

Better Than Wishing

Do you wish the world were better? Let
me tell you what to do.

Set a watch upon your actions, keep them
always straight and true,

Rid your mind of selfish motives, let your
thoughts be clean and high,

You can make a little Eden of the sphere
you occupy.

Do you wish the world were wiser? Well,
suppose you make a start

By accumulating wisdom in the scrap book
of your heart.

Do not waste one page on folly; live to
learn and learn to live.

If you want to give men knowledge you
must get it ere you give.

Do you wish the world were happy? Then
remember day by day

Just to scatter seeds of kindness as you
pass along the way,

For the pleasures of the many may be
ofttimes traced to one

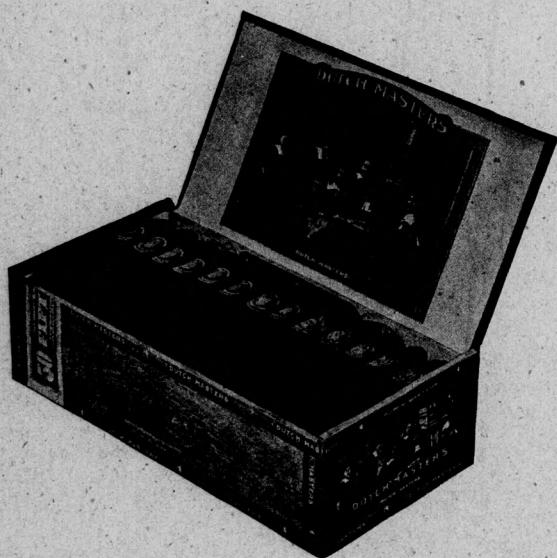
As the hand that plants the acorn shelters
armies from the sun.

VIGILANCE in watching opportunity; tact and daring in
seizing upon opportunity; force and persistence in
crowding opportunity to its utmost of possible achieve-
ment—these are the martial virtues which must command
success.—*Austin Phelps.*

Good Yeast
Good Bread
Good Health

Sell Your Customers
**FLEISCHMANN'S
YEAST**

**DUTCH MASTERS
CIGARS**



Made in a Model Factory
Handled by All Jobbers Sold by All Dealers
Enjoyed by Discriminating Smokers

G. J. JOHNSON CIGAR CO., Makers
GRAND RAPIDS

Use
**Citizens Telephone Company's
Long Distance Service**



Copper Metallic Long Distance Circuits connect with over 200,000 Telephones in Michigan—Detroit, Grand Rapids, Lansing, Jackson, Holland, Muskegon, Ludington, Traverse City, Petoskey, Saginaw, and All Intermediate and Connecting Points.

Citizens Telephone Company



Telephone Trade

is always pleased
with

**Franklin
Carton Sugar**



When a customer calls you up and orders sugar send her **FRANKLIN CARTON SUGAR**. You won't make any mistake—she'll be perfectly satisfied. Clear, pure sugar, made from sugar cane and packed in sealed, dust-proof cartons is sure to satisfy the most discriminating housewife.

You'll make a profit by selling **FRANKLIN CARTON SUGAR** because the handy cartons that come to you "ready to sell" save the cost of bags, string and overweight. Incidentally your time is too valuable to waste in this way, when our process of packing sugar in cartons saves you "the factory work." Get behind the Franklin line consisting of Granulated, Powdered, Dessert and Table and Cube Sugars. Tell your customers "over the 'phone" and "over the counter" how much better **FRANKLIN CARTON SUGAR** is than ordinary bulk sugar. It will save you work and make you a profit.

You can buy **FRANKLIN CARTON SUGAR** in original containers of 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING CO.
PHIADELPHIA



A Real Naphtha Soap Powder

For a limited time, subject to withdrawal without advance notice, we offer **LAUTZ NAPHTHA SOAP POWDER, 60 PKGS.—5 CENT SIZE** through the jobber—to Retail Grocers:

25 boxes @	\$2.30—5 boxes	FREE
10 " @	2.30—2 boxes	FREE
5 " @	2.35—1 box	FREE
2½ " @	2.40—½ box	FREE

F. O. B. Buffalo: Freight prepaid to your R. R. Station in lots of 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. Yours very truly,

Deal No. 1501
BUFFALO, N. Y.

Lautz Bros. & Co.

MICHIGAN TRADESMAN

Thirty-Second Year

GRAND RAPIDS, WEDNESDAY, MARCH 10, 1915

Number 1642

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Twelfth Meeting of Butter and Egg Men.

Saginaw, March 9.—The twelfth annual convention of the Michigan Poultry, Butter & Egg Association was called to order by H. L. Williams, President, Tuesday, March 2 at 10:45 a. m.

President Williams gave a short address and outlined the work done by the Association during the past year, complimented the Executive Committee on the work done by them and suggested what should be accomplished during the coming year.

Following the President's address was the report of the Secretary and Treasurer, as follows:

Money collected during year ..\$197.71
Money disbursed 121.41

Balance in Treasury\$ 76.30
Motion was made and carried by C. J. Chandler that all officers of the year 1914 be retained in office. Motion carried and the Secretary was called upon to cast the vote and the following officers were elected for year 1915:

President—H. L. Williams, Howell.
Vice-President—V. Lyons, Jackson.
Secretary and Treasurer—D. A. Bentley, Saginaw.

Executive Committee—Frank Johnson, Detroit, chairman; F. P. Van Buren, Williamston; C. J. Chandler, Detroit.

Following the election of officers C. J. Chandler, chairman of the Educational Committee, gave his report on the work accomplished by that committee. His report showed bulletins had been sent to over 14,000 farmers throughout the State.

After Mr. Chandler's report, a discussion followed, lead by Prof. J. O. Linton, of the Agricultural College, and E. C. Shurlock, Lapeer.

Following this discussion motion was made and carried that we procure a number of copies of the Press Bulletin No. 26 to send to the farmers throughout the State. An amendment was made to this motion that we ask the M. A. C. to get 15,000 copies and act in conjunction with the Educational Committee in the distribution of same.

The following committees were appointed with chairman:

Legislative—B. L. Howes.
Educational—C. J. Chandler.
Membership—Jerome Waggoner.

B. L. Howes, chairman of the Legislative Committee, gave a report on what had been accomplished during the last year by his committee and also the pending bills before the Legislature, as follows:

Cold Storage Bill—Senate Bill No. 100, the main feature of this bill being the thirty-day clause. He thought this should be stricken out; also that

we do all in our power to defeat the Commission of Markets bill.

The bill before the Legislature pertaining to renovated butter he thought would not do much damage, as the main factor of this bill was that signs be put in every place where renovated butter was sold or used.

Motion was made and carried to protest against the 5 per cent. clause held by the Erie Railroad governing allowance for damage on egg claims.

Resolution was drawn up and signed by the Secretary recommending that the National Association protest against this clause.

Motion was made and carried that we raise the annual dues from \$2 to \$3.

Following this Prof. E. W. Benjamin, of Cornell University, gave a very interesting talk and stereopticon views showing the different ways in which eggs are handled and results.

This was followed by an able address by Prof. J. O. Linton, of our Agricultural College. He thought the Association ought to have some members attend the county fairs and farmers' institutes and give talks on the way poultry and eggs should be handled. He also stated the Agricultural College was short of funds and that if the Association could stimulate the Legislature to support the Agricultural College more liberally it would be of great benefit.

Dr. Pennington was unable to attend, but sent a substitute—Prof. Pierce, of the Food Research Laboratory. His paper dealt principally with the handling and care of poultry and eggs.

R. J. McLean, President of the Canadian Produce Association, talked on conditions existing in the egg situation in Canada and its relation to the American market, which was very timely. He spoke of the importation of eggs in Canada in former years and that they were now exporting them chiefly due to the opening up of the great Northwest. Mr. McLean suggested that we buy eggs on the quality basis no matter what our competitors might do. He was sure the one who followed this line of buying would win where his competitor would have to give up buying as the one who bought on the loss-off basis would get all the good eggs where his competitor would get the inferior ones and consequently lose money.

F. W. Bennett, business manager of the National Association, gave a splendid talk on what they were doing and suggested that all the State associations work as a unit with the National so much more good could be accomplished.

As the time was getting late, a motion was made to adjourn and meet again in 30 minutes to join in a sumptuous banquet and entertainment.

At the banquet Frank Johnson acted as toastmaster. The first number on the programme was a vocal selection by Miss Harris and she responded to an encore. Then followed funny selections by Billie Bernard and Eddie Guest, of the Free Press Breakfast Chat, gave selections from his various poems. Next came Harold Jarvis, whose songs proved very popular and he gave two encores.

The banquet was over at 10 o'clock to enable those who wished to attend the Indianapolis convention plenty of time to take the 10:20 train.

D. A. Bentley, Sec'y.

Honks From Auto City Council.

Lansing, March 8.—Two more skyscrapers for Lansing in 1915.

The farmers' institute at M. A. C., which closed last Friday, was well attended by farmers, as well as salesmen who had exhibits on the grounds. In some respects it resembled a country fair.

Edward L. Danby (Perry Barker Candy Co.) and Thos. R. Carney (National Manufacturing Co.) traveled the rocky road to U. C. T. efficiency last Saturday night and are now full fledged members of our Council.

George O. Tooley has served our Council very efficiently as Secretary-Treasurer for the length of time required to entitle him to the honorable degree of Past Counselor, which was conferred upon him at our last meeting. In recognition of his real worth in this responsible position, the Council granted a substantial increase in salary and unanimously elected him to the same position for another year.

Anyone wishing a round trip ticket to the Panama exposition can find out how to get it for one cent by making application to any member of our Council. Everything confidential.

The Schust Baking Co., of Saginaw, through its representative, L. L. Colton, of our Council, furnished the baked goods for the oyster supper last Saturday night, or rather, thought it had. The goods were shipped and a receipted bill was handed Mr. Colton, but the goods failed to arrive, owing to the carelessness of the railroad company, and the committee was forced to resort to other goods.

Fred Mott and Charles Nesen, of the National Grocer Co., have both made record breaking sales in the city of Lansing and surrounding towns for a period of two years without sustaining the loss of a single cent by failure. Good men, good merchants and a good territory.

The oyster supper given by our Council last Saturday night was largely attended and thoroughly enjoyed. Much credit for the success of this social event is due the committee, of which Mr. E. Sherwood was chairman.

On Thursday, February 25, for supper at the Giddings Hotel, at Lawton, the steak was tender and well cooked, the corn cakes were excellent, the tea was just right and the toothpicks were the best to be had, but the only two towels in the wash room were of the roller variety and both were so dirty that you would have to tear a hole in either to find a clean spot.

Landlord Green, of the Phelps Hotel, at Greenville, never tires of furnishing his guests with unique entertainment whenever he can induce Benjamin S. Wilbur, an aged resident of that city, to mingle with the guests in the spacious lobby of that popular hostelry. Mr. Wilbur, who lives at 204 North Clay street, has passed his 84th milestone, but enjoys good health and his ability to relate historical events is something remarkable. In the pioneer days of Montcalm county he was considered the most efficient stage driver in Michigan. Not only could he whip his weight in wildcats and quell a riot of drunken woodsmen the same day, but he was noted for his courteous treatment of the fair sex, who consid-

ered themselves as safe under his protection as by their own firesides. He has the distinction of having been personally acquainted with several Indian chiefs who, with their warriors roamed the forests of Montcalm and Newaygo counties, and the hair-raising tales of his experiences with them is indeed very entertaining. Uncle Ben, as he is familiarly known, is a staunch Republican and wants everybody to know it. He sings in a clear falsetto voice several songs of his own composition, but Landlord Green is the only one of his many friends who can induce him to sing his masterpiece of forty-five verses entitled, "It's a Long Road To Langston." H. D. Bullen.

This, That and the Other at Mears.

Mears, March 9.—Please don't sit down on Jimmy so hard on his Billy Sunday bug. Your last slam at him was exactly the right dope and covered his carcass nicely (I mean Jim's, of course).

Now you have Milt Steindler thinking that you knocked Jim because he slipped that alleged poetry over on you. I myself did not blame you for allowing that "poetry" to make its appearance, as no one in his right mind could recognize it as such. I would have jollied Jim at the time it was printed only for my New Year's resolution. But between you and me, what in tophet did he mean about "moving the law?" Did he use poetic license to make it rhyme when he moved his grass?

Rumor has it that your Muskegon correspondent is going to quit the road and go into the fur buying business with Samuel Lezin, of Holton. At least Charles Oviatt reports that he saw Samuel and Milt with their arms lovingly entwined around each other's necks on a P. M. train discussing a bunch of pelts they had just invested in. And Oviatt says it wasn't necessary to read a fur price list to know the fur they had in their possession was skunk.

Query: Why does Milt Steindler turn alternately red and white when Charles Corey addresses him as Molly? (As I promised not to tell, ask Milton).

Local conditions in Mears coincide with the report of F. P. Southworth, of Crosswell, only as it applies to yours truly it should read, 195 in December and \$236.80 in January over any preceding year. That ain't so worse for a three-store burg that was a two-store town up to last fall when Ewald & Cooper opened the third one. Keep plugging the good business cry and you will never hear the hard times bugaboo.

Ches. A. Brubaker.

Detroit—The Wolverine Shoe Co., manufacturer and dealer in boots and shoes, has been incorporated with an authorized capital stock of \$6,500, of which amount \$3,250 has been subscribed, \$1,639 paid in in cash and \$261 in property.

Henry J. Vinkemulder left last Friday for Texas, where he will remain a couple of weeks looking over crop prospects.

Too many of us neglect our plain duty for something more attractive.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, March 8.—Learn one thing each week about Detroit: The largest non-proprietary, wire cloth, varnish, stove factories, white lead works, malleable iron plant, soda and salt productions, manufactory of adding machines, seed house, sheet copper and brass rolling mills, steel casting plant, music publishing house and table desk factory in the world are located in Detroit.

W. O. Albright, proprietor of one of Adrian's largest department stores, was a business visitor in Detroit last week.

How easily the American people are satisfied is shown by newspaper stories stating that St. Louis folks are now demanding that the jitney busses charge but one cent for short hauls.

At a meeting of the Retail Grocers' Association last Monday evening, Dr. George Lloyd, of Chicago, one of the foremost food experts of the country, gave a talk on food flavorings. G. W. Faulman, 31 Kercheval avenue, is President of the Association.

March entered like a lion—in sheep's clothing.

A. G. Butler, Jr., general merchant of Bellevue, was in Detroit on a business last week.

A committee composed of "Mike" Howarn, Lou Burch, E. B. P. Schumacher and S. B. Rosenfield has been appointed by Senior Counselor Solomon, of Cadillac Council, to further the candidacy of C. C. Starkweather for the office of Grand Sentinel of the U. C. T. Not in years has there been a candidate for the office that eventually leads to the highest in the Grand Council who is more deserving or better fitted than is C. C. Starkweather. He has every requirement that goes toward the making of an ideal Grand Council officer, a fine personality, a good speaker, an organizer and has a brain that is continually evolving new ideas, and possesses a will power to put those ideas into action. Mr. Starkweather is one of the oldest members of Cadillac Council, having joined shortly after the Council was organized. He has always proved a hard and conscientious worker in its interests and the recent remarkable growth of the Council is in no small measure the results of his infectious hustling spirit. Mr. Starkweather is manager of the local branch of the Buick Motor Car Co. and for years served as a member of the executive board and three years as Treasurer of the Detroit Automobile Dealers' Association. Last year he was elected President of the organization and, under his able leadership, despite unfavorable weather conditions, the most successful auto show in years was held in Detroit. The year he was initiated into the United Commercial Travelers Starkweather was responsible for the acquisition to Cadillac Council of twenty-six new members. Men of the type of C. C. Starkweather are a credit to any organization and it is the earnest hope of the writer that there will be no serious opposition to his candidacy. He does not need the office, but the office does need him. All offices need good men and while there are many good men within the order there are none better fitted or more deserving than C. C. Starkweather, of Detroit.

A Boston physician says that music will make the hair grow. If its the kind our neighbor plays, we are willing to remain bald.

"Jim" Oullette (J. L. Marcero & Co.) who has traveled for twenty-six years has forsaken the towns of two kinds of meat and one roller towel bi-weekly and will confine his efforts to representing his firm in the Eastern part of Detroit. Mr. Oullette is the original "Sunny Jim"

of Michigan and it is a safe prediction that there will be much regret expressed over his old stamping ground at the announcement that he is to retire from the road.

Mrs. Phillip Blumenthal, accompanied by her son, Isadore, was in Detroit for a few days last week looking after the interest of Mr. Blumenthal's department store in West Branch.

As we are ashamed of what is to follow we shall be obliged to blame it onto someone else, the someone being Harry Ruda, the lively little dry goods merchant on Hastings street. Anyway Harry is forever putting over these things before a fellow has time to protect himself. Quoth Harry, "Fine feathers make fine birds, but a hen's egg will feed a larger family than a canary's will."

Another convention to be held in Detroit will be that of the commercial manufacturers from all parts of the country. It will be under the auspices of the National Automobile Chamber of Commerce of Detroit on May 5-6.

John Henry, manager of the house furnishing department of the J. L. Hudson Co., left last week on a business trip to New York.

Campaigning for the offices of secretary and sentinel continues to wax warmer as the date of the election of officers of Cadillac Council on March 13 draws nearer. The contestants who hold the center of the stage, however, are Howard Jickling and Art Woods, both of whom aspire to the secretaryship of the Council and the accompanying office of treasurer. As stated in these columns last week, so far as a canvass of a number of the members can show, Art Woods seems to have a slight advantage over his opponent. This is attributed to the fact that he is in the city a great deal of the time and has a suite of offices down town which would help materially in locating him and also provide a centrally situated place to hold committee meetings. Aside from these advantages, Mr. Woods is on even terms and has a most formidable opponent in Mr. Jickling who, like Mr. Woods, has hosts of friends and is not lacking in ability. His only drawback is that he spends the greater part of the time on the road.

F. H. Burr, of Richmond, has sold his hardware stock to J. J. Stern, of Pontiac, and, like hundreds of other business and professional men of splendid judgment, has moved to Detroit.

Thomas Kaul (Crowley, Milner & Co.) died at his home in Wyandotte after an illness of a few days. Mr. Kaul for a number of years was a member of the dry goods firm of Kaul & Cadaret, of Wyandotte. He was born in Wyandotte forty-seven years ago and lived there all his life. He is survived by a widow, three brothers and three sisters. His brother, Henry Kaul, is one of Wyandotte's pioneer merchants.

J. Friedberg, 112 Erskine street, has bought the building containing two stores with suites of living rooms above at 2260-62 Gratiot avenue.

The Martha Washington Candy Co. has leased the store at 124 Farmer street. The store was formerly occupied by the Dixie tea rooms.

The Ideal Creamery Co. will soon have a new home, contracts having been let for a two-story brick and tile creamery on Antietam street.

Thomas F. Burton, Michigan representative for the Lisk Manufacturing Co., of Canandaigua, N. Y., was confined to his home with a heavy cold last week. At this writing he intends to resume his road duties.

James Cousins, general merchant of Parsonville, was in Detroit on business last week.

Turkey, according to the present outlook, will succeed in its last attempt at suicide.

In ye editor's weekly roast in last week's issue, he stated that when Jim-

mie Goldstein presented his contract to the Boss, the latter signed it without a whimper. For once in his life the Hon. Ed. was right. If he had been anywhere near at the time of the contract presentation, he would have been convinced that the roar we heard was no whimper.

Detroit's "Made in the U. S. A." trademark, the design of which was chosen last Tuesday by a Board of Commerce committee, is so drawn that it may be adopted readily by any city in the United States. James Har-



ley Nash and Clowry Chapman, of New York, submitted the design considered best in 119,000 entered, and accordingly will receive the \$500 prize offered by the Board of Commerce and the \$50 added by the El Paso, Tex., Chamber of Commerce. The judges were James Keeley, editor of the Chicago Herald, and Charles Daniel Fry, Edward Freschi, Orson D. Munn and Charles B. Warren. The design they selected resembles in large measure the National crest. Surmounting it is the American eagle, with wings extended, and bearing on its breast the words "Made in." Below the eagle are the words "Detroit" and "U. S. A." "The design selected," the committee reported, "in our judgment closely approximates your specifications. It is simple, strong and mechanically perfect. Its merit of simplicity and legibility will be a strong argument for its adoption and use on American merchandise in foreign trade."

According to the Tradesman, Billy Sunday has made \$200,000 through his talent as an advertiser and minister of the gospel and is working hard to make money enough to take care of himself and family in their declining years. Some of the people who "donated" the money will continue working for \$1.50 a day and get along the best way possible in their old age.

[Yes, and they will bless Billy Sunday as long as they live, because he has rescued them from the gutter, reunited them with their families who were objects of charity, re-established them as God fearing, law abiding, sober citizens who can hold their heads up like men and look the devil in the face without flinching. It is estimated that Sunday has induced a million people to leave lives of sin and shame and become self-respecting individuals. For this service Mr. Sunday has received \$200,000—20 cents apiece. The Tradesman does not believe Mr. Goldstein begrudges Mr. Sunday this stipend. If he does, he is a meaner man than we thought he was. And we have always found him to be one of the biggest hearted fellows in the world.—Editor Tradesman.]

Benjamin & Goldberg, 17 Campus Martius, has leased the store at the corner of Woodward avenue and Elizabeth street and will open an exclusive dollar shirt store.

W. H. Byron, Michigan representative for A. Stein & Co., Chicago, was called to Chicago last week on account of the illness and death of his mother.

The Wm. F. Schulte Jewelry Co. has leased space in the new Liggett building and will take possession at once.

"Jack" McDermid, son of B. E. McDermid, well known general merchant

of Columbiaville, was a Detroit visitor last week. Notwithstanding the fact that a newspaper report, scattered throughout the country, states that Jack had broken a few arms and several legs in a reckless automobile ride, he appeared to be in the pink of conditions.

A four-wheel drive motor truck that promises to be an important development in motor truck manufacturing business has been invented by John Fitch, a farmer living near Ludington. He has brought his invention to Detroit to present it to automobile manufacturers. They are reported to have received it with favor.

Harry Brown has leased the Selik Bros. 6,000 square feet of floor space at 49 Twenty-fourth street, where he will engage in the manufacture of automobile valves.

William H. Reid, Vice-President of the Harrigan & Reid Co., for more than thirty years associated with that concern and its predecessors, has retired from the firm. Mr. Reid has been in poor health for more than a year. He will take a complete rest.

C. G. Wilson, manager of the R. & H. Co.'s store on Gratiot avenue, and the assistant manager, Grover J. Gale, have resigned their positions and have organized the "R. G. & W. Corporation" for the purpose of operating a chain of retail shoe stores throughout Michigan. They will open their first store in Port Huron and will make their headquarters in that city. The new company has been incorporated under the laws of Michigan and will start business about March 1. Both Mr. Wilson and Mr. Gale were connected with the F. & G. Shoe Co. for about five years and both are first-class shoemen.

The Kelsey Wheel Co. is to have a one-story steel building erected on Military avenue. The building will be 250 feet by 80 feet.

The U. S. Auto Supply Co., Inc., has moved from 182 Grand River avenue to the Grindley arcade, on Woodward avenue. John T. Hart, formerly of Chicago, is at the head of the concern.

F. F. Taylor, of Tawas City, was a business visitor in Detroit last week.

Carl R. Schumann, who conducted a grocery store at 171 Kercheval avenue for a number of years and retired about a year ago, is again about to embark in business, but this time in a different line than groceries. He has leased the store at 1073 Kercheval avenue and will open about March 27 with an entirely new line of dry goods and men's and ladies' furnishing goods. Mr. Schuman will spare no expense in making his store one of the most up-to-date in that section of the city. His success in the grocery business can be attributed to his keen business ability, coupled with a pleasant personality, and what those two business adjuncts will do for one line of business they will undoubtedly accomplish for another.

P. H. Aber, of Ford City, was a Detroit business visitor last week.

We believe we have an explanation to offer Milton Steindler and others as to the reason the editor accepted and printed our poem. All of the salesmen writers for the Tradesman are aware that the editor, for some unaccountable reason, refuses to accept poems or alleged poems written by them. This appears, so far as we can see, to apply solely to salesmen. A few weeks ago the editor called on our boss to extol the virtues, etc., of the Michigan Tradesman. After leaving the office we found that our poetry was eligible. Evidently something was said about the writer's salesman-ship.

Winter wanted to show it still had a punch left.

The Edmunds-Jones Manufacturing Co., manufacturer of auto lamps, has let contracts for a one-story brick addition to its factory building at Lawton and Buchanan avenues.

N. C. Desendorf, proprietor of the millinery store located in the Wright-Kay building for the past two years, has moved into new quarters at 503 Fisher arcade.

J. F. Traub, one of Detroit's oldest and most prominent jewelers, with a reputation that extended all over the country, died at his home in Detroit last Wednesday. In 1850, together with his brother, Christian, Mr. Traub started a small plating business, from which the present jewelry business, one of the largest in the city, developed. The store is located at 118 Woodward avenue with a branch at the corner of Woodward avenue and Congress street. Mr. Traub was born in Wurtemberg, Germany, in 1839 and came to America with his parents when he was 9 years old, settling in Ann Arbor. Later he moved to Detroit.

J. H. McDearmon, formerly with the John Deere Plow Co., of Kansas City, has resigned to become assistant sales manager of the Oakland Motor Co. Mr. McDearmon was assistant manager and sales manager of the Plow Co.

Mr. Edwards, of Edwards & Adams, general merchants of Carleton, visited the local markets on a buying expedition last week.

The Massnick-Phipps Manufacturing Co., 1091 Lafayette street, has leased the factory formerly used by the Wahl Motor Co., at 214-216 Congress street. The factory will be used for the manufacture of auto parts, in addition to its present factory.

The wedding of Miss Grace Elizabeth Chambers, of Port Huron, and Gerald T. Lomasney, advertising manager of Heyn's bazaar, was announced last week. Mrs. Lomasney is well known in society circles in Port Huron and Mr. Lomasney is also well known there, as he formerly lived in that city. He is also well known in local business circles. The best wishes

of hosts of friends are extended to the happy couple.

The Royal Tea Co. will occupy the store at 584 Michigan avenue.

Timothy Regan, wholesale meat dealer in Detroit for more than thirty years, died at his home on Sixteenth street March 1. Mr. Regan was 64 years old and lived in Detroit since 1858. About two years ago he retired from active business. Surviving are his widow, two daughters and four sons.

Elmer Brevitz (Burnham, Stoepel & Co.) is the proud owner of a new Dodge automobile.

E. C. Kinzel, druggist, corner Michigan and Griswold, has re-leased the store he now occupies for a term of twenty years and will enlarge the store and have a new front installed.

Mrs. Blood was in Detroit last week in the interest of the dry goods store of Blood & Hart, Marine City.

Greece is clamoring to get into the war. With the help of Greece it should make easier slipping for the Allies.

Fire in the bakery of A. Ryan, 805 St. Aubin avenue, did about \$150 worth of damage before being extinguished last Sunday morning.

Arguing about the war, like minding other people's business, keeps people from being embarrassed by finding out how their own business is getting on.

The "bargain basement" idea is being accepted by many of Detroit's department stores. The object of this feature is to be in a position to cater to a class of trade they do not get in their stores. Last week there were two "bargain basement" openings of note, the J. L. Hudson Co. and Woolworth's.

Herman Nerreter & Son have opened a men's furnishing goods and shoe store at 1493 East Jefferson avenue.

Lyle Balcom, of Union City, was a business visitor in Detroit last week. More news from the front: Howard

Bierwert, advertising manager for the Busy Big Store, at Ludington, and embryo humorist, says that temptation is the banana peel in a man's brain that causes him to slip.

One of the most pleasing sights of the week was that of Ed Collins, Burnham, Stoepel & Co.'s veteran representative. Ed has been under the weather for some time and unable either to leave his home in Carson City or continue his duties on the road. Although looking rather pale and thin he is rapidly regaining his health, which is the kind of news we all like to hear.

Another way to help fill this page is to say a few disparaging things about Billy Sunday. Then we receive the able assistance of the editor himself.

Just to show how well C. C. Starkweather is thought of, Detroit would vote for him even if he lived in Grand Rapids.

Some people are so liberal they can't even keep Lent.

Thomas F. Stack, of Crowley, Milner & Co., has been promoted to manager of the cloak and suit department.

W. W. Bourke, general merchant of Columbus, was in the city on a business trip last week.

If war is what Sherman said it was, a new place to ask a man to go should be invented. James M. Goldstein.

Hard to Understand.

Jimmy giggled when his teacher read the story of the Roman who swam across the Tiber three times before breakfast.

"You do not doubt that a trained swimmer could do that, do you, Jimmy?"

"No, sir," answered the boy, "but I wondered why he didn't make it four, and get back to the side his clothes were on."

Indiana Doooms Trading Stamp by High License.

Indianapolis, Ind., March 8—Senator Thornton's bill to wipe out the trading stamp business was passed by the House to-day by a vote of 79 to 7 and sent to the Governor for his signature. It requires a license of \$1,000 from merchants who wish to engage in the business. This license, it is believed, will spell the trading stamp's doom. Merchants were behind the bill.

This bill is aimed at trading stamp companies and would not affect tobacco coupons. Rebate systems of individual merchants are specifically exempted.

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

Buffalo, March 10—Creamery butter, fresh, 26@31c; dairy, 20@28c; poor to good, all kinds, 15@20c.

Cheese—Dull, new fancy, 15@15½c, new choice, 14½@15c; held fancy, 16½@17c.

Eggs—Choice, fresh, 20c.

Poultry (live)—Cox, 12c; fowls, 16@18c; geese, 13@14c; turkeys, 16@20c; chicks, 16@18c; ducks, 18@19c.

Poultry (dressed)—Turkeys, 20@24c; chicks, 17@19c; fowls, 17@18c; ducks, 18@20c; geese, 13@14c.

Beans—Medium, new, \$3.25@3.50; pea, \$3.25; Red Kidney, \$3.50@3.65; White Kidney, \$3.50@3.75; Marrow, \$3.50.

Potatoes—30@35c. per bu.

Rea & Witzig.

Hope is a good thing, but a meal ticket enables one to eat.

There Is But One Standard Butter Color

In all parts of the country when there is no grass for the cows, shrewd dairymen use

Dandelion Brand Butter Color

They know it is the best color on the market, and that it adds enough weight to pay for itself. Keep a full stock on hand.



We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS, STATE AND NATIONAL.

WELLS & RICHARDSON CO.
BURLINGTON, VERMONT

Manufacturers of Dandelion Brand Butter Color



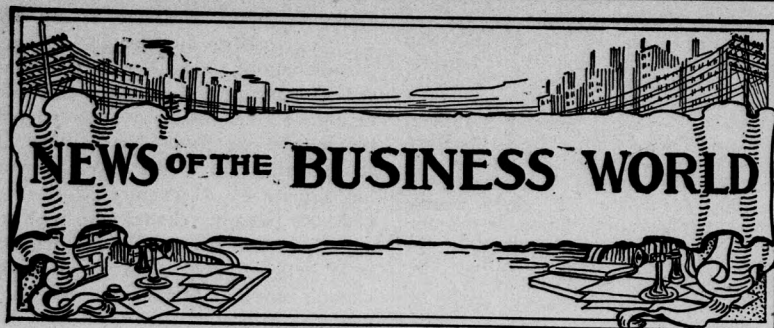
Dandelion Brand

The color with



Butter Color

the golden shade



Movements of Merchants.

East Jordan—Mrs. W. T. Boswell has engaged in the millinery business here.

Edmore—J. M. Wygant & Son succeed H. O. Lyon in the grocery business.

Lansing—W. E. Stocker has purchased the C. E. Larrabee grocery stock.

Manton—Frank L. Downing succeeds Perry & Downing in the garage business.

East Jordan—T. C. Wood succeeds E. D. Clouse in the second-hand business.

Mt. Pleasant—J. J. Theisen has added a line of dry goods to his grocery stock.

Owosso—J. A. Byerly has engaged in the grocery business at 202 West Main street.

Caledonia—Miss Etta Hubbard succeeds Mrs. C. E. Corwin in the millinery business.

Vestaburg—R. M. Bridwell has sold his restaurant and ice cream parlor to Earl Walker.

Charlevoix—Ben C. Yettaw succeeds Bert Beaudoin in the confectionery business.

Copemish—George L. Chubb succeeds D. Barry & Son in the meat and grocery business.

Ovid—Frank Green has opened a paint, oil and wall paper store in the Stoddy building.

Hudson—The S. Morton Produce Co. has engaged in business with Silas Morton as manager.

Jackson—The Jackson Coal Co. Ltd., has changed its name to the Calhoun County Coal Co., Ltd.

Petoskey—The Petoskey House Furnishing Co. has increased its capital stock from \$20,000 to \$25,000.

Breckenridge—George Delevan has sold his farm in Arcada township and engaged in the grocery business here.

Lansing—The J. M. Preston Co., dealers in implements, has increased its capital stock from \$25,000 to \$50,000.

Howard City—Frank Himel has purchased the E. Sutton billiard room and cigar stock and will continue the business.

Coldwater—Jay Bisbee has closed his bakery owing to the increased cost of flour and will retire from business.

Greenville—C. C. Sprout has closed out his stock of clothing and men's furnishing goods and retired from business.

Walloon Lake—Arthur J. Crago has sold his stock of general merchandise to William Harriman, who has taken possession.

Detroit—The Stfford Radiator

Corporation has changed its name to the American Pressweld Radiator Corporation.

Fennville—The Fennville Fruit Exchange has been incorporated and will erect a warehouse at a cost of about \$6,000.

Stanwood—J. Crane has purchased the Thomas Mitchell stock of general merchandise and will continue the business.

Baxter—George Parker, of Kingsley who put in a branch store here last December, has moved his stock back to Kingsley.

Baldwin—Mrs. M. Rudd has sold her stock of books and notions to Mrs. Belle Fenner, who will continue the business.

St. Johns—J. M. King has sold his grocery stock to Percy Renkes, recently of Dowling, who will continue the business.

Middleton—Wille & La Roach have purchased the stock of general merchandise belonging to the J. D. Reseguie estate.

Eaton Rapids—Mrs. H. Capron will continue the jewelry and wall paper business conducted so many years by her late husband.

Eaton Rapids—The Quality Kraut Co. has been organized and will convert the old Peat Co. plant into a sauer kraut factory.

Ionia—The machinery for Hale & Sons flour mill, on Steele street, has arrived and is being placed in position as rapidly as possible.

Nunica—F. P. Corll has sold his grocery and dry goods stock to E. R. Porter, who will continue the business at the same location.

Detroit—The Crowley Bros. Co., wholesale dry goods and men's furnishings, has increased its capital stock from \$350,000 to \$500,000.

Holland—Lena Heffren has purchased the Marie Oosting stock of millinery and women's furnishing goods and has taken possession.

Cedar—A. U. Slaybaugh has purchased the store building and stock of general merchandise of John De-cator and has taken possession.

Hastings—Weickgenant & Riede have purchased the stock of the J. T. Pierson & Son department store and will consolidate it with their own.

Middleville—E. E. Day has traded his store building and stock of dry goods and crockery to H. A. Vanderveen, who will continue the business.

McBrides—The administrator of the estate of the late Enoch Nelson is closing out the stock of cigars and tobacco and will close or sell the restaurant.

Ludington—H. W. Shellenbarger has sold his stock of dry goods to

H. W. Kline, recently of Garden, who will continue the business at the same location.

Escanaba—Joseph A. Beauchamp has purchased the harness and supply stock of F. J. Sneedlo & Co. and will continue the business under the style of Delta Harness Co.

Jackson—Theodore Koeltz has purchased the Clifton H. Veddar cigar and tobacco stock and will continue the business at the same location, 110 South Mechanic street.

Engadine—Bohn & Perry, druggists at Newberry, have purchased a lot here and will erect a store building which they will occupy with a drug stock as a branch store.

St. Joseph—John Freund has sold his interest in Freund Bros. meat market to his partners, Harry and William Freund, who will continue the business under the same style.

Athens—The George M. Graham Co. has sold its stock of groceries and crockery to James Boussum, formerly engaged in trade at Leonidas, who will continue the business.

Charlotte—The grocery store of Herbert Partridge has been closed on a chattel mortgage held by a local automobile dealer and the stock is being closed out to satisfy the mortgage.

Mt. Pleasant—Harry J. Kane has sold his interest in the clothing and shoe stock of Kane Bros. to his partners, John and Dan, and the business will be continued under the same style.

Hartford—Rev. N. P. Tedrick has purchased the interest of A. Z. Perry in the clothing and shoe stock of Perry & Dowd and the business will be continued under the style of Tedrick & Dowd.

Charlotte—Webb S. Proud has sold his stock of dry goods to Hugh Strecks and Floyd Griffin, who have formed a copartnership and will continue the business under the style of Strecks & Griffin.

St. Johns—L. S. Reed has sold his store building and stock of groceries to Theron Shaver, who has admitted to partnership his son George, and the business will be continued under the style of T. Shaver & Son.

Bay City—The Meagher Bros., Co., dealers in ice, coal, fuel and builders' supplies, has been incorporated with an authorized capital stock of \$30,000, all of which amount has been subscribed and paid in in property.

Columbiaville—The Columbiaville Co-Operative Dairy & Produce Co. has been incorporated with an authorized capital stock of \$5,000, of which amount \$1,300 has been subscribed, \$945 paid in in cash and \$55 in property.

Schoolcraft—The Schoolcraft Lumber Co., dealer in lumber and building material, has been incorporated with an authorized capital stock of \$10,000, of which amount \$9,000 has been subscribed and paid in in cash.

Cadillac—E. H. McCormick and Don B. McMullen have formed a copartnership and purchased the Weber-Benson drug stock and will continue the business at the same loca-

tion under the style of McCormick & McMullen.

Owosso—Frank Gute, manager of the Economy drug store, has purchased the stock of the owners, Hoffman Bros., of Jackson, and will continue the business at the same location at the corner of Washington and Exchange streets.

Jackson—Charles H. and Edward L. Palmer have formed a copartnership under the style of Palmer & Palmer and purchased the Stearns & Weilandt grocery stock and will continue the business at the same location, 233 West Main street.

Kalamazoo—M. A. Hennes, formerly engaged in the drug business at St. Joseph, has purchased the R. I. Parrish Drug Co. stock, at the corner of North Burdick street and Kalamazoo avenue, and will continue the business at the same location.

Manufacturing Matters.

Howell—The Smith garment factory has been closed and Mr. Smith has removed to Detroit.

Detroit—The Automatic Balanced Valve Co. has changed its name to the Detroit Equipoise Valve Co.

Detroit—The Aetna Manufacturing Co. has been incorporated with an authorized capital stock of \$12,000, all of which amount has been subscribed, \$600 paid in in cash and \$900 in property.

Liberty—The Liberty Milling Co., miller and dealer in farm implements, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Port Huron—The Watson Bros. Co. manufacturer and dealer in plumbing supplies, has been incorporated with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and paid in in property.

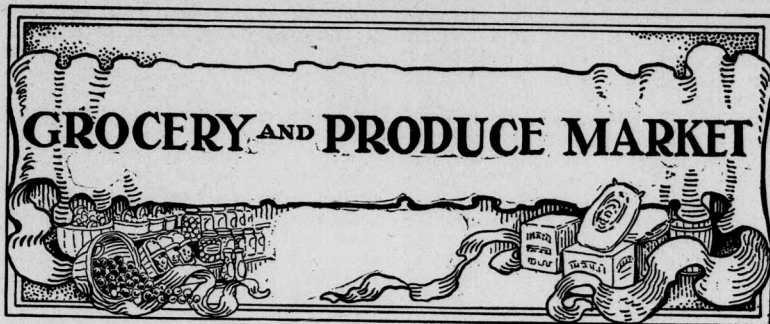
Detroit—The Dayton Paper Bottle Co., manufacturer and dealer of sanitary bottles, has been incorporated with an authorized capital stock of \$10,000, of which amount \$8,000 has been subscribed and \$3,500 paid in in cash.

Detroit—The Jones-Butterworth Co., manufacturer and dealer in paints, varnishes, etc., has been incorporated with an authorized capital stock of \$15,000, of which amount \$7,500 has been subscribed and \$5,000 paid in in cash.

Detroit—The Atlas Manufacturing Co., manufacturer and dealer in machinery, has been incorporated with an authorized capital stock of \$30,000, of which amount \$15,010 has been subscribed, and \$10,000 paid in in property.

Pontiac—The Mascotte Cigar Co. has merged its business into a corporation under the style of the Mascotte Cigar Co., with an authorized capital stock of \$50,000, all of which has been subscribed, \$1,454.79 paid in in cash and \$48,555.21 in property.

Pontiac—The Pontiac Chassis Co., manufacturer of automobiles and automobile supplies, has been incorporated with an authorized capital stock of \$50,000 common and \$50,000 preferred, of which amount \$75,000 has been subscribed and \$75,000 paid in in cash.



Review of the Grand Rapids Produce Market.

Apples—The price ranges from \$2.25@3 per bbl.

Bananas—The price has advanced to \$3.25 per hundred pounds. The price per bunch is \$1.25@2.

Beets—60c per bu.

Brussels Sprouts—20c per box.

Butter—The demand for fresh receipts of butter is absorbing the finest grades and as to them the market is firm. Undergrades are not wanted so much, but the market is fairly healthy. Storage butter is in light demand at nominal prices. The trade at present is not flourishing and they are taking all they can get. Fancy creamery is now quoted at 30c in tubs and 31c in prints. Local dealers pay 21c for No. 1 dairy, 14c for packing stock.

Cabbage—60c per bu.

Celery—\$3.50 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 are steady at \$5 per bbl.

Cucumbers—\$2.25 per doz. for hot house.

Eggs—The market is gradually declining, due to the remarkable increase in receipts. Local dealers pay 16c for all arrivals.

Fresh Pork—Local dealers pay 7½c for hogs ranging from 125 to 200 lbs. and 7c for heavier.

Grape Fruit—\$1.50@2 for Florida, all sizes.

Grapes—Malagas, \$6 per keg.

Green Onions—60c for Shallots.

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

Lemons—Californias and Verdell's, \$3.25@3.50.

Lettuce—Southern head, \$2.25 per bu.; hot house leaf 11c per lb.

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

Onions—The market is featureless at \$1 per 100 lbs. for red and yellow and \$1.25 for white; Spanish, \$1.50 per crate.

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

Oyster Plant—30c per doz.

Peppers—60c per basket for Southern.

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

Potatoes—The condition is unchanged. Country buyers are paying

15@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; 14c for ducks; 14@15c for No. 1 turkeys and 10c for old toms. These prices are 2c a pound more than live weight.

Radishes—25c per doz. bunches for round or long, hot house grown.

Strawberries—35c per qt. for Florida.

Sweet Potatoes—Kiln dried Delawares command \$2.25 per hamper.

Tomatoes—75c per 5 lb. basket for Southern.

Turnips—50c per bu.

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

The Grocery Market.

Sugar—Quotations are unchanged from one, two and three weeks ago. The raw market during the week showed that it was still unsettled, changes of form being so sudden as to set the trade guessing. Bearish factors predominated in the early days, including the bombardment of the Dardanelles, with the possibility of Russian sugar being released, heavier receipts of the crop in Cuba and the indifference of the country to granulated. Under the circumstances it was not surprising that pressure developed and raws declined to 3½c cost and freight, or 4.515c duty paid. On the reaction, the American took a good line of sugar and other refiners and operators were also active. Speculators turned the market just when things seemed to be coming the way of the refiners, the stimulating influence being the purchase of 200,000 bags in Cuba at f. o. b. prices for French account, with the natural result of a rally here to the old basis of 3¾c. It was said, moreover, that English operators who had sold early contracts to the United States were replacing with April in Cuba. Of course, if local refiners are to be compelled to face the competition of Europe for raws firm prices will prevail, since their supplies, despite large arrivals in the United States, are moderate. Fortunately the country has not become excited over the prospects and the demand for granulated is confined to withdrawals on old contracts. It is interesting to note that the second hand selling has practically ceased, so that the list price of 5.75c does not seem such an anomaly.

Tea—Japans continue very scarce in first hands and very little of the lower grades are being offered. While the local market has been sluggish for the past few months, dealers are awakening to the fact that the ad-

vances in all lines have become a reality. Formosas are very active and supplies are becoming somewhat depleted at an advance of 1c per pound or more. Ceylons and Indias show the effect of heavy Russian buying at high prices. Freight rates from the Far East have advanced 25 per cent. over previous rates and the inability to secure freight from India, Ceylon and China at any price is the principal cause for the shortage in those teas.

Coffee—Rio and Santos grades are a shade weaker. Heavy receipts have increased the spot stocks and prices are nominally unchanged. Mild coffees are about unchanged on last week's basis. The market is unchanged. Java and Mocha are unchanged and in small demand. The principal demand is for Mocha, which is scarce and firm.

Canned Fruits—There is a quiet steady movement in California fruits, and, with stocks in first hands well cleaned up, a firm feeling prevails. Southern fruits are inactive, but prices are held well up to previous quotations. In No. 10 apples not much business is being done just now, but there is no pressure to sell, particularly on the part of State packers of standing.

Canned Vegetables—Tomatoes are about 2½c lower. The only cause for the decline would appear to be the tardy effect of the statistics showing large 1914 pack, but it is hard to understand how this could have reduced the price East, for in the East the 1914 pack was even smaller than the 1913. The demand for tomatoes has braced up a trifle since the market declined. Corn and peas are in good demand, mainly low-grade peas. Future corn has advanced from 2½@5c per dozen, due to the apparent difficulty of the packers to get the necessary acreage.

Canned Fish—The local consuming demand for salmon is rather slow, but quite up to the average for the season, but, as offerings by first hands are limited, and jobbers are holding for the summer trade, the market is steady to firm. Light offerings and a steady although quiet consuming demand impart a firm tone to the market for both imported and domestic sardines. Tuna fish on the spot and for future delivery meets with a good demand at full quoted prices.

Dried Fruits—The California Raisin Association has advanced the price of Sultana raisins in 50 lb. boxes ½c, the advance to take effect March 1. The demand for raisins was slow enough before and this will not help it. Prunes, peaches and apricots are all unchanged and in quiet demand. Currants are without any change in price. More buying interest in local and out-of-town quarters is noted in figs, and with stocks in small compass, the trend of prices is upward. Dates are firm and unchanged here under fair supplies of Halloweeds and Khadrawees. Sairs, however, are rather scarce. Advices from London are to the effect that the situation there is strong and that the supply remaining consists chiefly of Sairs.

There is a fair movement in spot Fards, supplies of which are temporarily light, but arrivals are expected before the end of this month. Carton dates are fairly active, although selling only in accordance with present requirements of consumption or, in other words, in small lots.

Rice—The tone is firm, in sympathy with the South, where the mills are asking full prices for the offerings. Blue Rose and Japans are scarcer, and more enquiry is noted for Honduras grades. The shipping situation exerts a restraining effect upon the export movement. Rough rice in the South is selling at full prices, the stocks in farmers' hands being small.

Cheese—The market is steady and unchanged, with a fair consumptive demand. The outlook is for an increase in the consumptive demand, which will probably absorb the available supply, with the possible result of advances in prices. Under-grade cheese is rather short and is wanted at relatively lower prices.

Provisions — Everything in the smoked meat line is steady on the same basis as a week ago. The consumptive demand is light. Pure lard is steady and in light demand at about ¼c lower than last week. Compound lard is unchanged and in quiet demand. Dried beef, canned meats and barreled pork are all in light demand at unchanged prices.

Salt Fish—Mackerel is comparatively dull. Prices are not changed for the week and, apparently, there is no special Lenten demand. There may be in some sections of the country, but there certainly is not in this section. All grades of mackerel are held about unchanged, the market being perhaps no more than steady. Cod, hake and haddock are in fair demand at unchanged prices.

The old Leubeck garage, on North Ionia avenue, is soon to be remodelled for the West Michigan Motor Car Co., which was recently organized to take over the agency of the Mitchell automobile in this city. It is composed of Bernard Taffee and A. E. Johnson, both of Hastings, where Mr. Johnson is an officer in the Hastings Sporting Goods Co.

Wayne Noble and Andrew H. Spaman, local contractors, have formed a copartnership and secured from the H. Smith Construction Co., of Detroit, the sub-contract for plastering on the new U. B. A. hospital building.

William Judson expects to sail from Hamilton, Bermuda, on the Oceana, March 12, landing in New York, March 15 and reaching home about next Wednesday.

Moughler & Keift, composed of George M. Moughler and Wilfred D. Keift, have engaged in the tea and coffee business at 1034 Wealthy street.

Simon Olthof, who for some years has been employed as a candy maker, has engaged in the confectionery business at 407 Jefferson avenue.

Napoleon—E. E. Palmer is installing machinery preparatory to opening a cheese factory here April 1.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, March 8.—One of our popular citizens, Captain F. D. Root, of the Great Lakes Towing & Wrecking Co., left last week on an extended Western trip and before returning expects to visit his brother in Spokane and also take in the San Francisco exposition. This being the Captain's first trip for some years he will no doubt enjoy every minute meanwhile.

Edward C. Reidy, one of the Soo's prosperous grocers, while only a young man, has through hard work and not enough rest contracted rheumatism and has been a sufferer all winter. He left last week for Attica, Ind., where he is at present taking treatments and his many friends hope to hear of his recovery in the near future.

Crawford & Forgrave have dissolved partnership and hereafter the flour and feed business will be conducted by T. A. Forgrave, while Mr. Crawford will engage in other business later. Mr. Forgrave is a man of wide experience in his line of business, having for several years conducted a general store at Stalwart before entering into business with Mr. Crawford. He is still a young man and a hard worker and, undoubtedly, will continue the successful business which they have built up since starting about a year ago.

Bob Morrison, the hustling manager for the Soo garage has for the first time during the winter had a chance to know what it is to take life easy, having caught up with his winter work, and is at present taking it easy in a new chair which was presented him by Charles Fields, proprietor of the Field's cigar store, so that it will not be necessary for Mr. Morrison to take in the exposition, as he finds it more comfortable at home, where he can rest and prepare for the spring rush which will soon be upon them again.

The many friends of our esteemed high school superintendent, M. J. Walsh, regret to learn that he has tendered his resignation to the school board, to take effect at the close of this school year, as Mr. Walsh has through hard work and personal effort, although working against great difficulties—brought the school up to the present high standard. During his stay here Mr. Walsh has made many friends who wish him every success in his new field.

That the people of Muskegon are certainly an optimistic bunch will be noted by their anticipation of the unusual big summer resort business which they expect to get this summer. The war in Europe, they figure, will turn streams of tourists to watering places in the Northern country and they are spreading warning to the automobile garages who usually care for the tourist trade during the summer season to prepare for an unusual rush, as prospective resorters are already making enquiries for their summer stay. They also report many cottages as having been rented for the summer and we notice that in the report special mention is made of Charlevoix, Petoskey, Ludington, Harbor Springs, Netawanta, Traverse Point, Old Mission and Mackinaw, but if they think the Soo is going to be overlooked in any of the summer resort activities they will have another guess coming, as it is conceded by the many tourists who have visited the Soo that of all the resorts the Soo offers the best inducements, as the attractions and pleasures are far more varied than any other resort in this community.

The Woolworth 5 and 10 cent store, which opened for business here last Saturday, was a sight to behold. From early morning until the closing hour

the store was packed with eager purchasers and there was a steady parade on the streets all day, especially noticeable among the foreigners who were carrying their bundles and seemingly stocking up for future generations. The Soo certainly is a great place for anything new and if business in our new 5 and 10 cent store would keep up in this manner, its present large quarters would not be sufficient to accommodate the business.

A. Friedman, manager of the Boston store, received word last week announcing the death of his brother, Harry Friedman, who died at Detroit last Sunday. Harry Friedman was a resident of this city for twenty years and his many friends here extend their sympathy to the bereaved.

W. J. Davis & Son, proprietors of the leading general store at Mackinac Island, have purchased the John Jacob Astor Hotel, which they will refit throughout and get it in readiness for the coming season. That the new venture will be a success is a foregone conclusion, as this enterprising firm has been one of the most successful in the State, and while they are situated on a small island, it is one of the largest and best appointed general stores in that line of business to-day and is a credit to the Island, as well as to the proprietors. The Astor Hotel has always been one of the most popular hotels on the island and, with the new management, it will undoubtedly receive a large share of the commercial trade, in addition to the regular tourists business. This will also mean a free bus to the Astor House next summer.

Al. J. Herbst, the popular representative of the Soo Hardware Co. for Northern Michigan, returned this week after a perilous voyage throughout his territory, and he reports that the paths throughout the camp district were in excellent condition, as they had no use for their snowshoes through the entire trip. Al is one of the quiet boys who never carries a hammer but is long on the saw. He is at present getting his samples in readiness for the opening of navigation, as he expects to be one of the many others who will be ready to go on the first trip of the Elva and shake hands with his many friends and customers down the river, who have been missing his pleasant visits throughout the long winter.

J. T. Bennett, financial clerk of the Senate, at Lansing, paid us a visit last week. Mr. Bennett is one of our old Sooiters and a charter member of the Booster Club and his friends were all glad for a handshake and listened with much interest to the news from the Capital City. Mr. Bennett is always glad to get back to the Soo, where he has a warm spot in the hearts of his many friends here.

The doors of the "Ye Toggery Shop" were closed last week for inventory. This was one of the popular clothing stores conducted by Charley Follis, who has been in business here for the past ten years. Mr. Follis has not as yet stated just what further steps will be taken, but it is hoped by his many friends that he will continue to make the Soo his home.

One of the Soo's enterprising cash meat markets, with John Agnew as proprietor, has made a record since going on the cash basis about a year ago. Mr. Agnew was the first butcher to break away from the credit system, having confidence that the cash business could be carried on successfully, and some of his competitors were watching developments and not falling in line for fear that the cash business would be detrimental in the loss of trade. It was remarkable, however, to note the success made by Mr. Agnew, as he is doing a much larger business now than he was before going on the new system, giving the people better value and at the same time cutting off ex-

penses of telephone service, delivering and office clerical force, which goes to show what can be done when a man gives his personal attention to business.

MacLachlan Bros., of Dafter, have opened a grocery store in addition to their cement business, so that Dafter will be well taken care of in the grocery line in the future.

We are advised that Menominee needs a new railway station and from a statement made by R. H. Aishton, Vice-President of the Chicago & Northwestern Railroad, in a meeting at the Hotel Menominee with the board of directors of the Menominee Commercial Club, Menominee is going to have it. This will fulfill a long felt want, as Menominee has been handicapped on account of poor station accommodations.

Health Officer Griffin is a valuable asset to this city and is the doctor who makes the milk dealers keep their milk up to the standard at all times, as samples are taken at different intervals and examined, which accounts for the good milk being furnished our people here.

The Father and Son banquet given by the Y. M. C. A. last week was one of the most successful banquets given by the Association and from the reports and addresses given by the sons of some of the fathers it would appear that the sons have made further progress than the fathers could ever hope to. Some of the oratory displayed at the banquet would compare favorably with William J. Bryan's. There was no grape juice served during the evening, but the good old Lake Superior was equal to the occasion and a most enjoyable evening was spent.

William Johnson, the well known lumberman of Onaway, returned to his lumbering operations at Strong's last week, from Onaway, where he purchased a lath mill which he will locate at his banking ground, two miles east of Strong, which he expects to have in operation by April 1. This will mean additional activity at Strong's, which is now one of the liveliest villages on the D., S. S. & A.

R. R. Reinhart, one of our hustling young men, has got up another notch in the Protective Order of Elks and is now exalted ruler. Pretty hard to keep Dick from getting to the front, as he is long on the climb.

The banquet tendered the newsies by the Evening News, in appreciation of their service and loyalty last year, was one of the events of their lives, as they feasted on turkey and all of the side issues, to their heart's content.

It was very amusing to read the item of James M. Goldstein vs. Billy Sunday, but we are still in doubt as to who is making the most money and would be pleased to have further explanation in the next issue. If we understand it correctly, it is more profitable for a man to take what the people seem satisfied to pay for the services rendered than to work on a stipulated contract, as it is often said that a bird in the hand is worth two in the bush, but it would be somewhat hard for us to prove it in this case.

Some of the enthusiastic deer hunters around Brimley evidently are not aware of the fact that the deer season has closed and, in consequence they are contributing \$25 and costs for the special privilege granted them at this season of the year. We understand, however, that there are a few who prefer to take a month's board with our sheriff in preference to paying the fine.

Sam Winberg, dry goods merchant on Ashmun street, has fallen the victim of J. P. Fetz, the State Food Inspector, for selling goods short measure and has donated \$25 and costs for this privilege. He states that he does

not care to see Mr. Fetz again, as he is no particular friend of his.

Mr. and Mrs. John G. Stradley, our esteemed citizens, are making a tour of the West and will take in the San Francisco exposition before returning to the city.

Here's the latest advertisement which might be of some protection to the merchants reading the Tradesman throughout the State, in case they ever find Mrs. Jones' husband contracting any debts in her name and not prey upon the merchants, as might be the case had this notice not been issued, which reads as follows: "Without my knowledge or consent, my husband has left my bed and board. He no longer brings the washings to me, nor takes them home. I will not be responsible for any bills which he may run and all women are warned against taking him in. He is a liar, a thief, a scoundrel and a bull moose. Kittie Jones."

Emil G. Endress, proprietor of one of our largest fishing industries, is preparing for a big business this summer. He is building two more large fishing tugs which he expects to put into commission at Grand Marais; also filling two large ice houses to take care of the increased business. Mr. Endress is one of the progressive kind who is pushing forward at a rapid rate.

Business must be dropping off somewhat at Newberry, as we have a report of the first failure there for some time, in the firm of Isaac Newmark, in the dry goods and clothing business, who filed a petition in bankruptcy with the United States Court at Marquette. His assets were given as \$8,000, with liabilities of over \$13,000.

Sam Carlton, one of our successful candidates for City Treasurer, is said to be the happiest man in the city, as he won out in one of the hardest political fights ever pulled off here, with three other opponents for this office. Sam was on the job day and night for the past month and as he has ample time to devote to the office, having dropped everything else, and being an experienced accountant, having had several years' experience with the Edison Electric Co., he will make the city of Sault Ste. Marie one of the best treasuries in its history.

Fred R. Price, the famous Rexall druggist here, also insurance agent capitalists, etc., has returned to the city after a prolonged business trip throughout the State and it would be hard to distinguish him from William J. Bryan in appearance, with the exception of Fred's lack of hair and inability to drink grape juice.

While the country roads are still in good conditions for drawing hay with sleighs, the streets in the city are almost bare and Ashmun street is being kept in condition with city teams spreading snow over the bridges, so as to enable the farmers to make their deliveries of hay without much difficulty.

Forrest C. Robbins, one of our esteemed citizens and fellow hustlers, has made quite a hit with the ladies since bringing out the Whirlpool dishwasher. Heretofore the ladies did the dishwashing by hand while the clothes were put through an electrical machine, carpets were swept with vacuum cleaners and the only hitch was the bother of washing dishes three times each day, whereas with this patent device the housewife has only to dump the dishes into the washer, push the lever and the deed is done.

Fred Shaw, of the Gamble-Robinson-Shaw Co., has returned from a trip to California, where he spent the past week picking a car of oranges for some of his special orders. He reports having had the time of his life and the best trip that he has had since his wedding trip.

Mention was made in the Tradesman a few weeks ago of Geo. Adrian

being an up-to-date butcher, and he certainly has proven himself to be such, as we understand he has taken a short cut since that issue and his whereabouts are still a mystery, and his many friends here would be pleased to have him bid farewell in the usual manner.

William G. Tapert.

Review of Business Situation at Honor.

Honor, March 9.—Honor, which has a population of 550, is the judicial seat of Benzie county, is located on the M. & N. E. and P. M. Railways, in Homestead township, 130 miles from Grand Rapids. Has a Congregational church, a newspaper, a bank, a good hotel (the Nichols), three general stores, dry goods and clothing store, drug store, harness store, shoe repair shop, meat market, confectionery stores, saw and veneer mill, produce and real estate dealers. The principal industries of Honor have been lumbering and the manufacture of veneer. Very recently the veneer people disposed of their logs and standing timber to outside parties and the information was not obtained as to whether the manufacture of same will be conducted here or elsewhere. Farming is being engaged in quite extensively and the time is near when the surrounding country will all be under cultivation.

The A. B. Case Co., the pioneer merchant, has a large store building and carries a large and complete stock of everything found in a general store. Mr. Case is also a lumberman of no small proportions and is busily engaged at the present time in getting in his logs before the snow is all gone.

Wm. P. Griffith is well located and has a store well filled with general merchandise.

Ryan & Palmer are general merchandise dealers, have good stocks and good store buildings.

Alex Morris, the dry goods and clothing man, owing to illness, is offering his stock and store building for sale.

John W. Cruse, of Cruse & Stacy, real estate dealers, have comfortable quarters and enjoy a lucrative business in their line.

W. B. Covey, the druggist, has a nice store and stock.

J. E. Esch, the harness man, carries a good stock of wearing apparel for the horse.

Weaver Bros. have a good market and carry a complete line of meats.

R. W. Devereaux, after several years spent as a mail carrier, has gone back to the bench and is again a worker in leather goods.

The Benzie County Bank is a substantial institution of the town.

The greater portion of Honor business men are subscribers to and regular readers of the Tradesman.

W. R. Wagers.

In and Around Little Traverse Bay.

Petoskey, March 8.—S. A. Wilson, of Petoskey, has purchased the dry line known as the Blue line transfer. Mr. Wilson has until recently been engaged in the grocery and bakery business. Mr. Wilson has had good experience in the transfer business, having been engaged in the same line for a number of years before engaging in the grocery and baked goods line. He is a thorough horseman and well qualified for the position.

W. H. Baldwin, proprietor of the livery at Harbor Springs, has purchased a new Overland car. The Bay View Association will proceed at once to reinforce all the telephone poles on the main road. Farmers with mowing machines hitched behind their wagons will take to the woods, for Bill has a mania for running into both telephone poles and mowers. Mr. Baldwin now has four cars for hire which, together with his horse livery gives him the finest equipped livery barn in Northern Michigan.

E. C. Kortenhoff, representative of the Brooks Candy Co., is without a doubt the best educated man on the eat stuff in Michigan. Together with a fellow traveler last Thursday he ate three pounds of porterhouse steak, a peck of beans, two heads of celery, two large Spanish onions, two loaves of bread, finishing up with two quarts of milk. They worked the trade at Harbor Springs in the afternoon and reported business good.

The local press is very much peeved. Can you blame them? The Russians advanced twenty-four hours ahead of schedule time.

The traveling fraternity, when stopping at Boyne Falls, should be careful and pull down the blinds before retiring. The villainous habit of window peeping is being practiced at that point.

D. A. Walsh, of Petoskey, spent the week end visiting with his wife and son at Ann Arbor. Mr. Walsh, Junior is attending school at the U. of M. Mr. Walsh, Senior, is one of the jolliest, best known men on the road and is one of the Petoskey Grocery Co.'s 100 per cent. salesmen and is familiarly known as Dunk.

Frank Smith, of the firm of Smith & Son, Harbor Springs, says that business this winter has been the best ever. Frank is one of the hustlers who usually get what they go after.

Guy Parkis, of Mackinaw City, was a visitor in Petoskey Sunday. Mr. Parkis is connected with S. B. Chamberlain in the grocery business. He reports business at Mackinaw good.

What wonders higher education is doing for our women! A certain lady whose husband has been engaged in the meat business for the past twenty-five years was heard to ask, "What kind of fish is tripe?"

H. E. Welling one of Petoskey's leading merchants, was heard to remark, "I have done all kinds of work

in my life." Dr. Leahy, the optician asked, "Were you ever an eye doctor?" "Yes, s'r," said Mr. Welling, "one time when I was selling goods through the Southern part of this State I became acquainted with a well-to-do farmer and one day the farmer said to me, 'Herman, my eyesight is getting poor. Now if you can get me a pair of glasses that I can see to read good with I will give you the best milch cow on my farm!'" Mr. Welling says he tried four or five pair, but none were satisfactory and for a moment he was at a loss as to what to do. Retiring to the kitchen he removed the lenses, and returning to the farmer, fitted the frame over his eyes and said, "How are those?" "Why," exclaimed the farmer, "those are fine, I can see just as good as I ever could; you go and get the cow." Mr. Welling says he lost no time in leading the cow out of the yard. He also says he never called at that particular farm again.

Petoskey now has the largest and best equipped garage in Northern Michigan. The Northern Auto Co. is now in a position to do any and all kinds of repair work and store all cars for visitors during the coming summer. Under the able management of O. J. McMahon, this business has grown rapidly and the good service it renders will keep it growing. Mr. McMahon is a popular young man, well liked by all who know him and a man who stands for nothing but a square deal at all times. Orrie says that prospects for the sale of ford cars are very good and he expects to exceed his contract number.

Herbert Agans.

The Jitney as a Permanent Competitive Feature.

The Financial World has found such widespread interest in the so-called "Jitney" bus and the alleged havoc it is creating among public utility interests all over the country, that we recently addressed a letter of enquiry to the heads of a score or more of the leading public utility corporations throughout the country and banking houses interested in public utility properties, asking for an expression of opinion as to the probable weight that should be given to this movement.

We publish herewith the first reply received, that from the banking house of E. W. Clark & Co., of Philadelphia, who are interested very largely in public utility properties, including the Grand Rapids Street Railway Co.

The representative of their operating department replies to our enquiry as follows:

Our experience in connection with the so-called "Jitney" busses has not been of sufficient duration so that it is possible to form an intelligent idea as to the extent of inroads upon the earnings of traction companies. From the newspaper reports and other information which has come to us, the competition has been very severe in Southern California and in Seattle. The "Jitneys" have appeared in Portland, Oregon, and to a very limited extent in Chattanooga and Nashville.

Thus far, the operation of these cars has not been regulated by the city authorities, but the tendency seems to be toward regulation and requiring that the "Jitneys" shall be operated over a certain route with definite termini; that they shall be operated during a given number of hours during the day; that a license of probably \$60 per car shall be paid, and that a surety bond or something of that kind in the sum of \$10,000 shall be given to protect the public against damage by accident; that the drivers shall pass a rigid examination before being licensed to operate the cars. There are various other restrictions which are suggested and which have in some instances been enacted into ordinances.

We are of the opinion that there is not sufficient profit in the business to warrant the long life of the "Jitneys," particularly if they have to pay license fees and premiums on indemnity bonds, as above mentioned.

Thus far, from what we have seen of the "Jitney" bus, it is a ghost that should frighten no security holders, and that it will disappear in due time.

Before discussing this subject further in subsequent issues of the Financial World, it may be said that the leading public utility interests throughout the country have been fully alive to the new competitive element that has been introduced and have investigated its possibilities. Probably a dozen banking houses or public utility corporations and banking firms interested, located in New York City, have either formally investigated or obtained the opinions of authorities who have investigated and have gone into the situation exhaustively. While we have not obtained a report separately from each of these interests, we believe we are safe in saying that the general conclusion drawn by the investigators is that as a permanent competitive feature the jitney is not to be feared. In the long run, it is believed by experts, it will not be economically possible to operate an auto car over a given route for a 5-cent fare and make a fair profit.—Financial World.

When Daggett Shows on Cans of Tin Purest Foods Are Packed Within

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

March 10, 1915.

PARTY PLEDGES VIOLATED.

Failure to keep the party's pledge of economy is ground for censure of the Democratic Congress which adjourned last week. People whose memory of political events two years old has not completely faded away will recall the flush of enthusiasm with which the new Congress entered upon the task of retrenchment and the applause with which its maiden efforts were greeted; but it turned out that the beginning was also the end. Nevertheless it is but fair to point out that the way in which figures on this subject are usually treated in popular comment is very misleading. In discussing the growth of Government expenditure, the figures considered should (for almost all purposes) be those of the "ordinary" disbursements of the Government, and should not include the appropriations for the postal service. Roughly speaking, the postal service is self-supporting; and if the money devoted to it has grown from \$15,000,000 fifty years ago to \$75,000,000 twenty years ago, \$150,000,000 ten years ago, and nearly \$300,000,000 at the present time, this does not mean an increase of Government extravagance, but the growth of an enormous business.

The conduct of the postoffice business is itself, of course, a legitimate subject of criticism; but the point with which we are now concerned is simply that it ought to be kept apart from the general question of Government expenditure. But this is not usually done. The total appropriations by the Fifty-third Congress, twenty years ago were \$917,000,000. At that time a billion-dollar Congress was thought to be inexcusably wasteful. Of late we have had two-billion-dollar Congresses as a regular thing, and now we are taking leave of one that has made a record of almost two and one-quarter billions. The phrase "billion-dollar-Congress" was a misnomer when it first came into use; although, to be sure the country caught up with it before many years. But the misfit is much greater now, owing to the magnitude of the postoffice disbursements—and receipts. The "two-billion-dollar Congresses" of recent years have really been one-and-a-half-billion-dollar Congresses, and the two and a quarter billions appropriated by the Congress just ad-

journer comprise less than one and three-quarter billions of ordinary expenditures for the two years. This is bad enough, no doubt; but it makes all the difference in the world whether we put in or leave out some three or four hundred millions of increase not properly chargeable as outgo, since it is balanced by income.

The more interesting of the two discoveries in applied chemistry announced by the Bureau of Mines is that relating to the extraction of two dyeing ingredients—toluol and benzol—from petroleum. It is predicted that it will give a new direction to an industry that has depended mainly upon coal-tar products, and that it will form the basis of a manufacture which will forever render us independent of Germany. Most of the great names in the history of dyeing are German—Runge, Graebe, Liebermann, and Baeyer—and her trade secrets and trade enterprise, with her control over the largest supplies of useful coal tar, have given her a virtual monopoly. But it is doubtless an error to suppose that our new dyeing industry will spring full-grown from the earth, even should Dr. Rittman's discovery be all that is claimed for it. There is a business side to such enterprises, and capital and patient labor are required for their development. Enthusiastic Canadian promoters in various lines have just received a warning to this effect from the government. The second discovery, that of a new process of refining gasoline from petroleum, should be immediately applicable in scores of plants. Only in general terms can necessity be called the mother of these inventions, for the research was begun before the war broke out. It is to be hoped that Government-aided experts, laboring in such laboratories as Columbia University furnished for this work, will in time be able to make many more such contributions to the advancement of industry.

"Don't pour medicine of which you know nothing into a body of which you know less." That is the advice given by the Public Health Service, in the interests of the people of the United States. Years ago our grandmothers gave boneset tea or sulphur and molasses as spring medicines and no great harm was done and some good accomplished by these remedies. Nowadays, however, there are poisonous and habit-forming drugs on the market which are dangerous and that is why the Public Health Service warns people of the dangers of self drugging.

A man so honest and thoughtful as John Spalde, who committed suicide by the gas route in New York recently, ought to have had no trouble in earning a living. The world needs honest men. He had figured on just how much gas he would use in committing suicide, computing the cubic feet in the room and the amount of gas needed, and left 30 cents to pay for the extra gas, so that his landlady might not be out that much on his account.

SALVATION ARMY HYPOCRISY

The conviction of Captain Ayers, of the salvation army, at Big Rapids on a charge of criminal assault on an 18 year old girl recalls the fact that this so-called religious organization is honey-combed with men who resort to criminal practices. A few years ago a lieutenant of the "army" was detected in the act of committing forgery in Grand Rapids, but he was clandestinely smuggled out of the city by his cohorts before he could be apprehended and the head officials of the "army" at New York refused to disclose his whereabouts, so he could be arrested and brought back to Grand Rapids for trial. He has since been guilty of similar practices elsewhere without being disciplined by the American officials of the organization. As a matter of fact, he admitted to the writer that he was instructed to commit forgery by his superior officers, because of the added efficiency such act gave his work in raising funds for the use of the army.

Not content with resorting to criminal practices for raising funds for the use of the army, the officers of the organization maintain a systematized effort to extort money for their own selfish purposes. The so-called "industrial home" department of the salvation army is a fraud on the face of it, because it obtains goods under false pretenses—secures contributions under the guise of the "army" with the understanding that they are to be distributed among the poor of the city. As a matter of fact, most of the contributions thus secured are sold at public sale—many of them are actually shipped out of the city—and the proceeds go to the stockholders of a private corporation who are head officers in the salvation army. Probably nine-tenths of the garments and other merchandise thus handed out to the solicitors who accompany wagons inscribed with the words "salvation army" in large letters would be withheld if it were generally known that, instead of lessening the sufferings of the poor, the giver is contributing to the support of men who are already in receipt of adequate incomes from another source.

A phase of the high-cost-of-living question which will strike most people with an unpleasant sense of novelty has been brought forward by Prof. Irving Fisher of Yale. In a letter from him, read a few days ago in the proceedings of the arbitration that is going on in Boston between the Bay State Street Railway Company and its employees, the position was flatly taken that a raising of trolley-car fares above 5 cents will in many cases be necessary in the near future. The company's position is that it is impossible to grant the increase of wages demanded by the men without raising the rate of fare, and that a raising of the rate of fare would be resisted, or at least resented, by the public. Professor Fisher, who is a leading authority on prices, is a theorist with the full courage of his convictions; and it is well known that he is fully con-

vinced not only that the general level of prices will fail to go down in the near future, but that it is sure to rise still higher. In the particular case in hand, he does not attempt to pass upon the facts; but he unhesitatingly declares that if the present wages of the men are below what they have a right to get in view of the general conditions of labor and cost of living, the plea that fares cannot be raised must be dismissed. He is careful, however, not to make any sweeping generalization on the subject of the need of raising rates of fare; presumably recognizing that increased volume of business tends to counteract an increasing scale of expenditure in these matters. How fortunate this circumstance has been—as regards steam railways and other great public utilities, as well as trolley lines—during these years of rising prices, it requires but a little reflection to recognize.

President Wilson's decision to give up the trip to Panama and to the San Francisco Exposition will be approved by the whole country. Even in California, after the first disappointment, people will feel that it is better to have the President remain at his post of duty. No formal announcement of reasons was made at the White House, but everybody knows what they must be. There are delicate international relations, of which the changing phases can best be dealt with by constant study on the spot. They are not an affair to be considered "between stations," or passed upon on the basis of telegrams forwarded from Washington to the President on ship or train. And the fact that Mr. Wilson and his advisers are to give unremitting and first-hand attention to all these questions will make Americans feel safer. There is also the Mexican agony, now apparently drawing to a crisis. This, too, means anxious days and nights for the President. It is a difficult work to which he is dedicating himself, in the place of the expected excursion, but it is one which he can not pass over to another. That he may have health and strength and clear vision and cool judgment, as he applies himself to his great task, all his fellow-countrymen will pray.

From time immemorial the way of the transgressor has been hard, but it is doubly hard when the offender violates the postal laws. Frederick W. Hinrichs, a Kalamazoo jeweler, charged with using the mails for misrepresentation of his financial standing to procure credit, pleaded guilty in the United States Court here Tuesday and was sentenced to pay \$2,000 fine. He will probably liquidate to escape a prison term, although he is now going through bankruptcy and is supposed to be without any funds to meet such obligations. The Tradesman has always cautioned its mercantile friends to be careful in making financial statements which are not correct. Mr. Hinrichs failed to avail himself of this advice.

Every time a wise man makes a mistake he learns something.

BE A LOOK-UP CLERK.

"Have you any blue ties for mid-dies?" asked a little woman whose hurried manner showed that she made the minutes count. The clerk took down a box and carelessly groped among them. "Only black and white ones seem to be here," was the indifferent reply. The woman was evidently disappointed. Had she not been of a retiring nature she might have insisted, "Maude Brown got one here this morning and she said you had all colors." But being a meek little woman, she was silent. Perhaps if she had insisted, the only satisfaction awaiting her might have been, "Seem to be all gone now." The woman turned and left the store.

Now if this had been a five dollar sale instead of a five cent one promised, the clerk would have thought it worth while to look the matter up. Moreover, she would have found the desired article in another box or on the shelf to the right of the one which the indifferent clerk had looked upon, but for such a trifle there seemed little incentive to turning things upside down in hunting. "If she had wanted it very much," the clerk thought, "she might have taken either the black or the white. They would harmonize with anything."

As a matter of fact, the woman had come down street for the express purpose of buying a silk waist. "I'll just get that tie for Mary the first thing," she thought, "and have it off my mind." She was very anxious to have it just like Maude's. "I wonder if I was mistaken and it was the other store she said. Well, I'll just go over and get the whole together." She spied a waist and made the purchase, but the ties were not there. On returning home, her disappointed girl soon, with Maude's help, came back with the blue tie. "We got it of Miss — instead of that cross-patch you tried. She'll look until she finds what she is after, and it did not take her very long either to locate that other box of ties." Being a look-up clerk would have made the sale of the silk waist; and it pays to be one on the small purchase just as much as on the large one.

Stop joking about plumbers and their riches. They don't like it and they may add something to their next bill on account of the joke. The Ohio master plumbers met in convention at Akron the other day and they said right out in meeting that it was time the lid was put on jokesmiths who make the plumbers the butt of their fun. Hereafter the Ohio plumbers will resent any joke about themselves or their business and the movement may spread to other states. So quit your kidding about the plumber.

A new way to get whisky for nothing worked all right with a Buffalo man at first, but when he was brought into court on a charge of intoxication his scheme was unfolded. He had a jug and a sponge, but no money. He pushed the dry sponge into the two gallon jug, then went to a saloon and asked the bartender to fill the jug with good whisky. He started to

walk away with the jug, but was asked for payment, and said he had no money. The bartender took the jug, poured out the whisky, as he supposed, and gave the jug to its owner, who took it to a vacant lot, smashed the top, removed the sponge and squeezed it dry, getting enough whisky to make him drunk. His plan was all right up to that point, but Buffalo bartenders will look for sponges in jugs hereafter.

A Chicago "professor" is demonstrating a new article of diet. He urges the eating of sawdust, for it "stimulates the nerves of the peristalsis by the tickling from the little points of the sawdust." His plan is to mix the sawdust in a salad made entirely of fruit, for the "professor" is an advocate of the un-

for begging from restaurants. He was sentenced to pay a small fine or serve ten days in jail, and went to jail, as he was too poor to pay the fine. Search of his clothing disclosed \$50 in cash. The public is an easy mark for beggars.

When is a farmer not a farmer? This question has been answered in a decision made by the Commissioner of Internal Revenue at Washington. It was brought about by some difference of opinion on income from farm products in paying income taxes and the decision says: "A person cultivating or operating a farm for recreation or pleasure on a basis other than the recognized principles of commercial farming, the result of which is a continual loss from year to year, is not regarded as a farmer."



The Neglected Family.

cooked food diet. The rub comes in when the "professor" says that ordinary sawdust will not do. The sawdust that will tickle the peristalsis must be from elm or linden trees and the best results are obtained only if the eater does his own sawing.

Beggars of all sorts are mostly fakes, as two recent incidents reported in Pittsburg show. A blind mendicant was arrested and brought before a magistrate, who fined him \$5 for panhandling on the streets. Because of the beggar's blindness the magistrate gave him a light fee of \$5, when the blind man removed a roll from a pocket and paid. The roll was counted and tallied \$363.68, minus the fine. A short time before this happened a foreigner was arrested

The "horny-handed son of toil" is the man who works by the sweat of his brow to make both ends meet. He is a real farmer, while the gentleman farmer, who never does any hard work plowing or harvesting, is not a real farmer.

Pacific Coast packers are disturbed because the question, "What is a lobster?" has been discussed by the United States Bureau of Chemistry. On the Atlantic Coast the fish known on the Pacific Coast as a lobster is only a crawfish. The true lobster does not thrive in the Pacific, but the packers on that Coast can the crawfish and give them various labels, such as "Pacific lobster" and "cape lobster." The Bureau objects to this labeling, saying that "spiny lobster" or "rock lobster" might be used, but

that the term "lobster" without any qualification is applicable only to the true lobster of the Atlantic Coast.

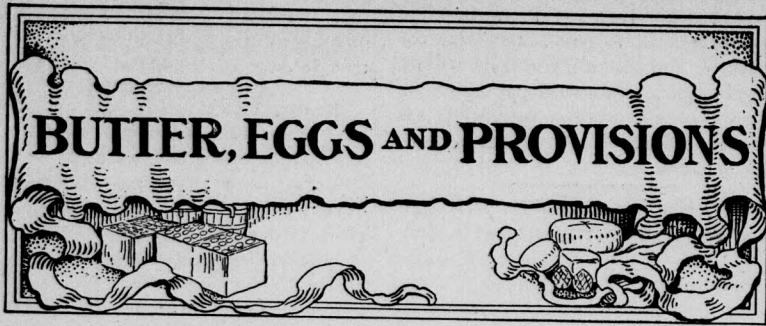
Boston, which is the seat and center of education and culture is setting more than one good example in its schools. Reference was made the other day to the renewed prominence given to spelling. Now the educators of that city are advocating the reading of newspapers in the public schools. Some of them recommend making it a recognized part of the regular curriculum, all of them believe it should be made incidental to the school work. The newspapers keep the children informed on current topics and especially just now it helps them to know something about the world's history which is being made in Europe. The movement inaugurated in Boston is spreading throughout New England and is meeting with very general approval.

The fly can not be blamed for one thing, and that is infantile paralysis. Dr. Simon Flexner says that is one germ the fly cannot communicate. He absolves the biting stable fly from all blame for epidemics of infantile paralysis which from time to time have visited various parts of the country in the last five or six years. The micro-organism which causes this disease is breathed in through the nose, and lodges in the respiratory passages of that organ, and the fly is blameless in this case. So many evil things are credited to the fly in all fairness he should be given credit for not causing infantile paralysis.

A New Jersey woman lost her suit in the Supreme Court against a doctor for breach of promise, just because she told the lawyer for the defendant that she wouldn't marry the man to-day if he urged her to do so. The justice at once dismissed the complaint, telling the woman that a marriage contract is no different from any other and that she must show herself ready, willing and able to carry out her part if she seeks damages. The plaintiff has learned something about law, but she has paid dear for her knowledge.

A Boston doctor who has been experimenting to find a vaccine for hay fever says all the patient has to do is to decide on the particular flower or weed pollen which causes his affliction, then inoculate himself with a vaccine made from extracts of this pollen and become immune to its effects. This will give the hay feverites something to think about next season, when they are sneezing and snuffling. If they can discover their favorite pollen the cure may be easy.

There is a man in Akron, Ohio, who will never get rich unless he changes his methods. He never carries more than 10 cents for car fare, yet he paid \$6.50 for a revolver with which to protect himself from holdup men. He fired off the weapon within the city limits and was arrested. He was fined \$14.10 for discharging the weapon and he lost \$2.50, his day's wages, so he is out \$23 just because he wanted to save his dime.



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.

How to Prevent Butter Mold.

The important losses in butter through the growth of mold upon the tub lining, wrapper, or in the butter itself, which injures the salability of the product, have led the U. S. Department of Agriculture to investigate this subject. Mold in butter is usually found in three forms. (1) Orange-yellow areas with some growth of mycelium under the surface (2) Smudge or dirty green areas, either entirely inside the butter or with some surface growth. (3) Green-surface colonies, either upon the butter, causing decomposition, or upon the container or wrappings which will injure the appearance of the butter.

Experiments in producing molds artificially in samples of butter indicate that a growth of mold in or about butter is favored by excessive curd, by "leaky" butter or by wet surfaces, wet wrappings or highly moist air. If butter molds readily it is an indication of insufficient salting, a salt up to 2.5 and 3 per cent. is sufficient to prevent mold or reduce it to a negligible amount. The growth of molds, moreover, is largely reduced by keeping the butter at low temperatures. Improper storage temperatures, accompanied as they frequently are with moist conditions, are favorable to mold in butter. Unsalted butter is more subject to deterioration from micro-organisms than salted butter. Successful storage of such butter is therefore dependent upon scrupulously clean, dry refrigeration. Cellars and ice refrigeration rarely furnish conditions which will prevent mold in unsalted or slightly salted butter, although it may be delayed or reduced. Butter properly made and normally salted (up to 2.5 to 3 per cent., equivalent to the use of a 12 to 15 per cent. brine) will not show mold under reasonably careful handling.

Investigators in summarizing their results emphasize the fact that well-washed butter is less subject to mold than that with an excess of curd, but the essential factor in molding seems to be, water, not protein.

"Leaky" butter from which milky water exudes and collects in the wrapper or container furnishes the best conditions for the beginning of mold growth. From these wet areas

colonies may spread to the butter itself.

Mold, the investigators find, will not grow upon the surface of a piece of butter exposed to air at ordinary humidities. The water in the butter is not sufficiently available to the mold to support the development of a colony unless evaporation is reduced by a high-moisture content of the surrounding air. In closed packages, wet or damp cellars, or carelessly packed masses with cracks or fissures in which moisture collects, mold may seriously injure the appearance of the packages or actually induce great changes in the butter itself.

Green molds may damage normally salted butter if cracks and open spaces are left by bad packing. Other investigators have found that paraffining the tubs or boxes prevents mold on the container and the liner by preventing the escape of water which would leave the air space necessary for mold growth.

Very moderate salting prevents the appearance of the orange-yellow patches and the smudges. The green molds affect normally salted butter only when it is held under conditions of temperature or moisture that are favorable to mold growth.

Railroad Company Loses Test Case Against Creamery.

The Breckenridge Creamery Co., of Breckenridge, has secured a favorable decision in the test case suit brought by the Pere Marquette Railroad Co. against the corporation to recover \$459.61 on alleged short freight billings of butter. The suit was filed last November and was tried at Ithaca on February 23 and 24.

For some years it had been the prevailing custom among many Michigan creameries, based, it is asserted, on the railroad's instructions, to bill butter at certain flat weights. In certain cases it was found that the actual weights slightly exceeded the billings. The Pere Marquette Railroad Co., evidently fearing a charge of rebating, some time ago decided to attempt to collect for this underbilling over a period of years from a number of Michigan creameries. The matter was taken up by the Michigan Association of Creamery Owners and Managers and the Breckenridge case was selected as a test to settle several thousand dollars of similar claims. The case was handled for the defendants by their attorney, Fred J. Northway, of Durand and E. J. Lyon, of St. Johns. Parker, Shields & Brown, of Detroit, and J. W. Matthews, of Ithaca, represented the railroad company.

Evidence was introduced by the Railroad to show that the creamery had billed butter at 60 lbs. net per tub, at 70 lbs. gross and at 72 lbs. gross, and they sought to recover the difference between these billings and 73 lbs. gross claimed to be required by a ruling of the Interstate Commerce Commission.

The billing was admitted by the creamery company, which, however, showed that this billing at various weights had all been done on advice of the Railroad Company's local agent, that the net and tare weights were plainly marked on each tub, that they had requested the Railroad to weigh their butter, which the Railroad had refused to do. It was also shown that this butter was sold to various Eastern dealers at a price so much per pound track, Breckenridge, and that in shipping the creamery was simply acting as agent of the owner of the butter and that the creamery had not profited by the alleged underbilling. Further that the tariffs state that a minimum weight of 73 lbs. per tub shall prevail when the actual weight cannot be obtained by weighing or otherwise, and that the Railroad had ample opportunity to ascertain the exact actual weight. That the actual net weight of each tub was listed on each bill of lading.

On the second day of the trial the case was taken from the jury by Judge Kelley F. Searle and a verdict of no cause of action directed. Judge Searle held that the plaintiff had elected to collect the major portion of the freight from the consignees and that they were the owners of the butter as soon as it was shipped; that therefore it would be in order for them to collect any balance of freight due from said consignee; that the Pere Marquette Railroad was not the proper party to start suit, that such suit should have been started by the delivering road and that under the anti-rebate law, while they had a right to collect for this balance due, it was not due from the defendants.

Whether the railroads will make further attempts to recover from Eastern consignees is not definitely known, but there is a feeling among some of those in close touch with the matter that Eastern dealers are not likely to be made defendants in further law suits of this nature.

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
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**Voigt's
CRESCENT
FLOUR**

**Makes Best Bread
and Pastry**

Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

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

Rea & Witzig

**PRODUCE
COMMISSION
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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 in good demand at quotations.

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.

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

BEANS

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

Both Phones 1217

MOSELEY BROTHERS

Grand Rapids, Mich.

Use Tradesman Coupons

What Some Michigan Cities Are Doing.

Written for the Tradesman.

The municipal waterworks of Saginaw made a good financial showing during the past year, with receipts of nearly \$70,000 ahead of cost of operation, maintenance and interest. Nearly seven miles of new mains were installed and other improvements made costing \$40,000.

A pure food show will be held at Jackson March 3-13 under auspices of the Retail Grocers' Association.

The Common Council of Kalamazoo has passed an ordinance, which takes effect in thirty days, prohibiting untrue and misleading advertising. The measure was fathered by the Kalamazoo Advertising League and is supported by the Retail Grocers and Meat Dealers' Association.

Howell has formed a Commercial Club and is going out after more factories.

Although the Chicago Belting Co. will remove from Niles to Chicago May 1, the business will be continued at Niles under another name.

Bay City will purchase 2,500 metal street signs, with cost estimated at \$1,000.

The Beutel Fisheries Co. is constructing docks and buildings at East Tawas and will use five tugs in gill net fishing this season, starting operations about April 15.

The South Haven Board of Trade will get out a booklet advertising the city's advantages. The city has been successful in getting rates equalized on shipments of coal from West Virginia, either by way of the Michigan Central or the Pere Marquette, this rate being \$1.90 per ton. The old rate was \$1.90 via Michigan Central and \$2 via the Pere Marquette the extra 10 cents going to the Kanawha & Michigan road.

The Manistee Resort Association will put out 2,500 buttons, bearing the words "Boost Manistee Resorts." It is planned to have special days when the public will be "buttonholed" by young ladies.

The Corunna Improvement Association held its first annual banquet, with H. E. Slocum as toastmaster, and the speeches were full of optimism regarding the city's future.

The Business Men's Association of Three Rivers is asking for better passenger service on the Air Line division of the Michigan Central. There are two trains each way daily and people from the East cannot come to Three Rivers and return the same day. The same thing is true at Centerville.

John W. Black, of Houghton, has been elected President of the Copper Country Commercial Club. He succeeds the late J. W. Sheldon, of Calumet.

The new commission plan of government at Marquette has made a fine showing for the first year, with many accomplishments including the following: Rate of taxation reduced from \$15.10 per thousand in 1913 to \$11.70 in 1914; new system of accounting to unify all departments; established restricted saloon district and

reducing number of saloons from thirty-three to twenty-three, with city license fee of \$250 in addition to State licence of \$500 each; pool rooms required to operate under ordinance and to pay a license; extension of cluster street lights.

Marquette has named committees to prepare for a homecoming, to be held the week of July 4. Joseph C. Gannon, President of the Commercial Club, is at the head of the movement.

Sault Ste. Marie's population is 13,575, an increase of 7.7 per cent. in the past five years.

Hillsdale will collect its garbage twelve months in the year as in the past. The plan to discontinue collections during the winter months was voted down.

People with summer homes at Walloon Lake are hoping to secure delivery of mail by motor boat along the seventy-two miles of shore line during July, August and September each year. The plan has worked successfully elsewhere.

The village of Hillman by donating right of way and paying the cost of surveys has secured the Boyne City, Gaylord & Alpena Railroad, which is being extended to Alpena. Almond Griffen.

A Revised Version.

One predicts a future for the schoolboy who wrote the following terse narrative about Elijah:

"There was a man named Elijah. He had some bears and he lived in a cave. Some boys tormented him. He said: 'If you keep on throwing stones at me, I'll turn the bears on you and they'll eat you up!' And they did, and he did, and the bears did."

Henderson—The Central Supply Co. of Addison, has purchased the interests of all the stockholders in the Henderson Cheese Co. and will continue the business in the present plant. At the time of the organization of the company an agreement was entered into between the stockholders and the Central Supply Co., giving the latter the privilege of buying the stock at the end of a year if the business proved to be profitable and the showing was such that the deal was made.

Houghton—William H. Dee, who has been engaged in the cigar and tobacco business under the style of the W. H. Dee Cigar Co., has filed a bankruptcy petition. His liabilities are more than \$24,000 and his assets are stated as \$3,525. The unsecured claims against him amount to \$22,965.42.



Advise Your Customers
That by using

Mapleine

as a change of flavor, desserts and dainties will taste different and better.

Order from
Louis Hilfer Co.
4 Dock St., Chicago, Ill.
CRESCENT MFG. CO.
Seattle, Wash.

Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

HART BRAND CANNED GOODS

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

Michigan People Want Michigan Products

Make Out Your Bills

THE EASIEST WAY

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

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.

Michigan Beans and Potatoes

If you are in the market ask for prices.

Bell Phone 14

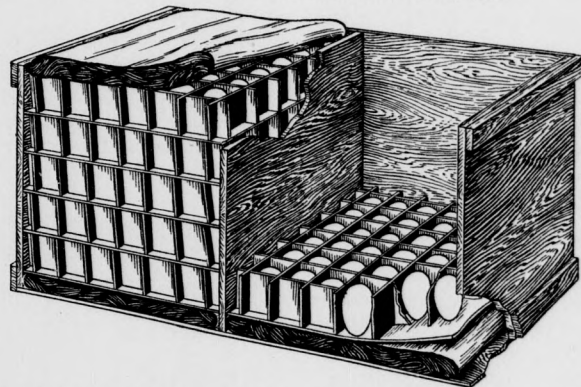
Farmers Elevator & Produce Co.

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.

AGRICULTURAL EXHIBITS.

How They Can Be Made by Local Banks.

The Tradesman is under obligation to the Traverse City State Bank for a comprehensive treatise on the subject of Suggestions for Bank Agricultural Exhibits, which we are kindly permitted to publish entire, including a series of illustrations which greatly add to the value of the text. The treatise is as follows:

Suggestions for Exhibits.

The question has frequently been asked, "Why should bankers go to the trouble and expense of putting on exhibits?" and there has been many an argument for and against the work, yet year by year it is noticed that more banks are joining the forces of those already in the harness, and each year agricultural and horticultural discussions are increasing at the conventions. It is strong evidence, therefore, that the banker and the farmer are rapidly becoming more intimate with each other. The spirit of aloofness of the banker and the timidity of the farmer are fast disappearing, and they are both meeting on the same level.

Several years ago this Bank started exhibiting specimens from the farms and orchards and three years ago delegated one of its men to the work with instructions to co-operate with the farmers and orchardmen and put on exhibits that would be larger in volume, greater in variety and more attractive to the general public than had heretofore been considered. The success of the work needs no further publication, for it has been heralded from coast to coast, but letters and enquiries have been received in such large numbers for information as to how the work is carried on, that the idea presented itself of compiling a few of the more important details in a pamphlet; hence this publication, which we hope will prove of service to you.

Two General Types of Exhibits.

There are two general types of bank agricultural exhibits. For convenience, we will call them the spectacular exhibit and the educational exhibit. The first is prompted by a desire to bring about a physical speeding up, to encourage by means of suggestion the production of bigger specimens and larger yields. It is an effort to get three bushels of wheat where formerly but one was obtained. The educational exhibit is the result of a desire to show how better and bigger crops can be obtained by the use of brain energy. It aims to make clear some of the scientific fundamentals, recognition of which produce results. The ultimate end, in each case, is the same. The stimulative exhibit says, "Come on, boys, let's work a little harder and make a little better showing." The educational exhibit says, "Please take note of these facts whereby you can, without any increased expenditure of brute force, accomplish three times as much in the future as you have in the past." The spectacular exhibit stimulates

physical activity; the educational, psychic activity.

The spectacular exhibit is much the easier to put on, pleases the larger number and is the longest remembered. The educational exhibit calls for experts, is the more logical, and when worked out is a substantial contribution to the advance of scientific agriculture.

It is not necessary, however, that an exhibit be "thoroughbred." It can, and usually does, have some of the characteristics of each of the two general types.

In planning an exhibit the more important things to be taken into consideration are:

1. Purpose of exhibit.
2. Available material.
3. Seasonal and regional timeliness from the farmer's standpoint.

Among the farmers of any community, as a rule, is a desire to show some of their products and boom the agricultural resources of their neighborhood. This desire may be utilized by the fair association, grange or farmers' club; but failing these, by the bank having lobby room sufficient to house an exhibit.

Some banks as a stimulus to get their farmer patrons to contribute material for an apple or corn show, will offer prizes for the best plate of apples or best ten ears of corn. Those

who have taken advantage of the spirit of emulation which exists among the farmers, however, have found that more than enough of material can be obtained, and a better feeling created among all concerned, than would be the case if the mercenary spirit were emphasized.

Details for Preparing Exhibits.

Suitable tables for the corn, vegetables, or apples should be provided. They should be all of a uniform height as a rule, unless a staged effect against the wall is all that space will allow. Thirty inches is a convenient height for tables. They may be made by the use of two-by-fours and ten-inch boards. The two-by-fours may be cut into supporting frames of four-sided rectangular construction, thus giving greater rigidity than would be the case if only two legs and a cross brace were used. The top of the table then can be easily secured to the supporting braces with nails, and a strip of four-inch stuff run around the base to furnish something to which covering material may be tacked. Since lumber comes in lengths of eight, ten, twelve, fourteen feet rather than odd numbered lengths, it would be desirable to plan the table lengths accordingly.

For covering the tables, wall paper, bunting or burlap may be used. On the whole, wall paper seems to be the most suitable for temporary exhibits, since it may be thrown away afterwards, while burlap must be stored unless one is wasteful, and when the time comes for another exhibit the burlap will usually be found to be sunfaded or spotted. Plain green makes a suitable color; any solid color free from figured design, which might call attention to the paper rather than the material being exhibited, may be used, however.

If apples or potatoes form the material for exhibit, they may be conveniently placed on paper plates, covered with paper doilies. According to the rules of the American Pomological Society, five apples constitute a plate, and they are usually most effectively shown when placed blossom end down, since they grow on the trees in that position and become more highly colored about the stem half of the apple.

A neat way of labeling the material on exhibit in plates or otherwise is with cards printed as follows:

VARIETY
GROWN BY

The last three lines furnish a place to write the grower's address. These cards may be attached to the fruit by the use of card pins, having a paper fastener head.

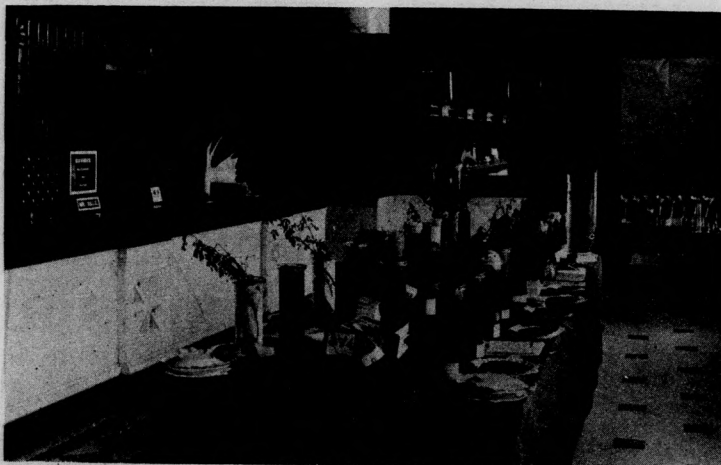
Usually the material may best be arranged according to variety rather than by growers. Thus a harmonious color scheme may be worked out, the effect of massing potatoes or apples



Grain Show in August, 1913. Shocks of wheat and oats were placed on the lobby floor. The grill work about the cages was decorated with sheaves of grain.



Vegetable Show in September, 1913. Three long tables were filled with vegetables and the ledges and grill work were decorated with pumpkins.



Alfalfa Educational Exhibit in Spring of 1914. This exhibit was arranged so as to show the soil adapted for alfalfa and to call attention to methods for testing germinating power of alfalfa seed.

of one characteristic form and color being quite pleasing. In this manner, too, a greater knowledge of varietal characteristics may be gained by uninformed visitors, and the farmers, too, will learn how their products will tally with their neighbors.

Such material as cornstalks, sheaves of grain and forage plants, must of course, be used along the cages or walls of the lobby. These materials furnish convenient decoration in connection with the table displays, enhancing the color scheme and suggesting more completely the agricultural nature of the exhibit. Barberries, for instance, have been effectively used in an apple show because of their red berries. Cornstalks and

etc., which are of interest because of the importance they are assuming, and would be attractive to other patrons of the bank than farmers because of their educational value. The city woman who nursed and watered a ragweed not knowing whether or not it was a flower, would have been saved from chagrin if her bank had had a labeled weed and plant exhibit.

Literature for Free Distribution.

Literature for free distribution may usually be kept on hand. Dealers in agricultural implements, fertilizers, cement, seed, as well as the state and National agricultural departments, can furnish educational literature which will attract the farmer patron

the first season's show have been gained by the banker in charge, a mailing list of growers who are interested will be possible, and notice of exhibits sought from them be given on succeeding occasions. Or general publicity may be gained through the local advertising medium, and the growers, when it becomes known that samples of their products will be displayed if brought to the bank, will take care to select something good.

The point is that while a potato or apple show will call forth the most contributions after all the late varieties are harvested, yet the bank must notify the growers of their plans far enough in advance to enable them to collect the material. If this material is brought in a little at a time, and it is impossible to predict until the last moment how much will be brought in altogether, it might be well to put the material in cold storage, if perishable, and put it on display as a unit rather than as a promiscuous collection.

Evil Influence of the Dairy Promoter.

"The creamery promoter has been rather more active for the last year than for some time past," says Food Commissioner W. B. Barney, of Iowa, in his last report, which might serve as a warning against the busy little promoter in his influence on the industry.

"Several plants have been built and equipped on which the owners could have saved anywhere from \$1,000 to \$3,000 if they had called on the Dairy and Food Commission or the Iowa State Agricultural College, at Ames

for assistance," continued Mr. Barney. "This department is now well equipped with blue prints, plans, and specifications, also cost of machinery and equipment, constitution, by-laws and all other information necessary. We have men in the department that have specialized in this work and their services may be secured without cost where there is a reasonable certainty of a sufficient number of cows (600 to 800) and a desire on the part of the community to build and support a plant.

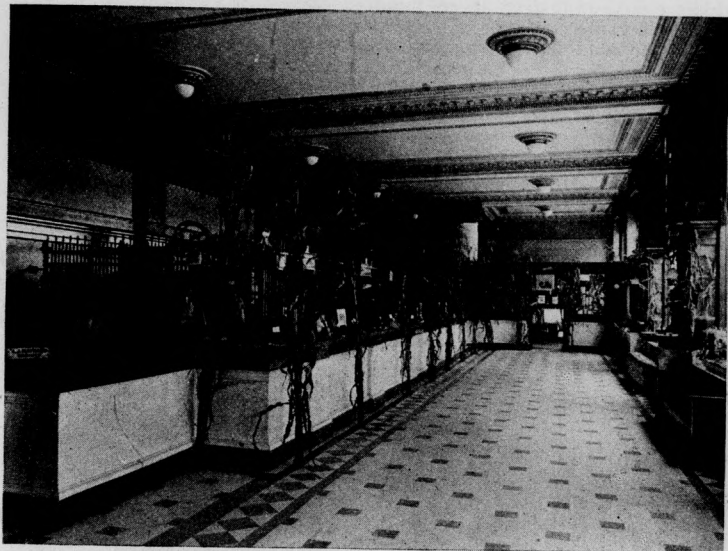
"We deplore the fact that the promoters pay so little heed to the future success of most plants they construct. They build an undersized, cheap building, put in much of the equipment that would be obsolete in an up-to-date factory, charge a big price for the outfit and leave it for this department to nurse along for several years. We recently heard a new definition for the promoter that can well be applied to most creamery promoters—'A man who sells something he hasn't got, to people who pay for something they never get.'"

And some people make a specialty of taking advice from strangers.

Too many cooks spoil the broth, but too few make it too thin.



1914 Grain Show. The bronze work about the cages was decorated with fat sheaves of wheat, rye and oats, and along the side of the banking counter labeled specimens of grain and grasses were exhibited.



Corn Show in September, 1914. Stalks of green corn standing over eleven feet high, with matured ears, were placed along the bank counter.

sheaves of grain add to the rustic effect; the simple color scheme will be found helpful. The electric lights at a corn show, for instance, may be shaded with pumpkin colored shades and pumpkins used as subordinate decorative material.

Pictures, charts and posters furnish suitable material for wall use, as do also mounted cured specimens of plants. Most high schools would be glad to furnish labeled specimens of weeds, of such forage plants as soy beans, cow peas, vetch, alfalfa, clover,

of any bank. The window ledge, or other place not being available, a rack similar to those used by displays of railroad time tables may be used as a permanent depository for the "Help Yourself" literature department.

As to the timeliness and appropriateness of the display, it is well to be ahead of time in displaying literature and educational material, and a little behind the actual rush of harvest in displaying competitive or spectacular exhibits. After the lessons of



What Folks Want Is
MORE
OF IT

Judson Grocer Co.
Grand Rapids, Mich.



Frank H. Williams, President of the First State Bank of Allegan, is known as a man of tireless energy. He is always putting in much time and no little amount of money on things that, if they benefit him or his business any, the benefit certainly is indirect. There are any number of long credit marks in his favor in Allegan and Allegan county. A matter arose last week, however, that for the first time in the knowledge of friends was too much for him. He saw what a mid-winter fair might do for Allegan. It has been a very successful event in other cities and he started the movement by calling together a company of business men. They met but they lacked the enthusiasm. Ordinarily, Judge Williams would have shouldered the whole load singly and got help later. As it was there were too many things pressing him for time and strength—he had to give up the scheme—and how he disliked to do so!—Allegan Gazette.

Erection of an eight-story building to replace that now occupied by the Lansing State Savings Bank will be started either this year or next. Consideration of the building project, it is known, has been before the board of directors of the Bank for some months. It is denied, however, that anything more definite than the decision to build a new home, the first floor to be occupied by the Bank and the remainder by, offices has been reached. The plans thus far outlined, call for a structure of the most modern type. President H. H. Yarned recently returned from the East, where he made a study of modern bank buildings. It is also known that a Chicago architect was in Lansing last week and that he may submit plans to the board. A local architect is also working on plans for the structure.

The Chinese were the first people to issue bank notes. They started in this business twenty-seven centuries before the birth of Christ. One of these bank notes may still be seen in the Asiatic museum, Petrograd. It is printed in blue on white paper made from mulberry tree fiber. Round the margin is a motto which rather indicates that the first Chinese banker was of Scotch origin. It reads: "However much you may possess, strive to be thrifty."

Give a salaried employe a financial interest, if only a small one, in the institution for which he labors and his

interest in his labor increases in direct proportion to the amount of his holdings. This theory, applied to co-operative stock distribution among the workers, has been repeatedly tested. Its value as a producer of loyalty, clean living and efficiency has been

in the main offices and the many branches who have availed themselves of the opportunity to become personally and financially interested in the affairs of their employer. Forty-two employes own an aggregate of 618 shares of the stock, worth \$210,120 at the bid price of \$340 per share to-day. This is nearly 10 per cent. of the capitalization of \$2,500,000. A number of the stenographers and some of the most obscure workers in the Bank hold from one to five shares. Cashiers and assistant cashiers are the possessors of 100 to 110 shares, while tellers and branch bank managers have purchased twenty-five to sixty shares each. The stock pays dividends of 1 per cent. a month, or 12 per cent. per year, plus an extra 2 per cent. usually.

porations to offer stock to employes. The number of shares they are permitted to buy each year is determined by the salary they receive. Payments each month are limited to a maximum of 25 per cent. of the monthly salary and a minimum of 2 per cent. at the option of the purchaser. In case of discharge or resignation before the stock is paid up, the corporation agrees to reimburse the investor to the amount he has paid in plus the dividends which shall have accrued.

The Peninsular State Bank has placed a proposition before its employes offering stock at \$200 per share to all who have been in the service of the institution for one year or more. The bid price on the Detroit



In three years the Apple Show increased in size from a few scattered displays covering three tables, to the big exhibit containing over seven hundred plates, in addition to twenty-five boxes of fancy fruit. Over seventy varieties of apples were exhibited in the last display, and the quality was fully 50 per cent. better than that shown at the first exhibit.



"APPLE EXHIBIT, TRAVERSE CITY STATE BANK, NOVEMBER 5-15, 1914."

recognized by some of the Detroit banks who have offered and sold new issues of their stock at low prices to the men and women in their employ.

Of the 150 employes of the Wayne County and Home Savings Bank practically one-third are stockholders, the amount of their holdings varying from one to 118 shares. These do not include the President, Vice-Presidents and attorneys of the Bank, but represent the rank and file of the workers

The banking laws of Michigan do not permit the sale of stock on installments. This obstacle is overcome by allowing the employe to borrow at other banks, using his certificates as security. The purchase price has been so far below current market price of the stock that the majority of the workers have been enabled to borrow on the stock the full amount they paid for it.

The United States Steel Corporation was among the first of the great cor-

porations to offer stock to employes. The number of shares they are permitted to purchase more than ten shares. The number of shares up to that limit which each employe may buy will be based upon his value to the institution as decided by the President, John H. Johnson. The offer is open until April 1.

The German-American Bank also has an arrangement by which its employes may buy stock, and most of the old employes of the Dime Sav-

ings Bank have taken advantage of a similar proposition to buy.

Detroit bank stocks, although they do not bring large net returns in dividends, are considered among the safest investments afforded there. Their value on the Stock Exchange has risen consistently because the condition of all Detroit banks is of the soundest.

R. B. Luten, J. H. Haak and C. E. Haak, all formerly located in Grand Rapids, have purchased a substantial interest in the American Savings Bank & Trust Co., of Seattle, which has \$600,000 capital, \$90,000 surplus and \$2,000,000 deposits. Mr. Luten has become Secretary of the Bank and will change his place of residence from Portland to Seattle, so as to devote his entire time to the duties of his new position.

Opportunity knocks but once—but it's different with the human knocker.

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

SECURITY



A pledge of protection is your right. "City" Bank protection is stabilized by resources of more than Ten Million Dollars.

Capital.....\$ 1,200,000.00
Surplus and Profits.....581,211.73
Resources.....10,741,021.74

GRAND RAPIDS NATIONAL CITY BANK
CITY TRUST AND SAVINGS BANK
Grand Rapids, Michigan

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.

SPLENDID SECURITY

THE PANTLIND BUILDING COMPANY
5½% GOLD BONDS

ARE secured by a first mortgage on more than 40,000 square feet of ground in the heart of the business district of Grand Rapids. The investment of the company in lands and buildings is more than \$1,659,000, and of banking quarters \$367,000, making a total actual value of \$2,026,000 as security for \$850,000 bonds.

THESE BONDS ARE TAX EXEMPT IN MICHIGAN

We recommend their purchase for investment
or trust funds.

THE MICHIGAN TRUST CO.

We offer
a limited amount

City of Muskegon

4½% School Bonds—due 1919
to net 4¼%

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Ottawa Avenue and Fountain Street
Grand Rapids, Mich.

Fourth National Bank

Savings
Deposits

3

Per Cent
Interest Paid
on
Savings
Deposits

Compounded
Semi-Annually

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

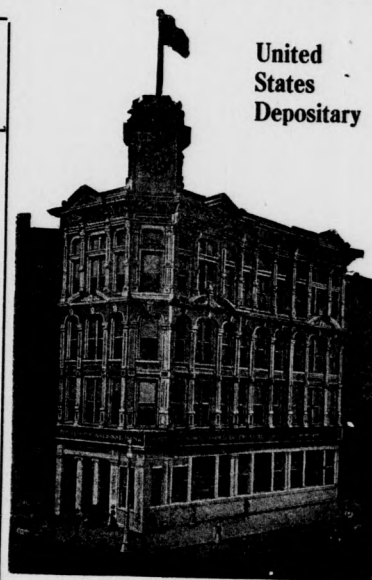
United
States
Depository

Commercial
Deposits

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.



Vital Importance of Making a Right Start.

Written for the Tradesman.

It is far easier to start right than to change to the right after starting wrong, just as it is easier to acquire correct habits than to reform after becoming confirmed in bad ones.

Occasionally we see a merchant starting in new in a strange town. He may well pause and map out his programme with thought and care, using all the wisdom he has learned from past observation and experience. It is a time which for him is pregnant with great things. The way he starts presages the finish he will make, whether in competence and success, or in failure and bankruptcy.

It is difficult to change an established business policy. Especially is it difficult to break off when people have become accustomed to receiving an accommodation or expecting a privilege. Take the matter of changing from credit to cash. It is not an impossible thing to do, but still one that requires great tact and diplomacy. Even after the most patient reasoning and all possible explanation, the customer who has traded on account or "run a bill" is likely to feel sore and offended when let know that hereafter it is cash with the goods.

But let some stranger start in new in the same town, announce a cash policy, back it up with reasonable prices and good service, and the very people who would be miffed if their old dealer who has carried them for years should change to the cash system, will flock to the new place and become enthusiastic in support of its methods.

The shrewd, far-seeing merchant, if starting in a new location, will lay great stress on the impression which his store creates at the beginning. Changes have to be made, some gradual and evolutionary, some sudden and revolutionary, and happy is the man who can see the necessity for discarding an outgrown method and reject it promptly and decisively. But since inertia, the tendency to keep on as things have been going, is ever a powerful force, it certainly is most essential that they be set going right in the first place.

Not many times in his lifetime does the average merchant have the opportunity and advantages (as well as the disadvantages) of starting in a new location and blocking out a fresh policy according to his best light. Some never do it, their only beginning in merchandising being an entrance into a partnership or a corpora-

tion previously formed, or the purchase of a business begun by some other man. Probably every dealer who has the perception to see the mischief wrought by old erroneous ways which it is all but impossible to correct, wishes at times that he could go away off where he is not known and establish a business from which all methods found by experience to be wrong, could be eliminated. Such a step is, of course, not often practicable.

However, in every business there are sub-beginnings as you may call them—fresh starts on the old foundation—constantly being made. See to it that these are right.

You take on a new helper. If he or she is without experience, efficiency or inefficiency depends largely on the way the start is made. And whether the new employe is an untrained boy at \$4 a week or an experienced salesman or saleswoman at a salary of several times that amount, have him or her start in right. Don't let him have a snap the first two weeks and then try to pile on him extra duties that were not specified when you engaged him. Whatever you expect in the way of taking care of stock, "cleaning up," evening work and the like—as much as possible let all such tasks be entered upon at once. The tyro can not too soon be made to understand the deportment, perhaps even the dress that you will require while he is on duty. Great tact and patience and consideration are needed with all helpers in the weeks when they are learning the ropes, but during this initial period it is also most essential that they feel the force of a firm, yet kindly discipline. A management that is regarded as "easy" can not secure results. The standard of efficiency that is maintained right along among your helpers has much to do with the start you can give each beginner. If the standard is high, then the very atmosphere of your store is a tuition to every beginner you take on.

Not infrequently you start on some line of goods you never have handled before, buying of a wholesaler or manufacturer with whom you never have dealt. Start right. Be sure the article is something you want, and then take pains to give it a good send-off with your trade. Require from the house from which you buy that the goods come up to the standard in every way. Then do your part toward the wholesaler by meeting the bills promptly.

Begin right with every new cus-

tomers and with every person who may, if properly treated, become a customer. The beginning with a customer often is made before he or she enters your place of business at all.

The outside of the building, the window displays, everything that may catch the attention of the passer-by, all your advertising, should be made as attractive as circumstances will permit. And especially when any stranger or newcomer enters your store, if it is only to make some enquiry or ask some trifling favor, be sure that he or she is treated with a cordial courtesy that will create the "come-back" feeling.

A blunder is bad at any time, but it is especially unfortunate in a first transaction. An old customer who knows your honesty and fairness from long dealing with you, will forgive a mistake and may even overlook a little curtness due to your being pre-occupied or very busy. But you can not expect such charitableness from one who has not known you long and favorably. A trifling error, a slight and wholly unintentional discourtesy committed by yourself or by one of your helpers, may "put you in bad" with a new customer, so that you never again will see her in your store.

Dilapidated.

On a dilapidated narrow-gauge railroad in a certain state a commercial traveler was struck with the general air of hopelessness of the entire country. Rundown farms, fences

falling to pieces, and houses unpainted and dismal, were seen, as mile after mile was reeled off. Finally a countryman got on and the two fell into conversation.

"Country around here looks fearfully dilapidated," remarked the traveler.

"Yaas, but jest wait and ye'll see sumpin' wuss," replied the countryman.

The train stopped. They looked out and saw a rail missing ahead. The entire train crew clambered out, crowbars in hand, proceeded leisurely to the rear of the train, and in due time loosened a rail and carried it forward. It was spiked into position, and the train proceeded.

"Somebody stole a rail?" asked the traveler.

"Yaas, about twenty years ago, I reckon. Evah since they hain't nobody bought a new one. When the train comes back they've gotter stop an' tear up a rail behind 'em. Ain't that the dilapidatedest thing ye ever see, stranger?"

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.

OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

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

The Little One



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line as well as other reliable makes of Creepers, Rompers, Play Suits, Oliver Twist Suits, Sun Shine Suits, Wearevers, Satine Bloomers, Blouse Waists, Etc., for children's wear are now being shown by our representatives. These items show the retailer a good profit and they are becoming more popular each season. Take a look at the samples.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

MUNICIPAL OWNERSHIP.

Socialistic Experiment Has Failed in 263 Cases.

Written for the Tradesman.

The trouble with a municipally owned and operated public utility is that it is in the same class of investment as a new hat. It has to be used for all it is worth and then, providing the owner has the price of another, may be thrown on the junk heap.

In determining the question of municipal ownership we should at least take into consideration the experience of other cities.

If municipal ownership is good for the people, why is it there is a record of 263 cases of absolute municipal ownership failure in the United States?

Municipal ownership tends to build up a political machine which is a menace to political freedom.

His Honor the Mayor says he wants to see the earnings of the Gas Company kept in Grand Rapids. Where would the interest on the bonds issued for the purchase of the plant go? Where does \$187,797 interest on the outstanding Grand Rapids city bonds now go? These sums go to either Wall street, Chicago, Detroit, or some other city where banks and trust companies have purchased the securities.

City governments like corporations are managed by men; city officials are no less human than corporation officers; with much wider powers than corporation powers they are usually a law unto themselves, responsible only to the citizens at large.

It has been the experience that municipalities usually wear out the plants and pile up losses in order to try and reduce rates. If an adequate renewal fund was provided for and such taxes included in the cost of manufacture of gas, it is safe to say that the municipality could not manufacture and deliver at 70c without a loss.

The purchase and operation by the city of Grand Rapids of the gas works would be at best an experiment. The city would enter into a competitive business, which, to be successful, would necessitate the maintenance of an expert engineering and selling force. With the improved appliances for electric lighting, electric heating and electric cooking, it is only a question of time when the business of lighting, heating and fuel for cooking and manufacturing purposes will be closely divided between the electric light and power companies and the gas companies, if the electric companies do not get the preponderance of business. Therefore, it can be seen that the city of Grand Rapids in entering the municipal manufacture of gas would be going into a hazardous enterprise.

It is a question if the municipality can, under any circumstances, even including the non-payment of \$63,000 now paid by the Gas Company as taxes, manufacture and distribute gas cheaper than 75c a thousand cubic feet.

These objections to municipal own-

ership are not confined to myself, but are shared by a very large number of able and prominent men in the country, who like myself, have no connection with any of the public utility companies.

Hon. Harry A. Lockwood, Judge of the Thirty-eighth Judicial District of Michigan, in an address entitled, "Are Our Municipalities to Become Business Corporations?" says:

"No one can give even a cursory glance at the history of municipal government in the United States for the past thirty-five years without noticing two conditions:

"First. The municipalities have been very inefficient in the performance of governmental duties.

"Second. They have steadily exercised more and more the business powers originally possessed by individuals or private corporations and are rapidly becoming great business corporations.

"The inefficiency and corruption of municipal government have been thoroughly discussed and exposed before the people; in fact it may be true that we have become so conversant with this condition that it fails to excite surprise.

"The system of municipal ownership and municipal conduct of business not only interferes with the liberty of the individual, but is a wasteful method of accomplishing this purpose. As at present organized, our municipalities are wholly unfitted for wise and prudent conduct of such undertakings. It seems strange that in the face of admitted inefficiency of our municipal organizations to exercise successfully the very limited governmental powers entrusted to them because of lack of honesty or lack of sufficient patriotism or ability, some of our people desire to thrust upon them the exercise of much more complex and difficult duties.

"When our municipalities in addition to supplying gas, electricity, water, etc., for purely municipal purposes, sells to private consumers, it is engaged in a private business. The non-taxpaying consumers, if in the majority can place practically the whole cost of what they use upon the taxpayers. What the city fails to receive from the private consumers of the cost of production must be made good by taxation."

In determining a question of this magnitude and importance it seems to me should be guided by the experience of other cities under municipal ownership experiment. These as far as statistics can be gathered when the real facts are told, are such that they should make the citizens of Grand Rapids hesitate before they embark on the project of municipal ownership.

One of the most important instances which covers a period from 1836 to 1897 is that of Philadelphia. For five years after they were started in 1863, the gas works of that city were owned by private citizens, but were operated by a board of trustees appointed by the city council. In 1841 the city bought out the owners, but the board of trustees was continued

until 1887 when the management was transferred to the Department of Public Works. During the latter part of the trusteeship the jobbery waste and mismanagement was a public scandal and Prof. Bryce states that the gas ring controlled 20,000 votes and used them to prolong its reign. After December of 1897 the plant was taken over on a lease by the United Gas Improvement Company. All the irregularities were promptly done away with; the quality of the gas was improved and more than \$12,000,000 was expended in betterments during the first nine years of private operation, but during the years immediately preceding the lease, the average loss on the plant is estimated at close to \$400,000 a year. Although the price of gas remained the same after the lease, during the first nine years of private operation the average income to the city was in the neighborhood of \$2,500,000, a difference of at least \$2,750,000 in favor of private management.

In Syracuse, New York, the Lighting Commission investigated a proposal to establish a municipal lighting plant which would mean either the purchase of the existing private company or the erection and equipment of a new plant which would enter the field as a competitor to the private concern. After going into the question most thoroughly the Commission decided that it would be unwise for the city of Syracuse to either buy or erect such a plant. The report says: "One of the objections to such an establishment would be the difficulty of securing efficient management such an expensive business demanded, as men of a high order of business ability and technical skill are not, as a rule, seeking employment by municipalities where their services are not appreciated, their opportunities for advancement are limited, and where political conditions to a large extent, determine their tenure of office. This means the placing of men more or less incompetent and inexperienced in charge of a municipal plant. Municipal employees too often owe their employment to political influence. The manager of a municipal plant is more or less hampered by certain prescribed rules and regulations which govern all municipal departments, preventing him of taking

advantage of special opportunities in making purchases and preventing him from acting on his own initiative in regard to many matters which from time to time would present themselves. As a rule under these conditions the management of a municipal plant is not as efficient or economical as the management of a private corporation. We have not yet outgrown the idea of party politics in municipal affairs nor have we outgrown the pernicious custom of levying political assessments on municipal employees for campaign purposes. An increase in the number of municipal employees means an increase in voting strength of the political party which happens to be in power. Without discussing these questions in the abstract, we are convinced that by reason of such conditions, political considerations would tend to impair the efficiency and render expensive the management of a municipal lighting plant."

The report of the Municipal Lighting Commission of the Camden, New Jersey, Board of Trade says: "We believe that a commercial lighting plant can be operated more successfully and economically under private control than by a municipality." This report was made after an extensive investigation in Camden and other cities of a similar size.

In Boston they have a municipal printing plant. It cost the city in 1913 the sum of \$163,126 to do the job printing, to say nothing of the cost of the original investment and the interest thereon. In Cincinnati, where the printing was done by private companies, it cost the city \$23,529 for the year's printing without the cost of investment, making a difference in favor of a private company of \$137,597 a year.

The case of Duluth, Minn., is an interesting one and typical of municipal ownership as applied. During the five years from 1899 to 1903 that the city made its own gas the average cost of manufacture and distribution per thousand feet, taking into consideration the sale of the by-products, was \$1.20; the receipts for the gas were \$1.17; in these figures there is no allowance for depreciation, lost taxes, accidents, legal services, etc. A very moderate allowance for these would greatly increase the loss per thousand and if a private enterprise

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Swiss, Nainsook and Cambric Embroideries, and don't fail to see our 1915 Wonder Embroidery assortment. This is a splendid value.

PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

had not come to its relief, the gas plant of Duluth would have ultimately proved a grave burden to the tax payers, although so far as possible it had been removed from political influence. This is not municipal ownership, as the city is freed from two factors which are ordinarily the worst features of municipal plants. The lack of properly handling the manufacturing end of the business and lack of push in exploiting the commercial side of it. In short the city of Duluth merely distributes the gas and collects the bills.

According to the Kansas City Journal the high tax rate in Kansas City, Kas., is largely due to municipally owned enterprises. It is pointed out that in addition to the original purchase cost of \$3,000,000 for the water works, that bond issues have been passed aggregating about \$5,000,000. However, these bonds have not sufficed to put the water system upon a paying basis. There is a special levy of 2½ mills annually upon taxable property. Kansas City also has a municipal lighting plant, having first established it at lower rates than the water company. As a result the people have been asked to vote \$200,000 in bonds to help the lighting plant out of its difficulties.

Richmond, Virginia, has been of especial mention as a shining example of successful municipal ownership. The profits were arrived at by charging operating expenses to capital and paying interest out of taxes. A report made a few years ago by a council committee states:

"The chief causes for dissatisfaction among our customers are the insufficient manufacturing capacity and holder storage, inadequate main system, lack of proper treatment of gas before it leaves the works and entire lack of system in maintaining the mains, services and meters in regulating pressures and in following up and permanently removing sources of individual complaints.

"In reporting on the cost of production our management has heretofore omitted many items which should have been included. It has been the policy to cut down expenditures for such purposes to a minimum, making a show of apparently large returns, with the ultimate result that we find ourselves facing the necessity for a large outlay for replacement and extension. The result of this report was an increase in the cost at Richmond to 90c a thousand cubic feet."

In Wheeling, W. Va., the municipal gas plant had to be abandoned because more than 25 per cent. of the gas manufactured was lost in transit to the consumers. The Wheeling Register in commenting on that situation says, "It is regrettable that the board of control did not reach the conclusion that the city gas plant must be abandoned until hundreds of thousands of dollars had been taken out of the pockets of the tax payers in a futile effort to maintain it as a useful public utility."

In Seattle, which has also been touted as a shining example of municipal success, the municipal report

for 1913 shows that the lighting cost the citizens for that year \$211,013, whereas if the proposition of the private company had been accepted the municipal lighting would have cost the city \$143,193, a direct saving of \$67,820, and the city would have received from the lighting company \$40,000 a year additional as rental.

I have said before and I now repeat that another reason why the city of Grand Rapids cannot give efficient service at lower rates than the Gas Company is that it lacks the proficiency of the organization to which the company belongs. The city of Grand Rapids, in buying coal, for instance, would be, so to speak, a retailer. It could not get the benefit of the price given the American Light & Traction Company, because their numerous companies take, approximately the output of an entire mine. Nor can the city secure the engineering efficiency which goes to make the operation of a plant successful and economical. It could not pay the price unless it raised the price of gas. The American Light & Traction Company can and does command the highest engineering skill in the United States. It can afford to pay for it. Why, because its cost is prorated over a number of companies, making the cost to each company relatively small. Grand Rapids would have to pay the whole price alone if the city ran the works.

I have a record of more than 200 municipal ownership failures in the United States. The question should be thought over carefully. Why are there so many failures in the municipal ownership and operation of public utilities? No matter what reason may be given for these failures, the fact that they are failures cannot be controverted and therefore, Grand Rapids should hesitate to embark in the manufacturing business. Carried to their logical conclusion, the arguments used for the municipal ownership of a Grand Rapids gas plant could be used in the question of municipal furniture factories, shoe factories, grocery stores, meat markets, dry goods stores or any other business under the sun. In other lines the city does not seek to deprive private capital of its rights and why should it, on the unsupported assertion that the city can give cheaper gas than a corporation, subject its taxpayers to an increase of taxation to pay for such a plant. In the end the tax payers will have it to pay, and I venture this prediction, hoping that some will remember it when the times comes: If they decide to adopt municipal ownership, that in years to come they will sincerely wish that they had accepted the proposition submitted by the Grand Rapids Gas Light Company. I, with many others, am perfectly willing to stand my share of public expenses, will cheerfully give for educational and other beneficial improvements, but I do decidedly object to having my taxes increased in order to create a political machine, which would be of no advantage to the city of Grand Rapids. Paul Leake.

Bankruptcy Proceedings in Southwestern Michigan.

St. Joseph, Feb. 22—In the matter of Albert Hinrichs, bankrupt, Kalamazoo, the trustee filed objections to the allowance of the bankrupt's homestead exemptions until the bankrupt had accounted for the sum of \$450. An order was made for a hearing on the matter at Kalamazoo, March 9.

Feb. 23—In the matter of the Ross Cabinet Co., bankrupt, Otsego, an order was made by the referee confirming part of the trustee's report of sale of assets and disaffirming part of the sale. The trustee was authorized and directed to sell the mill, plant and real estate at private sale, subject to the mortgage of \$20,000.

In the matter of the Spade Manufacturing Co., bankrupt, Kalamazoo, an order was entered for the first meeting of creditors to be held at the latter place on March 8, for the purpose of filing claims, the election of a trustee and the examination of the officers of the bankrupt. The bankrupt by its president filed schedules showing the following liabilities and assets.

Preferred creditors.

City of Kalamazoo, taxes	\$330.92
Earl Percy, Kalamazoo, labor	103.54
Reuben Ghainor, Kalamazoo, labor	106.24
Jessie Sweetman, Kalamazoo, labor	40.75
Archie Allen, Kalamazoo, labor	15.50
Arthur Adelburg, Kalamazoo, labor	32.70
Oliver Stretch, Kalamazoo, labor	3.90
Oliver Coleman, Vicksburg, labor	52.55
Total	\$615.14

Secured creditors.

C. C. Wormer Mach. Co., Detroit	\$200.00
C. L. Major, Detroit	1,000.00
Minnie D. Bowerla, Kalamazoo	1,000.00
George Pierson, Kalamazoo	3,192.64
Jones & Lamson, Springfield, Vt.	325.00
Landis Tool Co., Waynesboro, Pa.	164.63
Total	\$5,882.27

Unsecured creditors.

Oliver Coleman, Vicksburg	\$ 98.85
Commonwealth Power Co., Kalamazoo	501.42
Michigan State Telephone Co., Kalamazoo	6.98
National Tool Co., Cleveland	7.57
Osborne Co., Newark	20.15
Woodhams-Toland Co., Kalamazoo	5.00
Abrasive Material Co., Chicago	5.40
Adam Brander Co., Detroit	8.75
Anderson Forge Co., Detroit	2,267.00
Chas. C. Bard, Kalamazoo	66.29
Bond Supply Co., Kalamazoo	305.33
A. C. Bickhaus Co., Quincy, Ill.	13.90
Barnes Drill Co., Rockford, Ill.	17.50
R. R. Brenner, Kalamazoo	4.45
George R. Carter, Connersville, Ind.	240.26

Carpenter Steel Co., Reading, Pa.	1,804.70
Crescent Engraving Co., Chicago	224.69
Crucible Steel Co., Pittsburg	9.00
A. J. Delaff, Detroit	26.04
G. T. Eames, Kalamazoo	11.99
Footo Tool Co., New York	50.00
Geometric Tool Co., New Haven	46.80
Charles Garrett, Kalamazoo	5.26
Samuel Harris, Kalamazoo	35.00
Hoskins Mfg. Co., Lawton	67.79
Alfred W. Hayes, Vicksburg	66.25
Ihling Bros. & Everard Co., Kalamazoo	67.74
Jones & Lamson & Co., Springfield, Vt.	34.30
Kalamazoo Foundry & Machine Co.	325.00
Landis Tool Co., Hudson, Mass.	164.63
La Point Machine Tool Co., Waynesboro, Pa.	231.52
Massoit Co., Chester, Mass.	4.28
North & Coon Lumber Co., Kalamazoo	106.33
Rodman Chemical Co., East Pittsburg, Pa.	21.13
Standard Oil Co., Kalamazoo	77.08
Cutting & Smith Co., Jackson	78.00
Emergency Forge Co., Lansing	2,777.85
Halcomb Star Co., Syracuse	249.54
National Oil Co., Kalamazoo	117.31
Total	\$11,964.43

Assets.

Stock in trade	\$1,000.00
Machinery, tools, etc.	10,362.25
Total	\$11,364.75

Feb. 25—In the matter of the Hickory Grove Distilling Co., bankrupt, Kalamazoo, the adjourned first meeting of creditors was held at the latter place. On the trustee petition for L. A. Kertson to show cause why certain assets should not be turned over to the trustee, the same was turned over and the estate received notes to the value of \$3,400. The officers of the bankrupt were further examined and the meeting adjourned for two weeks.

Feb. 26—In the matter of the Michigan Buggy Company, bankrupt, Kalamazoo, an order was entered allowing the claim of Gray & Davis for the sum of \$20,000 and directing the trustee to pay all dividends to date.

Feb. 27—In the matter of the International Banana Food Co., bankrupt, Benton Harbor, an adjourned first meeting of creditors was held at the referee's office, and claims allowed to the amount of \$2,491.0. The trustee made his first report with the request that he be permitted to sell the assets at private sale. The matter was considered and the trustee directed to sell all property upon ten days' notice to creditors. The meeting was adjourned for four weeks.

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Grand Rapids, Mich.

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Detroit, Michigan

THE MEAT MARKET

Talks by the Butcher Philosopher.

I was in a meat market the other morning and watched the master butcher serve a customer with the half-smoked butt of a cigar hanging loosely from the corner of his mouth. The ash on the end threatened at all times to fall upon the meat that he was cutting, and I noticed that the customer was taking notice of it just as well as I was.

I have been in meat markets where the butchers who served the customers continuously chewed tobacco and naturally needed the cuspidor every once in a while. I don't mean to say that this is by any matter of means a universal custom, but it is widespread enough to be drawn to the attention of the trade.

The meat market is not a place where one should smoke or chew tobacco. Nor is any store where food products are sold a place where those habits should be indulged in. People to-day are educated on this sanitation idea; they don't want to see such things, and they will refuse to go where they do see them. As a result, the butchers who persist in these habits are surely going to lose a lot of valuable trade, which would have remained with them had they only user a little common sense and gumption.

I have not a word to say against smoking. I am a smoker myself and like a good cigar as well as the next man. But when I was in business, and was running my own market, I left my cigars in my case when I was in the shop, and that is where every butcher should leave them. I'm dead set against chewing, I admit, for it is a dirty habit in my estimation, but I am twice as dead set against it when a butcher chews while he is cutting meat and serving his trade.

Everything has its time and place, and the man who succeeds is the one who remembers to keep them in their time and place.

You yourself have probably gone into a store and smelled stale tobacco fumes which are practically impossible to get rid of. Has that store made a favorable impression upon you? I'll wager that it hasn't. Think, then, what it must be to a woman who comes into a meat market to buy her meat and smells this disagreeable odor in a place where everything should always smell sweet and clean. Isn't she going to think that something is the matter with the meat that comes from a shop that smells in this fashion, and isn't she going to transfer her trade to a shop where this odor is conspicuous by its absence?

If butchers would only stop and ask themselves a few questions occasionally they would get along a great deal better in their business than they do now. Once they gain that habit they are going to start to look at things from the customers' point of view, the only view that counts when trade is being sought and won. And when they get this point of view they are going to be surprised to see how their trade is going to increase.

If the master butcher smokes in the market himself, it is a mighty hard job to prevent his clerks from smoking. And it isn't just to do it. If the master can smoke there is no reason why the clerk shouldn't. When he is prevented from doing it he immediately has a grievance and takes the first opportunity of getting back at his boss that comes to him. No market can be run efficiently and properly when there is a constant source of discord between the boss and his clerks.

If the clerks are allowed to smoke, the market is no longer a meat market—it is a good deal more like a bar-room. Women, who are the great majority of your customers, have no business in such a place and you won't find them there.

Why, I have even seen a butcher take the stump from his mouth, affectionately run his fingers around the wet end of it, put it back, and then grab a piece of meat with the same hand without ever thinking of washing it first. Such a thing is disgusting, and this butcher made no pretense of hiding it. I know that he lost trade through it, for one woman who noticed it couldn't get to the door fast enough, and it's a good bet that she never returned.

Cut out the smoking and chewing in the meat market. Put up a good

big sign lettered, "NO SMOKING" and be the first one that obeys it yourself.

Always remember that when anyone leaves your store they carry away an impression with them, and it's up to you to make the impression the correct sort of one.—Butcher's Advocate.

The Friebank System.

The German Friebank system permits the sale of diseased meat in separate stalls, properly designated and marked so as to tell the facts to the consuming public. It does not allow the sale of diseased meats to hotels and restaurants, but does allow its sale to those who wish to purchase it for home consumption with the knowledge that the meat is diseased, and with the opportunity to thoroughly cook such meat before consumption. Dr. Ostertag, the German authority, says, in speaking of the Friebank system: "The institution of a friebank, however, not only renders it certain that the consumer will obtain in the open market what he thinks he is buying, but it also makes it possible for the sanitary police to give permission, under certain regulations and restrictions, to traffic in meat—for example measly meat after previous cooking, pickling or cold storage—which in the absence of a friebank would be withheld from the market as dangerous to the health—for example, the meat of measly animals—and destroyed."

"If it be said that the classification of meat as marketable and non-marketable offers difficulties, this must be admitted in individual cases on the border line; but even in these instances a decision is much easier and simpler than when, in the absence of a friebank, we have to determine whether the meat is marketable or whether it should be destroyed, for in the latter case we have a sharp line of demarkation, while with the institution of a friebank, on the other hand, there is a boundary line between marketable meat and that which ought to be destroyed."

Hungarian Salami.

Take 35 pounds beef chucks trimmed free from sinews, 90 pounds lean pork trimmings, 25 pounds shoulder fat, 5 pounds salt, 1½ ounces white pepper and 1 ounce garlic.

Grind the beef chucks. The shoul-

der fat is shaved into thin pieces and both the beef and the fat, with the seasonings, are mixed. Then add the pork trimmings and mix the whole mass thoroughly. This is a moderately coarse sausage.

After mixing handle the meat in the cooler the same as any other summer sausage. Then stuff into extra large beef middle ends, which are, when stuffed 22 to 26 inches long and weigh from 12 to 20 pounds each.

Great care must be taken in stuffing this sausage to stuff it tightly, and two or three lengths of string should be run to the large from the small end and vice versa, so as to prevent it from breaking, also to keep it straight. It should be hung, of course the small end down.

This sausage is allowed to hang three or four days before being put in the smoke house, in a dry atmosphere, and then smoked over a cold smoke from 55 to 60 hours. This sausage is usually ready for sale 50 or 60 days after preparation.

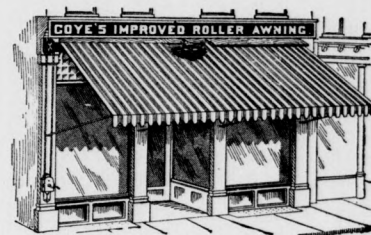
MAAS BROTHERS Wholesale Fish Dealers



Sea Foods and Lake Fish of All Kinds

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AWNINGS



Our specialty is AWNINGS FOR STORES AND RESIDENCES. We make common pull-up, chain and cog-gear roller awnings.

Tents, Horse and Wagon Covers, Hammock Couches. Catalogue on application.

CHAS. A. COYE, INC.

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MONEYWEIGHT Scale Co.

GENERAL DISTRIBUTORS FOR

The Computing Scale Co.

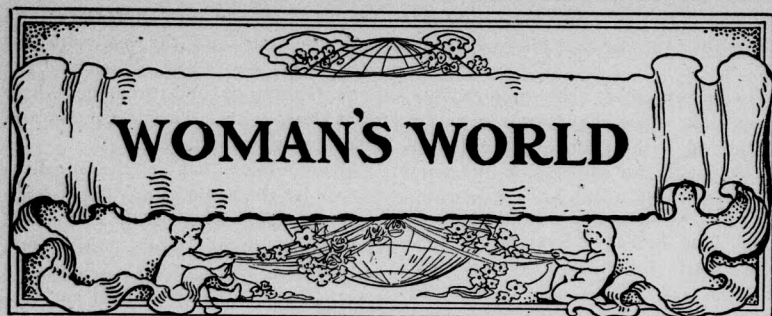
Dayton, Ohio.

THE FIRST AND FOREMOST BUILDERS OF COMPUTING SCALES

GENERAL SALES OFFICE

326 W. MADISON ST. CHICAGO

ALWAYS OPEN TERRITORY TO FIRST CLASS SALESMEN



Efficiency the Hope of the Homely Girl.

Written for the Tradesman.

There is beauty, bewitching, fascinating, compelling beauty, whose spell we all feel, and to whose power we all bow. No woman but wishes she had it, but alas! Mother Nature, in dealing with her children, manifests the sad failing of partiality, and bestows genuine good looks on only a few picked favorites. Then there is plainness, which means one or another of a thousand different layouts of features and figure, which may be classed as neutral—neither positively attractive nor positively repulsive. Plainness affords a great field for knack and gumption in getting oneself up. The hair dressed just right, the over-pale or sallow complexion delicately touched with the proper tint of powder, a gown stylish and becoming—and behold plainness has been transformed into a sort of near-beauty, which if supplemented by a bright and gracious manner, may almost pass itself off for the real thing. Some of the most charming women would be surprisingly plain were we to see them in bed and asleep. No woman who has brains and good taste need despair because she is just plain.

But there is absolute and undeniable and hopeless ugliness. "Homely as a mud fence," "ugly enough to stop a clock"—these popular epithets are forcefully descriptive of personal appearance, not rare and exceptional, but—the more's the pity—to be seen on every hand. Coarse, rough, muddy skin; scanty, faded, stringy hair; big, heavy, irregular features (to say nothing of moles, blemishes, birthmarks and deformities); bodies emaciated to skeleton-like thinness or grown corpulent to the point of grossness and shapelessness, movements stiff, sudden and jerky, or slow, awkward and logy—these are conditions too common to occasion surprise or more than passing comment. After the beauty parlor people and the tailors, dressmakers, milliners, dancing teachers and improvers of all sorts have done their best on such subjects, the most that can be said is that possibly the subjects look a little "less worse" than they did to start with.

Ugliness—or homeliness as we more often call it—is not confined to the poor and lowly and uncultured, nor yet to old age. Some girls of 16 are far less attractive than their grandmothers at 70, while the daughters of millionaires often would be glad to exchange a large portion of

their money for a fair share of just passable good looks.

What shall the homely woman do? Would that we might give her some ringing word of hope, tell her some infallible recipe that would change her ugliness into unobtrusive plainness if not into actual beauty. Alas! candor compels us to say that the thing simply can't be done. Perhaps the hairdresser, the manicurist, the beauty doctor and the modiste may each by faithful effort effect a slight improvement, if the price of their services can be afforded. But for the most part the homely woman must remain as Nature, in some strangely malevolent mood, made her. We can only recommend the unfortunate victim of the old Dame's spite to the cultivation and practice of the virtues. This counsel is trite and may be unwelcome in other respects, but implicit obedience to its injunctions is the only hope for the homely woman.

She must be good—that is, gentle, amiable, patient, kind, thoughtful, unselfish, pleasant-tempered, cheery. If she attains to all these excellences and possesses a fair amount of tact and mother wit besides, then if she has money and social position she ought to be able to get along very well in life, although lacking entirely the beauty which her heart covets.

But if she is poor and must make her own way in the world, then to the list of virtues given above, which she may consider already little short of appalling, she must add efficiency. The homely girl must be able to do something well; and by so much as she is lacking in the attractiveness which is the birthright of which she seems to have been defrauded—by just so much should she be able to do whatever task she essays better than the average run of workers.

O Mother Nature, having withheld from the homely girl all comeliness of form and feature, make some compensation by giving skill to her fingers, quickness to her thought, wisdom to her judgment, winsomeness to her disposition! But if Nature, still perverse, is chary of these gifts as well, then by sheer persistence must the homely girl acquire some adaptiveness of hand or brain that will enable her to make herself indispensable in some fairly lucrative position.

She will find it hard to get a start, but having once secured a place, if she is of the right sort she can hold it. The busy merchant or manufacturer, being human, will give the preference to a good-looking stenographer. A pretty girl is an ornament to any office. But at some time his for-

bearance is tried beyond the limit by the blunders of a careless and incompetent beauty, and he decides to accept the services of some young woman who is capable although hopelessly plain. Having once experienced the satisfaction of the homely girl's accuracy and intelligent work, he will not soon be ready to give up his efficient helper.

We all like to see a fine looking girl behind the counter. But courtesy, patience, a desire to please and a thorough knowledge of goods are not so common among saleswomen but most of us will gladly go back again and again to buy of a homely girl who manifests these traits.

A handsome girl looks handsomer than ever in a nurse's white cap and apron; but the homely girl with a light step, a gentle touch, a watchful eye and a sympathetic knowledge of the patient's needs, may soothe the way of pain and bring restoration to health as acceptably as her beautiful sister. Finally it may be said that many a very eligible man, while not blind to the attractions of lovely eyes and pearly complexions, sensibly elects to wed some homely girl whom he feels sure will make an affectionate wife and a good housekeeper, recognizing in her qualities that more than make up for her lack of physical beauty.

Quillo.

The fact a man is an excellent walker does not necessarily mean he will run well at the primaries.

You never heard the blame for the

High Cost of Living or the

Cost of High Living

laid at the door of matches. But matches mean a great deal to the American family—and therefore to the grocer who sells them their matches—in the matter of the

Cost of Safe Living



"Safe Home" matches justify their name. They're cheap enough for any family to buy and come up to the high standard reliable grocers like to sell. In fact, they're the best match we—or anyone else—ever made—bar none.

The Diamond Match Company

Many Lines In One Bill

Buying on this principle gives you variety without over stocking. It gives you many profits on the same investment in place of a few. It saves you money on freight.

Our monthly catalogue—America's Price Maker in general merchandise—is dedicated to this kind of buying.

Butler Brothers

Exclusive Wholesalers of General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas

THEY ARE GOOD OLD STAND-BYS

Baker's Cocoa and Chocolate



Registered U. S. Pat. Off.

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

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Ltd.

Established 1780

Dorchester, Mass.



DIAMOND TIRES

NEW FAIR PRICE LIST

Size	Smooth Tread	Squegee Tread
30 x 3	\$ 9.00	\$ 9.45
30 x 3½	11.60	12.20
32 x 3½	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.



Michigan Retail Hardware Association.
 President—Frank E. Strong, Battle Creek.
 Vice-President—Fred F. Ireland, Belding.
 Secretary—Arthur J. Scott, Marine City.
 Treasurer—William Moore, Detroit.

Selling Seeds in the Hardware Store. Written for the Tradesman.

Hardware dealers have already secured their stock of seeds for the spring trade. This is a class of business to which practically all hardware dealers give some attention; but it will prove the best and most profitable business for those who put pushfulness into their selling methods.

While the demand will not set in for several weeks to come, it is not too early for the merchant to lay his plans for securing the largest possible advantage from this department of his business. It is a line of business which can be built up to large proportions; and, like all specialties, a capably handled seed department will attract business in other lines as well.

Here is one instance which illustrates the possibilities. A hardware dealer in Southern Michigan for a number of years handled seeds on commission in the usual way; that is, he put the display box on his counter and left the seeds to sell themselves. His annual business ran from \$35 to \$50, which is by many merchants regarded as a normal figure where these methods are employed. One year he decided to push this branch of his trade. He stocked bulk seeds in addition to package seeds, studied the subject in its various details, adopted aggressive selling methods, and his pushfulness brought him a seed trade of close to \$600. The ensuing year, continuing these methods, his sales ran over \$1,200. These figures indicate two things—that whatever is worth selling is worth pushing; and that pushfulness is cumulative in its effect. The work you do one year in advertising such a department will help you to pull repeat orders the next year.

It is probable that 1915 will see a great deal more attention given to the kitchen garden than has heretofore been the case. In whatever selling methods are adopted, the dealer will find it worth while to feature the ultimate saving—the aid afforded by a well tended vegetable garden in cutting the cost of living. For, well looked after, a vegetable garden does just that. This, in turn, will give the merchants an opening for urging the purchase of adequate gardening equipment. Where, as in one case I know of, the production from a very small back yard ran \$60

worth, a few dollars at the outset for seeds and tools will look like a small item.

This is an excellent feature of the seed business in the hardware store, that it links up readily with other lines. The town trade in flower and vegetable seeds gives the merchant an opening for pushing the sale of garden tools of all kinds, wire trellis work, lawn fencing, lawn mowers, and other lines too numerous to specify. The country trade in bulk seeds works in very naturally with implement trade, which is an important branch of a good many hardware businesses.

To produce large results, aggressive selling methods are essential.

Printers' ink can be used to good advantage. But—don't lead off your newspaper copy with the time-honored caption of "Garden Tools" or "Seeds for Sale." Try to inject into your advertisement writing a touch of novelty; to give expression to just the note which will strike an answering chord. Just now it is "Cut the Cost of Living." It's a safe bet that 80 per cent. of the newspaper readers in your town are interested in that subject. Talk to them about what interests them. And, in support of your sales talk, cite if you like the instance I have quoted, where less than \$5 worth of seeds and tools, an otherwise useless back yard, and a little spare time, produced food-stuffs worth upwards of \$60. I dare say lots of vegetable growers in your own town—not professionals alone, but amateurs—have done better. If you can put your fingers on a specific instance, use it. It's good stuff. Back of this newspaper advertising you can, if you have a good mailing list, do some effective circularizing on the same topics.

These appeals, of course, are largely to the town trade. You must also get after the country trade; and here the local weeklies and the circular letter will again prove helpful. This is a class of trade to get after early; most farmers buy well ahead of time, anticipating enhanced prices as seed-time draws nearer. Don't be content with printers' ink, however. Use the rural telephone whenever you have spare time; talk to the farmers you know and introduce yourself to the farmers you don't know. Find out what they need and be able to quote them prices. And remember; quality counts as well as price. If you have road men out through the country, get them after the seed trade, too.

For the time being, you might set aside some particular section of the

store as a seed department. Display your goods prominently; the posters and lithographs furnished by the wholesale seed houses will help to attract attention. You will have handsomely illustrated catalogues for distribution, possibly. Then run one or two displays.

It is in window display that novelty is particularly needed. Don't be satisfied to merely show seeds—package seeds and seeds in bulk. You can, if you like, show a miniature garden by planting some seed in a box and having the growth forced under glass. Such a box will help out the display immensely. And, with this as a center of attraction, and seeds and seed posters to fill in, you can also display garden tools. A gardening window can be made very comprehensive; and there are few people who can't find in such a window some one thing at least that they need.

Often it is a paying proposition to place the seed department in charge of some particular clerk; make him responsible for it, put the pushing of sales up to him, and allow him a little commission on increased business. This plan has been tried in a number of cases with good results; whether it will work well in your case depends upon your individual circumstances.

Incidentally, don't forget that children are, in their limited way, great gardeners. Remember, too, that what interests the children interests the parents. The man who feels too busy himself to look after a flower or vegetable garden will be glad to help provide one for Tommie or Willie, if for no other reason than at least to help keep the youngster out of mischief. Merchants have in some instances found it profitable to cater especially to the children, by putting on little flower-growing and vegetable growing contests, with small prizes for, say, the best collection of vegetables, the largest and showiest asters, the biggest squash—and so forth. A lot of small prizes, by the way, are as a rule better than one big prize. You stand to interest more children. As a wind up to the contests, you can promise to display the prize winning products in your show window, or, if you have a booth there, at the county fair.

Remember, too, the possibilities of suggestive salesmanship. Don't be satisfied with the sale of a package of seeds. The amateur gardener who buys pansies will, if urged, buy half a dozen flower varieties; and there's a good chance that he needs a trowel, a rake, or some other garden tool, and will buy from you if you suggest it. The man who takes a rake may have forgotten that he needs a new watering can. Suggest things—that is the way to get the biggest returns from this sort of business. The sales that come to you of their own accord will be small; it is the sales that you make as a result of your own pushfulness in selling that will pile up the big profits. William Edward Park.

REYNOLDS SHINGLES

Guaranteed for 10 years
 H. M. Reynolds
 Asphalt Shingle Co.
 Grand Rapids, Mich.



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.

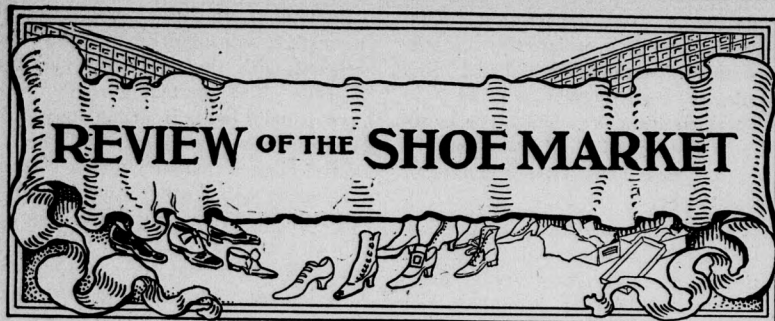
Cor. So. Ionia Ave. and Bartlett St.
 2 blocks south of Union Depot
 Grand Rapids, Mich.

Foster, Stevens & Co. **Wholesale Hardware**



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

Grand Rapids, Mich.



Spring Opening and Easter Windows.

The extent of the impression that new spring footwear makes on the public will be governed according to the manner in which it is presented to the public. This effect, to a great extent, will depend on the initial displays, which usually take the form of a Spring Opening showing. Through this showing much can be accomplished or defeated, depending entirely on the manner in which the new offerings are presented to the public through these displays.

If the displays are just ordinary and about the same as an ordinary every day display, the dealer should not expect to reap much in the way of sales on new goods. On the other hand, when the right sort of settings and devices are utilized in conjunction with the opening displays, a most favorable and lasting impression will be made in the public's mind.

Economical Window Settings.

Why so many merchants fight shy of the window display expense for settings and the like, is usually because they are not familiar with the cost of materials now on the market for this purpose. They seem to think that to install practical and beautiful settings a large sum of money must be expended. This is not true, and if every merchant would familiarize himself with these products this objection would soon be overcome.

It is really surprising to learn of the many beautiful and practical settings and devices that can be made up for a few dollars. The dealer must first, of course, understand that good displays call for a necessary amount of physical and mental labor in order to create settings of an unusual nature.

Every merchant should place unusual stress on the Opening Displays. Make an effort to do something out of the ordinary for this occasion. Don't wait until the other fellow beats you to it. Do it yourself. Go about it in a businesslike manner, setting aside a stipulated sum to be expended for displays of this character.

Simple Designs Now Favored.

In all store decorative work at the present time there is a pronounced tendency toward simplicity. This is a fact which wide-awake display men and merchants are taking into consideration. This new trend in display work does not include a reversion to backgrounds that are commonplace, or that are the result of hasty planning and small effort. Nevertheless, not a few of the simplest designs, or setting, can be made most

effective and require a comparatively small amount of work or expense. It is to be borne in mind that these settings of a more simple character can be easily made to possess an appearance of refinement and dignity, and often display the merchandise even more effectively than is possible with more elaborate settings.

Easter Opportunities.

There is no season of the year that offers more opportunities for good window decorations than at Easter time. This important event, coming at the time of the season when the new spring style are featured, presents a most unusual opportunity to the merchant and window trimmer to spread themselves.

The necessary decorations, combined with the right sort of displays, will to a great extent help to create business.

See that the interior displays link up closely with the window trims. Don't make the great mistake of placing all the emphasis on your windows and little, if any, on the interior. This creates a keen disappointment from the customer's point of view, the impression being that the elaborate window display is only a snare to get people into the store. Through the use of a very simple, yet beautiful interior trim, your store will show the proper spirit throughout.—Shoe Retailer.

Styles Are Coming and Styles Are Going.

"Style" is the only subject discussed in the sample rooms of the shoe factories nowadays, and when a few salesmen or shoe retailers meet the same subject is the one that gets the most attention.

It is interesting to listen to the comments from all sides. Retailers oppose "mid-season" styles and style changes. So do manufacturers and salesmen. But the live retailers, as well as the live manufacturers and salesmen, are all eager to get the very latest bit of information as to styles. Thus, each week, if not oftener, the ocean of popular fancy rolls in some new wave of fashion, and the three collateral branches of the trade stand ready to receive it. In some cases the wave results in a "soaking," but



This Nobby FOOTHOLD gets them all.



One great point in favor of

Hood Rubbers

is that they have the style that city dealers need.

The snap is in them and the wear and stability is there too for the country business.

Get our new 1915 prices.

Have our salesman call and show you how you can make more money by selling HOODS.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

Our
Trade Mark



It Stands
For Quality

Mr. Shoe Dealer—

The early spring trade calls for dependable footwear. Shoes that stand the wet weather and hard usage of farm wear. In the R. K. L. line you will find a shoe for every need of your trade. If our salesman does not call on you regularly, write us and we will be pleased to have an opportunity of showing you our line of "SHOES THAT WEAR."

Rindge, Kalmbach, Logie Company

"Makers of Shoes that Wear"

Grand Rapids, Mich.

frequently it is as welcome and refreshing as a shower in April.

Styles are going and coming. No one, for instance, is trying to bring out a new colonial. All hands and eyes are employed in designing lace oxfords and imitation lace oxfords. Gaiter button boots, so popular only a few months ago, are quite forgotten. There are higher tops, wave tops; military tops, slant tops and other tops.

The multiplicity of heels has disappeared, and where heels were the main topic two seasons ago, now it is patterns principally. Aside from wood Louis heels there are thinner and higher leather Louis heels, higher tops; shorter vamps and closer edges. Patent leather is strong in the new samples, with more glazed and mat kid samples than have been seen before in a long time. The scarcity and therefore high price of patent colt and side leather will make it necessary that more patent kid stock be used. This leather is quite plentiful and can be secured in different grades at prices within reason. Dull calf shoes will be shown, but will not be quite so prominent. Colored kid topplings and all colored kid boots will be a style item of importance.

But fabrics—all kinds, all shades, all kinds of combinations—are on the books to lead in sales. Those who buy fabrics will be quite sure to get their shoes. In other words, fabrics are regarded as a "safe" proposition.

The new samples for fall are soon to go out. There are to be many button boots offered for fall, and the average shoe manufacturer and salesman think button and lace boots will sell at a ratio of 50-50. There are those who have visions of lace boots selling 70 or more per cent., while on the other hand many declare that lace boots will be sort lived and that buttons will hold their own.

One bit of advice might be handed out to every shoe dealer: Sell the shoes you buy and don't buy others in quantity until those you are bought have been sold at a profit.—Shoe Retailer.

Speeding Up the Salespeople.

Said a shoe merchant, to whom the writer was talking, recently: "Fifty per cent. of findings sales depend upon the salesman." It is the opinion of the writer that this statement is too low. Seventy-five per cent. is nearer correct.

I remember the case of a salesman in a certain store who used to come in for a lot of kidding among the boys because he always carried a box of polish, or some other findings article in his coat pocket.

But this man's findings sales were always the highest in the store. It was easy, after selling a woman a pair of shoes, to slip his hand into his pocket, draw out a bottle of dressing, and say "Madam, here is something that will keep this leather in the best condition." A customer can only take this in the light that you are looking out for her best interests, and a sale is usually the result.

One store stimulates the sale of

polishes and shoe trees by means of a card placed in every pair of shoes sold. The card reads something like this:

"These shoes will give the best satisfaction if frequently polished, and if kept on shoe trees when not in use."

This store also realized the fact that it carried such a large variety of polishes that even some of its own salesmen did not know just exactly the kind of leather for which each was suited. This firm publishes, each month, a store paper for the benefit of its employees. So one month they devoted a page of this paper to listing the polishes and dressings carried by the store, and the particular leather each was best suited for. This page the salesmen were requested to study carefully, so that they could prescribe in an instant the best dressing for any kind of leather.

Arch props, bunion pads and similar corrective and curative specialties can be sold readily with a little pushing on the part of the salesman. Many stores find it a good plan to put the sale of arch props exclusively in charge of an old, experienced shoeman, who also handles the sales of all corrective shoes. This ensures correct fitting, without which an arch prop should never be sold.—Shoe Retailer.

New Laces Match Colored Cloth Tops.

The reigning vogue of vari-colored materials in both high and low lace shoes has been met by the introduction of colored laces in seventeen different shades, one to match almost every popular color of shoe fabric. These laces are made in both the small round "fish-cord" and flat tubular forms, and in lengths for oxfords and high shoes.

The range of colors includes buck-white, sand, putty, almond, Palm Beach, fawn, tete de Negre brown, dreadnought, as well as black and white "Stellar" and "Linear" effects to match a line of fancy shoe fabrics bearing similar trade-mark names. These colors are to be had, if desired, in any round, tubular, or flat, silk or mercerized lace. Selling at popular prices, and enabling one to have laces and shoe tops of the same color, these vari-colored laces, it is expected, will meet with general favor.

The Beer Did It.

At a co-operative creamery on the Island of Fyn (Denmark) an extraordinary general meeting had been called for the purpose of getting rid of one of the directors! This object was attained by a majority of thirty-one votes.

The director didn't seem to feaze at all and even called for a case of beer to celebrate his discharge. When—after the beer had been consumed—the meeting proceeded to elect another director in the place of the discharged one, the latter was nominated and—re-elected with a majority of eleven votes—which showed the effect of the beer on forty-two voters. Of course, he had to "set 'em up again."

Part of the Famous Herold-Bertsch Out-put

THE BERTSCH SHOE READY FOR ANY EMERGENCY

that's the position of the dealer who has a full stock of BERTSCH SHOES. He can satisfy every critic—please every crank—supply every demand.

As a combination of STYLE and QUALITY, BERTSCH SHOES are certain winners. Every pair sold means a permanent customer on the BERTSCH, for they always come back when again in need of footwear.

Get ready for the spring rush by sizing up now. We are noted for quick deliveries, and will make prompt shipment of your goods, but why not anticipate your needs a little and ORDER NOW.

Built for Service---Wear Like Iron

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable
Footwear
GRAND RAPIDS, MICH.

What One Dealer Says

"I have just received the work shoes you shipped me, and they look fine. Everybody around here knows Rouge Rex Shoes.



It is because of the knowledge the consumers have of Rouge Rex Shoes that we receive this dealer's orders, and those of hundreds of others year after year in constantly increasing quantities.

The shoe here illustrated is made in both tan (No. 477) and black (No. 411). It is cut from our Buckeye Calf stock; has one-half double soles, nailed; solid leather insoles and counters; full vamp and double thickness of leather at the toe, and large nickel eyelets.

You should have these two numbers in stock for your spring trade.

Order to-day.

HIRTH-KRAUSE COMPANY

Hide to Shoe
Tanners and Shoe Manufacturers
Grand Rapids, Michigan



Grand Council of Michigan U. C. T.
 Grand Counselor—M. S. Brown, Saginaw.
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 Grand Executive Committee—E. A. Dibble, Hillsdale; Angus G. McEachron, Detroit; James E. Burtless, Marquette; L. N. Thompkins, Jackson.
 Next Grand Council Meeting—Lansing, June.

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

Salesmen Who Belong to the Order-Taker Class.

The Order-taker and the Drone are identical. Men of this stamp while waiting for an inspiration would find success at once, if they were not so afraid of a little perspiration.

The salesman goes out and digs up business, while the Order-taker just shambles around, waiting to be fed, like the hippopotamus in the menagerie. The only difference is that his capacity is more limited. Even having things thrown to him worries and wearies him. Mental or physical courage is lacking in his make-up to the extent that anything like effort of any sort is foreign to his comprehension when it is necessary to go after business.

As says the rag-time song, the Drone aimlessly wanders through life in the atmosphere of—"I don't know where I'm going, but I'm on my way." He is bright enough in many respects, but a natural born ne'er-do-well.

Imagine a salesman with just sufficient energy to send out advance cards and check trunks from one town to another; whose sole ambition seems centered in drawing his breath and his pay, and you have a life-size picture of the Order-taker.

The Order-taker drops out of the race at the first wayside shelter on the slope of Mount Success; but he is a different type from the Knocker, as he does no actual harm, although he fails to get anywhere. Besides, knocking requires energy, even if perverted. The mediocre capacity must be eked out by brave resolve and persistent effort.

When the old lady was training her son for the trapeze, the boy made three or four rather ineffectual efforts to get over the bar. Then she was

heard to suggest: "John Henry Hobbs, if you will just throw your heart over the bar, your body will follow."

And thus it is with the salesman who is inclined to take things easy. If he will just throw his heart into his work, success will follow, and then he will see the employer's and employe's interests going forward hand in hand, as they should go, supporting each other.

The hardest fortune of all is to find fortune easily.

Good hard work is one of the richest blessings that God has given man. The Idler, the Drone, the Order-taker, or whatever we may choose to call him, either in salesmanship or out of it—the man who fails to make the most of his privilege to work and amount to something—sins not only against his Maker, but against himself and society.

Many an otherwise good salesman has remained all his life in the lightweight class, solely because he lacked faith in himself.

Faith is the lever that moves mountains.

Faith is not faith until it gets into your fingers and your feet.

Faith begets faith. The salesman who has faith in himself has faith in his territory and faith in his house. His employers and his customers, seeing the strength of his position, place their faith in him also.

There is no standard broad enough or high enough with which to measure the value of faith in the commercial world. It is the Alpha and Omega of all business activity. It is the guiding star, shedding its beams of trust, confidence, good-will, and good-cheer along the pathway of every successful transaction, large or small. There can be absolutely no trade without faith; hence, its indispensableness as a commercial asset.

The salesman of little faith in himself is not only developed in doubt and mistrust, so far as his ability to win for himself is concerned, but his faith in his proposition, his employers, and his fellow-workers hangs in the balance, reducing his chances for success to the minimum. He is apt to be peevish, ill-natured, and enshrouded in an atmosphere of insecurity, and he soon drops into oblivion or joins the large class of "floaters" who are continually looking for a job.

A salesman, to succeed, must not only have faith in himself, but faith in the article he is selling. He should approach his customer in such a manner as to leave no room for doubt that he himself believes what he says of the article he has to sell.

In a salesman of this character, faith is the source of courage, industry, and perseverance. It makes for him a strong personality. He surmounts all troubles by dint of his own energy. His name spells s-u-c-c-e-s-s.

Some one has said: "The trouble with too many young men is that their wishbones are where their backbones ought to be."

A salesman of faith will show you what he is by what he does. If you will find me a salesman who is busy for his house, I will show you a salesman that has works of faith and will do his duty whether he feels like it or not.

Some salesmen think that if they do a thing when they do not feel like it, they are hypocrites. Well, we will talk about that some other time.

"I feel it is my duty to do and do so."

Sing it out; you have heard such salesmen, haven't you?

I tell you what it is: to a real live wide-awake salesman, his work is a pleasure; it is a privilege. All others should keep in mind the business aphorism, "They who do no more than they are paid for get paid for no more than they do."

You know, when they first built engines, they put only two wheels on them. They would run and make schedule time, but schedule time was only just three miles an hour, and it was all they could do to pull one car. After a while they put a jack under that engine and put eight fore wheels under it, making ten in all; and that engine will cut along at the rate of fifty miles an hour, and will pull forty cars if you couple them on.

And then came the "great moguls;" those great living, snorting, prancing things of finest steel, with a speed of seventy or eighty miles an hour. That is the difference between the little two-wheeled fellow and the sort they run now. That is the difference between the Order-taker and the professional salesman. There are plenty of little two-wheelers in the business world. Brother, cut that two-wheeled business out, if you ever hope to make a schedule of more than three miles an hour.

What would you think of a man starting from home who would go trotting down the railroad on foot? You ask him why he doesn't take the cars and he answers: "Well I feel it is my duty to go on foot."

[Concluded next week.]

Salesmanship as a Profession.

Written for the Tradesman.

When some bright young fellow literally takes himself by the boot straps and lifts himself up to a position of prominence in any business or profession, it is quite common for his friends to opine that he was a natural born business man or a natural born musician or a natural born this or that, as the case may be.

Salesmanship has not escaped, and it is now quite common even among some salesmen to refer to the brighter lights in the selling world as natural born salesmen, and this I believe has led many aspirants of salesmanship to believe that the successful

salesman of to-day is fortunate in that he has extra qualifications and hidden powers, bestowed upon him at birth.

While it is true that all salesmen are natural born, the same as every one else, I do not recall in my fifteen years of experience of ever having met what I would call a natural born salesman.

I have had the pleasure of meeting some of the most successful salesmen and sales managers for some of the largest institutions in this country and I cannot say that a single one of them ever showed any evidence of being of this variety.

True, they are men of great ability, strong personality and business foresight, but I find by looking into their past history that the majority of them were awkward, bashful farmer boys or boys of poor parents, and the great ability, strong personality and business foresight which they portrayed was nothing more or less than ordinary brains coupled with study, observation, experience and hard work.

Summed up from the experience of all salesmen I have met and my own personal experience, I would say that there are only four natural requirements for a successful sales career, and these I believe are possessed by the average man, as follows:

1. Good health.
2. A good intellect.
3. A great ambition.
4. A willingness to work.

If you have these, do not hesitate to take up salesmanship, for there is no vocation to-day that offers greater opportunities for advancement. The president of one of the big automobile concerns, upon being asked his greatest need in increasing his output replied, "The need of \$10,000 a year salesmen."

The whole industrial and commercial universe hinges on the word sale, and the man that can sell need never worry about a job.

J. L. Thompson.

HOTEL CODY

EUROPEAN
 GRAND RAPIDS, MICH.

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

Hotel Brezlin

Broadway at 29th St.
 New York

"An Hotel Where Guests are Made to Feel at Home"

A High-Class Hotel
 with Moderate Rates.

Exceptionally Accessible

500 Rooms—Reasonable Restaurant Charges

RATES:

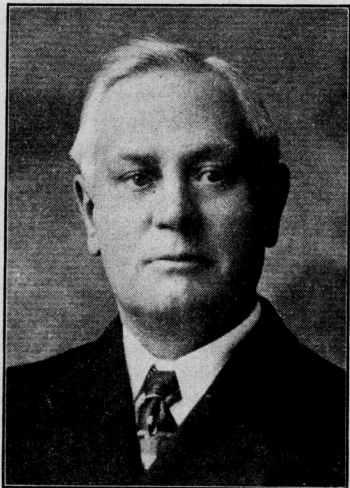
- Single Rooms with Running Water \$1.00 to \$2.00
- Single Rooms with Tub or Shower Bath \$1.50 to \$5.00
- Double Rooms with Running Water \$2.00 to \$4.00
- Double Rooms with Tub or Shower Bath \$3.00 to \$6.00

UNDER SAME MANAGEMENT AS
 COPLEY-PLAZA HOTEL, BOSTON

EDWARD C. FOGG, Managing Director
 ROY L. BROWN, Resident Manager

Gabby Gleanings From Grand Rapids

Grand Rapids, March 9.—Grand Rapids Council has passed another milestone in its history. The annual meeting at Herald hall last Saturday, March 6, closed with a total



C. C. HERRICK

membership in good standing of 461, making the largest council in the State. Good fellowship, harmony and unity characterized the annual meeting which began promptly at 10 a. m. and lasted, except for a short intermission for lunch, until the members had barely time to get home and change their clothes preparatory for the annual banquet at 6.30.

Fred E. Beardslee, the retiring Senior Counselor, handled the gavel for the last time and during the day



F. E. BEARDSLEE

took occasion to thank the officers and members for the hearty support and co-operation which they had given him during the year. Mr. Beardslee has been a most excellent officer and Grand Rapids Council is proud of its Past Senior Counselor.

Harry D. Hydorn, who has represented the Council as Secretary-Treasurer for the past six and a half years declined a nomination for re-election, stating that during his incumbency in office he has had to devote so large a portion of his time to U. C. T. affairs that it has made it impossible for him to spend as much time with his family as he would like to do. In a brief address he spoke very feelingly of his work in the Council. Mr. Hydorn has been an exceptional officer. He has been an indefatigable worker, untiring in his efforts to build up the biggest and best Council in the State. He leaves the office of Secretary-Treasurer with the friendship and good will of the entire membership.

Allen F. Rockwell was unanimously elected to succeed Mr. Hydorn as

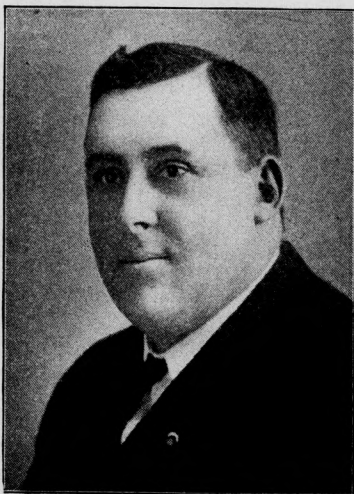
Secretary-Treasurer. Mr. Rockwell is a young man with many sterling qualities. He is well educated and talented, active and resourceful and will make an excellent man to follow Mr. Hydorn.

The officers for the ensuing year are as follows:

Senior Counselor—Cliff Herrick.
Past Senior Counselor — F. E. Beardslee.

Junior Counselor—Arthur Borden.
Conductor—E. J. MacMillan.
Page—William E. Sawyer.
Sentinel—Thomas Driggs.

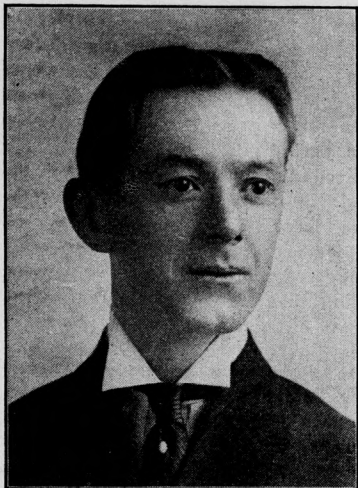
Tommy Driggs has been elected Sentinel each year to succeed himself



ARTHUR BORDEN

since the Council was organized. He is 75 years old at this election and Grand Rapids Council has the distinction of never having changed Sentinels. When the Council was organized there were thirteen members. Mr. Driggs has taken a great pride in the growth of the Association.

The thirteenth annual banquet, held in the Association of Commerce Assembly rooms, was the most brilliant event in the history of the local Council.



E. J. MacMILLAN

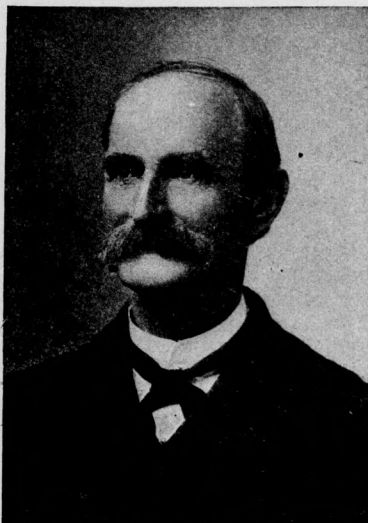
cil. Alvah Brown acted as toastmaster and his sparkling wit and humorous references kept his hearers in a roar of applause. One would not have suspected that the debonair toastmaster had participated in a \$70,000 fire the night before. The tables were beautifully decorated with flowers presented to the guests by C. L. Glasgow, of Nashville, and at each plate were dainty programmes presented by E. A. Stowe, editor of the Michigan Tradesman, another evidence of the strong friendship and admiration of Mr. Stowe for the traveling men. The G. J. Johnson Cigar Co. presented each gentleman present with a beautiful souvenir in the form of a pocket toilet outfit consisting of a mirror and comb and nail file

and little paper cutter, with a neat little admonition to take the little souvenirs along on the trips and with them to carry a happy smile.

The guests, to the number of nearly 200, were entertained from first to last with a programme which has never been surpassed in the banquets, one to thirteen, held by the local commercial travelers. At the speakers' table were gathered speakers of note. There was much disappointment because of the absence of United States Senator Charles E. Townsend, because of the serious illness of Mrs. Townsend.

It was C. L. Glasgow, of Nashville, who carried a message to his listeners in his address on "Public Sentiment," in which he took occasion to rap such as were gossiping about the proposed passenger rate increase and the financial condition of the railroads.

"Public sentiment is a mighty power,"



THOMAS DRIGGS

er, in social life, in political life, in commercial life," said the speaker. "It is a tyrannical master, it is beyond control, it affects juries and judges, and proves the innocent guilty and the guilty innocent. Centuries ago it sent an innocent man to the cross, and in Roman history and in our history it has dethroned the men of righteousness, of efficiency, of truth and of character to place in power those who are inefficient, weak and scoundrels."



ALLEN F. ROCKWELL

Governor Ferris was the guest of honor. His address was a statement of plain facts and those facts given concisely and clearly, and this intermixed with his quiet spontaneous humor, carried his listeners with him. He was greeted with splendid enthu-

iasm at his introduction and the audience rose to its feet with him, to pay him due honor.

The Governor wished "to browse around," as he termed it, and in his browsing he declared flatly against military training in the public schools.

"This is not the last war," said the Governor, "but if you want this thing to continue more frequently develop the belligerent instincts in your young American by giving him military training in the schools."

The Governor held up the traveling man as an educator and said:

"In your dress and your behavior you are educating the people. The traveling man is the one man who is teaching the fine art of manners and of dress and is leading them to habits of joyous living, for he must wear smiling and happy exterior whether he feels that way inside or not."

Rev. Daniel Roy Freeman, of All Souls' church, delivered an address in which he said: "Every person when he grows to a certain age develops for himself some certain philosophy of life." In expounding his own views Rev. Freeman said:

"It is neither the future nor the past generation that has the stage to-day. It is you and I. The work of the world is in our hands. The issues of our fathers do not belong to the modern world. We must look upon the conditions from the standpoint of modern men and women." The speaker then plead for less denominationalism and more unity of belief.

Mark Brown, Grand Counselor of Michigan, gave a short address in which he entered into the spirit of the occasion and spoke with enthusiasm of the order. Mrs. Charles G. Walker gave several readings and vocal music was furnished by Hazel Reily and instrumental by Tuller's orchestra.

The Ladies of the Four Leaf Clover Club met with Mrs. R. J. Ellwanger, 1351 Logan street, March 4. The fortunate ladies who won prizes were Mrs. Harry Hydorn, Mrs. E. Scott and Mrs. A. Wood. The Club will meet next with Mrs. John Olney, 1305 Sherman street.

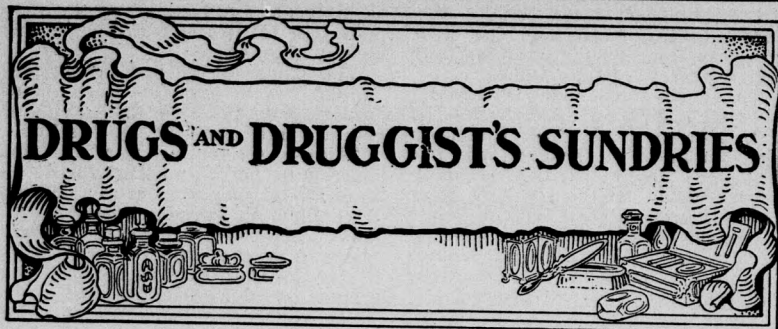
John De Jongh, of Burnips Corners, is the father of an 8 pound boy born a week ago last Tuesday. The father of the young business man has been having a severe attack of inflammatory rheumatism since the young man's advent, being unable to move either foot. The enforced confinement of Mr. DeJongh will give father and son an excellent opportunity to get acquainted.

One of the saddest deaths of the year was that of Mrs. Meuser Horling, of Pearlline, which occurred February 22. Mrs. Horling retired the night before in apparently the best of health and visited with her husband before he got up to build the fires. After he had built the fires he called to his wife and, getting no response, he went to the bedroom and found that she had expired in her sleep. Mrs. Horling was a woman of beautiful character, a faithful wife and helpmate and a devoted mother. She leaves, besides her husband, five little ones—Dena, Elizabeth, Johnnie, Jackie and Bert—to mourn the loss of a mother. The boys who make Pearlline and who knew this happy family join in sending deepest regrets and sympathy to the husband and children.

Mrs. Geo. Clouse (DeJongh & Clouse) Dorr, has been quite ill the past week, but we are glad to note is much better at the present writing.

Richard Scholten has purchased the (Continued on page thirty-two.)

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



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—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.

Why and How I Am Selling Seeds.

Botany in the back lots always appealed to me more strongly than the printed-page variety of the science, and I can get up more interest in a minute for a twin-flower by a mountain brook or an egg-plant's purpling globes, than could be aroused in a day among the finest specimens of dried vegetable drugs. It is not surprising therefore, that I took up the sale of seeds as a side line, because this brought me into direct contact with people who were well versed in botany of an alimantal as well as elemental sort, real practical botanical economy, but not wholly a prosaic economy of seed, tillage and yield; there is the esthetic side of flower-culture to raise it out of the clods.

Did anyone, I wonder, ever pick up a seed catalogue and fail to experience a desire to produce of his own effort some of those smooth red tomatoes, those fawn-colored nugget-like potatoes, those aigrets of celery, those golden beans like fingers from an aztec idol — to say nothing of the stars, suns, constellations, of peculiarly named flowers? It was this thought that led me to believe that I could sell seeds to everybody who had a plot, lot, or pot in which to grow something. Of course, I have not reaped 100 per cent. results, but I have built up a worth while trade in seeds that is increasing every year.

In the first place I decided that I should not confine my stock to seeds in packets. Somehow I stick to the old fashioned idea that customers like to see what they are getting. Now, when one buys a packet of seeds, he gets his money's worth, but not all in seeds—the lithographed packet costs something. I knew I could talk more convincingly about the "life" of my seeds if I could show these seeds to the customers; could cut one open

now and then to convince a hard-fisted agriculturist that there was "meat" in it. Then, too, I was selling, or intended to be selling, seeds not pictures; the pictures were already in the customer's hands in the enticing catalogue.

It must be admitted that it is a great deal more trouble to weigh out half an ounce of lettuce seed and put it in a small envelope than it is to hand out a packet with an unmatched head of emerald-green lettuce on it and a dozen seeds inside. But I have found in this, as in other things, that no trouble is too great, that satisfies a reasonable customer.

In the beginning I sent to several well-known seed growers for catalogues, and their prices and terms to dealers. But I could make little headway toward a decision as to which line to handle, from perusing the catalogues—and the profitability was practically the same in all cases. So I began to talk to folks with gardens, folks with farms, folks with cold-frames, folks with hot-beds, and folks with flower pots. It was a case of "many men, many minds." However, there was a fair weight of opinion in favor of one grower—he was not the one whose seeds I had used in my own agricultural efforts—and I decided to sell his line.

A carpenter built for me a case about six feet long, four feet high, and a foot deep. It was a simple structure divided into pigeon-holes ranging from about three inches by four inches to two by three, in each of which was fitted a sliding drawer with a knob. These drawers were labeled respectively with the name of the seed each contained. Out of season, this case reposes in the store-room, and is brought into the store proper about the first of March. Not all of the drawers have seed in them now; and in the first year only about forty were occupied. In addition to this case I have such seeds as corn, beans and peas in bags. These are sold by measure.

A simple balance sits on top of the seed case and envelopes, paper bags, and string are close at hand. The case itself sits in the rear of the store, so that seed buyers get a chance to see the other things that I have to sell.

Early in the year I check up the sales of the previous season, get in touch with new or improved strains and varieties of vegetables and flowers through correspondence with the grower and conversation with the planters. In this way I am enabled to get a pretty reliable idea as to the

nature and extent of my purchases of stock. All purchases are made for early delivery. With the seeds come several hundred catalogues; I also get a supply of envelopes and bags from the seedsman. As soon as the catalogues are received everybody in the store gets busy marking them so as to indicate which seeds are in stock. I mark one copy from the invoice, using a small rubber "fist" stamp on the margin opposite the name of the varieties on hand. All the catalogues are marked to correspond with this one. On the front cover is stamped a line explaining that the seeds marked with the "fist" can be supplied at once and that other varieties will be obtained to order. On the back cover is stamped the name and address of the store.

The boy is sent out to distribute catalogues to existing customers in town; other copies are sent by mail to rural customers; while still others are sent with a letter to prospective customers in town and country or handed to them in the store. No copies are given to children except in cases where it is known that they will be taken home and that the parents are interested. Occasionally I get the seedsman to send out perhaps 500 catalogues to a list of names furnished by me, and I send a letter at the same time to the same persons.

Seeds are featured in my advertisements in the local paper regularly from March 1 to May 1 and after that at intervals until mid-summer. Large spaces are not used. I get cuts to illustrate the advertisements from the seedsman. About twice in April I have a window display of seeds, and perhaps one each in May, June and July. In good growing seasons I offer a few prizes for vegetables or flowers grown from seeds purchased from me; just simple prizes such as a book on gardening or floriculture or a subscription to a home and garden periodical.

Seed selling has brought me the trade in other lines of settled folks who have their own gardens and of farm folks with whom I now have a common topic for conversation that aids much in the telling of my story as a seller of drugs.

Billee Barrie.

The Telephone as a Business Getter.

In the modern up-to-the-minute drug store, with its vast variety of sundries and side lines, accommodation occupies a prominent place in the mind of the druggist. One of his best accommodations to the public is his telephone.

The telephone is a practical proposition. It is compact; occupies very little room; adds to the appearance of the store; is handy for use by the

store; and, above all else, it brings people to your store, brings them in touch with your clerks and then by tactful, courteous treatment the customer is favorably impressed and may not purchase this time, but is sure to come in again. It is only necessary to be as pleased to have a person use your telephone as you are to make a sale and you have a new friend and future customer. Observation is one of the most human characteristics and it is but natural for the person using the telephone to look around as he does so. His eye notices something attractive on the counter. He reads the advertisement as he waits and incidentally purchases a cigar or a drink at the fountain, and, as a result of his observation, he will either buy some article now or a little later, or tell a friend that he noticed certain things at your place. This will result in continued sales.

There is one other part of the business which the telephone brings that would, otherwise, be lost. This is the telephone prescription. Quite often the physician becomes busy and having little or no time in which to write the receipt, calls up the drug store and, because you have a telephone and your neighbor has not, you are the one to benefit.

In many cities the telephone companies, originally through the N. A. R. D., have come to an agreement with the druggists whereby they share each others profits. The telephone company pays the druggist a commission and, naturally, the druggist tries to obtain patrons for the telephone company, for in doing so he adds to his own profits, through his drug department as well as through the telephone.

In conclusion, it is a means of co-operation. Quite often people come into the store and, upon finding that your price is a little higher than they expected, will go to another place, trying to obtain the desired article at a cut price. If the druggists stand together, as they should, the price can easily be obtained. Use you telephone! Call up the other druggist or druggists near and talk over the matter with them! Then, the customer will either pay that price or go without the article. It may lose that sale for you, but the party has found you courteous and your price the same, and will stop in next time.

The telephone, let us say, then, is an indispensable business getter, a true means of acquiring patrons.

John J. Posschl.

"I would rather go to heaven barefooted than to stand in the shoes of some persons I know."—Elder Berry.



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.

Acids		Mustard, true		90 @ 9 50	Ipecac	7 @ 75
Acetic	6 @ 8	Mustard, artifl'	3 00 @ 3 25	Iron, clo.	7 @ 80	
Boric	10 @ 15	Neatsfoot	65 @ 75	Kino	7 @ 80	
Carbolic	1 20 @ 1 25	Olives, pure	2 50 @ 3 50	Myrrh	7 @ 1 05	
Citric	68 @ 75	Olives, Malaga,	1 75 @ 2 00	Nux Vomica	7 @ 70	
Muriatic	1 1/2 @ 5	yellow		Opium	7 @ 2 75	
Nitric	5 1/2 @ 10	Olives, Malaga,		Opium, Capmh.	7 @ 90	
Oxalic	20 @ 25	green	1 65 @ 1 90	Opium, Deodoriz'd	7 @ 75	
Sulphuric	1 1/2 @ 5	Orange Sweet	2 25 @ 2 50	Rhubarb	7 @ 70	
Tartaric	53 @ 55	Organum, pure	7 @ 50			
Ammonia		Organum, com'l	7 @ 75	Paints		
Water, 28 deg.	6 1/2 @ 10	Pennyroyal	7 @ 75	Lead, red dry	7 @ 8	
Water, 18 deg.	4 1/2 @ 8	Peppermint	2 50 @ 2 75	Lead, white dry	7 @ 8	
Water, 14 deg.	3 1/2 @ 6	Rose, pure	14 50 @ 16 00	Lead, white oil	7 @ 8	
Carbonate	13 @ 16	Rosemary Flows	1 50 @ 1 75	Ochre, yellow bbl.	1 @ 1 1/4	
Chloride	10 @ 25	Sandalwood, E.		Ochre yellow less	2 @ 5	
Balsams		I.	6 50 @ 6 75	Putty	2 1/2 @ 5	
Copaiba	75 @ 1 00	Sassafras, true	7 @ 10	Red Venet'n bbl.	1 @ 1 1/4	
Fir (Canada)	1 50 @ 1 75	Sassafras, artifl'	7 @ 60	Red Venet'n less	2 @ 5	
Fir (Oregon)	40 @ 50	Spearmint	3 25 @ 3 50	Vermillion, Amer.	90 @ 1 00	
Peru	3 00 @ 3 25	Sperm	90 @ 1 30	Whiting, Amer.	15 @ 20	
Tolu	75 @ 1 00	Tansy	4 00 @ 4 25	Whiting, bbl.	11-10 @ 1 1/4	
Berries		Tar USP	30 @ 40	Whiting	2 @ 5	
Cubeb	85 @ 90	Turpentine, bbls.	7 @ 43	L. H. P. Prep'd	1 25 @ 1 35	
Fish	15 @ 20	Turpentine, less	55 @ 60			
Juniper	10 @ 15	Wintergreen, true	7 @ 50	Insecticides		
Prickley Ash	@ 50	Wintergreen, sweet		Arsenic	12 @ 15	
Barks		birch	3 00 @ 3 25	Blue Vitrol, bbl.	@ 6	
Cassia (ordinary)	25 @ 30	Wintergreen, art	1 75 @ 2 00	Blue Vitrol less	7 @ 10	
Cassia (Saigon)	65 @ 75	Wormseed	3 50 @ 4 00	Bordeaux Mix Pst	8 @ 15	
Elm (powd. 35c)	30 @ 35	Wormwood	4 00 @ 4 25	Hellebore, White		
Sassafras (pow. 30c)	@ 25			powdered	15 @ 20	
Soap Cut (powd.		Potassium		Insect Powder	25 @ 40	
25c	20 @ 25	Bicarbonate	25 @ 30	Lead Arsenate	8 @ 16	
Extracts		Bromide	95 @ 1 05	Lime and Sulphur		
Licorice	27 @ 30	Carbonate	28 @ 35	Solution, gal.	15 @ 25	
Licorice powdered	30 @ 35	Chlorate, xtal and		Paris Green	15 1/2 @ 20	
Flowers		powdered	38 @ 40			
Arnica	30 @ 40	Chlorate, granular	43 @ 45	Miscellaneous		
Chamomile (Ger.)	55 @ 60	Cyanide	25 @ 40	Acetanalid	75 @ 80	
Chamomile (Rom.)	55 @ 60	Iodide	7 @ 77	Alum	5 @ 8	
Gums		Permanganate	35 @ 40	Alum, powdered and		
Acacia, 1st	50 @ 60	Prussiate, yellow	30 @ 40	ground	7 @ 10	
Acacia, 2nd	45 @ 50	Prussiate, red	7 @ 75	Bismuth, Subni-		
Acacia, 3d	40 @ 45	Sulphate	20 @ 25	trate	2 97 @ 3 00	
Acacia, Sorts	20 @ 25			Borax xtal or		
Acacia, powdered	30 @ 40	Roots		powdered	6 @ 12	
Aloes (Barb. Pow)	22 @ 25	Alkanet	30 @ 35	Cantharades po	2 00 @ 2 00	
Aloes (Cape Pow)	20 @ 25	Blood, powdered	20 @ 25	Calomel	1 29 @ 1 34	
Aloes (Soc. Pow.)	40 @ 50	Calamus	40 @ 70	Capsicum	30 @ 35	
Asafoetida	60 @ 75	Elecampane, pwd.	15 @ 20	Carmine	3 75 @ 4 25	
Pure	@ 1 00	Gentian, pwd.	15 @ 25	Cassia Buds		
U. S. P. Powd.	@ 1 25	Ginger, African,	15 @ 20	cloves	30 @ 35	
Camphor	56 @ 60	powdered	22 @ 25	Chalk Prepared	6 @ 8 1/4	
Galial	50 @ 55	Ginger, Jamaica,	22 @ 25	Chalk Precipitated	7 @ 10	
Galial, powdered	55 @ 60	Ginger, Jamaica,		Chloroform	37 @ 43	
Kino	70 @ 75	powdered	22 @ 28	Chloral Hydrate	1 00 @ 1 20	
Kino, powdered	75 @ 80	Goldenale pow. 6	50 @ 70	Cocaine	4 60 @ 4 90	
Myrrh	@ 40	Ipecac, powd.	7 @ 50	Cocoa Butter	55 @ 65	
Myrrh, powdered	@ 50	Licorice	18 @ 20	Corks, list, less 70%		
Opium	9 60 @ 9 80	Licorice, powd.	12 @ 15	Copperas, bbls.	@ 01	
Opium, powd. 11	75 @ 12 00	Orris, powdered	30 @ 35	Copperas, less	2 @ 5	
Opium, gran. 12	25 @ 12 50	Poke, powdered	20 @ 25	Copperas, powd.	4 @ 6	
Shellac	28 @ 35	Rhubarb	75 @ 1 09	Corrosive Sublim.	1 25 @ 1 35	
Shellac, Bleached	30 @ 35	Rhubarb, pwd.	75 @ 1 25	Cream Tartar	35 @ 40	
Tragacanth		Rosinweed, pwd.	25 @ 30	Cuttlebone	35 @ 40	
No. 1	2 25 @ 2 50	Sarsaparilla, Hond.	@ 65	Dextrine	7 @ 10	
Tragacanth pow	1 25 @ 1 50	ground	@ 65	Dover's Powder	7 @ 10	
Turpentine	10 @ 15	Sarsaparilla Mexican,		Emery, all Nos.	6 @ 10	
Leaves		ground	30 @ 35	Emery, powdered	5 @ 8	
Buchu	2 25 @ 2 50	Squills	20 @ 35	Epsom Salts, bbls	@ 2	
Buchu, powd.	2 50 @ 2 75	Squills, powdered	40 @ 60	Epsom Salts, less	3 @ 5	
Sage, bulk	28 @ 35	Turmeric, pwd.	12 @ 15	Ergot	2 00 @ 2 25	
Sage, 1/4s loose	35 @ 40	Valerian, powd.	25 @ 30	Ergot, powdered	2 75 @ 3 00	
Sage, powdered	30 @ 35			Flake White	15 @ 20	
Senna, Alex	30 @ 35	Anise	20 @ 25	Formaldehyde lb.	10 @ 15	
Senna, Tinn.	20 @ 30	Anise, powdered	@ 25	Gambler	10 @ 15	
Senna, Tinn powd	25 @ 30	Bird, ls	@ 12	Gelatine	40 @ 50	
Uva Ursi	18 @ 20	Canary	12 @ 15	Glassware, full cases	80 %	
Oils		Caraway	15 @ 20	Glassware, less 70 & 10 %		
Almonds, Bitter,		Cardamon	2 00 @ 2 25	Glauber Salts bbl.	@ 1 1/4	
true	6 50 @ 7 00	Celery (powd. 40)	30 @ 35	Glauber Salts less	2 @ 5	
Almonds, Bitter,		Coriander	10 @ 18	Glue, brown	11 @ 15	
artificial	1 50 @ 1 75	Dill	20 @ 25	Glue, brown grd.	10 @ 15	
Almonds, Sweet,		Fennell	25 @ 30	Glue, white	15 @ 25	
true	1 25 @ 1 50	Flax	4 1/2 @ 10	Glue, white grd.	15 @ 20	
Almonds, Sweet,		Flax, ground	4 1/2 @ 10	Glycerine	25 @ 35	
imitation	50 @ 60	Foenugreek, pow.	8 @ 10	Hops	45 @ 60	
Amber, crude	25 @ 30	Hemp	@ 10	Indigo	1 50 @ 1 75	
Amber, rectified	40 @ 50	Lobelia	@ 50	Iodine	4 55 @ 4 70	
Anise	2 00 @ 2 25	Mustard, yellow	16 @ 20	Iodoform	5 20 @ 5 80	
Bergamont	4 50 @ 4 75	Mustard, black	16 @ 20	Lead Acetate	15 @ 20	
Cajeput	1 35 @ 1 60	Mustard, powd.	20 @ 25	Lycopodium	@ 1 25	
Cassia	1 75 @ 2 00	Poppy	15 @ 20	Mace	85 @ 90	
Castor, bbls. and		Quince	1 00 @ 1 25	Mace, powdered	95 @ 1 00	
cans	12 1/2 @ 15	Rape	@ 15	Menthol	3 50 @ 3 75	
Cedar Leaf	90 @ 1 00	Sabadilla	@ 35	Menthol	3 75 @ 4 00	
Citronella	1 00 @ 1 10	Sabadilla, powd.	@ 40	Morphine	5 65 @ 5 90	
Cloves	1 60 @ 1 75	Sunflower	15 @ 20	Nux Vomica	@ 15	
Cocoonut	20 @ 25	Worm American	15 @ 20	Nux Vomica pow	@ 20	
Cod Liver	1 35 @ 1 50	Worm Levant	75 @ 85	Pepper, black pow	@ 35	
Cotton Seed	85 @ 1 00			Pepper, white	@ 35	
Croton	2 00 @ 2 25	Tinctures		Pitch, Burgundy	@ 15	
Cupbess	4 25 @ 4 50	Aconite	@ 75	Quassia	10 @ 15	
Egleron	2 00 @ 2 25	Aloes	@ 65	Quinine, all brds	30 @ 40	
Eucalyptus	1 00 @ 1 20	Arnica	@ 75	Rochelle Salts	26 @ 30	
Hemlock, pure	@ 1 00	Asafoetida	@ 1 15	Saccharine	3 00 @ 3 50	
Juniper Berries	2 00 @ 2 25	Belladonna	@ 65	Salt Peter	12 @ 16	
Juniper Wood	70 @ 90	Benzoil	@ 1 00	Selditz Mixture	22 @ 25	
Lard, extra	80 @ 90	Benzoil Comp'd	@ 1 00	Soap, green	15 @ 20	
Lard, No. 1	65 @ 75	Buchu	@ 1 50	Soap, mott castile	12 @ 15	
Laven'r Flowers	@ 60	Cantharides	@ 1 80	Soap, white castile		
Lavender, Gar'n	1 25 @ 1 40	Capsicum	@ 90	case	@ 6 25	
Lemon	2 00 @ 2 25	Cardamon	@ 1 50	Soap, white castile		
Linseed, boiled, bbl.	@ 61	Cardamon, Comp.	@ 1 00	less, per bar	@ 68	
Linseed, bbl. less	@ 67	Catechu	@ 60	Soda Ash	1 1/2 @ 5	
Linseed, raw, bbl.	@ 69	Cinchona	@ 1 05	Soda Bicarbonate	1 1/2 @ 5	
Linseed, raw, less	@ 69	Colchicum	@ 75	Soda, Sal	1 @ 4	
		Cubeb	@ 1 20	Spirits Camphor	@ 75	
		Digitalis	@ 80	Sulphur roll	2 1/2 @ 5	
		Gentian	@ 75	Sulphur Subl.	3 @ 5	
		Ginger	@ 95	Tamarinds	15 @ 20	
		Guaiac	@ 1 05	Tartar Emetic	@ 60	
		Guaiac Ammon.	@ 80	Turpentine Venice	40 @ 50	
		Iodine	@ 30	Vanilla Ex. pure	1 00 @ 1 50	
		Iodine, Colorless	@ 30	Witch Hazel	@ 50	
				Zinc Sulphate	7 @ 10	

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

Cracked Wheat
Domestic Sardines
Galvanized Tubs

DECLINED

Flour

Index to Markets

By Columns

		AMMONIA		Clams		Flag Spruce		Standard		National Biscuit		Boxes	
		12 oz. ovals 2 doz. box 75		Little Neck, 1 lb. .. @ 1 00		Jug Fruit		Standard, small		Brands			
				Little Neck, 2 lb. .. @ 1 50		Red Robin		Twist, small		Butter			
		AXLE GREASE		Clam Bouillon		Spearmint, Wrigleys		Jumbo		Cases		Excelsior Butters	
		Fraser's.		Burnham's 1/2 pt. 2 25		Spearmint, 5 box jars 3 20		Jumbo, small		8 1/2		NBC Square Butters	
		1 lb. wood boxes, 4 doz. 3 00		Burnham's pts. 3 75		Spearmint, 3 box jars 1 92		Big Stick		10		Seymour Round	
		1 lb. tin boxes, 3 doz. 2 35		Burnham's qts. 7 50		Trunk Spruce		Boston Sugar Stick		9 1/2		6 1/2	
		3 1/2 lb. tin boxes, 2 doz. 4 25		Fair		Yucatan				14			
		10 lb. pails, per doz. .. 3 00		Good		Zeno							
		15 lb. pails, per doz. .. 7 20		Fancy									
		25 lb. pails, per doz. .. 12 00		French Peas									
		BAKED BEANS		Monbadon (Natural)									
		No. 1, per doz. 45 @ 90		per doz. 1 75									
		No. 2, per doz. 75 @ 1 40		Gooseberries									
		No. 3, per doz. 85 @ 1 75		No. 2, Fair									
		BATH BRICK		No. 2, Fancy									
		English		Standard									
		BLUING		Hominy									
		Jennings'.		Lobster									
		Condensed Pearl Bluing		1/4 lb. 1 85									
		Small C P Bluing, doz. 45		1/2 lb. 3 15									
		Large C P Bluing, doz. 75		Mackerel									
		Folger's.		Mustard, 1 lb. 1 80									
		Summer Sky, 3 do. cs. 1 20		Mustard, 2 lb. 2 80									
		Summer Sky, 10 dz bbl 4 00		Soused, 1 1/2 lb. 1 60									
		BREAKFAST FOODS		Soused, 2 lb. 2 75									
		Apetizo, Biscuits 3 00		Tomato, 1 lb. 1 50									
		Bear Food, Pettijohns 2 13		Tomato, 2 1/2									
		Cracked Wheat, 24-2 2 80		Mushrooms									
		Cream of Rye, 24-2 .. 3 00		Buttons, 1/2s									
		Quaker Puffed Rice .. 4 25		Buttons, 1s									
		Quaker Puffed Wheat 3 10		Hotels, 1s									
		Quaker Bkfst Biscuit 1 90		Oysters									
		Quaker Corn Flakes 1 75		Cove, 1 lb. @ 85									
		Victor Corn Flakes .. 2 20		Cove, 2 lb. @ 1 60									
		Washington Crisps .. 1 85		Plums									
		Wheat Hearts		Pears in Syrup									
		Wheatena		No. 3 cans, per doz. 1 50									
		Evaporated Sugar Corn 90		Peas									
		Farinose, 24-2		Marrowfat									
		Grape Nuts		Early June									
		Grape Sugar Flakes .. 2 50		Early June sftd 1 45 @ 1 55									
		Sugar Corn Flakes .. 2 50		Peaches									
		Hardy Wheat Food .. 2 25		Pie									
		Holland Rusk		No. 10 size can pie @ 3 25									
		Krinkle Corn Flakes .. 2 80		Pineapple									
		Minn. Wheat Cereal 3 75		Grated									
		Ralston Wheat Food 4 50		Sliced									
		Ralston Wheat Food 2 25		Pumpkin									
		Roman Meal		Fair									
		Saxon Wheat Food .. 2 75		Good									
		Shred Wheat Biscuit 3 60		Fancy									
		Triscuit, 18		Gallon									
		Pillsbury's Best Cer'l 4 25		Raspberries									
		Post Toasties, T-2 .. 2 40		Standard									
		Post Toasties, T-3 .. 2 60		Salmon									
		Post Tavern Porridge 2 80		Warrens, 1 lb. Tall .. 2 30									
		BROOMS		Warrens, 1 lb. Flat .. 2 45									
		Fancy Parlor, 25 lb. 4 25		Red Alaska									
		Parlor, 5 String, 25 lb. 4 00		Med Red Alaska 1 40 @ 1 45									
		Standard Parlor, 23 lb. 3 50		Pink Alaska									
		Common, 23 lb. 3 25		Sardines									
		Special, 23 lb. 2 75		Domestic, 1/2s									
		Warehouse, 33 lb. 4 25		Domestic, 1/4 Mustard 3 90									
		Common Whisk		Domestic, 1/2 Mustard 3 25									
		Fancy Whisk		French, 1/2s									
		BRUSHES		French, 1/2s									
		Scrub		Sauer Kraut									
		Solid Back, 8 in. 75		No. 3, cans									
		Solid Back, 11 in. 85		No. 10, cans									
		Pointed Ends		Shrimps									
		Stove		Dunbar, 1st doz. 1 45									
		No. 3		Dunbar, 1 1/2 doz. 2 50									
		No. 2		Succotash									
		No. 1		Fair									
		Shoe		Good									
		No. 3		Fancy									
		No. 7		Strawberries									
		No. 8		Standard									
		No. 9		Fancy									
		No. 10		Tomatoes									
		No. 11		Good									
		No. 12		Fancy									
		No. 13		No. 10									
		No. 14		CARBON OILS									
		No. 15		Barrels									
		No. 16		Perfection									
		No. 17		D. S. Gasoline									
		No. 18		Gas Machine									
		No. 19		Deodor'd Nap'a									
		No. 20		Cylinder									
		No. 21		Engine									
		No. 22		Black, winter									
		No. 23		CATSUP									
		No. 24		Standard									
		No. 25		Snider's pints									
		No. 26		Snider's 1/2 pints									
		No. 27		No. 1									
		No. 28		No. 2									
		No. 29		No. 3									
		No. 30		No. 4									
		No. 31		No. 5									
		No. 32		No. 6									
		No. 33		No. 7									
		No. 34		No. 8									
		No. 35		No. 9									
		No. 36		No. 10									
		No. 37		No. 11									
		No. 38		No. 12									
		No. 39		No. 13									
		No. 40		No. 14									
		No. 41		No. 15									
		No. 42		No. 16									
		No. 43		No. 17									
		No. 44		No. 18									
		No. 45		No. 19									
		No. 46		No. 20									
		No. 47		No. 21									
		No. 48		No. 22									
		No. 49		No. 23									
		No. 50		No. 24									
		No. 51		No. 25									
		No. 52		No. 26									
		No. 53		No. 27									
		No. 54		No. 28									
		No. 55		No. 29									
		No. 56		No. 30									
		No. 57		No. 31									
		No. 58		No. 32									
		No. 59		No. 33									
		No. 60		No. 34									
		No. 61		No. 35									
		No. 62		No. 36									
		No. 63		No. 37									
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		No. 82		No. 56									
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		No. 87		No. 61									
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		No. 89		No. 63									
		No. 90		No. 64									
		No. 91		No. 65									
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		No. 93		No. 67									
		No. 94		No. 68									
		No. 95		No. 69									
		No. 96		No. 70									
		No. 97		No. 71									
		No. 98		No. 72									
		No. 99		No. 73									
		No. 100		No. 74									
		No. 101		No. 75									
		No. 102		No. 76									
		No. 103		No. 77									
		No. 104		No. 78									
		No. 105		No. 79									
		No. 106		No. 80									
		No. 107		No. 81									
		No. 108		No. 82									

6

Five O'Clock Tea Bct	1 00
Ginger Snaps NBC	1 00
Graham Crackers Red	
Label, 10c size	1 00
Kaiser Jumbles	1 00
Lemon Snaps	50
Mallomars	1 00
Oysterettes	50
Premium Sodas	1 00
Royal Toast	1 00
Saratoga Flakes	1 50
Social Tea Biscuit	1 00
Unedda Biscuit	50
Unedda 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	
Family Package	2 50
Fruit Cake	3 00

In Special Tin Packages	
Adora, 10c size	1 00
Festino	2 50
Nabisco, 10c	1 00
in bulk, per tin	1 75
Festino	1 50
Bent's Water Crackers	1 40

CREAM TARTAR	
Barrels or Drums	38
Boxes	39
Square Cans	41
Fancy Caddies	46

DRIED FRUITS	
Apples	
Evapor'd Choice blk	8
Evapor'd Fancy pkg.	

Apricots	
California	11@14
Citron	
Corsican	16½

Currants	
Imported, 1 lb. pkg.	9
Imported, bulk	8½

Peaches	
Muir's-Choice, 25lb.	6½
Muir's-Fancy, 25lb.	7½
Fancy, Peeled, 25lb.	12

Peeled	
Lemon, American	12½
Orange, American	12½

Raisins	
Cluster, 20 cartons	2 25
Loose Muscatels, 4 Cr.	7½
Loose Muscatels, 3 Cr.	7½
L. M. Seeded, 1 lb. 8½	9¼

California Prunes	
90-100 25lb. boxes	@ 7½
80-90 25lb. boxes	@ 8½
70-80 25lb. boxes	@ 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 1 lb. packages	1 50
Bulk, per 100 lb.	4 50

Original Holland Rusk	
Packed 12 rolls to container	
3 containers (40) rolls	3 20

Hominy	
Pearl, 100 lb. sack	2 25
Maccaroni and Vermicelli	
Domestic, 10 lb. box	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.	

Tapioca	
Flake, 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
1½ to 2 in.	11
2 in.	15
3 in.	20

Cotton Lines	
No. 1, 10 feet	5
No. 2, 15 feet	7
No. 3, 15 feet	9
No. 4, 15 feet	10
No. 5, 15 feet	11
No. 6, 15 feet	12
No. 7, 15 feet	15
No. 8, 15 feet	18
No. 9, 15 feet	20

Linen Lines	
Small	26
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 Terpenless	
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, 2½ oz.	2 25
No. 3, 2½ oz. Taper	2 00
No. 2, 1½ oz. flat	1 75

FLOUR AND FEED	
Grand Rapids Grain & Milling Co.	
Winter Wheat	

Purity Patent	7 30
Matchless	7 10
Fancy Spring	7 60
Wizard Graham	7 10
Wizard, Gran. Meal	4 90
Wizard Buckw't cwt.	3 60
Rye	7 50

Valley City Milling Co.	
Lily White	8 00
Light Loaf	7 50
Graham	3 40
Granena Health	3 50
Gran. Meal	2 05
Bolted Med	1 95

Voigt Milling Co.	
Voigt's Crescent	8 00
Voigt's Royal	8 40
Voigt's Flour	8 00
Voigt's Hygienic Graham	6 35
Watson-Higgins Milling Co.	
Perfection Buckwheat	

Flour	6 20
Perfection Flour	7 85
Tip Top Flour	7 35
Golden Sheaf Flour	6 95
Marshall's Best Flour	8 20

Worden Grocer Co.	
Quaker, paper	7 00
Quaker, cloth	7 10

Kansas Hard Wheat	
Voigt Milling Co.	
Calla Lily	8 00

Worden Grocer Co.	
American Eagle, ½s	7 50
American Eagle, ¼s	7 40
American Eagle, ⅓s	7 30

Spring Wheat	
Roy Baker	
Mazepa	7 25
Golden Horn, bakers	7 15
Wisconsin Rye	6 25
Bohemian Rye	6 75

Judson Grocer Co.	
Ceresota, ½s	7 40
Ceresota, ¼s	7 50
Ceresota, ⅓s	7 60

Voigt Milling Co.	
Columbian	8 25

Worden Grocer Co.	
Wingold, ½s cloth	8 00
Wingold, ¼s cloth	7 90
Wingold, ⅓s cloth	7 80
Wingold, ½s paper	7 85
Wingold, ¼s paper	7 80

Meal	
Bolted	4 70
Golden Granulated	4 90

Wheat	
New Red	1 44
New White	1 40

Oats	
Michigan carlots	58
Less than carlots	60

Corn	
Carlots	75
Less than carlots	77

Hay	
Carlots	12 00
Less than carlots	14 00

Feed	
Street Car Feed	32 00
No. 1 Corn & Oat Feed	32 00
Cracked Corn	31 00
Coarse Corn Meal	31 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
Knox's Acidu'd doz.	1 25
Nelson's	1 50
Oxford	75
Plymouth Rock, Phos.	1 25
Plymouth Rock, Plain	90

GRAIN BAGS	
Broad Gauge	18
Amoskeag	19

Herbs	
Sage	15
Hops	15
Laurel Leaves	15
Senna Leaves	25

HIDES AND PELTS	
Hides	
Green, No. 1	14
Green, No. 2	13
Cured, No. 1	16
Cured, No. 2	15

8

Calfskin, green, No. 1	15
Calfskin, green, No. 2	13½
Calfskin, cured, No. 1	16
Calfskin, cured, No. 2	14½

Pelts	
Old Wool	60@1 25
Lambs	75@1 00
Shearlings	75@1 00

Tallow	
No. 1	@ 5
No. 2	@ 4

Wool	
Unwashed, med.	@ 20
Unwashed, fine	@ 15

HORSE RADISH	
Per doz.	90

Jelly	
5lb. pails, per doz.	2 30
15lb. pails, per pail	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

MOLASSES	
New Orleans	
Fancy Open Kettle	42
Choice	35
Good	22
Fair	20

Half barrels 2c extra	
Red Hen, No. 2½	1 75
Red Hen, No. 5	1 75
Red Hen, No. 10	1 65

MUSTARD	
½ lb. 6 lb. boxes	16

OLIVES	
Bulk, 1 gal. kegs 1 00	@ 16
Bulk, 2 gal. kegs 95	@ 16
Bulk, 5 gal. kegs 90	@ 10 00

Stuffed, 5 oz.	
Stuffed, 8 oz.	1 25
Stuffed, 14 oz.	2 25
Pitted (not stuffed)	
14 oz.	2 25
Manzanilla, 8 oz.	90
Lunch, 10 oz.	1 35
Lunch, 16 oz.	2 25

Queen, Mammoth, 19	
oz.	4 25
Queen, Mammoth, 23	
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 50
No. 20, Rover, enam'd	1 25
No. 572, Special	1 75
No. 98 Goff, Satin fin.	2 00
No. 808, Bicycle	2 00
No. 632 Tour'n't whist	2 25

POTASH	
Babbitt's, 2 doz.	1 75

PROVISIONS	
Barreled Pork	
Clear Back	22 00@23 00
Short Cut Clr	21 00@22 00
Bean	17 00@18 00
Brisket, Clear	27 00@28 00
Pig	
Clear Family	26 00

Dry Salt Meats	
S P Bellies	14½@15

Lard	
Pure in tierces	11½@12
Compound Lard	8½@9
80 lb. tubs	advance ¼
60 lb. tubs	advance ¼
50 lb. tubs	advance ¼
20 lb. pails	advance ¼
10 lb. pails	advance ¼
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
Hams, dried beef	
sets	29 @30
California Hams	10½@11

Picnic Boiled	
Hams	19½@20
Boiled Hams	22 @23
Minc'd Ham	14 @14½
Bacon	16 @22

9

Sausages	
Bologna	10½@11
Liver	9½@10
Frankfort	12 @12½

17

FOOTE & JENKS' COLEMAN'S (BRAND)
Terpeneless **Lemon and** High Class **Vanilla**
Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to
FOOTE & JENKS, Jackson, Mich.

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

FOOTE & JENKS' COLEMAN'S (BRAND)
Terpeneless Lemon and High Class Vanilla
 Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to
FOOTE & JENKS, Jackson, Mich.

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.

Salesman—Best side line on the market; easy to sell; light samples. M. E. Wright, 714 Free Press Bldg., Detroit, Michigan. 934

For Sale—Southwestern Michigan; a \$2,600 drug stock and fixtures; will sell cheap; immediate possession. Address Dr. Onontyoh, Plainwell, Mich. 935

For Sale—No. 1 peddling wagon to carry a general line of goods at a bargain. Tony Fox, Fowler, Mich. 936

For Sale—Stock of dry goods, furnishings, groceries, etc., about \$12,000. In live Wisconsin town. Stock is clean; location excellent. Owner retiring. J. C. Rothrock, 2963 Prairie Ave., Chicago, Ill. 939

Have 90-acre farm to trade for grocery or dry goods stock; price \$5,000; will trade as much equity for goods as \$3,000; extra good bargain; good land and buildings. Address Douglas Lamb, Harrisburg, Illinois. 940

For Sale or Rent—Three story brick building and basement, 22 x 84, central location in village of 2,000. Address No. 950, care Tradesman. 950

Hotel DeHaas, a thirty-five room brick hotel, fifteen other rooms available, on main corner in Fremont, a live growing town of 2,500 in the fruit belt of Western Michigan; this is a money maker, as it is the only first-class hotel here; cost \$30,000; will sell for \$15,000; easy terms; will not rent; reason, age. No license and four sub-rentals. Address Dr. N. DeHaas, Fremont, Michigan. 946

For Sale—Well established and equipped lunch room located on best business street diagonally opposite Interurban depot. Rent only \$35 per month. Will sell for \$1,500 cash. J. S. Pino, 24 West Eighth St., Holland, Michigan. 947

Will Exchange—985 acres timber land near Manchester, Tenn., for city property or merchandise. Price \$13.50 per acre. Several small farms. N. L. May, Nashville, Tenn. 938

For Sale—Drug store, in beautiful Southern Michigan city of 6,000. This is an excellent opportunity. Good trade and full prices. Owner must change climate. Address No. 948, care Tradesman. 948

For Sale—A half interest in a well established, successful wholesale business. Purchaser to take active position as Secretary or Treasurer. Capital required \$15,000, half cash, balance to suit purchaser. For full particulars address 949, care Tradesman. 949

For Sale or Rent—Store building, house, barn, one acre of ground; in good Scandinavian community. Excellent location for country store. Central Minnesota. J. C. Rothrock, 2963 Prairie Ave., Chicago, Ill. 941

For Sale—First-class men's furnishing goods and made-to-measure clothing store. Enquire of A. K., c-o Michigan Tradesman. 942

For Sale—First-class clothing store in a town of about 4,000. Stock in store worth about \$4,000. Enquire of W. O., care Michigan Tradesman. 943

For Sale—Dry goods and men's furnishings stock; best location for neighborhood store in Southern Michigan; retiring from business. A splendid opportunity for one with limited capital. For quick sale will make bargain price—less than \$2,000. Address, Paul E. Gros, 36 Washington avenue, N., Battle Creek, Michigan. 944

Fulton, Michigan, wants a drug store. General store with drugs would pay well. Address L. E. Quivey, Fulton, Michigan. 909

For Sale—My store, dwelling, stock of general merchandise and fixtures, very reasonable for cash. No traders need answer. W. H. Smith, Wallin, Michigan. 910

Auctioneer—Who will talk the cash out of your merchandise. Speed 500 words per minute. Protecting cost. References if necessary. Mark Hanna Prewitt, Harrisonville, Mo. 912

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—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

Merchandise Sales Conducted. Stocks reduced or closed out entirely. Greene Sales Co., Jackson, Michigan. 900

We buy and sell second-hand store fixtures. Grand Rapids Merchandise & Fixtures Co., 803 Monroe Ave. 204

Wanted—Dealers handling rugs to write us. We have a proposition that will certainly be interesting to you. Buckeye Manufacturing Co., Canton, Ohio. 884

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

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

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

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

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 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

For Sale—10 acres of 4 year old apple orchard with the Twin Falls Deep Creek Orchard Company, located at Hollister, Idaho. Bargain if taken quick. Chas. Tappan, Chelsea, Iowa. 926

Wanted—\$10,000 to invest in improved suburban real estate at six per cent. interest. R. A. Caldwell, Grandville, Mich. 928

Doctor—Do you want a practice that pays \$8,000 to \$10,000 a year strictly cash? This practice, office furniture and fixtures, worth \$2,000, free if you will buy the doctor's home. Doctor's health demands a rest. Write for particulars. A. K. 29, care Tradesman. 930

For Sale or Exchange—A grocery stock and five farms. Will take a good automobile as part payment and give easy terms on all of them. C. A. Sullivan, Alma, Michigan. 931

For Sale or Lease—Location for canning factory. Some money to invest. R. A. Caldwell, Grandville, Mich. 929

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kaufer, Milwaukee, Wis. 925

For Sale—Several good second-hand soda fountains which are now in operation and owned by parties who wish to install our 1915 Walrus outfits. Hazeltine & Perkins Drug Co. A. W. Olds, Salesman. 914

For Sale—Stamping shop, letter patent on electrical bell push button. Lease up to September 2, 1917. No rent. \$11,000. For further particulars write Joseph L. Simek, 561 Dix Ave., Detroit, Michigan. 920

Safes Opened—W. L. Slocum, safe expert and locksmith. 97 Monroe Ave., Grand Rapids, Mich. 104

For Rent—Store, building adapted for clothing and men's furnishing goods stock. Located in Northern Michigan. 2,500 year round population and 6,000 during the resort season. Address 923, care Michigan Tradesman. 923

For Exchange—Have fine Illinois farm which will trade at the cash price for stock general merchandise. Six room house, three good barns, good fencing, fine land. Rents for half, delivered to market. About \$18,000. Address Box 97, Greenup, Ill. 918

For Sale—Bazaar stock and store or will sell stock and rent building; best location in a No. 1 town of 600; only store of kind and plenty room to enlarge stock. Inventory \$1,500. Address No. 919, care Tradesman. 919

For Sale—No Trades—Clean stock dry goods and groceries, small town, good territory, established twelve years. Have good trade. Stock and fixtures about \$6,000. Can be reduced. Good reasons for selling. Address No. 915, care Tradesman. 915

Wanted—I want to buy a shoe stock for spot cash. Price must be low. Address "Hartzell," care Tradesman. 907

We pay CASH for merchandise stock and fixtures. Grand Rapids Merchandise & Fixtures Co., 803 Monroe Ave. 203

For Sale—On account of illness, store building and small stock of dry goods, shoes and clothing. Best location in town. Alex Morris, Honor, Mich. 933

AUCTIONEER.

Auctioneer—Merchandise and real estate sold by latest auction methods. Write for a date to the specialist. Flood, Dexter, Michigan. 921

PRINTING.

1,000 letter heads \$1.50. 5,000 \$5. Copper Journal, Hancock, Mich. 917

HELP WANTED.

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.

Wanted—Position as clerk in grocery or general department store. Have had two years' experience. Can furnish references if desired. Address 945, care Tradesman. 945

Position Wanted—All-around man; eight years' experience in general store; four years in grocery store. P. O. Box 156, Charlottesville, Indiana. 932

Registered Pharmacist—Twelve years' experience; thirty years old; best references; acquainted with all lines. Four years as manager; employed now. Wishes to make change. Address 937, care Michigan Tradesman. 937

ENGRAVING

IN WOOD

*For many subjects
of a mechanical nature
wood engravings
are not only better
for printing and for
making electrotypes
but are cheaper than
halftones. Both are
made by*

TRADESMAN COMPANY

GRAND RAPIDS, MICHIGAN.

Economic Coupon Books

They save time and expense.
They prevent disputes.
They put credit transactions on cash basis.
Free samples on application.

TRADESMAN COMPANY, Grand Rapids, Mich.

Gabby Gleanings From Grand Rapids.

(Continued from page twenty-five.)
store and stock of general merchandise of John Van Der Zaag, at Jamestown, and will continue the business. This store property is one of the good locations in this section and we predict that Mr. Scholten will enjoy a profitable business in his new venture.

Margaret Alschuler, infant daughter of Mr. and Mrs. Herbert Alschuler, died at the home Monday morning of acute indigestion. Members of Grand Rapids Council join in extending sympathy to Mr. and Mrs. Alschuler.

Richard Warner, Jr., 4 Allen place, is slowly convalescing from a severe attack of typhoid fever. His many good friends wish him a speedy recovery.

Henry Booth, 642 Cherry street, with the United States Radiator Co., is home from the hospital recovering from an operation. Again we extend congratulations.

Paul Henderson, a member of the Winegar Furniture Co. sales force for six years, is representing the Alexander Molasses Co., making this city his home.

Mr. and Mrs. George W. Chappell and daughter, Jane, left last Saturday for Pasadena, Calif., and other objective Western points. During their trip they will visit the big fairs, both at San Diego and San Francisco, also stop at Los Angeles, Salt Lake City and other points of interest. Mr. Chappell has been traveling salesman for the Powers & Walker Casket Co., of this city, for twenty-one years and during that time has never taken an extended vacation nor a pleasure trip out of the State. George says this trip is distinctly one belonging to the pleasure variety and we who know his close attention to business know he deserves it. We trust he and his family may all enjoy a successful and pleasant journey.

George Newhall, the popular grocery salesman for the Judson Grocer Co., has just purchased a new Dodge car and in the near future may be expected to be seen making the most difficult territory on high. This is automobile language and must not be confused with that often used by sky pilots.

The Worden Grocer Co. has just added another automatic weighing machine to its equipment in the coffee packing room. The popularity of Worden's well-known brands of coffee has grown so steadily that the concern has been compelled to double its roasting and packing capacity the last year in order to take care of all orders promptly.

This issue closes a year's appointment as official scribe for the Tradesman. The year has been a pleasant one. If the writer has been of service to any one he is glad, for after all one finds the greatest pleasure in trying to be of service to others. It has been our aim in these columns to boost for Grand Rapids and Western Michigan. The writer has an abiding faith that our institutions will accomplish as great things in the future as they have in the past.

The writer is proud to be a member of the traveling men's profession and he would instill that pride in every man who carries the grip.

It has been a great pleasure to know the Tradesman and the man guiding its affairs. The writer has a high regard for the editor, E. A. Stowe. He is broad minded and generous, yet firm and tenacious when it comes to principles which he considers right.

There is never a question about how the Tradesman stands on any subject. Never a chance for doubt. The editor states what he believes. He believes what he states and he is willing to fight for his convictions. Whether we always agree with him or not doesn't matter. We like the

man who stands on the principles he believes in with both feet.

William E. Sawyer.

The Tradesman has had a dozen or more correspondents designated by Grand Rapids Council, but none have worked harder or accomplished more than Mr. Sawyer. His time and his energies were given to the service cheerfully and unstintedly. With deep feeling the editor of the Tradesman and his associates record their high appreciation of Mr. Sawyer's unusual qualities and valuable services and their sense of loss in his retirement.

Specialty Men Have An Enjoyable Banquet.

The Michigan Auxiliary of the American Specialty Manufacturers Association held what proved to be one of their most successful banquets at the Livingston Hotel, Grand Rapids, Friday, Feb. 26. Covers were laid for fifty, including representatives of some of the leading jobbing houses in Western Michigan. Also officers of the Michigan and Grand Rapids Retail Grocers' Association.

James A. McRae acted as toastmaster for the occasion. H. F. Thunhorst, of New York City, Secretary of the National Association, delivered an address on co-operation between the three branches of trade—manufacturer, jobber and retailer.

Other speakers were Arthur E. Gregory, President of the Michigan Wholesale Grocers' Association; H. U. Bigger, retiring Secretary of the Michigan and Indiana Wholesale Grocers' Associations and Fred W. Fuller, retiring Secretary of the Michigan Retail Grocers' Association.

The dinner was served in the new Livingston cafe, after which the guests and members, lock-stepped their way to the tune of Tipperary to the reception room on the fourth floor, where an interesting programme was enjoyed. The programme was opened with a violin solo by Carl B. Orwant, of the Kellogg Toasted Corn Flake Co., who also rendered several other musical numbers during the evening, which were well received. E. Kruse (Caruso), the popular vocalist, rendered several selections which were highly appreciated by the audience. George Leipziger, one of the B. J. Johnson Soap Co.'s entertainers, made his usual hit with his original parodies on members present, and a slate trick which would make Keller green with envy had he been there.

The committee sprung the surprise of the evening when they produced the star of the cabaret, the attractive Miss LaSalle, of the LaSalle Trio, who rendered some of her best song hits and retired amid a shower of carnations. Leo Leipziger, another of the B. J. Johnson Soap Co.'s entertainers, surprised the audience with his very clever Hebrew impersonations.

Prof. Leon E. Patsch was the official piano accompanist for the evening.

The programme was concluded by singing Tipperary and all voted that they had spent a very enjoyable evening. The committee in charge of the evening's entertainment were President James A. McRae, of the

Corn Products Refining Co.; Vice-President G. O. Gallup, of the Beech Nut Packing Co.; Secretary S. H. Ayres, of the Kellogg Toasted Corn Flake Co.; G. Oasting, of the Corn Products Refining Co., and J. S. Hansel, of the Joseph Campbell Canning Co.

Has Reached His Eightieth Birthday.

The Tradesman is in receipt of a photograph of P. M. Lonsbury, taken on his 80th birthday, which occurred March 3, a reproduction of which is published herewith. Mr. Lonsbury resided in Allegan several years prior to 1872, where he was principal of the public schools for several years. He took charge of the public schools of Reed City in the fall of 1872, having previously formed a co-partnership with Charles Clark and engaged in the drug business at Reed City under the style of Clark & Lonsbury. He continued in charge of the



PHILO M. LONSBURY

educational interests of Reed City for several years, when the retirement of Mr. Clark from the drug store forced him to devote his entire time to the drug business. He continued in the drug trade at Reed City about thirty years, selling out about a dozen years ago and going to the coast to reside. He is now located in Seattle, of which city he is very fond.

Mr. Lonsbury acquired a comfortable competence in retail trade, but he possesses also the good name that is rather to be chosen than riches. His career of honesty and integrity and kindness will long remain an example and an inspiration to those who lived in Reed City in the early days. The community was made poorer by his removal to a distant state, but it is immeasurably rich in the legacy of character he left with his former friends and associates in the old home town. His good influence over the young people of Reed City—those who were

young forty years ago—can never be computed in dollars and cents.

The Tradesman joins Mr. Lonsbury's numerous friends in expressing the hope that he may be permitted to round out 100 years—and then some.

Manufacturing Matters.

Detroit—The Cadillac Cigar Box Co., manufacturer and dealer of cigar boxes and labels, has been incorporated with an authorized capital stock of \$10,000, all of which amount has been subscribed and paid in in property.

Mt. Clemens—The Auto Tire Armor Co., Ltd., manufacturer and dealer in automobile accessories, has been incorporated with an authorized capital stock of \$10,000, of which amount \$8,000 has been subscribed and \$4,000 paid in in cash.

Detroit—Cyrenius Adelbert Newcomb, senior member and founder of the Newcomb, Endicott Co., Vice-President of the Anderson Electric Car Co., and one of the most prominent figures in Detroit civic and business progress during the last half century, died suddenly at his home March 9. Mr. Newcomb had not been confined to his bed by his illness, but Tuesday morning he complained of feeling ill, and retired. Little fear was felt that his condition was serious, and his sudden death was a great shock to the family and all connected with his life. Coming to Detroit in 1868, Mr. Newcomb took hold of a mercantile business, the sales of which were reckoned in thousands of dollars. At the time of his death the business of the same concern had swelled to great proportions, and is spoken of in millions. The Newcomb, Endicott Company, of which he was the head, has grown in that time to be one of the largest in the West. Business did not absorb all his time, however, and he was a strong force for civic progress and moral uplift for over forty years. The time of his residence here. He was an ardent advocate in the cause of temperance, and was one of the organizers and chief supporters of the First Universal church in Detroit. In politics he was a Republican where National and State issues were concerned, but strongly independent in affairs relating to the government and improvement of Detroit.

A Manchester woman who is past 85 years of age put up a two-quart can of sugar pears in September, 1857, and Sunday the can was opened. The fruit was found to be as firm as if only placed in the can a few months ago. There was not a particle of mold or decay on the fruit. A large cork was used as a cover to the can, which was made air-tight by a preparation of beeswax and rosin. The sugar pears, nearly 57 years old, had juice as rich as wine and were better than canned fruit preserved under scientific modern processes.

BUSINESS CHANCES.

For Sale—Nine Coleman street lamps. A bargain. Address, Village Clerk, Waldron, Michigan. 951

For Sale Cheap—An Edison rotary mimeograph No. 75. In first-class condition, used only a few times. For quick sale will sell at a sacrifice. Address J. I. Fisenberg, Santa Barbara, Cal. 952



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

**MOVES QUICKLY
from your shelves**

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

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

CORN PRODUCTS REFINING CO.
NEW YORK

ALWAYS ON GUARD

SUCCESS is the most potential word in our language. Success is the incontestable measure of personal fitness. Twenty successful men direct the fortunes of this great company. Individually and collectively they form the highest standard of financial responsibility, integrity and ability. Your estate will be safe in their hands.

DIRECTORS

Willard Barnhart
John Duffy
E. Golden Filer
Flint City, Mich.

Wm. H. Gay
F. A. Gorham
Thomas Hume
Muskegon, Mich.

Henry Idema
Wm. Judson
Jas. D. Lacey
Chicago, Illinois
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Edward Lowe
W. W. Mitchell
Cadillac, Mich.

R. E. Olds
Lansing, Mich.

J. Boyd Pantlind
William Savidge
Spring Lake, Mich.

Wm. Alden Smith
Dudley E. Waters
T. Stewart White
Lewis H. Withey
M. S. Keeler

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

THE MICHIGAN TRUST CO.

Quality Tea

There is no beverage more Healthful, Refreshing and Invigorating than Tea.

No article of commerce more important in the selection than Tea.

Nothing more profitable to the Retail Grocer and nothing in which more care should be taken in the purchasing.

We carry the largest and most select assortment in Michigan.

Our Package Teas are packed specially for us in the original countries of growth and are never repacked by us. Our grades are always maintained and selected for Cup Quality.

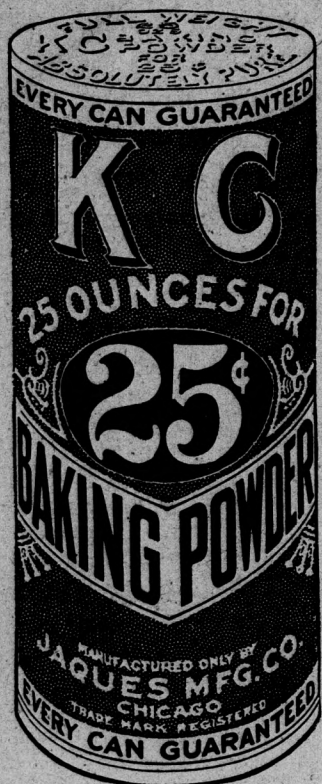
We import direct from Japan, Ceylon and China.

We are distributing agents for Tetley's Celebrated Ceylon and India Teas, universally acknowledged the Best and Purest.

We are at your service.



Judson Grocer Co.
The Pure Foods House
Grand Rapids, Michigan



THIS PACKAGE

Represents

the very best quality of baking powder any dealer can offer his customers, regardless of price.

We Guarantee

KC BAKING POWDER

will please your most particular customers. Retail price refunded on any can returned.

"Keep It In Front"

Look Out For Him, He'll Bear Watching

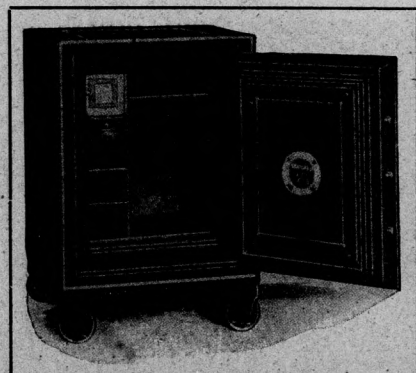


Whenever you run across a man who brands all business men as thieves and liars, you'd better play safe and make him pay cash.

You bet you had. We never knew a man who was suspicious of everything and everybody, who wasn't a good man not to do business with.

We have said it before and we say it again, there are other safes made just as good as ours but none any better. If therefore you need a safe—and if you haven't one you certainly do—we should like mighty well to tell you all about our safes, how they are made, what they are made of and the prices we can offer you.

Dropping us a card today asking for this information will place you under no obligation to us. Will you do it? 



Grand Rapids Safe Co.

Tradesman Building

Grand Rapids, Michigan