far as creditors of the estate:

Preferred.	
City taxes	\$ 90.84
Water taxes	19.43
Light and power rates	46.53
Margaret Dalman, Holland	12.29
Alice Beekman, Holland	10.19
Dena Beltman, Holland	6.50
Marta Soloth, Holland	56.00
Geneva Lyons, Holland	77.68
Emma De Haan, Holland	48.00
Martha Kramer, Holland	22.25
T. Smith, Holland	85.20
Louis Witvleet, Holland	27.00

Crescent Engraving Co., Kalamazoo ..... 107.05  
Jacob Goldfinger, Holland ..... 93.80  
R. Visscher, Holland ..... 02.58  
T. L. Shaw, Chicago ..... 317.00  
Tyler Van Landegend, Holland .. 300.00  
Chas. Bolt Co., Cincinnati ..... 75.93  
G. Reis & Bros., New York ..... 19.51  
Feb. 8—In the matter of George B. Farmer & Son, bankrupt, Lake City, the first meeting of creditors was held this day. Claims were allowed. William B. Holden, Grand Rapids, was elected trustee. Bond fixed at \$2,500. Appraisers were appointed in the matter. The assets are covered by a chattel mortgage and the dividend to general creditors will be a small one. Grand Rapids creditors are heavily involved in the matter.  
In the matter of Irving F. Rogers, bankrupt, Grand Rapids, the first meeting of creditors was held this date. It appearing from an examination of the bankrupt's schedules and the bankrupt's examination in open court that there are no assets not claimed as exempt, it was accordingly determined that no trustee be appointed in the matter.

There is only one thing that sticks worse to a man than his mistakes in life, and that's peanut butter to the roof of your mouth.



## ARE MY PRICES RIGHT?

## Viewpoints of Manufacturer, Wholesaler and Retailer.

[Every man in business feels a personal interest in the correct answer to this question. To help find that answer the Tradesman herewith presents the individual points of view of three leaders in their respective fields. Each of these representative business men has formulated policies on the basis of long and successful business experience. No problem is more fundamental in every business than this growing question of price in its relation to costs on the one hand and to sales on the other. The line of action followed by each of these men, therefore, will help every other man in business to determine his course.]

## Paper One—The Manufacturer.

Some fifty years ago, a country storekeeper in Iowa took occasion to write a big Chicago wholesale house for a bit of business advice.

In those days the perpetual inventory idea was almost unknown. Merchants counted up stock at the end of the year—and let it go at that. During the year, when a certain stock shelf began to show bare spots, the merchant checked up the goods on that shelf and perhaps placed an order for a replenishment.

But this Iowa storekeeper was ambitious, and he wrote his Chicago wholesale friends—thinking they might know a better stock-keeping plan.

The reply came promptly. It was very courteous—but about as informative as though it had been written in Sanskrit. In polite, but very definite terms, the wholesaler stated that it gave his house great pleasure to handle the retailer's orders, but that the retailer could hardly expect his wholesaler to run his business for him; it was hard enough for the wholesaler to keep track of his own stock.

I can vouch for the above letter, for I was the country merchant who received it. And, as I look back on the episode, I do not recall that I considered the reply especially discourteous or inconsiderate. In fact, after I had sent my query to the wholesale house, I was somewhat ashamed of my presumption in having bothered a total outsider with an intimate business problem of my own. The reply I received, I felt, was all I could have expected; it was typical of the distant and wholly detached relationship of the wholesaler and retailer of those days.

I cite this instance out of my personal experience as a storekeeper to show the tremendous change that has taken place in the attitude of the maker toward the retailer.

To-day, such a letter written by a manufacturer to a retailer would be considered a business crime—not only an error in salesmanship, but a positive slight in service. No alert manufacturer of to-day considers that his service to the retailer ends when he has filled the retailer's orders. The mere making, shipping and billing of goods is, to-day, only one section of the manufacturer's moral contract with his trade.

The far-sighted maker of to-day feels that his dealer's problems are his problems; that health and wealth in the factory are directly dependent on

health and wealth in the dealer's store; that no deal with the dealer is done so long as there is anything further the manufacturer can judiciously do to promote the dealer's growth.

The modern manufacturer's interest in a bill of goods does not cease when he has collected his profit on it; he is interested in seeing that the dealer gets his profit, too; that he gets the right and natural profit consistent with the best retailing judgment.

He is interested in knowing how much the retailer clears for himself out of that profit; whether it is too much or too little for the ultimate advancement of the retailer's own success; how much the retailer pays out of that profit for clerk hire, for rent, insurance, general up-keep and advertising; and whether these percentages indicate that the retailer is getting the utmost in efficiency and results from the money he is spending.

It is not too much to say that the progressive manufacturer of these times does all his planning with the dealer's welfare in view. He styles his product; sets his prices; makes his policies with the double consideration actuating him—the utmost profit for the dealer as well as the utmost profit for himself.

And the dealer's profit comes first, too. Not because the manufacturer of to-day is extraordinarily beneficent or magnanimous, but because he is shrewd and far-sighted. For the modern manufacturer prospers in exact ratio as the rank and file of his retailers prosper.

And so we come to the question asked the writer. Which is this: "Is the manufacturer doing anything to reduce the retailer's costs?"

Is the manufacturer striving, in any way, to assist the retailer to offset the upward trend of up-keep?

Is he working to enable his trade to enjoy increased net-earnings, despite a rising overhead?

In the light of the new partnership relation between maker and dealer, these questions seem almost equivalent to asking if the manufacturer is doing anything to further his own fundamental bread-and-butter welfare.

Cut the retailer's cost of doing business, and you increase his buying capacity—strengthening his resources for credit and expansion. Spread that sort of cost-cutting help among thousands of other retailers, and you multiply the demand on innumerable products, and increase the output of vast factory-acreages.

When it is asked, therefore, if the manufacturer is working to help the retailer cut his costs, the question might just as well read, "Is the manufacturer working to help himself grow?" For that is the kind of work from which the manufacturer's future growth must emanate—work that creates smoother and better methods and smoother and better business in the retailer's store.

Thus, this work of studying the retailer's costs and giving him constructive help to circumvent those costs is

destined very soon to be considered the manufacturer's chief job. It is the best and most effective sales plan the manufacturer has yet evolved. When it is successful, it is more effective, in increasing the dealer's purchases from the maker, than all the "dealer-approaches" ever conceived.

When a manufacturer analyzes his price problem, he finds certain decisive factors that must be considered. His production cost is only a starting point, assuming that it is as low as it can be made without sacrificing essential quality, style and service. His price, in addition, must cover his own selling cost, his management overhead and his profit—yet it must be low enough to allow the retailer a margin that will take care of his selling cost and profit without exceeding the price level at which similar competing lines are sold. Right here is where the manufacturer runs into difficulty. He can control his factory costs, can hold his expenses down to the efficiency level and get results for every dollar spent on sales and advertising. But his dealer is the outside factor which cannot be coerced. Efficient or inefficient, he must make a profit or he throws your line overboard. And the only way to keep his selling cost-profit margin where it ought to be is to make him an efficient retailer and help him to eliminate his wastes and losses, the burden of which your goods and your users must bear.

To achieve this "cost-cutting" service is the end and aim of all the millions spent to advertise and standardize the so-called "popular brands" carried in the retailer's store. Cheerfully, the manufacturer stakes his greatest cash resources to help the dealer cut his selling costs—by enabling the retailer to "turn over" the stock he buys from the manufacturer quicker and easier and to a wider clientele. "Cost-cutting help" for the retailer is the whole object of the big National advertising campaigns.

And cheerfully the manufacturer likewise stakes his greatest brain-resources—the time and talent of the shrewdest sales expert he can hire—to analyze and clarify the problems of store management that shunt the retailer's progress and profits.

Scores of big concerns of to-day, which distribute their goods through the dealer, maintain highly efficient

service bureaus and research departments—the sole function of which is to develop and pass along to the trade tried and proven plans for insuring greater economy and greater net earnings in store management.

But it is in the rendering of selling assistance that the manufacturer is giving his most vital cost-cutting service.

One of the largest general retailers in the State of Wisconsin said in a recent trade paper article: "The amount of usable sales help that certain leading manufacturers give to their dealers is a constant source of marvel to me. It is a liberal education in the art of advertising for any young retailer just to read this sales material himself. And such quantities! There are complete window trims, pictorial news service window bulletins, signs for the outside and inside of the store, charts for interior store decoration, novelty lithographs and "cut-outs," electros for newspaper advertising, slides and films for motion picture theaters, sixteen sheet posters—in fact, live, well planned, practical material for almost every sort of local advertising for a large or a small store. I do not see how they can afford it!"

But they can afford it. They can afford it because, in the long run, it is real economy to the manufacturer. It makes it possible for the dealer who uses the service intelligently and consistently to cut his biggest rising cost item—his selling expense—and thus do more business with the manufacturer—and, if you please, decrease the manufacturer's own rising costs.

I believe the day is not far when every big manufacturer will maintain a service bureau to work out concrete plans and methods for the betterment of the retailer.—Joseph Vehon in System.

The real reason so many people fail to "keep sweet" is that they depend too much on a diet of bumblebee's honey instead of the milk of human kindness.

**OFFICE OUTFITTERS**  
LOOSE LEAF SPECIALISTS  
*The Tisch-Hine Co.*  
237-239 Pearl St. (near the bridge) Grand Rapids, Mich.

## Use Citizens Long Distance Service



To Detroit, Lansing, Jackson, Holland, Muskegon, Ludington, Traverse City, Petoskey, Saginaw, Grand Rapids; also to all intermediate and connecting points.

Connection with 200,000 telephones in Michigan

## Citizens Telephone Company



# Geo. J. Whelan's

## THIS IS THE STORY the UNITED PROFIT-SHARING

**W**HEN I went into the retail cigar business twenty years ago, I had less trouble in getting customers for my store than I had in collecting the bills which they incurred.

On the face of things, as my books showed, I was making money almost from the start, but I was not long in finding out that no dollar was mine until I had it to my credit in the bank.

Whether they were good debts or bad debts they kept me awake nights.

### I had to pay mine or quit

Another thing that hit me hard was the unfairness of letting the man that bought cigars and tobacco on credit get just as much for his dollar as the fellow who paid me spot cash.

I studied this a long while and finally figured out that I could take the old idea of giving coupons redeemable in premiums and give it new meaning and values in Profit-Sharing. I could then put my business on a cash basis and make the Profit-Sharing plan hold my trade steady by making it an object to trade with me.

I figured that the man who traded with me right along was earning me bigger profits than the fellow that only came once in a while. I could hold his trade easier and with less expense.

Therefore, the way to keep the steady customer was to give him a share of those profits. If I could do it in a way that made his share of the profits grow in just the same proportions as the trade he gave me grew, I would be treating everybody alike and making it an object for a man to deal with me just as much as he could.

So I started the coupon plan of profit-sharing in a small way, but with this difference from most coupon plans:—

First, I gave as premiums nothing but **standard quality goods**, the kind you'd select when you wanted the best make of any article.

Second, the redemption value of the coupons in merchandise was unusually liberal, so that it was easy to get premiums without any long waiting.

Each coupon was worth two-fifths of a cent in merchandise and I gave eight cents' worth of coupons with every dollar's worth of goods I sold. So every purchase from five cents' worth up earned the consumer a profit-sharing coupon.

He was earning profits for me and his continued trade made these profits bigger than if I depended on transients, so why shouldn't he get his share?

You see, I wasn't asking him to pay more because he got this profit-sharing. My goods had to meet the keenest competition

in quality and price and I had to give my customers at least as much value as they could get anywhere else, to hold their trade at all.

Now I have told you just the outline of the idea itself—the profit-sharing plan that made my first success in the cigar business. When we organized the United Cigar Stores, we knew this plan was absolutely sound and we made it a feature of these stores right from the start. This soundness depended upon a high redemption value of the coupons and a rigid rule that every single premium that we catalogued **must be** a standard high-quality article advertised in the newspapers and magazines and carried in stock at the best stores.

That was thirteen years ago.

And our business grew steadily, and our volume of profit-sharing through Profit-Sharing Coupons kept pace right along. We kept opening more Profit-Sharing Stations to distribute the premiums and kept adding to the lines of goods given as premiums until you could get almost anything you wanted either for your own use, wear or pleasure or to give to someone else, or for the home.

And all the time we had to sell our goods at prices that would meet all competition, otherwise we could not have kept our customers.

### The coupons had to be a share of the profits they earned for us.

Every now and then some manufacturer in some other line would ask me if he could arrange somehow to pack Profit-Sharing Coupons with his goods. I didn't care much for the idea because I knew that if the goods didn't happen to hold the confidence of the people, the plan not only wouldn't work for him, but would hit back at the United Cigar Stores.

But recently a number of leading manufacturers of well-known, trade-marked goods came and urged me to let them make this Profit-Sharing a standard feature of their merchandising. And they gave me a reason for wanting Profit-Sharing Coupons that goes right to the heart of one great problem in modern business.

Their reason was that if you put two different makes of goods on the dealer's shelf, both the same in kind, quality and price, and one make has the Profit-Sharing Coupons and the other does not, the man or woman who buys will select the one that earns the Profit-Sharing.

I have always had a lot of sympathy for the dealer's viewpoint about so-called "substitution." I believe dealers as a rule are giving the best value they can and carrying as big a variety of goods as they can. And when you come along and ask for



# Story of Profit Sharing

## CORPORATION is telling to YOUR CUSTOMERS

one make of goods and he has only some other line which is just as good in quality and price, he can't go out and get you the make you ask for unless enough people want it, and you are going to take the one he has unless there is some **real** reason why you should insist on the other.

**The dealer isn't trying to substitute. He is trying to please the greatest number of customers.**

These manufacturers who wanted to pack United Profit-Sharing Coupons with their goods urged that these coupons would do away with a lot of so-called "substitution" by building up a steadier trade for the dealer. This, in turn, would enable him to buy to better advantage from the manufacturer, thus helping the dealer's profits. And the manufacturer, in turn, could then well afford to divide his profits with the consumer by packing the coupons exchangeable for the most valuable premiums.

**I could not help seeing that if only those manufacturers of standard quality goods with established reputations for responsibility and honesty could put our profit-sharing into effect, the entire nation would benefit.**

Profit-Sharing is in the very air nowadays—here is Henry Ford, for example, dividing his profits with the people who help him earn them. His latest idea now is to give a share of his profits back to the man who buys his motor cars when his sales have reached the point where he can do so. People are battling with the high cost of living and this is the best answer that has yet been found—to enable them to share in the profits they earn for others.

**This is the way the United Profit-Sharing Corporation came into existence. It is now fully organized and doing business. Its members consist already of some forty manufacturers of a great variety of products such as food, household necessities, wearing apparel, etc., etc.—in every single instance a standard, trademarked article.**

So a new opportunity for sharing profits is open to the housewife and, indeed, to every member of the family.

It is the dollar spent on every-day purchases that is most regularly spent and, therefore, the dollar that should **regularly** earn a profit for its spender. Consequently, the manufacturers admitted to the use of this plan are those whose lines will meet the every-day need of the people. The coupons are known as **United Profit-Sharing Coupons**, and they carry the same percentage of profit to the consumer on every dollar's worth of goods as do United Cigar Coupons and are good for the same variety and grade of standard Premiums.

I have been asked to explain why these profits are not divided in money instead of merchandise. You will see the answer instantly when I explain it.

Suppose that you receive four cents in cash with every dollar's worth of goods. You are not a wholesaler and, therefore, you would have to spend your money at retail. The United Profit-Sharing Corporation, because of the enormous business it handles, becomes immediately one of the biggest wholesalers in the country. It can, therefore, buy in the markets of the world in big quantities and at the lowest wholesale prices.

**Consequently you get twice as much value in merchandise as could be given you in actual money.**

It is just as if you invested your cash discount money and doubled it thereby. You invest in goods containing United Profit-Sharing Coupons. These goods earn you, say, a profit of four cents in money value, but this profit is paid to you in just the kind of merchandise you want, giving you twice the value of the money-profit you earned. How much more, therefore, the people are benefited by profit-sharing in standard merchandise than by any other plan that could be devised. It makes their money go twice as far. And yet it does not add one single penny to the cost of their merchandise, for the values and prices of the goods they get are fully as desirable as those of any goods not containing the coupons.

In the past thirteen years merchandise to the value of more than \$14,000,000 has been given out as premiums. More than 800,000,000 Profit-Sharing Coupons were redeemed by the United Cigar Stores Co. alone during their last fiscal year. Of these 86¾ per cent. of all the Profit-Sharing Coupons put out by the United Cigar Stores Co. during that period were redeemed—which clearly indicates how fully the people really appreciate the value of these coupons.

Now, with so many manufacturers packing United Profit-Sharing Coupons with their products, literally billions of coupons will be redeemed and profit-sharing with the consuming public will amount to millions of dollars yearly.

I commend the United Profit-Sharing Coupons to the entire public. They offer even for the smallest purchase a share in all profits earned by that purchase and give the people full value in standard goods plus the share of wealth earned by their money which they rightfully should have. It will make a more prosperous New Year for the households of this country.

*Geo. J. Whelan*





### Wash Dress Goods—Supremacy of American Manufacturers.

Written for the Tradesman.

Every dog has its day, and the American manufacturer of cotton dress goods now is having his. No wonder, for he is a good dog, and although he had to wait long, he hustled diligently while he waited. He justly deserves that his day, which has at last arrived, shall be long and very prosperous.

Low-priced staple cotton goods of almost all kinds have been made in this country ever since cotton manufacture, in a modern sense, has its beginnings. But until recently we were buying our better grades of dress goods abroad. France made our high priced novelty fabrics, Switzerland our finest sheer white goods, while to Manchester, England, and to the factories of Scotland, we looked for the greater portion of other good cotton wash materials. Times have changed and the word "imported" which used to throw such a spell of real or fancied excellence over any wares to which it was attached, has lost much of its compelling charm. Indeed, buyers now tell you that the old custom of calling constantly for imported stuff was due more to habit than to the merit of the goods obtained.

In a recent article on embroideries, the writer was obliged to concede that the foreign makes still are given marked preference. In fact, but little of domestic manufacture is to be seen at all. But the departments in which wash dress goods are handled tell a vastly different story. They will show you the most exquisitely beautiful crepes, voiles, silk and cotton mixtures, and novelty materials, all American made.

During the last few years the Massachusetts manufacturers in particular have made wonderful progress in turning out the better grades of cotton dress goods. Many of these fully equal the foreign makes in texture and colorings, while the designs used are such as appeal more strongly to the American taste and meet with heartier approval than those offered by the foreign mills. American manufacture has reached the point (and this applies to woollens as well as cottons), where we need no longer depend upon Europe for our apparel. The variety of American fabrics is almost endless and their wearing qualities all that can be desired. Especially in what are classed as the sturdier fabrics, those of domestic make are the superior article.

The American factory, as to both

quality and price of its products, can more than compete with its foreign rival. The American woman can be patriotic and buy what is made at home, giving employment to American labor, capital and machinery, and at the same time do not the slightest violence to either her taste or her pocketbook.

The American manufacturers seem to be prospering in the face of a reduced tariff. Without going into details, it may be said that the duties, which before ranged from 25 to 60 per cent., were by the last tariff revision lowered somewhat. Some goods come in now at 15 per cent. If the present tendencies continue, it would seem that ere long Uncle Sam can not count much on imports of cotton goods for his revenues, for practically all that we use will be made in this country.

In this awakening to his possibilities, the American manufacturer has found ready at his hand resources which formerly he did not know he possessed. For long years it was implicitly believed that certain places in Europe, notably St. Gall, Switzerland, and Manchester, England, had advantages in climate and water, the like of which were not to be found on this side. Now it is known that the water of the Schuylkill River, along which many of our foremost factories are located, possesses peculiar properties that are unequaled for the finishing and bleaching of cottons and for mixing the dyes.

The war has given a wonderful impetus to American manufactures and the makers of cotton dress goods have now gotten a grip which they will not relinquish when the conflict ceases.

In the matter of dye stuffs it was feared that it might be impossible to obtain supplies. A few months ago it was even deemed advisable to start a slogan "Wear White," on this account. But experiments in production have been so successful that it is believed that the dyes that can be made at home together with the limited supply that can still be obtained from Europe will meet every demand. While it doubtless will be a great year for white, this will be from choice and not from necessity.

In some certain lines, the European products still excel ours. St. Gall as yet surpasses us in sheer white materials, although it is thought that this supremacy may not long continue. In embroidered flouncings, both white and colored, the best are made abroad, although those of do-

mestic manufacturing retailing as high as \$2.50 per yard are to be seen.

But few fine gingham are made in this country. One certain firm with a quaint Scotch name, located in Glasgow, sets the world's standard of excellence in gingham. You will see their goods that retail at 50 cents a yard, in the small check patterns with which we have associated the word gingham from childhood. A friend recently returned from Pasadena tells me that these gingham of unequaled quality are used by wealthy matrons there for children's dresses. The delicate blues and pinks and even the lavenders wash perfectly. A lady in the same city, who is famous for a certain kind of patchwork quilt that she makes, uses in her wonderful creations these same 50 cent gingham. They are good enough for the millionaires of Pasadena!

Many of the so-called French gingham that we use are made in Manchester. Few if any of them come from France. I recently talked with a very well posted cotton dress goods man, who told me that in no store where he had been employed had he ever handled a yard of French gingham that was made in France.

Our lower-priced gingham, some of them excellent in both washing and wearing qualities, are practically all made in this country. It seems not unlikely that we may soon be supplying ourselves with the better grades as well.

It will not be long that we shall buy any cottons of Europe except in

a very few special lines. The great bulk of what we use, even of the finest and most expensive, will be made in our own country. While this is put in the form of a prediction, it may almost be said to be realized at the present time.

Our wash dress goods are mostly manufactured in New England, New York, and in factories located on the Schuylkill River. While not strictly bearing upon our subject, it may be interesting to note that along the main railroads that extend through the cotton raising sections of the Southern states, a great number of large cotton factories are to be seen. These make low-priced staple goods of various kinds, muslins, bleached and unbleached, cheap gingham, outing flannels, cotton blankets, etc. While in some of the older mills conditions are not yet what they should be, the child labor agitation and other protests against abuses have not been without effect. It is said that some of the new Southern manufacturing towns are quite model settlements and the evils that in the past adhered to the cotton manufacturing industry have been, in a great measure, eliminated. Fabrix.

Many a man who says nothing saws precious little wood.

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

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

## 1915 Washgoods

Are the most handsome that have ever been shown, and in fabrics to retail at 10c, 12½c, 15c and 25c we are showing the choicest lines. Please ask our salesman to show you:

Crepolisse	Soie Barre
Crepe Floconne	Merribell Batiste
Jappo Crepe	Empress Tissue
Embroidered Lace Cloth	
Snow Flake Voile	Empire Plisse
40 inch Printed Voile	
Printed Flaxon	Seed Voile
Plain Plisse	
Rice Cloth	Poplin

## Grand Rapids Dry Goods Co.

Exclusively Wholesale  
Grand Rapids, Michigan



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

It is not putting it too strong to say that the health, prosperity and wholesomeness of modern business depend largely upon the relation existing between the small dealer and the big house with whom he deals.

In the larger towns and cities there are big retailers, such as the proprietors of specialty shops and department stores, but their number is small compared with the vast army of smaller retail dealers throughout the country.

Both in the matter of the area of territory in which merchandise is distributed and the aggregate bulk of business done, the small dealer is a bigger factor than the large dealer. In his own limited field of distribution each small dealer is a man of authority; and collectively he is a tremendous force in the world of business.

For a long time I have had it in mind to say some things through the columns of the Tradesman bearing upon the relations between the small dealer and the house. Having enjoyed the rather exceptional experience of having come in close touch with both phases of this bipolar proposition, I hope to suggest some ideas of practical value to both parties involved in this essential relationship.

#### The Retailing Function.

The reader will notice that I assume the essentiality of the retail dealer; and, inasmuch as there are people today—and some of them—perhaps readers of the Tradesman—who will question the right of such an assumption, I am minded—even at the risk of being a bit tedious in this first paper—to explain the grounds of such an assumption.

In the first place, the nature, problems and tasks of production and distribution are widely different—and when I say "distribution," I mean selling merchandise at retail. If a line of demarcation can be drawn anywhere at all in modern business, it can be drawn here.

If there is any merit in specialization—and we, of all people in the world, contend that there is—then the best interests of the consumer will be observed only as the producer sticks to the task of production and the retail dealer continues in the field of retailing.

Selling goods right is a many-sided, far reaching matter, and so intricate in its perplexities and so absorbing in its requirements, that it simply cannot be accomplished satisfactorily by long-range methods. A managerial office hundreds of miles away may possess and house a mass of brains, but it hasn't omniscience. It cannot possibly enjoy the benefits of "that intimate personal contact" possessed and enjoyed by the local dealer.

None knows like the local dealer local conditions, local wants, local requirements, local peculiarities, and the limitations of the local purse. To cater intelligently, judiciously, and economically to the local trade requires a local man. And I hold that

the very same arguments that suggest the employment of a local man, demand also that he be independent—i. e. insofar as any of us may be said to be independent. That he be, in other words, his own boss; the owner and proprietor of his store, and not the agent or local manager of some remote concern.

The progress of civilization and the progress of business depend alike upon the individual's maintaining his own initiative. If the vast army of local dealers throughout the country were put on fixed salaries and reduced to the level of mere subordinates, taking orders from some remote managerial center, it would be the worst thing that could happen. The battle for business would be restricted to a limited number of men of tremendous executive ability and wealth, and in the end the consumer would pay the necessary cost of a high-handed and unscientific method of distribution.

There is I insist, such a thing as the retailer's function; and it is of such a nature that its usurpation by the manufacturer or the wholesaler would inevitably result in far more harm than good.

#### The Retailer Resents Infringement.

Quite naturally the retailer, both large and small, entertains the belief that he has a right to live. He believes in the inviolability of his function as such; and he resents any infringement upon it.

And you can't blame him. He isn't opposed to any comprehensive scheme of distribution on the part of the producer involving trademarked goods and general publicity, but he does (and not without good reasons) demand that the producer take him into, and make him a part, of the general scheme. He doesn't like to be ignored as an inconsequential nobody, and he stoutly resents being dictated to, patronized or threatened.

I think producers generally have profited by certain mistakes of the past along this line. The old coercive methods aren't as common as they used to be.

Individually, the small dealer isn't such a tremendous force; but collectively he is a force. He must be reckoned with. He presides over a realm; he swings a certain amount of business; within certain limits he is king.

#### The New Spirit of Co-Operation.

Substantially all of the fore-going is of preliminary nature, but it is important that we bear these things in mind as we approach the main issue to be discussed in this and in succeeding papers.

If we once firmly grasp the idea that the producer has just as much right to his specific function as the producer has to his; in other words, that the small retailer is actually necessary to any sound, normal and economic mode of distribution—we can the more readily realize that the best interests of both the small dealer and the big house can be conserved only as these two co-operate

in the fascinating game of modern business.

Time was—and it hasn't been so many years back—when the idea of co-operation between the small dealer and the big house was a far cry. You didn't hear much about it; and the few intrepid advocates of a better business era, who dared to express their faith in the possibility and desirability of such co-operation, were looked upon as harmless dreamers of a somewhat Utopian sort. Everybody nearly was inclined to regard the thing as impractical.

The house sent out its salesmen with specific and peremptory instructions to get the business. The main thing—the only thing worth thinking about for a moment—was to sell the goods. If the small dealer later on succeeded in unloading on the public, well and good; if not—well, anyhow the goods must be sold.

The garment of veracity was supposed to be somewhat analogous to pure rubber; by stretching, it could be made to cover a multitude of things. Therefore the salesman was a person given to the use of much picturesque language. He abounded in glittering generalities and astounding statements. The spigot of his loquacity worked readily; and if it had not been for the twin bogies of cancellation and bankruptcy, this would have been an idyllic existence.

To-day the small dealer and the big house have come to realize that their interests are closely bound together; that anything that hurts one harms the other; that they must be

frank and truthful and fair in their dealings with the other, for both realize that the time has come when the successful ongoings of distribution demand their concerted efforts. Thus, instead of each considering his own interests, they strive to benefit each other by co-operation.

Frank Fenwick.

#### Revised Proverbs.

Face, soap, clarity, and the greatest of these is clarity.

A rolling your own gathers no coupons.

A hair in the head is worth two in the comb.

Go to the aunt, thou student, eat of her pastry and be wise.

Soap deferred maketh the dirt thick.

A grind hath no honor in his own house.

Cast not thy bread aside for it shall return unto thee after many days as bread-pudding.

The fresh rush in where seniors fear to tread.

Having concluded, lift up thy head and laugh.

#### Money Wasted.

"That young millionaire says he holds you in the kindest remembrance. He says it was at a party given by you that he proposed to his wife."

"The affair has unpleasant reminiscences for me. That was a very expensive party, and I gave it in the expectation that he was going to propose to one of my girls."

## Get Ready

House cleaning season will soon be here. Now is a good time to look up your stock of Lace Curtains, Lace Curtaining, Scrims, Marquisettes, Shades, Linoleum, Matting, Curtain Rods, Etc. The lines we carry in the above named items are sure to please you.

Get our samples and quotations before placing your order.

### PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

## We Will

Buy—Your "Used" Fixtures or

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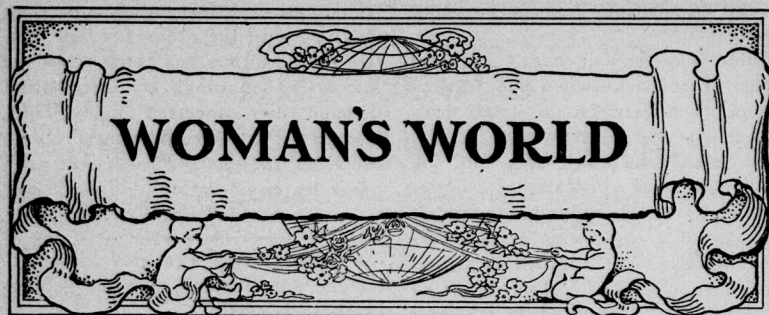
Sell—"New" or "Used" Store and Office Fixtures, Furniture and Appliances at a saving of from 30 to 50%.

### Grand Rapids Merchandise & Fixtures Co.

803-805 Monroe Ave.

Grand Rapids, Mich.





### Allow People Their Little Triumphs and Vanities.

Written for the Tradesman.

One of the first things to find out when you make a person's acquaintance, is his or her point of pride. Without this important knowledge you are liable to let fall some remark, which while absolutely devoid of malicious intent, will wound feelings and very likely delay the beginnings of friendship, if it does not destroy all possibility of amicable association.

Fortunately this so essential knowledge is usually not difficult to obtain. Very often it is thrust upon one. The average human being is open-hearted and his emotions are much on the surface. What is uppermost in the mind comes out in the first few moments of an initial conversation.

The point of pride is often some quite simple or ordinary thing in which one has attained a real or imaginary excellence. With one person it is one thing and with another something entirely different, the widest possible variety of objects and conditions being included.

Taking a few persons of this immediate neighborhood, their small vanities and triumphs may be tabulated as follows:

Young Mrs. Hendricks' baby. This first offspring of the latest house of Hendricks is of course an infant marvel. In intelligence, in strength, in health, in sweetness of disposition, in sprightliness, in genuine cuteness, he far and away surpasses any young human creature ever before known to his parents or grandparents. If the near neighbors were consulted they would be quick to add lung capacity to the list of this youthful prodigy's excellencies. The Hendricks' pride has lately been confirmed and if possible increased by the fact that their little Lucius Harold scored the highest in a recent contest. He is not only a "better" baby, but the best of all that were entered. His average was very close to absolute perfection, a wee fraction higher, by the way, than the Larkins baby, who was his only real competitor.

Mr. and Mrs. Larkins are all broken up. They and all their immediate kin can prove clearly (to any one who will listen) that the judges were in error in at least two important particulars. Their George Weston was given only 97 on some point in which he certainly was entitled to at least 99½; while Lucius Harold was allowed 98 on some other in which no one outside of an insane asylum would have thought of marking him more

than 94. The reader can see what the result would have been had the judges done their plain duty (from the Larkins' point of view) and given George Weston his just dues. Grandpa Larkins darkly hints that Grandpa Hendricks may have slipped something to somebody, and relations between the Hendrickses and the Larkinses are sadly strained.

It always is pretty safe to assume that a first baby is the point of pride in any family where the phenomenon has occurred—with the mother in particular and with the father and other near relatives in a vicarious way. With the arrival of a second or a third child, maternal perspective begins to correct toward the normal and a baby, while still the sweetest and most lovable being in the world, comes to take its proper place as a link in the chain of existence, and does not fill the whole range of vision. But we must return to our tabulation.

Mrs. Kirkland, her house plants. The size and thriftiness and beauty of her Boston ferns, begonias, fuchsias Martha Washingtons are the wonder of the neighborhood. She has abundance of bloom and dark, healthy foliage when others can show only spindling stems and sickly yellow leaves. The forced hyacinths which she displays in the coldest weeks of winter are paragons of fragrance and color. Canny soul, she is determined to keep her pre-eminence, and of her choice novelties she refuses to give slips or cuttings or bulbs.

Mr. Sanderson, Mrs. Kirkland's next door neighbor, his lawn and outdoor roses. His supremacy in his lines is as undisputed as Mrs. Kirkland's in hers.

The Morrisons, their auto. This is a fine seventy horse power eight cylinder affair, which cost somewhere around \$4,000. It is a car of class. Its superiority is the more marked because all the rest of us hereabouts who can own autos at all, run around in the littles—s that can be bought with a check of three figures, and a check considerably less than the largest that can be drawn for three figures at that. The Morrisons can not afford such an auto as theirs any better than their neighbors, but Mrs. Morrison justifies the extravagance by explaining that "if Tom was going to have a car at all, he just didn't want one of those little cheap, common —s."

The Richards, Nancy's school record. In her specialty this maiden of 10 has distanced all the other children in this city. She has attended

five years, never had a tardy mark, has missed only one day, and her report cards commonly show E+ in deportment and in every study.

The Northrops, "Jamie." The Northrops are a ne'er-do-well set, who always have lived from hand to mouth and had difficulty in keeping any sort of a roof over their heads. But "Jamie" is different. He was a very bright boy, has forged ahead, and now at the early age of twenty-nine is receiving \$150 a month as a traveling salesman. His mother never tires of telling about "my son James, who is on the road for a big New York house."

We might go on and on but these are sufficient to point a moral which in this case devolves upon one Mrs. Tichenor, a mistaken woman who goes about among these good people and unsettles and wounds their pride and their little harmless vanities. As some one has expressed it, "Mrs. Tichenor never lets any one put anything over her." She will work her head nearly off to grow a larger fern than Mrs. Kirkland can show, or a finer white rose than Mr. Sanderson.

If she doesn't have the bigger and better thing herself, she is sure to know of some one who has. For instance, her niece who lives in Hubbardsville has a baby, Pearl Lucile Matthews, who scored 99 9-10 and puts both Lucius Harold Hendricks and George Weston Larkins unspeakably in the shade. She has not failed to inform poor Mrs. Northrup that she (Mrs. Tichenor) knows a young man, the son of an old schoolmate of hers, "a boy only a little past 27, who is getting \$175 a month, and his firm simply wouldn't know how to get along without him."

Mrs. Tichenor is an adept at making herself disagreeable. She is posted in all the minutiae of an unbelievable number of subjects, and she uses this knowledge to humble, or to try to humble, her acquaintances. She can tell of an automobile owned by some people only three blocks east, that is in every way better than the Morrisons', and she can particularize as to just the respects in which this other machine is superior. She solemnly asseverates that a girl of eleven, living in Hastings, Nebraska, never has missed even one day at school, and has made better standings than those of Nancy Richards. Three years ago Mrs. Tichenor made a visit to some cousins in Philadelphia. Ever since, if she can not find close at hand the means of disturbing any little self-conceit or egotism on the part of her neighbors, she can quickly recall something she saw on that memorable trip that will not fail to do the work.

There are many Mrs. Tichenors in the world, who needlessly make themselves disliked and cause others much unhappiness. While not really destroying the good opinion which their associates hold of themselves or some of their belongings, they cause a feeling of doubt that is fatal to perfect complacency.

What is the harm in a little egotism

and vanity? When we consider ourselves as mere units in the toward two billion human beings that live on this great earth, our littleness and insignificance fairly stagger the mind. But if we can mount to ever so small a pinnacle and look a little over the heads of our fellow creatures who are nearest around us, it brings amazing cheer and comfort to our hearts.

Whether we admit it or not, most of us are failures in nineteen out of every twenty of our undertakings. If amid all the sorry mess of our misdeeds and misapplications of energy, we can point to one real success, even though it is a little one, no gentle and considerate soul would do aught to mar our day of triumph.

If a person makes a great big success, as of money or fame, and is so lacking in taste as to arrogate to himself too great glory, then it may become a bounden duty to take him down a bit. But with the average creature, Fate and circumstances keep him sufficiently humble.

It is a very human weakness, this wanting to be a little ahead in something, and one of which we all ought to be tolerant, for we all have it ourselves. The person who would not take a lively satisfaction in owning a baby or a cat or a chicken or a picture that is better than other people's, would be simply too good for this earth. When a nature becomes so sublimated as all that, we may expect to hear at any time the dreaded rattle of the undertaker's wagon.

Quillo.

## Are Your Net Profits Satisfactory?

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

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

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

## Butler Brothers

Exclusive Wholesalers of  
General Merchandise

New York Chicago  
St. Louis Minneapolis  
Dallas



## REST ROOMS FOR WOMEN.

## They Add to the Trade of Any Town.

Written for the Tradesman.

There is no doubt that some merchants who read the heading of this article will sniff contemptuously and say that any man who has ever been in business knows that merchandising is anything but a "social stunt," but the man who hastily arrives at that conclusion is quite likely to find after a little study that he must revise his views on the matter, and it may even be discovered that one of the reasons why he has not been as successful as he should be is because he has been too much concerned with immediate dollars and cents that cross his counters, while some very effectual means of attracting trade to his store have been neglected.

We hear a great deal about "well-fare work" which owners of factories carry on for the benefit of the social side of their employes' lives, and how recreation and entertainment, meals and music promote the health and good feeling of men and women who work, and add not only to the happiness of the toilers, but to their efficiency. A happy, well fed, cheerful individual makes a better worker, and it is just as true that the comfortable, sociable, clean-feeling man or woman makes a more cheerful and liberal buyer.

Anyone who has gone into one of the luxurious, elaborately appointed waiting rooms, with apparently every convenience for business or personal comfort at hand, and filled to overflowing with men and women—for while these places are politely called "Women's Waiting Rooms," there is usually a good sprinkling of men in those parts of the section not strictly private—reading, writing, visiting, will ever say again that merchandising has no social side. No shopping of any kind whatever is done in these waiting rooms, the finest of them are not surrounded with manicure and hair dressing rooms, ladies' shoe shining booths, or anything that seems to invite special patronage in the way of trade.

Primarily these rest rooms are intended for use of the store's own customers and they were originally intended for just what their name implies. Many people do use them now for rest during shopping tours from floor to floor of the immense establishments, but it is also true that hundreds of women avail themselves of their conveniences and use them as a meeting place and for actual visiting. This is abuse which cannot entirely be controlled, but at the same time they are an indispensable adjunct to the big store that makes any pretensions whatever to the comfort of its clients.

If there is one thing more than another which the small towns to which come large numbers of country traders need it is something in the way of a rest room, however modest its size and furnishings, for the convenience of the women who come to town to buy goods and supplies. In many

hundreds of towns this need offers an opportunity for some progressive, wide awake dealer to combine altruistic effort with cold business acumen, and reap for himself rewards both material and spiritual far in excess of outlay.

One merchant last winter made an experiment which resulted in the opening up of a general rest room in his town. When the cold weather began he installed in one corner of his store a coffee percolator with tank and used a good sized space in the local paper to invite the people from the country to come in and have a cup of coffee at his expense on cold days. Some of the merchant's competitors tried to work up adverse sentiment in the town by saying that the "free coffee stunt wasn't fair to the restaurant keepers," an argument easily answered by the merchant who declared that so long as these same restaurant men did not object to the saloons serving free sandwiches, he couldn't see any point to any objection to coffee. And the "coffee plant" continued in operation and was liberally patronized by both men and women.

The innovation was not intended as a temperance one by this merchant, but such it proved to be. He speedily discovered that a cup of hot coffee will keep many a weak man away from a saloon, and that money not spent for drink goes in the vast majority of cases into the coffers of the merchants of the town for food and clothing.

This coffee idea also attracted the town women into the store, for it was good coffee, well made. I may even disclose it was the dealer's wife who superintended its making and the result was the general adoption of the percolator method of coffee making in that community. As a consequence the dealer sold a large number of small percolators and built up a large trade in the particular brand of coffee he served. This and other general business that came to him directly traceable to these efforts more than paid the cost of appliances and supplies.

When spring approached he fitted up a small rest room in a vacant room on the second floor of the store which had been used principally for storage. The furnishings were plain but comfortable, but by this time the other merchants began to wake from their slumbers, and asked to be let in on some of this merchant's plans, for they wanted to co-operate to make S—a good trading town. They didn't all want to open up rest rooms, so they combined resources and secured a conveniently located place, supplied the room with rocking chairs, a couple of couches, necessary comforts and reading matter. It was made so attractive withal that it was soon noted that many women who seldom came to town before developed into frequent and regular visitors, and more and more people who lived equal distances from two trading points were coming to the town with the rest room.

There is always a certain amount

of trade hanging in the balance and it is the town and the merchant which offers the little extra attraction that that will get the advantage ultimately. The man who says there is no sentiment in business is sadly mistaken, and he who thinks there is no social side to merchandising is equally deceived. Sociability and sentimentality in their broad aspects are strong influences in all departments of activity, not excepting commercial endeavors.

E. E. Reber.

## The Grocer and the King.

Sir Thomas Lipton's grocery firm is in trouble in England, the war office accusing it of bribing canteen quartermasters to push its groceries in the army canteens.

A Chicago grocer, apropos of this said the other day:

"Lipton was a great friend of the late King Edward's. Lent him money, you know. That's how he got his knighthood. Edward once invited Lipton to a very smart dinner party in Sandringham. The queen, hearing of the invitation, took the king to task.

"The idea," she said, 'of inviting a grocer like that! Think what you owe society.'"

"But think, my dear," the king chuckled, 'think what I owe Lipton.'"

The eternal fitness of things gets busy when a boy who "sassed" his mother grows up and marries a woman who won't stand for any back talk.



## Counter Display and Repeat Sales

A SMALL space on a grocer's counter, used for displaying National Biscuit Company products, will help in a quick turnover. These goods are of first quality and their cost to the consumer is small. The packages carry the air of appetizing goodness and sell themselves.

The successful grocer sees opportunity in goods strongly advertised in a national way. He sees the value of meeting the strong conviction in the mind of the housewife produced by forceful and repeated advertising. He knows that repeat sales of worthy goods are the best profit-makers.

A good display of National Biscuit goods will tell the woman customer in a flash that you carry a good assortment of these nationally advertised, high quality, oven-fresh goods.

### NATIONAL BISCUIT COMPANY



## Public Seating For All Purposes

Manufacturers of

American Steel Sanitary Desks

In use throughout the world

World's Largest Manufacturers of  
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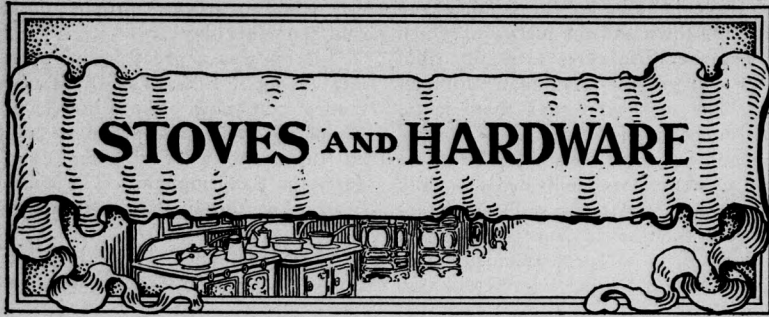
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ASK FOR LITERATURE







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

#### The Art of Learning to Pull Together

Written for the Tradesman.  
Right now is an opportune moment to make an effective start toward developing a more effective system of store co-operation for the coming year.

I have known hardware stores where the salespeople never seemed to pull together. The clerks had it in for the boss, the boss always found fault with the clerks; and, as is natural where such conditions prevailed, business sadly sagged.

The remedy is, not to say "You shall not most persistently knock at one another," but to say, rather, "Come along, boys. Let's all pull together and make this year a hummer."

It is largely from lack of a positive purpose that so many stores develop the purely negative spirit of "knocking." The merchant who, from the very start, wants to help the boys along, will find the boys, in ninety cases out of a hundred, eager to do their best; and the clerk who sets out to give his employer a good measure of service will in the overwhelming majority of cases find the employer responsive. And, where the "pull together" ideal is developed, pretty big things are apt to result.

If the pull together idea hasn't taken root yet, there's no question whatever who should plant it. The man most interested is the man at the head of the business—the proprietor. It is up to him to start things moving.

A good many ways have been suggested for getting the clerks interested in their work and keeping them interested. Some employers have weekly staff conferences, when suggestions are invited from all members of the staff. In one store, each clerk is given a department as his particular care, and bonuses are given for the largest advance in sales each month, or the greatest percentage of increase, or the best individual showing in proportion to stock carried. Some stores have a system of sales-recording for each individual clerk, and the man who makes an exceptional showing is marked as in line for the first promotion. One man does the trick entirely without forms or records of any kind, by the simple process of chatting frequently with each member of the staff, talking over the goods, the customers, the need of pushing the stuff that brings in a profit, and all the little details in-

cidental to selling. Often, weekly or monthly luncheons are held. In large stores the annual picnic is occasionally an institution, and the proprietor cheerfully shuts up shop for half a day in the summer time in order to give his salespeople a jolly outing.

Whatever the method, it is the spirit behind it which counts. The boss who takes a genuine interest in his salespeople, who shows by his attitude toward them that he is willing and ready to reward good and faithful service in proportion to its value, and who volunteers promotion when it is earned instead of holding off and yielding it only when it is demanded, is the boss who is going to get the best out of his clerks.

One rather crusty old chap, who, nevertheless, did a mighty fine business used to have a "Straight Talk" to every newcomer on his staff. It was simple and direct.

"I'm in this business to make money for myself. I'm hiring you to help me make money. To do that you've got to sell goods, and particularly to sell the goods that make a big margin of profit. You've got to sell, furthermore, in such a way that you'll please the people who deal here, hold their good will and patronage, and not merely keep their business but get that of their friends. I'll always have my eye on you; and if I find six months or a year from now that you are making more money for me than you are now, I'm ready to divide up."

And—he unfailingly kept his word. He had a better percentage of good clerks than most merchants. Perhaps it was due to the fact that he put the issue squarely before them at the start; that he said something at the very beginning of things that set them thinking along profit making lines.

What you want in your store is a lot of salespeople who are interested in the hardware business. Get a man interested in anything to start with, and he'll do the rest himself—with perhaps a little assistance. And, to get the boys interested in the business, you must show at the start a friendly interest in them. I know from experience the meaning of even a little word or two of friendly interest from the boss. "How's the aluminum goods selling, Billy?" or "Do you ever feel shaky when you talk to customers, Tom? I used to, myself," helps to show the boy just starting that you have an eye on his work. And, when he has questions to ask that may strike you as absurd, and wants information on some point that to you is mere commonplace, re-

member that you were a beginner once yourself, that this young fellow is your salesman, and that it's worth as much to you as to him, and worth a whole lot to both of you, to give him a little lift and a cheering word.

It is particularly in an off year—a year when people are bemoaning the business outlook—that a store needs the "pull together" spirit. Where the boss doesn't show the slightest interest, it's very easy for the boys to say to themselves: "Well, there's no use trying to sell things. The war has shot everything to pieces." But I notice that where the boss keeps a stiff upper lip, softened occasionally with a cheery smile, the boys at least are trying to do business—and honest trying is more than half the battle. Courage is contagious; and courage is what salespeople and merchants need more than anything else. More than half the world's trouble are troubles that never happen except in the imagination; and a mind full of courage leaves no room for unnecessary forebodings of evil that does not come.

So get the boys together, while the year is young, and make a start at inculcating the "pull together" spirit. It's never too early to begin—nor too late. And, whatever the year may bring (and I'm hopeful of a mighty good year for America) it will bring a lot better results if you make an honest try at pulling all together than will fall to your lot if you just sit still and wait for better days. You will never have better days until you help to make them.

William Edward Park.

#### S-S-S-S-S-S'S.

Sudden swallows swiftly skimming,  
Sunset's slowly speeding shade;  
Silvery songsters sweetly singing  
Summer's soothing serenade.

Susan Simpson strolled sedately,  
Stifling sobs, suppressing sighs,  
Seeing Stephen Slocum, stately  
She stopped, showing some surprise.

"Say," said Stephen, "sweetest sigher,  
Say, shall Stephen spouseless stay?"  
Susan, seeming somewhat shyer,  
Showed submissiveness straightway.

Summer's season slowly stretches—  
Susan Simpson-Slocum she;  
So she sighed some simple sketches  
Soul sought soul successfully.

Six September seasons swelter—  
Six sharp seasons snow supplies—  
Susan sat in sofa's shelter  
Six small Slocums side by side.

Some people marry in haste and  
then live to have golden weddings.

#### My Auto 'Tis of Thee!

My auto 'tis of thee, short cut to poverty—of thee I chant. I blew a pile of dough, on you some time ago, and now you refuse to go, or won't or can't. Thru town and country side, you were my joy and pride; a happy day. I loved thy gaudy hue, thy nice white tires so new, now you're down and out for true, in every way. To thee, old rattle box, came many bumps and knocks, for thee I grieve. Badly thy top is torn, frayed are thy seats and worn, the whooping cough affects thy horn, I do believe. Thy perfume swells the breeze, while good folks choke and wheeze, as we pass by. I paid for thee a price, 'twould buy a mansion twice, now everybody's yelling "ice"—I wonder why? Thy motor has the grippe, thy spark plug has the pip, and woe is thine. I too have suffered chills, ague and kindred ills, endeavoring to pay my bills since thou wert mine. Gone is my bank roll now. No more 'twould choke a cow, as once before. Yet if I had the mon, so help me, John—Amen, I'd buy myself a car again and speed some more.

If every man was as fond of his wife in private as he lets on he is in public the judges and divorce courts would soon be in the bread line.



In buying Roofs you cannot "see" the quality. It is the test of time and the reputation of the maker which establishes in your mind the "quality."

Reynolds shingles have been on roofs for 12 years.

The test of time has proven their durability, and their beauty is seen and appreciated every day.

Ask your lumber dealer or call up our office for particulars.

H. M. Reynolds Asphalt Shingle Co.  
Grand Rapids, Mich.

## Foster, Stevens & Co. Wholesale Hardware

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



**SEARS, ROEBUCK & CO.****Corporation Earns 94 Per Cent. Per Annum.**

The directors of Sears, Roebuck & Co. have declared a stock dividend on the common stock of 50 per cent. payable on April 1, which will increase the common stock from \$40,000,000 to \$60,000,000.

In the calendar year 1908, Sears, Roebuck common sold between 56 and 24 and was paying no dividends. A fair average would be \$40 per share. If it is assumed that an investor bought three shares that year, after April 1, 1915, he will own six shares which have cost him nothing additional.

The company paid a stock dividend of 33 1/3 per cent. on April 1, 1911, which increased his three shares to four and the present stock dividend will increase his holdings to six shares.

During the seven year period which he has owned these shares, his dividend return to April 1, 1915, will have been as follows:

1909	.....	\$13.50
1910	.....	21.00
1911	.....	24.50
1912	.....	28.00
1913	.....	28.00
1914	.....	28.00
1915	.....	14.00

Total .....\$157.00

This shows an average annual dividend return of \$22.43, or 18.7 per cent. After April 1, he will be the owner of six shares which will probably have a market value of not less than \$125 a share or \$750.

Taking the value of the six shares at \$750 and adding the dividend return of \$157, the total return from his \$120 investment will have been \$907, or an appreciation of \$787 on his original investment.

This is at the rate of \$112.43 a year of 94 per cent., which is not bad for an investment in a corporation which is not a monopoly in any sense of the word and which has the sharpest competition from two other large mail houses in the same city.

Sears, Roebuck reports for the year ended Dec. 31 net sales of \$96,024,754 as compared with \$91,357,276 in 1913, an increase of less than \$4,700,000 and the smallest yearly increase since 1911.

Cost of merchandise and all expenses were \$86,247,960 as compared with \$81,287,267, an increase of just under \$5,000,000, so that gross profits show a decrease of about \$300,000.

This shows a reduced margin of profit from 11 per cent. to 10 per cent. Owing to decreased expenditures for repairs and renewals and appropriation for depreciation and reserves, the surplus for dividends was \$9,081,520, as compared with \$9,027,669 in 1913.

After the payment of 7 per cent. on the preferred, the balance for the common was equal to 21.3 per cent. on the common stock as compared with 21.17 per cent. in 1913, 7 per cent. being paid in dividends on the common in both years.

If there should be no increase in

the profits for the current year, the company would still be earning 14 per cent. on its \$60,000,000 common which will be outstanding after the stock dividend is distributed, or twice the 7 per cent. dividend rate.

The following shows sales, costs and margin of profit for the period since July 1, 1906:

Yr. end.	Sales	Costs	Margin Profit
June 30, 1907	\$50,722,840	\$47,187,297	6.97
1908	40,843,866	38,452,538	5.85
*Dec. 31, 1908	21,813,592	19,494,265	10.64
1909	51,011,536	44,391,680	12.98
1910	61,329,792	54,360,515	11.36
1911	64,112,194	56,948,625	11.17
1912	77,116,859	67,961,160	11.87
1913	91,357,276	81,287,266	11.02
1914	96,024,754	86,247,960	10.18

\*Six months.

The second table shows surplus for dividends with percentage earned on both classes of stock:

Yr. end.	Sur. for Dividends	% on Pfd.	% on Com.
June 30, 1907	\$3,238,502	32.59	8.47
1908	2,034,796	20.87	4.50
*Dec. 31, 1908	1,991,457	20.43	5.50
1909	6,192,361	64.72	18.40
1910	6,759,076	76.60	20.47
1911	6,984,967	82.18	15.96
1912	8,322,611	104.03	19.34
1913	9,027,669	112.53	21.17
1914	9,081,520	113.52	21.30

\*Six months.

The final table shows the working capital and property account at various dates:

	Working Capital	Property Account
June 30, 1907	\$ 2,777,808	\$ 9,206,354
June 30, 1908	3,756,093	9,520,893
Dec. 31, 1908	5,646,236	9,242,311
Dec. 31, 1909	8,720,480	9,443,965
Dec. 31, 1910	10,846,506	10,308,511
Dec. 31, 1911	12,497,038	10,442,767
Dec. 31, 1912	14,837,726	9,502,626
Dec. 31, 1913	17,548,211	9,879,185
Dec. 31, 1914	23,231,178	9,771,675

Working capital increased from \$17,548,211 to \$23,231,178 during the year and the net tangible assets behind the preferred stock on Dec. 31 were \$41,450,000. Deducting the \$8,000,000 preferred stock at par and the balance of net tangible assets behind the common stock were \$33,450,000 or \$83.63 per share.

The floating debt of the company was reduced during the year from \$4,750,000 to \$1,000,000 and the current liabilities were about one-fifth of the current assets.

The amount of cash on hand Dec. 31 was over \$2,000,000, the largest cash holding since 1911, when the company had nearly \$2,400,000.

For the month of January Sears, Roebuck reports an increase in sales of \$213,000, or about 2 3/4 per cent. Even if the entire year should show no higher rate of increase than this, the total would reach approximately \$100,000,000.—Boston Commercial.

Customers are not very likely to buy from the man who acts as if he did not care whether they buy or not. The independent acting clerk will have independent acting customers.

**Alarmed Over Threats of Hot Headed Germans.**

Detroit, Feb. 8.—I beg that I may be permitted to suggest in your columns that it is time to reckon in some practical way with the ugly facts of German propaganda in the United States. The challenge flung so insolently in our faces by the German societies at their amazing meeting in Washington should be taken up and answered, regardless of the so-called amenities. We should have done with the fetichistical idea of neutrality which has induced us hitherto to condone uncounted German breaches of the ordinary laws of hospitality. Persons like Bernstorff, Dernburg and Ridder we can afford to ignore—their fatuity is so obvious—and besides, we have made up our minds about the war. But these societies now deliberately organizing to subvert American ideals of government are striking at the roots of our National life. I am no alarmist. I have no expectation of a German invasion of these shores. But the Washington pronunciamento offers the clearest possible evidence that if such an invasion were to occur it would find here several million Germans prepared to facilitate its progress.

It would be idiotic, after the experience of Belgium, France and Great Britain in the matter of German espionage, to assume that the Germans in this country would hesitate between the interests of America and those of their "Fatherland." They would be for the "Fatherland" first, last and all the time, and we should have to pay the consequences. Do not dismiss these bitter observations as reflecting the prejudices of a crass anti-German. I have traveled in Germany. I have known Germans there and at home. I am fairly well acquainted with their literature and their art, their morals and their manners. I know all about the "nice" German, especially in the Southern part of the Empire. But that has nothing to do with the hypenated marplots who, as their Washington platform vividly shows, would freely embroil us with Europe in order to aid Germany. These people have found in the United States a prosperity they could not find in the "Fatherland." They are released here from the pressure of that militarism which reacts so harshly upon the whole social fabric of the "Fatherland." In the security of our political system they save their skins, make their fortunes and enjoy every blessing of equality. Even from the materialistic point of view of their own philosophy it is plain to the wayfarer that what they have left behind them is not to be compared with what they obtain here. America welcomes them ungrudgingly, and in everything that means beneficent opportunity she gives to them with both hands. But now these ungrateful children of her adoption would sacrifice her to the "Fatherland." The baseness of it stinks in the nostrils of an honest man.

Something unquestionably must be done to combat the German peril just brazenly let loose in our midst. Organization must be met with organization. In newspapers, in pul-

pits, on the public platform, in clubs and other social places, wherever Americans can give voice to their opposition to this abhorrent movement they must make themselves heard. If, as the Washington meeting announces, the fight is to be carried into politics, yet us accept the issue and go after the destruction of it as we would go after any foulness in the public health. But let it be understood, let it be proclaimed from the housetops, that this is not a civil war, not a war between two bodies of Americans. It is a war between Americans and Germans. Let the line be drawn sharp and deep, for all men to see.

An American.

**Kalamazoo Covets the Next State Convention.**

Kalamazoo, Feb. 15.—Kalamazoo delegates will be out in earnest at Lansing next week. Kalamazoo wants the 1916 convention and means to have it.

Inasmuch as the Celery City has endeavored for three years past to bring the convention to Kalamazoo, but has very courteously waived its rights in favor of Flint, Grand Rapids and Lansing, it seems no more than fair that the delegates from the three cities mentioned should turn in and help us this time.

Some of the older delegates will remember the splendid entertainment which the Kalamazoo boys gave the State convention on the occasion of the last convention, some twelve or thirteen years ago.

Kalamazoo has a larger organization now, a barrel of money and much enthusiasm, and if the delegates go to Kalamazoo next year, there will be something doing every minute.

Among the delegates elected to go to Lansing this year are R. Bell, Henry Schaberg, Wm. Moerdyke, Frank Toonder, H. J. Van Bochove, F. McQueen, Geo. Freeman, Samuel Poelstra, Walter P. Johnston.

Walter P. Johnston, Sec'y.

The Grand Rapids night school students in salesmanship are rejoicing over the fact that they have secured the official lecturer, H. L. Fogleman, of the Sheldon School of Salesmanship, to give a lecture on Personality in Salesmanship at the Central High auditorium Friday evening, Feb. 19. This class is composed of 125 young men, all live wires, who work at their vocation in the day time and study how to become more efficient in the evening. Numerous local men have addressed the class during the winter. The young men realize the opportunities in their chosen profession, hence they are going out to sell tickets for the lecture and put their training in practice. They want others to realize the opportunities offered.

What will you give to be thought the most accommodating business man in town? You can have the reputation without any money cost if you will take pains to please people.

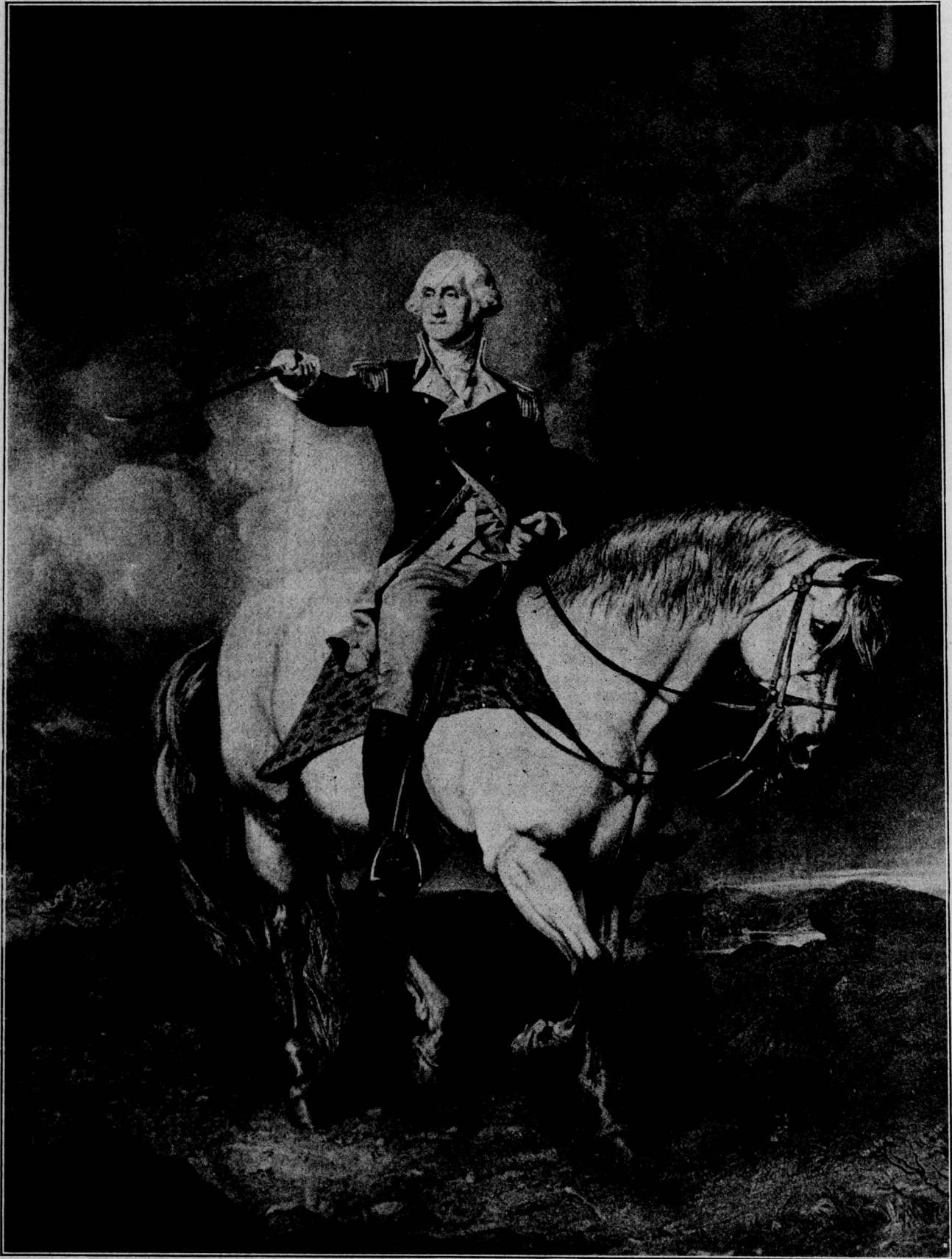
**DIAMOND TIRES****NEW FAIR PRICE LIST**

Size	Smooth Tread	Squegee Tread
30 x 3	\$ 9.00	\$ 9.45
30 x 3 1/2	11.60	12.20
32 x 3 1/2	13.35	14.00
34 x 4	19.40	20.35

Other sizes reduced in about the same proportion. We carry all regular sizes in stock.

**SHERWOOD HALL CO., LTD., Distributors**  
30-32 Ionia Ave., N. W., Grand Rapids, Mich.





First in war, first in peace and first in the hearts of his countrymen.



### Some of the Possibilities in Poultry Specialties.

Written for the Tradesman.

Poultry specialties represent good profits for the general merchant—particularly for that merchant who has some specific knowledge of poultry raising and takes a genuine interest in fine fowl. At this particular time, with spring approaching, poultry lines are exceptionally seasonable, and should be energetically pushed, where they are handled at all. For, whatever is worth handling is certainly worth pushing.

The merchant who thus links up with the poultry fanciers is part of a sort of endless chain, which yields him at least three good possibilities of profit. In the first place, he can purchase and retail to the fanciers the eggs for hatching. Of course, for this purpose ordinary store eggs won't do; the merchant must get in touch with fanciers who have high grade eggs to sell for hatching, and these will usually be very glad of the retailer's co-operation in extending their sales. A little later, with the hatching of chicks, comes the demand for poultry feed, tonics, regulators, charcoal, lime, grit and other incidentals, to keep them thriving. Still later the merchant handles the finished product, the broilers and subsequently the fresh eggs—which is getting back to the starting point, and completing the chain.

If you intend to go after this business at all, it will pay you to go after it energetically and intelligently. A pre-requisite to success is a complete

stock of poultry specialties. The poultry fancier is glad to be in touch with a store where he can buy anything and everything he needs and rely upon getting it every time.

Next, you should read up on poultry to some extent, and get in touch personally with the leading fanciers in your town and vicinity. Talk hen with them, now and then—the professional poultryman likes to discuss his birds, the amateur poultryman enjoys it even more; and this swapping of opinions with men who know the subject will add to your own poultry knowledge, while at the same time increasing your circle of steady customers. You can rely upon it that the poultry fancier will buy preferably where his interests are known and where the storekeeper's attitude is sympathetic.

Finally, go after the business energetically. It isn't an overcrowded field in most localities. Stock the goods; and give them a special department or counter in your store, and an occasional window display. The range of stock is wider than most merchants are apt to think. There are many varieties of poultry food, poultry tonics, egg producers and the like. The stock will include charcoal, grit, lime, insecticides of various sorts, cut clover or alfalfa, cut bone, and mechanical devices of various sorts, such as egg carriers, baskets, boxes, nest devices—as well as the inevitable china egg. Then, too, there is the demand for poultry netting to be reckoned with.

While winter weather still lingers,

egg producers can be pushed. With eggs retailing from 3c to 4c each and upward, it pays the poultry raiser to spend some money in stimulating production. The pushful dealer who calls the poultry raiser's attention to his stock ought to increase his normal sales considerably, right now. This in turn, paves the way for the hatching egg business, and the chick specialties which will be in season after March 1.

All sorts of advertising ideas can be adapted to this line of business. One merchant in a small town offers prizes. There is a cash prize of \$5 for the largest number of chickens raised from a single setting in the hatching season—which in his particular locality, runs through March, April and May. Another cash prize is offered for the largest number of chicks hatched and raised to maturity by any customer of the store. The stipulation is made confining the contest to purchasers of a certain brand of chick feed, for which the merchant has the exclusive local agency. Often, instead of cash prizes, the trophies take the form of poultry supplies of one sort and another, which arouse interest just as keen. Where goods are offered, there can be a series of prizes; and it is a recognized fact that competitors will usually go into a contest far more readily where there are a number of prizes than where there is only one.

Then, too, it pays to get the addresses of poultry fanciers, professional and amateur, and to send them circular letters; or, better still, to get

into personal touch with them. Personal acquaintance is an important factor in booming this line of business, particularly where the merchant is himself interested in poultry raising and has specific and available knowledge of the pursuit.

Incidentally, it is worth remembering that any encouragement thus given to poultry raising helps to solve the egg problem. There is in every community a crying need for more and better egg production; and the merchant who helps to interest people in poultry raising along scientific and up to date lines is rendering an inestimable service to his own community, as well as leading his customers to take up a business which is bound, if properly handled, to yield them good profits.

William Edward Park.

### Valuable.

A tourist in Scotland came to a wide ferry. It was stormy and the wind was constantly increasing. The Scotch ferryman agreed to take the tourist across, but told him to wait until he had first taken a cow across. When he had returned and started across with the traveler, the latter became curious.

"Will you tell me why you took the cow over and made me wait?" he asked.

"Weel, now," explained the ferryman, "ye see, the coo wur valuable, and I feared th' wind wud increase so the boat micht upset on th' second trip."

## RETAILERS AREN'T DEAD— THEY'RE ONLY SLEEPING SOME DAY—SOON—THEY'LL WAKE UP AND WIN

A prominent UNITED STATES SENATOR in answer to an enquiry as to where he stood on the STEVENS BILL said, in substance, that if he could be assured of the BACKING OF RETAIL MERCHANTS, he would vote for the bill, but the retailers do not hang together. If legislation is passed that injures them, they SIMPLY FUSS among themselves, but they never get out and make a fight. The MAIL ORDER HOUSES WILL MOVE HEAVEN AND EARTH to defeat at the next election any senator who incurs their ill-will.

The retail merchants of the Country with their clerks of voting age represent close to a MILLION VOTERS. Senator after senator and representative after representative were elected this fall on margins so narrow, that the business vote in their states or districts could easily have defeated any or all of them.

The dealer is in a position to get recognition, but he allows himself to be a POLITICAL NON-ENTITY. Legislative questions, if we only knew it, are of as great importance to us as many of our trade problems, but we are not taking the interest in legislation that we should.

Politically, retailers have got to become mugwumps; they have got to be ABSOLUTELY INDEPENDENT AS TO PARTY, if their interests are to be served. When this is done, every resolution will carry with it the CERTAINTY THAT THE BUSINESS MEN WILL VOTE AGAINST AND WORK AGAINST ANY MAN WHO FAILS TO LISTEN.

**"Remember the Stevens Bill"**



## SHOULD WORK TOGETHER.

### Co-operation Between Farmer and Business Man.\*

The subject given me, "Better Co-operation Between the Farmer and the Business Man," owing to the wide variation of opinions, is one of the most difficult that could be placed on a programme. Were I to take sides on this subject I might, undoubtedly, please one side or the other, however, that is not my aim. The importance of the topic, its co-operation value and its far reaching influence on your community compels me to handle this subject in a way that I hope will prove a lasting benefit. Therefore I shall speak plainly and try to present the facts as I see them, but in doing so I assure you I am aiming at no occupation or person and only desire to say something that might be of some value to you all. I will receive some criticism from both sides, for both have their critics and some on each side are so far from the fold as to make co-operation impossible even were you to tender it to them on their own terms. To them I hope you will not listen, but rather listen to and follow your broader leaders whose farms and stores show the result of honest toil, whose chief arguments lie in their acts of generosity and a desire to be fair. To them and not to the uncompromising you must turn in your hour of need criticism so severely, men who happen to be engaged in another occupation, you must turn in your hour of need or any attempts to co-operate must fail and vanish, and with it must vanish, the fruits of your toil.

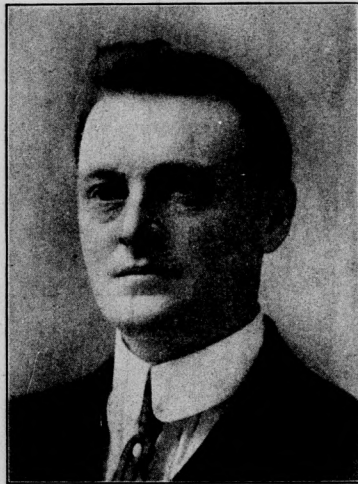
I am a thorough believer in organization for both sides and if organizations desire to co-operate and bring about better conditions, they should choose for their leaders their best and safest men, men who will narrow any breach that may exist and not widen it; men who are successful in the occupations that they follow and being successful are entitled to lead others to success, men who are ready to sacrifice personal gain for public good.

You cannot expect a merchant whose methods are obsolete and whose views are narrow and who condemns every farmer who enters his town, to co-operate any more than you can expect a farmer whose fences are down, his barns untidy, and whose stock pastures on his neighbors, to be struck with the co-operative idea. Both are relics of the past and have long ago failed to recognize any good in their fellow man and as such should be consigned to that humane scrap heap where worthless objects go, so as not to impede the progress of their fellowmen.

All co-operation is based upon confidence and faith in those with whom you would co-operate. Without faith in each other you must fail or meet only partial success. You must do by those with whom you deal as you would be done by if you were in their place. If your fairness, generosity

and desire to be helpful to others has grown beyond the realms of selfishness, you are indeed, in a safe condition to co-operate with and bring about a far better condition for both yourself and your neighbors. I fancy I hear some one say, "It cannot be done, this farmer or that merchant is too big a hog and wants it all." To such let me say, retire to your premises and don't dare to again venture where you will be a stumbling block to your fellowman. With your departure, an obstacle to the betterment of your community will have been removed.

Let us consider a few of the subjects where co-operation would be beneficial. The real backbone of any community is its citizens. Raise the standard of them and you have added greatly to your assets. In this day and age of the world, any wide awake concern would rather enter a city or country where the standard of its people are high. Its chances for success are far greater, besides it is much pleasanter to transact a successful business. Therefore let every community use the greatest possible care



J. A. Lake.

in the temptations placed before its young men and young women and remember that the boys and girls of today are the men and women of tomorrow. The training that you give them will largely determine the future value to themselves and the community. Keep your city clean morally. No city has a right to allow vice to exist to pave the way for the downfall of its young men and women as well as those of the surrounding country. Therefore you should never relax your co-operation to make your homes, schools and churches better, for these together with a child's natural ability and the character of its playmates are the factors that determine what it is to be. Your city schools should always be open to the boys and girls from the country who desire to continue a more extensive course than the country school affords and at the lowest possible cost.

I look forward to the time when every town and city shall maintain a public rest and reading room at public expense for the benefit of those who are detained or wish to spend the day in the city. But until such a time comes your merchant can do

much by having a few chairs or seats about your store, not so much for the benefit of those who desire to chew tobacco and are careless about where they spit, as for the benefit of the tired women and children who are compelled to walk the streets. See to it that people who desire to make your store their headquarters are made to feel welcome and you have done much toward making your town the most important trading center in your community.

A business holiday in which all merchants, farmers and city laboring men and their families take part, become acquainted and enjoy themselves generally, is to be commended and will prove beneficial. It also offers an excellent place to discuss public questions.

A city and country clean up day in which your lawns, highways, alleys, streets and all private and public grounds are cleaned and beautified, should exist in every community. Arbor Day should be made the most of by both city and country by the generous planting of shrubs and trees.

Farmers also appreciate a good and safe place to hitch and care for their teams, good watering troughs, clean streets and safe and easy access to a place where they market their produce.

Country roads should receive a great deal of attention. Your trunk roads should be State rewards. Good roads greatly reduce the cost of marketing produce for the farmer, draw patrons from a much greater distance to your markets and adds greatly to the appearance of your country. It also induces new and better settlers and adds to the value of real estate in both country and city. I am pleased to say that Mancelona is a leader on this subject and needs no advice but rather credit for the great work you have done on country roads.

The subject, by far, needing your greater co-operation at present and the one I shall give most of my time to is your coming markets and especially on live stock, poultry and small produce. These markets depend on many things, such as the quality and quantity of the produce offered, nearness to the great markets where the produce is consumed, the character and reliability of the men handling your produce and your means of transportation. All our Northern cities have been handicapped more or less in the past and will be some in the future until the quality and quantity offered warrants some good and reliable firms to stay permanently with us. You are well looked after in the marketing of your potatoes and grain but you were unfortunate for some years in the marketing of live-stock. Your local men took everything offered regardless of the quality at the same price, thus placing a premium on poor quality. These animals which were not consumed at home were sent to nearby towns and were not always satisfactory, hence people who wanted such goods went where they could better depend upon the shipper and the quality of goods ship-

ped. If outside butchers want your beef it is for the meat and not the hides and bones. If they want chickens it is the bird and not the feathers that they are after. There is not an outside shipper but knows well the probable condition of any article shipped from a certain locality. And the place that can furnish the best goods gets the preference even at a better price.

To bring up your market here it will be necessary that you get your stock and fowls in shape before you offer it for sale. It will be necessary that your local buyer grade it when he buys it. It is necessary that both buyer and seller should work together to both increase the quantity and also the better the quality of what you raise, for the more you produce and the better it is, the more will be the demand from this locality and the better the price will be. Large concerns, such as will pay the best prices, will not enter a locality unless stock exists in sufficient quantities to pay, and any large concern when they enter a territory and do not find conditions right or stock in sufficient quality does not return but goes some place where conditions are better. I am going to furnish you with a few illustrations of the effect of this. When we first purchased a store here we shipped a great deal up to Petoskey which worked nicely while we were here ourselves, but the man we left in charge sent us so much poor produce we were not breaking even so had to stop shipping for months. We have had veals shipped us of such poor quality that we never cut them up on the block. Many of the chickens run thin, and we were unable to better conditions, so ultimately had to stop shipping until Mr. Holbrook took charge of affairs. I well recall one veal I purchased while here, giving the common regulations for dressing it. The man brought it in with head and hoofs on and when asked why he did so he told me he went to see another butcher and was told I was putting it over on him. You can see how long a person would continue to ship under those conditions if they could better conditions elsewhere. Two years ago Mr. Holbrook reported to us that he wished we could send some one down to pick up the surplus cattle. We sent our best shipper from Petoskey and after driving around three days, he returned dissatisfied after having bought five or six cattle. I have tried to get him back since stock was plentiful but without effect, although he comes as far as Alba and Bellaire for stock many times during the year. I am informed that one of your local men brought a man in this fall to buy up the surplus hogs, but after traveling about three days and offering a fair price for hogs alive, he gave up and returned. This same thing was done at Petoskey and the company who made the effort afterward informed me that had they been able to locate the car they would have lost money on it, owing to the slump that followed. This effort to co-operate is discouraging to your merchant

\*Paper read at Antrim County Farmers' Institute by John A. Lake, the Petoskey grocer.



unless his efforts bring success, and it is seldom the same company will come back again.

It is decidedly to the interest of your local merchant that you have a good market for this surplus, as it greatly increases his sales and enables him to use select produce instead of using everything. It encourages you to raise more and better produce and it brings a great deal of outside money into your neighborhood, thus increasing your wealth. But the shipping business is not all profit as our experience on a car of poultry will show. So many farmers up our way had turkeys, away beyond local consumption and it was evident some one must ship them out. We ordered a car and advertised for all kinds of poultry and when the day came the farmers came from miles around with their surplus poultry. Often during the day we had five or six teams waiting in line to unload and by night we had paid out practically \$1,000. Then our trouble began. No car came. We put them in coops, hired men to care for them over Sunday. We shipped Monday expecting to meet the poultry car at Traverse City, it failed to get there and they did not know when it would be, so we hired them dressed and shipped to various places, and to date we have not received our initiative cost of the poultry alone. In spite of this trouble we are going to promise you two cars of poultry out of here next year, one before Thanksgiving and one before Christmas, both starting from Petoskey and finishing here, and we ask you people to co-operate with us by furnishing us with a liberal supply of choice number one poultry. The better the quality is the better the price will be, and the more sure you will be of having it repeated year after year.

A new market of generous proportions will also open to the North next year. A large concern with an excellent reputation and money back of them has purchased a sight and will erect a large cold storage plant at Petoskey to be operated in connection with their sales department. They expect to handle nearly everything in the line of produce from the farm. This means if properly co-operated with, a steady market at all times. It means that instead of shipping in produce to compete with you, they expect to ship your produce into other neighborhoods to compete somewhere else. In my judgment this is the most important transaction for the benefit of the farmer and business man alike that has ever taken place in the Northern part of Michigan. Our store here will assist it in every way possible just as it will at Petoskey, and with your co-operation it may be the forerunner of many institutions just such as this section of Michigan needs to develop its markets and utilize its labor.

Now don't think that I am scolding or finding fault, but these are facts and my regrets are expressed when I say that the men who need this criticism the worst do not attend Farmers' Institutes, and I cannot

reach them. Most of you people have good produce and it is fully 50 per cent. better on the average than when we came here four years ago. You people present can do a great work by encouraging your neighbors to raise the best produce they know how, and just think what it would mean to your markets if butter, eggs, beef, pork and poultry would become famous if shipped from Mancelona.

Your location and possibilities make that possible.

Every article that can be made, raised or purchased in Mancelona should be used by our consumers. Every dollar sent out of your community is a dollar that has been produced here and sent away to enrich other communities and in the future must be taxed there. Both sides should be fair and just in this matter, and always give your home farmer and merchant a preference. Both need your support. Both are laborers and producers that enrich your community and are decided assets. Neither of you can well stand alone and your future lies in doing right by each other. It is far better to have a population evenly distributed over our great country than to allow some states to point with pride to its city of millions. How long could New York, Chicago and other great cities survive if thrown on their own resources? Not long I am sure. The business tactics that two many of us pursue makes them like a great octopus whose wealth is added to each year by drawing on every community to contribute to its support. Far better for us if we keep and support Michigan and the more even we support it the more even will its wealth and population be distributed.

These are only a few of the subjects that come up in common in every community. There is no subject but is of common interest to you both, and if it is of special benefit to either side and damage to neither, then there is a just reason why you should work for and not against it. So I appeal to both sides to stop knocking, bury your hammer, get down to business and find out the pleasure and the profit of a good, well supported, well balanced and harmonious community. It's yours for the asking but neither need ask alone.

#### Couldn't See a Miracle.

The lawyer asked the witness if an incident previously alluded to wasn't a miracle, and the witness said he didn't know what a miracle was.

"Oh, come," said the attorney. "Supposing you were looking out of a window in the twentieth story of a building and should fall out and not be injured. What would you call that?"

"An accident," was the reply.

"Yes, yes; but what else would you call it? Suppose you were doing the same thing next day; suppose you looked out of the same window and fell out, and again should find yourself not injured, what would you call that?"

"A coincidence," said the witness.

"Oh, come now," the lawyer began again. "I want you to understand what a miracle is, and I'm sure you do. Now, just suppose that on the third day you were looking out of the twentieth story of a building and fell out, and struck your head of the pavement twenty stories below and were not in the least injured. What would you call it?"

"Three times?" said the witness, rousing a little from his apathy, "Well, I'd call that a habit."

#### Light Given Back by Colored Surfaces.

Dark blue reflects 6½ per cent. of the light falling upon it.

Dark green, about 10 per cent.

Pale red, a little more than 16 per cent.

Dark yellow, 20 per cent.

Pale blue, 30 per cent.

Pale yellow, 40 per cent.

Pale green, 46½ per cent.

Pale orange, nearly 55 per cent.

Pale white, 70 per cent.

A window finished in light oak can be lighted with much less wattage than a window finished in dark mahogany; likewise, a window in which white goods are displayed, can be lighted much more economically than a window for a display of dark clothing, furniture or hardware, such as stoves, tools and goods of a like nature.

If you are not pleasant and agreeable to people habitually, you may be sure they will do business with you from necessity rather than choice.



## IT'S THE HEIGHT OF THE COFFEE SEASON

And every day must be made to count, if you would show that your coffee department is really a *feature* in your business as it may be if you will handle

**"WHITE HOUSE"**

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

## Clothing Merchants

The Gannon-Paine Co's entire stock of *Circassian Walnut* Clothing, Hat and Overcoat Wall Cabinets, Plate Glass Show Cases, etc., must be moved March 1, 1915.

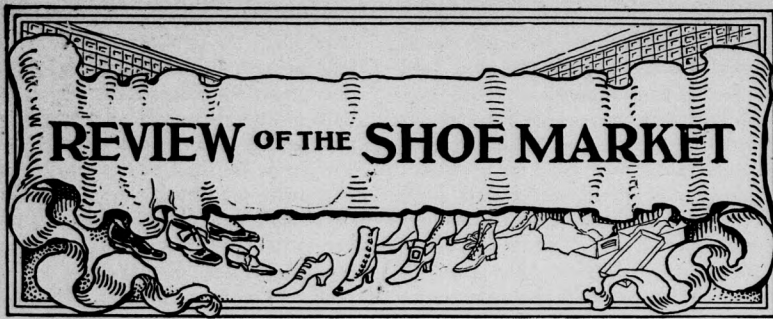
This is an opportunity for you to equip your store with strictly Up-to-Date Fixtures and Furniture at a great saving, and furthermore we will take in exchange any of your fixtures.

**Grand Rapids Merchandise & Fixtures Co.**

803-805 Monroe Ave.

Grand Rapids, Mich.





### Building Up a Profitable Repair Business.

Written for the Tradesman.

Several times during the last year or two I have called attention in these columns to the phenomenal growth of the shoe repair business. Doubtless the principal reason for the increase of repair work must be attributed to the introduction of modern machinery. Power-driven machinery in a repair shop is a decided advantage in several ways. It enables the repair man to turn out work quickly, neatly, and (relatively speaking) inexpensively.

One of the standing objections to the old-fashioned shoe cobbler was that he was mortally slow. He was brought up in a leisurely atmosphere. His methods of going about the job were slow. And furthermore he was ordinarily not averse to interruptions. He was willing to stop work and talk with almost anybody, and at any time. Patrons had to wait on the cobbler's convenience. The shoes might be ready when you called; and again they might not. But the modern repair shop is a strictly business institution. Work is systematized, and put through with promptness.

And the work is neatly done. The average repair shop of to-day is able to re-bottom or half sole a pair of shoes in a workmanlike manner, so that, if the uppers are sound the shoes look almost as good as new—and generally feel better than new ones to the feet inside. The modern edge-trimmer and heel-burnisher are a great improvement over the traditional finishing processes of the old-time cobbler.

And, of course, the work can be done at a more nominal price. Operations that used to require hours are now done in minutes. And there is a further saving in the buying of materials due to their being purchased in greater quantities. In other words, the repair business has grown to be a real business.

#### Making a Feature of Repair Work.

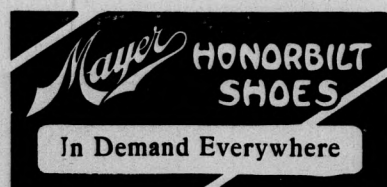
Shoe dealers and others who solicit repair work, ought to consider it worth while. If it's worth doing at all, it is worth doing well. And one never can do much with his repair business unless he really makes a feature of it. Play it up for all it is worth. Give it the same care and attention you bestow upon other features of your business. Look upon it as a form of public service in which less than your very best is not enough.

The repair business is growing. People used to say that the shoe re-

pair business was a sort of barometer of business conditions; that it dropped off when times were good, and increased inversely as other classes of business slumped. But this has ceased to be a correct statement of the situation. I have it, on the authority of a number of first class repair men, that more shoes are repaired in prosperous times than in less prosperous days; that the repair business of to-day suffers when other lines of business suffer; that the more a community prospers, the more work the repair shops of the community receive from week to week.

And, if one stops to think about the matter somewhat, one can readily see why this is true. A fairly good-looking and serviceable pair of shoes may reach a certain stage where new heels or soles, or both, would be distinctly advantageous to the wearer both in point of looks, wear and comfort; and yet if the job should cost sixty-five or seventy-five cents—and it isn't convenient to the owner just at that time to spare this trivial sum—he may easily decide to get on with them a few weeks without the needed repairs. And, naturally, when times are hard, there will be a larger number of people who will assume this attitude. It may be poor economics, but anyhow it's the way the average human biped argues—and acts. On the other hand, when times are flourishing, there will naturally be a proportionately larger number of people in every community who will respond to impulse to have their shoes repaired promptly when such repairs are needed.

And here is where the shoe dealer who does repair work, and the proprietor of the repair shop, have an educational duty—and opportunity. Prove to the people that it is a most mistaken idea of economy to allow shoes to deteriorate rapidly because of needed repairs that are neglected. There is much that may be said along this line. For instance, a pair of rounded heels throws the shoes out of plumb and places abnormal strains at certain points; how thin, worn-through soles permits the dampness to penetrate the shoe and undermine its foundation; how a small break anywhere develops into a more serious defect, if not attended to at the proper



Don't let Chicago Mail Order Houses get all the profits. Make it known to your trade that you have

## Rouge Rex Shoes

for men's and boys' hard wear, and other Hirth-Krause Shoes for all other requirements for men, women and children.

Planet Line welts for men  
Ruth shoes for women  
Playmate shoes for children  
Glove rubbers for all.

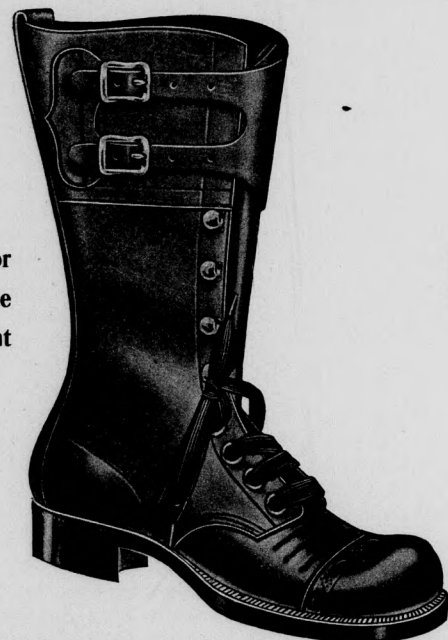
Stock these goods, and show your trade how much better you can serve them personally than any other firm can possibly do at long range.

You will please them, satisfy them, save them money and swell your profits. Write us. Let us tell you how we can help you.

### HIRTH-KRAUSE COMPANY

Hide to Shoe  
Tanners and Shoe Manufacturers  
Grand Rapids, Michigan

## STOCK UP FOR SPRING ON THESE Pioneer--Good Service Numbers



In Stock for  
At Once  
Shipment

Orders  
Solicited

- |   |        |
|---|--------|
| No. 884—Men's 12 inch Black Norway Chrome Uppers, 1/4 Double Sole, Re-inforced Shank, Nailed Bottom, Fair Stitched, Large Nickle Hooks and Eyes, Four inch cuffs with Buckles and Straps. Full Bellows Tongue, Blucher, exactly like cut..... | \$3 25 |
| No. 883—Same only Regular six inch Blucher tip.....   | 2 25   |
| No. 878—Same only Regular six inch Blucher plain.....   | 2 25   |

Samples on Request

They Wear Like Iron

### Herold-Bertsch Shoe Co.

Mfgs. of Serviceable Footwear

GRAND RAPIDS, MICH.



time. It's all more or less of an expansion of the old statement—"a stitch in time saves nine"—but it's true and effective none the less.

#### Calling for and Delivering Work.

In the repair business it's the service feature that counts big.

There's not so much difference in work turned out by present-day repair shops. They all use pretty much the same machinery, the same methods, and the same sort of material. Their jobs look pretty much alike when finished. And the price has been fairly well standardized.

But there is often quite a difference in service of repair shops in a community. And it is the difference of service that tells the story.

I know of a repair man who is making a notable success of his business just because he has introduced high grade service into it. He is training his patrons to use the 'phone—not to bother about bringing their shoes to his shop, or sending them; but to merely call him up. He sends a boy around on a bicycle for them. When the work is finished, the boy delivers the shoes, neatly done up in a parcel.

In this way he gets a vast amount of work that he would otherwise miss. It isn't always convenient to take one's shoes in person to the repair shop. Some people have an aversion to appearing on the street with parcels under their arms. It isn't always convenient to send some one with the parcel. It simplifies matters if the shoe dealer or repair man can send for, and return, the work. It removes one of the great hindrances. And it doesn't cost much. In fact the matter of cost for this service isn't at all in proportion to the benefit conferred by it.

At another time I hope to discuss some matters connected with the advertising of a repair service, and show how a very small advertising appropriation can be made to accomplish much in building up a profitable repair trade. Cid McKay.

#### Do Away With Mid-Season Styles.

No other question considered last week at the conventions of retailers and manufacturers transcended in importance the unanimous conviction that the practice of introducing new styles in mid-season is a dangerous and unprofitable policy for retailers and manufacturers alike.

The practice of showing new styles after the traveling salesmen have nearly finished or completed their trips, and when retailers have selected their styles for a new season in the belief that what they have bought are the styles the people will want, is of comparatively recent origin with most manufacturers. A few manufacturers of the highest grades, particularly women's footwear, have more or less always done this, but within the past year we find that manufacturers of almost every grade have adopted this policy in a wholesale way.

In the words of a member of the National Shoe Retailers' Association, who was one of a committee appointed to confer with representatives of the

Last Makers' Association and the Shoe Manufacturers' Association to see if something could not be done to minimize the introduction of mid-season styles, it is time that the retailer stood up and asserted his rights and emphatically objected to this practice.

The style situation and the "novelty game" is complex enough without making it more puzzling, as well as an extremely disturbing factor to business, by introducing mid-season styles. The practice is absolutely unfair to the retailer. Shoe buying has greatly changed in recent years; retailers are placing smaller orders for advance delivery; many are depending upon the stock departments for the newest styles; manufacturers complain because of small orders and traveling salesmen say "ditto." This condition is now accentuated and buying made more difficult and dangerous with greater risks and losses forced upon the retailer, by mid-season styles.

Until now the retailer has been forced to hold the bag and assume all the risk in picking his styles, but it seems as if he is about ready to place the bag in the hands of the manufacturer.

At any rate, there is no doubting the temper of retailers toward mid-season styles. The rank and file of the trade is opposed to the practice, but it is for them to demonstrate to the manufacturer in a forceful manner that if he introduces new styles in the middle of a season that he must assume whatever risk goes with them.—Shoe Retailer.

#### "Burned Shoe" Kicks.

Isn't it true that every man who carries his own risk on an article will exercise diligence and care in its protection?

Shoes are the rank exception.

Over half the claims that come back to dealer are shoes that have been exposed to heat. This destroys the fiber in the leather, causing it to break up, and to seem in that particular place to be "just rotten."

No! This couldn't happen before it came to the wearer. Unless it were sound, the leather would not stand the heavy strain of being pulled over the last.

All leather is tanned in liquor, so, if damaged in one spot, it could not be sound in the rest of the shoe.

Few people realize just when a shoe is burned, and most of them are perfectly sincere in declaring it couldn't have happened to them.

Many of us never know when we run over a nail, but the puncture is there all the same.

Before returning a shoe that has these symptoms, take it to your local cobbler and ask his frank opinion.

If it is a "burned shoe," don't send it back to the manufacturer or jobber. Play fair.—Boot and Shoe Retailer.

#### A Judicial Error.

A colored gentleman on trial for his life in a remote Tennessee town, was asked by the judge if he had anything to say, whereupon he replied:

"All I has to say is this, Judge: If you hang me, you hangs the best bass singer in Tennessee."

## The Hood Plymouth Line

### "Is the Line For Me"

That's what a man who does hard work said.

That's what they all say, too—



Because

## They Wear

Made in Storm (called Plymouth Waverley)

Made in Low Cut (called Plymouth Overs)

Like cut

			Plymouth Waverley	Plymouth Over
Men's	Bedford, W. and London, F. W.	6-12.....	\$0.82	\$0.80
Boys'	London, F.	2½-6.....	.70	.66
Youths'	London, F.	8-2.....	.60	.56
Women's	Heel, Opera, F.	2½-8.....	.63	..
Misses'	Half Heel, Opera, F.	11-2.....	.55	..
Child's	Spring Heel, Opera, F.	4-10½.....	.48	..

An extra quality rubber.

Save that 5% discount.

## Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

## Our Yard Wide Shoe



## A New "Eight Wide" Last

Giving an abundance of room across the ball of the foot, yet neat and dressy in appearance.

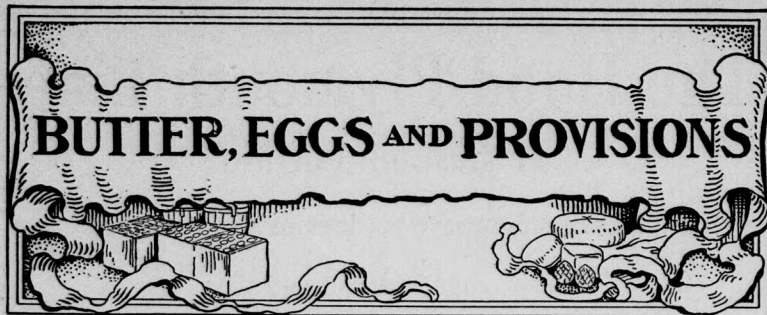
We carry this shoe in stock in gun metal, vici and kangaroo leathers.

### Rindge, Kalmbach, Logie Company

"Makers of Shoes that Wear"

Grand Rapids, Mich.





#### Michigan Poultry, Butter and Egg Association.

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

#### Fresh Cheese Driving Out Cured Cheese.

Well cured cheese, once so popular, has been compelled to take a back seat; indeed, the eclipse has been so complete that it is becoming hard for the customer to buy aged cheese at all.

Exhaustive enquiries have not only served to establish this fact beyond question, but have also unearthed several good reasons why this condition has developed.

The primary cause lies in the desire of the dealers, manufacturers, shippers, commission men and wholesale grocers, to turn money invested in cheese as often as possible. This is necessary in order to realize any profit on a year's business, as the margin on cheese is small and the cost of storage great, not to mention the danger of a sudden drop in the market. These combined circumstances compel the dealer to get his cheese off his hands as soon as possible, so that it is becoming a hard matter to buy cheese which is more than three or four months old. Most of the cheese manufactured is in the hands of the wholesale grocer within one to five weeks after leaving the factory. Thus, in a fashion, green cheese is being poked down the throats of consumers. They must eat green cheese or none. This is too swift an age for either dealers or consumers to sit around six months waiting for cheese in storage to become venerable. The consumer demand is great, and it suits the purpose of the dealer to satisfy that demand in a hurry, which gives cheese small chance to grow old.

The younger generation prefers green cheese, according to one dealer, because it looks brighter and better than aged cheese, albeit that the latter is about ten times more digestible. Most of the aged cheese is eaten by alien families, who, by the way, consume more cheese of all kinds than our native sons. They eat Brick, American and Limburger cheese, and the older the better—cheese three times a day, in salads, soups, and without bread. One prominent cheese dealer on South Water street, Chicago, swears he could write a strong article proving that the glowing good health of the peoples of Northern Europe is due to their heavy consumption of cheese!

Of necessity, the foreign cheeses which come to this country, including Edam, Roquefort, Rejjaino, Limberger and Romano, are aged. There are two reasons. One is that a month is required for transit. The other is that our good neighbors across the pond have not yet caught the idea—they are not in a hurry—and will not buck at keeping cheese in storage six months, in order that it may emerge in the condition which they consider correct. The difference between the European and American viewpoints is well expressed when we say that in Europe the manufacture of cheese is an art, while in America it is a business.

Of course, the new taste for green cheese has not affected the palates of all consumers. Many old-timers still insist that the cupboard should contain no cheese less than six months old. They still cry for cheese that crumbles in their fingers and possesses that sharp, nut-like tang.

#### Triumph of the Italian Tomato.

Washington, Feb. 15.—The tomato was given to the world by America, but Italy is to-day teaching the rest of the world by example how it should be raised and how it should be preserved. Italian canned tomatoes have practically pushed the American product out of the English market, and have gained an enormous market in the United States. The Italians raise a solid meaty tomato of fine color and it is so packed in the cans that the consumer is not obliged to pay for a large percentage of water.

Canned tomatoes, however, are put up principally for the export trade. The Italians themselves prefer their tomatoes in the form of sauce, or paste, which is nothing more nor less than boiled down tomato pulp, minus the skins and seeds, as set forth in an interesting manner in a report by Commercial Agent J. Alexis Shriver entitled, "Canned-Tomato Industry in Italy," recently issued by the Bureau of Foreign and Domestic Commerce. This sauce is put up in cans and is used by the Italians in a great variety of dishes, of which spaghetti is perhaps the most familiar to Americans.

According to fairly accurate statistics the area planted in tomatoes in Italy is about 22,000 acres, producing about 385,000 tons. The exports to the United States amount to about 20,000 pounds of canned tomato and tomato sauce, the some 8,000,000 pounds of the product go to South America. The total value of the tomato exports from Italy is well over \$6,000,000.

The skins and seeds that were formerly wasted are now utilized, the former as stock feed and the latter as a source of oil. The crude oil is suitable for soap making and for lamps, and refined oil is said to be edible. Commercial Agent Shriver's report, Special Agent Series No. 93,

may be obtained from the Superintendent of Documents, Government Printing Office, Washington, at 5 cents a copy.

Shippers of live poultry through the West are reported as considerably up in arms. Shipments of live poultry in Iowa in the future will be few, according to statements made to the Interstate Commerce Commission by shippers when a suspension of increased freight rates was asked. The Interstate Commerce Commission notified the council recently that the suspension had been denied. This means, apparently that live poultry will be classed as third instead of fourth class freight. The increase in rates is from 10 to 40 per cent. The rate on dressed poultry has not been changed.

#### A Choice.

A little girl about six years old was visiting friends, and during the course of the conversation one of them remarked:

"I hear you have a new little sister."

"Yes," answered the little girl, "just two weeks old."

"Did you want it to be a little girl?" asked the friend.

"No, I wanted it to be a boy," she replied, "but it came while I was at school."



**NOT A LUXURY**  
The many uses and economy of

## Mapleine

classify it as a necessity that goes far and costs little. As a flavoring it is very popular.

Order from  
Louis Hilfer Co.  
4 Dock St., Chicago, Ill.  
**CRESCENT MFG. CO.**  
Seattle, Wash.



**Henry Smith**  
**FLOUR**  
139-141 Monroe St.  
Grand Rapids, Mich.

**Satisfy and Multiply**  
Flour Trade with  
**"Purity Patent" Flour**  
Grand Rapids Grain & Milling Co.  
Grand Rapids, Mich.

## BEANS

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

**MOSELEY BROTHERS** Grand Rapids, Mich.

Both Phones 1217

## 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

## Rea & Witzig

### PRODUCE COMMISSION MERCHANTS

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

Established 1873

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

## HART BRAND CANNED GOODS

Packed by

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

Michigan People Want Michigan Products

## Geo. L. Collins & Co.

Wholesale Live and Dressed Poultry, Calves, Butter, Eggs and Country Produce.  
29 Woodbridge St. West  
DETROIT, MICH.

AS SURE AS THE  
SUN RISES

## Voigt's CRESCENT FLOUR

Makes Best Bread and Pastry

# Use Tradesman Coupons



### Relation of Apples and Health.

Chicago, Feb. 13.—The writer takes the liberty of enclosing a clipping written by the famous writer and lecturer, Elbert Hubbard, and published in the Chicago Examiner of February 9.

Your very able journal has always displayed a good collection of choice articles and it may be called in trade circles "The Review of Reviews," or, as the writer would put it more pleasantly, "Reviews of the Choicest Things in Mercantile Life."

Coyne Bros.

### Apples and Health.

A doctor's bill doesn't always have to be paid at once. Apples are generally bought for cash.

But in the long run apples are much cheaper than medical service. The old maxim still holds, "An apple a day keeps the doctor away."

As a race we have never had enough fruit. We have lived too much on meat and white flour. Any doctor will tell you that there are a hundred diseases that would absolutely disappear if we would adopt a fruit diet, say for one meal a day.

Apples agree with every one. Apples tend to modify the demands of the meat trust, increase the flow of bile, and their plentiful use will add to our happiness and length of days by eliminating the dregs of much pessimistic theology that yet clogs our social system.

In apple season, when you saunter through an American orchard and see a pile of Nature's Health Nuggets, you think of a painting by Turner. Old Sol has dipped into Mother Earth's palette and colored them with gold, russet and vermilion drawn out of the soil, and then flavored them with an Elysian essence.

Later, man learned to co-operate by spraying the trees, irrigating, plowing and leveling the soil. And it came to pass that the world learned that art in apple culture paid.

The apple growers of California, Oregon, Washington and Colorado were the orchard teachers of this country. They made the farmers of the East realize that apples might well be taken seriously—that they were not a sort of garden truck.

The Hood River Valley apples have attained an international reputation. This Hood River Valley is one of the most picturesque and beautiful spots one can imagine. The cool nights and the warm sunshine of the days seem to contribute exactly the right conditions for apple culture. However, there are many other districts that can produce just as good fruit as the Hood River Valley, provided the same amount of genius is brought to bear.

I admire the Hood River Valley apples, but I admire the Hood River people more. They have brought genius to bear in the business of apple culture and apple salesmanship. They know how to prepare their wares for the market in the most attractive shape.

Many American apples command a price in England. I have paid a shilling for an American apple and had it brought in on a silver platter with the original wrapper on it, duly served

by a flunky in side whiskers, who expected a tip for his genius in selection. And, really, I was a little proud of the fact that people in America occasionally do their work so superbly well.

And, as the years go by, apple culture will receive a degree of attention that it has never had before. Fruits, vegetables and poultry are now being regarded just as important as corn, wheat and oats, and perhaps a little more so.

We prefer to buy our doctors by the barrel, bushel or box, rather than by the "call."

### Money in Waste Paper.

Dealers should be familiar with the advantages of baling their waste paper. The amount of waste paper which accumulates in the average store is very large. Getting rid of it is somewhat of a problem.

There are several types of baling machines on the market, some of which are run by electricity. Baled waste paper sells for from \$5 to \$8 a ton, the price depending on its quality and the locality in which it is sold.

A further consideration in favor of the paper-baler is the elimination of fire risk, and a saving of space that is taken up by the accumulation of loose waste paper.

Immense quantities of waste paper are taken from the subway, and the large office buildings in New York every day. Its sales brings in many thousands of dollars during the year. There is no reason why the retail dealer should not also turn this item of waste into one of profit. In an economy and efficiency survey waste paper should be accounted for.

### Ice Cream by Mail.

A Nyack, N. Y., ice cream man is shipping ice cream by parcel post. He has devised a special package for the purpose. It is a box made of cork slab protected on the outside and holds a quart of ice cream. The box weighs four pounds and the can of cream two pounds, making six pounds in all—five pounds less than the limit allowed in the parcel post. The manufacturer expects to deliver ice cream to other patrons by the same method of preservation thus doing away with the large buckets or tubs packed with ice. This invention was thought out by the manufacturer long before the parcel post service went into effect, and it was designed to deliver cream anywhere without the inconvenience of packed ice. The ice cream will keep perfectly for five hours in this package.

By watching the periodicals in National circulation merchants can see which of the goods being handled by him are Nationally advertised. By cutting out such advertisements and using them as part of a window card, announcing that the goods advertised are in the hands of the merchant, many new patrons can be induced to give the store a trial, and if the merchant cannot convert them into regular patrons there is something wrong with his salesmanship.

### 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.

### Make Out Your Bills

#### THE EASIEST WAY

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

### Watson-Higgins Milling Co.

#### Merchant Millers

Grand Rapids :: Michigan

## Michigan Beans and Potatoes

If you are in the market ask for prices.

Bell Phone 14

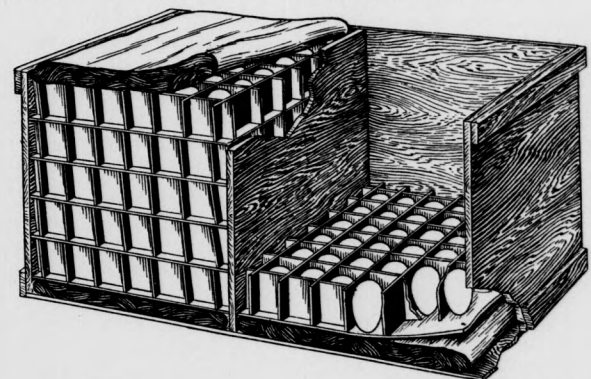
Farmers Elevator & Produce Co.

Bad Axe, 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 2½ ounces is used, dividing board will not be required next to eggs at top."

In the wording of these specifications there is an evident testimonial to Excelsior Egg Case Cushions in preventing breakage. It means that the experimental stage of these cushions is passed. They have been tried, tested and now are approved as the best.



The above illustration shows very plainly just how Excelsior Egg Case Cushions are used. From this it will at once be seen that when they are used there is a great saving in time in packing, over the usual manner of distributing loose excelsior at top and bottom of the crate. This, combined with the practically absolute assurance against breakage (one egg saved in each crate will pay for the packing), puts the egg packing situation into a place where it is scarcely an economy not to use Excelsior Egg Case Cushion and a very distinct economy to use them.

They may be used repeatedly with ordinarily careful handling, as they are made from odorless basswood excelsior, evenly distributed throughout the cushion, enclosed in the best quality of manila paper, thus reducing their cost to a minimum. You really can't afford to take the chances necessary, on other methods of packing. Let us give you prices and samples.

Samples and prices can be obtained from any of the following addresses:

Excelsior Wrapper Co. - - - Grand Rapids, Mich.  
Excelsior Wrapper Co. - - - Sheboygan, Wis.  
Excelsior Wrapper Co. - 224 West Kinzie St., Chicago, Ill.

Our Facilities are such that Promptness is our slogan.

## The Vinkemulder Company

Jobbers and Shippers of  
Everything in

## Fruits and Produce

Grand Rapids, Mich.





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

**Michigan Division T. P. A.**  
**President**—Fred H. Locke.  
**First Vice-President**—C. M. Emerson.  
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**Secretary and Treasurer**—Clyde E. Brown.  
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#### In and Around Little Traverse Bay.

Petoskey, Feb. 15.—R. T. Reilly, the newly appointed postmaster for Alanson, has taken charge of the office. Mr. O'Reilly has been a life long Democrat, is an experienced farmer and will give the village of Alanson good service. Mr. O'Reilly is a Spanish war veteran and was discharged from the service with high honors. Mr. O'Reilly owns a large farm north of the village of Alanson and is interested in the growing of stock and fruit and is a booster for the Western Michigan Pike.

V. J. Kahler has purchased the property formerly known as the Schilling store, on the west side of Petoskey, and is conducting a grocery store with hay and feed in connection. Mr. Kahler formerly conducted a grocery store in Boyne City where he enjoyed good success. Previous to this Mr. Kahler owned a store at Horton's Bay, where he was also successful. Mr. Kahler is well acquainted with the farmers of Resort township and Horton's Bay and is deserving of success. We are pleased to have him with us.

T. J. Cox, a young man of Carp Lake, has accepted a position with the Temple Manufacturing Co., in the grocery department. Mr. Cox is a bright young man and will, we believe, prove himself worthy of the position he has attained.

W. H. Cornell, the oldest butcher in Harbor Springs, has originated a plan whereby he will become immensely wealthy. Mr. Cornell is specializing on capons and will have for sale the coming year the finest chickens that can be purchased. At the present time Mr. Cornell is not thoroughly versed on the proposition, but states that he is having good success, only seven out of the first fourteen operations proved fatal. Mr. Cornell says that 50 per cent. is a good average for a beginner.

John Nyman, well known Petoskey resident, left Thursday morning for Grand Rapids as a delegate to the Republican State convention. Mr. Nyman is superintendent for the Petoskey Crushed Stone Co., is a prominent politician and an energetic worker in Petoskey Lodge, B. P. O. E.

Mr. Nyman was accompanied by Mrs. Nyman. They expect to spend two weeks visiting Grand Rapids and other points. During the absence of Mr. and Mrs. Nyman the household affairs will be in charge of their son, Arthur. We are told that Arthur is well versed in the culinary art and we hope that the dog and cat will live until the return of Mr. and Mrs. Nyman.

J. M. Shields, representative of the Worden Grocer Co. and a prominent resident of Petoskey, has discovered a positive cure for sore throat. Mr. Shields experimented upon himself and is alive and ready to testify that

nected in the grocery business and in real estate.

A. B. Klise is the Republican candidate for Mayor of Petoskey. Mr. Klise is widely known as the President and manager of the A. B. Klise Lumber Co., which operated for years at Sturgeon Bay. Mr. Klise also has extensive interests in the Upper Peninsula and, if elected to the Mayorality of our city, will devote to it the same business integrity which made for him his success as a lumberman. Herbert Agans.

#### Plea For the Railways by an Employee.

Paris, Feb. 15.—Railroads to-day, outside of the public school system, have become the greatest columns of our civilization; being the great arteries through which the tide of commerce flows, developing and spreading their network over every state and territory, penetrating the almost inaccessible parts of our Nation, making the desert blossom like the rose, forcing their way into the darkest corners of the Continent, and opening avenues of commerce to the humblest citizen, in the remotest corners of the Earth.

To look upon the position of these great corporate public benefactors, every creation of mankind must intelligently place them second

ment of these possibilities and his accumulating resources, natural demands are made in the growth and for increased facilities which transportation lines have fully met, until they have become the mighty factors in the world's commerce.

Many of the greatest minds and most brilliant intellects have moved the great transportation world forward to its present era of perfection. Because it is looked upon in all its vastness as a colossal enterprise, it must be remembered that it can be no greater than the power of its resources which must be productive of its revenue.

During the last few years, legislation has hampered transportation service, reducing revenues, increasing the cost of operation and producing sharp competition, until every line of railroad has been using every effort and the utmost energy to render preferred service. Millions have been spent for safety. The best and modern equipment of construction and capacity have been supplied. Steel of superior quality and of the best standard reach from ocean to ocean and from the Great Lakes to the Gulf.

To keep up this high standard of operation and comply with legislative enactments, railroads have reduced and exhausted surplus earnings and in many cases caused new capital, to be solicited for investment.

The public appeal to the railway lines for speed, the elimination of time and safety of equipment have brought forth the creative and reserve powers of the mind of man. To the average mind, the cost of development is not comprehended in comparison with the production of revenue traffic. The public demand is for immediate action and traffic increases only as service demonstrates its own excellence to justify its solicitation.

There is no railway line but what desires an organization qualified and equipped that has passed beyond the experimental era, to render a service of safety. The public demand it and legislation defeats it by prohibiting the people from supplying sufficient revenue to ensure it.

No employers can go into the field of commerce and labor and secure service of the highest type and qualifications without the remuneration such service demands.

Aggressive legislation against transportation lines in its benighted dream to aid prosperity, penetrates the whole fabric of commerce, defeats its very object and chokes the fountains of industry. F. E. McCollom, Agent G. R. & I. R'y.

#### Busy Doctor.

Teacher—Joseph, why have you been absent for the last three days.

Joseph—My maw was sick. (Silence).

Joseph—Teacher, I've got a new brother.

Teacher—Is that so? (Silence).

Joseph—Teacher, Dr. Finkenstein brought it.

Little Ikey (from the back of the room)—Teacher, teacher, we take from Dr. Finkenstein, too.

#### A DREAM!

One night a salesman dreamed a dream, and, dreaming, dreamed he died,

Then straightway to the Pearly Gates his sin-stained spirit hied. And then before the Saints he stood, with downcast head hung low, "My record's pretty rank," he said, "I guess I'm bound below. "I've smoked a lot and drank a lot, confess it all, I must, I've flirted too, and then, besides, great heavens, how I've cussed!" The good Saint Peter looked at him with kindly, smiling eye, then Shook his head. "Don't ask," he said, "a mansion in the sky. But let me ask some questions, sir—are you a traveling man?" The sinner bowed, then in this strain the good old Saint began: "You've chased the wrong train once again, and chased it full a mile,

Amid the train crew's jeers a-sounding all the while. You've gotten up at 4 a. m., the time-card played its trick, And then you've found, as usual, that your train goes out at six. You've taken some gay merchant out and spent a ten or more, And then he calmly said he'd bought his goods the day before. You've spent your life at bad hotels, and eaten still worse meals, With oleo and waiter girls, all run down at the heels. Your letters have been sent astray, your trunks have wandered too, With porters, clerks and baggagemen you're in a constant stew. And once a month you see your wife, now, tell me, is it so?" "It is," replied the drummer, as he took his hat to go. "Ah, well," said good Saint Peter, as he opened the portals wide, "I'm very glad to meet you, sir, just kindly step inside. We'll try and make you happy here, we'll do the best we can, You've served your time in Hades, for you've been a traveling man!"

Doan's ointment is unexcelled for the purpose mentioned.

Frank Kaden, the well known merchant of Boyne City, and family are wintering in Florida. Mr. Kaden shipped his automobile to Jacksonville and from there they drove through to Orlando. A recent letter from him states that they are having fine weather and are enjoying themselves.

Jimmie Sheridan, G. R. & I. engineer, who has been on the Harbor Springs run for a number of years, is enjoying a much-earned vacation. While Mr. Sheridan is on his vacation his place is being taken by George Worden, of Grand Rapids.

J. S. Meacham, of the firm of Meacham & Co., Boyne City, is confined to his home with an attack of pneumonia. We hear that his condition is much improved and trust he will soon be able to assume his duties in his grocery store. Mr. Meacham is an old resident of Boyne City and has been prominently con-

to none. As one of our great railroad presidents has said, "No public enterprise exists upon which the great mass of humanity depends so much and requires as much the co-operation of every citizen that make a Nation."

Yet to-day these great interests are treated in legislative halls as a canker on commercial prosperity and various remedial laws are suggested, enacted and forced by legislation with a view to increase public benefits that in operation prove disastrous to intent. While it may be true that every cause needs opposition and difficulty to ensure its fullest success, yet public enterprise and public servants can only obtain greatness through service and legislation that in effect diminishes the fullest service; likewise diminishes and retards the prosperity it intends to create.

In advancing rapid progress, every transportation line has thrown around every citizen, possibilities to him heretofore unknown; and in the develop-

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

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



### Pussy Foot Railway Tactics Rebuked.

Two weeks ago the Tradesman published a leading editorial entitled "Why Not Play Fair?" in which we implored the railway officials to discontinue their sneaking, clandestine methods and come out in the open like honorable men and show their hands in man fashion. The Tradesman had no idea this pleading would result in anything tangible, because railway officials have become so accustomed to accomplishing their ends by bribery, cajolery and deception that it seems next to impossible for them to do things in a manly way. The Tradesman described in the editorial above referred to how the railway hirelings who are pursuing a pussy foot campaign in this State got a few carefully selected and especially invited members of the Grand Rapids Association of Commerce together by stealth and undertook to secure an endorsement of their project in a clandestine manner. The endorsement was refused, yet the railway men caused a report to be secretly circulated to the effect that the Grand Rapids Association of Commerce had endorsed the passenger rate increase.

The underhanded methods of the railway officials recently found expression in Marquette, where a secret meeting was clandestinely held in a business office, attended by only a few picked employees and henchmen of the railways. Resolutions were adopted in support of the pet measure of the railroads and an account of this action was telegraphed broadcast all over the State as the expression of Marquette Council, No. 186, U. C. T. Sneak work of this sort did not set well on the stomachs of the members of Marquette Council, who gave the matter consideration at their regular meeting last Saturday evening and unanimously adopted the following stinging resolutions:

**Whereas—**At a so-called "special meeting" held at a business office in this city, on Saturday evening, Jan. 16, 1915, there were passed certain resolutions relating to the proposed increase of railroad fares in the State of Michigan and particularly in the Upper Peninsula, and

**Whereas—**Said resolutions did in no wise voice the prevailing sentiment of this Council, but to the contrary misrepresented the sentiment of fully nine-tenths of our membership, and

**Whereas—**The said meeting was irregularly called and conducted, members not having been notified as provided for by our constitution and by-laws, and

**Whereas—**An account of said meeting, and a copy of the resolutions passed were published in the Marquette Mining Journal and copied and editorially commented on by several other papers throughout the Upper Peninsula and State, subjecting the members of this Council to the criticism and ridicule of the traveling public; be it therefore

**Resolved—**That we, the members of U. P. Council, 186, U. C. T. of A., Marquette, in regular session assembled, do thereby strongly condemn the action taken at said "special meet-

ing" and repudiate the resolutions passed at that time; and be it further

**Resolved—**That we deplore the publicity given by the press to the holding of said meeting and the resolutions passed thereat, and that we do hereby affirm that this Council is not now, nor has at any time, been in favor of an increase in the railroad fares from 2 cents to 3 cents per mile and that we will use all honorable means at our disposal to defeat such a measure; be it further

**Resolved—**That a copy of these resolutions be forwarded to our Legislative Committee and also that they be published in the Mining Journal, in order that the true sentiments of this Council be publicly expressed.

G. E. Webb, Senior Councilor.

C. A. Wheeler, Secretary.

The Tradesman is unable to explain on any reasonable hypothesis why the railroads cannot see that it is to their interest to play fair, instead of trying to put something over on the public by clandestine methods and back stabbing tactics. On the face of things, it looked as though the railroads had a pretty fair chance to win the contest, providing they presented their claims properly and did not attempt to hoodwink the public.

### Gabby Gleanings From Grand Rapids.

Grand Rapids, Feb. 15—Learn one thing about Grand Rapids this week. Grand Rapids has the lowest electric light and power rates of any city of its class in the United States.

E. J. MacMillan, chairman of the Dance and Entertainment Committee of Grand Rapids Council, announces that there will be only two more dancing parties this season. The next will be at Herald hall next Saturday, Feb. 20, at 8:30 p. m. Those who love to trip the light fantastic are very much pleased with the parties which have been held and congratulate the committee in charge for the able way they have conducted the parties and the good times always shown the guests. The attendance keeps increasing and the Committee predicts a good big party and an extra good time in store for those who attend next Saturday's event.

H. P. Wilcox left Monday to cover his regular territory for the Peck-Johnson Co. H. P. states that, in spite of the bad fire which his house sustained, it expects to be able to fill all orders promptly as it has a large stock of pharmaceuticals on hand.

Mrs. F. E. Beardslee left Sunday for Chicago to attend the funeral of a relative in that city.

It is reported that Jay Herrick (Northrup, Robertson & Carrier) while in Byron is stopping nights at the Grand Trunk depot, room No. 2,168,945. Jay says accommodations are first-class until along about 3 a. m., when the seats get pretty hard.

Don't forget assessment No. 125 is due and must be paid before Feb. 24.

Wm. P. Drake, the popular distributor of Judge Wright cigars, slipped on the ice a week ago Monday and injured his shoulder severely. He has been confined to his home, 572 South Lafayette, because of the accident.

John Hondorp, with the Sherwood Hall Co., also sustained a bad fall and we understand is confined to the house as a result. Grand Rapids Council wishes both of these brothers a speedy recovery.

Traverse City Council holds its annual banquet Feb. 27. Harry D. Hydorn, District Deputy, will respond to a toast. The Traverse City boys are

a bunch of live wires. They have some good poets also in that section of the country who are now regular contributors, likewise ourselves, to the Bungtown Bugle.

Ten members of Grand Rapids Council, with their wives, were entertained at a hobo party at the home of Mr. and Mrs. Peter Anderson, 1,555 Lake Drive, last Saturday night. Mrs. Anderson demonstrated her ability to spring surprises on her friends in the form of a unique entertainment. All present were dressed in most professional hobo costume. Not even the red nose and clay pipes were entirely omitted. At 6:30 a hobo dinner was served, the method of serving being typical of that nomadic race. A table cloth was spread on the floor (to protect the rug), no chairs were in evidence and twenty hungry hobos, ranging from 250 pounds down to 100 pounds in weight arranged themselves on the floor around the festive board. Napkins tied on a stick were handed each guest. These were to represent the hobo's knapsack and proved to contain a roll and an olive. Then followed a very sumptuous repast which was indulged in with such delight as to reflect credit on the hungriest hobo. After the dinner was over the guests participated in a spirited game of 500. Prizes were distributed as follows: Mr. and Mrs. Swift, first prize; Mr. J. A. Burr and Mrs. Lout, second prize. Those present all agreed that the entertainment was good enough to deserve repeating, also christening, so it was named the Midnight 500 Club. The next meeting will be held at the home of Mr. and Mrs. A. T. Heinzelman, 709 Lake Drive.

The G. R. & I. officials have announced that they are going to sell all land which they own along their right of way which is not in actual use by the company.

Dr. G. W. Ferguson was initiated into the mysteries of the Ancient Mystic Order of Bagmen of Bagdad last Saturday night. It has leaked out that the Doctor demonstrated that he wished to be an active member from the very start.

The annual meeting of Absal Guild is only two months ahead. Every member should bring in a new member for the final round-up.

J. R. Case, better known as "Bob," manager of the Handy House, at Mancelona, has been nursing an attack of rheumatism for some time. Bob says that war and rheumatism are similar, according to Sherman's definition of the former.

Until further notice all members of the patrol of Absal Guild are requested to be at the hall for drill each Saturday at 1:30 p. m. sharp.

During four years that the Grand Rapids Traveling Men's Benefit Association has been in existence, the total cost has been less than \$1 per year per member. Every member of Grand Rapids Council should be a member of this Association for his family's protection.

William E. Sawyer.

### Detroit Wants Interchangeable Mileage Book.

The Transportation Committee of the Board of Commerce has recommended to the Board of Directors of that body that no opposition be offered the railroads in their campaign for higher passenger fares in Michigan, provided the carriers include in the proposed legislation a provision for the issue of interchangeable mileage books, good for use over all roads in Central Passenger Association territory, at a rate of fare which shall not exceed two and one-quarter cents per mile. The recommendation is the result of the four-hour hearing given the carriers by the Committee when

representatives of the roads presented arguments for the higher fare.

"The Committee recommended that no opposition be offered because then it leaves the legislators free to act as they deem best," said A. T. Waterfall, Traffic Commissioner. "The roads have given us some plausible arguments, but the legislators have before them data on which the roads are basing their plea and are therefore better able to judge the merits of the case of the carriers than are we. The legislators ought to be left free to do justice to all concerned, in our opinion, but we feel that in the event of an increase in rates, the people who use mileage by the wholesale should be given a preferential rate the same as are wholesalers in other lines and therefore we have asked that 2¼ cent rate be given when mileage books are purchased."

The Directors adopted the report of the Transportation Committee.

William E. Sawyer has been elected to respond in behalf of the traveling men at the banquet tendered the fraternity by local jobbing houses Saturday evening. This explains why Gabby Gleanings did not reach the Tradesman office this week until every member of the staff was sure something had happened to the would-be poet of the Bungtown Bugle. Those of the boys who have seen the genial William since the selection was announced say that he is tearing his hair, that his eyes are bloodshot and that he looks like a man who had not slept a wink for a week. Hotel keepers along his route insist that strange noises proceed from his room at unseemly hours of the night, to the great annoyance of the guests and to the disgust of the employees who are unable to get their regular rest. Never mind, fellows, it will be all over Saturday night, after which William will resume the even tenor of his ways and Gabby Gleanings will resume its usual proportions and—what is quite as important—will reach the publication office in plenty of time.

John A. Sherick, the veteran shoe salesman for the Rindge, Kalmbach, Logie Co., Ltd., will deliver his lecture on the "Greatest Thing in All the World" at the South Congregational church (Grand Rapids) Thursday evening of this week.

### BUSINESS CHANCES.

Wanted—Good location for bazaar or grocery; would purchase small stock. State particulars in first letter. Address J. G. E., care Tradesman. 904

Look Here Merchants! You can collect all your old, "given up" accounts, yourself, by our new plan. Enclose stamp for sample and full information. Pekin Book Co., Detroit, Michigan. 903

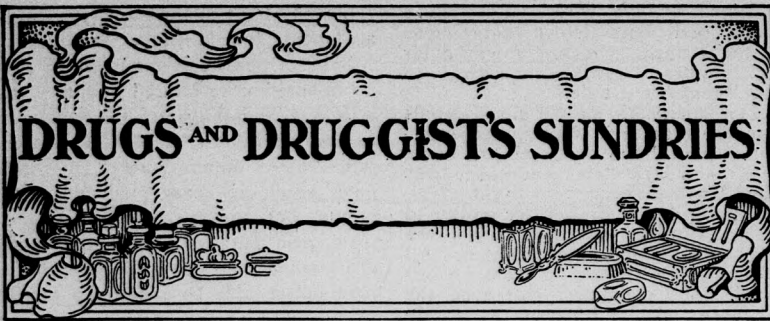
## For Sale

Stock of general merchandise at Reedsburg on G. R. & I., out of Lake City. Only store in town. Inventory near \$2200. Make an offer but be quick.

**HALL, GILLARD & TEMPLE**

Attorneys for Attaching Creditors  
1025 Michigan Trust Building  
GRAND RAPIDS MICHIGAN





**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.

**Suggestions Peculiarly Pertinent to Winter Season.**

Keep your store warm and comfortable in cold weather. Customers soon learn to know the stores that economize on heat. A good air in the store makes a difference in your own health, too.

The lighting of your store means more to you now than at any other time of the year. Are you getting all the light you can use to advantage, or merely enough to enable you to see things?

Are you going to do more business in 1915 than you have done in 1914? Well, are you? It's up to you to decide for yourself. You can do more. You can do less, or you can poke along at the same old gait.

Some clerks talk too much. They tell tales out of school and they tell tales in school. When a storekeeper has a clerk of that sort it will pay him to let him look up some other store to talk about.

Some clerks are as dumb as an oyster. There is no more money in a clerk of that sort than in one of the talking-machine kind—not quite as much. Ship them both together.

You want clerks to be honest with you? Then don't let them catch you trying to get the best of a customer. Set an example of squareness yourself.

New family in town? What will their first impression of your store be? Will it bring them in and make them your customers?

The difference between a mere living and saving some money out of your business may be the difference between careless and careful management. Are you looking out for the little leaks?

Don't expect that customers will be satisfied to do business with clerks

who lack in practical knowledge of the goods they are selling. Money saved on clerk hire isn't generally well saved.

There is no permanent advantage in inducing a man to buy beyond his judgment. Any purchase that the customer regrets reacts upon the seller.

How do you like when you go into a store to have the clerks exchange winks as if to say, "Watch me with this easy mark?" How do you like to hear a horse laugh just after you go out and feel that you have done or said something that has turned into ridicule.

On the other hand, how do you like the quiet gentlemanly attitude of the clerk who for the time seems to have nothing to do but wait upon you with every desire to be accommodating, who has time to start you off with your purchases, and bid you a courteous good day?

Is your outside sign up-to-date? Don't be lingering along with an old weather-beaten painted board when all the rest are putting up electric and other modern affairs.

Bear in mind that you can display goods more freely without glass covering in the winter time when the doors are closed and less dust is blowing around. Displaying goods sells them.

The "Tight Wad" has no place in the management of a store. People like to do business with a generous man, even if they aren't looking for him to give them something all the time.

Don't make the receipt of a shipment of goods a nuisance to all your neighbors by leaving the packing cases around on the sidewalk in the way, or beside the store somewhere where they look unsightly. Do all you can to make your store an addition to its part of town as far as outside looks go, anyway.

**Menthol Lotion.**

Menthol ..... 20 grs.  
 Tincture of Quillaja ..... 4 drs.  
 Glycerin ..... 2 ozs.  
 Water to make ..... 16 ozs.  
 Perfume to suit.

Dissolve the menthol and perfume in the tincture, mix the glycerin and water, add this gradually to the solution, frequently agitating, then filter.

**Coral Lip Salve.**

White Wax ..... 70 Gm.  
 Vaseline ..... 100 Gm.  
 Alkannin ..... 4.25 Gm.  
 Oil Lemon ..... 1 Gm.  
 Oil Bergamot ..... 1 Gm.  
 Oil Rose ..... 0.5 Gm.

**The Growing Use of Liquid Petrolatum.**

Liquid paraffin has been used in toilet preparations and nasal medication for some years, but its use for internal purposes is of quite recent date. The eminent Sir William Arbuthnot Lane, whose fame for abdominal surgery has spread over the whole world, was the first, I believe to popularize its use for internal purposes and explain its real action. From buying one or two gallons a year the hospitals are contracting for the supply of hundreds of gallons, using it for out-patients and in-patients. It is in great demand also by medical men themselves.

Its regular action on the intestines as a lubricating oil has been responsible for this demand. So many of our ills are due to constipation, or lack of muscular tone in the intestines, as well as overcrowding of the bacterial content of the lower bowel and the consequent autointoxication produced. From this autointoxication arise those dull headaches once called "liver," and what are popularly described as muscular rheumatic pains, while innumerable cases of seemingly severe rheumatism have been rapidly cured.

The lubricating action on the main tract of the intestines, of which we possess about thirty feet, has its many advantages. Many cases of severe anemia were found to be due to a catarrh of the particular part where iron salts are absorbed into the blood stream, as well as a consolidation of feces. I am told that it is no uncommon thing to find at the autopsies of the middle-aged that the feces are so caked that there is scarcely room for a thin stream of water to pass. It is obvious that absorption of food material cannot take place under such conditions, and the life of the patient is of short duration.

Catarrh of the intestines, which is so obstinate to the action of drugs, is responsible for a very great deal of the so-called chronic bronchitis. Many braver spirits have found relief by taking white or yellow soft paraffin, thinking that the bronchial tubes were thereby oiled, and little knowing the real explanation.

When one considers the large part that the digestion and absorption of food after it has left the stomach plays in regard to our health and comfort, it is easy to see why such a substance as liquid paraffin is of such great use. The normal time for food to stay in the alimentary canal is thirty hours. There have been numerous instances of a meal taking six or seven days to pass when experiments have been conducted with bismuth. These cases, in the course of a week or two, gradually come down to 100, 80, 60, then 40 and 30

hours, showing the action in a very simple way.

The liquid paraffin enters the cecum mixed with the ileal contents, and keeps the contents of the large bowel soft. Moreover, it accelerates the passage of the feces through the large intestine, which consequently does not become overloaded. Far less bacterial action goes on, and the feces are found to contain fewer microbes. The whole of the ingested paraffin can be recovered from the stools; there is no toxic action, even with large amounts.

The dose is 4 drachms or more. With children it is a useful rule to give 2 drachms three times daily until free oil is passed; then reduce the dose to 1 drachm twice or once a day. For adults the same rule is advisable, many people taking 2 ounces twice daily for two days, then 1 ounce, continuing with a daily dose of 4 drachms after the principal meal.

The only objection put forward against its use is that it produces yellowness of the skin. There is no proof of this; indeed, this condition is one that is treated with liquid paraffin with great success, the pigmentation finally disappearing.

J. Wicliffe Peck.

**To Color Wood Alcohol.**

The suggestion has been made that our country should follow in the lead of Sweden and give a distinctive color to wood alcohol, in order that it may be distinguished at a glance from grain alcohol. Past experience has taught us that a poison label is not sufficient warning apparently, to the careless, but a colored liquid could not be mistaken as readily as is the colorless liquid, which sometimes cannot be distinguished from a poison until it is absorbed into some unfortunate's system.

Inasmuch as this deadly poison is responsible for the deaths of a number of people every year, not to mention the number of cases of blindness also occurring, the suggestion strikes us as a mighty good one. In addition, we do not believe that a law or ordinance will be necessary. We imagine that the first enterprising manufacturer who adopts this departure will find such a demand for his product that his business rivals will be compelled to fall in line.

**Violet Witch Hazel.**

Liquid Oil Orris ..... 1 dr.  
 Essence Jasmine ..... 4 ozs.  
 Hamamelis Water ..... 54 ozs.

Mix and filter clear through talcum. The solution may be colored pale green with chlorophyll, if desired. Recommended for use in place of bay rum, especially for use by barbers for application after shaving.



**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.



## WHOLESALE DRUG PRICE CURRENT

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

<b>Acids</b>		Mustard, true	.9 00@9 50	Ipecac	75
Acetic	6 @ 8	Mustard, artif'l	3 50@3 75	Iron, clo.	60
Boric	10 @ 15	Neatsfoot	65@ 75	Kino	80
Carbolic	1 20@1 25	Olive, pure	2 50@3 50	Myrrh	1 05
Citric	68 @ 75	Olive, Malaga,		Nux Vomica	70
Muriatic	1 1/2 @ 5	yellow	1 75@2 00	Opium	2 75
Nitric	5 1/2 @ 10	Olive, Malaga,		Opium, Capmh.	90
Oxalic	20 @ 25	green	1 65@1 90	Opium, Deodor'd	2 75
Sulphuric	1 1/2 @ 5	Orange Sweet	2 25@2 50	Rhubarb	70
Tartaric	53 @ 55	Organum, pure	2 50		
<b>Ammonia</b>		Organum, com'l	75		
Water, 26 deg.	6 1/2 @ 10	Pennyroyal	2 25		
Water, 18 deg.	4 1/2 @ 6	Peppermint	2 50@2 75		
Water, 14 deg.	3 1/2 @ 6	Rose, pure	14 50@16 00		
Carbonate	13 @ 16	Rosemary Flows	1 50@1 75		
Chloride	10 @ 25	Sandalwood, E.			
<b>Balsams</b>		T. ....	6 50@6 75		
Copaiba	75@1 00	Sassafras, true	@1 10		
Fir (Canada)	1 50@1 75	Sassafras, artif'l	@ 60		
Fir (Oregon)	40@ 50	Sparmint	3 25@3 50		
Peru	3 00@3 25	Sperm	90@1 00		
Tolu	90@1 20	Tansy	4 50@4 75		
<b>Berries</b>		Tar, USP	30@ 40		
Cubeb	85 @ 90	Turpentine, bbls.	@50 3/4		
Fish	15 @ 20	Turpentine, less	56 @ 64		
Juniper	10 @ 15	Wintergreen, true	@5 00		
Prickley Ash	@ 50	Wintergreen, sweet			
<b>Barks</b>		birch	2 75@3 00		
Cassia (ordinary)	25@ 30	Wintergreen, art	1 25@1 50		
Cassia (Saigon)	65@ 75	Wormseed	3 50@4 00		
Elm (powd. 35c)	30@ 35	Wormwood	4 00@4 25		
Sassafras (pow. 30c)	@ 25				
Soap Cut (powd.					
25c	20@ 25				
<b>Extracts</b>					
Licorice	27@ 30				
Licorice powdered	30@ 35				
<b>Flowers</b>					
Arnica	30@ 40				
Chamomile (Ger.)	55@ 60				
Chamomile (Rom)	55@ 60				
<b>Gums</b>					
Acacia, 1st	50@ 60				
Acacia, 2nd	45@ 50				
Acacia, 3d	40@ 45				
Acacia, Sorts	20@ 25				
Acacia, powdered	30@ 40				
Aloes (Barb. Pow.)	22@ 25				
Aloes (Cape Pow.)	20@ 25				
Aloes (Soc. Pow.)	40@ 50				
Asafoetida	60@ 75				
Asafoetida, Powd.					
Pure	@1 00				
U. S. P. Powd.	@1 25				
Camphor	56@ 60				
Gualac	50@ 55				
Gualac, powdered	55@ 60				
Kino	70@ 75				
Kino, powdered	75@ 80				
Myrrh	@ 40				
Myrrh, powdered	@ 50				
Opium	10 00@12 00				
Opium, powd.	12 00@12 70				
Opium, gran.	12 50@12 70				
Shellac	25@ 35				
Shellac, Bleached	30@ 35				
Tragacanth					
No. 1	2 25@2 50				
Tragacanth pow	1 25@1 50				
Turpentine	10@ 15				
<b>Leaves</b>					
Buchu	2 25@2 50				
Buchu, powd.	2 50@2 75				
Sage, bulk	25@ 30				
Sage, 1/2s loose	30@ 35				
Sage, powdered	30@ 35				
Senna, Alex	30@ 35				
Senna, Tinn.	18@ 25				
Senna Tinn powd	25@ 30				
Uva Ursi	18@ 20				
<b>Oils</b>					
Almonds, Bitter,					
true	6 50@7 00				
Almonds, Bitter,					
artificial	1 50@1 75				
Almonds, Sweet,					
true	1 25@1 50				
Almonds, Sweet,					
imitation	50@ 60				
Amber, crude	25@ 30				
Amber, rectified	40@ 50				
Anise	2 00@2 25				
Bergamont	4 75@5 00				
Cajeput	1 35@1 60				
Cassia	1 75@2 00				
Castor, bbls. and					
cans	12 1/2 @ 15				
Cedar Leaf	90@1 00				
Citronella	1 00@1 10				
Cloves	1 60@1 75				
Cocunut	20@ 25				
Cod Liver	1 25@1 50				
Cotton Seed	85@1 00				
Croton	2 00@2 25				
Cupbebs	4 25@4 50				
Eigeron	2 00@2 25				
Eucalyptus	1 00@1 20				
Hemlock, pure	@1 00				
Juniper Berries	2 00@2 25				
Juniper Wood	70@ 90				
Lard, extra	80@ 90				
Lard, No. 1	65@ 75				
Laven'r Flowers	@ 60				
Lavender, Gar'n	1 25@1 40				
Lemon	2 00@2 25				
Linseed, boiled, bbl.	@ 61				
Linseed, bbl. less	66@ 70				
Linseed, raw, bbl.	@ 60				
Linseed, raw, less	65@ 69				

## FOOTE &amp; 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.

# 1 9 1 5

## Seasonable Goods

Linseed Oil Turpentine  
 White Lead Dry Colors

Sherwin Williams Company  
 Shelf Goods and Varnishes

Colonial House and Floor Paints  
 Kyanize Finishes and Boston Varnishes

Japalac Fixall

We solicit your orders for above and will  
 ship promptly.

Hazeltine & Perkins Drug Co.  
 Grand Rapids, 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

Cheese  
Washboards  
Flour

## DECLINED

## Index to Markets

## By Columns

1		2	
AMMONIA		Clams	
12 oz. ovals 2 doz. box	75	Little Neck, 1lb. ..	@1 00
AXLE GREASE		Little Neck, 2lb. ..	@1 50
Frazer's.		Clam Bouillon	
1lb. wood boxes, 4 doz.	3 00	Burnham's 1/2 pt. ....	2 25
1lb. tin boxes, 3 doz.	2 35	Burnham's pts. ....	3 75
3 1/2 lb. tin boxes, 2 doz.	4 25	Burnham's qts. ....	7 50
10lb. pails, per doz.	6 00	Corn	
15lb. pails, per doz.	7 20	Fair .....	65 @ 70
25lb. pails, per doz.	12 00	Good .....	90 @ 1 00
BAKED BEANS		Fancy .....	@1 30
No. 1, per doz. ....	45 @ 90	French Peas	
No. 2, per doz. ....	75 @ 1 40	Monbadon (Natural)	per doz. .... 1 75
No. 3, per doz. ....	85 @ 1 75	Gooseberries	
BATH BRICK		No. 2, Fair .....	1 50
English .....	95	No. 2, Fancy .....	2 35
BLUING		Hominy	
Condensed Pearl Bluing		Standard .....	55
Small C P Bluing, doz.	45	Lobster	
Large C P Bluing, doz.	75	1/4 lb. ....	1 85
Folger's.		1/2 lb. ....	3 15
Summer Sky, 3 do. ca.	1 20	Mackerel	
Summer Sky, 10 doz bbl	4 00	Mustard, 1lb. ....	1 80
BREAKFAST FOODS		Mustard, 2lb. ....	2 80
Apetizo, Biscuits ....	3 00	Soused, 1 1/2 lb. ....	1 60
Bear Food, Pettijohns 2	13	Soused, 2lb. ....	2 75
Cracked Wheat, 24-2	2 50	Tomato, 1lb. ....	1 50
Cracked Wheat, 24-2	2 75	Tomato, 2 1/2 .....	2 80
Cream of Rye, 24-2 ..	3 00	Mushrooms	
Quaker Puffed Rice ....	4 25	Buttons, 1/2s ....	@ 15
Quaker Puffed Wheat 3	10	Buttons, 1s ....	@ 30
Quaker Bkfst Biscuit 1	90	Hotels, 1s ....	@ 20
Quaker Corn Flakes 1	75	Oysters	
Victor Corn Flakes ....	2 20	Cove, 1lb. ....	@ 85
Washington Crisps ....	1 85	Cove, 2lb. ....	@ 1 60
Wheat Hearts ....	1 90	Plums	
Wheatena ....	4 50	Plums .....	90 @ 1 35
Evaporated Sugar Corn	90	Pears in Syrup	
Farinose, 24-2 .....	2 70	No. 3 cans, per doz.	1 50
Grape Nuts .....	2 70	Peas	
Grape Sugar Flakes ..	2 50	Marrowfat .....	90 @ 1 00
Sugar Corn Flakes ....	2 50	Early June .....	1 10 @ 1 25
Hardy Wheat Food ....	2 25	Early June siftd 1	45 @ 1 55
Holland Rusk ....	3 20	Peaches	
Krinkle Corn Flakes ..	2 00	Pie .....	1 00 @ 1 25
Maple-Corn Flakes ....	2 80	No. 10 size can pie	@ 3 25
Minn. Wheat Cereal 3	75	Pineapple	
Ralston Wheat Food 4	50	Grated .....	1 75 @ 2 10
Ralston Wheat Food 2	25	Sliced .....	95 @ 2 60
Roman Meal .....	2 30	Pumpkin	
Saxon Wheat Food ....	2 75	Fair .....	80
Shred Wheat Biscuit 3	60	Good .....	90
Triscuit, 18 .....	1 80	Fancy .....	1 00
Pillsbury's Best Cer'l	4 25	Gallon .....	2 40
Post Toasties, T-2 ....	2 40	Raspberries	
Post Toasties, T-3 ....	2 60	Standard .....	@
Post Tavern Porridge 2	80	Salmon	
BROOMS		Warrens, 1 lb. Tall ..	2 30
Fancy Parlor, 25 lb. 4	25	Warrens, 1 lb. Flat ..	2 45
Parlor, 5 String, 25 lb.	4 00	Red Alaska .....	1 70 @ 1 75
Standard Parlor, 23 lb.	3 50	Med Red Alaska 1	40 @ 1 45
Common, 23 lb. ....	3 25	Pink Alaska ....	@ 1 20
Special, 23 lb. ....	4 25	Sardines	
Warehouse, 33 lb. ....	2 75	Domestic, 1/4s ....	3 75
Common Whisk .....	1 00	Domestic, 1/2 Mustard	3 75
Fancy Whisk .....	1 25	Domestic, 3/4 Mustard	3 25
BRUSHES		French, 1/4s ....	7 @ 14
Scrub		French, 1/2s ....	13 @ 23
Solid Back, 8 in. ....	75	Sauer Kraut	
Solid Back, 11 in. ....	95	No. 3, cans .....	90
Pointed Ends .....	85	No. 10, cans .....	2 40
Stove		Shrimps	
No. 2 .....	90	Dunbar, 1st doz. ....	1 45
No. 3 .....	1 25	Dunbar, 1 1/2 doz. ....	2 50
No. 1 .....	1 75	Succotash	
Shoe		Fair .....	90
No. 2 .....	1 00	Good .....	1 20
No. 7 .....	1 30	Fancy .....	1 25 @ 1 40
No. 3 .....	1 70	Strawberries	
No. 4 .....	1 90	Standard .....	95
BUTTER COLOR		Fancy .....	2 25
Dandelion, 25c size ..	2 00	Tomatoes	
CANDLES		Good .....	90
Paraffine, 6s .....	7	Fancy .....	1 20
Paraffine, 12s .....	7 1/2	No. 10 .....	2 90
Wicking .....	20	CARBON OILS	
CANNED GOODS		Barrels	
Apples		Perfection .....	9 4
3 lb. Standards .....	@ 85	D. S. Gasoline .....	14
Gallon .....	@ 2 50	Gas Machine .....	19 9
Blackberries		Deodor'd Nap'a .....	13
2 lb. ....	1 50 @ 1 90	Cylinder .....	29 @ 34 1/2
Standard gallons .....	@ 5 00	Engine .....	16 @ 22
Beans		Black, winter .....	8 @ 10
Baked .....	85 @ 1 30	CATSUP	
Bloomington .....	@ 18 1/2	Snider's pints .....	2 35
Carson City .....	@ 18 1/2	Snider's 1/2 pints .....	1 35
Wax .....	75 @ 1 25	Blueberries	
Standard		Standard .....	1 80
Gallon		Gallon .....	7 25

## 3

## CHEESE

Aome .....	@ 16 1/2
Carson City .....	@ 16 1/2
Hopkins .....	@ 16 1/2
Brick .....	@ 16 1/2
Leiden .....	@ 15
Limburger .....	@ 13
Pineapple .....	40 @ 60
Edam .....	@ 85
Sap Sago .....	@ 22
Swiss, domestic .....	@ 20

## CHEWING GUM

Adams Black Jack .....	62
Adams Sappota .....	59
Beeman's Pepsin .....	62
Beechnut .....	62
Chiclets .....	1 33
Colgan Violet Chips .....	60
Colgan Mint Chips .....	60
Dentyne .....	62
Flag Spruce .....	59
Juicy Fruit .....	59
Red Robin .....	62
\$2.36) .....	62
Spearmint, Wrigleys .....	64
Spearmint, 5 box jars 3	20
Spearmint, 3 box jars 1	92
Trunk Spruce .....	62
Yucatan .....	62
Zeno .....	64

## CHOCOLATE

Walter Baker & Co. ....	22
German's 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 2	25
No. 50 Sash Cord .....	2 75
No. 60 Sash Cord .....	2 00
No. 60 Jute .....	90
No. 72 Jute .....	1 10
No. 60 Sisal .....	1 00
Galvanized Wire .....	1 90
No. 20, each 100ft. long	2 10
No. 19, each 100ft. long	1 00
No. 18, each 100ft. long	2 10

## COCOA

Baker's .....	37
Cleveland .....	41
Colonial, 1/4s .....	35
Colonial, 1/2s .....	35
Epps .....	42
Hershey's, 1/4s .....	30
Hershey's, 1/2s .....	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 .....	18
Van Houten, 3/4s .....	36
Van Houten, 1s .....	65
Webb .....	33
Wilber, 1/4s .....	33
Wilber, 1/2s .....	32

## COCOANUT

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

## COFFEES ROASTED

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

## Santos

Common .....	20
Fair .....	20 1/2
Choice .....	21
Fancy .....	23
Peaberry .....	23

## Maracaibo

Fair .....	24
Choice .....	25

## Mexican

Choice .....	25
Fancy .....	26
Guatemala .....	25
Fancy .....	28

## Java

Private Growth .....	26 @ 30
Mandling .....	31 @ 35
Aukola .....	30 @ 32
Mocha .....	25 @ 27
Short Bean .....	24 @ 25
Long Bean .....	26 @ 28

## 4

## Bogota

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

## Extracts

Holland, 1/2 gro. bxs. ....	95
Felix, 1/2 gross .....	1 15
Hummel's foil, 1/2 gro. ....	85
Hummel's tin, 1/2 gro. 1	43

## CONFECTIONERY

Stick Candy .....	Pails
Horehound .....	9
Standard .....	9
Standard, small .....	10
Twist, small .....	10
Cases	
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	Pails
Autumn Leaves .....	13
Bonnie Butter Bites .....	17
Butter Cream Corn .....	15
Caramel Dice .....	13
Cocanut Kraut .....	14
Cocanut Waffles .....	14
Coffy Toffy .....	16
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-	nut .....
Fudge, Cherry .....	14
Fudge, Cocanut .....	14
Honeycomb Candy .....	16
Iced Maroons .....	14
Iced Gems .....	15
Iced Orange Jellies .....	13
Italian Bon Bons .....	13
Lozenges, Pep. ....	11
Lozenges, Pink .....	11
Manchus .....	11
Molasses Kisses, 10	lb. box .....
Nut Butter Puffs .....	14
Salted Peanuts .....	11

## Chocolates

Assorted Choc. ....	Pails
Amazon Caramels .....	16
Champion .....	12
Choc. Chips, Eureka .....	19
Climax .....	14
Eclipse, Assorted .....	14
Ideal Chocolates .....	14
Klondike Chocolates .....	18
Nabobs .....	18
Nibble Sticks .....	25
Nut Wafers .....	18
Ococo Choc. Caramels	17
Peanut Clusters .....	20
Quintette .....	16
Regina .....	11
Star Chocolates .....	13
Superior Choc. (light)	19
Pop Corn Goods	
Without prizes.	
Cracker Jack with	coupon .....
Pop Corn Goods with Prizes	3 25
Giggles, 5c pkg. cs. 3	50
Oh My 100s .....	3 50
Cracker Jack, with Prize	bon, 200 in cs per cs.
Pop Corn Balls, with rib-	bon, 200 in cs per cs.

## Cough Drops

Putnam Menthol .....	boxes
Smith Bros. ....	1 25

## NUTS—Whole

Almonds, Tarragona .....	22
Almonds, California .....	@ 22
Brazils .....	12 @ 13
Filberts .....	
Cal. No. 1 S. S. ....	@ 22
Walnuts, Naples .....	@ 19
Walnuts, Grenoble 17	@ 18
Table nuts, fancy 14	@ 16
Pecans, Large .....	@ 13
Pecans, Ex. Large .....	@ 14
Hickory Nuts, per bu.	Ohio .....

## 5

## Cocoanuts

Chestnuts, New York	State, per bu. ....
Shelled	
No. 1 Spanish Shelled	Peanuts .....
Peanuts .....	6 1/2 @ 6 3/4
Ex. Lg. Va. Shelled	Peanuts .....
Peanuts .....	10 1/2 @ 11
Pecan Halves .....	@ 65
Walnut Halves .....	@ 40
Filbert Meats .....	@ 38
Alicant Almonds .....	@ 65
Jordan Almonds .....	Peanuts .....
Fancy H P Suns	Raw .....
Raw .....	5 1/2 @ 6
Roasted .....	6 1/2 @ 7
H. P. Jumbo,	Raw .....
Raw .....	7 @ 7 1/2
Roasted .....	8 @ 8 1/2

## CRACKERS



6

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

## Other Package Goods

Barnum's Animals	50
Soda Crackers NBC	2 50
Family Package	3 00
Fruit Cake	3 00
In Special Tin Packages	
Adora, 10c size	1 00
Festino	2 50
Nabisco, 10c	1 00
Nabisco, in bulk, per tin	1 75
Festino	1 50
Bent's Water Crackers	1 40

## CREAM TARTAR

Barrels or Drums	38
Boxes	39
Square Cans	41
Fancy Caddies	46

## DRIED FRUITS

Apples	
Evaporated Choice blk	10½
Evaporated Fancy pkg	
Apricots	
California	11@14
Citron	
Corsecan	16½
Currants	
Imported lb. pkg.	9
Imported, bulk	8½
Peaches	
Muir's—Choice, 25lb.	6½
Muir's—Fancy, 25lb.	7½
Fancy, Peeled, 25lb.	12
Peel	
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@9½

## California Prunes

90-100 25lb. boxes	@ 7½
80-90 25lb. boxes	@ 8½
70-80 25lb. boxes	@ 9½
60-70 25lb. boxes	@ 9½
50-60 25lb. boxes	@ 10½
40-50 25lb. boxes	@ 11

## FARINACEOUS GOODS

Beans	
California Limas	7
Med. Hand Picked	3 50
Brown Holland	3 20

## Farina

25 lb. packages	1 50
Bulk, per 100 lbs.	4 50
Original Holland Rusk	
Packed 12 rolls to container	
3 containers (40) rolls	3 20

## Heminy

Pearl, 100 lb. sack	2 25
Maccaroni and Vermicelli	
Domestic, 10 lb. box	60
Imported, 25 lb. box	2 50

## Pearl Barley

Chester	3 75
Portage	5 00
Peas	
Green, Wisconsin, bu.	3 00
Green, Scotch, bu.	3 25
Split, lb.	6

## Sago

East India	5
German, sacks	5
German, broken pkg.	
Tapoca	
Flake, 100 lb sacks	5
Pearl, 100 lb sacks	5
Pearl, 36 pkgs.	2 25
Minute, 36 pkgs.	2 75

## FISHING TACKLE

½ 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	13
No. 8, 15 feet	18
No. 9, 15 feet	20

## Linen Lines

Small	20
Medium	26
Large	34

7

Poles	
Bamboo, 14 ft., per doz.	55
Bamboo, 16 ft., per doz.	60
Bamboo, 18 ft., per doz.	80

## FLAVORING EXTRACTS

## Jennings D C Brand

Extract Lemon Terpeneless	
Extract Vanilla Mexican	
both at the same price	
No. 1, F box ¾ 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. flat	1 75

## FLOUR AND FEED

## Grand Rapids Grain &amp; Milling Co.

Purity Patent	8 00
Fancy Spring	8 50
Wizard Graham	7 90
Matchless	7 80
Wizard, Gran. Meal	5 00
Wizard Buckw't cwt.	3 60
Rye	7 50

## Valley City Milling Co.

Lily White	8 50
Light Loaf	8 00
Graham	3 70
Granena Health	3 80
Gran. Meal	2 35
Bolted Med.	2 25

## Voigt Milling Co.

Voigt's Crescent	8 25
Voigt's Royal	8 65
Voigt's Flourist	8 25
Voigt's Hygienic Gra-	
ham	7 15

## Watson-Higgins Milling Co.

Perfection Buckwheat	
Flour	6 20
Perfection Flour	7 75
Tip Top Flour	8 35
Golden Sheaf Flour	7 00
Marshall's Best Flour	8 00

## Worden Grocer Co.

Quaker, paper	7 90
Quaker, cloth	8 00

## Kansas Hard Wheat

Voigt Milling Co.	
Calla Lily	8 25
Worden Grocer Co.	
American Eagle, ½s	8 00
American Eagle, ¼s	7 90
American Eagle, ⅛s	7 80

## Spring Wheat

Roy Baker	
Mazepa	7 90
Golden Horn, bakers	7 80
Wisconsin Rye	6 80
Bohemian Rye	7 30

## Judson Grocer Co.

Ceresota, ½s	8 40
Ceresota, ¼s	8 50
Ceresota, ⅛s	8 60
Voigt Milling Co.	
Columbian	8 50

## Worden Grocer Co.

Wingold, ½s cloth	8 50
Wingold, ¼s cloth	8 40
Wingold, ⅛s cloth	8 30
Wingold, ½s paper	8 35
Wingold, ¼s paper	8 30

## Meal

Bolted	4 80
Golden Granulated	5 00
Wheat	
New Red	1 50
New White	1 47

## Oats

Michigan carlots	62
Less than carlots	64
Corn	
Carlots	82
Less than carlots	84

## Hay

Carlots	12 00
Less than carlots	14 00
Feed	
Street Car Feed	33 00
No. 1 Corn & Oat Fd	33 00
Cracked Corn	32 00
Coarse Corn Meal	32 00

## 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	00
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	25
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
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## Jelly

5lb. pails, per doz.	2 30
15lb. pails, per pail	65
30lb. pails, per pail	1 25

## JELLY GLASSES

½ pt. in bbls., per doz.	15
½ pt. in bbls., per doz.	16
8 oz. capped in bbls.,	
per doz.	18

## MAPLEINE

2 oz. bottles, per doz.	4 00
1 oz. bottles, per doz.	2 25
½ oz. bottles, per doz.	1 10

## MINCE MEAT

Per case	2 85
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## MOLASSES

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
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## 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	
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
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## PROVISIONS

Barreled Pork	
Clear Back	22 00@23 00
Short Cut Clr	21 00@22 00
Bean	17 00@18 00
Brisket, Clear	27 00@28 00
Pig	
Clear Family	26 00
S P Bellies	14½@15

## Pure in tierces

Compound Lard	8½@9
80 lb. tubs	advance ¼
60 lb. tubs	advance ¼
50 lb. tubs	advance ¼
20 lb. pails	advance ¾
10 lb. pails	advance ¾
5 lb. pails	advance 1
8 lb. pails	advance 1

## Smoked Meats

Hams, 14-16 lb.	15½@16
Hams, 16-18 lb.	14 @14½
Hams, 18-20 lb.	13½@14
Ham, dried beef	
sets	29 @30
California Hams	10½@11
Picnic Boiled	
Hams	19½@20
Boiled Hams	22 @23
Minced Ham	14 @14½
Bacon	16 @22

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

½ bbls.	1 05
¾ bbls., 40 lbs.	2 10
¾ bbls.	4 25
1 bbl.	8 50

## Tripe

Kits, 15 lbs.	90
¾ 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

Roast beef, 1 lb. ....	2 70
Potted Meat, Ham	
Flavor, ¼s .....	55
Potted Meat, Ham	
Flavor, ½s .....	95
Deviled Meat, Ham	



## SPECIAL PRICE CURRENT

12

<b>Smoking</b>	
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, 16 oz.	40
Cigar Clip's, Johnson	30
Cigar Clip's, Seymour	30
Identity, 3 & 16 oz.	30
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.	73
Dills Best, 3 1/2 oz.	73
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	92
Full Dress, 1 1/2 oz.	76
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, 40c	3 72
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 00
Just Suits, 5c	12 00
Just Suits, 10c	12 00
King Bird, 7c	2 45
King Bird, 10c	2 16
King Bird, 16 oz.	11 52
King Bird, 5c	5 76
Le Turka, 5c	5 76
Little Giant, 1 lb.	28
Lucky Strike, 10c	96
Le Redo, 3 oz.	10 80
Le Redo, 8 & 16 oz.	38
Myrtle Navy, 10c	11 52
Myrtle Navy, 5c	5 76
Myrtle Club, 5c	50
Mayflower, 5c	5 76
Mayflower, 10c	96
Mayflower, 20c	1 92
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 76
Pearless, 5c	5 76
Pearless, 10c cloth	11 52
Pearless, 10c paper	10 80
Pearless, 20c	2 04
Pearless, 40c	4 08
Plaza, 2 gro. case	5 76
Plow Boy, 5c	5 76
Plow Boy, 10c	11 40
Plow 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, 10c	10 50

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Pilot, 7 oz. doz.	1 05
Soldier Boy, 1 lb.	4 75
Sweet Caporal, 1 oz.	5 60
Sweet Lotus, 5c	5 76
Sweet Lotus, 10c	11 52
Sweet Lotus, per dz.	4 60
Sweet Rose, 2 1/2 oz.	30
Sweet Tip Top, 5c	50
Sweet Tip Top, 10c	1 00
Sweet Tips, 1/4 gro.	10 08
Sum 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	8 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 04
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
Uncle Sam, 8 oz.	2 25
U. S. Marine, 5c	5 76
Van Bibber, 2 oz. tin	88
Velvet, 5c pouch	48
Velvet, 10c tin	96
Velvet, 8 oz. tin	3 84
Velvet, 16 oz. can	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

## VINEGAR

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


## WICKING

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

## WOODENWARE

<b>Baskets</b>	
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
<b>Butter Plates</b>	
<b>Ovals</b>	
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
<b>Wire End</b>	
1 lb., 250 in crate	35
2 lb., 250 in crate	45
3 lb., 250 in crate	55
5 lb., 20 in crate	65
<b>Churns</b>	
Barrel, 5 gal., each	2 40
Barrel, 10 gal., each	2 55
<b>Clothes Pins</b>	
<b>Round Head</b>	
4 1/2 inch, 5 gross	65
Cartons, 20 2 1/2 doz. bxs	70
<b>Egg Crates and Fillers</b>	
Humpty Dumpty, 12 dz.	20
No. 1 complete	40
No. 2 complete	28
Case No. 2, fillers, 15	
sets	1 35
Case, medium, 12 sets	1 15

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<b>Faucets</b>	
Cork lined, 3 in.	70
Cork lined, 9 in.	80
Cork lined, 10 in.	90
<b>Mop Sticks</b>	
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
<b>Pails</b>	
2-hoop Standard	2 00
2-hoop Standard	2 25
3-wire Cable	2 30
Fibre	2 40
<b>Toothpicks</b>	
Birch, 100 packages	2 00
Ideal	85
<b>Traps</b>	
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
<b>Tubs</b>	
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
<b>Washboards</b>	
Banner, Globe	2 50
Brass, 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
<b>Window Cleaners</b>	
12 in.	1 65
14 in.	1 85
16 in.	2 30
<b>Wood Bowls</b>	
13 in. Butter	1 75
15 in. Butter	2 50
17 in. Butter	4 75
19 in. Butter	7 50
<b>WRAPPING PAPER</b>	
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
<b>YEAST CAKE</b>	
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
<b>YOURS TRULY LINES</b>	
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
<b>AXLE GREASE</b>	
	
1 lb. boxes, per gross	9 00
3 lb. boxes, per gross	24 00
<b>CHARCOAL</b>	
Car lots or local shipments, bulk or sacked in paper or jute. Poultry and stock charcoal.	
M. O. DEWEY CO., Jackson, Mich.	

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## 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	
8 doz. each, 10, 15 and	
25 oz.	32 80
With 4 dozen 10 oz. free	
Barrel Deal No. 2	
6 doz. each, 10, 15 and	
25 oz.	24 60
With 3 dozen 10 oz. free	
Half-Barrel Deal No. 3	
4 doz. each, 10, 15 and	
25 oz.	16 40
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.	
<b>Royal</b>	
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
<b>CIGARS</b>	
<b>Johnson Cigar Co.'s Brand</b>	
Dutch Masters Club	70 00
Dutch Masters, Inv.	70 00
Dutch Masters, Pan.	70 00
Dutch Master Grande	68 00
Little Dutch Masters	
(300 lots)	10 00
Gee Jay (300 lots)	10 00
El Portana	33 00
S. C. W.	32 00
<b>COFFEE</b>	
<b>OLD MASTER COFFEE</b>	
	
Old Master Coffee	31
San Marto Coffee	
<b>FITZPATRICK BROTHERS' SOAP CHIPS</b>	
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.

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## 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	
<b>Distributed by Judson</b>	
Grocer Co., Grand Rapids;	
Lee & Cady, Detroit;	
Symons Bros. & Co., Saginaw;	
Brown, Davis & Warner, Jackson;	
Godsmark, Durand & Co., Battle Creek;	
Fielbach Co., Toledo.	
	
Royal Garden Tea, pkgs.	40
<b>THE BOUR CO.</b>	
<b>TOLEDO, OHIO.</b>	
<b>SOAP</b>	
<b>Lautz Bros. &amp; Co.</b>	
Acme, 30 bars	4 00
Acme, 25 bars, 75 lbs.	4 00
Acme, 25 bars, 70 lbs.	3 85
Acme, 100 cakes	3 75
Big Master, 100 blocks	3 90
Cream Borax, 100 cks	3 85
German Mottled, 5bx.	3 15
German Mottled, 10 b.	3 10
<b>BBLS.</b>	

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German Mottled, 25 b.	3 05
Lautz Naphtha 100 ck.	3 85
Marseilles, 100 cakes	6 00
Marseilles, 100 cks. 5c	4 00
Marseilles, 100 ck. toll	4 00
Marseilles, 1/2 bx toll	2 10

## Proctor &amp; Gamble Co.

Lenox	3 20
Ivory, 6 oz.	4 00
Ivory, 10 oz.	6 75
Star	3 85

## Swift &amp; Company

Swift's Pride	8 15
White Laundry	8 75
Wool, 6 oz. bars	4 00
Wool, 10 oz. bars	6 65

## Tradesman Co.'s Brand

Black Hawk, one box	2 50
Black Hawk, five bxs	2 40
Black Hawk, ten bxs	2 25

## A. B. Wrisley

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# 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 or Trade for Real Estate—A good clean stock of men's and boys' furnishing goods, located in a good Central Michigan town of 2,500. Invoice about \$5,500. Doing a good business. Good reason for selling. Address No. 894, care Michigan Tradesman. 894

For Sale—New brick factory building, 56 x 60 ft., two stories and basement; inside half-mile circle. Located in Battle Creek, population 30,000. Suitable for cold storage, artificial ice plant, or machine shop. Fine offices, pressed brick front, heating plant and modern plumbing. A. L. Chilson, Battle Creek, Mich. 895

For Sale—A going tea and coffee business doing a business of upwards of \$30,000 per year, located in a good town. Good reason for selling. Write at once. Address No. 896, care Michigan Tradesman. 896

For Sale—General department store. About \$2,000, one-third being groceries; sales last year \$72,000; \$8,000 required in cash. Going into wholesale business. Box 17, Fort Collins, Colo. 898

For Sale Quick—Cash only. Liberal discount if taken at once, \$10,000 clean, up-to-date stock, dry goods, ladies', misses' and children's ready-to-wear and shoes. Few furnishings and work clothing. Excellent paying, strictly cash business. Books open for proof. Good reason for selling. Modern 25 x 120 brick building, rent reasonable. County seat town of 1,200 in great wheat belt, southwest Kansas. Address A. S. Farmer, Pratt, Kansas. 899

Merchandise Sales Conducted. Stocks reduced or closed out entirely. Greene Sales Co., Jackson, Michigan. 900

For Sale—A four table pool room, candy, cigars. Only place in hustling town of about 800. First time offered for sale. Everything in good condition. Protected by license. Will stand rigid investigation. Other business. Lock Box 29, Millington, Michigan. 902

For Sale—Executor of the estate offers for sale the hardware and furnace business of N. W. Deering & Son, Atlantic, Iowa. Stock and fixtures will invoice around \$14,000. Located in town of 5,000 in best farming section of Iowa. Address W. J. Deering, Atlantic, Ia. 893

Wanted—Cash register. Will exchange diamond or American typewriter. C. F. Allen, Jeweler, Elsie, Michigan. 891

For Sale or Exchange—A-1 farm of 200 acres. Good soil and good buildings. O. R. Burrier, R. No. 3, Traverse City, Michigan. 875

Will exchange for property anywhere in Michigan of equal value 320 acres in the Pecos river valley, New Mexico; finest of climates and good soil, near good markets and schools; price 6,400. William R. Smalley, Sherman, Mich. 876

For Sale—Hazen steel paper press, brand new with bundle of ties, \$25. Cost originally \$41.50. Also 200 account McCaskey system, \$5. A. L. Hall, Montrose, Michigan. 879

Wanted—To buy a stock of dry goods in town of 5,000 to 10,000 or would rent a store. Address L. G. Brennan, Hudson, Michigan. 882

For Sale—A clean stock of hardware invoicing six thousand dollars. Established in business over thirty years. Address J. A. Montague, Traverse City, Michigan. 883

Wanted—Dealers handling rugs to write us. We have a proposition that will certainly be interesting to you. Buckeye Manufacturing Co., Canton, Ohio. 884

Shoes—We are buyers of all kinds of merchandise, paying the best cash prices. Shoes are our specialty. Write us at once. Detroit Mercantile Co., 345 Gratiot Ave., Detroit, Michigan. 886

For Sale—The only department store in town of 2,500 population in Central Michigan. Very low rent. A-No. 1 good stand, and very little competition. No. 889, care Tradesman. 889

For Sale—General merchandise business. Post office in connection. Will stand investigation. Address No. 890, care Tradesman. 890

Business For Sale at inventory price. Our well established hardware, implement and general merchandise business in Ridgewood is for sale at inventory price. We wish to devote our time to other business and offer this as an exceptional opportunity to right man. Address Ridgewood Commercial Co., Ridgewood, N. J. 858

For Rent—Brick building and basement 25 x 85, best location. In village of 1,600, for dry goods stock. Only one dry goods store in town. Rent reasonable. W. V. Capron, Frankfort, Michigan. 866

For Sale—General store, including stock, fixtures and building, doing large business. Address No. 867, care Michigan Tradesman. 867

Stocks Wanted—If you are desirous of selling your stock, tell me about it. I may be able to dispose of it quickly. My service free to both buyer and seller. E. Kruisenga, 17-23 Ionia Ave., Grand Rapids, Michigan. 870

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

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

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

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—Good second-hand McCaskey account register cheap. M. L. Brown, Room 511, Minnehaha Building, Sioux Falls, South Dakota. 855

Wanted—Stock merchandise about \$20,000. Will exchange fine, well improved, Illinois farm. Address Box 97, Greenup, Ill. 859

Wanted—A shoe stock for two story brick block. Good location, with five years' lease. Good rent. Address Peoples Store, 1973 Division avenue. 863

For Sale or Exchange—Baker's stand. 1 eleven room brick building, stove room, oven and dwelling combined. Garden lot. Cheap. W. E. Moore, Felicity, Ohio. 864

For Sale—Patent rat and mouse trap. Simple, durable, economical. Sure catch. Address D. H. Clippinger, Perkins, California. 865

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

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

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. No license and four sub-rentals. Will not rent; reason, age. Address Dr. N. DeHaas, Fremont, Michigan. 801

Will pay cash for any kind of merchandise or any amount of it if cheap enough. Harold Goldstrom, 65 Smith Ave., Detroit, Michigan. 738

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

For Rent—Store building. Good location for clothing or department store, in a live Michigan town. Address No. 328, care Tradesman. 328

Safes Opened—W. L. Slocum, safe expert and locksmith. 97 Monroe Ave., Grand Rapids, Mich. 104

We pay CASH for merchandise stock and fixtures. Grand Rapids Merchandise & Fixtures Co., 803 Monroe Ave. 203

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—Lake Vista farm and resort. Finest farm and resort proposition in Michigan. Immediate possession given. Might exchange for business or other property. Write for descriptive Booklet. Address owner, C. S. Pyle, Allegan, Mich. 874

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

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

## PRINTING.

1,000 bill heads, envelopes, statements or bond letter heads, \$2.50. 1,000 letter circulars and your letter head on bond paper, \$2.50, 10,000 \$15.75. Copper Journal, Hancock, Michigan. 785

## HELP WANTED.

Wanted—Salesmen reaching notion and toilet goods lines to carry our vanity toilet powder gloves and other specialties. Liberal commission. E. L. Gilbert Mfg. Co., Rochester, N. Y. 885

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.

Registered Pharmacist—Open for position because store has been sold. Middle-aged, fourteen years in same store. Experienced in drugs, books, stationery and wallpaper. References. Address No. 901, care Tradesman. 901

Registered pharmacist, reliable and competent, desires position, regular or relief work. Address Druggist, c-o 264 Richards Ave., N. W., Grand Rapids. 887

## 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.



*For many subjects  
of a mechanical nature  
wood engravings  
are not only better  
for printing and for  
making electrotypes  
but are cheaper than  
halftones. Both are  
made by*

**TRADESMAN COMPANY**

**GRAND RAPIDS, MICHIGAN.**

**Conservative Investors Patronize Tradesman Advertisers**



Our March catalogue--America's Price Maker and Pattern Setter in a host of items grocers and general merchants sell--is out.

---

Comparison will show that on an overwhelming majority of its items we give either a better article or a lower price.

---

If you will give the offerings in this catalogue the same consideration you would be glad to give if we sent a man to see you, both of us will make more money.

---

**BUTLER BROTHERS**

Exclusive Wholesalers of General Merchandise

CHICAGO

NEW YORK

ST. LOUIS

MINNEAPOLIS

DALLAS





She Wants the Carton  
with the head of

**Franklin**  
on it

Your customers know the familiar trade-mark in the neat blue Franklin Sugar Cartons, and they know the fine quality of FRANKLIN CARTON SUGAR.

Keep this full line of fast selling sugars prominently displayed where your customers can see them. The demand for FRANKLIN CARTON SUGAR is increasing every day because the convenient air-tight, dust-proof carton is universally approved and because FRANKLIN CARTON SUGAR is being constantly demonstrated and sampled to create a demand for it.

Take advantage of the opportunity and tell your customers about the convenience of buying the whole line of FRANKLIN CARTON SUGARS at one time. She'll like the suggestion and it means increased sales and extra profits for you.

You can buy FRANKLIN CARTON SUGAR in the original containers of 24, 48, 60 and 120 lbs.

**THE FRANKLIN SUGAR REFINING CO.**  
PHILADELPHIA

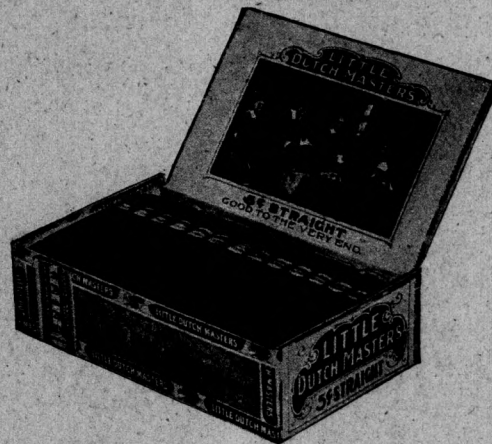
## LITTLE DUTCH MASTERS CIGARS

Made in a Model Factory

Handled by All Jobbers

Sold by All Dealers

Enjoyed by Discriminating Smokers



They are so good we are compelled to work full capacity  
to supply the demand

**G. J. JOHNSON CIGAR CO., Makers**  
GRAND RAPIDS

## New Customers

NEW TRADE comes with the introduction of new products. By an improved refining process the Standard Oil Company—an Indiana Corporation—has produced the ideal illuminating oil. This new product is 20 per cent more efficient than any other oil. It is called

### Perfection Oil

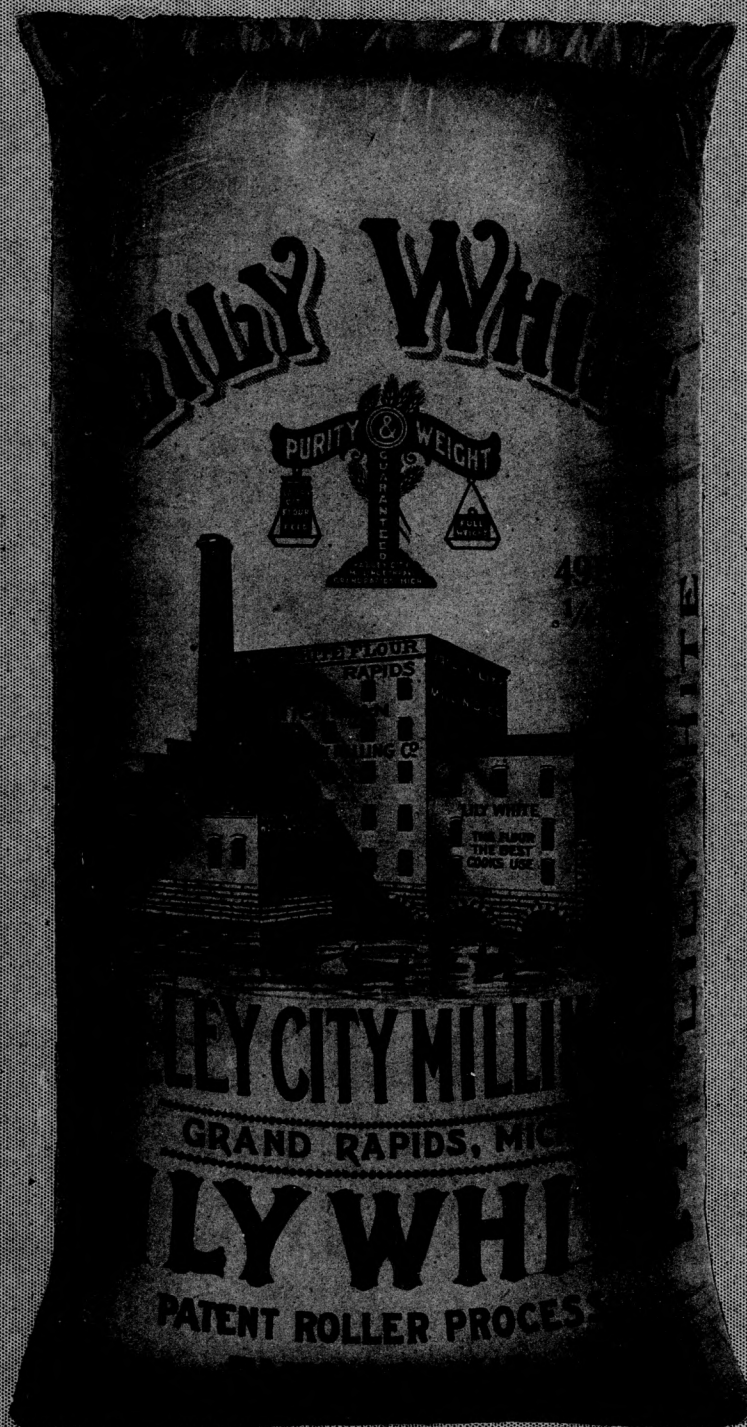
The wise dealer is the one who anticipates the actions of his competitor. The dealer who builds his trade on PERFECTION OIL enjoys a greater volume of sales and insures for himself more profits.

PERFECTION OIL pleases the old customer and attracts new ones. The new oil burns 20 per cent longer and gives 20 per cent more light than any other oil. It develops a brilliant, steady light; burns absolutely without odor and does not char the wick. It is an ideal fuel for oil-burning cook stoves and heaters, and is admirably adapted for use in incubators.

PERFECTION OIL is guaranteed by Standard Oil Company—America's greatest service organization. Dealers may recommend it with the knowledge that every one of the claims made for it are accurate and subject to the most scrutinizing tests possible. Our local distributing station will furnish you with all necessary information on request.

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