

The Rosary of Tears

Some reckon their age by years,
Some measure their life by art;
But some tell their days by the flow of their tears,
And their lives by the moans of their heart.

The dials of earth may show
The length, not the depth of years—
Few or many they come, few or many they go—
But time is best measured by tears.

Ah! not by the silver gray
That creeps through the sunny hair,
And not by the scenes that we pass on our way,
And not by the furrows the fingers of care
On forehead and face have made—
Not so do we count our years;
Not by the sun of the earth, but the shade
Of our souls, and the fall of our tears.

For the young are oftentimes old,
Though their brows be bright and fair;
While their blood beats warm, their hearts are cold—
O'er them the spring—but winter is there.

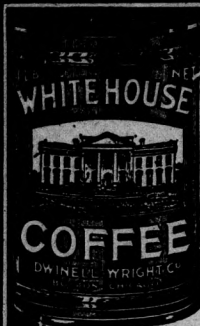
And the old are oftentimes young
When their hair is thin and white;
And they sing in age, as in youth they sung,
And they laugh, for their cross was light.

But, bead by bead, I tell
The Rosary of my years;
From a cross—to a cross they lead; 'tis well,
And they're blest with a blessing of tears.

Better a day of strife
Than a century of sleep;
Give me instead of a long stream of life
The tempests and tears of the deep.

A thousand joys may foam
On the billows of the years,
But never the foam brings the lone back home—
He reaches the haven through tears.

Abraham J. Ryan.



**We
Want You
To Know That**

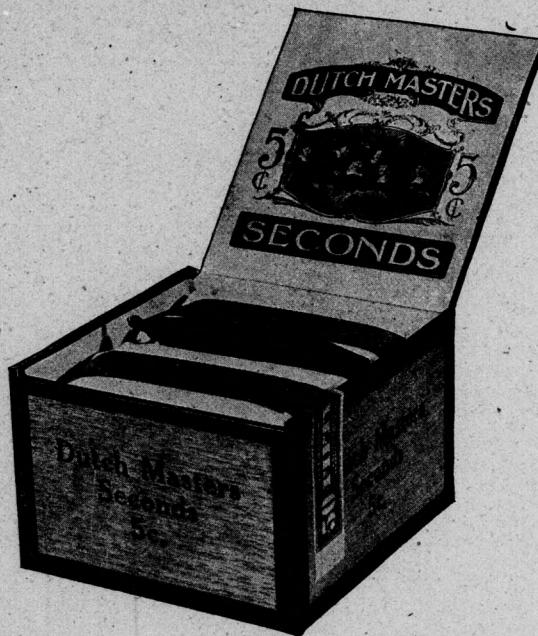
"WHITE HOUSE"

is the very finest, most dependable, most uniform and satisfactory Coffee on earth; and we want to have you understand that it is the principal table beverage of thousands upon thousands of families who drink it *exclusively*; and that no sort of inducement could be offered to cause them to change to some other brand.

DWINELL-WRIGHT CO., BOSTON - CHICAGO.

Judson Grocer Co.
Wholesale Distributors
Grand Rapids, Michigan

DUTCH MASTERS SECONDS



Will stimulate your trade Handled by all jobbers

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

TALK

Over Citizens
Long Distance Lines
Connecting with 200,000 Telephones in the State.
85,000 in Detroit.

COPPER METALLIC CIRCUITS

Citizens Telephone Company

Good Yeast
Good Bread
Good Health

Sell Your Customers
**FLEISCHMANN'S
YEAST**



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 24, 1915

Number 1644

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THE GROCER AT EASTER TIME

Easter means an opportunity for the grocer to profit from the pent-up appetites of a large proportion of his customers. Abstinence from certain articles of food for six long weeks must inevitably be followed by a sort of physiological reaction. And this means that right now people are thinking of "the good things" that will soon be once more permissible on their tables. The grocer who has his plans laid for displaying and advertising the good things when they are once more in season will find himself rewarded for his forethought.

The closing days of Lent the merchant should prepare window and counter displays that will appeal to the imminent needs of his customers. Such displays will possess, right now, an unusual degree of selling power.

Eggs are timely. Saturday's displays should include eggs. One grocer a few years ago pulled off a good display stunt. He had in his window a cage containing a couple of fine, well kept hens, and around the cage on the window floor a plentiful showing of eggs. The show card read: "New laid Eggs for Easter Sunday—20c." Egg displays of any kind are good. Only this point should be kept in mind: that eggs exposed to hot sun deteriorate in quality. Therefore, the life of an egg display is necessarily brief, and the display must be soon changed.

A popular combination in grocery display is ham and eggs. Hams and eggs can be shown in conjunction, with a few other lines to fill in. For instance, green goods, which are just coming in—lettuce, onions, and radishes, if available—will not merely sell themselves but will add color and attractiveness to the window.

This is an excellent time to play up the green goods and fresh fruit department of the store. People are unconsciously looking for these things and the grocer who shows them to advantage in his windows will easily pull trade. Show cards should be worked into these displays, and it is generally well to give prices. On this point merchants differ as to the best

policy; but as a rule prices attract far more customers than they repel. In any event, a show card emphasizing the freshness, the crispness, the excellent quality of the green goods shown will add to the attractiveness of the goods and do much to facilitate sales.

Simultaneously, the merchant will do well to call attention to these goods in his newspaper space. One merchant, whenever anything new of this sort comes in, makes good use of "reading notices"—short two and three line items run among the personals, and, usually, printed in black-faced type.

The telephone number is a good stunt in such advertising. It suggests, to the housewife who has a telephone, the advisability of ordering at once. And the person with a telephone is almost invariably of the better class of customers.

The merchant who handles flowers on commission can use them to advantage in his Easter trim. The grocery window at Easter can, if necessary, be made very elaborate.

The great essential, however, is to show the goods that people want—the foodstuffs that, after six weeks of abstinence, they are craving for. Such a display at the psychological moment will pull trade, regardless of all fancy accessories.

The horrors of the war have extended to the alphabet. A French scholar, now at the front, has suggested to the Academy that the letter k be rigorously suppressed on the ground that it is a "thoroughly Germanic" character. The writer does not specify, but it is evident that there should be little mercy for a consonant that marks the very beginning of the three German fetishes—Kaiser, Kultur and Krupp. The suggestion has found favor in some quarters. There is no reason why Frenchmen should have gone in for the Germanic k in such non-Germanic terms as Tonkin, kasbah, and Kour, when the words might be written, as they once were, Tonquin, casbah, and Courd. But there is one phonetic objection and one political objection. How about the hard sound of c before i or e? A Frenchman should be the last to admit that Kiel Canal is Ciel Canal. In the second place, to declare war against k would be to assail the devoted people of Flanders, who terminate many of their names in ck; Hazebrouck, where the high tide of the German rush against Calais was broken, and Malbrouck, who went to war and did not return.

Riches have wings—otherwise there would be but a few high flyers.

AN INADVERTENT ADMISSION.

At last we have an admission from an authoritative German source that Alsace is French, not German soil. In a speech delivered before the Prussian Landtag, no less a person than the Vice-Chancellor of the German Empire, Herr Vincent Delbrück, has declared that "there are no enemies on German soil." Now, since the month of August the French have been in possession of Thann, a manufacturing town of some 8,000 inhabitants; of Dannemarie, which the Germans call Dankirchen, and of a score or more of smaller townships, all of which were until 1871 part of the French Department of Haut-Rhin, and have been since then part of the German province of Upper Alsace. If there are no enemies on German soil, as is asserted by Herr Delbrück, then the French soldiers who are fighting France's battle are there upon French soil. The admission is worth recording.

FOOLISH PREDICTIONS.

One of our best-known publishing houses is advertising a new book as a "forecast of the inevitable conflict between the United States and Europe's victor." If there is one thing which we ought to learn from past history and present world conditions, it is the folly and wickedness of such language. There is absolutely nothing in ingrained American sentiment or in our relations with other Powers to make essentially impossible the maintenance of peace with any given nation in existence. The Tradesman believes most emphatically that the cause of most wars is psychological, not economic; and the American who uses such language as that quoted above is simply doing what he can to establish psychological conditions which might finally make inevitable an evil easily avoidable, so long as common sense shall control.

That this country needs such a clear head and firm hand as ex-Senator Root's at the helm is very generally conceded and appreciated. Everywhere he is recognized as the ablest statesman, the best informed and clearest thinker in the United States, but the presidency is no allurements or attractions to him. He has been in public life enough to know what it all means, and while thoroughly appreciative of the distinguished honor, which probably he would have been glad to enjoy twenty years ago, he could not now be induced to undertake it. In connection with recently published gossip is a story to the effect that he might accept of the position of Secretary of State under the next Republican President, with the idea that he could be of service in

straightening out and adjusting some diplomatic differences and helping to solve some international problems which will be confronting the country at that time. It is altogether probable that if such a position were proffered he might accept it because it is in line with his ideals of service. As Secretary of War and as Secretary of State he rendered service which put the whole country under obligation to him and people generally, without respect to party, are wishing that to-day he were Secretary of State, in which event they would feel safer.

A leading grocer states that the trouble with the trading stamp system lies in the fact that once adopted the stamps cannot be dropped, even after they have ceased to have the value they had for him at the outset. Perhaps it would have been wiser for him to have foreseen this outcome, but that doesn't relieve the situation now. He says that trading stamps are of the same class as free deals—in a competitive field they are compelling and every competitor is bound by the action and attitude of his fellow merchants to act together or not at all. He says that when he alone in his field had the trading stamps they had trade-pulling power, but when the multiplication of stamp companies—possibly suspiciously inter-related—gave his competitors the same benefits for attracting customers, the advantage ceased and a new parity was established in competition, saddled with the cost for all victims alike of the stamps. And not one of the rivals dares to drop them unless the rest will.

At first thought there seems to be no relationship or connection between an apple and the tailoring trade, but sometimes second thoughts are better than those that come first. A tailor in a small city displayed a bright red apple on a pedestal. Many noticed it and wondered why it occupied a position of state in the window. Finally a customer more curious than the rest asked the tailor why the apple was kept on the pedestal and the answer was: "If it hadn't been for an apple where would be the tailor's business nowadays?" Do you see?

Large English employers of labor have entered into an agreement to pay the total abstainers among their men 10 per cent. higher wages than the drinkers. They do this as a purely business proposition and in the interests of efficiency.

The milk of human kindness is skimmed for many a poor fellow who gets around after milking time.

HELD IN ABEYANCE.

Repeal of Trading Stamp Law Receives Backset.

Among the men who do things is to be recorded the name of John A. Lake, of the grocery firm of Smith & Lake, Petoskey.

Last Wednesday Mr. Lake received a letter from President McMorris, of the Retail Grocers and General Merchants' Association of Michigan, enclosing a letter sent the latter by the editor of the Michigan Tradesman, calling attention to a hearing that was to be held the day following at Lansing on the bill introduced by Senator Odell to repeal the trading stamp law enacted by the Legislature of 1911. Mr. Lake was asked to give the matter immediate attention in his capacity as chairman of the Legislative Committee of the above named Association. He had only three hours to make his train, but he accomplished it and appeared before the Judiciary Committee of the Senate in time to save the day. He found the Odell bill was apparently championed by a newly-organized trading stamp company doing business in Detroit, but readily discerned that Sperry & Hutchinson were in the back ground and that the cunning hand of their attorney, Alexander J. Groesbeck, was directing the assault on the law. Mr. Lake readily secured the consent of the Judiciary Committee to withhold action on the repeal measure, providing he would undertake to secure immediate action in testing out the law in the Supreme Court.

Mr. Lake returned to Grand Rapids, where the law originated, in order to get his bearings, which he was able to do through the assistance rendered him by the Michigan Tradesman.

The present law was drafted by Roger I. Wykes, of this city. It was introduced in the House March 16, 1911, by Representatives Verdier—now a member of the State Senate—and became a law largely through the influence of the large merchants of Grand Rapids. It was signed by the Governor May 1, 1911, and therefore became a law August 1 of that year.

Immediately on the law going into effect a bill was filed by Sperry & Hutchinson in the United States Circuit Court, asking for an injunction to restrain the Attorney General of the State from enforcing the provisions of said Act, because of its claimed unconstitutionality. On the hearing for a temporary injunction an order was made by the Court denying the prayer of complainant for a preliminary injunction on the ground, as stated by the Court in its opinion: "It does not appear that the Attorney General is charged with any duty to enforce Act No. 244 (being the act in question), nor that he is threatening presently to enforce it."

Baffled in his attempt to tie the hands of the Attorney General, Attorney Groesbeck then trumped up a test case in Detroit for the apparent purpose of securing snap judgment and obtaining the annulment of the law on purely technical

grounds. This arrangement was successful, so far as the Recorder's Court was concerned, but in the meantime Roger I. Wykes had become Attorney General by appointment and refused to permit an appeal to be taken to the Supreme Court, insisting that the case should be presented to the court of last resort on its merits. He accordingly drafted a quo warranto bill entitled "The People of the State of Michigan by Roger I. Wykes, Attorney General vs. Sperry & Hutchinson Co., a Foreign Corporation," containing a stipulation of facts which will appear in a subsequent edition of the Tradesman. This bill was filed by Mr. Wykes while Attorney General and would have been argued and submitted months ago if he had continued in that office. The present Attorney General, Grant Fellows, has



J. A. LAKE, the Man Who Does.

refused to go ahead with the measure at the expense of the State, on the ground that the Legislature enacted the measure for the benefit of the merchants and that it is up to the merchants to meet the expense of determining the validity of the law.

The expense of defending the law thus far, which has amounted to about \$700, has been borne entirely by the Grand Rapids merchants doing business on Monroe street. Of this amount \$250 was voluntarily contributed by Charles Trankla, of the Boston Store. The expense of testing the law in the Supreme Court will be about \$1,000. Although it is manifestly unfair to ask the Grand Rapids merchants to do anything more, they very cheerfully offered to contribute \$200, conditional on the large merchants of Detroit raising \$400 and the small merchants represented by the Retail Grocers and General Merchants' Association giving \$400.

Mr. Lake very cheerfully acquiesced in this arrangement and left for Petoskey on the afternoon train, fully convinced that he could secure his

portion of the fund inside of a week by direct appeal to those who should be vitally interested in maintaining the validity of the law. It has been decided to request Mr. Trankla to act as treasurer of the fund and direct the work of prosecuting the case through the Supreme Court on account of his familiarity with the subject.

Mr. Wykes offers to take the case, if desired. If some other legal representative is desired, he has volunteered to prepare and submit a brief in support of his contention that the law is constitutional without charge—a very generous offer on his part.

The Tradesman suggests that any merchant who would like to contribute to the support of this undertaking send in his check immediately to the treasurer of the fund, Charles Trankla, Grand Rapids.

In and Around Little Traverse Bay.

Petoskey, March 22.—Joseph McNamee, well known grocer of Boyne City, has his new store building about completed and will soon move into new quarters. The new store is a magnificent structure and a credit to Boyne. Mr. McNamee is untiring in his efforts and great credit is due him.

Glen Henry, manager of the M. M. Hunt & Son store at Mackinaw City, enjoyed a fishing trip in the Upper Peninsula last week. If Mr. Henry caught enough of the finny tribe to remember all the friends he had promised to favor it must have been some catch. Glen is a true disciple of Isaac Walton and when not out for lake trout has his hook baited for suckers—and from information we have received he hooks 'em.

Joseph Windale Stephenson, of the firm of Stephenson Bros., of Boyne Falls, is a happy man. The reason is that Mrs. Stephenson recently presented him with a bouncing baby boy. Joe is so proud that he will hardly recognize common prune and meat peddlers now, but he is friendly with the drayman.

Louie Koboski, manager for Bruno Joblinski, general merchant at Cross Village, is an aspirant for the mail and stage route between Harbor Springs and Cross Village. Louie is a Democrat of sterling quality, is a hail fellow well met and is loved by all who know him. Here's hoping he lands the job!

A. W. Stevenson, of Muskegon, representing the Hazeline & Perkins Drug Co., of Grand Rapids, is reported confined to his home with an attack of pneumonia. Steve is well known in Northern Michigan and his many friends hope for his speedy recovery. L. W. Hoskins, of Grand Rapids, is making the territory during Steve's illness.

A. B. Wickett, popular young merchant of Elmira, was a visitor in Petoskey Monday, ostensibly to replenish his shoe stock. Mr. Wickett was principal of the schools at Mackinaw City for a number of years and formed a large circle of friends while teaching there. He is familiarly known as Allie and has fully demonstrated that schoolmasters make good business men.

M. M. Hunt, lumberman, farmer and general merchant of Carp Lake, was a visitor in Petoskey Monday. Miles claims to be a Hoosier, but his many friends know that he is Irish, as his name denotes.

Herb Hamill, Petoskey's oldest meat man, says he was born under an unlucky star. Last week he broke his baling machine and now has to send his money to the bank on a common hay rack.

Wolf Galinsky, the Jewish huckster of Petoskey, had a sale at his farm, two and one-half miles south of Pe-

toskey last Friday. Several head of fine horses and a large number of good milch cows were sold. The average ages of the cattle was 60 years. The horses were centenarians. The terms of sale were six months on approved paper with interest at 70 per cent. This, Wolf says, is the Yiddish 1 per cent.

Work on the mineral well at Petoskey is progressing nicely. The authorities say that if the town goes dry we will have something to drink anyhow. Summer visitors from St. Louis are especially fond of water.

W. L. Cartwright, the hustling proprietor of the Ramona Hotel, at Ramona Park, has completed four new cottages and says he will build twice as many next winter. Under the able management of Mr. Cartwright, the Ramona has become known as one of the best hosteleries around Little Traverse Bay. Will says he has a full booking for the coming season.

T. M. Travis, Petoskey representative for the National Grocer Co., of Cadillac, was on the sick list last week. Ed Stingle, of Cadillac, made the territory for Tom and Ed says that he enjoyed the trip to Cross Village very much. The drive and the scenery at this time of the year is grand. Ask Ed.

F. B. Clarke, proprietor of the Northern Hardware at Petoskey, passed away at his home on State street Saturday evening. The funeral was held Tuesday morning under Masonic auspices. To know Frank Clark was to like him and his many friends will long remember him.

Pete Goudreau, pioneer merchant of Epoufette, spent last week at the Saville sanatorium, taking treatment for rheumatism. Pete says "de bigges fish what was catch dis winter was weigh twenty-eight poun an leven inches." Herbert Agans.

Chirpings From the Crickets.

Battle Creek, March 22.—Battle Creek Council held its eleventh annual meeting in Arcade hall Saturday, March 20.

After a regular business and initiatory session, Past Senior Counselor Edward Guild installed the officers for the ensuing year, as follows:

Senior Counselor—Robert E. Longman.

Junior Counselor—Guy Pfander.

Conductor—Orin J. Wright.

Past Senior Counselor—W. I. Masters.

Page—W. J. Wilson.

Sentinel—Earl Myers.

Chaplain—C. R. Brewer.

Members of Executive Committee—V. Phelps and C. Whipple.

W. I. Masters, E. W. Schoomaker and George C. Steele were elected to represent 253 at the next State convention in Lansing in June.

Our retiring Senior Counselor, W. I. Masters, was given a rising vote of thanks for the able manner in which he has conducted the affairs of the Council. Mr. Masters responded with a few well chosen words.

The incoming Senior Counselor addressed the boys, speaking of the harmony that has always been in evidence in the past administrations of the Council and bespeaking a continuance of same. Our Past Grand Counselor and faithful wheel-horse, John Q. Adams, urged our boys to observe more regular attendance of the Council's meetings and requested the new officers to be on the job at all times.

We expect to see Battle Creek Council show a healthy growth the coming year and want the rank and file of our Council to lend a hand with that idea in view. U. C. T.ism was never stronger than now and 253 will continue to be known as one of the live councils. May we remain steadfast and may we be encouraged by the hearty support of all our officers and men.

Read the Tradesman.

Guy Pfander.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, March 22.—Learn one thing each week about Detroit: Fifteen hundred pianos and piano players are turned out annually in a Detroit factory.

A Chicago professor says the old fashioned debate should be revived. We have been married so long we didn't have any idea that it had ever stopped.

Mr. Wuertheimer, of Wuertheimer Brothers, general merchants of Manchester, was a Detroit business visitor last week.

The grocery store of Isidore Manzo was robbed Tuesday night, March 16. The robbers got a small amount of cash and some merchandise for their trouble.

The Auto Spray Co. has moved from 86 Lafayette boulevard to 1231-1235 Woodward avenue, the new location being larger and more convenient for the increasing patronage of the company.

The acquisition of Joseph Broder to Detroit Council recently was a fortunate one for the Council. Mr. Broder is one of Detroit's well-known traveling men, having represented N. Gutman & Co., clothing manufacturers of Buffalo, in Michigan and Ohio for the past six years. He also maintains an office and sample rooms at 509 Bowles building. Having been married but a few months, naturally Joe spends a great deal of time at home and when not at home his pretty little wife will be found in his company just the same. This would, indeed, be commendable to a man who has been married for a number of years and while commendable to a newly wed like Joe Broder it is not by any means uncommon. We will say this for him, however, those who have come in contact with him, both among the trade and outside the business world, are unanimous in the verdict that the longer you know Joe Broder the better he gets.

Evidently the Bay City Pub. Com. has some doubts about the veracity or at least the authenticity of the reports printed in these columns referring to the candidacy of C. C. Starkweather, of Cadillac Council, for the office of Grand Sentinel of the U. C. T. Despite the doubts of our esteemed co-scribe, we are ready and willing, should he so desire, to go before any notary public and swear the report is true. Not only is the announcement true, but Detroit Council, as well as Cadillac Council, is proud of the candidate and will do all in its power to further the interest of a man with the ability and personality of C. C. Starkweather. Undoubtedly, the Bay City candidate is well fitted for the office, but the fact that Bay Council has no member in the Grand Council is no convincing argument that a man like Starkweather should not run for the office. The scribe goes on to say that "it seems inconceivable that any council should be so sufficiently selfish to ask for two offices in the Grand Council." Only a short time ago Grand Rapids had a member on the Grand Executive Committee, another member who was Grand Conductor and another announced as candidate for Grand Secretary. Nothing was said then, to the writer's recollection, of any council being selfish. The Grand Rapids members were all well fitted for their work and the Council itself was the largest in the State. Traverse City has had a member in office for several terms and no one thinks the Council is selfish. The member in question is ably fitted and as such has been recognized by all councils for the office in the Grand Council that he holds. To-day Cadillac Council is the largest in the State. Truly there is no more hustling council anywhere and the mere fact that one member

is on the Grand Executive Committee seems like a poor reason why it should not run another member for the Grand Council who, as it happens, is so eminently fitted for the work. All Detroit U. C. T. members, as well as nearly all traveling men (and there are nearly 20,000), are for C. C. Starkweather, who is known to them by reputation if not personally.

R. H. Huston, of Allenton, was a business visitor in Detroit last week. J. C. Goss & Co., sail, tent and awning makers, will move into the building being erected at the corner of Bates and Woodbridge streets. The new building will be four stories high. The Goss Co. has been situated near the foot of Woodward avenue for the past thirty-eight years. Mr. Goss, a veteran traveler, is a member of Detroit Council.

The fact that many lives have been lost at sea is no excuse for a fellow not sticking to water on land.

The Jefferson Garment Cleaning Co., 2456 Jefferson avenue, will move into a new store at the corner of Jefferson and Fairview avenues on or about April 1.

J. S. Hoffman, pioneer clothing merchant of Monroe and very well known in Detroit, where he made his home previous to engaging in business, left Sunday with a party of friends for a three or four weeks' trip to the Coast and the Panama Exposition.

The Studebaker Corporation entertained about seventy-five members of the Michigan Studebaker Dealer's Association last week. The party was shown through the various plants of the company and on Friday a luncheon was served at the Hotel Tuller. Several addresses were given and E. R. Benson, Vice-President, urged the boosting of good roads at every opportunity.

D. E. Lapayne has opened a restaurant at 1184 Jefferson avenue.

S. Jakont will open a dry goods and furnishing goods store at 1830 Gratiot avenue about April 1.

The American Phonograph Co., which has been in business for the past eighteen years, will retire from business on April 1. E. P. Ashton, the proprietor of the company, is extensively interested in several other Detroit industries and will give them more of his time. Expiration of the lease and the inability to find a suitable location are the causes of the retirement from business.

Our lot in life might be worse. Suppose we had hosts of relatives and lived in San Francisco.

Possibly there might be happier men than B. Kollenburg, the general merchant of St. Charles, but if there are such animals they haven't been discovered yet, and proud—well, they say Mr. Kollenburg's buttons have to be fastened on with wire or they would be flying in all directions. As he explains it, it is a natural alarm clock that arrived at his home March 7. It is the wish of the many friends of Mr. Kollenburg that the boy will cause his parents the same continued joy throughout the remainder of his life that he does now.

Siam imports yearly \$148,386 worth of paints and varnishes. Detroit, incidentally, has the largest paint and varnish works in the world.

Shipping might well "in time of war prepare to sink."

Ralph Ainsworth, for years engaged in the shoe business, has opened a wholesale shoe house at 96 Jefferson avenue east under the style of R. Ainsworth & Co. The company will deal in men's and women's shoes.

J. Smilansky has opened a men's furnishing goods and shoe store at 2473 Jefferson avenue east.

At the regular annual meeting and election of officers of Detroit Council Saturday night, Charles Welker had the most unprecedented honor of being re-elected to the office of Senior Counselor for the second term. Other officers elected were: E. H.

Warner, Past Counselor; Elmer Brevit, Junior Counselor; Stanley Hitchings, Page; C. J. Nelson, Sentinel; Harry Marks, Secretary-Treasurer; Executive Committee, H. W. Nichols, John Murray and L. Williams; delegates to Grand Council meeting, John Murray, C. Welker and E. H. Warner. The Council unanimously adopted resolutions endorsing the candidacy of C. C. Starkweather for Grand Sentinel.

N. Plain, clothing merchant of Crosswell, was a Detroit business visitor last week.

The Hine Lumber Co., formerly of Bay City, recently moving to Detroit, has added A. B. Williams as advertising manager and K. R. Montgomery as manager of factory sales to its staff. Both young men are well and favorably known in their respective fields.

We, too, will soon be digging trenches in our back yard—for our annual "prospective" garden.

Charles A. Gilligan has purchased the Grosse Pointe grocery of Charles A. Paye. Mr. Gilligan is a pioneer in the grocery business, having conducted grocery stores at the corner of Kenilworth and Woodward and Jefferson and Baldwin. He is an up-to-date merchant and it is his intention to remodel the grocery store he has just purchased, making it one of the finest and most modern in that section of the city.

An average man breathes about twenty-one cubic feet of air into his lungs every hour. We have heard fellows who exuded more than that amount of hot air in half the time.

The plant of the Wahl Motor Car Co. has been taken over by the Massnick-Phipps Manufacturing Co. The company will retain its plant on East Congress street.

Morris Gardner, pioneer dry goods merchant of Rochester, was in Detroit last week on business. Mr. Gardner has been connected with the dry goods trade for the past forty years.

Sider & Kaufman have opened a dry goods and furnishing goods store at 1670 Gratiot avenue. Mr. Sider, who conducts a dry goods store on Mack avenue, will continue there, while Mr. Kaufman will look after the management of the Gratiot avenue store.

Three firms, prominent in their respective lines in Chicago, have established stores in the new David Whitney building. The firms are Capper & Capper, men's furnishing goods, under the management of Frank Walters; Huyler, manufacturer of high grade candies, under the management of Norman H. Grayling, and the Rogers Shoe Co.

Members of the Ashland, Ohio, Commercial Club invaded Detroit last Wednesday and were entertained by the Detroit Board of Commerce.

A. B. Freeman, of Durand, was in Detroit on a business trip last week.

Our idea of nothing to worry about is the rapid extinction of the pug dog.

The Blue Valley Creamery Co. has let contracts for the construction of a two-story brick creamery and office. The building will be 50x120 feet.

The Kelsey Wheel Co. is to build a one-story brick and steel addition to its factory on Military avenue.

W. J. Losey, Orion merchant, was in Detroit on a business trip last week.

The store building at 1151-1153 Gratiot avenue is being remodeled into an up-to-date store for Stickle & Alles, who expect to open about April 1 with an entire new stock of dry goods and furnishing goods. Mr. Stickle has been engaged in the insurance business the past two years and previously was a member of the office staff of Burnham, Stoepel & Co. Mr. Alles for the past few years has been in the employ of the Kirchner Co., one of the old established dry goods stores in the city and not far from the location of the new store.

Mr. Alles' acquaintance with the trade in that section will, undoubtedly, stand him in good stead in the new venture.

John W. Schram, who retired voluntarily from the office of Secretary-Treasurer of Cadillac Council at the last meeting, leaves a record of which he should feel proud. He served continuously for eleven years and during that time he saw the Council more than treble in size. He personally brought into the Council more than 125 members, all of whom are active and in good standing to-day. The heavy work, owing to the rapid growth of the Council, coupled with the increasing weight of years, caused Mr. Schram's decision to retire from the office he held for so many years with credit to both himself and the United Commercial Travelers. Arthur Woods, a younger and very aggressive young man who succeeds Mr. Schram, might do worse than to follow along many of the line laid out by the retiring Secretary.

The grocery store of Sam Pollock, 353 Macomb street, was entered by burglars last Thursday night who carried off a small amount of loot. Later the police captured the robbers, who were members of a colored gang.

D. F. Marks, of Marine City, was a business visitor in Detroit last week. "Eggs," says a professor, "if properly cared for can be kept fresh for 100 years."

Yet the hardest part is to get the fresh eggs. James M. Goldstein.

Boomlets From Bay City.

Bay City, March 22.—H. J. Tierney has purchased the Warren block. The consideration was about \$20,000.

Former Congressman Roy O. Woodruff has signed a contract with the Vanophone Co., of New York, and will represent it in the State of Michigan. He will reside at Bay City.

George Lehman, of Essexville, a member of Bay Council, who represented a Chicago baking concern several years, dropped dead in a grocery store at Boyne City last Thursday. The body reached Bay City Friday evening and was met at the P. M. station by a large delegation of U. C. T.'s and Elks.

F. L. Van Tyle, formerly with the Blackney Cigar Co., Saginaw, now represents Clark, Coggin & Johnson, coffee importers of Boston. Van will remain in Michigan territory.

The Grocers and Butchers' Association of our city is planning to adopt a universal delivery system, similar to the one placed in operation at Ann Arbor last year.

Jake Brennan has severed his connection with Hutton Bros., hid and fur dealers, and has engaged in the same business.

E. B. Braddock, the veteran salesman of Michigan, who has been confined to his home by illness several weeks, is improving.

Ezra Bishop, formerly senior member of the firm of Bishop Bros., Millington, is now engaged in the shoe and clothing business at Byron.

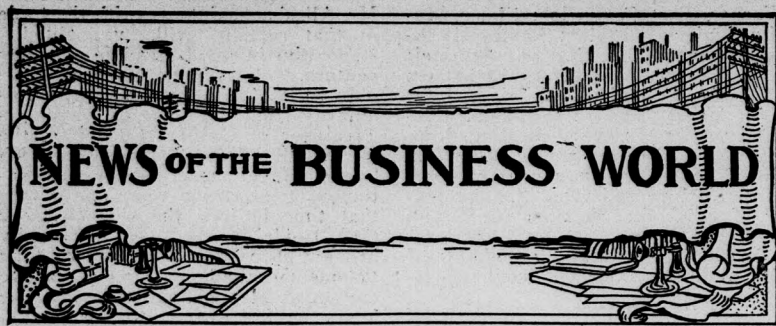
D. D. Monroe, shoe merchant at Howell, has returned from a trip to Florida. He reports an enjoyable trip.

Enough electricity is generated for use in one Bay City concern to light Saginaw and Bay City and run the street car systems in both places, as well as the interurban connecting the two cities.

Oxygen-acetylene outfits capable of generating intense heat and used for welding and commercial purposes are manufactured in Bay City and sent to all parts of the United States.

Pub. Com.

The firm of Nogle & Backus has taken over the grocery business conducted for the past few months by William H. Taylor at 716 Wealthy street.



Movements of Merchants.

Harietta—Miss Mae Craig has engaged in the millinery business here.

Holland—Klassen's (Inc.) have discontinued their branch clothing store here.

Oskar—The Portage Lake Creamery Co. has resumed business at its plant.

Tecumseh—Heesen & Co. are building an addition to their hollow-ware foundry.

Freesoil—Eddy & McArthur succeed Eddy & Timmer in the grocery business.

Caledonia—Miss Etta Hubbard succeeds Corwin & White in the millinery business.

Belding—Arthur Brown has engaged in the wall paper, paint and varnish business.

Pompeii—Earl Derry has closed out his hardware stock and will remove to Ashley.

Hillsdale—Melvin Marshall succeeds Henry Buckner in the cigar and tobacco business.

Arcadia—J. W. Hilliard, dealer in general merchandise, has closed out his grocery stock.

Woodland—Miss Eda Trantwine succeeds Miss Letta Barnes in the millinery business.

Middleville—Mrs. Mary Breckon succeeds Mrs. Albert Parker in the millinery business.

Lansing—The Omega Separator Co. has changed its name to the Reliance Engineering Co.

Traverse City—Charles Curtis succeeds Charles Parkes in the wholesale and retail fish business.

Alma—J. B. Smith has removed his grocery stock from Forest Hill, here and will continue the business.

Eaton Rapids—George Terpening succeeds Mrs. Cora Mathias in the restaurant and cigar business.

Moline—M. Nagelkirk has removed his stock of general merchandise from Alto here and will continue the business.

Detroit—The Bryant & Detwiler Co., general contractor, has increased its capital stock from \$70,000 to \$200,000.

Ontonagon—R. J. Kneebone has purchased the Schlitz store building and will occupy it with his stock of meats.

Otsego—F. D. Abbe & Son have added a line of men's shoes to their stock of men's furnishing goods and clothing.

Cheboygan—The F. S. Ritter Furniture Co. has opened undertaking parlors in connection with its furniture business.

Columbiaville—Joe Garwold has sold his stock of general merchandise

to Joe Lambert, who has taken possession.

Paris—The Big Rapids pharmacy has purchased the North Side grocery stock and will close it out at private sale.

Laurium—Frank Ricci, of Hancock, has leased a building and is installing machinery preparatory to manufacturing macaroni.

Boyne City—Cheotos & Lidiapoulos, fruit and confectionery dealers, have closed out their stock and retired from business.

Marquette—Bureau Bros. have opened their meat market in the Bureau block under the style of the New Sanitary Market.

Big Rapids—D. H. McFarlan has purchased the Dickson & Turk grocery stock and will continue the business at the same location.

Crystal—Virgil C. Canouts has removed his jewelry stock from Carson City to this place, where he will continue the business.

Otsego—Carl Jones has engaged in the hardware business in the Sherwood building under the style of the Jones Hardware Co.

Thompsonville—E. L. Skinner has sold his harness stock and shoe repair outfit to Frank Wilson, who will continue the business.

Belding—J. C. Lewis, formerly engaged in the meat business at Crystal, has opened a meat market on North Bridge street.

Marquette—John Lammi has again taken over the grocery stock located on West Washington street which he sold to Michael Walin.

Sparta—A. A. Johnson & Co. have purchased the new stock of general merchandise of Badgerow Bros. and will consolidate it with their own.

Manton—Linus Whitford has purchased the Chester Darling meat stock and will continue the business under the management of F. L. Vanamburg.

Adamsville—W. H. Gilland has sold his store building and stock of general merchandise to Edward Turner, who will take possession March 29.

Harrison—W. E. Green, who has conducted a jewelry store here for the past thirty years, has sold his stock to D. N. Dyke, who will continue the business.

Lapeer—Norman Crain, former clerk for Joseph Armstrong and later for E. J. Elsie, has opened a clothing store in the Opera House block under his own name.

Owosso—The Owosso Produce & Storage Co. will build an ice manufacturing plant in connection with its other buildings, having a capacity of thirty tons a day.

Gladwin—B. C. Wohlgenuth has traded his farm to W. L. Snyder for his store building and stock of groceries and meats and will take possession April 1.

Dimondale—Thomas M. Sloan, who has conducted a general store here for nearly forty years, died at his home March 21, following an illness of over two years.

Hastings—The Miller & Harris Furniture Co. has leased an adjoining store building and is remodeling it and will occupy it with lines of stoves, crockery and house furnishing goods.

Kingsley—Linus Whitford has purchased the Yingling meat stock and will continue the business under the management of B. Broody in connection with his meat market at Manton.

Detroit—The F. W. Bascomb Co., wholesale and retail drugs, has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and \$400 paid in in cash.

McBride—The Arthur Steere stock of general merchandise is being advertised for sale owing to the ill health of Mr. Steere. Special sales are being conducted under the management of W. G. Montgomery.

Hart—L. S. Platt has sold his interest in the clothing stock of Platt, Collins & Co. to James Collins and George Powers and the business will be continued under the style of Collins & Powers.

Wexford—Edward Blackhurst and Edwin F. Conine have formed a copartnership and purchased the Dr. E. A. Wells drug stock and will continue the business under the style of the Wexford Drug Co.

Middleton—Albert N. Creaser has sold his stock of general merchandise to W. H. Davis, who will continue the business under the style of the Middleton Mercantile Co.

Dorr—Fred LaDue, formerly connected with the Allegan Hardware Supply Co., at Aellgan, has purchased the hardware stock of Davis Bros. and will continue the business.

Big Rapids—Herbert A. Reals has taken over the interest of his partner, Frank A. Duffy, in the Reals & Duffy meat stock and will continue the business under his own name.

St. Johns—Pearl Hobart has purchased a half interest in the E. J. Pierce store building and with Mr. Pierce will occupy it with a stock of groceries about April 1 under the style of Pierce & Hobart.

Douglas—F. B. Van Syckel, hardware and crockery dealer, is building an addition to his store building which he will occupy with a stock of groceries, under the management of his son, Harold.

Detroit—The Greenberg Plumbing & Hardware Supply Co. has been incorporated with an authorized capital stock of \$2,000, all of which has been subscribed, \$200 paid in in cash and \$1,200 in property.

Grayling—Cameron Game and Arnold Burrows have formed a copartnership and purchased the P. J. Moshier & Son meat stock and fixtures and will continue the business under the style of Game & Burrows.

Springport—Ross Burgess, for fif-

teen years connected with Panches & Burgess, dealers in drugs and jewelry, has purchased the Jacob E. Zupp jewelry stock and will continue the business under his own name.

Springport—M. H. Beman and L. E. Shirkley, of Eaton Rapids, have formed a copartnership and purchased the Hastings & Brown hardware stock and will continue the business under the style of Beman & Shirkley.

Battle Creek—The E. Weeks Drug Co. has merged its business into a corporation under the style of the E. Weeks Drug Co., with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

Battle Creek—The M. L. Nolan Co. has been incorporated with an authorized capital stock of \$2,000, of which amount \$1,000 has been subscribed and \$1,100 paid in in cash. The company will conduct a book store in the Arcade, under the management of Matt L. Nolan.

Owosso—The Owosso Storage & Produce Co., dealer in farm and dairy products, has been incorporated with an authorized capital stock of \$50,000 common and \$50,000 preferred, of which amount \$75,000 has been subscribed, \$100 paid in in cash and \$74,900 in property.

Shelby—J. W. Boughner has removed his grocery stock to the store building which he purchased last fall and has since made thoroughly modern. He has installed a steel cut coffee mill, refrigerator show cases for fruit, vegetables and other perishable goods, and new electric fixtures. One of the conveniences of the store which will be especially appreciated by the out of town trade is a rest room and toilet room for the ladies.

Holland—Andrew Steketee, Holland's veteran dry goods merchant, will figure in three anniversaries before the middle of the present year. Thursday marked the fifty-third anniversary of the date that Mr. and Mrs. Steketee came to Holland from Grand Rapids. June 28 it will be fifty-five years since Mr. and Mrs. Steketee were united in marriage and in a short time Mr. Steketee will commemorate the fiftieth anniversary of the date that he launched his mercantile establishment in Holland. Mr. and Mrs. Steketee are each 75 years of age.

Stanton—Omer Norris, formerly of Sunfield, has been sentenced for burning his store at Maple Hill. It appears that Norris and his partner have had several fires of late, but the officers could not get sufficient evidence to warrant an arrest, but they were arrested recently as suspects and have confessed. The insurance company, after investigating the most recent blaze, and being of the opinion that the fire was of an incendiary origin, tendered the firm a check for \$36.75, representing the amount of the annual premium. The partner took the check and raised it to \$3,675 and the attempt to pass the check resulted in their arrest.

Some matches are made in heaven, but not a few have the odor of the other place hanging to them.



Review of the Grand Rapids Produce Market.

Apples—The price ranges from \$2.25@3.50 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—Receipts are about normal for the season and the consumptive demand is fair. At the recent decline there has been an increased demand, and the market is solid and healthy. No immediate change appears in sight. Storage butter is dull and sales at irregular prices. Fancy creamery is now quoted at 28c in tubs, 29@30c in prints. Local dealers pay 19c for No. 1 dairy, 14c for packing stock.

Cabbage—60c per bu. for old; \$2 per 100lb. barrel for new from Texas.

Celery—\$2.50 per case of 3 to 4 doz. for Florida; 60c per bunch for California.

Celery Cabbage — \$2 per dozen packages.

Cocoanuts—\$4 per sack containing 100.

Cranberries — Cape Code Late Howes are steady at \$5 per bbl.

Cucumbers—\$2 per dozen for hot house.

Eggs—Receipts are about normal and the quality is fancy. The weather has been very favorable for shipping eggs and the market is healthy throughout on present quotations. The consumptive demand is improving considerably, and from now on there will be an active business, both for consumption and for storage. Local dealers are paying 17½c this week but are looking for a decline ranging from 1@2c.

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

Grape Fruit—The market is a little firmer and the price is a little higher, due to the fact that many growers in Florida are permitting the fruit to rot, rather than attempt to market it at a loss. Florida stock, \$2@2.25.

Grapes—Malagas, \$6 per keg.

Green Onions—50c for Shallots.

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

Lemons—Californias and Verdellis, \$3.25@3.50.

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

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

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 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.

Pieplant—8c per lb.

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 14c for fowls; 10c 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 for round and 30c for long.

Strawberries—40c per qt. for Louisiana.

Sweet Potatoes—Kiln dried Delawares command \$2 per hamper.

Tomatoes—65c per 5 lb. basket for Southern.

Turnips—50c per bu.

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

William H. Taylor and Ralph W. Griswold have formed the firm of Taylor-Griswold Produce Co. and have succeeded the Taylor-McGraw Produce Co. in the retail grocery business at 918 South Division avenue. Mr. Taylor has been in the grocery business here for a number of years and Mr. Griswold, previous to starting in this, which is his first venture, was employed in the South End branch of the Commercial Savings Bank.

Thomas J. Thompson, who has been connected with the local branch of the Standard Oil Company since Aug. 1, 1883, working in the meantime in every department of the business, succeeds the late Sidney B. Drake as District Manager. F. S. Lockwood, who has been Assistant Manager of the local agency for many years, continues in that capacity.

Fred W. Fuller has been engaged to travel in this State for the Minnesota Macaroni Co., of St. Paul, and has already entered upon the duties of his new position. Mr. Fuller is a man of unusual energy and enjoys the acquaintance of a large circle of grocers who will, undoubtedly, aid him very materially in achieving success in his new avocation.

David L. Harden, of Newaygo, will open a wall paper and paint store on Oakdale street about April 1.

The Grocery Market.

Sugar—While the market is nominally 5.90c, New York basis, sales have been made at 5¾c, owing to the fact that the trade generally seems to have sugar enough on hand to last for about six weeks. In the meantime there has been an upward movement in raws, due to foreign demand, so that a small advance in refined is looked for before the end of the week.

Tea—The general market remains firm and prices for all grades are slowly hardening. Since March 1 prices for all medium and low grade blacks have advanced 2@3c per pound. The competition on Ceylons, in particular has been very keen. Russia's requirements are constantly increasing and the shortage of tea the world over is more pronounced. While locally we do not feel the advances to any serious extent as yet, we undoubtedly will by the time a new crop is gathered. The jobbers are the sufferers now and carry the principal burden of the advances.

Coffee—Rio and Santos grades are about ¼c higher, with the better grades at a premium even over this. Firmer news from Brazil seems to be the only cause, as trade here is from hand-to-mouth only. Milds are steady without change for the week. Demand is fair. Mocha still remains very high and very few people are buying it. Java is unchanged and quiet.

Canned Fruits—With stocks on the Coast closely cleaned up and demand from local jobbers fair the market for California fruits is firm. There is little interest shown in No. 10 apples, prices on which are in buyers' favor. The future demand for Coast packed asparagus at the opening prices keeps up good and stocks in first hands are well cleaned up. Hawaiian pineapple has sold freely at the opening prices and supplies in first hands are said to be light.

Canned Vegetables—The market is dull. The demand is light and on the hand-to-mouth order for spot stocks, while little or no interest is shown in future offerings. The most active article on the list is peas, but orders are for the most part for small lots. Corn, both spot and future, is inclined to be firm and active. Prices are unchanged for the week. Tomatoes are a shade easier.

Canned Fish—In salmon the market is firmer in all grades, but not quotably higher anywhere in the list. Sardines of all kinds of imported or domestic move slowly in accordance with present requirements of consumption. As available supplies are small the market is firm, with an upward tendency.

Dried Fruits—In California and Oregon prunes on the spot prices are in buyers' favor, although there is no appreciable decline in asking prices. In futures little if any business is being done. Peaches and apricots are quiet and unchanged. In California raisins of all descriptions the movement is on the hand-to-mouth order. As prices on Associated goods have been guaranteed up to August 1 next, buyers feel no need to anticipate requirements. Cables from Greece re-

flect a stronger market on forward shipments of currants in spite of the fact that trade with Germany has practically ceased as a result of recent war development. An increasing consuming demand for figs as a result of the advent of spring weather conditions is noted, and, as stocks of desirable quality on the spot here are small, the tone of the market is strong.

Cheese—The market is steady with a moderate consumptive demand and unchanged prices. The export buying of cheese on this side would be much larger if the exporters could get transportation facilities. They are being very much interfered with by conditions on the sea, and the demand is therefore much less than it would otherwise be.

Condensed Milk—The Van Camp Co. has noted a decline of 25c a case affecting tall, family and baby size, or \$3.40 against \$3.65 a case for the first named. As this milk had been higher than average the variation is said not to mean much as to the general milk situation.

Clothes Pins and Toothpicks—Clothes pins have advanced 5c per box and "Ideal" brand toothpicks \$3 a case or forty-eight cartons of twenty-four packages each containing 1,000 tooth picks. The advance price is about 82c per carton.

Salt Fish—Mackerel is wanted only in a very small way in spite of the Lenten season and prices are about unchanged. Norways are a shade easier. Cod, hake and haddock are quiet and unchanged.

Provisions—Smoked meats are barely steady, although nominally unchanged. The consumptive demand is light. No improvement in the consumptive demand is expected in the near future, but there will be better trading as the season advances, which will probably not be for two weeks. Barreled pork, dried beef and canned meats are all unchanged and in moderate demand.

Ensign D. and W. E. Weller, have formed a copartnership and engaged in the grocery business at Scottville under the style of Weller Bros. The former has been connected with the general store of John N. Mack for twenty-one years. The Judson Grocer Co. furnished the stock.

William Bommelje & Sons, junk dealers at 42 Coldbrook street, have purchased the hardware store formerly conducted by William DeGraaf at 1062 North Ottawa avenue under the style of the DeGraaf Hardware Co. They will continue the business.

Dennis McGrath, who for the past two years has been conducting a hardware store at 1505 Plainfield avenue under the style of McGrath & Brown, has now changed his business style to the McGrath Hardware Co. (Not Inc.)

E. R. Ferch, for a number of years employed in this city as a glass worker, has succeeded Nicholas Houseman in the grocery and notion business at 924 West Fulton street.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, March 22.—The residents of Escanaba are feeling very jubilant over the information that the Stack Lumber Co., of Masonville, will have its mill in operation in a short time as the building is now finished and the machinery almost complete, and the sound of the saw and rustling of the lumber will soon make the glad feeling in business circles. Practically every house in the village is now occupied and it is understood that the company will operate two shifts, night and day forces.

S. D. Newton, of the firm of Booth & Newton, produce merchants, was called to Bay City last week by a telegram announcing the death of Mr. Newton's mother. He was accompanied by Mrs. Newton. The family have the sympathy of their large circle of friends here.

Morris Newmark, the well-known proprietor of Everybody's store and considered one of the active merchants of the city, related an amusing incident on young Newmark, who is attending the public school here. When the young hopeful was asked by the teacher as to how many seasons we have, he immediately held up his hand and when the teacher asked him to answer, he promptly replied, "We have two seasons, teacher, slack and busy." It is a foregone conclusion that young Newmark will make a new mark in the world, although he will have to go some to beat the mark set before him by his father. Mr. Newmark is contemplating buying a new auto in the near future, so that the general conditions throughout the slack season must have been fairly satisfactory.

The many friends of Capt. Wm. J. Stewart, residing at Cheboygan, the popular captain of the steamer Elva, plying between the Soo and De Tour for the past ten years, have been wondering why the Captain did not pay the Soo a visit all during the closed season of navigation as has been his usual custom for many years. The Captain is one of the old land marks on the river and, although getting along in years, is considered one of the youngest and best looking captains plying St. Mary's River. He has the reputation of having his boat so trained that she knows the way between De Tour and the Soo without much guidance. The Captain is also a remarkable humorist and can give a civil answer to the many questions put to a captain of that class. One of his lady patrons asked him one day last summer, "If he had ever picked up any bottles along the beach?" to which the Captain replied, "Werry often miss." And have you found anything in them?" the young lady asked, and the Captain promptly answered, "Not a blessed drop, miss." The Captain is noted for his unusual wit and has a record of putting in the entire season without a day's sickness or mishaps.

It is with deep regret that we announce the death of Mrs. Louise Kane Pare, wife of A. Pare, one of our esteemed merchants. Mrs. Pare was of a lovable disposition and, being a patient sufferer for the past year, endeared herself to her many friends who mourn her loss.

E. L. Stanley, the popular Cashier of the Sault Savings Bank, and one of our leading citizens, has been advised by his many friends to join the Y. M. C. A. Business Men's Gymnasium class, but as he is one of the busy kind who seem to prefer all work and no play, he is still hesitating. He condescended, however, last week, to slip up and watch the class to see what the work was like, and being up somewhat early for the men's class, he was watching one of the younger enthusiasts going through the gymnastic exercises. This be-

ing Mr. Stanley's first appearance in the gym, he naturally asked one of the onlookers if the boy had fits. "No," said the man, "them's gymnastics." "How sad," said Ed. "How long's he had 'em?" We think, however, before the next edition of the Tradesman, the class will have added a new member to its roll.

Silberberg Bros., popular Portage avenue tailors, have outgrown their present quarters and are moving into the large and commodious quarters at 109 Portage avenue, where they will be pleased to meet their many patrons and are now ready for the spring rush.

Announcement has been made that the Chippewa meat market, for the past few years conducting a prosperous business under the management of H. A. Williams, will change hands April 1, Mr. William retiring. He will be succeeded by two well-known young men, one of the new proprietors being Knute Marine, for the past year manager of the meat department of A. H. Eddy's emporium, where he has made a hit with the general public as a successful meat man and is not only an expert in the art of cutting meats, but has made a reputation on high grade sausages as well. Knute is a charter member of the Booster Club. His partner, C. A. Albon, is also a young man of wide experience, having devoted most of his time in purchasing meat on the hoof and is an authority on live stock. It is also understood that Chancey is about to put in an application in the Booster Club, so that the new firm will use the saw only and discard the hammer.

Thos. Agnew, for several years the popular meat cutter in the Jack Agnew meat market, has tendered his resignation and is negotiating for a stand of his own, which he expects to open up in the near future. As Mr. Agnew has had years of experience and is considered one of the best meat cutters in the city his many friends predict for him a bright future.

Archie Thompson, one of Brimley's foremost citizens and senior member in the Thompson & Washburn general store, was a business visitor here last week, accompanied by his wife. Mr. Thompson is one of Brimley's boosters and has been unusually successful for a young man since taking hold of the business with Mr. Washburn. Two better young men would be hard to find. They are a credit to their home town.

The fine weather we have been having for the last few weeks has put a damper on the camp trade throughout the Soo district and quietness in business circles on the territory between the Soo and St. Ignace is having a marked effect. It will be a few weeks before the "drys" will get under way to show an increase in business.

J. Dion, for the past six years the well-known proprietor of the Royal meat market on Ashmun street, has suspended business for the present. Mr. Dion is now enjoying a well earned vacation and as he is one of our public spirited citizens we trust that he will continue to make the Soo his home.

C. Desormeau, of Kelden, was a business visitor here this week and he reports the roads in fairly good condition, but the sleighing is just about over and it will be necessary to use the wheels the latter part of this week, providing the weather continues mild as it is at the present time. Mr. Desormeau reports a very successful year in his lumbering operations.

It is quite evident that the Soo will go dry, according to all the dry reports that are predicted at the present time. There were several cases of "Blue Ribbon" beer taken from the Pabst cold storage last week, and as there were no empty bottles left around the floor, it was evident

that some of the wets were laying in a supply while the laying in is good. Pabst's local manager, McEveney, states that the thieves left an axe which had evidently been borrowed from some of the neighbors and would be only too pleased to return same to the proper owners.

J. M. Andary, popular proprietor of the Sterling clothing store here, has leased the large and commodious store vacated by the Hub and expects to move in about May 1. He will be fitted out with a full line of men's furnishings, shoes, etc., and will be better able than ever to take care of his largely increasing business.

There is much activity noticed around the locks for the past week, as the Government employes are getting the locks ready for the opening of navigation. The third lock will be pumped out, so that thorough inspection may be made and put in readiness for the first boat.

Citizens of Menominee are feeling jubilant over the report that they are soon to have a new furniture factory which will employ between seventy-five to 100 men. It is the intention of the new company to manufacture rattan furniture with steel frames, which will be a great improvement over the present wooden frame reed furniture. The new plant will require 28,000 square feet floor space and will be practically the same size as either of the two largest buildings at the Lloyd plant.

The D., S. S. & A. Railway discontinued its two hour service between the two Soos last Friday and the International Transit Co. has put its ferry in commission, which is now running on schedule time every half hour. Much repair work has been done during the winter in the ferry docks and no further trouble is anticipated by encountering floating ice in operating the boat. With the starting of the ferry the usual activity between the two Soos is again noticed.

R. Bishop has accepted a position as meat cutter for Brown & Turnbule, Newberry. Mr. Bishop is an expert butcher and one of the best meat cutters in the State, having had several years' experience, and will be a valuable asset to the firm at Newberry.

L. M. Prentiss, one of Gilchrist's leading citizens and merchants, was a business visitor here this week.

It is often interesting to hear of the Soo Rapid Shooters telling new tourists who hesitate about going over the rapids on account of the danger that there was no danger whatever, as accidents are unheard of. While it is true that accidents are rare, nevertheless they have been recorded at several intervals. Captain Spalding, Assistant Superintendent of the St. Mary's Falls Canal, has an interesting account of an accident in his scrap book which occurred sixty-eight years ago, which was published in 1847, reading as follows: "One of the most distressing accidents that ever occurred at Sault Ste. Marie, and which it becomes our duty to record, took place Thursday afternoon, carrying gloom and dismay to every heart. A party of citizens and persons from abroad had agreed to descend the falls of the St. Marie river, situated immediately above this village, and with that view proceeded to the head of the portage, where they procured a yawl boat with which to make the descent—a fact at times considered hazardous, and yet, strange to say, in its frequent performance hitherto no accident ever occurred, ending in the loss of life. The party on this occasion was nine in number, consisting of Captain John Stannard, Captain Robert Brown, and E. G. Seymour, Thomas Riches, John Parker and William Flynn, of this place, Dr. Hugh T. Prouty, of Monroeville, Ohio, A. Spafford of Perryburg, Ohio and Mr. Wales, clerk of the steamboat St. Clair. With this company, the boat

started on its perilous voyage. When about half way down the rapids, it shipped a breaker that filled her nearly half full of water and bailing was commenced. But a moment more, the boat having reached what is called big leap (being some eight or ten feet in descent), it was by some reaction thrown on end after descending and all were precipitated into the foaming rapids. This catastrophe was witnessed by many of our citizens who were watching the voyage from the shore. Boats were immediately procured and put out to render assistance to those who should survive the struggle of the dashing waters and reach the foot of the rapids. Messrs. Stannard, Brown, Wales Spafford and Parker succeeded in sustaining themselves until picked up by the boats which went out or by the Indians who were fishing from their canoes. By the chief of the latter Mr. Seymour was discovered floating at the bottom of the river and was rescued by means of a spear with which the chief succeeded in entangling his coat, thus raising him to the surface. So completely was Mr. Seymour exhausted when recovered that for some time restoration was considered doubtful, but by proper applications and incessant rubbing for hours, animation was finally restored, although at the writing of this he is still considered to be in a critical condition. The other three men, Dr. Prouty and Messrs. Riches and Flynn, we are pained to say, were drowned and their bodies have not been discovered. Dr. Prouty was one of a pleasure party who, with his wife, was on an excursion to this place. In Huron county, Ohio, where he was a resident, he had been a practicing physician for twenty years, possessing, we are told by those who knew him best, all the traits of character that adorn a noble heart, and that for public usefulness, private worth and warm esteem, no man stood higher in that section of the State. Besides his bereaved wife, he leaves four children to mourn his unfortunate death. Mr. Riches was formerly of Detroit, but for the last two years had been engaged as engineer of the propeller Independence, in which situation he had won the warm regard of his brother officers and by his urbanity and kindness the confidence and respect of the entire community. Mr. Flynn was an exemplary young man, about 19 years of age, residing in this village, and in the employment of Stevens & Cornwall." From other sources we learn that the object of this ill-fated cruise was to take soundings of the rapids for the passage of the schooner Uncle Sam, a sailing boat which was then on Lake Superior, and drawing six feet of water light. The schooner afterwards passed safely over the rapids, this being the only vessel of that draft to ever accomplish the feat. This is an interesting account to the older residents of the Soo.

William G. Tapert.

Stores Closed for the Funeral.

Battle Creek, March 17.—As a tribute to the late A. J. Godsmark, practically all of the grocery stores of the city, and the downtown meat markets, closed this afternoon during the funeral hour, 2 to 3 o'clock. The Godsmark-Durand Co. was closed at 12 o'clock for the remainder of the day.

The services were held at the home at 2 o'clock and were in charge of Rev. T. A. Mills, pastor of the Congregational church. Paul Baker, William Spaulding, John Sylvester, Otto Cook, Vincent Phelps and Earl Myers from the Godsmark-Durand Co., acted as pall bearers. There was no music. Burial was made in Oak Hill cemetery.

Mr. Godsmark spent most of his life in this city. For the past thirty years he has been engaged in the wholesale grocery business here.

Let Us Reason Together

In stating our position publicly on the question of the increase in railroad passenger rates, we are conscious of the fact that this has a far reaching effect upon the prosperity of our State, and therefore is of vital interest to every man, woman and child within the State.

The president of our Company wishes to state frankly that he does not own a share of railroad stock, is not interested in any way in the railroad business, nor is this statement published at the suggestion or request of the railroad officials.

But, We have lived in Michigan all of our lives. We believe it is one of the best states in the union, and we want it to continue on such a basis as will offer the greatest amount of prosperity for all of the people.

Therefore, We have been doing some very serious thinking regarding the question of the conditions of the railroads within our State, and after studying the matter very seriously for a good many months, we are satisfied that the lack of prosperity for the railroad companies is bound to have a serious effect upon the business conditions in Western Michigan.

The growth and prosperity of your business and ours, will continue to the same extent that the territory in which we live, and which we serve, continues to grow and prosper.

We want more railroad lines, we want more trains on the lines we have, and we want the railroads to adopt all life saving and life

protecting devices, as fast as they are perfected.

We want all of these things so as to make our State the most attractive and most desirable place possible in which people can live their lives, and the betterment of these conditions will help to induce more people to settle in our State. And more people means more business and greater prosperity for all of us.

We believe in the work of the Western Michigan Development Bureau, and we believe the railroads, if they were prospering, would do even more to help carry on this work, which will be for their benefit as well as our own.

Therefore, We are firmly convinced that your, and our interests will be promoted, if the people of our State, through their legislature, permit the railroads to advance their passenger rates to a point where they can make a reasonable earning for their stockholders

This will make possible better railroad service, help the Western Michigan Development Bureau, and place the people in a position to insist upon the adoption of all life saving devices, and the separation of grade crossings, which means prosperity on one hand, and saving human lives on the other.

Therefore, Let us all join hands in the spirit of fairness and promote our own interests by making the investment of railroad capital in the State of Michigan, attractive to those men who have money to invest in enterprises of that kind.

Let's All Boost for Michigan

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS



(Unlike any other paper.)

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E. A. STOWE, Editor.

March 24, 1915.

GERMANY'S FOOD SUPPLY.

While the attention of the whole world has been admirably centered on Germany's remarkable industrial development during the last quarter century, comparatively little notice has been taken of her equally wonderful agricultural advancement. Although the cultivable area has remained practically unchanged, the yield of all agricultural products has been increasing at an astonishing rate.

In place of two and one-half million tons twenty-five years ago, Germany now produces annually four and one-half million tons of wheat. The increase in the production of barley and hay has been 50 per cent., while the yield of rye and beet sugar has been doubled. Other crops show gains of similar proportions; although the population of the Empire is augmenting at the rate of three-quarters of a million each year, the steady enlargement of Germany's agricultural products has more than sufficed to feed this accession in numbers. In spite of a rapidly rising population, therefore, the Kaiser's realm is becoming yearly less dependent for its subsistence on the importation of foreign foodstuffs.

Scientific farming methods, intensive cultivation, and the use of better fertilizers have all contributed to bring about this favorable result. In the yield per acre, Germany is far in advance of any other nation, and has set the standard for the world. With a population and surface area approximately half as large again as Great Britain and Ireland, its fields and forests produce crops three times the actual and almost twice the relative value. Furthermore, the German farmer is constantly improving his methods, while his English rival is satisfied with old standards and conditions.

But if the German people have every reason to be satisfied with the past record of their agriculturists, still greater achievements are expected of them in the immediate future. For, now that all customary imports of food have been stopped, they are confidently relied upon to feed the entire population during the present war, and to avert a humiliating capitulation because of famine. On the

expertness and resourcefulness of the German farming class the outcome of the European conflict may depend.

Aware that Germany was accustomed to import in times of peace over six million tons of food and food-stuffs, the Allies have proceeded on the theory that the prevention of all such imports would endanger the subsistence of the German nation and compel its rulers to sue unconditionally for peace. The fact has been overlooked, however, that Germany exports certain agricultural products in large quantities. Only in case these are insufficient to replace and make good the staples formerly imported will it be possible to "starve out" the Kaiser's Empire.

Considering merely the most important articles of food, Germany has, roughly speaking, imported three-fifths of its fish, one-third of its wheat and fodder, and one-quarter of its milk supply. Denmark and Switzerland can be counted upon for a part of this last-named product and, thanks to Germany's control of the Baltic, fish is arriving in large quantities from the Scandinavian countries. Only the finding of an equivalent for the excluded foreign wheat and fodder is, therefore, of serious moment. So far Germany has been able to obtain part of its needed wheat supply from Roumania, but the same good fortune cannot be always expected.

With average crops in the immediate future, Germany's home-grown wheat will fall about seventy million bushels short of the amount habitually consumed. This deficit is being made good, however, through an increased use of rye and potatoes. Rye is one of Germany's export crops, and the half-million tons formerly annually shipped abroad is now retained for home consumption. Almost an equal quantity can be saved for human nourishment by restricting the amount used in feeding live stock and in producing brandy and spirits. Potatoes available for table use are susceptible of a 50 per cent. increase by forbidding any alcohol to be made from them, and through increasing the quantity gathered by the erection of additional potato drying establishments. In this way, the Germans are averting any possible famine in breadstuffs. If not as palatable as whole-wheat bread, their war staple of wheat, potatoes and rye is certainly nourishing and wholesome.

More troublesome is the question of fodder. Aside from sugar-making beets—of which the surplus crop amounts to one and a half million tons per year—the Germans have no means of replacing the feedstuffs heretofore procured from foreign countries. Hence it is proposed to slaughter one-tenth of the existing cattle and a third of the swine. Not only would the fodder requirements be cut down in this manner, but part of the grain and other provender thus saved could be used to feed the people. Undoubtedly, the German consumption of meat can be reduced without injuring the health of the population, for per capita Germany consumes more meat than any other European country. A partial diminution of the

meat supply will not prove catastrophic therefore.

Recently, the German authorities have established a government grain monopoly and taken other radical steps to conserve and prevent any waste of food. Deemed by the opposing belligerents evidence of an acute shortage of supplies, they are in reality proof that no famine conditions are likely to occur so long as Germany remains free from invasion. The question of making the country self-sustaining while hostilities last unquestionably constitutes a grave problem. But it is not an insoluble one, and leading officials and prominent scientists are devoting themselves to its solution. Considering the extraordinary progress made by German agriculture in the past, and the skilful manner in which every waste plot of ground is now being made arable and cultivated, there would seem to be little doubt of Germany's managing to feed its people while the war lasts. Consequently, the expectations of those who believe that Germany can be starved out appear doomed to disappointment. Beyond compelling their opponents to partake less of certain foods, and to resort more freely to others, the Allies' exclusion of all foreign bread and feedstuffs promises to yield but comparatively meager results.

CHANGED ATTITUDE.

It is impossible not to see in two recent decisions of the Federal courts evidence of the changed Governmental attitude towards big business. One United States Circuit Court reversed the court below in the matter of the prosecution of the National Cash Register Co. and another dismissed the proceedings against the United Shoe Machinery Co. Both cases may be carried further, but, even so, these judicial opinions are a sign of the times. They show a growing public belief that it is not for the Department of Justice to seize upon the Anti-Trust act as if it were a gun and go to shooting promiscuously, since, in the phrase of President Roosevelt's Attorney-General, you could hardly miss when there was so much game to be flushed. Judges are but human, and inevitably respond to the feeling of the community in such matters. As that feeling is, just now, one of marked considerateness for railroads and large corporations, so long as they do not flagrantly disregard the law, it is inevitable that the courts should be found inclining the same way. Great enterprises may be reasonably assured for some time to come, that at all events, the statutes will not be tortured by the judges into an interpretation which will thwart and mulct them.

Quite in line with this changed attitude of the courts, is the talk of President Wilson about the aims and hopes of the new Federal Trade Commission. He announces that, far from being a scourge to business, it will endeavor to give "constructive" aid to every legitimate industry. That these assurances will be welcomed by men of large affairs goes without saying, but the unfortunate feature of

the situation is that President Wilson is not a business man, has not surrounded himself with business men and has no conception of the needs and necessities of business men.

No one will deny that wrongs have been done in the business of the country; but no one will believe that two wrongs make a right. Granting that the Government regulations have done good in certain ways (and no doubt they have), yet none of them have done so much good as the Government can do now by taking its hands off, letting people alone, and instructing the various Commissions, not to proceed against corporations as a criminal lawyer proceeds, but as judges, fair-minded, open-minded, and industrious in learning the facts with regard to that which they judge.

TIME TO ACT.

Those merchants of Michigan who are really serious in wanting to exterminate the trading stamp system now have a chance to accomplish their purpose by contributing to a fund that must be raised in order to determine the validity of the law enacted by the Legislature of 1911 prohibiting the use of trading stamps in this State. If the law is valid, it should be enforced. If it is defective in any way, that fact should be determined, so that the weak feature may be eliminated in subsequent efforts to abolish the trading stamp evil by law. As it now stands the large merchants of Grand Rapids propose to raise \$200, the large merchants of Detroit are asked to contribute \$400 additional and the smaller merchants of the State, including the members of the Retail Grocers and General Merchants' Association of Michigan, are expected to secure \$400. Any merchant who wishes to do his share should communicate at once with J. A. Lake, Petoskey, or Charles Trankla, of Grand Rapids. Both are thoroughly responsible gentlemen, eminently successful in the grocery and dry goods lines, respectively, and can be depended upon to see that every dollar thus contributed is expended wisely and accounted for scrupulously. The Tradesman commends this undertaking to the merchants of Michigan and bespeaks their most liberal support in behalf of the campaign fully described on the second page of this week's edition.

Buffalo had a donation day recently, when several hundred boxes were placed in conspicuous places to receive contributions for the poor of the city. In counting up the offerings it has been found that many put iron washers into the boxes and others got rid of bad coins. There were fourteen smooth quarters, a counterfeit 50-cent piece, a Hong Kong coin and two Russian pieces, to say nothing of an assorted lot of mutilated and punctured pennies, nickels and dimes. However, several thousand dollars were given, but the number of bad pieces shows that there are some pretty small people in Buffalo, and they are not a credit to that or any other city.

MUNICIPAL OWNERSHIP.

Valid Reasons Why It is Not Practicable.

Written for the Tradesman.

During one of the debates on Municipal Ownership in Grand Rapids recently, the question was asked:

"If Municipal ownership is a good thing for the people, why is it that there are 263 acknowledged cases of Municipal Ownership failure in the United States, and no known cases of absolute success?"

The question was not answered.

Another question was asked in the same debate:

"The Bureau of Municipal Research of New York City made a survey of the Board of Public Works of the city of Grand Rapids, probably the best conducted department of the city government. Two hundred and seventeen recommendations were made for large and small changes in methods of accounting and management. Had that survey extended to all of the departments of the city with the same ratio of recommendations, would it be a good recommendation for the municipal ownership and operation of the gas plant or any other public utility?"

That question was not answered.

It is not necessary to charge lack of sincerity to the advocates of municipal ownership. It is sufficient to state that their attitude on the question is due to lack of knowledge; the result of theorizing instead of the application of common sense business principles.

Municipal Ownership seems to have failed most where tried most. An examination of the records develop interesting facts, many of which have been covered in newspaper articles and speeches. The distribution of the cases of Municipal Ownership failure, however, presents an interesting study.

Ohio, the hot bed of political activity, socialistic propaganda and the center of organized labor endeavor leads the list of failures, with fifty-three to its credit.

Illinois, famous for labor and political unrest, comes next with twenty-six cases recorded.

Michigan, where municipal ownership agitation at present is the greatest, stands third with seventeen cases to its discredit.

Indiana, notorious for shady politics and isms of all kinds, runs a close race with Michigan, with sixteen cases chalked up against it.

Pennsylvania comes next with thirteen cases.

Missouri, where the people had to be shown, has ten cases.

Iowa, ten.

Massachusetts, ten.

Washington, where the Municipal Ownership cry has been loud, eight.

California, eight.

Wisconsin, seven.

Kansas, six.

Georgia, North Carolina, Tennessee and New York, five each.

South Carolina, Minnesota, Mississippi, Virginia and Texas, four each.

Alabama, Kentucky, North Dakota and Oregon, three each.

South Dakota, Nebraska, Utah, Louisiana and West Virginia two each.

Maryland, Vermont, Florida, Oklahoma, Arkansas and Colorado, one each.

In the Dominion of Canada there are five cases recorded.

In every one of these cases experience has been a costly teacher, but the lesson has been thoroughly learned. Following up the record, the underlying cause of nine-tenths of the failures was the element of politics,

economy, the pumping stations are operated with great waste and extravagance, and that in a single year if ordinary care had been exercised, the city would have saved \$76,062 in coal alone.

The Commission on City Expenditures submitted Mr. Maury's report to the Council with the following statement:

"The Commission is of the opinion that the wasteful and inefficient operation of the water works plant for a long series of years has imposed

constituted, this is bound to be the case. Personal and political considerations set into the background all economic principles and the people suffer in proportion as politics gain the ascendancy. Very few, if any, city officials are willing to admit the economic failure of a utility plant under their control and they will make the best showing possible, even where concealment of the truth is necessary to bolster up their position.

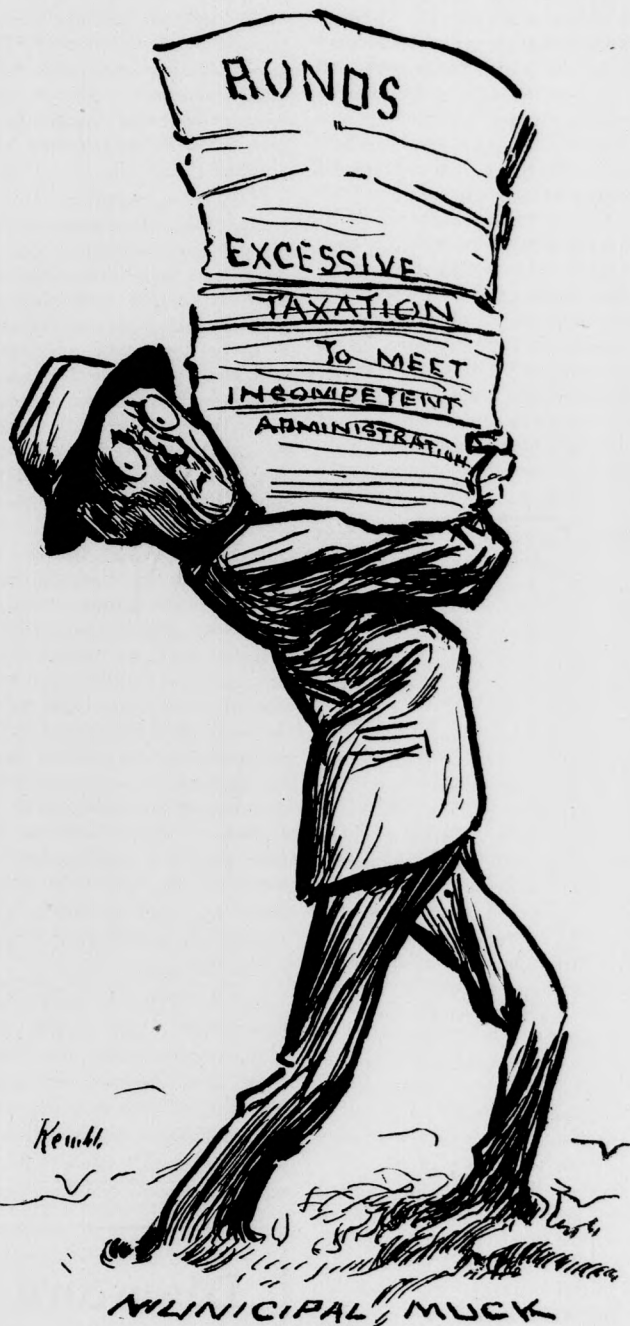
What is municipal ownership but private ownership under political control? Who owns a public utility built or purchased by a municipality? The bondholders who invest their money, because they do not have to depend upon business ability and economical operation of the property for the security of their investment, or the interest thereon; because the credit of the city is behind the bond issue and the home of every man in that municipality is mortgaged to secure the amount of the bonds they have purchased. So long as this is the case, the real owners of the property do not have to worry as to efficiency of management. The citizens—the home owners of the city—have to foot the bill and their property is good for it.

If the taxpayers of a municipality place themselves in this position are they deserving of sympathy? Yes, because they listened to the arguments of men in whom they had confidence and went into the proposition believing what had been told them. When it comes time for the citizens to pay the bill there is naturally a bitter awakening.

The question has been asked why is it that a city cannot run a public utility property as well as a private company. That question has been partially answered, but there are other reasons. A public utility operated by a municipality cannot help be the foot ball of politics. One administration is sincere and tries to operate the property in the interests of the people, maintain its physical condition in good shape and give adequate service. This results in either showing a loss or little profit. The next administration comes in with a furor, and on the principle that a new broom sweeps clean, promises the city a more economical administration. Orders are issued to prune expenses. "Repairs, oh, bosh! We can't spend any money on that plant. We've got to make a showing. Push it through as it is. It is in pretty good condition." These orders are carried out and the plant, be it either water works, gas or electric light plants, are run to the limit to keep up the service and keep down the cost. The property is wearing out. The showing is good, of course, but the day of reckoning comes when it is found that practically a new plant must be built or the municipal ownership abandoned.

This is not speculation. It is the composite review of the reports of more than 260 cities and towns in the United States where municipal ownership has proved a failure.

The general situation is admirably summed up in the case of the city



Getting it at both ends

which made it next to impossible to give the enterprises the skilled management they needed to make them successful from either a financial or a service standpoint. This is epitomized in the report of Dabney H. Maury, one of the best water works engineers in the country, made to the Chicago Commission on City Expenditures. His report showed conclusively that, although the physical conditions surrounding the pumping of water in Chicago are favorable to

a very heavy burden on the consumers and has resulted in a type of service far below what might have been rendered."

Go through the record and it will be seen the statements of the mayors or other officials of the places where the failures are acknowledged—and they are in the 263 cases—embody the same refrain contained in the Chicago report—inefficiency and extravagance. In the very nature of things, as our municipal governments are

of Cleveland, Ohio. Not a single dollar of all the millions invested in municipal utility experiments in Cleveland or of the alleged profits of these undertakings has ever been returned to the people, or to the public treasury to lighten the burden of taxes. In the decade between 1900 and 1910 Cleveland's population increased 48 per cent., or nearly 5 per cent. a year, and the taxes paid by the citizens of Cleveland increased from \$8,623,957 in 1909, to \$13,192,038 in 1913, an annual average increase of 12 per cent. in that period of four years. The article also points out that the municipal bonded indebtedness of Cleveland increased from \$28,419,543 in 1909 to \$40,729,983 in 1913, an increase of 12 per cent. for each year.

Cleveland's municipal ownership experiments have attracted much attention throughout the country. Invariably they are pictured as being wonderfully successful, and in every report given out are shown large profits for the people and low prices for the consumers. Yet it is a cold fact that not a single dollar of the millions invested in these projects, or of the alleged profits, has ever been returned to the people or to the public treasury for the mitigation of the tax burden.

Cleveland's best advertised municipal enterprise is its electric light plant. The city has been in the light business since 1906, when it acquired the Brooklyn plant. This plant has always made money—on paper. Each year an official statement is given out showing handsome profits, but \$306,665.75 of real money put up by the taxpayers has gone into this plant and never a cent has come out. No interest has been paid on the investment; no depreciation fund has been set aside and now it is officially announced the plant is to be abandoned and scrapped, so that a large part of the investment will be a total loss. And all the time the rates to consumers have been as high or higher than the private rates.

A new electric plant has just been opened; \$2,500,000 of bonds were authorized for the project. It has been two years in the building, but now that the generating station is ready for business, the city finds itself without an adequate distribution system to deliver its product to prospective customers. Presumably more bonds must be sold and another two years consumed before that plant can serve any considerable number of customers. Meanwhile interest on the original bonds is being paid by the taxpayers. The land upon which this plant was built belongs to the water department, and because it was taken from that department it became necessary to sell \$250,000 of waterworks bonds to buy adjacent land for a filtration plant.

Municipal dance halls—three cents a dance—called for an appropriation this year of \$13,575. Municipal peanut and popcorn stands—three cents a bag, drew \$97,000 appropriation, while the municipal garage cost the taxpayers \$9,239.

Cleveland has a municipal steam heating plant. It was built with money taken from the waterworks fund. It cost about \$375,000. Great things were predicted for this plant, and it was officially declared to be a start toward an enterprise which would supply everybody with heat at a cost much below either coal or gas. A year ago the officials in charge published detailed figures showing that the cost of municipal steam, including interest on the investment, lost taxes, depreciation and everything else, was only 23.6 cents per 1,000 pounds of steam, while the selling price was 30 cents; so a handsome profit was certain. After being in operation over a year, it has leaked out that less than 200 customers are being supplied by this costly enterprise, and that the actual cost of all steam sold was over 50 cents per 1,000 pounds for operating expenses only, making a net loss of 20 cents on each 1,000 pounds sold, exclusive of interest, depreciation, etc. Incidentally this illustrates the unreliability of official figures and productions given out by Cleveland officials. Meanwhile, because this money was diverted from the waterworks fund, where it belonged, it has been necessary to sell bonds to provide money for a filtration plant. Paul Leake.

Developing Capacity for Independent Action.

Written for the Tradesman.

Dean Schneider, of Cincinnati University, in fitting students for jobs for which they are best adapted, has found that there are twenty-eight classes of men.

The Dean does not insist that this classification is the only logical one, or that it is in any sense final. All he claims for it is that he has found it convenient. If you have a classification of your own, he would be the last man in the world to insist that you throw it over and accept his.

The Dean has discovered that there is the widest temperamental difference in boys and men. There is, for example, the "indoor man" and the "outdoor man;" the "director" (i. e. the man of latent managerial or executive ability) and the "follower" (i. e. the boy or man who is going to require a boss to lay out his work and supervise the doing of it).

Looking at the matter in another way, there are two big distinct classes, to one which every boy and man belongs; namely, the static and the dynamic. Static means, To cause to stand. Dynamic means, To cause to move.

Dean Schneider says the static man or boy is satisfied to take things as they come. He is a born conservative. He is more or less lacking in imagination, daring and initiative. He is content to go on the low-gear. But the dynamic man or boy has the faculty or capacity of doing things on his own initiative; and he's never really happy when he is not so acting. He has imagination, dash and daring. In other words he has the "punch" and the "pep." He is the fellow who makes egregious failures or brilliant success, according to his train-

ing and discipline. But the fellow who gets on in the world is always a dynamic chap.

Are some men born static? Undoubtedly so. And others are made static by environment or early surroundings. If a man is born static or acquires static qualities as a result of early conditions, must he go through life as a static person? Certainly not, says Dean Schneider. No man is required to remain static against his will. He can cultivate the capacity for initiative just as any other trait or capacity can be cultivated. He can acquire confidence in himself. Confidence is based on knowledge and skill; and these things can be acquired. He can, by concentrated effort and determination, educate himself out of one class into another.

It is all contingent upon the capacity for independent action. The normal boy, when he is told or shown once how to do a thing, does not have to be told again and again. If he once thoroughly understands what is to be done, why it is to be done, and how it is to be done, and why it is to be done in just a certain way rather than in one of a score or more of other ways—the bright, capable boy will rapidly acquire dexterity in doing that particular thing. Skill begets confidence.

It is really pathetic that there are so many dull, unimaginative, sodden people in the world. This condition is due largely to the lack of proper training and the right sort of encouragement at the right time. Any one, in almost any walk of life, who is reasonably bright and capable, can assuredly better himself by faithful application. He can acquire a better understanding of his work. He can cultivate a deeper interest in it. He can train his imagination to work upon it. He can learn to do things upon his own initiative, and in so doing, get a far deeper satisfaction out of his work.

People who are employers should understand this principle. The more their employes are developed along these lines, the more efficient do they become. The merchant, therefore, should have a vital interest in transforming "static" salespeople into "dynamic" salespeople. This can be done

only as he develops in them the capacity for independent action.

Frank Fenwick.

Difference Between University and Seminary.

Grand Rapids, March 19.—I note your article in the Tradesman on Rev. Billy Sunday. It is good, true and to the point, as most things in the Tradesman are. There is one statement there, however, which is not good, because it is not true. It is not true because facts are confused in the mind of the writer.

There is in Princeton a University and a Theological Seminary. The University is neither Presbyterian nor Calvinistic, although there was a time when it was under the control of the Presbyterian church. The Seminary is both Presbyterian and Calvinistic (the two are not nor have they ever been necessarily synonymous).

It was the University which was opposed to Mr. Sunday and excluded him from the chapel. The "Narrow Calvinist," on the contrary, welcomed him. Dr. Chester Birch arranged the meeting in the local Presbyterian church. Rev. J. Ross Stevenson, President of the Theological Seminary, presided at both these meetings.

Dr. Stevenson is one of Sunday's warmest friends. President Hibben of the University is known as a "liberal" and President Stevenson is known as a "conservative" in church circles.

Mr. Sunday was in Princeton, made good and won the students. He was brought there by the "religious intolerants." Now, I have no idea of being sarcastic, only to state facts. I cannot refrain from saying, in closing, that, personally, I have met much more bigotry and intolerance among "liberals" than among the "intolerant" ministers. John T. Thomas.

Pastor Westminster Presbyterian Church.

Ice manufacturers holding a convention in Kansas City, Mo., gave housekeepers a tip. It was to blanket their ice, and for that purpose the morning newspaper was recommended as being just as good as any patent ice blanket on the market. The ice manufacturers said that newspapers laid thickly over the ice in the refrigerator box would save 20 per cent. on the ice bill. But sanitary experts tell housekeepers that covering ice in refrigerators is not hygienic and that in order to keep the ice box clean and sweet there must be a circulation of air. The icemen and the sanitary experts ought to get together and settle this matter.

A man who says "I don't care" is either a liar or a fool.

Diamond Brand Steel Goods

"True Temper"

Order Now

Michigan Hardware Co.

Grand Rapids

THE MEAT MARKET

Rapid Growth of Tuna Fish Pack.

One of the most phenomenal food products sold in cans, in the matter of its rapid development, is "tuna fish." Its first appearance was hardly more than a decade ago, yet in the past four years the pack has grown from a matter of 42,000 cases to 325,000 cases last year and predictions of 1,000,000 cases in 1915.

The tuna fish has been known for many years in Southern California as a game fish and as such it has become known not only to the game fishermen of the United States but to all countries of the globe.

The name tuna comprises many species, there being the blue fin tuna, which averages from one hundred to two hundred and fifty pounds, and which is the one that is so eagerly sought by the sporting fishermen. Next in size comes the albacore tuna, which is known by some as the long fin. This fish averages from twenty-five to forty pounds.

Then there is the yellow fin tuna, which is sometimes known as the Japanese tuna, and which appears in the waters of Southern California only at long intervals. This fish averages about the same as the long fin tuna. The other fish which belong to the tuna family are the bon'ta and the skip jack. These are both small species and average from eight to ten pounds in weight.

The albacore tuna, or the long fin, is the one which is used by the canners in the production of canned tuna, and they travel in large schools which appear off the shores of Southern California about the first of June and disappear about the first of November.

In 1907 the Southern California Fish Co., which since 1892 had been canning sardines on the harbor of San Pedro, discovered, after experimenting for three years, the processes which are now used in the industry. They took the long fin, or albacore tuna, and placed them in steam cookers, using the live steam as a medium of cooking. When the meat had become thoroughly cooked and was ready to drop from the bones, they removed the fish from the cookers and left them to cool. After becoming thoroughly cold, the skin and bones were removed and the strips of white meat separated from the black, the latter being discarded and the former being used for canning purposes. The white meat was then cut into chunks suitable to place in cans, and after being mixed with a certain quantity of high grade salad oil, the cans were sealed. The goods were

then retorted and vented, and during the year 1907 6,000 cases were placed on the market.

From this start has grown the tuna industry. At the present time there are about twenty concerns packing tuna exclusively, located at San Pedro, Long Beach and San Diego.

To Whiten Stained Marble.

The process of removing stains from marble varies according to the kind of stain, but most stains will be removed by the following method: Mix quicklime with strong lye to the consistency of thick cream and apply to the marble surface with a brush. Leave the composition in contact overnight and wash off in the morning. If this is of no avail, mix four ounces soft soap with an equal quantity of whiting, add one ounce of soda (sodium hydrate) and one-half ounce of copper sulphate in powder, and boil the whole together for 15 minutes. Rub this mixture, while still hot, over the marble, using a bit of flannel on a stick for the purpose. Leave the application in place for twenty-four hours, then wash off and polish. Oil stains may be removed by applying a paste of common clay and benzine. To restore polish after any of these operations, use a piece of felt wrapped around a bit of wood and rub the marble with it, also using water and emery powder, until an even surface is obtained. The emery powder should be in graded sizes, using coarser first and finishing with the finest flour of emery, changing the felt with each change of powder. The flour will leave a comparatively fine gloss on the surface, which should be heightened with putty powder and fine, clean cotton rags, finishing with silk.

Hog Temperatures.

Hogs should be run into the coolers at a temperature of 28 to 30 degrees F. In filling the tunnels the temperature will run as high as 45 to 46 degrees F., but should be down as low as 36 degrees F. in the first twelve hours, and from that brought down to a temperature of 32 degrees F. by the time the carcasses have been forty-eight hours in the cooler.

Crown Roast.

This roast is sometimes called the coronet roast as well. Take the sack and roll back the flesh from the lower ends of the ribs. Open the joints in the backbone and then bend the ribs backward until they meet. Skewer or tie the ends together. This roast is always a first class seller.

Getting Best Results in Smoking Sausage.

Success in making a good smoked sausage depends not only upon the right mixture of meat and spices but also upon the treatment of the sausage before and during smoking. After the sausages are stuffed they should be hung up on sticks so that they will not come in contact with one another; then the sticks are put on fixtures so that two rows of sausage may be hung, one over the other. The upper row must be at least one foot from the ceiling and the lower one so high that it does not touch the floor. All the sticks must first be hung on the lower row. There must be left some space between the rows and the temperature of the room should be maintained at 58 degrees F. It should never be more than 65 degrees F. When hung the sausage must be carefully watched to see that it does not get too dry during the first five days while hanging in the lower row; if it does, it must be sprinkled several times with pure water and warmed to 64 degrees F. If this cannot be done, pour the water in a barrel and dip the sausage in twice daily (morning and night) for ten to fifteen minutes, depending upon their thickness. After five days the strings and loops should be examined to see if they are correct. When all is right the sticks with the sausage are hung in the upper rows. If the sausages show a moldy appearance when in the lower rows they must be cleaned with a soft cloth or sponge and warm salt water. This must be particularly observed before they are hung in the upper rows.

The temperature of 58 degrees F. should be maintained steadily, with moderate change of air but no draft, so that the sausage will become moderately dry in about eight days. The lower ends must not be entirely dry as yet. In this state the sausages are brought into the cold smoke for a slow smoking. Excessive previous drying, especially when cattle gut is used, is to be avoided. If the guts are too dry their pores are closed and the smoke cannot preserve the meat, because the watery parts cannot leave through the closed pores and the result will be a defective product.

The purpose of this method of treatment is: The guts being kept wet the first five days, the sausage meat settles by degrees and the guts, in spite of the moisture from the outside, contract slowly through the influence of the warmth, without the pores being closed. On the other hand, through the warmth from the inside to the outer edge, the sausages obtain their fine, fresh color. No alarm should be felt if the sausages

do not get their red color before the ninth or tenth day, that the rim will become gray. This is entirely excluded by the warmth which keeps within.

Clap Trap Methods to Secure Subscribers.

A certain trade journal whose sole aim in life appears to be to exploit the retail dealer by the employment of questionable methods is soliciting subscriptions on an implied agreement to devote one-half the money thus collected to secure the enactment on an impossible Congressional measure compelling mail order houses to pay a tax on the business transacted in each state. This is clap trap, pure and simple, and any dealer who bites on the hook is easily deceived. As a matter of fact, one-half of the money collected is retained by the glib solicitor and the other half is retained by the publisher. The only proper way to build up a trade journal is on the merits of the publication itself. Resort to subterfuge and sensational methods is a confession of weakness which no thoroughly reputable journal has to resort to in order to maintain itself.

Not every woman would drop dead, as did that Detroit woman the other day, when her time-tried husband told her he loved her, but nine out of ten would fall in a swoon under the same provocation.

MAAS BROTHERS Wholesale Fish Dealers



Sea Foods and Lake Fish of All Kinds

Citizens Phone 2124 Bell Phone M. 1378
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AS SURE AS THE
SUN RISES

Voigt's CRESCENT FLOUR

Makes Best Bread
and Pastry



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.



Style and Fit More Important Than Durability.

It is a common saying that "a thing well bought is half sold." This is no doubt true, but who is to determine beforehand which article may be well bought? Take the placing of the autumn clothing order as an example:

What constitutes the superiority of one garment over another for a particular clothier? There are at least four important elements in the value of a suit of clothes.

1. Style of the garment, represented by its cut and hang.
2. Color or shade of the fabric and its pattern.
3. Fit. It must fit the average purchaser satisfactorily.
4. Value of materials and workmanship.

There are other elements that go toward making a garment valuable, but these are the major ones.

The first and second may be considered first and together as they are of equal importance and of the most importance.

Many clothiers have during former years formed a habit of purchasing, or rather re-purchasing, numbers that have proven popular, provided there is a seeming possibility of disposing of them. Years gone by when there was no individuality to clothing; when the clothing made by one firm was similar to the clothing made by another, such a policy was no doubt sane and safe. The public had pronounced a certain pattern satisfactorily and a certain fabric to have excellent wearing qualities. Was it not good policy to repeat on that number? It was.

In those days there was but little change in the cut and style of clothing. Merchants held goods over several seasons, "sized up" to them and the "old" passed out as "new." But to-day such a proceeding would be suicidal on the merchant's side. He would not only lose trade but eventually he would lose his whole business.

To-day the style, cut, color, shade, pattern, all have such an importance in the eye of the consumer that all five must be there as represented by the latest dictates of fashion. If fashion says three buttons, four or two buttons will not move. If fashion says center vents then side vents or no vents will not move. A few odd suits that are passe might be sold as "new," but the profit on them is turned into loss as soon as the purchaser finds he has been "taken in."

A stock of clothing these days should be just as small as it is pos-

sible to keep it and at the same time be large enough to meet all demands that should be met. Some clothiers will tie up a great deal of their capital in slow moving lines and any profit made on them this year is lost next year when the balance must be sold below cost.

It is a safe proposition for any merchant to lead up to—a complete small stock and facilities for replenishing stock in short order. It is a safe thing for the merchant near a large wholesale or manufacturing center to purchase some of his stock, at least, there rather than in a distant one. The facility with which a merchant can replenish numbers that prove popular should be one of the chief considerations in buying.

The merchant should cut out many of the "safe" lines offered him by the traveling salesman. These are the lines that fill his stock up with deadwood. A "safe" line is always sure to be a line that only a man following a two-year-old style will ask for or accept. Cut them out. Purchase your patterns for your old and sedate customers—these must not be overlooked, but remember that nine out of ten of these would be better pleased if they were "persuaded" to accept something a little more modern. They do not want to wear the same old thing this year as last. They want people to know they have a new suit, and to feel themselves it is new.

Style and pattern are of the utmost importance. The very best values you can purchase, lacking these requisites, are worthless. The clothier perhaps has learned this from his actual experience during the past two or three years. Therefore, place all stress on style and pattern and do not purchase a single garment unless it measures up to the season in these things.

Next in importance comes fit. In fact this ranks almost equally in importance with style and pattern. But people will purchase garments that do not fit (there is no credit due the clothier who allows their sale) as long as the style and pattern suit. Besides this, the bushelman may alter a garment and make it approach a fit.

There are two reasons why well or perfectly fitting garments should be purchased. First, because a garment that does not fit a customer is a detriment to future business, for while the purchaser may have been satisfied in the shop when making the purchase his friends on the outside and other "knockers" will soon put him wise. His trade is transferred and a trade that might have been influenced in favor of the garments and the

shop where they were purchased is turned into other channels.

Not many of us know how much we have to thank our intelligence for in selecting proper garments for our wardrobes and shops. Every suit sold by a clothier either influences trade for his shop or prejudices trade against it. This is worth thinking over.

The other reason why a "poor fitter" should be avoided is the alteration expenses, no inconsiderable drain on the clothier's profits.

Intrinsic value is the last and today is really of the least consideration. This will not always be so, nor is it really so when a business is considered on a whole. The younger element, those who purchase clothing in largest quantities, must have something new and novel even at a cost of value or wear. Another considerable class do not mind much, as long as a certain amount of wear and looks are forthcoming, whether the suit would wear any longer or not. They are accustomed to purchase every so often and that is the end of it. The old ones are given away anyway.

But while real worth may take a "back seat" for style, pattern and fit, the merchant should not accept anything that is offered. He must, on the other hand, try as hard as ever to obtain the best values being offered. Our point is, that he should not sacrifice the three most necessary elements in a garment's value for wearing qualities, which with a majority of persons are not considered very closely.

In conclusion, the profit on a garment made up of these four necessary elements will be large and permanent. A small stock composed along these lines will contain more actual worth to the clothier than a larger one bought along old lines.

Provide your patrons with the newest creations. Cease purchasing the old as soon as the new appears. Sell as clean each season as modern methods will allow and your future business and profits are assured.—A. E. Edgar in *Haberdasher*.

Many men are still of the opinion that the ideal way to fight the battles of the world is with one elbow on the bar-rail, within sound of the soft, whirring notes of the electric fan.

He Was Irish.

Omena, March 15.—The writer ran up against a joker of Sanford the other day. He was looking for W. H. Allswede, the ex-Senator and pioneer promoter of good roads. Stepping up to a man, he asked if he was Allswede. "Not on your life," he replied. "I am all Irish. My name is Charles Murphy, sor. I run this hotel, sor." N. C. Morgan.

Be content with a small beginning. Remember, the six-pound bass started out on a small scale.



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.

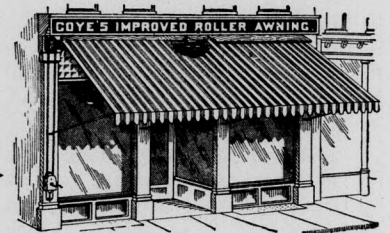
In short our plant will represent the best in everything that pertains to the production of *Harness and Collars*, and a cordial invitation to inspect it is extended to all friends and patrons.

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.

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.

Campau Ave. and Louis St. Grand Rapids, Mich.

"STYLES THAT SELL"

SOFT
&
STIFF HATS

THE
NEWLAND
HAT

STRAW GOODS
&
CAPS

We carry a complete line of silk hats for automobiling
Mail orders shipped promptly

Newland Hat Company

168 Jefferson Avenue

Detroit, Michigan

MAN OF FORCE AND INSIGHT.

Death of Local Manager of Standard Oil Co.

Stricken with acute indigestion while attending St. Mark's church ten weeks ago Monday night Sidney B. Drake, for many years manager for Western Michigan of the Standard Oil Company, died last Wednesday just before noon at his home, 256 Paris avenue. Funeral services were held at the residence Friday morning at 8:30. Rev. John N. McCormick officiating. The remains were taken to Cleveland for interment.

Biographical.

Sidney B. Drake was born in Clarion, Pa., Oct. 19, 1850. He received a high school education and for a time acted as station agent at Titusville, Pa. This was at the beginning of the oil excitement in the Keystone State and it so happened that Coal Oil Johnny was baggage master under Mr. Drake at Titusville. He subsequently engaged in the oil brokerage business in Oil City, becoming connected with the Standard Oil Company January 1, 1887, when he became connected with the book-keeping department in the general offices in Cleveland. Two years later he went to Omaha where he managed an adjunct of the Standard Oil Co. for a couple of years. He then returned to Cleveland, resuming his former connection with the book-keeping department. He subsequently removed to Grand Rapids and took the position of assistant manager under the late John C. Bonnell. On the retirement of Mr. Bonnell in 1895 he became manager of the business, which position he had occupied for the past twenty years to the satisfaction of everyone concerned.

Mr. Drake was married about twenty-five years ago to Miss Mary Seldon, of Cleveland. They have one daughter, Marjorie. Mrs. Drake and daughter spent the greater portion of 1912 in Europe, Mr. Drake joining them in April and remaining abroad until August. The family reside in their own home at 256 Paris avenue.

Mr. Drake was not a member of any fraternal order, but he had been a member of the Episcopal church ever since he was a boy and a member of St. Marks Parish ever since he came to this city. In June, 1908, he was elected Treasurer of the Episcopal Diocese of Western Michigan, which position he held at the time of his death. Besides the wife and daughter, Mr. Drake leaves two brothers and a sister—W. A. Drake, who is connected with the Postal Telegraph Co., at Tulsa, Okla.; John Drake, who is engaged in the growing of orange at Pomona, California, and Mrs. Daniel Goettel, of Oil City, Pa.

Appreciation.

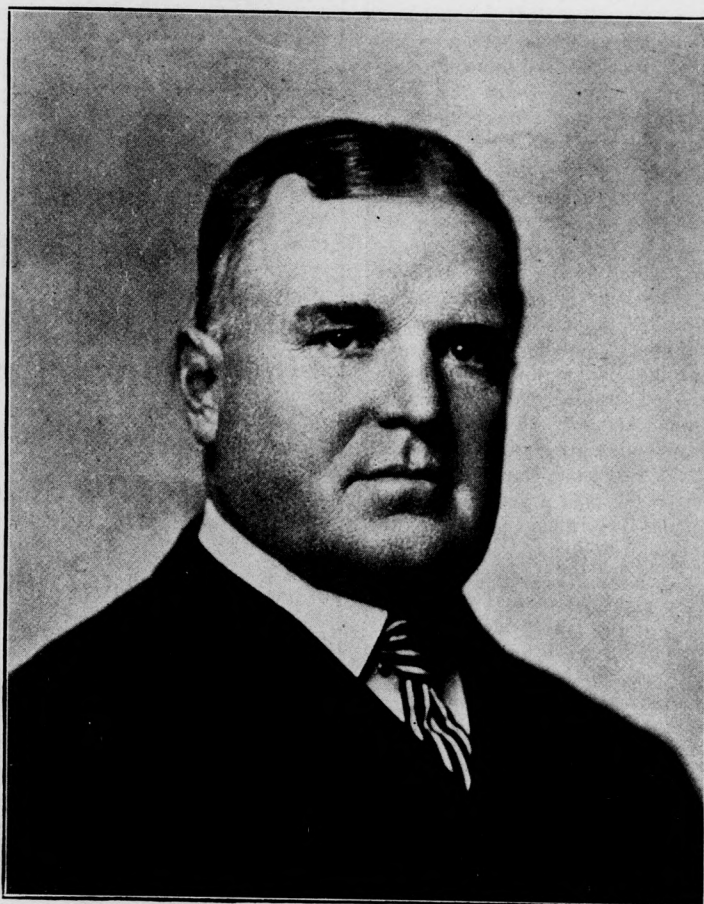
The passing of Mr. Drake, when he seemed to be at the zenith of his powers, is sincerely mourned by a great number of business and social friends. He was well known in business and social circles and wherever known he was both admired and respected. Of splendid physique, highly

attractive personality and apparently unbounded vigor and energy, he at once won all with whom he came in contact. His shrewd business sense, although always at his command, never warped nor unduly influenced his mental breadth or lessened his sterling qualities, derived from a sturdy ancestry. He was a magnificent example of the highest American type of the present day—full of life, of humor, of comradeship, and yet ever intent on the interest of the great business to which he had dedicated his career and in behalf of which he spent himself with all too great devotion.

To his immediate associates his death is a shock whose force cannot be put into words, all the more so because hope of his recovery was high until near the end. His activity, his optimism, his sound yet prompt judgment, his invariable good humor,

ance. He had that quiet way of looking squarely into your eyes, and his smile was as natural as it was sincere. He is gone, but the influence of his life will be felt during the entire life time of those who were privileged to come much in contact with him.

Mr. Drake was not a millionaire. He was not the founder of a great business venture. He was not a leader in any fad or ism. He was just a plain, ordinary business representative of a great corporation, who came to Grand Rapids about 1890 to serve that corporation and who did his duty here for a quarter of a century, faithful to every trust, and making friends for himself and the company which he represented on every hand. He belonged to the great class of Americans who are satisfied to do their duty in such a way that when they go to sleep at night they know that they have



SIDNEY B. DRAKE

and the dynamic force with which he put through important matters will be sadly missed. He was "a twentieth-century man," in every sense of the word.

But he was more than all this; he was honest, clean-minded, upright; he took no unfair advantage; his exceptional abilities were always used in the right direction. Always he stood for the best, the most honorable—the rights of the other party. He knew, too, what those around him were doing, and he gave full credit for good work even by the humblest.

Those who knew Mr. Drake were privileged to know a man whose heart seemed to expand with his business. Even at times when his work made the greatest demand upon his time he always found a second to drop the matter in hand and greet an acquaint-

nothing to regret—that great mass of normal men and women who by their efforts, small individually, but gigantic when taken as a whole, have made this country what it is.

Few men have passed to the Great Beyond in this city who will be more genuinely regretted, and whose memory will be kept green longer than that of Sidney B. Drake.

A friend has passed

Across the bay,
So wide and vast,

And put away
The mortal form

That held his breath.
But through the storm

That men call death,
Erect and straight,

Unstained by years,
At Heaven's gate

A man appears.

Least Said is Soonest Mended.

Least said in a business transaction is best. Many a sale is lost because of superfluous argument. When the sale is about made let the purchaser talk. One of the finest points in salesmanship is to know when to stop talking. Volubility never pays. A few well-chosen words right to the point, plainly and pleasingly expressed, will do the trick nine times in ten. Brevity, but exactitude, in answering questions is a virtue. Of course, there is a limit. Brevity does not mean curttness or coldness. Enthusiasm is necessary, but it should be administered in small doses so that its genuineness cannot be questioned. Sincerity can be displayed without over-indulgence in words. In fact, too much talk only opens room for argument, and argument is a bad thing for a salesman, because it takes great diplomacy to win an argument without offense to the purchaser. In social life the big talker is usually unpopular for the reason that he does not have time to weigh his words. In business every word must be carefully weighed, and undue volubility precludes the opportunity for such practice. A proposition well presented with brevity, sincerity and intelligence will meet acceptance, where a long-drawn, voluble presentation will become tiresome and open many avenues for argumental side-tracking. It is well in business to keep in mind at all times that least said is soonest mended.

Safety First in Buying

SAFETY in Buying means getting the goods and the quantities of goods YOU can sell at a profit. It means knowing what to buy and getting it at the right price.

You can be safe in buying when you buy from "Our Drummer." If you haven't the current issue handy, write for it.

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas



Directors of the Peninsular State Bank of Detroit have authorized paying a 3 per cent. quarterly dividend, beginning April 1. At a bid price of 216, stock of this Bank represents an income yield of 5.55 per cent. a year. There are now five Detroit banks paying an annual dividend of 12 per cent. namely, the Dime Savings, the Peoples' State, the Wayne County & Home, Detroit Trust Co. and the Peninsular State.

Leslie A. Anderson has been elected Cashier of the People's State Bank at Sparta to fill the vacancy made by the resignation of C. E. Kelly. Otto Miller will take Mr. Anderson's place as Assistant Cashier. Both are local young men still in their twenties. At the recent village election Mr. Anderson was re-elected clerk on the "dry" ticket.

The directors of the Baraga County State Bank have elected H. R. Gladden of Ruthland, Ill., to the Cashiership, to succeed Mr. Knisely. Both men will be directors of the institution, the latter becoming auditor. The Baraga County State Bank was organized in January, 1910. Mr. Knisely will engage in the real estate business in Baraga county, and will continue to aid in the management of the Bank as well.

The J. W. Cool Banking Co. will locate a branch at Moran. A number of the residents of the town have signified their willingness to take stock, a limited amount of which is sold. Wm. J. Ward had a party of men at work on a building there getting it in readiness for the bank furniture, and it is expected the institution will be ready for business in a short time.

The authorization of a conference between the ministers of finance and leading bankers of Central and South American countries and treasury officials and bankers of the United States is one of the best acts of the Congress which has just adjourned. If, in addition to financial subjects, political subjects can be considered at that gathering, so much the better. It should not be made to appear that this country is simply undertaking to win as much as it can out of our neighbors in this hemisphere but mutual interests should be a special study. We have made slow progress in our relations with the Spanish-American republics in these many years since Blaine tried to create a better situation. It will be clearly shown at this

gathering that banking equipment is needed, as well as American transportation between the two parts of the hemisphere. The South Americans know our goods pretty well but neither they nor we appear to understand how best to effectuate the exchange of commodities between the two continents. Most of all is it necessary that the United States and the Southern republics shall become conscious of unity of purpose and sentiment. In that case the solution of the Mexican question would be much easier. The conference opens in Washington May 10.

Every public school in Detroit will become a savings bank branch for Detroit banks as the result of a resolution adopted by the board of education. The pennies of Detroit school children are expected to pile up into the millions following the inauguration of the plan within the next few months. The spirit of the movement is to inculcate into the minds of Detroit's younger generation a habit of thrift. Postmaster Nagel, who first suggested the plan a year ago on behalf of the Government postal savings bank, withdrew his plan in deference to that offered by the banks, declaring before the board that it was not the role of the Government to enter into competition with local banking institutions. Under the plan, which will be perfected within a week by a conference between the bank officials and Superintendent Chadsey, every school child will be given an opportunity to purchase bank stamps of different denominations which, when pasted on a card bearing \$5 worth, will be accepted at face value at any city bank as a savings deposit. The plan will be operated under the Michigan State Bankers' Association of Detroit, through its clearing house arrangement. Any pupil is allowed to go to any bank he or she chooses.

The Federal Reserve Board announces rates of 3½ per cent. on thirty-day maturities and 4 per cent. on sixty-day maturities for commercial paper re-discounted by one Federal reserve bank with another. All applications for such re-discounts must be filed with the reserve board and they will be appointed among the reserve banks.

Seven of the banks of the county were represented at a meeting of the Shiawassee County Bankers' Association at Owosso, March 16. A committee consisting of E. O. Dewey and W. F. Gallagher, of Owosso; A.

L. Beard, of Morrice; F. N. Conn, of Durand, and J. A. VanAlstine, of Byron, was appointed by President A. D. Whipple to co-operate with the farmers' clubs and granges in the county in an effort to secure an agricultural adviser for the country.

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

GRAND RAPIDS SAVINGS BANK

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Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

Capital - - - - \$500,000
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Resources Over
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Paid on Certificates

Largest State and Savings Bank
in Western Michigan

OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

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

THIS Company aids corporations by acting as Registrar and transfer agent of their Capital Stock, the authentication of each Stock Certificate giving protection alike to the corporation and the stockholder.

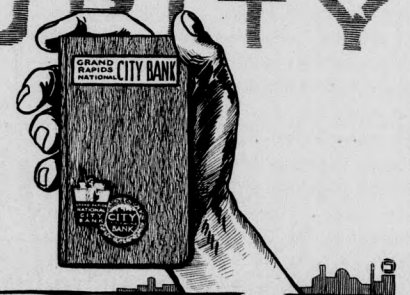
Consultation invited.

THE MICHIGAN TRUST CO.

Michigan Trust Bldg.

- Grand Rapids, 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.

much anxiety as to the fate of securities, and the start in business was timid indeed. The one thing most feared was a large mass of offerings of American securities from Europe. Those securities did not come in an avalanche but there is no doubt that considerable quantities are moving this way, particularly from the hands of German owners. Yet the tendency of prices has been upward in the main for thirty days. Doubtless those who are selling are also manipulating to keep the market strong but no amount of manipulation would answer the purpose if there were not real buying, and such buying is unquestionably in progress on a large scale. It is evidently the buying that means most, that is purchase of securities, transfer to the names of the buyers and deposit in strong boxes. No other explanation will account for the strength of this comparatively narrow market. Inducements to buy for speculative purposes are small. The properties are not doing well, as a general rule, and the immediate future holds out no promise of a revival. It is evidently the idea of purchasers that securities are low and that some time this country will come to itself again. This is good reasoning, and in time the holders will reap profits as well as current income. The only considerable danger in the immediate future is a quickening of the movement from Europe and the tender of larger quantities of stocks and bonds than the market can easily take.

These sales are a partial offset to the great balance in our favor in the foreign commerce caused by the purchase of military supplies. At the same time purchases of European government issues by our people are on a considerable scale. It is even said that a German loan of \$10,000,000 is in process of flotation in New York and Philadelphia while it is known that already moderate purchases of German issues have been made in this city and elsewhere. These incidents, along with the granting of liberal credits to England, France and Russia in this country, have thus far rendered the movement of any great quantity of gold unnecessary. The balance in the merchandise trade continues to increase, however. Washington reports that during the week ending March 13 exports exceeded imports at thirteen principal American customs districts by \$47,229,659, the largest balance for a similar period in our history.

The efforts by financial experts and others to define the ultimate effect of the present European war on the commerce of the world, particularly that of the United States, are numerous and distressing. The problem is one of unprecedented magnitude but seemingly not of extraordinary difficulty provided one is guided by history. Yet the historical argument is one which must be used guardedly inasmuch as the financial and commercial conditions of the whole world will be widely different from those following any other war. The commerce be-

tween the nations in the days of Napoleon, for example, was small compared with its volume now, the methods were different, the means of quick communication which we now have were lacking and while all Europe was involved in the trouble of that time the rest of the world was comparatively immune and each country was more restricted to its own internal interests than at the present time. The same may be said of the Crimean war, while the European conflicts of the latter part of the last century were essentially local and of short duration. Our civil war was an affair of one nation only. In the present European conflict every part of the world is involved in one degree and another, although only ten nations are actually engaged in the fighting. The outbreak of the conflict practically stopped business for a short time and artificial devices for the protection of trade which were set up in every country of the world still exist in one degree and another and probably will last until peace is declared.

The great commercial evil of the conflict will be the destruction of capital, as has been pointed out by almost every writer on the subject. It is impossible to ignore this greatest element and foolish to set up any countervailing force as having considerable potency. To say that the world will not suffer by this destruction of capital is to say that a mechanic's activities are not hampered by the loss of his tools, or that of a capitalist is not embarrassed by the destruction of a large portion of his wealth. It is then a question whether the effort the world will put forth to repair the loss will not be creative of great business activity. Certainly it will be but the effort will be directed toward restoring human affairs to a normal condition and it will be a long time before that boon can be achieved. To be simply repairing is not the same thing as operating business on the scale on which it was conducted before the destruction began. It follows from the burning up of capital that the interest on floating capital will be at high rates. This idea is supported not only by theoretic economics but by the experience of mankind. Interest rates have commonly been higher after a war than during the period of peace preceding a war. Capital will be sought where capital is to be had, and inasmuch as this country will not have impaired its capital seriously Europe will naturally come to us for its means of recuperation. Indeed, that process has already begun.

One must fall back on known cause and effect in the broad domain of economics and conclude that the world's work cannot go on so well with a partial equipment of machinery as with a complete equipment, and that there are ragged and uncertain times ahead of us, with high rates for capital when the fighters of Europe shall have made peace.—Economist.

The value of a dollar depends upon who makes the touch.

The Old National Bank

GRAND RAPIDS, MICH.

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

We offer
a limited amount

City of Muskegon

4½% School Bonds—due 1919
to net 4¼%

GRAND RAPIDS TRUST COMPANY

Ottawa Avenue and Fountain Street
Grand Rapids, Mich.

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. Caulkin,
Cashier
J. C. Bishop,
Assistant Cashier

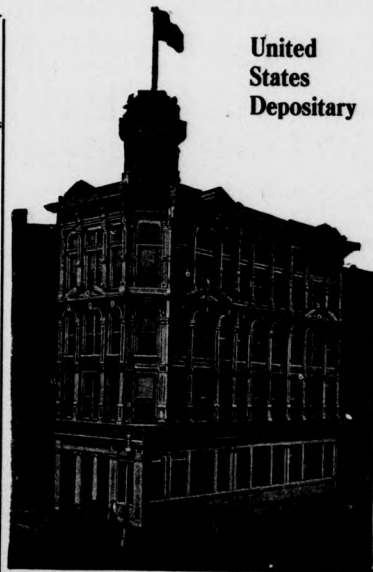
United
States
Depository

Commercial
Deposits

3½

Per Cent
Interest Paid
on
Certificates of
Deposit
Left
One Year

Capital Stock
and Surplus
\$580,000





Problems of the Neighborhood Dry Goods Store.

Written for the Tradesman.

By neighborhood store we mean the little dry goods store located in a good-sized city, but in an outlying residence section—not down town. Such a store has its own peculiar problems—problems vastly different from those which confront the mammoth emporiums of the city's business center, the big stores in the down town district, which are the centers of attraction to all women on shopping bent. Different also from the problems which must be solved by the village or country merchant, or by the dealer in towns of from say one thousand to five or ten thousand.

The term neighborhood store is a fitting designation for the kind of shop we have in mind. Of necessity it must be a neighborhood store, drawing its patronage from the immediate vicinity in which it is located, catering to the wants of the people who are within a radius of very convenient walking distance, or, more strictly speaking, handy "dropping in" distance. There can be no reasonable expectation of extending this radius greatly. There is no farming trade to be sought and obtained. The neighborhood storekeeper can not do like the down town merchant, put out advertising that will bring within his doors buyers from all over the city and from the surrounding country and the suburban towns. If he had the size of stock to do that kind of thing, then he would not be where he is. He would be down in the thick of the fight himself.

His problem is not at all what he would do under different circumstances, but, instead, how, under his existing conditions and limitation, to make his time and his little investment of capital yield him at least a comfortable living, and, if possible, enable him each month to put away a small sum in the bank.

The limitations under which he must work are obvious. These are so serious a handicap that any man of good judgment will consider well just what he is going into before he engages in keeping a neighborhood dry goods store. He will be sure he is getting a good location, selecting one where rent is not too high and where some business can be done; also he will be certain that he is himself fitted for the undertaking. That one man will achieve a fair degree of success in a venture of this kind, where another will make a flat failure, proves that it is largely a matter of

management and adaptation of means to ends.

The fact that his patronage must come from a very restricted area and so is restricted in amount, virtually cuts off the neighborhood storekeeper from using some of the kinds of advertising that other merchants find most effective. For the sake of letting the few people in his immediate vicinity know about his little stock of staples and notions, he can not afford to pay the rates demanded by the daily papers that have a circulation extending all over the city. If he attempts newspaper advertising, his humble efforts are completely eclipsed by the whole page advertisements of the big stores. His tiny message is not read. Nor is the character of the goods he carries such that he can push his business through the papers. He can offer little in the way of novelties, and as to bargain values he can not hope to compete with the big stores that buy their goods in quantities perhaps fifty or one hundred times as great as he can buy, and at the end of each season have much stock that can not well be carried over, and so must be closed out at reduced prices. Sometimes he may envy the small-town dealer who can secure space in the local weekly papers at a very reasonable price, and be sure that practically every word he inserts will be read by all the men, women and children in his town and in the surrounding country. This great privilege is not for the keeper of the neighborhood store.

Not only is he cut off from advertising profitably in the newspapers, he can not make the lavish and beautiful displays with which the big stores fairly pull the money out people's pockets. He will make his windows and his interior just as attractive as he can with such ware as he has, but the down town throngs do not pass his place, and, catering, as he does to only a very small trade, it would be rank folly for him to attempt to carry the kinds of goods which make the windows of the big stores so alluring.

So the advertising problem may be set down as one of the great problems of the neighborhood storekeeper—that is, how he shall attract and grip the patronage that should be his, by use of the means that are at his command. It is the intention in a succeeding article to give some tried-out methods that have proved successful in drawing trade to neighborhood stores. And every neighborhood storekeeper must be using the gray matter of his brain continually to de-

vised such methods, such as are practical and suited to his particular circumstances and situation.

Just what goods to carry is another problem, and one that presents every day some fresh phase for solution. Of the vast and various array classed as dry goods and sold by the large wholesale houses, the neighborhood store can carry only a small portion, which portion should be carefully selected to meet probable demand. It is not wise to attempt to handle everything for which there is occasional call. To supply the highest possible percentage of demands without getting hung up on goods that will not move out readily—this should be the ideal. Demands here may be taken to mean all that

can be created and worked up, as well as those which come without effort.

Generally speaking, the neighborhood store will find its best sellers to be the small staple articles and notions which people want on short notice. Hosiery, handkerchiefs, summer knit underwear, hair ribbons, pins, needles, shoe laces, thread, elastic web, towels—these few items suggest the kinds of goods which can be handled to best advantage. When it is desired to extend the stock in any direction, it will be well to try out with a small amount before loading up heavily. Indeed the neighborhood store never should load up heavily with anything. It does not have facilities for unloading. Every stock to meet with successful sale must be

Get Ready For April Showers

By stocking up with a good line of Umbrellas. We are showing splendid values in Ladies', Men's and Children's. Prices ranging from \$4.25 to \$21.00 per dozen. Ask to see our "Asco" assortment, \$8.50 per dozen, silk and linen cover, assorted handles, packed 9/26 inch and 3/28 inch to the dozen. Steel wall display rack free with each dozen.

PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

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

differentiated to the needs of its locality.

While on this topic of what to carry, it will be well to note right here that the opportunity of the neighborhood dry goods store necessarily is far more limited than that of the neighborhood or "corner" grocery. The latter can supply its patrons with nearly all they require in the grocery line, while the dry goods store adjoining must be content with selling its customers only a small part of their dry goods. The reason for this difference is that a measurably complete stock of groceries costs only a fraction of what must be invested to make anything like a full showing in dry goods and wearing apparel.

Where to buy—what wholesalers and jobbers to place orders with—this is of course another problem, and an important one. This is largely individual and must be solved as such. The neighborhood storekeeper will usually do best not to scatter his buying among too many houses, but confine his patronage to a few reliable concerns that do the right thing by him.

What may be called the combination problem is another to be solved. What lines, if any, besides dry goods shall be carried? Sometimes it may be profitable to put in a small stock of dry goods in a grocery store, giving one side to one line and one to another, in a location where there would not be trade enough for an exclusive dry goods shop to run. Various combinations will suggest themselves. Candy always can be carried and will prove an attraction to the children. Stationery is a nice clean line, and near a school is particularly good. The sale will run largely in inexpensive tablets and various small school supplies. In one little outlying dry goods store I know there is a branch postoffice. The storekeeper is the postmaster, working under a contract, and receiving for his services one hundred dollars a year. This is not much, but the work is light, and postoffice privileges bring people into the store.

The keeper of the neighborhood store must not despise small things. His is a business of making five cents on one item, a penny on another, two and a half cents on another. A customer who buys a dollar's worth of goods at one time makes a very fair-sized purchase, while five dollars' worth is a big sale.

The problems that have been mentioned are purely of a business nature. The neighborhood store-keeper has certain unique moral and spiritual problems. One is, how shall he be properly grateful for small favors? How shall he keep sweet and be un-faillingly pleasant to the people who come in to buy the dress braid or the spool of thread forgotten when they were down town, but who, except in case of such lapses, take all their money to the big stores, neglecting to buy at the neighborhood shop things they easily might, and in which they would receive just as good value for their money as they can get anywhere.

It is human nature to prefer to buy at the big places. People may personally like the accommodating man at the little store, but when it comes to shopping in any amount, they want to go down town where they have greater variety from which to make selection, and where there is more bustle and excitement. Car fares and the time it takes to make the trip are the barriers that make possible the existence of the neighborhood store.

While he has serious disadvantages with which he must contend, if of a philosophic turn the proprietor of the neighborhood store may take to himself much comfort from the facts that he can do most of his work himself (assisted perhaps at times by members of his own family) and that he does not have the high rents to pay and the other enormous expenses of the big stores. Neither does he have to bear the losses incident to sudden changes of styles and adverse weather conditions.

Fabrix.

Bankruptcy Proceedings in the Western District of Michigan.

Grand Rapids, March 13—In the matter of the Holland Manufacturing Co., furniture manufacturer, Holland, bankrupt, the trustee has filed his bond and qualified as such trustee. The referee has given him authority to operate the business for the purpose of completion of goods now in process of manufacture. It is expected that the estate will pay a substantial dividend to general creditors.

March 15—In the matter of Van-L Commercial Car Co., bankrupt, Grand Rapids, the final meeting of creditors was held this date. The final report and account of the trustee was considered and decision reserved. The final meeting was adjourned to March 25, and the trustee directed to file an itemized statement of the choses in action and other assets offered for sale.

In the matter of Ida Mathews, bankrupt, Edmore, the first meeting of creditors was held this date. Claims were allowed. Kirk E. Wicks, receiver, made a verbal report, which was approved. By vote of creditors John R. DeVries, of H. Leonard & Sons Co., Grand Rapids, was elected trustee. He has qualified as such trustee and inventory will be taken and sale made at once. The estate should pay some dividend to general creditors.

In the matter of Oliver J. Morse, bankrupt, Shelby, the trustee has filed a report and offer from the Walter A. Wood Mowing and Reaping Machine Co., for certain assets now in the hands of the trustee, consisting of farm machinery and an order to show cause has been issued why the sale should not be authorized and confirmed, returnable at the office of the referee March 26. As soon as these assets are sold, the estate will be in shape for closing. A first dividend of 5 per cent. has heretofore been declared in this matter and there will be a substantial final dividend paid.

March 16—In the matter of the Interchangeable Fixtures Co., bankrupt, Grand Rapids, the adjourned final meeting of creditors was held this date. The trustee's second supplement to the final report and account showing total receipts since final report and account, \$3,093.63; disbursements of \$90.59, being duplication in interest charge by the bank depositary, and a balance on hand of \$3,003.09, was considered and the same appearing proper for allowance and there being no objection thereto was approved and allowed. Certain additional administration expenses were approved and allowed, and a final dividend of 12 1/2 per cent. was declared and ordered paid to general creditors. There has been heretofore paid in this matter two dividends of 10 and 15 per cent., respectively, making a total dividend paid in this matter of 37 1/2 per cent. The estate will now be finally closed out.

In the matter of De Witt-Potter Co., bankrupt, Grand Rapids, the trustee has filed his first report and account showing total receipts to date, \$1,723.57, disbursements for administration expenses to date, \$143.56, and a balance on hand at this time, \$1,580.01, and a special meeting of creditors has been called for March 29, for the purpose of declaring and ordering paid a first dividend in this matter.

St. Joseph.

St. Joseph, March 8—In the matter of the Spade Manufacturing Co., bankrupt, Kalamazoo, the first meeting of creditors

was held at the latter place and J. Edward Welborn, the custodian, unanimously elected trustee, his bond being fixed at \$500. Stephen G. Earl, Fred J. Bond and George Lemon, of Kalamazoo, were appointed appraisers. The receiver made his report and the same was accepted and the receiver discarded. Mr. Welborn's bond was approved by the referee. An order was entered directing the trustee to sell at private or public sale all the assets of the bankrupt estate. Herbert Spade, president of the bankrupt, was sworn and examined and the meeting adjourned for thirty days.

In the matter of Albrecht Hinrichs, bankrupt, Kalamazoo, the hearing on the trustee's objections to the allowance of the bankrupt's homestead exemptions was continued for two weeks.

In the matter of the Tiffany Decorating Co., a corporation, bankrupt, Kalamazoo, an adjourned first meeting of creditors was held at the latter place and certain claims allowed and the meeting adjourned for thirty days.

March 9—In the matter of the Ross Cabinet Co., a corporation, bankrupt, Otsego, the adjourned first meeting of creditors was held at Kalamazoo for the purpose of hearing contested claims. Certain labor claims were allowed and the report of the receiver was accepted and approved. The report of the assignee under the trust mortgage was disallowed as a preferred claim against the estate and allowed as an unsecured claim. The meeting was continued for two weeks.

March 10—In the matter of James Ingersoll Day, bankrupt, Hamilton township, Van Buren county, the trustee filed report and account showing total receipts of \$2,433.49 and disbursements of \$159.81, with the request that the final meeting of creditors be called. Thereupon an order was made by the referee calling the final meeting of creditors at his office on March 24 for the purpose of passing upon the trustee's final report and account, the declaration and payment of a first and final dividend and the allowance of claims. The trustee was directed to show cause why he should not interpose objections to the bankrupt's discharge.

March 11—James G. Hanover, of the village of Buchanan, formerly engaged in business at Glendora, Berrien county, filed a voluntary petition and he was adjudged bankrupt and the matter referred to Referee Banyon. The schedule of the bankrupt shows no assets, except those claimed as exempt, and the following liabilities:

International Harvester Co., Chicago \$116.75

Leslie Gardiner, Buchanan 125.81
Bruce Neffort, Buchanan 150.00
Roan-tree Lumber Co., Buchanan 3.22
David G. Hartline, Buchanan ... 45.00

\$490.78

March 12—In the matter of the Hickory Grove Distilling Co., bankrupt, Kalamazoo, the trustee having filed report, showing cash on hand of \$4,191.85, an order was made for a special meeting of creditors to be held at Kalamazoo on March 25, for the purpose of passings upon the trustee's report and the payment of a dividend.

In the matter of Thomas L. Williams, doing business as the Williams Candy Co., Kalamazoo, an order was entered for the first meeting of creditors to be held at the latter place on March 24, for the purpose of proving claims, the election of a trustee and the examination of the bankrupt.

In the matter of Guy W. Hagenbaugh formerly of Burr Oak, an order was made by the referee calling the first meeting of creditors at Kalamazoo March 25, for the purpose of proving claims, the election of a trustee and the examination of the bankrupt.

March 13—In the matter of Ernest F. Johnson, bankrupt, Kalamazoo, an order was made for the first meeting of creditors to be held at the latter place on March 25, for the purpose of filing claims, the election of a trustee, the examination of the bankrupt and the transaction of such other business as may come before the meeting.

In the matter of the International Banana Food Co., bankrupt, Benton Harbor, the entire assets of the bankrupt estate were sold for the sum of \$600. Creditors will receive less than five cents on the dollar.

In the matter of James G. Hanover, bankrupt, Buchanan, an order was entered calling the first meeting of creditors at St. Joseph March 29 for the purpose of proving claims, the election of a trustee and the examination of the bankrupt.

One secret of success is the ability to keep your secrets.

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.

White Goods

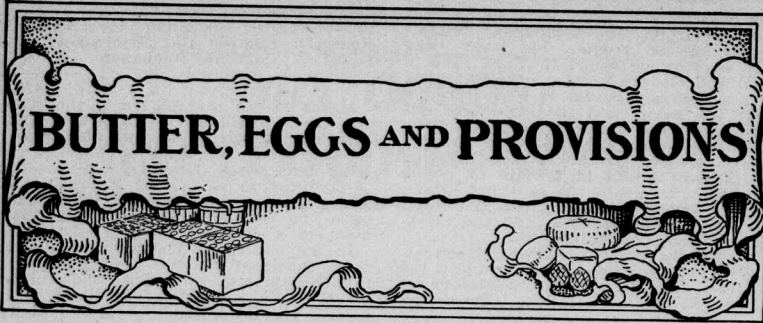
If your White Goods Department is not active, you can make it so by filling in from our large and well selected stock of White Goods, such as:

- Bookfold India Linons
- Pride of the West India Linon
- Mercerized Crepe
- Mercerized Voile
- Checked and Striped Dimity
- Rice Cloths
- Seed Voile
- Ratine
- Plisse
- Persian Lawn
- English Nainsook
- Long Cloth
- Piques
- Lingerie Batiste
- Apron Lawn

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan



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.

Standard Apple Barrel After July 1, 1916.

The full text of the Federal "standard barrel" bill, which became a law last Friday with the President's signature to the bill which was adopted by Congress in its closing sessions—known as the Tuttle bill—reads as follows:

Section 1. Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, that the standard barrel for fruits, vegetables, and other dry commodities other than cranberries shall be of the following dimensions when measured without distension of its parts: Length of staves, twenty-eight and one-half inches; diameter of heads, seventeen and one-eighth inches; distance between heads, twenty-six inches; circumference of bulge, sixty-four inches outside measurement, and the thickness of staves not greater than four tenths of an inch: Provided, that any barrel of a different form having a capacity of seven thousand and fifty-six cubic inches shall be a standard barrel. The standard barrel for cranberries shall be of the following dimensions when measured without distension of its parts: Length of staves, twenty-eight and one-half inches; diameter of head, sixteen and one-fourth inches; distance between heads, twenty-five and one-fourth inches, circumference of bulge, fifty-eight and one-half inches, outside measurement, and the thickness of staves not greater than four-tenths of an inch.

Section 2. That it shall be unlawful to sell, offer or expose for sale in any state, territory or the District of Columbia, or to ship from any state, territory or the District of Columbia to any other state, territory or the District of Columbia or to a foreign country, a barrel containing fruits or vegetables or any other dry commodity of less capacity than the standard barrels defined in the first section of this act or sub-divisions thereof known as the third, half and three-quarters barrel, and any person guilty of a violation of any of the provisions of this act shall be deemed guilty of a misdemeanor and be liable to a fine not to exceed \$500, or imprisonment not to exceed six months, in the court of the United States having jurisdiction: Provided, however, that no barrel

shall be deemed below standard within the meaning of this act when shipped to any foreign country and constructed according to the specifications or directions of the foreign purchaser if not constructed in conflict with the laws of the foreign country to which the same is intended to be shipped.

Section 3. That reasonable variations shall be permitted and tolerance shall be established by rules and regulations made by the director of the Bureau of Standards and approved by the Secretary of Commerce. Prosecutions for offenses under this act may be begun upon complaint of local sealers of weights and measures or other officers of the several states and territories appointed to enforce the laws of the said states or territories, respectively, relating to weights and measures: Provided, however, that nothing in this act shall apply to barrels used in packing or shipping commodities sold exclusively by weight or numerical count.

Section 4. That this act shall be in force and effect from and after the first day of July, nineteen hundred and sixteen.

New Apple Storage Plan.

John A. Park, an apple grower of Horsham, near Hatboro, Pa., is father of a scheme that promises to put cold storage to its test as an agency for the storage of apples.

When Park harvested his apple crop last fall he dug four pits, poured his apples into the excavations and covered them with earth. When his neighbors heard about it they smiled pityingly and predicted a wholesale apple disaster for Park.

Recently Park uncovered three pits and found more than 200 bushels of apples in excellent condition. Nearly all of the apples were as hard and firm as if they had just been plucked. Park sold the entire product of the three pits in the Philadelphia markets at a high figure.

Enthusiastic over the success of his experiment, Park is planning to bury his entire 1915 crop for the late market. He is constructing a system of board pits with air spaces for ventilation. The pits will be arranged so that the fruit can be removed in any quantity desired.

From the Chestnut Tree.

"Here's a letter from a man named Jones," said the scientist's secretary. "He wants to know if it is really true that man is descended from the monkey family."

"Oh, tell him to come in and see me," replied the scientist.

Geo. L. Collins & Co.

Wholesale Live and Dressed Poultry, Calves, Butter, Eggs and Country Produce.
 29 Woodbridge St. West
 DETROIT, 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.

BEANS

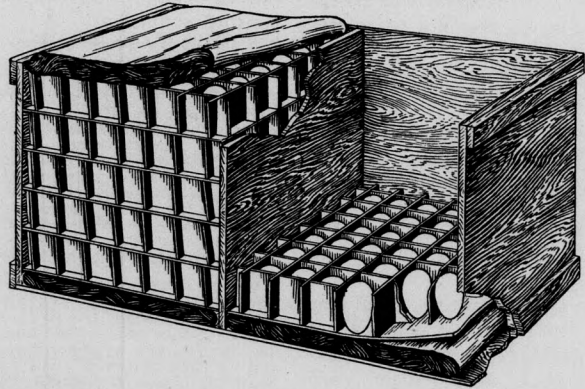
Pea Beans, Red Kidney, Brown Swedish. Send us samples of what you have for sale. Write or telephone. Always in the market to buy beans, clover seed.

Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.

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.

Michigan Beans and Potatoes

If you are in the market ask for prices.

Bell Phone 14 Farmers Elevator & Produce Co. Bad Axe, Mich

What Is Legal Butter?

Some months ago a lot of butter was seized in this city under the National Pure Food Law, one of the charges being that the butter contained less than 82.5 per cent. butterfat. This case, which is still pending, was of especial interest, since it indicated an attempt on the part of the Department of Agriculture to enforce the butter standard set forth in circular 19, and previously disregarded by the Government owing to its conflict with the 16 per cent. moisture limit enforced by the Internal Revenue Department.

In order to get a more definite line upon the present attitude of the Department of Agriculture on this matter of butter composition standards the New York Mercantile Exchange recently wrote to Secretary D. F. Houston for a statement of his position. The following reply was received:

Receipt is acknowledge of your letter of January 27, enquiring what the attitude of the Department is in regard to the standard for butter given in Circular 19, which calls for 82.5 per cent. fat.

In reply you are advised that the Department does not take the view that the above mentioned standard is too high. The difference, however, between the standard for a commodity and the degree of variation therefrom which calls for legal action is recognized. The extent of the variation which might be allowed in a particular case cannot be definitely stated. The attitude of the Department is that the fat content of butter should closely approximate 82.5 per cent.

Very truly yours,
D. F. Houston, Sec'y.

It would be difficult to compose a more vague or evasive reply. Secretary Houston's letter gives the butter industry nothing definite to tie to, and we are as much in the dark as ever in regard to what fat percentage in butter is necessary in order to conform with the varying views of our pure food officials as to what constitutes legal butter under the National Pure Food law. If butter composition must be regulated by law the dairy industry deserves to know definitely just what is to be required of it. As it is now any butter, the fat content which does not "closely approximate 82.5 per cent." (what ever that means) is evidently liable to seizure if moving in interstate commerce.—New York Produce Review.

Changing Bean Sales Plan.

W. F. Bode, of Chicago, chairman of the Committee on Uniform Tares of the National Wholesale Grocers' Association, reports encouraging progress in the matter of establishing net weight as the basis for selling and buying beans in his report in the current issue of the National Wholesalers' Bulletin.

Important dealers in California lima beans, including A. & H. Levy Co., J. K. Armsby Co. and the Lima Bean Growers' Association of Oxnard, have given notice that net weight billing of beans became an established fact on January 1, 1915, and he has considerable expectation that Michigan growers will take a similar position. At a meeting held with them

recently at Detroit the following subjects were discussed:

1. Sale of beans in bags weighing 100 pounds net rather than in bags of other sizes generally used now
2. The quotation and billing of beans by the hundredweight according to the more modern method, instead of a certain price per bushel.

The bean jobbers are inclined to consider these questions favorably, especially the matter of doing business on a net weight basis and against the sale or delivery of boxes, bags or other containers for food. Recently state and National laws supported by the association have been enacted and are now being considered in many states to prevent the practice of selling food gross for net and to have articles that are properly sold by weight purchased and sold upon a net weight basis. Wholesale grocers who believe in these principles and desire to do business upon this basis should ask those from whom they purchase for quotations in accordance therewith.

As to beans the Committee believes that if buyers will ask the bean jobbers from whom they purchase to make bids or offers upon a net weight basis, for delivery in bags, weighing 100 pounds net and with the privilege of discount of 2 per cent. for cash if the buyer pays cash within the number of days announced by the seller, many of the bean jobbers would be glad to make their bids in that way.

Why It Shouldn't Work.

In a recent discussion of the marketing of eggs direct by parcel post. R. J. Coyne, of Coyne Brothers, Chicago, pointed out that the added cost in sending the eggs through parcel post would more than offset the saving in the retail price. Besides which, eggs sent by this method would not be tested nor graded, and would therefore, be unreliable, and that a quantity of those shipped would, especially in winter, probably be salted or held stock—in fact eggs classed by the trade as seconds. Strictly fresh eggs being exceedingly scarce in winter, some unscrupulous farmers—for there are some, every once in a while—might resort to the old dodge of buying storage eggs in town and reshipping them as fresh-laid eggs "direct from the farm." It stand to reason, Mr. Coyne claims, that the consumer will best serve his own interests by buying his eggs in the usual way in the city.

Use of Hardened Oil in Making Compound Lard.

After the oil has been hardened, it is freed of catalyzer, and then may be run into tanks containing the requisite amount of deodorized cotton oil (or other edible oil), and if necessary the mixture further clarified and filter pressed. With hardened cotton oil of 58 to 60 titer, only 7 to 10 per cent. is required to thicken the oil to the consistency of lard, although in hot climates a somewhat larger portion may be needed. The mixture is run onto a chill roll to cause rapid solidification, and after slight aeration to

improve the color is ready to be packaged.

The roll is slowly rotated, say from 6 to 10 r. p. m. The hot liquid compound at a temperature of 50 to 55 degree Cent., or lower, is run into the feeding trough and falls onto the chilling roll forming a thin, somewhat translucent film which quickly cools and solidifies. The solid fat is removed by a scraper, and falls into a picker trough. The latter contains a shaft equipped with beating and conveying blades which churn the composition and destroy the translucency, producing an opaque white product of lard-like appearance. The picker is run at a relatively high speed, say, 175 to 180 r. p. m. Too high a speed of the picked blades incorporates an excessive amount of air in the product, rendering it "stuffy."

The speed of rotation of the chilling roll is governed by the rate of feed and temperature of the brine. The latter may be kept between, for example, — 5 to + 10 degrees F. for good results. If the brine is too cold, the product is liable to drop badly from the roll, and the texture is not always satisfactory. This, however, may be largely remedied by increasing the feed. In winter the brine may be held at a slightly higher temperature to prevent brittleness. In the hottest weather very cold brine should be used to aid in securing a product which will preserve its color and consistency for a considerable time.

Possibly, however, for best results as to stability it is desirable to hydrogenate the entire body of oil to a fatty acid titer of 36 to 38, or whatever consistency may be required, rather than to take a relatively small proportion of the oil and harden it to a titer of 50 or 60 or thereabouts, and incorporate with unhydrogenated oil. It appears that the hydrogenation of the total body of the oil, by transforming the linoleic and linolenic compounds and the like, has a tendency to improve the oil as regards its edibility and certainly gives it greater stability. The flavor of lard compound is, however, preferred by many large users of lard substitute presumably because of the proportion of normal oil which it contains, and the manufacturing cost is lower.

For the preparation of lard compound hardened oil is finding an increased demand, and a very widespread use of it within the next two years is generally predicted.

When properly made the compound derived by the hardened oil thickener is excellent in color, texture, flavor and keeping qualities. By many it is considered superior in several respects to oleo-stearine compound.

He Had Gentlemanly Ways.

"A great big, able-bodied man like you ought to be ashamed to ask a stranger for money," said the well-to-do citizen.

"I know I ought," answered Meandering Mike. "But, mister, I'm jes' naturally too kindhearted to tap 'im on de head and take it away from him."

Watson-Higgins Milling Co.
Merchant Millers
Grand Rapids :: Michigan

HART BRAND CANNED GOODS

Packed by
W. R. Roach & Co., Hart, Mich.
Michigan People Want Michigan Products

Dandelion Vegetable Butter Color
A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.
Manufactured by Wells & Richardson Co. Burlington, Vt.

Satisfy and Multiply
Flour Trade with
"Purity Patent" Flour
Grand Rapids Grain & Milling Co. Grand Rapids, Mich.

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

Rea & Witzig

PRODUCE COMMISSION MERCHANTS

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

Established 1873

Liberal shipments of Live and Dressed Poultry wanted, and good prices are being obtained. Fresh eggs 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.



Plea for Square Deal in Regard to Duties.

Written for the Tradesman.

There are drawbacks and disadvantages (as well as possible advantages) that inhere in almost every condition in life. One of the greatest disadvantages in being an unmarried woman is that people are thrusting upon you all kinds of unwelcome tasks and duties. The old maid daughter or aunt or sister occupies an exposed position as to duties.

A striking instance lately has fallen under my notice, that of Mary Voorhees—Dr. Mary Voorhees, to give her full title. Dr. Mary, by surmounting obstacles that would have downed any less determined soul, earned the money to take her through a medical college. She graduated seven years ago. After securing her diploma she did not find her path strewn with roses. But she has succeeded. By dint of much hard work and conscientious attention to every case entrusted to her, she achieved so good a reputation that she was a few months ago offered the position of resident physician in a large and very high class private school for girls. The salary is good and the place is exactly to her liking.

But now there comes up a duty, or what her relatives are pleased to consider a duty. Dr. Mary's father and mother have become old and feeble and need some one to take care of them. Hired help has not been found satisfactory. They want Mary to come home. They have two sons, Tom and Henry Voorhees, and another daughter, Katherine, all married. These chime in with the old folks that it is "Mary's place to come home and take care of Pa and Ma."

There is no denying that this would be the pleasantest and most feasible arrangement possible for every one concerned—except just Mary herself. Indeed the others veto as absolutely impracticable all other plans that she proposes. She offers to rent a cottage very near the college, take her father and mother there, and see to it that they are made comfortable and given all needed attention. She could do this and still retain her position. The journey would be only 200 miles, and, while not strong, the old people are not ill and could make it easily. But they, particularly the mother, object to giving up their home where they have lived nearly thirty years. They dread going off to a strange city, knowing that they would miss sorely their friends and associates, and seeing daily or very fre-

quently their sons and their other daughter and the grandchildren.

Another plan which Mary has suggested is for Tom and his wife, who have no children, to move in with the old people. This would allow Father and Mother to keep their own home. Possibly Dr. Mary, in suggesting this arrangement, was getting back a little at her brother, for Tom has been especially emphatic in laying down her duty to her parents and has even tried to work on her feelings by urging that "if she neglects them now, she will be sure to regret it after they are dead and gone." Strange to say, however, Tom and his wife do not take at all kindly to the plan of giving up the elegant home and moving into the far plainer establishment of Father and Mother Voorhees. They can not see that their duty lies that way. Mother Voorhees is set in her ways and Mrs. Tom has no adaptability. Tom is quite sure "Mother and Mildred never would get along."

Being resourceful in expedients, Dr. Mary has suggested another plan. Brother Henry and Sister Katherine both have small children, so it would not be best for either of these families to try it in with the old folks on account of the noise of the little ones. But Mary says that a small rear cottage could be built on the lot of either home, and in it the old people could be snugly established under the constant watchful oversight of Henry or Katherine as the case might be. But both Henry and Katherine feel that they have enough on their hands without assuming the care of Father and Mother, and Father and Mother prefer to remain under their present roof-tree.

It would be so much easier and simpler and pleasanter for all the rest if Dr. Mary would just do as they want her to, give up her work, take the beautiful role of the entirely self-abnegating daughter, devote herself to her parents, and let the rest out of a duty that all see must be done, but which no one of the others is at all willing to undertake.

That Mary helped educate her brothers as lawyers before ever she could get at her own professional training, that she has assisted Katherine financially in every tight pinch, that she always has contributed more than any of the rest to the support of her father and mother, and that after all her years of effort she can not well afford to give up a position the like of which she could not readily step into again were she to abandon the practice of her profession for

even a short term of years—these facts, while they mean much to her, are entirely overlooked by her brothers and sister.

Dr. Mary is not a person who is blind to her duties, or who is willing to be remiss in the performance of any one of them. She really feels her parents' need of care more keenly than any of the others, and would be most willing to bestow on them every attention, if only they would allow her to do it without making sacrifices which under the circumstances, she feels would be unreasonable.

The perfectly cool way that married relatives have of assuming that matrimony excuses them from exercising the adaptability and making the self-denials to which they feel the unmarried sister should make no possible objection—this is the most galling feature of the whole matter to Dr. Mary. Other capable spinsters suffer from an over-plus of duties, which their friends, wishing to avoid, try to thrust upon them. Quillo.



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.
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TO REACH YOUR
PATRONS AND FRIENDS
USE OF
A MICHIGAN STATE TELEPHONE

Make Out Your Bills

THE EASIEST WAY

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

THEY ARE GOOD
OLD STAND-BYS

Baker's Cocoa and Chocolate



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

Trade-mark on every genuine package

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

THE same means which induce the man of large means to have a Trust Company appointed as Executor and Administrator of his estate to guard his family from waste or mismanagement after his death, applies with equal force to those who possess only a few thousands, or the proceeds of a life insurance to keep their widows and children from poverty. The same care with which great estates are looked after by this Company is exercised in the handling of the increasing number of small estates being entrusted to its care.

Send for a blank form of Will
and booklet on the Descent
and Distribution of property.

THE MICHIGAN TRUST CO.
of Grand Rapids



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.

Pushing the Sale of Builders' Hardware.

Written for the Tradesman.

The tendency of the builders' hardware trade in recent years has been distinctly toward quality. Just as the residence without modern conveniences has vanished or is fast vanishing from the landscape, so the builder is coming to realize that in putting together a house, it is more economical in the long run to use the best grade of hardware and pay a fair price. A little extra expense at the outset means a saving in the not very distant future. It costs far more to build now than it did twenty, thirty or forty years ago; but the man who pays high prices for his other material, far from trying to save on the minor incidental of hardware, realizes that a house, to pay for itself, must last a long time, and he makes his purchases of lock sets, window equipment and other incidentals with this end in view.

And, although the immediately present conditions may lead to a curtailing of building operations to some extent, they will not affect the steady tendency toward a quality basis. In fact, the need of economy, real or imagined, represents one of the strongest reasons why the hardware dealer should, in this department, push the sale of quality goods, which, as experience has repeatedly proven, are the best value in the long run.

Particularly in the early spring, the merchant should give this department his careful attention. The building season is now opening up; and although building in other years may have been more extensive, there will still be opportunities in every locality for the man who is willing to push the goods.

An important item is a careful study of the goods. The day of porcelain door knobs has passed away. They still find some sale, doubtless, but brass in the various finishes and cut glass are in demand for the modern home. The present day builder is learning to discriminate; and he discriminates never so carefully as when money is tight. Even though he prepares his own plans, he consciously tries to lay out his house on some specific plan; and whatever the general type of house may be, he demands hardware to correspond. This means that builders' hardware is becoming

a complex and intricate subject. The more specific knowledge, therefore, the merchant can proffer, the better fitted he is to sell. Here, as elsewhere, "Know the goods" is a shrewd business motto. The salesman, learning from his prospect the size, layout and general architectural type of the building, can suggest the lines which fit in best with the general plan. And, as a natural consequence, he finds it easier to sell.

The old saying, "Everything comes to him who waits," doesn't apply to builders' hardware. The dealer who is content to wait for business to come to him will secure precious little trade. He must go after it—metaphorically, in the sense of a liberal use of printers' ink and window display—and actually, by means of a personal canvass.

The trade is worth quite a bit of personal attention. More than that, the attention must be prompt. The dealer who is first on the ground normally stands the best chance of securing the order. To this end hardware dealers should keep closely in touch with real estate and building news. Times are never so dull that there isn't quite a bit doing; never so quiet that the energetic, hustling merchant can't waken business to life. The merchant who says, "What's the use!" and accordingly tries to do nothing may consider himself a philosopher; but his competitor whose line of reasoning is, "There's business waiting for the man who'll go after it" is the one who reaps the rewards of life.

So the dealer in builders' hardware should watch the news closely.

Here is the system adopted by one merchant—and if anything in the way of building escapes him, it's a pretty small item. He puts the department in special charge of one clerk, a good salesman, who makes it his duty to know personally every architect and builder in town. This man makes a regular round of their offices, much like a newspaper reporter, and, like a newspaper reporter, he secures and imparts news. He is not averse to giving his architect and contracting friends a tip now and then that "So and So is thinking of putting up a house; get after him for the plans." And the recipients of these occasional tips reciprocate by giving the salesman the first hint of anything doing in their line. He may not get favors, but he does get the chance to figure on everything—which is what he is after.

On top of that, he does a lot of outside canvassing for the store on other lines, and while he is on the streets

he keeps his eyes peeled. If stakes are being driven on a vacant lot he finds out all about it. If a "For Sale" card goes down, he learns who is the new owner; if a house is vacant he hunts up the owner and gives him a good spiel on the added salability or rentability of a house whose locks are sound. He watches the local newspapers, clipping and filing every reference to new building and following up the hints thus given. And, with the prospect lists thus secured, he goes after orders, not merely for builders' hardware in the narrow sense, but for incidental lines—prepared or metallic roofing, tar paper, paint, cement, wire fencing, and the like.

In short, the hardware dealer has adopted the simple but shrewd expedient of training one of his men into a builders' hardware specialist. Training has made that fellow as keen on the trail of a building job as a reporter on the scent of a murder.

Specializing of this sort is not always possible; much depends upon the locality. The merchant must adapt his methods to his own particular circumstances. But the specialist—the man who makes builders' hardware, for instance, his particular study—is going to get the lion's share of the trade.

Outside salesmanship—canvassing—is exceedingly helpful in securing business. Another instance where specialization along this line is helpful may be worth quoting. A hardware firm gives practically complete charge of this department to one clerk, during the building season; and he has developed a regular routine. He has a weekly round among contractors, builders and architects—not neglecting those small builders who make their living putting up a house

"of their own" and turning it over, men who have graduated from carpentering to "building on spec." Tuesday or Wednesday is a good day for the weekly round; on Friday the special Saturday window has to be dressed; Monday there are often odds and ends of the Saturday work to finish up. Between times, the clerk is at work on outside canvassing and hunting up prospects.

Incidentally, it pays to keep an index file of building items. Newspaper clippings and notes regarding prospective building can be preserved in this way, and followed up. A card index is perhaps the handiest system to employ. The merest rumor often opens the way to good business, and every rumor should be carefully investigated.

The department should be given a place by itself in the store, the stock kept clean and bright and well assorted; and occasional window displays will help. Also, be ready to send in special orders for a customer when you haven't the exact goods he wants in stock. Logically, the department works hand in hand with the paint department; for the man who buys builders' hardware is also a paint prospect. William Edward Park.

REYNOLDS SHINGLES



Guaranteed for 10 years

H. M. Reynolds
 Asphalt Shingle Co.
 Grand Rapids, Mich.



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157-159 Monroe Ave. :: 151 to 161 Louis N. W.
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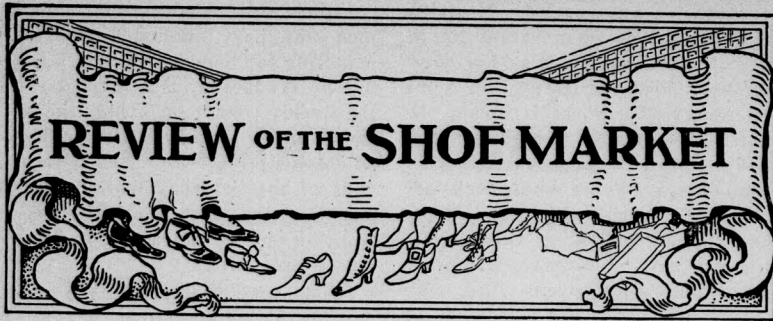
NEW FAIR PRICE LIST

Size	Smooth Tread	Squeegee 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.





An Impossible Plan for Regulating Styles.

During the past few weeks there has been considerable discussion by the trade of a plan fathered by a New York department store trade journal in its monthly "Shoe Section" for simplifying the general style situation as regards footwear and preventing the introduction of mid-season styles. It is now evident, just as it seemed to the "Retailer" after we had carefully analyzed the plan, that manufacturers, salesmen and many retailers, while recognizing that it is desirable for the good of the greatest number that the introduction of new styles in mid-season is an evil that should be eliminated, still believe the idea of revising the selling seasons by pushing back the dates when salesmen should go out with their new lines of samples to July and November of each year as the way to control the style problem is utterly impracticable so far as it affects the business of at least three-quarters of all the retailers of shoes in this country; that is to say, for all retailers except those in the near East.

The plan mentioned has called forth protests from many manufacturers. The National Shoe Travelers' Association is against it; the Rochester Shoe Travelers' Association has adopted resolutions protesting against the idea and a committee of salesmen resident in New York City has made a personal protest to the publishers of the journal in question. Prominent retailers of shoes in Boston, New York, Philadelphia, Cleveland, Chicago and other large cities whose opinions have been secured by the "Retailer" say even if the plan accomplished the end sought it is impracticable to put back the selling seasons three months.

Except for the small number of retailers in the very largest cities who sell the highest grades of women's shoes, we believe there is a unanimity of opinion against mid-season styles. These high-grade retailers inform us that the present style situation is satisfactory to them; that they welcome any attempt to regulate or control styles, for then they will have the novelty field to themselves with the greater opportunities it will give them of selling more shoes at higher prices and longer profits. These dealers do not like to see so many novelties in popular priced lines of shoes.

The impracticable feature of the plan from the standpoint of the manufacturer, salesman and retailer is that it cuts down the best part of their respective seasons by almost one-half.

With the plan in operation the manufacturer will not be able to make and deliver shoes when the retailer should have them on his shelves; the traveling salesman will not be able to render satisfactory service to his trade, and the retailer will not be able to serve his customers satisfactorily during what are ordinarily good months for brisk business namely, September and October and April and May. During these months retailers ordinarily do a big business in women's popular priced shoes.

It would perhaps be more satisfactory and practicable to hold back the selling seasons one month, but little would be gained if the delay was for the purpose of trying to get an accurate line on styles in women's garments. To secure the latter this New York journal declares that manufacturers must push back their selling seasons to July and January, so that no material advantage would be gained by holding back the salesmen one month.

Garment styles undoubtedly have some bearing upon shoe styles, but it is stretching the imagination almost to the limit of reasonableness to say that they are entirely controlled or dependent upon the former. It is a fact that many so-called new styles in popular-priced footwear are on the feet of a large majority of women before they purchase their new outer garments and the shoes apparently satisfy them. The discriminating women, who pays from \$5 upwards for her footwear is the one who wants other footwear to harmonize or contrast with her gowns.

It seems to us that altogether too much reliance is placed upon what the style may be in garments. In a general way shoe manufacturers and their style experts are able to get a fairly accurate line on the general trend of women's fashions and send out shoes having styleful features that harmonize or contrast well with the garment styles that come along later.

The general confusion resulting from the rapid changes in shoe styles is not so much because of the difference in garment styles, as it is in the attempt of the average manufacturer of women's popular-priced shoes to put into his line the ideas of the shoe



In Our New Line

Are some of the Snappiest Specialties of this "snappy" period of modern footwear. 🐾 🐾 🐾 🐾

Make up your mind to see them.

Our "Boys" are just starting out with their new lines and will try not to overlook you.

A card from you would make sure a chance to see these good things.

Write us to-day. It costs you only a stamp and may result in "stamping" you the "LEADER" in your community.

Grand Rapids Shoe & Rubber Co.

Shoe Specialists

The Michigan People

Grand Rapids



Rouge Rex

No. 455

An ideal shoe for this time of year

Cut from our own tannage of Black Walrus stock, as nearly waterproof as leather can be made, having a full Blucher tongue, and tip, the upper running under the tip to the sole, making double thickness at that point; one-half double sole nailed and outside counter. Send for a sample pair. You will want more of them.

HIRTH-KRAUSE COMPANY

Hide to Shoe

Tanners and Shoe Manufacturers

Grand Rapids, Michigan

style creators in New York, Brooklyn and Philadelphia. It is often weeks after the selling season has opened before these styles are available for manufacturers of lower grades of shoes to include them in their sample lines, and therefore it is mid-season when they are shown to the retailers of popular priced footwear. It is the styles copied from the higher grade lines and introduced in mid-season that is responsible more than anything else for most of the confusion and perplexity about styles.

until recently these manufacturers were content to wait until the succeeding season to show their trade the new things that the high-grade manufacturers had brought out for the preceding season, but in an effort to get business during a period of general depression, and at the same time to keep pace with the manufacturers in Brooklyn and Philadelphia who are chiefly responsible for introducing novelties, a condition has been brought about that now is well nigh intolerable from the standpoint of the average retailer. If the manufacturers of popular-priced footwear should return to their former practice of showing the new styles in high-grade shoes the following season and not in the middle of a selling season, the situation would be immediately relieved.

The Retailer believes that a certain number of novelty styles is a good thing for the business. They inspire our manufacturers to develop their artistic thoughts and theories too long subdued, and give retailers an opportunity of obtaining profits commensurate with what is obtained in some other lines, notably millinery, gowns, etc., but it is not good for the trade to depart entirely from staple or semi-staple shoes, because it is on the latter lines that the greatest volume of business will always be done.

Novelty styles, while troublesome, is a merchandising proposition pure and simple. Retailers must measure up to and meet the new conditions. Novelty styles have increased the business of dealers who have studied the problem of merchandising them; they have increased the volume of sales; the shoes have been sold at higher prices and given the retailer a bigger profit, and they have taken women away from the idea of paying a fixed price for shoes, but it must not be forgotten that they are a small part of the total business of the average retailer.

If a retailer buys a properly selected variety of styles, being careful to differentiate between staples, semi-staples, near novelties and extreme novelties; if he is careful not to buy "end" sizes; if he will refuse to duplicate on near or extreme novelties; if he will watch the stock closely; if he will make his salesforce understand that every style is a good one, and that this fact must be used in a way to convince the customer—if these principles of merchandising near novelties and extreme novelties are followed he will be able to meet the style situation in a way that will mean more business and bigger profits.—Shoe Retailer.

Bankruptcy Matters in Southwestern Michigan.

St. Joseph, March 15—Lawson C. Walter conducting a garage and general repair shop at Hopkins, Allegan county, filed a voluntary petition and he was adjudged bankrupt and the matter referred to Referee Banyon. The schedules of the bankrupt disclose no assets except those claimed as exempt and the following liabilities:

H. G. Dykhouse, Grand Rapids	\$4,500.00
Adolph Leitelt Iron Works, Grand Rapids	96.00
E. W. Pickett Est., Wayland	2,000.00
Dr. E. O. Hanlon, Wayland	9.00
A. E. Nash, Hopkins	225.00
F. B. Ella and Wm. Watkins, Hopkins	200.00
William H. Dendel, Hopkins	150.00
B. Walter Est., Seattle	200.00
First National Bank, Allegan	2,000.00
	\$9,380.00

March 16—In the matter of the Ross Cabinet Co., bankrupt, Otsego, the trustee filed his second report and account, showing cash on hand of the sum of \$4,906.33 and property of the estimated value of \$800. It is expected the unsecured creditors will receive a dividend of about 2 or 3 per cent.

In the matter of the International Banana Food Co., bankrupt, Benton Harbor, the trustee filed a report showing sale of the assets to several parties for the sum of \$372.45. Unless cause to the contrary is shown, the sale will be confirmed in five days by the referee.

March 16—Richard Harvey, a former grocer of Kalamazoo, filed a voluntary petition, whereupon he was adjudged bankrupt and the matter referred to Referee Banyon. The schedules show the following condition:

Liabilities.	
Woolson Spice Co., Toledo	\$ 23.70
Crane Medicine Co., Chicago	16.40
Steele Wedles Company, Chicago	4.45
Thos. J. Lipton, Chicago	8.70
Thos. J. Dormody, Kalamazoo	16.50
A. Saloman & Son, Kalamazoo	3.30
Geo. Salter, Kalamazoo	4.05
A. W. Walsh, Kalamazoo	77.37
Judson Grocer Co., Grand Rapids	12.30
Washburn-Crosby Co., Kalamazoo	3.43
Willard Coffee Company, Toledo	3.00
National Biscuit Co., Kalamazoo	3.74
Kalamazoo Biscuit Co., Kalamazoo	1.44
Kalamazoo Cold Storage Co., Kalamazoo	3.25
Perfection Biscuit Co., Ft. Wayne	1.50
Ashton & Stevens, Kalamazoo	11.60
Little Bros., Kalamazoo	2.90
Johnson Paper & Supply Co., Kalamazoo	6.91
Hanselman Candy Co., Kalamazoo	8.25
Vande Burge Bros., Kalamazoo	56.27
Lee & Cady, Kalamazoo	625.26
Dairyman's Milk Co., Kalamazoo	29.38
Heintz Pickle Co., Detroit	20.83
C. Charles, Otsego	12.00
Mrs. Warrick, Kalamazoo	5.83
	\$964.38

Assets.	
Equity in real estate	\$425.37
Stock of goods	200.00
Furniture and fixtures	200.00
Household goods	200.00
Books and pictures	35.00
	\$1,060.37

March 18—In the matter of Frederick W. Hinrichs, bankrupt, Kalamazoo, the trustee filed his supplemental final report and vouchers, whereupon an order was entered by the referee closing the estate and discharging the trustee. The record book and files were returned to the clerk of the court without any recommendation as to the bankrupt's discharge.

March 19—In the matter of the Hickory Grove Distilling Co., bankrupt, Kalamazoo, the trustee filed a petition alleging that William A. Stiming, former President of the bankrupt, had disposed of certain assets of the bankrupt estate and requested that he be given authority to bring suit to recover the same. The petition was considered and an order entered by the referee granting the same.

March 20—In the matter of the National Gas Light Co. bankrupt, Kalamazoo, the trustee filed his final report and account, showing total receipts of \$15,594.04 and disbursements of \$12,911.48, leaving a balance of \$2,682.56, whereupon an order was entered by the referee calling the final meeting of creditors at his office on April 5 for the purpose of passing upon the trustee's final report and account, the payment of administration expenses and the declaration and payment of a final dividend.

Handicapped.

With but three minutes to catch his train, the traveling salesman enquired of the street car conductor: "Can't you go faster than this?"

"Yes," the bell-ringer replied, "but I have to stay with my car."

PEOPLE who want **QUALITY** will seek the store that offers **QUALITY** merchandise and there become permanent customers. Competitors cannot draw them away unless it is done with better merchandise and service.

In footwear for men and boys the

Bertsch and H. B. Hard Pan

Lines are Supreme

They are **QUALITY** lines that have become justly known because of their style and wear resisting features.

Moreover **BERTSCH** and **H. B. HARD PAN** shoes fit. They are built over sensible, roomy lasts of sufficient variety to insure an absolute fit for every kind of foot.

That is one reason dealers like so much to sell them. Another reason is that they are absolutely sure when they talk **BERTSCH** and **H. B. HARD PAN** shoes that in every case the service given by the shoes will justify their arguments and make a permanent customer for their store.

Samples or salesmen on request.

THEY WEAR LIKE IRON

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear
GRAND RAPIDS, MICH.

R. K. L. SHOES
For Hard Service



No. 8339 1/2

Increase Your Spring Sales
With This Shoe

Made from the best waterproof chrome stock—half double, re-enforced sole—wide, roomy last, insuring comfort to the wearer. ☞ ☞ ☞ ☞ ☞ ☞ ☞ ☞

Rindge, Kalmbach, Logie Company

"Makers of Shoes that Wear"

Grand Rapids, Mich.



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

Topnotcher Among One Hundred Traveling Men.

"My formula was simple," said W. H. Anderson the other day. "I made personal use of the advertising that my company was doing. I am nothing more than an ordinary plodder, but I realized that while any salesman of ordinary intelligence could sell a dealer a bill of goods, there was something further to be done, and that was to see that the goods are distributed by the dealer to the consumer.

"In the old days it was the pride of the salesman to load up the dealer, and forget consequences. To-day the big problem of the manufacturer is not to load up the dealer, but to assist him in disposing of the merchandise. The 'repeat order' is the thing.

"I simply woke up to the tremendous value that the firm's advertising was to me as a salesman.

"I worked on the theory that our customers had already been influenced by the newspaper and magazine advertising of our firm and that if they arrived at the store of the dealer and were there confronted by replicas of these advertisements it would greatly increase my chances for reorders. In other words, I looked upon these signs as the last words between the manufacturer and the consumer before the merchandise was transferred.

"I saw to it that these signs were kept hanging in the shops of my dealers and that they were attractively displayed.

"It has always been a mystery to me that other salesmen have not employed similar methods to those which gave me such a boost. I can lay my peculiar success to no other one reason than this grasping of the

opportunity to take advantage of the fortune in itself spent by my firm for advertising purposes. I let this advertising work for me. I was hammering away on both sides. I was selling the dealer and then assisting the dealer to sell his goods.

"And yet it is surprising in traveling over my territory to come in contact with scores of salesmen who do not appreciate the fact that the advertising at their command is a club with which to help them pound their way ahead. There are salesmen who hold the theory that advertising was invented to hold them down, when in reality it is placed at their disposal to help them. I meet many men who still hang on to the theory of twenty years ago that it is an honor to load up the dealer, and then to perdition with the dealer. But I notice also that these men are not getting ahead.

"Personality counts in salesmanship, I am willing to concede, but no matter how good a man is at selling goods what does it profit him if these goods do not leave the shelves of the dealer? Where is his repeat order coming in? It was this repeat order that I had in mind. I was thinking beyond the dealer to the consumer. I was putting myself in the consumer's frame of mind when he entered the dealer's store. I felt that there needed to be a final clinching link to the advertising of our goods that had gone before."

It would be safe to make a good sized wager that the employes of the city of New York will be in time hereafter. A new rule has gone into effect, and when an employe is late half a minute fifteen minutes are deducted from the time allowed for the summer vacation. When the time clock is punched five minutes late the employe loses half an hour on the vacation. The checking system is the very latest economy and efficiency measure of the Mitchel administration, and there are some who must mend their ways or they will have no vacation whatever.

It will not be necessary ever hereafter to start a buy-a-bale-of-cotton movement if shoes can be made of cotton. An Atlantic shoe factory has turned out a pair of shoes made almost entirely of cotton. The heel is made of rubber and a thin leather welt to which the cotton belting sole is attached is the only leather in the shoe. The sole is of cotton belting and it is claimed, it will last longer than leather. The tops of the shoes are gray cloth.

SUCCESSFUL SALESMEN.

F. D. Miller, Secretary of the State Mercantile Organization.

F. D. Miller was born at Battle Creek May 11, 1870. His ancestors were American on both sides, having resided for several generations in Sullivan county, N. Y. After two years of high school he sought and obtained employment as a book agent, covering the Southern and Eastern states for about three years. He then secured employment as clerk in the general agency of a Continental Insurance Co., at Chicago, where he remained for two years. He then changed over to the Hamburg-Bremen Co., where he was employed for two years. The panic of 1893 caused a curtailment in the clerical force where he was employed and he went back on the road selling books for the Werner Co., of Akron, Ohio. A year or two later he was engaged by the Van Camp Packing Co. to introduce its



F. D. MILLER

canned pork and beans in Iowa and Nebraska. A year later he obtained employment with the Pettijohn Breakfast Food Co., of Minneapolis, which sent him to Scotland where he spent three years, bringing the food to the attention of the Scotch people. He resided in the meantime at Glasgow. On his return to this country in 1889 he made an engagement with the Diamond Condensed Soup Co., of Chicago, to introduce its goods on the Pacific Coast. The failure of this company brought him back to Chicago, where he worked a year for Delmont Co., book publishers. For two years prior to January 1 he acted as advertising manager of the Citizen-Press, of Jackson. He then became Secretary of the Battle Creek Retail Grocers & Butchers' Protective Association, and about six weeks later he was elected Secretary of the Retail Grocers and General Merchants' Association of Michigan at its annual convention at Lansing.

Mr. Miller was married April 19, 1893, to Miss Nellie Grace Torrance, of Glasgow. They have two children, both of whom are students in the Battle Creek high school.

Mr. Miller is a member of the Pres-

byterian Church of Battle Creek and two traveling men's associations. Outside of these connections he has no fraternal affiliation.

Mr. Miller believes in the future of the State organization of which he has lately been elected Secretary and proposes to devote all of his time during the coming year to an energetic canvass for money and memberships. He figures that the organization ought to have about \$5,000 in cash to carry it through the year. His own salary and expenses will amount to \$3,600. He believes that if the matter of associate and honorary memberships is brought prominently to the attention of the wholesale and manufacturing trade, the response will be liberal. If such proves to be the case, the organization will have ample funds with which to prosecute its work.

Mr. Miller is a man of pleasant address. He is a willing talker and those who know him well and appreciate his strong points insist that he will bring the organization of which he is the executive officer up to a high state of efficiency.

Willing to Go on Record.

Marquette, March 19.—I note your article published two weeks ago entitled "Pussy Foot Railroad Tactics." While asking the railroads to play fair, your article is not only unfair, but vindictive insofar as it refers to a special meeting of the U. C. T. The meeting in question was held in my office. There were sixteen bona fide members of the U. C. T. present, not one of whom, to my knowledge, is in any way connected with any railway company. The resolutions passed at that meeting were carried without a dissenting vote and sat well at the time on the stomachs of those present and the majority of those present are still of the same opinion, only two or three having switched. At the regular meeting the vote was not unanimous by any means, and I for one would like to go on record in the Michigan Tradesman as having voted "No." J. H. Godwin.

HOTEL CODY

EUROPEAN
 GRAND RAPIDS, MICH.

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

EAGLE HOTEL

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

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

COPELY-PLAZA HOTEL, BOSTON

EDWARD C. FOGG, Managing Director

ROY L. BROWN, Resident Manager

HOME OF BIG RED APPLE.

Brief Review of the Business Interests of Cheboygan.

Cheboygan, March 23.—Cheboygan, with a population of 8,000 and the judicial seat of Cheboygan county, is a thriving manufacturing and shipping point and the lake port of one of the best farming sections in Michigan, located in the Straits of Mackinaw at the mouth of the Cheboygan and Black Rivers and on the main lines of the M. C. and D. & M. R. R.s, 275 miles north of Detroit. The Cheboygan river is spanned by a drawbridge and by means of a lock having a rise of ten feet is made navigable for over thirty miles, connecting Mullet and Burt lakes with the Straits of Mackinaw. In addition to its rail facilities it has the Northern Transportation Co. direct line to Chicago and Lake Michigan ports, the Detroit & Cleveland line to Buffalo, Cleveland, Detroit and Lake Huron ports, the Arnold line direct to the Soo and Soo River ports, and the inland route line to Petoskey.

The city has an area of four square miles, three and one-half miles of paving, fine sewerage system, water works valued at \$160,000, a thoroughly equipped fire department, ten miles of water mains, police department, nine schools with thirty-seven teachers and 1,450 pupils, a county normal school, three parochial schools, a public library of 6,000 volumes, a handsomely equipped opera house seating 1,200, first-class hotels, three substantial and ably managed banks, ten churches, a G. A. R. memorial hall, a handsome court house built in 1898 and standing in the center of beautiful grounds, an electric light, gas and power plant and three newspapers.

The Kessler-Frost building contains four stories of offices. The Elks have a large structure of yellow brick and all the other prominent fraternal orders are represented and well housed. Cheboygan has the first good harbor north of Alpena. It is protected on the east by Bois Blanc Island and it is a peculiar wind that can roughen the water in Cheboygan's vicinity enough to make it dangerous. On three sides of the city lie farms and orchards. Cheboygan county is named "the home of the big red apple." Lake Huron and three inland lakes, Mullet, Burt and Black, keep the climate equable, prevent untimely frosts and protect the delicate buds from injury. Cherries and plums make a big crop. As for the potatoes the soil seems peculiarly adapted to them, 600 bushels to the acre being a common yield. Hay, oats, barley, corn and rye are raised in abundance and it is a good strawberry country. The best seed peas in the country are raised in immense quantities. The manufacturing industries of the city consist of the largest tannery west of New York, the Cheboygan Paper Co., flour mills, foundries, snow plow works, fire kindler factory, sash, door and blind factory, piano factory, novelty wood manufacturing company, wood turning works, boiler works, machine shops, two sawmills, planing mill, cigar factories and fish packing industries. Cheboygan has an Association of Commerce with a live bunch of officials and members which is going after factories to replace the sawmills that have been the main support of the city. Cheboygan has a handsome high school building and expects to have a new postoffice building within the next year that will cost \$150,000. The business men are progressive, good stocks of merchandise are carried and excellent taste is shown in window and interior displays.

F. E. Brackett, the druggist, opposite the New Cheboygan Hotel, has a full stock of drugs and drug sundries.

The Cheboygan Candy Co. has an up-to-date ice cream parlor.

Leo Edelstein, the clothier for both

men and women, is making many changes in his store front and interior and, when completed, will have one of the finest stores of the kind in the State.

The First National Bank has excellent quarters and is one of the large and substantial institutions of the city.

Hunt & Rittenhouse, the wholesale grocers, carry an extensive stock and make it very convenient for the dealers in keeping up their lines.

The Hub Mercantile Co. (D. J. McDonald, manager) handles a complete line of groceries and provisions.

John P. Och, the Duncan street merchant, has a very neat and attractive store, well filled with groceries and shoes.

The J. J. Post Hardware Co. has complete stocks of shelf and heavy hardware.

J. H. Ritter & Son, the Court street grocers, have a neat little store well filled with staple and fancy groceries.

Chas. Schley, the pioneer grocer on Mackinaw avenue, carries a full and complete stock of groceries and provisions.

James A. Shields, the grocer, has three store buildings well filled with goods on South Main and is also heavily interested in the grocery store of Shields Bros., on State street.

Vet S. Moloney, the real estate and insurance man, has large and commodious offices. Samples of farm products and photographs of farm scenes displayed make a very favorable impression upon prospective farm buyers. Mr. Moloney is also President of the Association of Commerce.

George O'Brien has recently opened a complete stock of groceries in a new store building at the corner of F. and State streets.

The Cheboygan Flour Mills Co. has a complete and well-equipped flour mill with a capacity of 100 barrels daily.

H. E. Church, proprietor of the Palace grocery, on Mackinaw avenue, has a neat store and full stock.

F. L. DeGowin carries a full line of groceries and provisions very centrally located on State street.

Robert Meggett & Son are State street grocers and have a full stock.

C. & M. Rutzen, the grocers, have an attractive and inviting store and good stock.

Park Bros. are progressive grocers, carry good stocks and are located near the paper mills.

J. H. Field is the man who sells "Ham What Am" for Armour.

The New Cheboygan Hotel is the leading hotel of the city. It is headquarters for the commercial men and is very ably conducted by D. St. Armour.

There are many institutions of which we would like to make special mention, but the lack of time prevents.

All the business men mentioned are subscribers to the Tradesman.

W. R. Wagers.

Sparks From the Electric City.

Muskegon, March 23.—We are happy to report that Peter Rose is able to call on the city trade. Pete looks fine. You would hardly think he had been through such a siege.

John Sharp has purchased a ford. He thought he would endeavor to run the wagon over his territory. Well, John left Fremont and managed, with the help of a few farmers, to make Howard City. Finishing his work at Howard he began to get visions of Home, Sweet Home, so he turned the nose of his hand cart toward Big Rapids. After John drove all night and his lights refused to work he stopped to get his bearing. John knocked on the door of a farm house and asked how far away he was from Big Rapids. He was told he was only two miles from Howard City. John offered to stay with the farmer as a paid guest, but was told they had but

one bed, which was occupied by the farmer and his wife. John finally offered to sleep in the barn, which was agreed to. It got pretty cold before dawn and the water in the radiator froze, resulting in John registering a solemn vow that he would never undertake to tour in a ford again during cold weather.

Herman Anderson wanted to get a tin wagon when he heard John had one. He told his boss to order one for him, when his wife exclaimed, "Ole needs new shoes and the house needs new shingles," so the auto has not yet arrived.

Last Saturday election of officers was held and the following officers chosen:

Senior Counselor—Ernest Welton.
Past Senior Counselor—E. P. Munroe.

Junior Counselor—Milton Steindler.
Conductor—John Porter.
Page—Jay Lyons.

Sentinel—George Hobbs.
Chaplain—A. W. Stevenson.

Executive Committee—John Sharp, C. G. Follrath and Herman Anderson.

E. P. Munroe was elected delegate to the Grand Council to be held in Lansing. Herman Anderson was elected alternate.

J. Britton was initiated into our mysteries and was pleased to become a member.

After the meeting, we repaired to the Hentschel Hotel, where Mr. Hentschel had the eats all ready.

J. D. A. Johnson gave a talk on salesmanship. He emphasized that a salesman should study his customer's wants in order to be successful. No matter how good a customer is he should not take up too much of your time. A slow buyer is a slow seller and if you can change your customer you are helping yourself and your customer.

C. Follrath talked about what good the U. C. T. did the traveling men in Michigan. His talk was enjoyed by the boys. About 6 p. m. Welton adjourned the bunch.

We are sorry to report that our Chaplain, A. W. Stevenson, has pneumonia and is staying at home. Any of the boys who can should visit Steve, as he will appreciate your calling.

Joe Mendel came in late at our banquet and had that hungry look, so Matt Steiner bribed the cook and secured a piece of turkey for our hungry brother.

We notice R. E. Olds, of Lansing, is obtaining a lot of free advertising through the U. C. T. dodgers. Wait until Henry Ford sees it. He will offer a car if Detroit can land the next convention.

The Illinois warehousemen convention will be held in Muskegon this summer. This is the second time the warehousemen will have honored us with their presence. They were here last year and liked it so well they decided to come again.

Boost for Muskegon, the best town in the world! Milton Steindler.

Propose to Regulate Sales by Outsiders.

Marquette, March 22.—Acting upon the opinion of Attorney E. A. MacDonald who holds that the city commission has power to pass ordinances regulating the conducting of business in this city by itinerant peddlers who represent concerns in Michigan, or by those who represent a Michigan branch house of a concern outside of the State, the Retail Merchants' Association has authorized the draft of an ordinance which will be designed to force peddlers to pay a tax to operate in Marquette and also force them to comply with the State law.

Mr. MacDonald will draw up the ordinance and after it has been approved of by the Association it will be presented to the city commission for adoption.

Secretary Mangum was instructed

to wire Senator Roberts and Representative Ewing that the Association favors the passage of the new garnishment bill which cuts in two the percentage of a man's salary which is exempt from garnishment, and makes the law practically the same as it was before the semi-monthly pay-day plan went into effect.

The Present Law is Adequate.

Remus, March 23.—Kindly inform us what to do in order to help enact a law to prohibit the use of trading stamps, merchandise coupons and the giving away of premiums. We were referred to you for useful information, as we are strongly opposed to it.

Diehm Bros.
The present law is adequate. It was enacted by the Legislature of 1911 and covers every point that needs to be covered to fully protect the merchant. All that needs to be done now is to enforce the law. As a precedent to the enforcement of the law, it is necessary to determine its validity in the quo warranto proceedings now pending in the Supreme Court. It will cost about \$1,000 to put this case through and it is up to the merchants of Michigan to raise the money. Any merchant wishing to contribute to this fund can send his check to Charles Frankla, Manager Boston Store, Grand Rapids.

Saved \$2.10 on Every Barrel of Sugar.

South Bend, Ind., March 23.—I notice that my subscription is about ended. Well, it won't do to let that good educator quit coming to my address, for a few weeks ago I saved many years' subscription by acting on the advice of your paper. I kept watching the sugar market from week to week and when you stated prices were going higher, I availed myself of the faith I had in your paper and purchased liberally. By so doing I saved 60c per 100 pounds—\$2.10 on every barrel purchased! I can pay my subscription to the Tradesman several years and not be out a penny. How a merchant can do business without the Michigan Tradesman after he once sees a copy is more than I could do two years ago. I am only sorry I didn't know of your paper three years sooner. I would have been many dollars ahead.

Thos. J. Kryder.

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

Buffalo, March 24.—Creamery butter, fresh, 24@29c; dairy, 22@27c; 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, 17@19c; geese, 13@14c; turkeys, 16@20c; chicks, 17@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@3.35; pea, \$3.30; Red Kidney, \$3.50@3.65; White Widney, \$3.50@3.75; Marrow \$3.75@3.90.

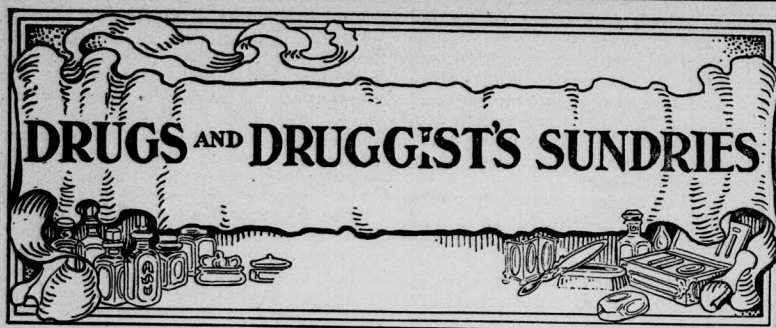
Potatoes—25@30c per bu., dull.
Rea & Witzig.

Hotel Towel Test Suit Is Dismissed.

Lansing, March 23.—On motion of Prosecuting Attorney Brown, the charge against William G. Kerns, proprietor of Hotel Wentworth, was dismissed by Judge Collingwood Friday afternoon.

It was alleged that Kerns had violated the individual towel law.

Owing to the acts now pending in the Legislature amending the present hotel laws and the fact that it was to be a test case, State Labor Commissioner Cunningham, whose department started the prosecution, recommended that the case be dismissed.



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.

Business Building Value of the Goods You Sell.

Many unexpected things enter into a successful drug advertising campaign. In fact, advertising is very much like any other piece of business machinery—it requires the force back of it to make it go. In modern times every little thing that will contribute toward the upbuilding of a business must be given due consideration. Every business man instinctively comes to know these little things and makes the most of every opportunity.

But there is more to consider than a mere getting of new business—the building of a good business reputation is absolutely necessary and it is in this respect that the kind and quality of goods you handle will figure prominently.

Taking into consideration the buying end of the business, we know that there are two ways generally employed by the retailer in selecting his line of goods, or rather two distinct classes of goods are selected.

First, a selection may be made from the kind of goods which will yield him the largest profit on every dollar expended, and second, the selection of a quality of goods, that will stand the test, do all that is claimed for them, and give the best of satisfaction, but usually the margin of profit is not as great as on the inferior line of goods.

Some dealers carry both classes, some only one or the other, according to the class of people with whom they have to deal, or according to their own ideas of business methods.

In my estimation, unless your trade is with the poorer class of people, who could only afford the cheapest grade of toilet articles for instance, or unless you have a mixed trade, the goods that will give the

best service will in the end be found the most profitable and the best business builders. Of course, we must allow for the regular introduction of new lines, etc., using in such cases your own good judgment to determine the qualities. In the use of drugs for compounding prescriptions, the best, of course, should always be used.

As a rule the profit on the cheaper grades of articles sold in a drug store is greater than on the better qualities because it costs much less to get the material and produce the product, but in this respect I always think of the remark made by a successful Chinaman, who said "Muchee little beats little muchee," or in other words many sales with a fair profit on each and perfect satisfaction will amount to more in the end than few sales at a larger profit.

Dealers in drug specialties should always have the interest of their customers at heart. Study your customers and try to arrange a stock that will meet their needs and demands as well as their purse as nearly as it is possible for you to do. This can only result in satisfaction for them and continued trade for you. Too many dealers select their stock because they believe it will "sell well" instead of "suit well" and then wonder at the falling off of trade.

Truthful advertising has a close connection with reliable goods. I visited a town recently where the people had been "stung" by a druggist and were ordering nearly all their patent medicines and toilet goods from mail order houses in order that he should not have the chance to do it again. At a conservative estimate I should say that he lost by the one act at least 10 per cent. of his trade. For a long time, for I presume some of them came back to him, although I am not sure.

Just as careful should you be in the representation of goods to a customer. If you don't know just how a certain kind of medicine or remedy will test out in the matter of trial tell your customer just that. This leaves the customer to his own judgment to a certain extent, and he cannot hold you responsible.

But after all, the words spoken by dealer or customer may soon be forgotten and the goods themselves remain to do the talking. If you are selling a good reliable line you will not need to fear about the re-orders that will be forthcoming. People's needs differ and the goods which suits one perfectly well may not please another, but you have of course learn-

ed something about meeting such conditions which arise in every business.

Now as to how this all revolves itself around the matter of advertising your business—it is clear to see that the dealer who selects his products with the utmost care, whether it be from the wholesaler or elsewhere; he is the dealer who will have a group of enthusiastic and faithful customers who will not only trade with but speak a good word for him whenever they have an opportunity, thus furnishing an element of personal advertising which is extremely valuable.

A word here may not come amiss in regard to orders sent in to you by others or by mail. Such cases are instances where the customer has placed in you the fullest confidence, and no order should receive more particular care than these. Do your utmost to give perfect satisfaction in such cases for it will pay you well.

Druggists have a fine opportunity now with the advantage of the parcel post to build up a very profitable mail order business. You are carrying hundreds of small articles which may be listed to advantage on an attractive circular and sold through the mails. Give it a trial.

W. Clement Moore.

Honks From Auto City Council.

Lansing, March 22.—Harry Hyndorn, of Grand Rapids, now buys his soap at Collins, where he gets a special price of six bars of Ivory soap for a nickel.

Ten thousand stickers are now being stuck up all over the State, announcing the Grand Council meeting at Lansing June 4 and 5. You auto go.

In describing an automobile accident which recently occurred in Detroit, the Free Press says that a ford car was reduced to kindling wood. Perhaps the reporter was struck by one of the running boards.

Floyd French (Perry Barker Candy Co.), who has been confined to his home for the past week with the grip, started again this morning on his regular trip, not entirely well but much improved.

Cadillac still has three feet of snow (in places) and the ice is two feet thick in Clam Lake. Why not petition the Legislature to hold one of its evening sessions in Wexford county?

Mr. and Mrs. George O. Tooley motored over to Ovid last Sunday for a visit with relatives and friends. George reports the roads in fine condition and says that his roughrider behaved remarkably well for the first trip of the season.

F. H. Hastings left this morning for La Grange, Ind., where he stored his car last December when deep snow made motor traveling difficult. He expects to travel extensively in the Western states, but says he will be home for the Grand Council meeting June 4 and 5.

L. P. Tompkins, who is a member of the Grand Executive Committee and sells jewel cases for Michigan's largest corset factory, was over on the West Side last week wearing an unusually broad smile. He says that business so far this year is 30 per cent. better than it was in 1914.

William Griffith, a veteran traveler and prominent citizen of Howell, will be initiated into the mysteries of the order at our next meeting, provided we can give him an absolute guarantee that Jim Hammell will not be present.

Stewart Harrison (Mueller Furnace Co.) goes to Detroit this week. When he leaves that city he will

drive home in a new ford roadster, for which he has exchanged his last year's model with the Lansing agents. Mr. Harrison is one of the several members of our Council who have successfully used an automobile as a means of transportation in covering their territory.

Last week we were chided by Editor Stowe for failure to report our election of officers for the ensuing year. We promised to get busy and here is the result. If we have said anything we are sorry for we are willing to be forgiven.

For Senior Counselor—P. S. Frantz a genial, broad minded, bald headed gentleman, who sells sweet goods for the Morse Chocolate Co., of Chicago, visiting only the larger cities of the State of Michigan. Mr. Frantz is 34 years of age and has thus far avoided all matrimonial entanglements, although at times he has been extremely busy dodging the arrows of Dan Cupid. He says he expects to trot in the single harness as long as his good mother is able to sew on buttons and mend hose.

For Junior Counselor—E. P. Oviatt, who represents the Peninsular Stove Co., of Detroit. Mr. Oviatt is a quiet well-behaved person who thinks a great deal, but talks little unless the occasion requires it. He covers the West half of Michigan and a greater portion of the Upper Peninsula. He is a booster in every sense of the word and hustles for good honest business in true American style. So far as is known, he has never been guilty of playing rum.

For Secretary-Treasurer—Geo. O. Tooley, who has for several years filled the same office very efficiently. Mr. Tooley is now city salesman and Assistant Secretary of the Perry Barker Candy Co. Whenever the manager takes it into his head to go fishing, he hands the business reins over and "lets George do it." Close attention to the business details of our Council and his persistent but gentlemanly way of getting after delinquents has endeared himself to the members of our Council. We feel sure he will continue as Secretary of Auto City Council as long as he will consent to serve and then he will give Fred Richter a grand race for the Grand Secretaryship.

For Conductor—Fred T. Jury, who represents the Hammond Beef and Provision Co., covering the city of Lansing and nearby towns. By judiciously mapping his route he is able to be home nearly every night, which lessens the anxiety of his family. Fred is somewhat under sized in stature, but a regular giant after business. He is thoroughly progressive and not easily provoked to anger. Whenever there's a question of right or wrong, he is a judge as well as jury.

For Page—W. L. Swan, who covers the Southern half of Michigan in the interests of the Baxter Stove Co., of Mansfield, Ohio. Mr. Swan is a salesman of marked ability and a promoter of good-natured jokes. His bump of generosity is unusually large and his only failing is really a virtue.

For Sentinel—O. R. Butler, who is district manager for the Cable Piano Co. Nature has been especially kind to Mr. Butler in that she has equipped him so admirably for the position which he now holds. An inherited love of music—and the gentler sex—a pleasant countenance and pleasing manners, together with acquired conversational powers and business ability, have brought him to the front in his chosen occupation.

J. C. Kinney has filled the office of Chaplain for the past two years in a very efficient manner. Mr. Kinney sells lumber and builders' supplies, covering a greater portion of the State. He is also financially interested in the James P. Talmage Co., at 117 South Washington avenue, which carries a large and up-to-date stock of men's furnishing goods. He does not, however, allow his interests

here to interfere with his road work. He has a mild gentle disposition, but a keen business instinct. The only time he ever lost a dollar was when he bet with the writer on the result of our last presidential electon.

A. O. Bosworth and D. J. Daily, whose terms as members of the executive committee expired, were re-elected for a term of two years. Mr. Bosworth sells copper goods and Mr. Daily sells plumbers' supplies. Both are energetic, resourceful salesmen, with wide experience and hosts of friends.

Ye scribe inherited the office of Past Counselor, there being no legitimate way of keeping him from getting it.

Our Council meets the first Saturday in every month and the ritualistic work is exemplified at each meeting. A splendid Bohemian supper is served by our Ladies' Auxiliary at 6:30 and the Council is opened promptly at 8 o'clock. Visiting brothers are always welcome.

Among the Michigan industries worthy of mention is the Casnovia Dehydrating plant of Casnovia. This was established in 1914 under the promotion and management of L. C. Brink. Complete and up-to-date equipment for the preparation and evaporation of nearly all kinds of fruit and vegetables is installed. For the past three months the entire output has been readily taken at a profitable price by the British government. At present the capacity is 400 bushels of potatoes every twenty-four hours. The tubers are washed and pared by special machinery and are then bleached by a system which preserves the natural whiteness, but leaves no chemical odors. A bushel of potatoes weighing sixty pounds is reduced to clean white flakes weighing ten pounds, with all the original nutritive properties retained. A great saving in shipping is thus realized, with no dangers of loss by frost or decay. The waste is at present being taken

by nearby farmers at 15 cents per 100 pounds. Plans for a process by which a valuable by-product can be realized from the waste is now under consideration and will, undoubtedly, be installed in the near future. So far as is known this is the only plant of its kind in the State and bids fair to rival the canning industries in certain kinds of fruit and vegetables. H. D. Bullen.

Quotations on Local Stocks and Bonds. Public Utilities.

Table with columns for Bid and Asked prices for various stocks and bonds, including Am. Light & Trac. Co., Am. Public Utilities, and Michigan Sugar.

The Soo correspondent is booming the Soo as a summer resort. He will be selling climate next.

Frank Perry, President of the Perry Coal Co., was a Detroit visitor last week.

Old hens are not absent minded, yet their eggs are frequently mislaid.

WHOLESALE DRUG PRICE CURRENT

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

Large table listing various drugs and chemicals with their prices, categorized into Acids, Ammonia, Balmams, Berries, Barks, Extracts, Gums, Leaves, Oils, Mustard, Potassium, Roots, Seeds, and Fintures.

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.

SPECIAL PRICE CURRENT

12

13

14

Table with 2 columns: Item Name and Price. Includes categories like Smoking, Cigars, and various food items.

Table with 2 columns: Item Name and Price. Includes categories like Pilot, Solder, Sweet, Soap, and various food items.

Table with 2 columns: Item Name and Price. Includes categories like Faucets, Mop Sticks, Palls, Teethpicks, Traps, Tubs, Washboards, Window Cleaners, Wood Bowls, Wrapping Paper, Yeast Cake, Yours Truly Lines, Axle Grease, Charcoal, and various household items.

15

16

17

Table with 2 columns: Item Name and Price. Includes categories like Baking Powder, Cigars, and various food items.

White House Coffee advertisement featuring a can of coffee and the text 'White House Coffee'.

Table with 2 columns: Item Name and Price. Includes categories like Proctor & Gamble Co., Swift & Company, and various food items.

Royal Cigars advertisement featuring a pack of cigars and the text 'Royal Cigars'.

Royal Garden Tea advertisement featuring a box of tea and the text 'Royal Garden Tea'.

Table with 2 columns: Item Name and Price. Includes categories like Scouring, Soap Compounds, and Washing Powders.

Old Master Coffee advertisement featuring a can of coffee and the text 'Old Master Coffee'.

Fitzpatrick Brothers' Soap Chips advertisement featuring a box of soap chips and the text 'Fitzpatrick Brothers' Soap Chips'.

Witcher Blend advertisement featuring a can of cleanser and the text 'The only 5c Cleanser'.

Table with 2 columns: Item Name and Price. Includes categories like Soap, BBLs, and various food items.

Mica Axle Grease advertisement featuring a can of grease and the text 'Mica Axle Grease'.

Putnam's Menthol Cough Drops advertisement featuring a box of drops and the text 'Putnam's Menthol Cough Drops'.

Foote & Jenks' Coleman's (Brand) Terpeness Lemon and High Class Vanilla advertisement featuring a box of vanilla and the text 'Foote & Jenks' Coleman's (Brand) Terpeness Lemon and High Class Vanilla'.

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.

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 de-made a rest. Write for particulars. A. K. 2, care Tradesman. 980

Farm For Sale—Or will trade for stock of merchandise. 154 acres, 40 cleared, located in Charlevoix county. Address D. C. Levinson, Petoskey, Mich. 972

Variety Store—For quick sale; doing good cash business. Write J. E. Baird, Beloit, Kansas. 973

For Sale—Old established going hard-ware business in Quincy; well and favorably known in the city and surrounding territory for years; stock will in-ventory from \$18,000 to \$20,000, but can be reduced some if necessary; excellent opportunity to acquire a business that with little effort can be developed into a handsomely paying one. Address C. E. Causey, Quincy Hotel, Quincy, Ill. 974

For Exchange—Quarter section of fine land, in good farming community in South Dakota; will exchange for stock of merchandise. Address J. C. Rothrock, 2963 Prairie avenue, Chicago, Ill. 975

Wanted—Stock of merchandise in ex-change for valuable Virginia truck farm or clear income property. W. H. Gar-rett, Norfolk, Va. 976

To Rent—Farmers' feed barn. A good livery deal in sight. Lew Sterling, Stanton, Michigan. 977

For Sale Cheap—New six room cot-tage at Wa-Wa-Tum Beach, Mackinaw City, Michigan. Furnished. Terms easy. Write L. D. Johnson, 349 Lake avenue, Battle Creek, Michigan. 978

For Sale, Quick—Cash only, clean up-to-date dry goods and ladies' furnishings. All good staple merchandise; stock and fixtures about \$2,500; doing cash busi-ness. Located town of 500, central part of State on Lake Shore Railroad in best farming country in Michigan. Will give good liberal discount to sell at once, as other business demands my attention. This is good proposition and open to in-vestigation. 70c on dollar takes it. Ad-dress 979, care Michigan Tradesman. 979

For Sale—Box shoo factory, saw and planing mill, stock of lumber; all in good condition; bargain; must sell quick. H. T. Benoit, Hamburg, Ark. 969

For Sale—Bakery in Grand Rapids. Cheap for cash if taken at once, or might consider a trade for real estate. Address Bakery care Tradesman. 970

For Sale—Bakery at Aurora, Ill. Write I. Ochenschlager. 953

For Sale—Ladies' ready to wear store (general) Owosso, Michigan. Hustling manufacturing town. Best location. Es-tablished forty years. Address, Estate of J. J. Davis. 954

For Sale, or might trade for good city or farm property, department store stock; can show good business; located in county seat, in celebrated fruit belt, prosperous community, highly intellectual people, splendid schools, churches, cha-tauqua grounds, etc. This must go at once; illness in family reason for selling. Terms part cash, balance on time. Ad-dress, Y. Z., care Tradesman. 955

Notice—Merchandise stocks wanted for well improved farms. We have business blocks, flats and apartment houses to exchange for farms. Explain fully in first letter what you have to offer. Ex-changing properties is our specialty. Isenbarger Realty Co., 14 Union Trust Bldg., Indianapolis, Ind. 956

For Sale—Small stock general mer-chandise and fixtures at Elmdale, Mich-igan. Total about \$1,700. Price \$850. Lump sale or inventory at 65 cents on the dollar for quick sale. A. C. Hayes, Elmdale, Michigan. 957

For Sale—Complete stock up-to-date, groceries, notions, sporting goods, etc. Take \$10,000 to \$12,000 to handle the deal. Established 37 years. Brick store build-ing 26 x 80; brick warehouse 20 x 40. Will sell or rent buildings. Reason for selling, have got enough and want to retire. County seat town. 800 inhabitants, elec-tric light and water works. H. J. Hamp-son, Centreville, Michigan. 960

Wanted—To buy a good serviceable guaranteed second-hand auto truck. Ad-dress Box O, Falmouth, Michigan. 961

For Sale—Good clean, live corner drug store, doing good business in city of 40,000. Invoice \$4,000. Will discount for cash. Address No. 962, care Michigan Tradesman. 962

Move your dead stock. For closing out or reducing stocks, get in touch with us. Merchant's Auction Co., Reedsburg, Wisconsin. 963

Stock Wanted—I want to buy a stock of goods, somewhere in Central Michigan, not over \$6,000. Must be cheap, as this is a cash deal. Send particulars with first letter. Harry Gover, Loomis, Mich. 965

For Sale—Nine Coleman street lamps. A bargain. Address, Village Clerk, Wal-dron, Michigan. 951

Salesman—Best side line on the mar-ket; 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. Onontiyoh, Plainwell, Mich. 935

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

Have 90-acre farm to trade for gro-cery 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, Har-risburg, Illinois. 940

For Sale—Dry goods and men's fur-nishings stock; best location for neigh-borhood store in Southern Michigan; re-tiring from business. A splendid oppor-tunity 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

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 West-ern 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

Will Exchange—985 acres timber land near Manchester, Tenn., for city prop-erty 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 Trades-man. 948

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

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

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

Look Here Merchants! You can col-lect all your old, "given up" accounts, yourself, by our new plan. Enclose stamp for sample and full information. Pekin Book Co., Detroit, Michigan. 903

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

Sales Opened—W. L. Slocum, safe ex-pert and locksmith. 97 Monroe Ave., Grand Rapids, Mich. 104

We pay CASH for merchandise stock and fixtures. Grand Rapids Merchandise & Fixtures Co., 803 Monroe Ave. 203

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

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

For Sale—General merchandise busi-ness. Post office in connection. Will stand investigation. Address No. 890, care Tradesman. 890

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

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 House-man Bldg., Grand Rapids, Mich. 859

Will pay cash for any kind of merchan-dise 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

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

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

Wanted—I want to buy a shoe stock for spot cash. Price must be low. Ad-dress "Hartzell," care Tradesman. 907

AUCTIONEER.

Auctioneer—Merchandise and real es-tate 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.

Position Wanted — All-around man; eight years' experience in general store; four years in grocery store. P. O. Box 156, Charlottesville, Indiana. 932

Wanted—Position as manager of gro-cery or general stock by a man of wide business experience. Address, W. A. Spore, Alma, Michigan. 967

THE GRAND RAPIDS VETERINARY COLLEGE

Offers a Three Years' Course in Veterinary Science
Complying with all the requirements of the U. S. Bureau of Animal Industry. Established 1897. Incorporated under State law. Governed by Board of Trustees. Write for Free Catalogue.
200 Louis St. Grand Rapids, Michigan

FIXTURES

New and Used, But Up-to-date

You are no doubt planning to make some changes in your store equipment. Our stock is complete in Store or Office Fix-tures and Furniture of every description in either NEW or USED—but up-to-date—and we can save you money and will take in exchange any of your fixtures in part payment.

Grand Rapids Merchandise & Fixture Co.

803-805 Monroe Ave.

Grand Rapids, Mich.



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

Manufacturing Matters.

Niles—The Michigan Wire Goods Co. has increased its capital stock from \$20,000 to \$30,000.

Pentwater—Joseph Tebbetts, harness dealer, will manufacture cotton gloves in connection with his other business.

Detroit—The General Aeroplane Co. has been incorporated with an authorized capital stock of \$4,000, of which amount \$2,200 has been subscribed and paid in in cash.

Bay City—The Smalley General Co., manufacturer and dealer in gas engines, etc., has been incorporated with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and paid in in cash.

Detroit—The Regent Manufacturing Co., manufacturer and dealer of pharmaceutical preparations and toilet specialties, has been incorporated with an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed and paid in in cash.

Lansing—The Michigan Sheet Metal Works, manufacturer and dealer in sheet metal products, tar, gravel, slate and tile roofing, has been incorporated with an authorized capital stock of \$4,000, of which amount \$2,000 has been subscribed and paid in in cash.

Detroit—The Sturdevant-Murray Manufacturing Co., manufacturer and dealer in children's vehicles, automobile accessories, etc., has been incorporated with an authorized capital stock of \$25,000, of which amount \$20,200 has been subscribed, \$3,000 paid in in cash and \$15,200 in property.

Pontiac—The Wilson Foundry & Machine Co. has obtained orders for cast iron auto parts which will necessitate the immediate enlargement of its plant. Four large, new buildings are to be erected to care for the increasing business. The company employs 200 men and will add 300 to its force when the improvements are completed.

Hillsdale—Henry Buckner, local cigar manufacturer, committed suicide March 15 near the outskirts of the city. Beside the body was found an almost empty bottle of carbolic acid. No reason has been assigned for the deed. A week ago the cigar factory of the deceased was visited by a small fire but the damage was so slight that it is not generally believed that had anything to do with it.

Casnovia—The Casnovia Dehydrating Co-Operative Association has received an order from the British government to furnish all the onions and potatoes that can be turned out from its dry plant by June 1. The company is shipping 600 bushels of evaporated vegetables daily to Belleville, Ont., for export to Europe.

Saginaw—The Fiege Desk Co. has filed a voluntary bankruptcy petition in the United States Court here, giving its liabilities at \$106,000 and assets at \$97,000. The company's business was almost entirely with foreign countries and the war not only compelled the company to close its factory but also prevented the collection of thousands of accounts due from

agents scattered throughout practically every country in Europe, with a few in Africa and South America.

Detroit—Detroit's first lawsuit brought on directly by the European war has been settled without bloodshed. Feigenson Bros., bottlers, at 118 Benton street, have decided they will not insist that W. H. Edgar & Son, sugar merchants, shall deliver 200 sacks of their product at prices in effect before the war. According to Frank R. Wiley, of the sugar concern, the Feigensons began negotiations last fall for 300 sacks of sugar, but finally bought only 100. When the war broke out they insisted on 200 more sacks at the old price, and when the sugar house refused they left a check for \$1,000 and then started suit. The brothers called for their check recently and announced they would not press the case further.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

A jitney bus line will be operated between Battle Creek and East Leroy beginning April 1, making four trips daily. The route is via Tamarack Corners, Sonoma, Joppa and Morgan's Corners.

Ottawa county bankers met at Grand Haven and organized, with B. P. Sherwood, of the Grand Haven State Bank, as chairman. A county agricultural expert will be employed.

Dowagiac has been offered the private electric lighting and gas plants there at a price to be agreed on by appraising engineers. The city attorney and a committee of aldermen are investigating the proposition.

Petoskey merchants are interested in the news that the Petoskey Crushed Stone Co. will re-open its plant soon, employing thirty men.

Hastings has voted to build a new high school, costing close to \$100,000.

The city of Hastings built a mile and fifty-two rods of sidewalk and improved two and a half miles of streets during 1914.

The Reed City Board of Trade urges the construction of a sewer system, installing of iron water mains in place of present wooden ones and improvement of village streets. J. Wilbur Patterson is the new President of the board and A. M. Fleischhauer has been re-elected as Secretary for the tenth term.

Alma will have a new bank building, the First State having let the contract for a brick and stone structure, 44x55 feet, two stories and basement.

The Muskegon waterworks made a cut of over 100,000,000 gallons in the quantity pumped in 1914, as compared with the previous year, notwithstanding the fact that the number of consumers shows an increase of 146. This record is attributed to the metering of all local service.

Escanaba will vote in July on a bond issue of \$30,000 to build and equip a manual training school.

The Kalamazoo Chamber of Commerce has launched a movement to convert every vacant lot in the city into a vegetable or flower garden in

an effort to make a dent in the high cost of living.

Manistee's city manager recommends a system of garbage collection and disposal, a sewer cleaning outfit, the renumbering of streets, changing the fire department from horse drawn to motor driven apparatus, an additional water supply and a nine hour work day.

The Owosso Improvement Association heads a movement to hire a farm expert for the county.

The new meter system saved Manistee over 15,000,000 gallons of water during the past year. The city has voted a reduction in water rates that will mean a difference of nearly 40 per cent. with consumers.

The proposition of a bond issue for pure water at Saginaw failed at the recent election by 58 votes.

Highland Park, a Detroit suburb, has completed a garbage reduction plant and is asking for bids on garbage collection.

Another successful season is opening with the Ann Arbor Civic Association, with orders already in for over a thousand trees and shrubs. City Forester Bassett has charge of the work.

Pontiac will vote April 5 on granting a franchise to a Cleveland concern for installing a garbage reduction plant. Almond Griffen.

Jim Goldstein's Gardening.

Jim is growing gardenful—
You know what that means,
Sending for seed catalogues,
Reading magazines,
Buying trowels, rakes and hoes,
Rubber gloves and shoes,
Jim intends to garden much—
That's the latest news.

Jim is growing gardenful;
Pencil, book and plan,
Soon will sprout the gaudiest things
Seen by mortal man,
Flowers, vegetables and fruits
All are in his schemes,
Jim is filled with energy,
As he dreams and dreams.

A Manistee correspondent writes: Elmer Dunn, 35 years old, died suddenly of heart failure as he was being prepared for the operating table at Mercy sanitarium. Mr. Dunn, who had lived in Manistee for twelve years, was a traveling salesman for Stroub Brothers & Amiotte, of Traverse City, and was well known throughout Northwestern Michigan. He had been with the company eight years. He was a member of the Modern Romans and the United Commercial Travelers.

Christian A. Frey, for a number of years an employe of the Rindge, Kalmbach, Logie Co., has purchased a half interest in the Eagle Clothing Co., and is conducting it in partnership with A. E. Stuart, this firm succeeding Samuel Rapaport.

Charles D. Slusser, formerly in the grocery business at 220 North Division avenue and later at 947 Cherry street, has sold his stock at the latter address and has succeeded Martin C. Shipman at the corner of Coit avenue and Palmer street.

George E. Cook, who has conducted a hardware store at the corner of Fifth and Stocking streets for a number of years, has sold his stock to James Sokup, who will continue the business.

Henry Geerdink, an employe of the G. R. & I. Railroad, has engaged in the grocery business at 2051 Swensburg avenue.

Notice—Mortgage Sale

Please take notice that pursuant to the terms of a certain trust mortgage heretofore executed to me, by the WILLETT & RULE COMPANY, a corporation of Marion, Michigan, as trustee for its creditors, I will sell for cash to the highest bidder, at the store building of said WILLETT & RULE COMPANY at Marion, Michigan, on Tuesday, March 30, 1915, at 2 o'clock p. m., the following:

All the stock of dry goods, groceries, furniture and merchandise of said Company, which inventories, cost price, \$5,054.26.

All fixtures belonging to said Company and which inventory, cost price, \$318.45.

All book account dues said Company, which aggregate \$651.12.

R. A. Lewis,
Trustee for Creditors.

FOR SALE

Stock of Men's, Ladies' and Children's Shoes, including fixtures, centrally located in nicest city in Michigan having 6,000 population. Stock will inventory about \$3,000. Will make liberal discount for cash.

Jacob Summers, Charlotte, Mich.

Odds and Ends You Cannot Sell

Have you three to five hundred dollars' worth of unsalable goods in your store that you desire to sell? Perhaps you can secure invoice price in cash for the same. Also state houses you buy from. Also the lines you carry. Address Dollar for Dollar, care Michigan Tradesman.

BUSINESS CHANCES.

For Sale—Great opportunity to buy stock of general merchandise in live town of 1,600, Eastern Michigan. Must be sold. Sickness. Address 986, care Tradesman. 986

For Sale—Complete general store consisting of dry goods, shoes, groceries, crockery, drugs and hardware in two new large rooms combined. This store controls business for miles. Stock will now invoice about \$16,000; now selling down through special sale. Will also sell my home (bungalow). Must quite business at once on account of ill health. Exceptional opportunity for someone to take over an established business. If interested come personally and investigate. No solicitors, brokers or agents correspondence answered. Arthur Steere, McBride, Michigan. 983

For Sale—Grocery store doing average cash business of \$50 per day. Building with five nice living rooms \$2,300. Stock and fixtures invoice about \$1,500. This is an outside store in German locality and will stand close investigation. Address 984, care Tradesman. 984

For Sale—Good, clean, general stock in Northern Indiana. Invoice about \$4,000. Reason for selling other business. Money-maker for hustler. Address 985, care Tradesman. 985

For Sale—Meat market located between two No. 1 grocery stores in center of best residence district in city. Address No. 981, care Michigan Tradesman. 981

For Sale—An Enterprise meat-grinder with one-half horse motor in good running order. Will sell cheap. Vander Brook Bros., Kalamazoo, Mich. 982

SITUATIONS WANTED.

Office manager, accountant and credit man desires position; 15 years' experience; up-to-date modern systems of accounting; at present employed, but desires to make change; first-class references as to ability and integrity. Address 987, care Tradesman. 987

HELP WANTED.

Salesman now calling on clothing and men's furnishings trade to carry a small side line that will pay good commission. State lines carried and territory covered. 801 Spitzer Bldg., Toledo, Ohio. 971



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**



"I Like to Sell

**FRANKLIN
CARTON
SUGAR"**

Why?

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

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

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

**THE FRANKLIN SUGAR REFINING CO.
PHILADELPHIA**

K C

Baking Powder



CONTAINS NO

ALBUMEN (Sometimes called white of egg) OR ANY ADULTERATION

THEREFORE

It Complies With ALL PURE FOOD LAWS, both State and National.



Sold and pushed by grocers throughout the United States who appreciate fair dealing by the Manufacturers and who like to give their customers full value for their money.

JAQUES MFG. CO., CHICAGO

\$17,562.67 New Business in One Month



These 17 Boosters brought \$17,562.67 new cash business to merchants in one month.

\$17,562.67 New Cash Business

This amount was put into the Cash Registers of merchants in one month, by these 17 Boosters.

In addition to bringing this \$17,562.67 new business, and putting it into the merchants' Cash Register, these Boosters got almost as much additional business from regular customers as this merchant was getting before.

Working Off Slow Sellers

In addition to getting new business and stimulating trade with old customers, the Booster Club Campaign places special strength on working off the merchandise that you find hard to sell. With the Booster Club Campaign you can offer an inducement that is far greater than a reduction in price, and you can actually sell more goods, because of these inducements through the Booster Club Campaign, than you could if you would sell your goods at cost, at a bargain sale.

Any one of our present or past customers will be glad to tell you personally how thoroughly our Booster Club Campaigns are organized. Write for list of merchants.

Collecting Accounts

One of the strong features of a Booster Club Campaign is this, you can collect money that has been owing you for many months without a statement, without resorting to a collection agency, or turning your accounts over to an attorney. The Booster Club can make these collections so easily, that your customers will like to pay them, and get squared up with you. These collections are made in such a way, that you keep the trade after you get your money.

Stops Mail Order Buying

You know that where a Booster Club of seventeen members brought in \$17,000 a month in new business, that they secured a lot of this business for the Booster Merchant from people who were buying from mail order houses.

The personal appearance of these Boosters is far stronger than any other advertising or selling force that you can put on, and remember that we keep every Booster at work from the time that we begin until we close. Each one has a purpose in view, and they stick to that purpose until the very end, and come out of the campaign feeling happy, and continuing to boost for the merchant after the campaign is over.

Read These Letters

They come from merchants like you, who had the same competition to face, the same obstacle to overcome, the same crop and labor conditions that you have had to meet.

"We are 15 years ahead of what we would have been if we had not put on the Booster Club Campaign."—Caveny Bros., Gillespie, Illinois.

"My sales for the month of January this year more than doubled my sales the same month last year. More than 100 per cent. gain. I can not see a greater inducement for one undecided than the bare figures."—M. E. Relly.

Don't delay. Write for the first opportunity to see this proposition.

Practical Advertising Co., Springfield, Ill.

"Have found it to increase both cash and credit sales. But have found it to clean up credit sales every thirty days. For merchants who believe advertising doesn't pay, we would ask them to try the Practical Advertising Company's Plan."—C. J. McHugh & Co., Iowa.

"You need not worry, the Practical Advertising Co. will do more for you than you will do for yourself, that's my experience."—J. H. Boyer, Farina, Ill.

"Our gain in sales from March 1st to October 1st is \$6,395.00, which we consider good considering poor crops here."—A. A. Kuhne, Troy, Mo.

"Since my Booster Club Campaign I have quit selling merchandise on credit.—it's all cash now."—Joe Esh.

You Want to Accomplish These Things

First: You want to increase the number of new customers. **Second:** You want more cash trade. **Third:** You want to collect your accounts, and clean up your books. **Fourth:** You want to unload the slow sellers, and the stickers at full price, and thus get your money out of merchandise that is costing you from 7 to 10 per cent. to carry. **Fifth:** You want to clean up your stock, and make your own choice of the merchandise that must be sold, if a sacrifice is to be avoided. **Sixth:** You want to conduct your own sale, and give all of your attention to your customers, to your merchandise. **Seventh:** You want to keep these customers when you get them, keep their trade, and increase your sales with them.

You do want to do these things, and we know that you want to succeed and grow; let us tell you more in detail about this trade winning, friend making, money getting campaign. You are not placing yourself under obligation to us by filling out the coupon, and we want to send you more literature so that you can see the broad scope of our work, and reasonableness of each one of our statements—why merchants who have employed our service would write such letters as we have reproduced above.

Make this your biggest year in business, add to your bank account, add to your profits and get more out of the business that you are in for profit's sake.

Cut out the coupon and mail it to today

Practical advertising Co., Springfield, Ill.

Kindly send us at once full information about the "Booster Club Campaign." Also mail us a copy of the "Booster Journal" and your booklet, "How to be a Good Booster."

We will be glad to know how to increase our customers—our sales.

Name

Town

State

M. T.—3-24